

Impact of Transport on Tourism Development in Rajasthan

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Introduction

Impact of transport on tourism can easily be visualized by development of tourism sector in the state over a period of time. Rajasthan is diagonally divided into the hilly and rugged southeastern region and the barren Thar Desert, which extends across the border into Pakistan. Within these divisions however, it is a storehouse of varied physical feature or topographical diversity. The arid Thar also boasts of Mount Abu the only hill station in the state famous for its flora and fauna. While the Aravali hills provide the much-needed relief to this arid land, the wide spread sand dunes of the desert and arid region make it one of the toughest terrains in the world. Jodhpur (the second biggest city of the state) is the edge of the dry and shifting desert land from where on the not so arid but cultivable land starts. It is a store house of the art of Rajasthan. Moreover, the rocky range of Amber, hilly range of Mewar, river basin of Bharatpur and fertile Aravali range gives the topography of the state a unique look.

The past flavor lingers on. However, Rajasthan is much more than the imagination of few rulers. It is an identity created by people, who enjoy life and have ample proof to show for it. Rajasthan is indeed a folk lore of heroism and romance in the name of various kings and their heroics that tells us different tales of the bygone era. The formidable monuments and palaces majestically stand forth and narrate a story each.

Its rich culture, enchanting hospitality, varied wildlife, sparkling deserts, lush forests makes it a destination non-peril for each and every outdoor as well as an indoor-tourist. Henceforth tourism in Rajasthan has acclaimed new heights for itself. Endowed with the natural beauty and ravishing history, tourism is a flourishing industry in Rajasthan. The state of Rajasthan is well identified to attract tourists from all over the world for its desert safaris, wildlife safaris, camel riding, horse riding, elephant riding and many more. Cities such as Jaipur and Jodhpur offer visitors a plethora of sights and its fantastic forts to tell the stories of the bygone era and hence encouraging the Rajasthan tourism.

Tourism in Rajasthan accounts for about 8 percent of the state's domestic product and this is the main reason why the government is encouraging more and more tourist spots in every city of Rajasthan and no wonder Rajasthan tourism has become a boon as it has created a lot of employment for its people. An instance of this is that many old forts and palaces have now been converted into heritage hotels. But this could not be done without the support of transport facilities.

Almost four decades ago tourism in Rajasthan was small industry that was largely confined to the selected foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand annually and were primarily recorded in select places such as Jaipur, Udaipur and Jodhpur for foreign tourists and the pilgrim centers of Ajmer, Pushkar and Nathdwara for domestic tourists. The employment in the sector and the sector's contribution to the state economy were limited. Over the last few decades, due to the focused efforts of Rajasthan Tourism, various state government agencies and selected entrepreneurs, tourism has grown from an exclusive and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map.

As compared to the past, where the tourism in the state meant only for desert tourism, heritage tourism and pilgrim tourism, today the tourists have a wide canvas of places, attractions and activities to choose from the state, which enhances the overall tourism experience. Thus, Rajasthan recognized the potential attractions of tourism and it takes various efforts to enhance tourism in the state with the help of transport

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facilities.

The government of Rajasthan has granted the status of industry to tourism sector in the year 1989 and all the facilities and concession available to industries in the state would also be available to tourism units in the state as per rules in force. Over the years Rajasthan tourism has experienced tremendous growth in terms of revenue or be it the number of tourists. To spend holidays in a place which is calm and serene and which offers great varieties in terms of places to visit is a dream of every tourist and to fortify the fact "Rajasthan has it all". In the recent years a rise has been seen in the business culture in the state of Rajasthan and tourism in Rajasthan is an industry which is no exception. The tourism industry has seen a rampant growth enabling a perspective in the minds of the people to preserve the very own culture and customs which is a very remarkable thing to be. The varied, beautiful and natural destinations and availability of an international airport, Rajasthan is poised for the further growth especially in the tourism industry.

The art of Rajasthan has attracted numerous visitors. Rajasthan- the Land of Kings, is a majestic tapestry of camels plodding over soft sand dunes of the Thar Desert. It is a kaleidoscope of brightly turbaned men with proud moustaches and women with twinkling anklets in colorful swirling ghagras. The landscape is dotted with island palaces shimmering on idyllic blue lakes; temples and fortresses situated on hilltops of the rugged and rocky Aravalli; exquisite palaces built during the reign of some of its many erstwhile Rajput dynasties; and well laid out gardens with pavilions and kiosks, all of which add to the splendor and whimsical charm of this majestic land. But, it is the art of Rajasthan that makes it such a popular tourist destination of India.

Places of Tourist Attraction

Rajasthan is a classic blend of beauty and historicity. Indeed, the State has so much going for it that it's difficult to decide where to start. The very images that it conjures up are steeped in romance and beauty. A line of supercilious camels silhouetted against a magnificent desert sunset. A impression of swirling color as a Rajasthani belle dances to hypnotic music. It is the unyielding facade of a splendid fort or the delicate kiosks and balconies embellishing a palace wall. The bold, colorful sweep of a phat painting, depicting sword-bearing chieftains going off to battle, rainbow-hued dupattas, ghagras and cholis, twinkling with the light of a hundred tiny glinting mirrors. All of which add to attractions of this wonderland we call-Rajasthan.

Rajasthan's almost 80% of the places are regarded as the places of tourist interest. The old city of Jaipur, capital to the state of Rajasthan, painted pink that gives a magical glow to the city, is one of the must visit places of the state. The 250-year-old city of Jaipur, also known popularly as the Pink City is a startling blend of forts and palaces, teeming markets and all the bustle and modernity befitting the capital of India's second largest State. The Hawa Mahal, the exquisite City Palace and the incredible observatory of Maharaja Sawai Jai Singh II Central Museum, Nagar Garh Fort, Jaigarh Fort, Amber, Albert Museum, Birla Mandir Planetarium, Sisodia Rani Park, Lakshmi Narain Temple, Kanak Vrindavan, The Rajmahal Palace, Rambagh Palace (now a Luxury hotel) and the Jantar Mantar are some of the sites that say about their contemporary time.

In the bleak desert that is Rajasthan, there is also a green oasis-Mount Abu, a cool hill station, a holy mountain retreat, the Aravali range; the verdant forests alive with a variety of flora and fauna; the stunning Dilwara Jain temples; the Nakki lake at 1,200 m above sea level; the city of Ajmer; the Dargah or tomb of the popular 13th-century; a number of monuments belonging to the Mughal era; the well-fed camels and citadels; the exotic camel safaris; the worship of thousands of holy rats at Mata Kali temple are some of the most interesting aspects of the state in general. The golden city of Jaisalmer, which lies courageously as the western sentinel of India, is a place worth visiting. Major points of attraction are Jaisalmer Fort,

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Manakchowk, Jain Temple, and different havelis.

Even further off the beaten track is the relatively unexplored hadoti area of Rajasthan, comprising Kota, Bundi, Baran and Jhalawar. The princely State of Jhalawar, or the land of the Jhalas, was created in 1838, and unlike much of Rajasthan, has a rocky, but green and water laden landscape.

New kinds of Tourism

Today, some of the new forms of tourism were introduced which were over and above the usual cultural tourism, religious tourism or leisure Tourism. These were briefly as under;

Business Tourism

Business executives and technicians have to offer travel to different places on account of their business. Such visits can be for installation of equipment, inspection of goods, attending business meetings conferences, participation in travel fairs and exhibitions, marketing of products. Since the opening of the state Economy for overseas investments, this became a growing segment in Rajasthan. More and more business people have been coming to Rajasthan for business purpose and adding business with pleasure in their Rajasthan sojourn. Convention facilities, car rental and thus tourism took a big boost with the growth of this segment.

Incentive Tourism

Incentive travel has emerged as a popular means of rewarding the employees for special achievements and contributions by several business houses specially Multinational Companies, Insurance Companies, Banks, Pharmaceutical firms, Engineering Houses. The employees are given free tickets or holiday packages to selected destinations all paid by the company. These are given as added perks to keep the interest of the executives who are the achievers for the company.

Health Tourism

Excessive stress at the work place and mechanics of life in big and crowded cities make people run to unknown places and unwind themselves. These are generally in the forms of weekend trips to nearby quiet resorts or long haul travel to the interiors of natural environments. They are looking for peace. Rajasthan has an ancient healing system called Ayurveda – knowledge of life – This system combines naturopathy with various natural therapies which is very invigorating Yoga lessons are added in these therapies. These have no side effects but very much rejuvenating. All around the World there is now a greater interest in this Traditional Medicine System and in the Tourism Marketing this Rejuvenation packages have been added. Rajasthan has developed quite a number of resorts with Ayurveda packages which are getting worldwide attention. Beside the above Rajasthan especially Jaipur well knew for its Kidney transplantation activities.

Eco-Tourism

Hills, Island in the Sun, walk on the nature trail etc., are the places where new breed of tourists are keen to visit. The material well-being achieved by the modern day people with various technical developments in the 21st Century. Such developments have also helped to extend holiday satisfaction. But many people are looking for clear water, clean air. Quite distinct from the resort tourists are the wanderlust tourists who like to move around lesser known places, less known places, meet new people, experience environment, see and appreciate unusual customs traditions, festivals and local food. They also prefer mountaineering, river rafting, surfing, skiing, scuba diving etc. They like to travel to destinations where pollution is nil, activity oriented offering maximum excitement, natural environment and adequate facilities. This also covered Adventure tourism with varied adventure tourism activities. Rajasthan has all the above desired destinations with the facility of proper transportation.

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Wildlife Tourism

Viewing wildlife in its natural environment is very popular and special interest tourism. These tourists are driven to forests and Wildlife Park by their desire to be with nature and to have glimpse of their favourite animals in their natural habitat. Groups of such tourists also include Bird Watchers. There is special emphasise to promote wildlife tour packages as India has unique wildlife heritage in Tigers, Single horned Rhinos, Asiatic Lions, varied reptiles etc., and good number of wildlife resorts have been developed to cater the need of the tourists. Rajasthan's wildlife areas are well connected with the transport facilities. For example Ranthambore Tiger Reserve is well connected with rail and road.

Spiritual tourism/ Pilgrimage tourism

Places of Worship have been the biggest centers of attractions of pilgrims for several parts of the World since ancient times. Pilgrim tourism constitutes a large percentage of domestic tourism in Rajasthan. Places like Mehendipur Balaji, Ajmer Sharif, Pushkar, Nathdwara, Eklingji & Karnimata attract thousands of tourists every year.

Heritage Tourism

Rajasthan with vast cultural and religious heritage and varied natural attractions has immense potential of growth in the tourism sector. A numbers of travel circuits and destinations have already been identified for development through joint efforts of the Central govt., the State govt., and the private sector.

Refurbishment of Archaeological Survey of India monuments has been taken up to boost heritage tourism involving local authorities, trusts etc., in the restoration, preservation of tourist attractions and maintenance of the surroundings and providing world class tourist facilities, amenities and landscaping of area around important monuments in a phased manner.

Rural Tourism/ village tourism

Rural tourism has been identified as one of the priority areas for development of Rajasthan Tourism. The rural tourism experienced attractive and sustainable for the host community. The rural experience captures the uniqueness of the Rajasthan village with its traditional way of life and livelihood against the backdrop of rural India. SAM of Jaisalmer is the right example of this kind of tourism. Sustainable tourism activity in the rural area harmonise well with host community. While benefiting the community economically it stands with the social fabric and improve the quality of life in the respective village.

Sports Tourism

A number of countries and destinations have high class facilities for certain kind of sports activities and they become destinations by virtue of those specific sports. People who are interested in such sport rush towards that destination. Jaipur is known for the activity of Golf. Proper transportation facilities are available throughout the country and outside the country.

Social Tourism

Rajasthan has good number of people settled overseas popularly known as N.R.Is and they have strong family ties in Rajasthan specially those who have been separated from their friends and relatives due to work or other reasons. With special packages worked out with the state carrier, Rajasthan Tourism & Private hotel chains, they were motivated to visit their hometowns during their holidays. Many of them also visit Rajasthan for social functions like Marriage, Birthday functions, festivals etc. They mainly travel to discover their roots and get themselves familiarized with the environment in which their ancestors had lived. This was again supported by the transport facilities throughout the country.

Shopping Tourism

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The trend for collection of souvenirs typical to the country and scores of handicrafts jewellery items by tourists are globally increasing. Rajasthan is an excellent destination for Shopping with each district has something unique to offer. There are tourists from Eastern Europe and Central Asian countries also mainly visit Rajasthan for Shopping. Most of the Tourism oriented festivals like Pushkar Mela show case various Rajasthani handicrafts and thus become big attraction for shoppers. Sound transport facilities was available to reach these kind of melas from different parts of the country.

Component of Tourism Development

Tourism which is seen as the act of traveling from one place to another for the purpose of pleasure, leisure, meeting, sport, health, religion, and sight seen. Tourism is of two elements: journey to destination and the stay including activities engaged in at the destination. There are three basic components of tourism which is known as the 3 A's of tourism.

1A's = Accessibility

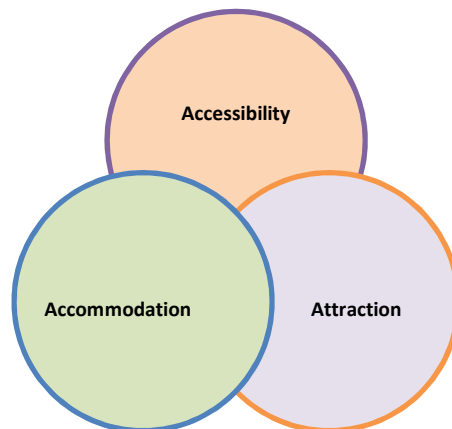
Accessibility means reach ability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

2A's = Accommodation

It is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.

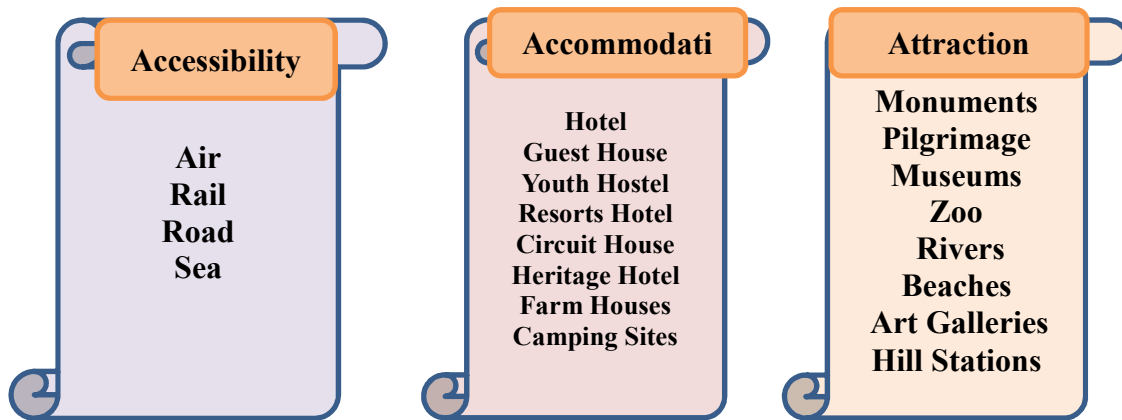
3A's = Attraction

It is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Local is another basic component of tourism. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions. It is considered as the most important basic component of tourism. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion.



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The tourism industry is largely comprised of facilities, attractions and events designed to interest traveling Albertans and the many non-resident visitors who come to our state each year. It includes a transportation infrastructure capable of moving people efficiently from their place of residence or business to their desired destination.

A transport system acts as a bridge between places of tourist origin and destination. It opens out a region by providing an access to its tourist places. In its absence, the resource potential for tourism i.e. attractions and amenities, can't be of any benefit. We cannot talk of the planning of tourism in an area without organizing its transport system. The system consists of a network of routes or means of transport and the modes of transport. The former includes air, sea or water routes Inland routes include roads or the motorways and the rail transport.

The modes of transport refer to aircraft, ships, steamers, cars, taxies, luxury coaches, buses and the railway trains. Taxies, cars, motor like auto rickshaws, tangas, mopeds and bicycles are particularly important as items of local transport. It is meant to carry travellers from airports, bus-stands or railway stations to hotels and tourist sites within a city. At high altitude places in tourist areas, one may come across ropeways and electric driven trollies, pony or tonga riding.

The provisions are favourable if there are easy connections also between different modes of transport from one route to another; and between the major and minor places of tourist interest. Now-a-days, it is the capacity of a transport system which determines the size of tourist traffic, the increase or decrease in the pace of tourist flows. Beside an increase in the capacity of transport system, the provision of comfortable seats, reasonably high speeds and discounts in the rail, road and air fares are becoming incentives. They further go to increase the tourist traffic, in turn cultivating in greater revenue. It is estimated that the tourists pass on their income to us by spending around 40% of their total expenditure on travel alone.

Transport - Rail

In Rajasthan major destinations are already on the rail map. With conversion of Meter gauge to Broad gauge connectivity with major tourist entry points has been greatly enlarged. Efforts were made to arrange special tourist trains, with convenient timings to facilitate tourist travel by rail. Broad gauge train Palace-On-Wheels has already been launched in the year 1996-97 and this train has proved extremely popular with International tourists and NRIs.

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Road

The government initiated steps to ensure charging of standard fares by all surface transport operators from the domestic and international tourists. Prepaid taxi services were also encouraged in the state.

Air

For easy conveyance of tourist the state encourages air taxi service and helicopter service by air taxi operators within the state. There are large number of airstrips and helipads available in all over the state. The RTDC in collaboration with the State Department of Civil Aviation and District Collectors take steps to make use of these air strips and helipads and motivated Air Taxi Operators to undertake special air tours.

Marketing mix model to identify current situation

Marketing mix model is an important issue in tourism marketing and such as concepts that could use to explain current situation and planning to achieve the desired state of tourism industry in a specific region. Tourism is considered as one of the largest and most activities of diverse social, economic, cultural and geographical in world. Tourism marketing is a process of interaction between suppliers and tourists that goods and services of tourism exchange in a specific environment of this industry.

Marketing Mix Modeling is an analytical method that Using sales data deals to determine the effects of marketing activities over time. By combining components of tourism marketing (place, promotion, and the evidence and physical facilities, management and planning, personnel and people, product, price) in the form of a comprehensive marketing mix model.

Keeping in mind all the aspect involved in tourism development, we can conclude that without transportation there is no existence of tourism.

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