

Tourism Development and its Impact on Development

Paper Submission: 15/01/2018, Date of Acceptance: 25/02/2018, Date of Publication: 25/09/2020

Abstract

Rajasthan has been internationally regarded as the most colourful and attractive tourist centre in the world. It's typical topography, glorious past heroic feats; rich history and gay folk life make it remarkably and irresistibly fascinating to the tourist from the country and abroad. At present Rajasthan is one of the most popular tourist state of the country and the share of states in the international tourist arrivals to India is about 25 percent of the number of domestic tourist visiting Rajasthan every year is almost 10 millions.

In the present condition the industrial development in the state has not been quite fast though the population growth is quite high and better improvement in literacy rate and per capita income of the state, agriculture production has not been taking place. These leave little scope for generation of more employment opportunities. Present study tries to find out the impact of tourism on economic development of Rajasthan.

Keywords: Tourism, Behavioral, International Tourist, Population Growth.

Introduction

Rajasthan has been internationally regarded as the most colourful and attractive tourist centre in the world. It's typical topography, glorious past heroic feats; rich history and gay folk life make it remarkably and irresistibly fascinating to the tourist from the country and abroad. At present Rajasthan is one of the most popular tourist state of the country and the share of states in the international tourist arrivals to India is about 25 percent of the number of domestic tourist visiting Rajasthan every year is almost 10 millions.

In the present condition the industrial development in the state has not been quit fast though the population growth is quit high and better improvement in literacy rate and per capita income of the state, agriculture production has not been taking place. These leave little scope for generation of more employment opportunities.

Hence better management of tourism while treating tourism as "Industry" along with agricultural and industrial development needs attention of not only policy makers bu also of the researchers and economists to find out ways and means to improve the tourist inflow in the state. With increased tourist facilities in the idea of different socio-economic and marketing indicators, tourism can reach the vast majority of the population and becomes available to the common man. this requires the role of planning promotion and marketing and creating favourable environment for tourism so the tourism development can play a major role in the economic development of the state.

It is a well known fact that tourism in Rajasthan enjoys prominent place and make an useful contribution to the socio-economic development of Rajasthan. The study brings out the growth of tourism industry in Rajasthan since 1981, and the problems of the industry. All the above mention proves that Tourism industry plats a very significant role in the Indian economy. Now, Tourism industry has become a service industry and there are so amny opportunities in the industry for young generation because it is a leisure industry, smokeless industry and employment generating industry which will be an important source of foreign exchange earnings and it is also generating employment in tertiary sector in a large number or (In a large measure) visible and invisible ways.

Present study tries to study the impact of tourism on development.



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Review of Literature

Here we have summarised some important studies on the research topic ;

Tsing Hua (1998), Study on the tourism destination image designing- The first part of this paper, after briefly commenting the planning study and developing process of tourism destination image in China, points out the image of tourism destination has been playing an important role in tourism development. But the researchers use the pattern and method of CIS for reference in great deal. In this paper, the author combines case study to inquire into the image designing train of thought of country scale tourism destination, based on contrasting the same and different points of different spatial scale from the country scale angle.

Singh (2003) in his study evaluated the relationship between travel and different aspects of societal structure with the help of a comparison between India and United States. The study highlighted different similarities like complex societies, democracies and stratification system between India and United States. To know the behavioral pattern of people towards travel he also explained differences on the basis of population, area and societal development between the two societies. It revealed that travel related decisions by the Indian middle class were directly influenced by religious thought. However, travel related decisions by the American middle class were influenced by leisure time and money. The study concluded that huge differences between societal structure of India and United States gave birth to different types of tourism i.e. pilgrimage tourism in India and secular tourism in United States.

N MILI -2012 Ciste,Rural tourism development and overview of tourism in the village of naharkatiya in Dibrugarh district Assam India by -N. Mili ,International Journal of scientific and Research 2012 Cister , Rural tourism is a recent offshoots to tourism sector that have grown up to be a potential business in its own place. Rural tourism is a form of nature based tourism that uncovers the rural life culture art and heritage at rural locations thereby favoring the local communities.

Mohammed Mohsin Ali Khan korma, Mohammed Athar Noor and Dr Muhammad Asif Khan 2014 Tourism development in India under government five years plan International Journal of research volume first issue 3rd April 2014 and 234 8-6 848 article ,the Indian tourism and hospitality industry has emerged as one of the most key Industries driving growth of the service sector in India this paper will review the progress of tourism development in India and the government five year plans. Tourism development in India has passed through many phases of tourism development has always been an integral part of the country's five year plans. Government has been giving special emphasis on the tourism sector during the each plan period. The Ministry of Tourism Government of India has consistently been working on improving India as a prime destination for world tourist. The Ministry of Tourism designs National policies for the development

and promotion of tourism development and give importance place to tourism in overall development of the country. Government of India takes several steps time to time for the development of tourism industry full stop number of appropriate market marketing strategies of India's tourism are available in India as well as abroad there is a need to increase the government role in promoting India as a brand.

A Sharma 2015 Educational tourism strategy for sustainable Tourism Development with reference to hadoti and Shekhawati regions of Rajasthan, A Sharma – journal of Business Economics in 2015 scientific education.org Tourism today is one of the major Global industry and important source of economic growth and Employment generation . Tourism is one of the biggest growing industries on the earth and its hegemony appears secure if the current rate of growth is maintained.

Objectives of The Study

The objectives of the study are as following.

1. To study the role of tourism in economic development of Rajasthan.

Methodology

Present study is based on Rajasthan because Rajasthan has a great tourism potential and there still more possibility of development in this sector.

Statistical tools used in the study

Present study is based on the secondary data. We have used various statistical tools in this research like average, percentage, correlations, regression and analysis of variance etc.

Results and Discussion**Foreign tourist arrival in India**

Following table shows the foreign tourist arrival in India from 1997 to 2016.

Foreign tourist arrival in India

Year	Tourist Arrival	% change
2000	2.65	6.7
2002	2.54	-4.2
2003	2.38	-6.0
2004	2.73	14.3
2005	3.46	26.8
2006	3.92	13.3
2007	4.45	13.5
2008	5.08	14.3
2009	5.28	4.0
2010	5.17	-2.2
2012	5.78	11.8
2013	6.31	9.2
2014	6.58	4.3
2015	6.97	5.9
2016	3.54	5.2

Source: Tourism department of India

Data shows that total number of tourist visited India in 1997 were 2.37 million. It has increased up to 6.97 million in 2013. Trends of the data show that foreign tourist arrival is continuously increased in India.

2. Foreign exchange earnings from tourism:

Following table shows the foreign exchange earnings in India.

Year wise foreign exchange earnings in India

Year	Foreign exchange earning	% change
2000	12150	15.6
2002	12951	6.6
2003	15626	20.7
2004	15083	-3.5
2005	15064	-0.1
2006	20729	37.6
2007	27944	34.8
2008	33123	18.5
2009	39025	17.8
2010	44360	13.7
2012	51294	15.6
2013	53700	4.7
2014	64889	20.8
2015	77591	19.6
2016	94487	21.8

Source: Tourism Department of India

Data reveals that in 1997 India generated Rs. 10511 crore from tourism. It shows a continuous increasing trend. It was Rs. 107671 crore in 2016. Thus it can be concluded that tourism contributes a lot in India growth process.

3. Tourist Inflow in The State

In the previous chapter we have discussed tourist inflow in the state of Rajasthan. It has emerged during last decade as one of the favorite tourist destinations in India. While in the year 1973 the total arrivals of tourists to Rajasthan were about 2 million, increased to 7.99 million arrivals by the year 2000 of which domestic tourists were 73.74 lacs and foreigners 6.23 lacs. Presently the state receives 0.62 million of the 2.62 million foreign tourists who visit India annually, and additionally over 73.74 lacs domestic tourists also visit Rajasthan annually. The world famous "Golden Triangle" comprising Delhi Agra-Jaipur has put Jaipur on the world tourism map. 60% international tourists visiting India, travel in the Golden Triangle. The rate of growth of tourism in Rajasthan has been phenomenal in the last few years. The annual rate of growth for domestic tourists has been 7% and for international tourists it has been 5% and it presents some of the tourism products of Rajasthan have become internationally famous and popular among tourists such as Palace on Wheels, Heritage hotels, camel safaris, Pushkar Fair, Desert Festival and wild life sanctuaries and national parks.

4. The economic development leads to equitable distribution of income flow, employment generation and other benefits to society in terms of improvement in life of people which are given as under -

A. Standard of Living

The visit by visitors to a state affects the living pattern of indigenous people. The way visitors conduct themselves and their personal relationships with citizens of the host state have profound effect upon the mode of life and the attitude of the local people. So tourism has raised the standard of living of people in Rajasthan.

B. Benefits to Farmers

The provision of metalled roads to market centers in a much significant manner. During tourist season farmers bring more goods from their village to sell in the tourist spots as well as in the open market, thereby leading to better earnings and cash flow.

C. Helpful in Removal of Poverty

Tourism has contributed nicely in the removal of poverty in the state because it is creating a lot of job opportunity in various sectors of tourism.

D. Tourism Expands Regional Development

Expansion generated by tourism on regional level in Rajasthan is substantially higher than that of industrial development with the same investment possibilities and this expansion is also considerably faster.

Tourism in Rajasthan is an important factor in regional development. It has brought employment and supplementary income to the people of the state.

Factors affecting the involvement of the tourists in tourism

Here we have tried to analyze the factors affecting the involvement of the tourists in tourism. Here we have used the multiple regression model. Following model has been adopted in the study:

$$Y_1 = \alpha + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + B_7X_7 + B_8X_8 + U_1$$

Where Y_1 = Involvement of the respondents in tourism

X_1 = level of education.

X_2 = Age of respondents

X_3 = Awareness of the people.

X_4 = Income earned from tourism

X_5 = Infrastructure

X_6 = Government policy

X_7 = Number of tourists

X_8 = Local environment

U_1 = error term

Following relationship has been established in the model :

1. Y_1 Involvement of the people in tourism is termed as a dependent variable which depends on the other independent variables.
2. X_1 There is positive relationship between the education level and involvement of the people in tourism. Educated people will involve in tourism more than uneducated women.
3. X_2 Positive relationship has been assumed between the age of respondents and the participation in tourism.
4. X_3 Positive relationship has been established between the awareness and the involvement in tourism.
5. X_4 There is positive relationship between the income and people's involvement in tourism. Higher will be the income, higher will be involvement.
6. X_5 : Positive relationship has been assumed between the infrastructural facilities and people involvement in tourism.
7. X_6 Positive relationship has been assumed between the good working of government

machinery and the people's involvement in tourism.

8. X_7 : Positive relationship has been established between the number of tourist and the peoples involvement in tourism.
9. X_8 : Positive relationship has been established between the local environment and the people's involvement in tourism.

Following results has been drawn by the model.

Results of Regression Model

Variable	Sign	B	t value	R^2	R^2	F Value	P Value
X_1	+	.68*	2.69	.814	.792	4.862	0.041
X_2	+	.49	1.64				
X_3	+	.72*	3.8914				
X_4	+	.84*	6.294				
X_5	+	.42*	1.008				
X_6	+	.281*	0.86				
X_7	+	.416*	1.291				
X_8	+	.818*	2.891				

Source : Computed, * significant at 5% level of significant

Here the null hypothesis is

$$H_0 = B = 0$$

i.e. B's are not significantly affecting the peoples involvement in tourism.

Here all the variables are found to be positive and significantly affecting the dependent variable. The value of B's are .69, .49, .72, .84, .42, .28, .41 and .818 respectively. It means that if there is 1 percent change in each independent variable than there is .68, .49, .72, .84, .42, .28, .41 and .81 percent change in the dependent variable.

Our model is found to be best fitted as the value of the coefficient of determination and adjusted coefficient of determination is quite high. It is .814 and .792 respectively. It means that the 81 percent variations in dependent variable can be explained by explanatory variable.

Our null hypothesis is rejected as P. value is less than the 5 percent as it is 0.0041. It can be concluded that the B's are significantly affecting the peoples involvement in tourism.

Suggestion

There are immense potentialities of Tourism Industry in Rajasthan and for their better exploitation and development there are certain suggestions hear which may prove fruitful:

Development of Tourist Place

The tourism department should develop those places which have great potentials in Rajasthan. Attention must be paid to accommodation. Transportation facilities and environmental development of such places.

Tourism Literature

It should be published not only in English but in other languages also so that people coming from different places countries and states may benefit from it.

Advertisement and Film Shows

The tourism department should advertise in the magazines of national and international reach and level. In the advertisement, information should be given regarding tourist places, facilities, package tours etc. Films should be made of special occasions, fairs and hotels.

Accommodation facility

The tourism department should made efforts for constructing private and government hotels to promote accommodation facilities to the tourists. The room capacity as well as bed capacity should be increased. Old places and forts should be converted into heritage hotels.

Transportation Facilities and Package Tours

The tourism department should provide transportation facilities to the tourists. The travel agents should be given temporary permit whenever required by them in order to transport to passengers.

Conclusion

Rajasthan has immense of potential in tourist industry. the data shows foreign tourists are increasing every year and foreign exchange earnings from tourism is also showing Rapid increase. number of domestic tourist have also shown in crease ,this will benefit to many sections of the society as well as government .this also shows tourism is one of the progressive industry in India.

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