

ROLE OF TOURISM INDUSTRY IN EMPLOYMENT GENERATION IN RAJASTHAN STATE

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Abstract: The travel and tourism industry is one of the largest and most dynamic industries in today's global economy. It is expected to generate about 9 per cent of total GDP and provide more than 235 million jobs in 2010, representing 8 per cent of global employment. Last November, over 150 government, employer and worker delegates from more than 50 countries, meeting at the ILO's Global Dialogue Forum on New Developments and Challenges in the Hospitality and Tourism Sector, discussed new developments and challenges in the sector. Compared to other sectors of the global economy, the industry is one of the fastest growing, accounting for more than one-third of the total global services trade. Rajasthan's age old forts, cities of historical importance and world famous monuments have always excited the tourists. Now tourism goes beyond the closed quarters of famous historical monuments and big cities. Department of Tourism, Govt. of Rajasthan with its shift of focus on rural tourism has decided to provide the tourist a glimpse into everyday lives of villagers who carry a unique flavour of Rajasthan and make it a once-in-a-life-time experience

Keywords: TOURISM DEVELOPMENT, EMPLOYMENT GENERATION, SOCIAL DEVELOPMENT, socio-cultural changes

Introduction

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organisation defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs, hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

Tourism in India has shown a phenomenal growth in the past decade. One of the reasons is that the Ministry of Tourism, India has realised the immense potential of tourism in India during vacations. India travel tourism has grown rapidly with a great influx of tourists from all across the globe who have been irresistibly attracted to the rich culture, heritage, and incredible natural beauty of India.

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth.

Tourism plays a vital role in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. It promotes national integration and international brotherhood.

India has fascinated people from all over the world with her secularism and her culture. There are historical monuments, beaches, places of religious interests, hill resorts, etc. that attract tourists. Every region is identified with its handicraft, fairs, folk dances, music and its people. The Departments of Tourism promotes international and domestic tourism in the country. The Tourism Advisory Board recommends measures for promotion of tourist traffic in India. Indian tourism is adversely affected by terrorism, tours and pollution. Sincere efforts could help to further develop the Indian tourism industry.

The Tourism Advisory Board recommends measures for promotion of tourist traffic in India. It reviews the tourist trends and suggests appropriate measures. Some of the places, havelis and castles have been converted into heritage hotels. In these hotels, the tourists get the experience the exotic lifestyle of the bygone era. The exotic train 'palace on wheel's which travels through Rajasthan attracts a lot of foreign tourists. The Indian Tourism Development Corporation (ITDC) organizes

entertainment programmes like folk dances and songs And provides shopping facilities. Today many private companies like Sita Travels, Club Mahindra etc. arrange domestic as well as foreign tours.

Tourism Market in India

The tourism industry of India is economically important and grows rapidly. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about ₹ 95 billion by 2015.

According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65 and Kolkata at 99.

The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. As per the UNWTO World Tourism Barometer, December 2013, India's rank in the World Tourism Receipts during 2012 was 16th and rank in international tourist arrivals was 41. The rank of India was 7th among Asia and the Pacific Region in terms of tourism receipts during 2012.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism.

Hotel sector is the key segment of tourism industry to earn foreign exchange. Realising the importance of hotel segment the government has taken initiatives to encourage hotel industry by providing tax benefits and other incentives. Foreign investment and collaboration are now facilitated under new economic policy. The hotel industry has shown a spectacular growth during the last one and half decades. The number of hotel rooms has increased from 30200 in 1986 to 57386 in 1995 and to 62000 in 1996 and to 68000 in 2001. In the approved list of Department of Tourism the classified hotels are 125 in One Star, 286 Two Star, 274 Three Star, 73 Four Star, 56 Five Star, 42 Five Star Deluxe, and 41 of heritage hotel category. In spite of rapid strides made by the hotel industry since last one decade or so, the hotel accommodation falls short of the requirement of growing inflow of the tourists. Assuming a modest growth rate of 7 to 8 percent per annum, the requirement to hotel rooms is expected to rise to 91,000 by 2002-03 and to 1.125 lakh rooms by 2005. Besides a large number of budget hotels will be required for about 200 million strong middle class Indian tourists also.

Rural Tourism in India

After independence government was focusing on development of the key areas like agriculture, industry, infrastructure, etc in rural India. Tourism was never seen as a potential business, it was growing at its own pace. Although tourism has started receiving some attention from last decade, but rural tourism was never given any priority. Worldwide tourism is ranked second highest revenue-generating industry next to the oil industry. It is necessary to differentiate between different type of tourists to understand and analyse their purpose of visit. There are different ways to attract domestic and foreign tourists, we need to understand what types of services are required to attract and retain the customers. There is a large potential market for rural tourism especially for foreign tourists, which has not yet developed because government has not taken up any systematic approach to attract foreign tourists. The basic concept of rural tourism is to benefit the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage. Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values. In Asia, especially in India, rural tourism in its true form is relatively new. The potential for rural tourism to be a major force in rural economic development resulting in poverty alleviation is yet to be realized to the fullest extent. Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting

the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle.

For creating a rural tourism experience the natural, cultural, human or capital resources indigenous to the rural area would have to be attractive to tourists. Key factors in relation to competitive advantage are the attraction (including its authenticity), quality of service and facilities, the destination's accessibility and pricing (perceived as value for money). Unless we are able to change the way tourists perceive / experience tourism in a rural scenario all these aspects will be critical from a tourist's point of view. Many of these are also aspects that should be basic to people's lives - particularly basics such as a clean environment, hygiene and sanitation. However it must be remembered that we need to create an environment that will help the tourist experience rurality and not rush to create urban comforts in a rural setting, because that is what the "tourist will want". Ultimately with the combination of the Unique Selling Proposition (USP) and competitive advantage the community will need to learn and compete within the bounds of the market. Often in the case of marketing of a rural tourism product, the emphasis is on marketing an experience. This is not as simple as creating attractive advertisements and has many layers - imaging, ethics and knowing what sells.

Many rural tourism projects have the idea of homestays as a central part of the tourism product on offer. There are both opportunities and dilemmas related to homestays in a rural setting. On the one hand homestays allow for more decentralised benefits both in terms of economic benefits and in terms of varied and more authentic experiences for tourists.

Rural Tourism in Rajasthan

Tourism in Rajasthan has been one of the major sectors for sustaining livelihoods in the state. Rajasthan is known for its heritage, rich culture, handicrafts and cuisine, which has been attracting international and domestic tourists every year. There are well known destinations in the state mapped as tourist circuit of the world. With the changing economic scenario in the country and abroad, resulting in increasing investments and expenditure being incurred by households for tourism purpose, it is an opportunity for the state to leverage on it and attract more tourists, thereby resulting in livelihood promotion for the rural masses. However, apart from the well known destinations existing in the state, there are other sites that can attract tourists that are situated at proximity to these major tourist destinations. With the purpose of tourism undergoing change, there is a need for the state to promote less known sites that can offer rural, adventure and cultural experience.

Since most societies have developed in villages, there is a strong link with these small communities where the way of life, more often than not, has remained unchanged. Fortunately, tourism has taken cognizance of this fact around the world, and the development of rural tourism, as a result, has ensured a more equitable distribution of tourism income, and provided a fillip to the sustenance of ethnic cultures and lifestyles. Of nowhere else could this be truer than Rajasthan where the colourful way of village life most truly represents the way the people of this state have lived for centuries, to create a unique socio-system unparalleled elsewhere. Not only does it help to sustain local ways of living, art, music, dance and culture, it also allows the village community pride in these practices. These can be packaged by an entrepreneur as part of camping tours or heritage tours, with a feel of rural communities through the use of local means of transport, camel rides, campsite cuisine, participation in music and dance soirees and in festivals.

The countryside all over Rajasthan is dotted with small villages and rural points of interest. However, most efforts to develop rural tourism along organized lines have been made in areas outside and around Udaipur and Jodhpur, and at another level, in the Shekhawati region.

Tourism in Shekhawati

Shekhawati is a semi desert region in north Rajasthan and is situated entirely within the triangle formed by Delhi-Bikaner-Jaipur. Shekhawati represents a region and not just a town or fort. It derived its name from its ruler Rao Shekha. Shekhawati means the garden of Shekha.

The towns of Shekhawati region are known for their amazing painted havelis. So varied and architecturally rich are the havelis that this region is dubbed as the "open art gallery of Rajasthan". The plethora of painted Havelis in rich artistic tradition makes them fascinating. Most of the buildings are dated from 18th century to early 20th century. The Shekhawati region is dotted with so many havelis that tracking them is something akin to a treasure hunt. Various forms of fine art adorn the walls and the ceilings of these structures as a contrast to the otherwise flat and barren land. The havelis are noted for their frescoes depicting mythological themes and huge animals. Some later day frescoes reflect British influence in the form of steam locomotives and trains depicted on them.

There are also forts, minor castles, mosques, step-wells (called 'baoris') and chattris. The Rajputs mostly depicted the themes of historical events, personage, folk-heroes and prominent war scenes, while the Marwaris concentrated more on religious themes. However, with the passage of time and advent of the British their motifs too began change.

Nawalgarh has some of the finest frescoes in the Shekhawati region. A huge fort with a colourful bazaar and numerous havelis with elaborate architecture make it an interesting destination. There are a few prominent havelis like Anandilal Poddar Haveli, Aath Haveli, Hodh Raj Patodia Haveli, etc., which are to be visited, as also the two forts.

Dundlodh lies in the heart of the Shekhawati Region about 7 km from Nawalgarh. It was founded in 1750. The fort is a blend of the Rajput and Mughal schools art and architecture. The Diwan-e-khas (Hall of Private Audience) has stained glass windows,

fine antiques and an impressive library. A peep into the village on a camel safari is rather interesting. Fine breeding of horses has been a passion with the royals and the tradition continues. These studs are available for riding and horse safaris. A 1 day / 1 night stay over at the resort lets you sample an enchanting lifestyle.

Mandawa founded in the mid 18th century Mandawa skyline today is dominated by an imposing fort, now a heritage hotel that is maintained in classic medieval style with modern luxuries. The Mandawa family has a unique collection of their preserved paintings and antiques that adorn the main huge hall in the centre of the castle, originally the durbar hall and now an exotic lounge. There are numerous havelis like Hanuman Prasad Goenka Haveli, Jhunjhunwala Haveli, Mohan Lal Saraf Haveli, Chokhani Double Haveli.

Parasrampur is a tiny village 20 kms southwest of Nawalgarh. It boasts of some of the oldest and the best preserved Shekhawati paintings in the region. The Shyamji Sharaf Haveli and 18th century haveli located near the bus stand have well preserved paintings.

Research Gap

1. It is very important to introduce the concept of rural tourism within the society. This would help the local people to understand better the benefits of rural tourism.
2. Promotion of Rural Tourism can be done through fairs and festivals.. Fairs and Festivals can be an important tool for creating an image for the destination.
3. There is a need to bring out the concept of eco-tourism within the community. The local people need to be given education about ecotourism and the concept of sustainability.
4. The tour operator should be informed about the various events happening in the festivals, so that they can put it as a part of their product during that season which would help promoting the destination and also attract visitors from outside country.
5. Role of public – private partnership for the development of Rural Tourism.
6. To understand how local people perceive tourism.

Need of the Study

1. Although there is phenomenal growth in Indian Tourism, but rural tourism was given least priority.
2. The concept of rural tourism has a noble cause, it is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern times.

The proposed study will explore the reasons why foreign and domestic tourists visit such destinations. Rural tourism has created tremendous impact on the local economy, life style and socio-cultural changes among the rural people in and around this tourist destination.

Relevance of the Study

1. The proposed study helps to assess Rural Tourism patterns and trends in Shekhawati region.
2. The study will help to improve Shekhawati as a tourist destination from the rural tourism perspective.

The proposed study will assess the impact of Rural Tourism specifically in terms of Social, Cultural and Economic factors

Objectives

1. To find out the Social Impact of Rural Tourism on the local culture.
2. To examine the Cultural Impact of Rural Tourism on the local culture.
3. To investigate the role of rural tourism in the economic development of Shekhawati.

Hypotheses

Ho1 – There is no significant Social Impact of Rural Tourism on the local residents in Shekhawati region.

Ho2 – There is no significant Economic Impact of Rural Tourism on the local residents in Shekhawati region.

Ho3 – There is no significant Cultural Impact of Rural Tourism on the local residents in Shekhawati region.

Methodology

Research Design

Research refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

The research will be conducted in Rajasthan, the sample respondents comprising local residents, tourists and tourism professionals. The data would be collected to understand the market potential of rural tourism to evaluate its positive and negative impact on society especially in the area of economy and socio-culture and to see the development in Shekhawati region. Primary data will be collected from approx 500 respondents by surveys, questionnaire and interview methods. The secondary data will be collected from different sources like websites, journals, books, magazines etc.

Sample Design

Universe: The universe of the study is Rajasthan.

Sampling Design: Data would be collected from 2 districts of Shekhawati region namely Sikar and Jhunjhunu.

Districts	No. of Respondents	Distribution of Respondents		
		Local Residents	Tourists	Tourism Industry Players
Jhunjhunu	250	300	100	100
Sikar	250			
Total	500		500	

Sample Unit: The study will collect information on the impact of rural tourism on the social, cultural and economic development of Rajasthan. The respondent will be chosen from two districts of Shekhawati region : Jhunjhunu and Sikar. The respondents would be chosen from 5 villages / rural towns of each district.

Districts	Villages				
Jhunjhunu	Alsisar	Parasrampura	Mandawa	Nawalgarh	Sigda
Sikar	Harsha	Khandela	Devgarh	Katrathal	Khatushyam Ji

Sampling Method: There are two types of sampling methods: probability sampling and non-probability sampling. Here in this study Multi Stage sampling will be used.

Sample Size: There shall be approx 500 respondents in the sample, 300 from local residents in both districts (30 questionnaires from each village), 100 each from tourists and industry players.

Districts	No. of Respondents	Villages	No. of Respondents
Jhunjhunu	150	Alsisar	30
		Parasrampura	30
		Mandawa	30
		Nawalgarh	30
		Sigda	30
Sikar	150	Harsha	30
		Khandela	30
		Devgarh	30
		Katrathal	30

		KhatushyamJi	30
Tourists	100		
Tourism Industry Players	100		
TOTAL	500		

Data Collection: Both primary and secondary sources will be used to collect the data. Primary data will be collected through interview, survey and questionnaire methods.

Secondary data related to rural tourism will be collected from websites, RTDC, journals, books, magazines etc.

Analysis of data:

- Data so collected will be tabulated suitably for the purpose of analysis.
- Data will be analyzed with the help of SPSS.
- Normality and Reliability test on data will be done.
- Appropriate inferential statistical tools like Likert Scaling, Factor Analysis, Chi- square test will be applied for hypothesis testing. Reliability and validity test will be applied on questionnaire.

Limitation of the study:

- Very few studies on Rural Tourism have been carried out in Shekhawati, so lack of literature can be the problem.
- The residents might not cooperate as they do not know the researcher.
- Bias of the respondents may affect the results of the study.
- Lack of knowledge of the respondent about the topic.
- The language barrier can affect the information.

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