

Review Of Tourism Industry In Rajasthan In Relation To Allocation and Utilization Of Funds By The Government

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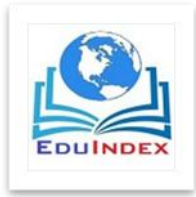
Abstract

Rajasthan is known prominently in the tourism sector not only in the country but on the world tourism map. Rajasthan is praised in the country and abroad for centuries due to its glory, art and culture, pilgrimage site, natural beauty, animal/bird sanctuary and historical sites. This is the reason why tourism in India remains incomplete without visiting Rajasthan. In view of the importance of tourism in the economic development of the state, the state government has taken several effective steps towards tourism development and making tourism a mass industry. In this paper budget and expenditure done by the Rajasthan Government is considered. Budget and expenditure by various departments like development and protection of tourist places, development of rural tourism, tourism promotion and marketing and many more.

Kerwords:- Rajasthan Tourism, Promotion Schemes, Financial Progress, Physical Progress

1. INTRODUCTION

Rajasthan is known prominently in the tourism sector not only in the country but on the world tourism map. Rajasthan is praised in the country and abroad for centuries due to its glory, art and culture, pilgrimage site, natural beauty, animal/bird sanctuary and historical sites. This is the reason why tourism in India remains incomplete without visiting Rajasthan. Tourism has emerged as the largest industry in the world, whose growth rate is also the highest. As compared to other economic sectors, investment in tourism generates the most direct and indirect



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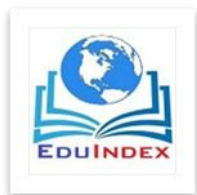
employment. Along with this, there is also the acquisition of valuable foreign exchange. In view of the importance of tourism in the economic development of the state, the state government has taken several effective steps towards tourism development and making tourism a mass industry.

Tourism of Rajasthan has given a commercial shape in Rajasthan. The state government has provided many facilities and concessions for the tourism sector in recent years. Constructive efforts are made by both government and non-government sectors to further develop the tourism sector.

The Department of Tourism has been working as an independent department since the year 1956, the post of Principal Government Secretary has been established for policy making at the secretariat level. Special Government Secretary, Joint Government Secretary and Assistant Government Secretary are also appointed to assist them. A Director at the Directorate level and 2 Additional Directors, a Financial Adviser, 6 Joint Directors, 5 Deputy Directors, 5 Assistant Directors and a Programmer are available to assist them. A total of 236 posts in various colors are currently approved in the department.

Tourist Reception Centers and Tourist Information Centers mainly work for tourist promotion of related areas and tourist places. Through these centers, tourist information, free literature cooperation and security, is provided. In addition necessary local coordination and supervision is done in planning of development works or projects.

Rajasthan Tourism Development Corporation Limited and Rajasthan State Hotel Corporation Limited and Rajasthan Tourism and Travel Management Institute are functioning under the control of the Department of Tourism. Apart from this, Rajasthan State Fair Authority is also working under the administrative control of the department.



2. BUDGET OF DEPARTMENTS

There has been a steady increase in the budget for the schemes of the department. In the year 2014-15, there was a budget provision of Rs. 61.12 crores for the departmental schemes, which has increased to Rs.190.76 crores in the year 2018-19

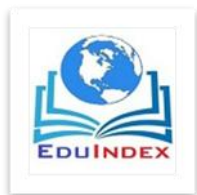
Following is the information of financial and material progress of budget provision and expenditure for departmental plans from the year 2014-15 to 2018-19:

2.1. Financial progress

(Amount in Rs Lakhs)

YEAR	BUDGET PROVISION	EXPENDITURE
2014-15	6111.63	4332.32
2015-16	13904.46	12866.12
2016-17	13359.37	11392.52
2017-18	16350.61	15591.74
2018-19(December,2018)	19075.68	8475.92

Source: www.tourism.rajasthan.gov.in



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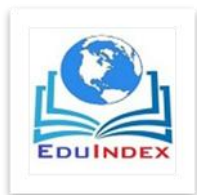
2.2 Physical progress

YEAR	DEVELOPMENT/CONSERVATION OF TOURISTS SITES	FAIRS ,FESTIVALS & CULTURAL ACTIVITIES
2014-15	7	50
2015-16	12	65
2016-17	12	58
2017-18	24	67
2018-19 (December, 2018)	28	36

Source: www.tourism.rajasthan.gov.in

2.3. Expenditure under schemes (year 2018-19)

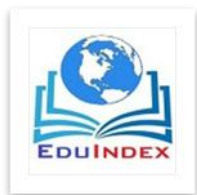
Development and Protection of Tourist Sites through Various Schemes Development of Rural Tourist Sites by the Department Organizing Publicity Fair Festivals for promoting tourism, assisting Rajasthan Fair Authority and lighting works on important monuments are done in the year 2018-19. In 2017-18 total budget allocation of Rs. 163.51 crore was made for the schemes against which Rs.155 .92 crore were spent. In 2018-19, a total provision of Rs 190.76 crore was made for these schemes against which Rs.84.76 crore were spent till December 2018.



Following is the information on item wise provisions and expenditure:

(Amount in Rs. Lakhs)

S.No.	PLAN	2017-18		2018-19	
		BUDGET PROVISION	EXPENDITURE	BUDGET PROVISION	EXPENDITURE
1	Direction & Administration	285.41	280.4	204.32	156.27
2	Tourism Promotion & Dissemination	12260.16	12034.24	9918.16	5746.88
3	Lights On Important Monuments	10	4.58	10	3.27
4	Information & Technology Project	82	79.42	88	18.92
5	Development And Protection Of Tourist Places	2987.03	2699.7	6150.46	1130.31
6	Development Of Rural Tourist Sites	624.91	392.4	1441.62	207.27
7	Mewar Complex	0.01	0	0.01	0
8	Construction Of Tourist Building	0.01	0	0.01	0
9	Granting Aid To Food Craft Institute	6	6	3	3
10	Grant In Aid To Rajasthan Fair Authority	95	95	110	60



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11	Capital Investment On Loan To Rajasthan State Hotel Corporation	0.04	0	0.04	0
12	Capital Investment On Loan To Assist Rajasthan Development Corporation	0.04	0	1150.04	1150
	Total	16350.61	15591.74	19075.66	8475.92

Source: www.tourism.rajasthan.gov.in

3. TOURIST STATISTICS

Tourist reception centers located in the state are constructed by the department and the police department collects the number of visits made by the tourists from the state and examined the data, in the year 2017, a total of 475.27 including 459.17 lakh indigenous and 16.10 lakh foreign tourists. Following are the major things related to tourists visiting Rajasthan in the year 2017 for tourists to visit Rajasthan:

- Foreign tourist arrivals in India by 15.59% in the year 2017
- The number of foreign tourists in Rajasthan has increased by 6.36 percent in the year 2017.
- Number of indigenous tourists in Rajasthan in the year 2017 increased by 66 percent
- Development of tourist sites
- Super structural development works are being carried out by the department every year for the conservation of monuments and providing basic amenities to tourists at the tourist places of the state.

3.1. Development and Protection of Tourist Places



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- Under the development and conservation plan of tourist places in the state, infrastructure development works are carried out at major tourist places. The main objective of this scheme is to develop and promote tourism which is possible when infrastructure at the tourist destination and campus are developed, to fulfill this objective main focus on various facilities like development work and tourist facility center, smooth arrangement of drinking water, signage, lighting, beautifications are done.
- The year-wise details of the amount spent by the department for the development and protection of tourist places from the year 2014 - 15 to 2018 - 19 are as follows -

The year-wise details of the amount spent under the development and conservation scheme of tourist places are as follows:

(Amount in Rs. Lakhs)

YEAR	PROVISION AMOUNT	EXPENDITURE AMOUNT
2014-15	2529.36	1670.42
2015-16	3438.04	3069.12
2016-17	2397.89	1397.17
2017-18	2987.04	26699.7
2018-19	6150.46	1130.31

Source: www.tourism.rajasthan.gov.in

3.2. Development of rural tourism



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The main objective of the scheme for the development of rural tourism is to showcase the art culture, crafts, handicraft and natural environment of the rural places as an asset base. Rural tourism is economically and socially traditional among the local community as well as tourists and local population. The means of establishing a competent experience in the form of tourism is presently under rural tourism. At present, under rural tourism, various works are being done by the Tourism Department for the development of infrastructure in rural areas which have tourism potential. Details of year-wise expenditure amount under the scheme of development of rural tourism are as follows:-

Amount spent under Rural Tourism Development Scheme: (Amount in Rs. Lakhs)

YEAR	PROVISION AMOUNT	EXPENDITURE AMOUNT
2014-15	316.83	165.47
2015-16	2614.18	2050.51
2016-17	1538.45	1277.31
2017-18	624.9	392.4
2018-19	1441.63	207.27

Source: www.tourism.rajasthan.gov.in

4. TOURISM PROMOTION AND MARKETING

In order to provide information about the tourist places of the state and attract tourists for the arrival in the state, the department is doing tourism promotion and effective marketing work every year through the following means

- Printing of tourism promotional literature
- Advertising done in the country and abroad through print, electronic and other means.



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- Participation in national and international seminars, conference mart etc.
- Promotion of Rajasthan tourism through PR and social media.
- The year wise details of the amount spent by the Department of Film Photo Visual Content, Internet etc

All the activities of tourism promotion from the year 2014 to 2018 are as follows:

Amount Spent Under Tourism Promotion Scheme:

(Amount in Rs. Lakhs)

YEAR	PROVISION AMOUNT	EXPENDITURE AMOUNT
2014-15	1914.32	1245.9
2015-16	6236.96	6174.24
2016-17	8666.97	8113.26
2017-18	12260.16	12034.24
2018-19	9918.16	5746.88

Source: www.tourism.rajasthan.gov.in

5. FAIR FESTIVALS AND CULTURAL EVENTS

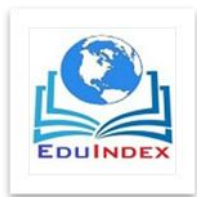
The fairs and festivals celebrated in Rajasthan are living examples of the unique cultural heritage and tradition of the state. These include festivals and cultural events that attract tourists to Rajasthan and encourage tourism. Traditional Teej and Gangaur Fair – Jaipur, Pushkar Fair – Ajmer, Marwar Festival – Jodhpur, ahCndrabaga Mela- Jhalawar, Camel Festival in Bikaner, Kite Festival –Jaipur, Desert Festival in Jaisalmer , Kumbhalgarh celebration –Rajasmnd, Dhulndi celebration –Jaipur, Mewar Festival –Udaipur, Brij Holi Festival -bhaaratpur and Rajasthan Day celebrations is world famous.



In order to approve proposals received under the RPF (Request for Proposal) issued by the department for organizing departmental fair festivals in private participation, two major fair festivals viz. Pushkar Mela and Sharad Utsav were organized through private firms this year. Other cultural events such as Rajasthan Heritage Week Jaipur, World Music Festival Udaipur, Photo Festival Jaipur, Lake Festival Udaipur and Bhakti Utsav Pushkar were also organized. With the help of Indian High Commissioner to promote the art and culture of the state, folk artist teams did performance in Brazil and Russia.

6. CONCLUSION

Developing human resources for tourism department related activities in the state of Rajasthan conducted various human resource development programs. To develop the capacity of manpower employed in state government undertakings and private sector tourism agencies. Various marketing schemes were launched to provide the latest information related to tourism in the state. Promotion of fairs, festivals and cultural events also help in strengthen tourism in Rajasthan. Keeping better tourism opportunities in Rajasthan at a rapid pace, ensuring better facilities for tourists through management training. Shopkeepers, guides, car drivers, hotelists and tourist workers to take courses in foreign languages for better understanding of tourists. Organizing training and skill development programs for manpower of tourism sector. To organize conferences, seminars, workshops etc. to promote and develop tourism in Rajasthan. Preparing graduates for an advanced future in the field of tourism and travel. Conducting any activity other than the above which is directly or indirectly related to the promotion of tourism in Rajasthan. For achieving all these above mention targets various provisions and expenditure facilities done by the Rajasthan Government.



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