

Tourism in Rajasthan

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Rajasthan tourism is well known in not in our country but also in whole world. Due to tourism, where mutual beauty and development of unity, but also increase in forex earning and employment opportunity. Tourism sector is fastly growing area of industry. This sector is second most forex earning industry in country. As compare to other sector in economy tourism is most FDI and employment generating sector. In 2015-16 tourism in Rajasthan generates 5.18% direct employment and 11.26% total employment. In current time every third person should came Rajasthan for tourism. Rajasthan always promoted for their art and culture, holy pilgrimage, natural beauty, wild life sanctuary and historic place in not only in India but in whole world.

As per England poet Rudyard Kipling “is there any place in whole world where way made of soil of brevier bones, that is known as Rajasthan.” As per karnel James taud Rajasthan is most tasteful and ravish state.

In Rajasthan tourism department working as an independent department since 1956. 2 equipment are

under the control of tourism department which are: Rajasthan tourism Development Corporation limited and Rajasthan state hotel corporation limited and sovereign institute ‘Rajasthan tourism and travel management institute (Rittman) is working. And other Rajasthan state fare authority, Amer development authority, Rajasthan foundation and Rajasthan heritage conservation are also working for tourism development in Rajasthan.

Tourism arrival in Rajasthan in year 2019

In 2019 538.26 lakh (522.20 lakh domestic and 16.06 Lakh international tourist) came Rajasthan for travel. Total tourism increases 3.53% in 2019 as compared to 2018, domestic tourism increases 3.95% and foreign tourism decreases to 8.44% in 2019 as compared to 2018. maximum domestic tourist 46.599 lakh from total tourist came to Ajmer and 43.47 lakh in mount Abu and 41.98 lakh Pushkar. Maximum domestic tourists came in month of September. In 2019 10.89 million foreign tourists came to India. This result in increase of 3.2% as compare to 2018.

Tourism incoming in Rajasthan in 2018

In 2018 total tourist incoming in Rajasthan	519.90 lakh domestic and 17.54 lakh international
➤ Annual increase rate	9.39%
In 2017 total tourist incoming	475.27 lakh(16.10 lakh international and 459.17 lakh domestic)
Domestic tourism incoming	502.36 lakh
➤ Annual increase rate	9.41%
International tourist incoming	17.54 lakh
➤ Annual increase rate	8.97%
In 2018 international tourist came to India	10.56 million
In 2018 from total international tourist in India came to Rajasthan	16.62%
Maximum international tourist coming in Rajasthan from	1. France 2. U.K. 3. U.S.A.

Maximum domestic tourist coming in Rajasthan to	I. Ajmer II. Pushkar III. Mount Abu
Maximum international tourist in Rajasthan coming to	I. Jaipur II. Udaipur III. Jodhpur
Maximum domestic tourist came in month	September
Minimum domestic tourist came in month	June
Maximum international tourist came in month	November
Minimum international tourist came in month	June
Total Foreign tourist arrival(FTA) in India	10.56 million
➤ Annual increase rate	5.2%
In 2017 Total foreign tourist arrival in India	10.04 million
Total Foreign going citizen in 2017	26.29 million (in 2017 23.94 million)
➤ Annual increase rate	9.8%
In 2018 international foreign tourist arrival in India	17.42 million
➤ Annual increase rate	3.7%
Place of India in international tourist arrival	1.24% ,22 ND (26 TH IN 2017)
In all state/union territories no. of domestic tourist	1854.93 million (in 2017 1657 million)
➤ Annual increase rate	11.9%
Maximum foreign tourist arrival in India month	December (11.91 lakh)
3 Biggest check post (airport)where foreign tourist arrival is maximum	I. Delhi (28.83%) II. Mumbai (15.70%) III. Haridaspur (land check post) (9.83%)
3 biggest foreign tourist arrival (FTA) countries in India	I. Bangladesh (22.57 lakh, 21.37%) II. America (14.57 lakh, 13.80%) III. U.k. (10.297 lakh, 9.75%)
3 senior biggest domestic tourist arrival state	I. Tamil Nadu (385.909 million ,20.8%) II. Uttar Pradesh (285.079 Million ,15.4 %) III. Karnataka (214.306 million, 11.6%)
Place of Rajasthan in domestic tourism	10 th (502.36 million, 2.7%)
3 biggest state in India in foreign tourism	I. Tamil Nadu (60.74 lakh) II. Maharashtra (50.78 lakh) III. Uttar Pradesh (37.80 lakh) IV. Delhi (27.40 lakh)
No. and place of Rajasthan in foreign tourist	5 th (17.54 lakh)
International tourist arrival in world	1401.0 billion
➤ Annual increase rate	5.4%
Maximum increase foreign tourist arrival countries	I. Sudan (52.5%) II. Myanmar (33.0%) III. Viyatnam (32.2%)

Recent Different attempts of tourism development in Rajasthan

➤ “Dekho apna desh” webinar series

To encourage and promote tourism place in India tourism department started ‘dekho apna desh’ webinar series. This provide detailed and in depth knowledge about history and culture of our country. First webinar organised on 14th April 2020.title of this webinar ‘city of cities-Delhies personal diary’.

On 1st may 2020 tourism department of Rajasthan organised 13th webinar in ‘Sariska tiger reserve’.

➤ Tourism development fund

First time in budget 100 Crores Fund allotted for tourism development as tourism development fund.

➤ Stradend in India

To help international tourist in India on 31st march 2020 started this portal in lockdown of corona crisis.

➤ World heritage city certificate to Jaipur

UNESCO gave world heritage city certificate to Jaipur on 5 February 2020 by Smt. Andrey ajole Directorate, UNESCO.

➤ Immortal cultural heritage development project of Rajasthan:
'Promoting intangible cultural heritage of Rajasthan':

On 5th September 2019 an MOU signed between Rajasthan state government and UNESCO whose objective is to develop 10 new cultural tourism place 4 district in west Rajasthan- Jodhpur, Barmer, Jaisalmer, Bikaner. Due to this 1500 artist benefited in these districts. Cost of project is 7.50 crores.

➤ Development of ecological park in Laxmangarh (Sikar).

➤ Sound and light project permitted in Ajeet museum, fateh vilas, khetri, Jhunjhunu based on publishing and promoting the message of Swami Vivekanand.

➤ To provide knowledge about historical place of Rajasthan. On Following 9 places sound and light show developed-

1. Sambhar salt complex
2. Jai niwas garden, Jaipur
3. Machkund, Dholpur
4. Sanwalia ji Seth, Chittorgarh
5. Kumbalgarh fort, Rajasmand
6. Chittorgarh fort
7. Mirabai memorial Merta
8. Pratap gaurav centre, Udaipur
9. Gadsisar pond, Jaisalmer.

➤ Aadi Mahotsav:

To encourage and promotion of aboriginal culture Aadi mahotsav organised on 16th june 2019.

➤ Pink city festival :

On 20-29 January 2020 pink city festival organised at jawaharkala Kendra Jaipur.

- For conservation of world famous fresco paintings and other heritage property in Shekhawati region Shekhawati circuit is developed.

Institute working on tourism development

➤ Rajasthan tourism development corporation limited (RTDC):

On 1st April 1979 RTDC established with objective of encouragement of tourism development in Rajasthan and to provide the facility of accommodation, food and transport to tourist in Rajasthan.

➤ Rajasthan state hotel corporation limited:

This enterprise established on 7 June 1965 by Rajasthan state government with the objective of hotel establishment for accommodation and food facility for tourist. In current time 3 hotels operated under this enterprise in Rajasthan-hotel Khasha Kothi. Jaipur, hotel Anand Bhawan. Udaipur and hotel Jaipur.

➤ Rajasthan institute of tourism and travel management(RITTMAN):

This institute is established for development of human resource development activities relating to tourism and to provide latest information relating to tourism. This institute is established in Jaipur on 29th October 1996. This is an autonomous institute.

➤ Rajasthan Gandhi tourism development mission:

On 5th July 2001 this mission is established by Rajasthan state government chief minister. Objective of this mission is to timely effectively accomplishment of different yojana, program, policies of Rajasthan state government.

- International tourism institute is established in 2001 for providing tourism infrastructure to the State.
- Training institute operated for human resource development in area of tourism:
 - State hotel management institute, Jodhpur: state hotel management institute is established in 1996 as food craft institute which is promoted as state hotel management institute in August 2001.
 - State hotel management institute, Jaipur: central government established in 1989 for training and employment program operation in hotel management.
 - State hotel management institute, Udaipur:

It is established as food craft institute in Udaipur in 1989. On 24th January 2017 it is declared as promoted and on July 2017 it is considered as state hotel management institute.

- Food craft institute, Ajmer:

It is working from 1st September 1996 as a food craft institute. It provides training and education to students for hotel and catering work.

- Food craft institute, Sumerpur:

It is inaugurated on 9th September 2013 .it's operation started from July 2019.

- Food craft institute, Dholpur:

Tourism department of Indian government grant permission on 9th October 2017 as food craft institute which is promoted as state hotel management institute.

- In Sawai Madhopur and Jhalawar state hotel management institute will be opened.

- In Baran food craft institute manufacturing is on the way.

- Guest management institute in Jodhpur is inaugurated on 30th June 2018.

- In Udaipur district of Rajasthan west regional cultural centre is established. Indian government established 7 regional cultural centres. Headquarter of these centre established as follows:-Patiala, Udaipur, Allahabad (current name Prayagraj), Kolkata, Deemapur, Nagpur, tenjavur.

- Amer Development and management Association(ADMA)

Amer development management association established on 10th November 2005. Rajasthan state government established it with the objective of shielding, protection, restoration, security and management of amer Mahal and amer region's art, literature, culture and historic department. Thereafter state government enhanced scope to complete Rajasthan and renamed as 'Rajasthan Purashampda development and management association' on 25th September 2013. thereafter it is further renamed by state government as Amer Development and management Association on 30th may 2014. This association's scope is widened to protected memorial of Jaipur i.e. Amer Mahal, Jantra Mantra, Hawa Mahal, Nahargarh Fort, Albert hall, Garden of Sisodia rani and protection and management of Vidhya Dhar Garden and Aahar (Udaipur),Ajmer, Alwar, Bharatpur ,Bikaner, chittorgarh, dungarpur, Jaisalmer, Jhalawar, Jodhpur, Kota, Mount Abu, Pali, Sikar, Udaipur, Mandor(Jodhpur), Shahpura(Bhilwara), situated museum and chandrawati and virat nagar situated art protection, reestablishment, renovation work.

- Rajasthan heritage protection and promotion Association:

Rajasthan heritage protection and promotion Association is established in 2006. It is re-established on 3rd march 2014. Whose First president is Onkar Singh Lakhwat.

- Rajasthan Foundation:

On 30th March 2001 Rajasthan Foundation established for continuously in touch and communication with non residing Rajasthani in different countries so that his cooperation enhanced in state development activities .chief minister of Rajasthan is president of this foundation.

- Rajasthan state fair association, Jaipur:

Its president is tourism Minister. It has registered 42 Fair.

Registered Fair by Rajasthan State Fair Association

Name of Fair and its place	District
Jeen Mata Mela, Jeen Mata, Dhantaramgarh	Sikar
Shardiv Navratra Mela, Jheel ka bhara, bhayana	Bharatpur
Baba Ramdev Mela, nagarpalika nawalgarh	Jhunjhunu
Shekhawati handicraft and tourism mela	Jhunjhunu
Baba sundardas mela, gadrata, khetri	Jhunjhunu
Jasnathji mela, katriyasar	Bikaner
Shree masaniya bherawdham mela, Rajgarh	Ajmer
Parshuram mela (futa deval) Kelwara	Rajsamand
Bheraw ji ka mela, bhawanpura	Banswara
Gautameshwar ji mela, Gautameshwar gram	Pratapgarh
Shauli hanuman ji mela, shauli gram	Pratapgarh
Shitla Mata mela, kanana	Barmer
Shree rani Bhatiyali ji mela Jasol	Barmer
Pashu mela and sarad mahotsav	Dholpur
Khatushyam ji mela khatushyam	Sikar
Pashumela, mandkala, nagar fort	Tonk
Shree jaswant pradharsni and pashu mela	Bharatpur
Navratri mela Deshnok	Bikaner
Kolayat mela kolayat	Bikaner
Dushera deepawali mela	Udaipur
Beneshwar mela, gram tilsawa, beneshwar, aaspura	Dungarpur
Shree malinathji tilwara pashu mela	Barmer
Phunchari ka mela, gram Panchayat Sanwai Deeng	Bharatpur
Lohagirl mela, gram panchayat loha girl, udaipurvati	Jhunjhunu
Pandit Ganesh narayan mela and Gugoji ka mela chirawa	Jhunjhunu
Hazrat hazib sakkarbar mela dargah waqf committee narhar	Jhunjhunu
Veer bighaji mela, rohi gram, bigha tehsil, shree dungargarh	Bikaner
Jal jhulni mela, kasbha charbhujia	Rajsamand
Ghotiya amba mela barigama	Banswara
Dashera mela khushalbag	Banswara
Sita mata mela, pal	Pratapgarh
Amba mata mela amba mata	Pratapgarh
Tilswa mahadev mela	Bhilwara
Teerthraj manchkund mela	Dholpur
National dushera mela, kota	Kota
Shree kalyanji maharaj diggi padh yatra mela	Tonk
Chavand mata pashu mela mawali	Udaipur
Summer season navratra mela, jheel ka baada, bayana	Bharatpur
Haryali amavasya mela	Udaipur
Pushkar mela, pushkar	Ajmer
Baba Ramdev mela runicha Ramdevra	Jaisalmer
Navratra mela Mehrangarh fort	Jodhpur

Arrival of tourist in Rajasthan

Year	No. of tourist	
	Indian	Foreigner
2001	7757217	608283
2002	8300190	428437
2003	12545145	628560
2004	16033896	971772
2005	18787298	1131164
2006	23483287	1220164

2007	25920529	1401042
2008	28358918	1539872
2009	25558691	1073414
2010	25543877	1278523
2011	27137323	1351975
2012	28611831	1453170
2013	30298150	1437162
2014	33076491	1525574
2015	35187573	1475311
2016	41495115	15137219
2017	45900000	1610000

Source: statistical year book of Rajasthan.

As per above table arrival of tourist is always increasing in Rajasthan. Maximum tourist came to Udaipur, Jaipur, Jodhpur, Jaisalmer, Bikaner, Mount Abu, and Shekhawati Region. Some Religious centre like Nathdwara, Ranakpur, Rishbhdev, Pushkar etc. are also centre of attraction of tourist.

[2] www.google.co.in

[3] statistical year book of Rajasthan

[4] Geography of Rajasthan book of Dr. Hari Mohan Saxena, Rajasthan Hindi Granth Academy.

[5] Economic survey of different years

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[1] www.wikipedia.org

