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Understanding the role of tourism policies in the development of Rajasthan

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Abstract

The goal of this research is to learn about and describe how Rajasthan's tourism industry has evolved over time. To better comprehend the situation of Rajasthan's tourism business, it is necessary to assess the state government's official policies, initiatives, projects, and strategies. According to the research, the tourism business has grown significantly since the first tourist policy was implemented in 2001. However, the research also found that, with the assistance of all key stakeholders, much more effort is required to market Rajasthan as a tourist-friendly place around the world.

Keywords: Tourism policies, Rajasthan's tourism industry, Rajasthan's tourism business

Introduction

The tourist business has quickly emerged as one of the world's fastest expanding, contributing significantly to India's burgeoning economy. India has enormous untapped potential to become a big player in the global tourist business. Because of its rich cultural heritage, immense natural resources, and unique animal and plant life, it has a plethora of tourist spots inside its borders.

Tourists from all over the world agree that Rajasthan is one of India's most beautiful and intriguing places. The state's amazing collection of medieval forts and palaces, as well as the state's lively artistic and cultural heritage, draw visitors to Rajasthan. The tourism business in Rajasthan is thriving. The desert forts of Jodhpur, Bikaner, and Jaisalmer, as well as the palaces of Jaipur, are among India's most well-known tourist sites, attracting many visitors from overseas. Many old buildings that had fallen into disrepair, such as palaces and forts, have been converted into hotels with a focus on their historical relevance. The state has made it a primary priority to invest extensively in the tourism industry, which generates significant money and jobs. It promotes national unity and helps to develop local communities.

The purpose of this research was to learn about and describe in depth the factors that have influenced the expansion of Rajasthan tourism business over time. This study recognizes the critical role that governments play in the tourist sector, as well as the impact that government policies can have on the sector's development.

Review of Literature

According to Vellas (2002), tourism is a complex economic activity due to the numerous ways in which it is linked to other economic disciplines. As a result, tourism can have a multiplier impact and stimulate economic growth. According to (Singh, 2013) the Indian state of Rajasthan is one of the most visited in the country due to its rich cultural history, numerous fairs and festivals, and ability to attract tourists from all over the world (Sharma & Arora, 2015) [1]. (Sharma, 2013) [3] performed a survey of both local and foreign tourists in Rajasthan as part of a SWOT analysis of the state's strengths, weaknesses, opportunities, and threats (SWOT). Furthermore, (Shukla, 2010) [4] conducted an exploratory study to assess tourism marketing approaches and reply to questions concerning whether promotional efforts in the state of Rajasthan are customer-centric or supply-driven. However, the tourism industry is not yet fully operational, and numerous problems must still be solved with the full cooperation of the government and other interested parties (Choudhary & Yadav, 2018) [2].

Research Methodology

The study's purpose is to shed light on the growth of Rajasthan's tourist industry and provide an explanation for its existence.

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To delve deeper into the topic, the study employs a critical analysis of the official plans, policies, strategies, and schemes made by the government to promote tourism in Rajasthan. The draft essay investigates and accounts for the external environment thoroughly. Many scholars' and researchers' works are included in the secondary sources, which include books, magazine and journal articles, conference and journal papers, working papers, and internet resources.

Discussion

Since 1989, when Rajasthan formally recognized the tourist industry as an industry, the state government has provided a variety of subsidies to the business, beginning with a capital investment subsidy in 1993. In order to provide the industry a quick and decisive boost, the State Government launched

the Rajiv Gandhi Tourism Development Mission in 2001. This Mission marked the beginning of a new era of development for Rajasthan's tourism industry. Rajasthan was one of the first states in the country, and one of the first in the world, to adopt a tourist policy in 2001. To provide a strategic framework for the expansion of the tourist industry, the state has produced the "Tourism Policy of Rajasthan." This policy was intended to serve as a roadmap for attracting new capital and attracting more local and international visitors to the area. The Rajasthan Tourism Unit Policy of 2007, the Rajasthan Tourism Unit Policy of 2015 (henceforth referred to as RTUP 2015), and the more recent Tourism Policy of 2020 (which aspires to restore Rajasthan's standing as a top tourist destination) all built on the foundation laid by this policy. The details of the all the policies related to tourism is given below in table 1.

Table 1: Details of tourism policies of Rajasthan

Policy	Major objective
Tourism policy 2001	<ol style="list-style-type: none"> 1. Creating more employment opportunities 2. Infrastructure development 3. Encourage private investment and flow of institutional finances to improve accomodation facilities 4. Building coordination between public and private sector 5. Easy dissemination of information to domestic and international tourists 6. Handling inter departmental grievances 7. Incentives to hotel industry in form of subsidy, ,tax cession, loan extension, remission of stamp duty etc.
Rajasthan tourism unit policy 2007	<ol style="list-style-type: none"> 1. Concessions to hotels, development of heritage hotels 2. Improving accomodation facilities 3. Yoga and meditation center , golf course and academy attached with tourism unit are included in the defination of tourism unit 4. Conversion of agricultural land in urban areas, 5. Conversion of residential land and heritage properties into hotels and other tourism units, 6. Major focus is on hotel industry and improving accomodation facilities within the state
Rajasthan tourism unit policy 2015	<ol style="list-style-type: none"> 1. Extension of tourism unit policy 2007. 2. Time bound conversion of land for tourism units including new hotels and heritage hotels 3. Time bound approval of building plans, grant of Patta to heritage hotels 4. Employment creation 5. Infrastructure development; encouraging speedy investment in the state 6. Smooth and speedy implementation of provisions
Rajasthan tourism policy 2020	<ol style="list-style-type: none"> 1. Promote Rajasthan as a leading tourism brand in national and international markets. 2. Strengthen and diversify existing tourism products. 3. Focus on lesser known destinations and tourism innovativeness. 4. Improve the connectivity of tourist destinations through road, rail and air. 5. Expand tourist accommodation infrastructure. 6. Broad based promotion and marketing of tourism products. 7. Skill development to create gainful self-employment. 8. Focus on buiding interdepartmental coordination. 9. Take steps to encourage private sector investment in the State. 10. To provide a safe and secure environment for tourists and in particular women travellers and also improve tourist grievance redressal systems. 11. To empower the department with suitable administrative structure for extending approvals for establishment of tourism units. 12. Market research and developing statistics grid development framework for better policy making and forecasting
Rajasthan eco-tourism policy 2021	<ol style="list-style-type: none"> 1. Conserving the existing ecosystem ,heritage and culture 2. Encourage collaborative nature conservation efforts 3. Active participation of local community in nature tourism 4. Equitable distribution of benefits to all 5. Creating awareness regaridg ecotourism among all stakeholders 6. Exploring less explored areas of ecotourism detstinations

Conclusion

Given the state's economic benefits, such as foreign currency earnings, regional growth, infrastructure development, and promotion of local handicrafts, the tourist industry is usually recognized as Rajasthan's apex industry. Without the vitality that this sector provides, Rajasthan

would actually perish. The importance of this business and its potential contribution to economic growth is recognized by the state government. We can build new hotels and upgrade existing ones due to the Rajasthan state government's new tourist unit policy. The purpose of the sustainable tourism sector is to strengthen social values and

the industry's economic sustainability while preserving natural and cultural resources, local society, food traditions, and the environment.

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