

The Economic Impact of Tourism on Jaipur: A Case Study of Rajasthan's Capital City

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Abstract

The tourism sector is gaining popularity among people and is thought to be one of the sectors with the greatest growth Rajasthan is a state that is well-known for drawing tourists because of its rich cultural legacy. This state attracts tourists from around the country and the world. This attraction's main draws are its royal residences, forts, culture, and history. Rajasthan's tourism industry is flourishing as a result of the state's ongoing growth, which has resulted in notable economic progress. Numerous factors, such as the creation of jobs, enhanced infrastructure, socioeconomic expansion, investment in capital, foreign exchange profits, and a significant rise in GDP contribution, are indicative of this progress. This essay will examine the relationship between tourism and Rajasthan's economic growth by highlighting the key variables affecting the travel and tourism sector. It will also go into the advantages and difficulties of the state's tourism industry's growth.

Keywords: tourism, economic, traditional, development and industry

Introduction

As the most visited place in Rajasthan, Jaipur makes a substantial contribution to the economic growth of the state. India has experienced a sharp rise in visitor arrivals since 2017, rising from 10.5% to 17%. This pattern is seen at the second-busiest airport in Rajasthan, Jaipur. Over 1.8 million travelers visited Jaipur in the 2017–18 fiscal year (Sharma, 2015). The city's economy is greatly aided by the tourism industry, which creates a large number of jobs that are essential to the local economy.

Rajasthan is a part of India's Golden Triangle, which connects Agra, Delhi, and Jaipur, and the state is seeing a tremendous increase in tourism. According to recent research, Jodhpur, the second-biggest city in Rajasthan, also draws a lot of tourists.

Approximately 15% of the state's economy comes from tourism. It provides foreign exchange revenues, aids infrastructure development, encourages the growth of regional economies, and supports local handicrafts. Furthermore, tourism contributes to the preservation of cultural heritage while generating income and jobs (Kulshrestha & Meena, 2017). Additionally, the industry supports regional peace and concord and has a favorable impact on textiles and agriculture. The development of the tourism industry has been greatly aided by government initiatives, with a variety of regulations

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designed to support this "people's industry." The state's economy has significantly improved as a result of the aggressive promotion of tourism by both the governmental and commercial sectors (TRIROJ & Chapman, 2019).

Rajasthan's Tourism Types

- Heritage tourism: By drawing travelers drawn to Rajasthan's rich history and customs, this kind of travel aids in maintaining of cultural variety.
- Tourism in the Desert: Travelers are enthralled with Rajasthan's deserts due to their special appeal, which generates a lot of curiosity.
- Cultural tourist: This tourist category showcases Rajasthan's rich cultural fabric by focusing on the traditions, customs, and practices associated with its legacy.
- Adventure tourism: This encompasses several activities that appeal to individuals who are looking for excitement, like climbing rocks, trekking, rafting, and skiing.
- Eco-tourism: According to Nair (2017), this type of travel places a strong emphasis on upholding the natural order alongside the economic cycle.
- Spiritual tourism: This promotes religion and spirituality by drawing tourists based on their spiritual activities and beliefs.

GDP Distribution

As was already established, the tourism sector is one of the biggest service industries in India, accounting for 8.6% of the country's GDP (Kumar, 2017). The GDP distribution by sector in Rajasthan is shown below.

Sectors	Percentage Value (Contribution)
Industry	28%
Agriculture	18%
Tourism	10%
Others	40%

The aforementioned table makes it clear that the tourist sector contributes significantly to the GDP. As a result, its effects on the economy should be carefully considered, since Rajasthan's economic growth is directly related to the number of visitors the state receives (Choudhary & Gangotia, 2019).

International Traveler Arrivals and Foreign Exchange Earnings in the Tourism Sector

An important factor in increasing India's foreign exchange revenues is the tourist industry. When comparing the number of international visitors to Rajasthan in 2015, it is observed that 6 million of them arrived, which represents an increase of almost 9% over the previous year (Saxena & Payal,

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2018). Furthermore, the growth rate increased significantly from 2009 to 2018, reaching almost 3.5%.

Rajasthan's strong position in the Indian tourism industry has been cemented by its diverse cultural past and values. The 'Pink City,' Jaipur, is one of its most visited cities. This city draws a lot of tourists because of its historic sites, forts, and old palaces (Sheikh, 2017). Jaipur's well-known friendliness and colorful festivals add to the city's allure and encourage harmony and celebration among guests. The state's tourism industry is greatly impacted by its distinctive attractions, which include national parks, vintage lodging, Rajasthani dance performances, and camel safaris.

The tourism-fueled economic boom is changing Rajasthan's industrial environment, bringing with it the construction of international hotels, enhanced transportation options, better infrastructure, and more opportunities in the tourism industry (Chandel & Kanga, 2018).

Because it represents their principles, attitudes, and beliefs, heritage is extremely important to a variety of communities, people, and groups (Rai, 2019). It is imperative that appropriate steps be taken to preserve this legacy while fostering the expansion of the tourism sector, which will boost the national economy. The purpose of this essay is to investigate how Rajasthan is affected by the tourism sector, with an emphasis on Jaipur (Rana & Kumar, 2019). It will describe the prospects and difficulties the tourist sector faces and examine the ways in which the state's economy benefits from the expanding tourism industry.

Data for this paper's approach was gathered from secondary sources, such as websites, journals, publications, and reports about Jaipur and Rajasthan's tourism industry (Sengupta, Gonsalves, & Rao, 2018). Furthermore, primary information will be collected via a questionnaire that has been created based on the findings of the literature study.

Review of Literature

An analysis of Jaipur's tourism sector offers important new perspectives on the industry's financial effects on Rajasthan's state economy as a whole. The colorful capital of Rajasthan, Jaipur, is known as the "Pink City" because of the unusual pink hue of the structures in the old city area (Ullah, 2016). The city's historic sites, palaces, and antiquated temples add to its allure. According to Iqbal and Sami (2016), recent studies have shown how quickly lodging and tourist attractions are growing. Examples of this growth include the construction of three- and five-star hotels, vacation bungalows, and circuit houses. The recent rise in economic development is reflected in the correlation between this infrastructure expansion and an increase in the number of domestic and foreign visitors as well as the duration of their visits.

The study also examines how tourism affects society, culture, and the economy, as well as how the locals of Jaipur and Rajasthan perceive it. Results show that evaluating tourism's economic impact is a complicated process that takes into account both positive and negative factors (Kumar, Sharma & Kautish, 2018). The revival of traditional arts, music, dancing, festivals, handicrafts, and daily life for

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locals are all positive effects.

Rajasthan has a booming tourism industry because of its natural and historical attractions. With 36.6 million tourists in 2015, the state made up 20% of all visitors to India in 2013–14. Rajasthan continues to be a popular tourism destination since it is a component of India's Golden Triangle, which connects Jaipur with Agra and Delhi (Parveen & Sharma, 2015). Based on available data, Jaipur in particular sticks out as a desirable location.

The Impact of Tourism on Rajasthan's Economy

With 15% of all economic activity coming from tourism, Rajasthan's economy is greatly boosted. The industry offers a wide range of financial advantages, such as infrastructural development, foreign exchange profits, regional development, and the marketing of regional handicrafts at different levels (Bhattacharjee, 2018). 2.7% of the state's GDP and 1.9% of all job opportunities are attributed to tourism (Yadav, Sahu & Sahoo, 2016). Jaipur's tourism industry has a multiplier effect that boosts the state's economy by creating jobs, improving infrastructure, bringing in more money, and encouraging investment. Every rupee spent by tourists passes through thirteen hands, and every hotel room booked results in the direct and indirect employment of three people and eight people, respectively (Saqib, 2018).

After agriculture and textiles, tourism is Rajasthan's third-largest industry. Women make up 65% of the workforce in the tourist industry worldwide, making it a remarkably gender-neutral sector (Das, 2017). In Rajasthan and Jaipur, tourism also raises workforce participation rates. Adventure, heritage, spiritual, MICE (Meetings, Incentives, Conferences, and Exhibitions), cultural, wildlife and eco-, and desert tourism are some of the major tourism categories propelling economic growth.

Actions Implemented by the State Administration

The Rajasthani government, realizing the importance of the tourism industry, has launched a number of programs and policies aimed at stimulating economic growth. The 2007 Rajasthan Tourism Unit Policy seeks to direct sectoral development and overall economic growth, as do other policies like the New Hotel Policy (2006), the Rajasthan Industrial and Investment Promotion Policy (2010), and the Rajasthan Urban Housing and Habitat Policy (2007) (Singh & Sharma, 2017).

Reducing traffic in cities, enhancing traffic control, and creating additional parking places within Jaipur's walled city are some of the specific projects. There are also initiatives underway to move wholesale activities outside of the city and enhance connection via rail and metro services. The judiciary has taken a proactive stance in tackling issues associated with urban growth, including but not limited to stopping encroachments and unlawful structures. A commission headed by the Supreme Court has been tasked with supervising city development, managing matters pertaining to public land, and addressing issues related to traffic, hygiene, and public utilities (Rai & Sharma, 2018).

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By 2020, the government hopes to double the number of foreign visitors and boost the number of domestic visitors by 50% (Upadhyay, 2017). To guarantee the tourism industry's continued growth and development, a number of efforts are being put into place to enhance its conditions.

Public-Private Collaboration in the Travel Industry

The Rajasthan government has carefully chosen a number of initiatives that can be developed with the cooperation of public and commercial tourism sector partners. Among these projects are:

- **Water-Based Activities:** Creation of river cruises and boating on the the Chambal district River and other bodies of water.
- **Adventure Tourism:** Supporting mountaineering and trekking in the Aravali Hills and introducing all-terrain automobiles in sand dunes surrounding Jaipur.
- **Tradition and Resort Establishments:** Building of opulent resorts and convention centers.
- **Fort and Heights Viewing:** Improving visitor experiences by encouraging views from notable forts and heights, like Amer Fort, Jaigarh Fort, and, Nahargarh Fort at night and in the early morning.
- **Development of Ecotourism:** Extension of ecotourism projects to other parts of the state, such as Jaisamand and Sambhar Lake.

Encouraging Eco-Tourism Activities

The government of Rajasthan launched the Eco-Tourism Policy in 2010 with the objective of promoting sustainable development through the involvement of government agencies, public institutions, nonprofit organizations, and other pertinent entities. According to the principles of ecotourism, this policy directs the development of tourist destinations such Khatu Shyam Ji Temple, Govind Devji Temple, Nahargarh Fort, Jaigarh Fort, Amber Fort, and Jal Mahal (Panda, Panda & Majhi, 2017).

Partnerships between governments

The governments of Rajasthan and Singapore have worked together to improve the infrastructure for tourism, including the creation of hospitality centers and direct flight connections.

Organizing Fairs and Festivals

The Rajasthan tourist department hosts a number of fairs and festivals in an effort to promote regional customs and cultural events. In addition to commemorating Rajasthan's history, these occasions increase income and present chances for the travel and hospitality sectors (Gupta, 2017).
Incentives for Policy

To encourage the creation of tourism infrastructure, such as meeting facilities, hotels, and tourist

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attractions, the Rajasthani government provides a number of policy-related incentives. The establishment of tourism-related businesses, such as restaurants and hotels, is the goal of these incentives, especially in the districts that surround Jaipur. Prominent initiatives encompass enhancing regional connectivity and creating a Mega Desert Tourist Circuit that encompasses Mount Abu, Jaisalmer, Sambhar, Bikaner, Jodhpur, and Pali.

Tourism in Rajasthan 3.0

A comprehensive, multifaceted program called Rajasthan Tourism 3.0 aims to improve Jaipur's and the state's tourism offerings. By improving folk and music festivals, contemporary literature, events, and exhibitions, this initiative—which builds on Rajasthan Tourism 1.0 and 2.0—aims to draw 50 million domestic and foreign tourists (Shyju, 2017). The cultural and historical importance of Jaipur is emphasized in this ad.

Promotional Initiative

To encourage travel, the government frequently introduces creative marketing initiatives. In an effort to increase Rajasthan's market presence among travelers, a prominent campaign with the tagline "Jaane Kya Dikh Jaye" employed six films and unveiled a new logo for the state's tourism industry (Agarwal, 2016).

Advertising of Religious Tourism Events and Purposes

To promote religious tourism, the government has renovated eleven significant religious sites spread around the state. The Jaipur Development Authority is in favour of this proposal (Swain, 2018).

Policy of the Rajasthan Tourism Unit

A number of incentives are provided under the 2015 Rajasthan tourist Development Unit Policy to entice investment in the tourist industry:

- Investment Subsidies: A seven-year, 50% CST subsidy.
- Employment Generation Subsidy: a seven-year, ten percent CST and VAT subsidy (Panwar, 2017).
- VAT rebate: Purchases of machinery, plant, and equipment are eligible for a seven-year, 25% VAT rebate.
- Entertainment Tax Exemption: According to Gohil (2015), there is a seven-year, up to 50% entertainment tax exemption.
- Luxury Tax Exemption: There is a seven-year 100% luxury tax exemption.
- Land Allotment: In urban as well as rural regions, land is allocated at fair prices.

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- Exemption from Stamp Duty: Purchases or leases of historic properties older than 100 years are exempt from stamp duty by 25% in order to promote tourism (Jha, 2017).
- Exemption from Conversion Charges: Properties that are converted into hotels or historic sites are exempt from conversion charges by 50%.

Methodology of Research

To evaluate how tourism affects Rajasthan's economic growth, the study will make use of secondary as well as primary information. While additional information will be acquired from previously published materials, such as websites, journals, papers, and studies pertinent to Rajasthani tourism, the primary information will be obtained via questionnaires.

Primary Data

Two main tools were utilized in the core data collection process: surveys and interviews. A range of participants were chosen to assist in completing this survey. Tourists visiting Jaipur made up the vast majority of the responders. After doing a thorough literature study part, the questions were constructed to complete the questionnaire development process (Deora, Prajapat & Joshi, 2017). The survey, the main source of primary data, was primarily divided into five sections, which were as follows:

- The first section included a detailed explanation of the questions pertaining to the respondent's general demographic profile, including inquiries about age, gender, education, traveling companion, purpose of travel, and other fundamental topics.
- The questions in the second section will be answered on a 5-point Likert scale, with the anchor of this scale being points such as entirely concur, agree, disagree, and disagree.
- The elements in the third part will be determined by the interval scale.
- The 12-product scale that represents how satisfied visitors are with their trip to Jaipur will make up the fourth segment.
- Finally, the questions about how tourism affects Rajasthan's economic development will make up the fifth and final section.

Secondary Data

Gathering information from secondary sources, such as books, papers, internet pages, magazines, newspapers, articles, and reports, is known as secondary data collection (Rathore, 2017). During the process of gathering secondary data, care was taken to verify that the material gathered was accurate and sourced from credible, pertinent sources with significant information value.

Research Objectives

Understanding the effect of tourism on Rajasthan's economic development is the aim of this study

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paper. Jaipur has become one of the most prominent tourist destinations in Rajasthan, which is thought to be a major travel destination (Paliwal, 2017). People in Jaipur benefit economically from the tourism sector since it creates job opportunities for them. The following are the goals of this study:

- To determine the elements influencing Rajasthan's and Jaipur's tourism industry's growth.
- To determine the impact Rajasthan's tourist sector makes to the state's economy.
- To describe the opportunities and difficulties Rajasthan is facing as a result of the expanding tourism sector.
- To investigate how tourism affects Jaipur's particular economic growth.

Hypothesis

A number of theories are established to comprehend how the tourism sector affects Rajasthan's economic growth, and these theories are put to the test to determine the sector's financial advantages.

- Hypothesis 1: Rajasthan's expanding tourism sector is having an effect on the state of the economy.
- Hypothesis 2: The influx of tourists in Rajasthan and Jaipur is having an impact on the state's economic growth.
- Conjecture 3: The tourism sector and the influx of visitors into the city are crucial to Jaipur's economic growth.

The Sample's Size and Profile

The tourists from both domestic and foreign locations who visit Jaipur, Rajasthan, make up the size of the sample that was gathered for this study. With the application of the formula, the sample size increased (Gahlot, 2017). In a single year, almost 1.5 million tourists traveled to Jaipur, Rajasthan. Therefore, based on this data, the size of the sample that will be determined for the survey will be approximately 287.230 respondents, indicating that the questionnaire's response rate will be approximately 85%.

Restrictions on the Research

During the research process, a few restrictions were noted, which consist of:

- Because the study's sample is restricted to tourists visiting Jaipur, a small-scale population data collection is being conducted.

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- Since the study was restricted to Jaipur, Rajasthan may also be taken into account in the future in order to facilitate appropriate research that would identify economic development as a result of tourism (Ashwani & Vaibhav, 2015).
- Due to the tourism industry, this study's dimensions are restricted in their ability to identify economic development. Therefore, the economy alone is the primary focus, not any other aspect.
- The time allotted for this research investigation was limited.
- A financial issue was also encountered with the problem.

Instrument

Existing literature is applied in order to determine the metrics derived from the survey. This information aids in aggregating the variables impacting Rajasthan's (Jaipur) economic development. This took into account a number of factors, including the development of infrastructure, the creation of jobs, an increase in request, inflation, a dual pricing system, revenue generation, the expansion of small businesses, the addition of lodging facilities, investments in the education and healthcare industries, and an estimate of real estate revenues. Eleven factors are taken into account. As an alternative, measurements are also being made based on the ten other factors, which are: crime rates, standard of living, benefits to the locals, corruption, changes in occupation, density of population, quality of goods, involvement of local organizations, growth in heritage sites, and traditions and customs. The economic development's overall image was taken into consideration as the only thing to be scored using a 5-point system, where 1 represents the most negative influence and 5 the most favorable. The demographic data, which is obtained using a 5-point scale, is given in Table 1 below.

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Features		N	Percentage
Gender	Male	118	52.68%
	Female	106	47.32%
Age	Below 20 Years	52	23.21%
	21 to 40 years	60	26.79%
	41 to 60 years	78	34.82%
	Above 61 years	34	15.18%
Education	Till High School	54	24.11%
	Graduate	83	37.05%
	Post Graduate	76	33.93%
	Others	11	4.91%
Occupation	Student	45	20.09%
	Self Employed	34	15.18%
	Govt. Employed	26	11.61%
	Corporate	98	43.75%
	Other	21	9.38%
Marital Status	Single	108	48.21%
	Married	67	29.91%
	Separated	49	21.88%
Travel Companion	Alone	89	39.73%
	With Spouse	37	16.52%
	With Family	44	19.64%
	With Friends	54	24.11%

Table Describe the respondents' demographic characteristics. Men made up 53% of the respondents, with women making up the remaining 47%. The majority of respondents (34.82%) are between the ages of 41 and 60, with 26.79% falling into the 21 to 40 age range. Twenty-two percent of the responders were under twenty. Among the 224 respondents, 22% were separated, 48% were single, and 30% were married. Twenty percent of the respondents traveled with their family, twenty-four percent traveled with friends, seventeen percent traveled with their spouse, and forty percent traveled alone. 38% of the respondents were graduates, making up the majority; 24% were high school graduates and 34% were postgraduate students.

Table 2: Mean and Standard Deviation of Factors

Factors	Mean	Std. Dev.
Infrastructure Development	4.75	1.45
Employment Generation	4.13	1.67
Increment in Real Estate Valuation	3.74	1.2
Increment in Accommodation Facilities	2.05	1.56
Increase in Demand	4.03	1.23
Revenue Generation	3.91	1.34
Increased Hotels & Resorts	4.23	0.98
Growth of Small-Scale Business	2.93	1.11
FDI Increment	3.45	1.21
Inflation	1.97	1.32
Parallel Economy Promotion	2.47	1.18
Investment in Education & Health Sectors	1.15	0.56
Dual Price System	3.23	1.98

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Based on visitor arrivals, Table 2 presents data on the elements influencing economic development. Infrastructure development has the highest influence, with a 4.75 and 1.45 mean deviation. Conversely, the lowest factor, with a standard deviation of 0.56 and a value of 1.15, is investment in the health and education sectors. Thus, it is evident from this that tourist arrivals are greatly impacted by infrastructure development, which in turn has an indirect effect on Rajasthan's economic growth.

Table 3: Mean and Standard Deviation of Social-cultural Factors

Factors	Mean	St. Dev
Degradation in Quality of Goods	3.98	0.87
Increase in Population density	4.67	0.91
Increased Corruption	1.89	0.52
Increased Crime Rates	2.34	1.03
Commercialization of customs & Traditions	2.68	1.42
Improved Standards of living	1.87	0.89
Changes in occupational structures	2.67	2.15
Development of Heritage Sites	2.53	1.67
Increased participation of local organizations	1.83	0.63
Fewer Benefits to locals	1.58	0.78

The view of the social and cultural elements that are influencing Rajasthan's economic growth as a result of tourism is shown in Table 3. Based on the table above, it can be concluded that the population density is the primary socio-cultural element that influences the number of tourists visiting Rajasthan and is a major driver of economic growth.

Table 4: Mean and Standard Deviation of Environmental Factors

Factors	Mean	std. dev.
Overcrowding	3.04	0.87
Congestion	2.96	0.78
Pollution	3.89	1.17
Lack of Sanitation Facilities	1.94	1.06
Spread of Epidemics	2.76	0.92

Table 4 lists the environmental elements that are connected to Rajasthan's economic growth as a result of visitor arrivals. Examining the data, it is evident that, with a mean of 3.89 and a standard deviation of 1.17, pollution is the most significant environmental impact. It will eventually affect the number of tourists that arrive in Rajasthan, which would have an effect on economic growth. Therefore, it's critical to regulate the practices that add to pollution.

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Table 5: Impact of Economic Factors on Tourist Arrivals

Regression Statistics	
Multiple R	0.587820985
R Square	0.34553351
Adjusted R Square	0.286036557
Standard Error	0.789584035
Observations	224

The coefficient of correlation, or R, in the regression shown above is 0.587820985, indicating that the two variables have a positive association. It is also explained that when the destination image changes, the coefficient of determination also changes. Thus, this economic aspect affects Jaipur's economic development, which is mostly influenced by the development of its infrastructure.

Table 6: Impact of Population Density on Economic Development

Regression Statistics	
Multiple R	0.136664169
R Square	0.018677095
Adjusted R Square	-0.103988268
Standard Error	1.015170834
Observations	224

The relationship between the two positive correlations—economic development and population density—is seen in the table above. This indicates a correlation coefficient of 0.136664169 with an R² that indicates a 0.4% variation in the population. In order to ensure successful tourist arrival and allow visitors to Jaipur to contribute to the general economic development of Rajasthan, this population element must be handled.

Table 7: Impact of Pollution on Economic Development

Regression Statistics	
Multiple R	0.179061114
R Square	0.032062883
Adjusted R Square	-0.055931401
Standard Error	1.152358975
Observations	224

The connection between pollutants and economic growth is shown in detail in Table 7 above. R = 0.179061114 provides further information about the coefficient of association, which is approximately 54.32%, in relation to the determination of R². This illustrates how the effects of increasing pollution are reducing the number of tourists arriving, which will have an effect on locals' employment prospects. It will also have an effect on Rajasthan's overall economic development.

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Discussion and Consequences

This study investigates the variables that may influence the number of visitors to Jaipur as well as the ways in which the tourism sector affects Rajasthan's overall economic growth. Both direct and indirect elements contributing to economic development have been identified. The tourist sector is impacted by several interrelated variables. First, the study's contribution is shown here, backed up with a portion of the conversation. Second, the economic aspects are thoroughly examined to see how they relate to the travel and tourism sector and how modifications to these aspects may have a major impact on Jaipur City's economic growth. Evidence has grown that the development of infrastructure has a significant influence on economic growth. Strong infrastructure development and improved infrastructure facilities that can accommodate the needs of visitors from other nations are essential for the city to draw in an increasing number of tourists. The increased population density was determined to be the issue. Controlling population growth is critical to preserving economic stability. Last but not least, it was observed that Jaipur's overall economic development was being hampered by pollution.

Useful Implication

This report offers evidence-based information on the elements of the tourism industry that support Jaipur's economic growth. In practical terms, it means that the tourism sector should concentrate more on keeping pollution levels low and population densities high enough to prevent these factors from negatively affecting the rate of arrival of tourists. If these are not properly maintained, it will eventually affect the tourism sector and upset the entire economic balance.

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