

ROLE OF TOURISM IN ECONOMIC DEVELOPMENT OF RAJASTHAN WITH SPECIAL REFERENCE TO SHEKHAWATI CIRCUIT

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Abstract: Shekhawati is one of the important and solitary region not only in Rajasthan but also in India. The region is very close to Jaipur. It also reveals a treasure of great tourism resources. Geographically the Shekhawati has considerable varieties in climate and socio-economic status. The Shekhawati has a great potential for the better development of tourism. At present there is no proper economical investigation of Shekhawati to analyze the present status, which is essential for better development of tourism in the Shekhawati region. Tourism can generate employment opportunities for the local people and plays a vital role in the economic development of the region

Key Words: Tourism, International tourism, Economic development, Sustainable development

1. IMPORTANCE OF PROPOSED INVESTIGATION:

1.1 INTRODUCTION

1.1.1 TOURISM-A GLOBAL GIANT

Tourism being a multi-dimensional and integrated industry features low resource consumption, high leverage effect and abundant job opportunities. It is now imperative to an economy; economically, socially, culturally and environmentally. Economically, it creates jobs and contributes to gross domestic product, as well as bringing in capital investment and exports. Socially and culturally, travel and tourism offers the opportunity of providing jobs for the minority and the disadvantaged groups, creating adequate training in management skills, providing education and technology to local people and increasing incomes in rural and local economies, thereby contribute to the alleviation of poverty in developing countries. Environmentally, it is essential for travel and tourism to maintain an optimal balance of its natural resources by ensuring the ongoing arrival of tourists to destinations. Thus, almost all the countries in the world have placed tourism on a pride of place as it employs over 235 million people, generates 9.2 per cent of global GDP, witnesses 940.0 million FTAs and generates 919.0 US \$ billion FEE (WTO, 2010).

1.1.2 INTERNATIONAL TOURISM IN INDIA – A SLEEPING GIANT

World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism is one of the fastest growing industries in the world. Due to growing economic significance of tourism, there is a spectacular increase in tourism worldwide and increase in earning of the local people. It helps to increase job opportunities related to tourism sector. In Sanskrit literature the three famous words “AththiDevoBhava” means „the guest is truly god“ are a dictum of hospitality in India. The main elements of tourism which attract tourist to a particular destination fall under following categories: 1) Pleasant climate 2) Scenic attraction 3) Historical & cultural attraction 4) Accessibility 5) Shopping 6) Adventure 7) Variety of cuisines 8) Accommodation 9) Relaxation & recreation 10) Health - care projects. Therefore, it has been rightly said that the core concept of tourism revolves around for 4 A's (a) Attraction (b) Accessibility (c) Amenities (d) Ancillary services.

India is one of the popular tourist destinations in Asia. Tourism plays a critical role in the economic development of the country with a contribution of 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. As the second largest foreign exchange earner, it employs a large number of people, both skilled and unskilled. Owing to her secularism and rich culture, India has fascinated many people from all over the world. The majority of foreign tourists come from USA and UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five States to receive inbound tourists. With the growth of urban professional middle class, the tourism in India is flourishing. Many agencies are functioning at national, State and regional levels, both in government and private sectors, to promote international and domestic tourism. These agencies provide host awareness programmes (for ensuring the involvement of local people), product promotion programmes (for attracting and retaining tourists) and provision of facilities/amenities at the tourist destinations (for improving the facilities at the destinations). They also formulate policies and programmes for the promotion of tourism. India's glorious traditions and rich cultural heritage are closely related with the development of tourism. India, a land of geographical diversity, blessed with a long history of rich civilization and culture. It is a potential tourism paradise with a wide variety of attractions. Today tourism is a major source of foreign exchange earnings and employment. India is a huge market for tourism for outbound and inbound tourists. The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8 per cent. India's rank

improved to 40th in 2010, from 41st in 2009. Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were ` 64889 crore as compared to ` 54960 in 2009, registering a growth of 18.1 %. Number of domestic tourist visits in India during 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8 %.

1.1.3 RAJASTHAN TOURISM-A LEADING DESTINATION

Rajasthan has a rich and colorful history making it one of the most popular tourist destinations in India. Historical traditions are that Rajputs, Nath, Jats, Bhils, Ahirs, Gujars, Meenas and some other tribes made a great contribution in building the state of Rajasthan. All these tribes suffered great difficulties to protect their culture and the land. Millions of them were martyred for this land. Rajasthan includes most of Rajputana, comprised of a number of Rajput kingdoms as well as Jat kingdoms and a Muslim kingdom. The Jats were rulers in Bharatpur and Dholpur. A Muslim Nawab ruled Tonk. Jodhpur, Bikaner, Udaipur, and Jaipur were some of the main Rajput states. Rajput families rose to prominence in the 6th century CE. The Rajputs resisted the Muslim incursions into India, although a number of Rajput kingdoms eventually became subservient to the Delhi Sultanate and the Mughal Empire during those empires' peak of expansion. The Mehrangarh Fort in Jodhpur was built by Rao Jodha in 1498. Mewar led others in resistance to Muslim rule: Rana Sanga fought the Battle of Khanua against Babur, the founder of the Mughal empire; and Maharana Pratap Singh resisted Akbar in Haldighati. Other rulers like Raja Maan Singh of Amber were trusted allies. As the Mughal Empire weakened, the Rajputs reasserted their independence. With the decline of the Mughal Empire in the 18th century, Rajputana came under attack from the Marathas and Pindaris, and the Maratha general Scindia captured Ajmer. The Rajput kings concluded treaties with the British in the early 19th century, accepting British sovereignty in return for local autonomy. Following the Mughal tradition as well as its strategic location Ajmer became a province of British India, while the autonomous Rajput states, the Muslim state (Tonk), and the Jat states (Bharatpur and Dholpur) were organized into the Rajputana Agency. Rajasthan's formerly independent kingdoms created a rich architectural and cultural heritage, seen today in their numerous forts and palaces (Mahals and Havelis) which are enriched by features of Hindu, Muslim and Jain architecture. The formation of Rajasthan in its present form has come in gradual states after the independence of the country. The present state of Rajasthan is effectively a union of 22 former princely states. Rajasthan has a total area of 0.342 Sq. Kms, making it geographically the largest state in the country. The state shares its geographical boundaries with the states of Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and Gujarat in India, and also has a long 1,070-Kms west boundary with India's neighboring country Pakistan. The topography of Rajasthan mainly comprises of three regions, namely, the Aravalli hills range, the Great Indian Thar Desert and the eastern part of the state. Aravallis, one of the oldest mountain ranges in the world stretches from Mount Abu in the southwest to Kota and Bundi in the east. The arid Thar Desert lies to the northwest of the state and is characterized by shifting sand dunes and high summer temperatures. Rainfall and soil fertility increases towards the eastern part of Rajasthan bordering Uttar Pradesh and Delhi.

This region of cultivable land is also interspersed with Rocky Mountains near Jaipur and Bharatpur. Although Rajasthan is the driest region in India, there are considerable contrasts in the climatic zones in the state. Except in the hills, the summer temperatures are as high as 46oC and minimum of 25oC (average of 38oC). In winter, the daily maximum in most low-lying areas is between 22oC and 28oC with the minimum being between 8oC and 14oC. The average annual rainfall in the state is close to 420 mm. Parts of the western desert receive very little rain, on average only 100 mm per year. The Aravalli range tends to experience a higher rainfall and lower temperatures throughout the year. To the south-west there is higher rainfall and marked humidity.

The population of the state is around 56.5 Mn according to the 2001 census and constitutes nearly 5.5% of the nation's population. The decennial rate of growth of population in the state at 28.33% for the period 1991-01, is higher than the all-India average. The population density of the state is 165 persons per Sq. Kms. It varies from region to region, ranging between 13 persons per Sq. Kms in Jaisalmer (desert region) to 471 persons per Sq. Kms in Jaipur (east region). Overall literacy level in the state as per the 2001 census is 61%. 76% of males are registered literate whereas female literacy is 44%. Tribals constitute 12% of the state population, nearly double the national average. The principal language is *Rajasthani*, the four important dialects being *Marwari* in the west, *Jaipuri* in the east, *Malwi* in south-east and *Mewati* in north-east. *Hindi* is widely spoken and is rapidly replacing *Rajasthani* as the lingua franca.

1.1.4 SHEKHAWATI TOURISM – AN OPEN ART GALLERY

Rajasthan stood divided into five large and several smaller principalities. The big 5 were Amber (Jaipur), Bikaner, Jaisalmer, Jodhpur (Marwar) and Udaipur (Mewar). The first two kingdoms shared the region which was destined to become so rich in murals. The founder of beautiful Shekhawati region was Maha Rao Shekha Ji, a descendant of the illustrious Kachhawaha Rajput clan who held Amber-Jaipur for centuries. The chieftains of Shekhawati were the descendants of Baloji, the third son of Raja Udaikaran of Amber, who succeeded to the throne of in 1389. The story of Maha Rao Shekha Ji's birth is interesting. Mokul Ji was a 15th century chieftain in the Amber territory who was much troubled because he had no son. In those days, it was almost sinful for a ruler to die without an heir, for who would sit on the throne after his death? So having heard a lot about the miraculous powers of the Muslim saint Sheikh Burhan Chisti, Mokul Ji and his wife decided to pay the man a visit. With the blessings of the Sheikh, a son was born to the Rajput couple. Mokul Ji christened his boy Shekha, who was to become the founder of Shekhawati or the 'Garden

of Shekha', an important part of the surface of Rajputana. MahaRaoShekhaJi(ruled 1433-88) was the chieftain of Amarsar in Amber where he refused to pay tribute to the Kachhawaha rulers of Amber-Jaipur. Thus breaking away, he proclaimed sovereignty in 1471 AD. In the following years Shekhawati comprised of a disparate sequence of small fiefdoms locally known as thikanas, the notable of which were Sikar, KhetriNawalgarh, Dundlod, Mandawa and Parasrampura. However, the chieftains of Shekhawati retained a nominal loyalty to the Amber (Jaipur) State, who in turn honored them with hereditary titles. It was more like they were in alliance with, rather than subservient to the Amber throne. And it was probably due to this exposure to the beautiful courts of Amber-Jaipur that Shekhawati's forts and havelis (mansions) came to be decorated gloriously with murals. Anyway, the Shekhawati-Amber power equation is best expressed in James Tod's words: "The history of the Shekhawat confederation, which springing from the redundant feudalistic Amber, through the influence of age and circumstances, has attained a power and consideration almost equaling that of the parent state; and although it posses neither written laws, a permanent congress, nor any visible or recognized head, subsists by a sense of common interest."As the Mughal Empire fell into decline after the death of Aurangzeb in 1707, the descendants of MahaRaoShekhaJi, who had already spread themselves in the east of the Aravallis, began to encroach the west and north through the Udaipurwati and Sikar gaps in the hills.Before the ShekhawatRajputs could properly establish their fiefdoms on a large scale, the land had to be wrested from the ruling Muslim nawabs (governors). The latter had secured their estates with the help of the Delhi sultans who were in the country until 1526 when Babur came and routed them. Anyway, the Shekhawats were there to announce their arrival on the scene. In 1730 Jhunjhunu was seized by Sardul Singh (ruled 1730-52). The following year he allied with Sheo Singh (ruled from 1721), the powerful ruler of Sikar and evicted the nawab of Fatehpur, Sardar Khan. Rohella Khan and Sardar Khan were descendants of Kaim Khan and therefore called Kaimkhanis, were the most powerful of the nawabs of the region. With their defeat, important portions of territory thus got added to Shekhawati. By 1732, these two Shekhawati thakurs (chieftains), Sardul Singh Ji and Sheo Singh Ji, had carved a big niche for themselves. They grew very powerful and many of the other thakurs looked up to them for help.Shekhawati was flourishing, and the signs were obvious. The ShekhawatRajputs got their forts and palaces covered with murals.Jhunjhunu lorded over by Sardul Singh, was richest and the most happening thikana of the painted region. It served as the capital of the new and extended Shekhawati. After Sardul Singh's death in 1752, the estate was divided equally among his five sons – Zorawar Singh, Kishan Singh, Akhey Singh, Nawal Singh and Keshri Singh. Jhunjhunu thus came to be known as the Panchpana – the five estates. But it did not stay so for long, because Akhey Singh died without leaving an heir. His share was to be redistributed among the other four. Sardul Singh had made for himself a big empire, for even at the end of it all, the sons got big chunks and ruled autonomously. Zorawar Singh inherited Taen, Gangiyasar and Malsisar; Kishan Singh got Khetri and Alsisar; NawalSingh foundedNawalgarh and Mandawa; and Keshri Singh Bissau and Dunlod. The thakurs of every village in the region covered by the Panchpana were all descended from one or other of these men.In course of time, the cake that Jhunjhunu was got cut further. The most prosperous region remained Mandawa and Nawalgarh, because of the excellent relations they shared between them. On the other extreme was Bissau, which in the hands of Keshri's grandson ThakurShyam Singh.From the turn of the 19th century till about 1822, a vast amount of trade was diverted through Shekhawati and more and more merchants got attracted into the region. This was the meeting point of the camel caravans from the Middle East, China and India. Trade in opium, cotton and spices flourished. The merchant community that grew then is still a prominent class in the Indian society today – the marwaris. The huge sums of money that they dished out was to pay for the sheer volume of artistic expression that adorns the walls of Shekhawati. These marwaris and banias (traders by profession, not necessarily belonging to any particular region) built palatial havelis for themselves and memorials for their ancestors. For, the haveli was to a bania what the fort was to a Rajput. These havelis were like fortified houses, which walled in the lives of the women, who spent most of their days in the zenana (women's apartments) built around an inner courtyard. The men conducted their business on the white cotton mattresses of their sitting rooms. The marwaris also financed many temples, gardens, baolis (step wells) and dharamshalas (caravansaries) for the people. It was obvious that Shekhawati was growing prosperous, thanks to the industrious trading classes. But greater wealth was yet to flow into Shekhawati.The flourishing cross-desert commerce wilted away as the British political set up grew stronger. More and more stress was being laid on the ports of Bombay and Calcutta instead, to establish monopolies for the East India Company. By the 1820s and 30s, it became more than clear that the future of trading did not lie in the sands of Rajasthan. But the marwaris of Shekhawati would not be so easily put down. Leaving their native land, the menfolk migrated all the way to the upcoming eastern colonial capital to put their trading genius to good use. Here too, they flourished which inspired more of their brethren to join them in an alien land. and by the end of the 19th century, the marwaris had carved a pretty big niche for themselves in the economic sphere in Calcutta. Similarly, they took position in Bombay, Surat and Hyderabad too.Nothing in the history of India compares with the successful migration of the Shekhawati merchants. According to an American sociologist "it is estimated that more than half the assets in the modern sector of the Indian economy are controlled by the trading castes originating in the northern half of Rajasthan". and of these, a majority originates in just a dozen little towns of Shekhawati.

1.2THE SELECTION OF THE TOPIC

Shekhawati is one of the important and solitary region not only in Rajasthan but also in India. The region is very close to Jaipur. It also reveals a treasure of great tourism resources. Geographically the Shekhawati has considerable varieties in climate and socio-economic status. The Shekhawati has a great potential for the better development of tourism. At present there is no proper economical investigation of Shekhawati to analyze the present status, which is essential for better development of tourism in the Shekhawati region. Tourism can generate employment opportunities for the local people and plays a vital role in the economic development of the region. So this topic is selected for detail research.

1.3 RESEARCH HYPOTHESIS

1.3.1 INTRODUCTION TO THIS RESEARCH

This research will focus on determining if Shekhawati region in Rajasthan would appeal to tourists as tourism destination worth visiting during their tour of Rajasthan and to determine if tourism would be welcomed by the people of Shekhawati region as a viable and sustainable alternate means of economic development. The study is aimed at assisting villages keen developing tourism as a means of income generation. Helping in policy formulation by the state government to assist in development of tourism and also to help tour operator wishing to include Shekhawati tourism in their Rajasthan tour programme.

The main hypotheses of this study are-

- 1) Tourist visiting Rajasthan find shekhawati attractive place to visit but are unable to visit Shekhawati. If shekhawati tourism product were offered to tourist these would provide them a unique product basket of experiences ranging from simple hospitality to crafts to culture to nature viewing such product will be widely accepted and promoted by tourism product distribution channels.
- 2) Rajasthan has the level of entrepreneurial initiative in Shekhawati region to be successfully able to offer tourism product.
- 3) That such an effort to promote tourism would be sustainable in the long run with positive social, cultural and economic impacts.

2. REVIEW OF LITERATURE:

Tourism today has acquired wide social and economic dimension. Due to fast and instant communication the world has turned into a global village. Tourism today has been acknowledged as an industry and both government and private sector have planned tourism as an essential component of their economics. Development tourism need planning investment and scientific study of the subject and hence more and more educational institution are offering tourism as a subject in their educational curriculum. Since timing immemorial Shekhawati has been a great source of attraction of the world but tourism industry has not developed so to its full potential. To achieve full potential Shekhawati tourism need shrewd planning study of marketing processes. It also badly needs active and sincere involvement of private sector. Due to paucity of tourist literature and research in Shekhawati today western concept have been applied here especially from United States of America. The study is important an interesting study of tourism and will be immensely useful for all tourist department in India & abroad.

Donald V.L. Macleod & James G. Carrier – Tourism Power and Culture, Channel View Publication 2010, Bristol (U.K.) If one wants to find out how culture shapes tourism one should read “Tourism, Power and Culture” by Macleod and Carrier. How culture and tourism can be commodified and become a tool in political and economical strategies and struggle. In their study of tourism and culture. They working on tourism destination are ideal observers of changes in the around these destinations. They act as good interpreters of indigenous view and culture differences created by the development in the area of tourism.

Madan and Rawat (2000) – In their study evaluated the impact of tourism on the environment of Massorie. It revealed that disorderly and scattered development of tourism infrastructure due to increasing demand for lodges hotels and other necessary basic amenities leads to the environment degradation. The authors viewed – that the tourism industry in Massorie got its saturation point and there was a need to develop some nearby places like Dhanoti and park estate for the development of tourism.

Prof.S.K.Agarwal – The essence of tourism development (Dynamics, Philosophy and Strategies) Sarup & sons publications New Delhi – ISBN-81-7625-527-0, 2004. This study presents a comprehension view and analytical understanding to form a strategy for tourism promotion, marketing with impact assessment on the economy. This study has also been undertaken to evaluate the role of tourism industry in the economic development of the region in the term of income creation, employment generation and revenue yielding effects on the ‘economic’. The study is also focused on the forecasting the trends of national and international tourist traffic, which may help the policy maker to prepare effective plan for the development of all the region of the country. Special emphasis has been put on principles and practices of eco-tourism for sustainable development.

20 years perspective plan for sustainable tourism in Rajasthan (Report) **A.F. Ferguson & Co. Deptt. Of tourism, Ministry of tourism**, art and cutting Govt. of India A.F. Ferguson & Co. have been invited by Ministry of tourism culture and art Dept. Of tourism to access the tourism scenario in Rajasthan and suggest appropriate tourism projects and roles of various parties (Govt. & NGO's) in implementing the same

Rajesh Shah, Dynamics of World tourism development, Raj Publishing House, Jaipur 2006 ISBN 81-89326-50-3 This book dwells mainly on the dynamics of world tourism government all over the world are trying to create tourist destination for the benefit of the local tourist as well as the world tourists. Besides this tourism has become a full fledged industry which is capable of earning foreign exchange for the country and ultimately may lead to economic development and cultural development of the country. This book is a very comprehensive study on tourism development and has taken example of USA, UK, SA and some other countries of Africa. It has given material on National Parks in South Africa. It has also given glossary of environmental tourism and marketing terms.

Pushpinder S. Gill, Dynamics of tourism Vol. 1- Perspectives on Indian tourism, Anmol Publication New Delhi, 1996, ISBN 81-7488 – 329 – 0 (Vol. -1). Tourism today has acquired wide social and economic dimension. Due to fast and instant communication the world has turned into a global village. Tourism today has been acknowledged as an industry and both government and private sector have planned tourism as an essential component of their economics. Development tourism need planning investment and scientific study of the subject and hence more and more educational institutions are offering tourism as a subject in their educational curriculum. Since time immemorial India has been a great source of attraction of the world but tourism industry has not developed so to its full potential. To achieve full potential India tourism need shrewd planning study of marketing processes. It also badly needs active and sincere involvement of private sector. Due to paucity of tourist literature and research in India today western concept have been applied here especially from united states of America. The study is important an interesting study of tourism and will be immensely useful for all tourist department in India & abroad.

A.K. Raina, R.C. Lodha – fundamental of tourism system, Kanishka Publishers & distributors, New Delhi – 2004, ISBN 81-7391-6527 This book presents a comprehensive view of tourism industry and its relationship that exists between tourism, culture, tourist attractions and the host communities. The book examines the meaning of tourism and the hotel industry and gives a financial managerial and historical overview of its growths potential. It discussed how the tourism industry markets. Physical and culture environment to sell in to the consumer market. The book cover all aspects from organizational planning promotional and marketing point of view and describe how this industry can be utilized from particular business. The several kind of tourist product are described and guidelines for their development are also highlighted. Special emphasis has been provided on various segments and operations in hospitality industry and its changing dimensions at national and global level. What are the effects of tourism on an area? What benefits, what cost does tourism bring an area? What investment and facilities will be needed to pump tourism? How promotional measure help to get maximum results in tourist? These are some question answered by this book. This book is a great interest to the planners, policy makers educators, researchers, and professionals, at different level of govt, university and the bodies of professional accountant in the field of tourism travel & hospitality trade.

Shaloo Sharma, Indian tourism today : Policies & Programmes, ABD publisher Jaipur 2002, ISBN= 81-85771-49-9 Tourism has acquired a prominent place in the economy of country. Besides this tourism is a good means of marketing culture. Prominent civilizations like the British, German & American cultures have acquired world dimensions. It is generally said that politics place & prominent part in disseminating the culture. Those countries whose political systems are vibrant are taking flourishing tourism industry. India is an old civilization and has a rich heritage of palaces, buildings, rivers mountain, temples and forts. Max Muller have tried to sell Indian culture. Through its scriptures and literature. This book a very wide perspective have been given about the potentialities of tourism in India. Vol-XXXVIII Number – 2 July December 2011 **Prashasnika** – A journal of administrative process – The HCM Rajasthan State Institute of Public Administration, Jaipur. Problem & Prospects of tourism in Bangladesh A Study Mohammed Abu Hassan Faruk and MuhammedMahmidarRahman The study is to find out the problems of tourism in Bangladesh for making it profitable industry and to find out the causes behind the lacks in the tourism industry and measure a proper plan to make tourism a profitable industry. The methodology based on both empirical field study and secondary data. To make the survey 90 sample tourists are interviewed at different tourism center in Bangladesh.

Aseem Anand, Advance dictionary of tourism, Sarup & sons, New Delhi, 1997 ISBN – 81-7625-004. This dictionary is essentially a compilation of the term taken from various aspect of tourism such as tourism management, international tourism and sustainable development, ecotourism and mass tourism geography and structure tourism and travel, tourism, evolution, tourism planning, tourism marketing, tourism transport and travel marketing, tourism issues and tourism strategies. The entries included in this dictionary have been written in a clean and elegant style provided both straight forward definition and invaluable background information. An extensive cross reference system makes the reader to place each entry into a broader context. Perfect for every body use, the dictionary is compact and affordable format. This deals with various term etymologically and thorough investigations of each term has been done before inclusion in this dictionary. This dictionary will be an asset to every library. This will be essentially for tourists, tour operators, tour managers, tour guides, hotel manager, air line manager, tourist transporters, translator, various government tourism department and students of hotel management.

Ravee Chouhan, Heritage and Cultural tourism, Vista International publishing house, Delhi, 2006, ISBN: 81-89652-15-x. Nowadays tourism has developed into a global phenomenon, which has become a basic need that involves hundreds of people involving agents in tourism activity, either the governmental society, tourism industry or public

society. Almost all of the modern countries, either the advanced countries or developing countries in the world in this 21st century has established tourism as a sector in their economical, social and cultural development. This book provides detailed case studies that explore the complexity of modern tourism relationships. It also challenges the often assumed primacy of the relationships between the “Hosts”. And their “guest” arguing that virtually all forms of tourism are mediated by parties. Who stand outside of such immediate relationships, separate chapters are dedicated to cultural heritage, state achieves and audiovisual policy. The study contain :Heritage tourism in India. Cultural tourism in Nepal & Middle East. Heritage tourism in Pennsylvania Nature tourism and the Iron valley. Culture tourism in tropical areas. International cultural tourism charter. Dynamics of tourism concept, philosophy and strategies

A.K. Raina Neelu Jain, Kanishka Publishers and Distributors, New Delhi 2004 ISBN-81-73 91-620-9 This book present a comprehensive view of tourism industry in Rajasthan Focusing the interrelationships and interdependencies of its various aspects and elements. The author cover all the aspects from organizational, promotional and marketing views and describe how industry can be utilized from particular business. Among its highlights, the book covers .Shows how and why people travel and how that process can be influenced. Examines the cost benefit analysis of tourism industry in Rajasthan. Describe how tourism and travel industry woks and stresses has element interacts. Examine new dimensions of financial feasibility study. This study will be of interest to the planners, policy makers, educators and professionals at different levels in governments, universities and the bodies of professional accountants in the fields of tourism, travel and trade.

A.K. Raina, Tourism Industry in Kashmir, Shipra Publication, 2002, ISBN-81-7541-090-6 Tourism and tourism industry in the valley of Kashmir during 1990 (s) have been dealt in the book. It has analyzed tourism industry of state in right perspective focusing on its problems and prospects. The main focus of the book is on –The phenomenon of tourism. Organizational set up of tourism in Kashmir Valley. Boarding, lodging and other services. Economic impact of tourism in Kashmir valley. Problem of tourism in Kashmir Valley. Future prospectus and suggestion.

3. RESEARCH GAPS FOR PROPOSED INVESTIGATION:

Review of literature leads to the following research gaps:

- 1) Tourist visiting Rajasthan find shekhawati attractive place to visit but are unable to visit Shekhawati .if shekhawati tourism product were offered to tourist these would provide them a unique product basket of experiences ranging from simple hospitality to crafts to culture to nature viewing such product will be widely accepted and promoted by tourism product distribution channels.
- 2) Rajasthan has the level of entrepreneurial initiative in Shekhawati region to be successfully able to offer tourism product.
- 3) That such an effort to promote tourism would be sustainable in the long run with positive social, cultural and economic impacts.

4. OBJECTIVES OF THE RESEARCH STUDY:

The major objectives of the study are to make a geographical investigation of tourism in the Shekhawati. Following are the specific objectives of the study-

- 1) To examine the factors which are responsible for the development of tourism in the study region.
- 2) To study heritage sites and tourism development in study region.
- 3) To analyze the role of infrastructural facilities in the development of Heritage tourism.
- 4) To assess the transportation and accommodation facilities in the study region.
- 5) To assess the economic impact of tourism upon a few tourist places.
- 6) To identify new locations having tourism potential and to suggest a strategy for the development of concerned tourist places.
- 7) To identify the problems prospects and potential of tourism in the study region.
- 8) To suggest a remedial measures for the development of tourism in the study region.

5. HYPOTHESES:

Following are the hypotheses formulated based on the aforesaid objectives:

- Number of tourist arrivals significantly influenced by infrastructure and political stability.
- The tourism industry positively influences economic development of Shekhawati region.
- Tourism has the positive influence on poor people of Shekhawati region.

6. RESEARCH METHODOLOGY:

6.1 THE STUDY

By extensive literature review, it has been found that work on tourism is done many countries and there is no significance work done for economic aspect of tourism in Rajasthan (special reference to shekhawati circuit). Tourism is very important parts of General management, which play a key role in the state economy. The present study will focus on role of tourism in economic development of Rajasthan (special reference to shekhawati region).

6.2 THE DESIGN

The qualitative study will be done where primary data will be collected via. Questionnaire, telephonic interview, and personal interview, annual reports of Rajasthan tourism and government report on Rajasthan tourism etc.

6.3 THE SAMPLE

The study is to find out the problems of tourism in shekhawati region for making it profitable industry and to find out the causes behind the lacks in the tourism industry and measure a proper plan to make tourism a profitable industry. The methodology based on both empirical field study and secondary data. To make the survey 300 and more sample tourists are interviewed at different tourism center in shekhawati region.

6.4 THE TOOLS

6.4.1 DATA COLLECTION

The data collection is to be often used for study are mainly for the primary data. The primary data which are collected as afresh and the first handed collected and thus happen to be original feature. In the study, primary data collected from the questionnaire from the various tourist center in shekhawati region.

6.4.2 DATA ANALYSIS

The data, after collection, has to processed and analyzed. The process implies editing, coding, classification, and tabulation from the collected data. The various statistical tools are too applied for the study correlation, ANOVA test, Factor analysis, etc. in the accordance with various data.

7. CHAPTER WISE DETAILS OF PROPOSED RESEARCH:

7.1 CHAPTER – 1 INTRODUCTION

The first chapter is introductory compiled in nature and spells out the review of literature, objectives of the study, hypotheses, and methodology used in the study. This chapter serves as the foundation on the basis of which the other chapters of the study are developed.

7.2 CHAPTER – 2 HISTORICAL BACKGROUND

This chapter would cover historical background of tourism industry in India, Rajasthan and shekhawati region.

7.3 CHAPTER – 3 THE GROWTH PATTERN OF TOURISM INDUSTRY IN RAJASTHAN WITH SPECIAL REFERENCE TO SHEKHAWATI REGION

This chapter would cover all the aspects of growth pattern of tourism industry in India, Rajasthan and shekhawati region.

7.4 CHAPTER – 4 THE ECONOMIC IMPACT OF TOURISM ON RAJASTHAN WITH SPECIAL REFERENCE TO SHEKHAWATI REGION

This chapter would cover the impact of tourism in economic development of India, Rajasthan and Shekhawati region

7.5 CHAPTER – 5 DEVELOPMENTAL PLANS OF GOVERNMENT AND OTHER AGENCIES

This chapter would cover the various developmental plans of government and other agencies at state and puticular region.

7.6 CHAPTER – 6 DATA ANALYSIS AND INTERPRETATION

This chapter would cover the analysis of data gathered from Primary and secondary source, interalia covers the analysis of Primary data gathered from Judgment sampling at first level and Convenience sampling method, by application of various statistical tools such as Chi Square test, factoring and other advance statistical applications. This would equally cover the secondary data analysis from Ratio analysis management tools etc.

7.7 CHAPTER – 7 SWOT ANALYSIS

This chapter would be based on SWOT (strength, weakness, opportunities and threats)

7.8 CHAPTER -8 FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter would be based on the results and observations recorded through the analysis and interpretation from the previous chapter. This chapter would give the final outcome of the present study, which can further be used for advance studies, on the subject.

8. FACILITIES AVAILABLE FOR THE WORK:

1. All the books and Literature related to the research work of researcher are available in the Department.
2. All reference books related to research work are available in Department.
3. Maximum reference literature are available whom researcher refers in his application unavailable books will be provided by library.
4. Magazine department of Central library will provide those magazines, which are related to research work of researcher.
5. Researcher will be allowed to read and write work in the library.
6. All other facilities related to the research work will be provided to the researcher from the Department.

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