

## Heritage tourism in Rajasthan: Bloodline of local Economy

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### Abstract

*Tourism is backbone for dessert lone Rajasthan. It is essential to have a detailed policy which promotes tourism .the paper analyes the heritage tourism in Rajasthan. The paper discuss impacts on economy and stakeholders.The paper has utilized primary data analysis and also brought the review parameters in view of analysis.*

**Keywords:** *heritage tourism ,rajasthan*

### Introduction

n the course of recent decades, as the 'travel industry studies' has risen as a scholarly control, it has been ruled by different orders including financial matters, business and the executives examines. It possesses had next to no energy for the humanities, in spite of the fact that it has obliged significant viewpoints from topography, human science and human studies (Walton and Cooper, 2011). Then again, antiquarians have perceived the potential hugeness of the travel industry's past for their control at a moderate pace.

They are not fruitful to distinguish the worldwide (and globalizing) significance of the travel industry as a changing arrangement of financial exercises as it has developed as the biggest and most constant worldwide industry of the new thousand years. Writing perceived that both history and legacy are interlinked as "Legacy is the cutting edge utilization of components of the past and isn't just the past" (Timothy and Boyd, 2003). "Legacy is the thing that contemporary society decides to acquire and to pass on and history is the thing that a student of history views as worth account" (Turnbridge and Asworth,1996). As indicated by the Oxford English Dictionary legacy is something that can be passed starting with one age then onto the next, something that can be monitored or acquired, and something that has notable or social worth. Legacy may be comprehended to be a physical 'object': a bit of property, a structure or a spot that can be 'possessed' and 'passed on' to another person (Campanella, 2013).

The earlier studies and researches repeatedly has shown that tourism sector can benefit various sections of the society and thus if properly encouraged, can change the very profiling of the country. India is one of the countries who have systematically developed and still developing its tourism sector to attract more and more foreign tourists to its vast array of world class and unique attractions. These attractions have special place in minds and hearts of people belonging to foreign origin. With the unprecedented growth in internet and social media platforms, people are coming to know about the hidden treasure in India and planning their annual vacations in India rather than going to a European location. The aggressive and focused marketing initiatives taken recently for global tourists have also proved fruitful in its persuasion. As per the UNWTO's Barometer (Volume 14, May 2016), during 2015-16, India ranked 40<sup>th</sup> in terms of International Tourists Arrivals, it shows that India has improved a lot in attracting foreign tourists as the same research in 2015 put India at 52nd position. Several reasons are directly and indirectly involved in this huge up gradation of in world tourist index. Tourist in world has been on the rise since the aftermath of global recession are settling rapidly, it is estimated that the sector is going to make astounding comeback in years to come as government of India has started taking policy measures to increase the total outcome from tourism.

## Literature Review

From the historical time, traveling was a fascination for man. In ancient times, pilgrims, few scholars and adventurers used to travel in order to satisfy their respective urges. However, due to myriad constraints and complexities involved in traveling, tourism was restricted to the limited people and the concept of ‘traveling for a pleasure’ was missing. Tourism was never considered as a ‘Business Line’. Though, tourism is an ancient phenomenon, today it has emerged as one of the key business in India. Today, tourism is one of the world’s fastest growing industries. With the advent of industrialization, people started moving in a large number to the places, away from their usual places of residence and work with a view to seek a change. Technological revolution has changed a social geography of the world and tourism today has become a mass phenomenon. It has been acknowledged as an industry. In modern world, due to the globalization and availability of better infrastructure for traveling, a large number of people are traveling across the world very easily for a variety of reasons. In the new millennium, there are greater opportunities for a growth of tourism industry. In advanced industrialized countries, tourism has become a part of lifestyle and consumption pattern of most of the people.

Tourism industry is a backbone of many economies in the world. Fewer countries in the world largely depend though not solely on tourism industry. It is the largest and fastest growing industry, which contributes in earning valuable foreign exchange for many countries. Especially smaller countries, who lack adequate infrastructure for industrial development that slow downs the progress of economic development can definitely find a way out through positioning and promoting their tourism destinations in the international tourism market.

Indian tradition regards ‘*Atithi*’ or a traveler as a god sent. Religious approach apart, tourism today has acquired wide social and economic dimensions. Tourism, today has acquired a status of modern industry. Both government and private sectors have identified tourism as an essential component of their economies. Individuals as well as the country can be highly benefited through domestic and international tourism. It has tremendous potential to generate valuable foreign exchange that can help in improving nation’s economy. Tourism industry also largely contributes in the employment generation, which can help to reduce unemployment, inflation rate and rise in per capita income and ultimately living standards. Tourism has a multiplier effect in employment generation. Many other industries, especially service sectors like Hotels and Hospitality, Banks, Insurance, Cultural Centers, Artist, Handicrafts, etc. can be flourished with growing tourism industry.

Tremendous growth in international tourism is witnessed in last few decades. It is a direct outcome of the economic and social progress promoted by the technological and scientific advancement. India with a tremendous potential for international tourism can enjoy several benefits from it. Indian tourism has grown in by leaps and bounds in recent years. Government is also keen on developing it further which is visible from this year’s budget.

In year 2020’s budget, has allocated a budget of Rs. 2500 Crore for the development of tourism sector. It is reiterated the fact that Tourism growth is directly related to economic growth and employment generation.

### Incredible India Campaigns:

Incredible India campaign was first introduced in.....

The Ministry has launched the ‘Incredible India 2.0’ campaign in the Country in September 2017, which marks a shift from generic promotions undertaken across the world to market specific promotional plans and content creation. The campaign focuses on digital and social media and the promotion of Niche tourism products, including yoga, wellness, luxury, cuisine, wildlife etc.

Union Minister of State (I/c) of Culture and Tourism, said in the Lok Sabha that “Find the Incredible You” Campaign focuses on the promotion of niche tourism products of the country on digital and social

media. It focuses on transformative experiences brought alive through unique storytelling in the format of autobiographies of travellers, with the tagline 'Find the Incredible you'. The Campaign was the winner of the Pacific Asia Travel Association (PATA) Gold Award 2019.

#### Rajasthan as a Tourist Destination:

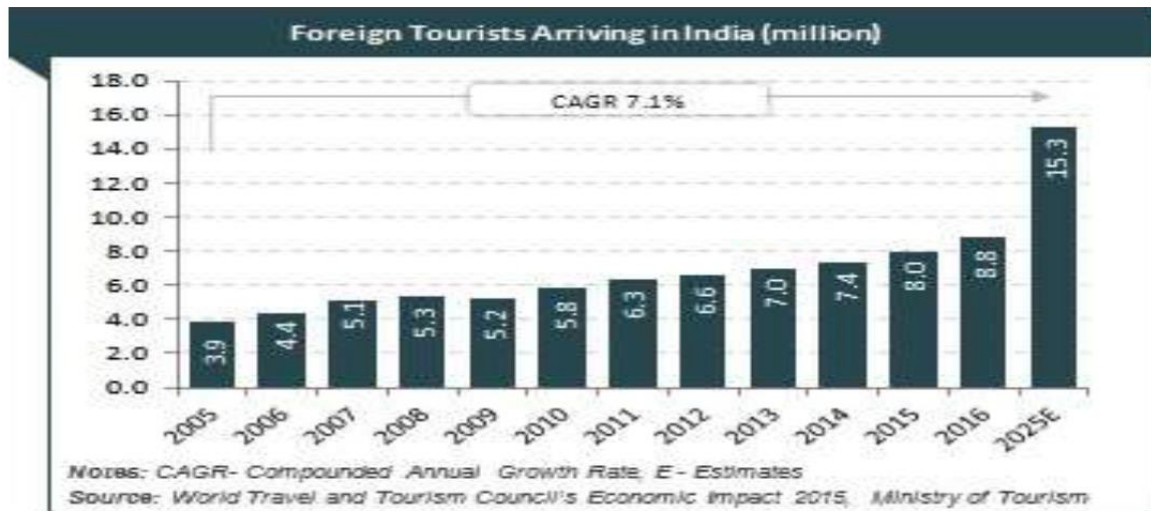
When one thinks of Indian tourism, Kerala and Rajasthan are the obvious states that come to anyone's mind. Obviously these two states are key contributors in the growth of Indian tourism sector. These states, especially Rajasthan is a hot favourite tourist destination for the foreign visitors.



Among the Indian states, Rajasthan is considered as the perfect potpourri of a rich cultural heritage, offering glimpse of modernity.

Rajasthan offers several attractions to the visitors. Jaw-dropping forts & havelis; commendable folk music; myriad tales of chivalry and mouth-watering food welcome you to the culturally wealthy state of Rajasthan. The land of turbans, moustache, ghonghat and camels, Rajasthan is an unparalleled tourist destination when it comes to culture and heritage tourism in India. Home to famed tigers like Machhali, the desert state also boasts memorable wildlife adventure. Brace yourself for heart-warming hospitality; luxurious stays and unforgettable experiences.

Home to numerous attractive destinations, coupled with a world-class hospitality ecosystem favouring tourism, being actively promoted by the State Government, Rajasthan today tops any domestic or international tourist's wish list. Since time immemorial, Rajasthan, the land of majestic Aravali Hills, has been regarded as the land of kings, palaces, valour and sacrifices. Rajasthan derives its name from "Rajah" "Sthana", which literally means home of Kings, and it truly is.



Tales of battles fought and romance of the riches adorn every wall, folklore or literature of the state. The present state of Rajasthan today comprises 33 districts, which is effectively a union of 22 former princely states. Located in the northwestern part of India, the State is spread over 3,42,239 sq.km area, making it geographically the largest State in the country, encompassing around 11 per cent of the total geographical area of the country.

One could gauge the sheer vastness of its size if its area is looked at in comparison to that of some of the western countries such as that of Italy (3, 01,200 sq. km.), Norway (3, 24,200 sq. km) or of Poland (3, 12,600 sq. km.) The State's topography is such that it mainly comprises three regions, namely, the Aravali hills range, the Great Indian Thar Desert and the Eastern part of the state. It can be said that Rajasthan's topography is a potpourri of the sandy deserts and abundant flora and fauna. Rajasthan – A Unique Tourism Landscape Rajasthan is a land of great beauty and diversity. From the Thar Desert in the west to the fertile south eastern plains, Rajasthan's topography too shares this diversity.

### Research Design

The study was led on 108 respondents who were distinguished as partners of legacy of Rajasthan. While trying to approve the information assortment methods and check understandability and whether the reactions got would give the data looked for, a pilot review was led nearby Nahar Fort in District Jaipur of Rajasthan, India in August 2018. The inspecting system used to pre-test the surveys for partners was purposive examining. Survey was pretested for assessing dependability and legitimacy. For guaranteeing the substance legitimacy of the scale things, things were inspected by 2 academicians having over 10 years of involvement with the related field of study. Before submitting survey for pilot testing all the recommendations of evaluators/specialists were fused. For pilot testing poll was regulated on 50 partners separately from Jaipur area All the things on which respondents confronted trouble were modified in wording. Unwavering quality of scale things were surveyed through Cronbach alpha ( $\alpha$ ). Testing plan in the exploration was meeting and poll. What's more different books, diaries, papers, magazines and different reports identified with the theme, essential data were likewise accumulated through the visits to the libraries, galleries and noteworthy spots the goals chose for overview were visited at any rate two times per year. The poll for partners, in light of the examination destinations was filled by the complete populace size of 108 These various polls were directed on partner gatherings (neighborhood inhabitants, the travel industry related entrepreneurs, delegates of government). SPSS was utilized for investigation of essential information in the present examination.

**The following Questionnaire was distributed**

- 1.Hosts and visitors communications make a superior social comprehension
- 2.Tourism can push up nearby property costs and the expense of merchandise and ventures coming about into expansion
- 3.Local organizations are profiting financially from the travel industry
- 4.Our district has incorporated social contributions (celebrations/occasions/music/narrating) into our travel industry item
- 5.Our goal is attempting to extend the travel industry benefits in slow times of year
- 6.The the travel industry in my district is ecologically reasonable
7. There is a reasonable showcasing brand for our area
- 8.Tourism is well-created in my district/network
- 9.Tourism assists with advancing protection of untamed life and normal assets, for example, backwoods, waterways, rocks and so forth as these are currently viewed as the travel industry resources
10. Employments made by the travel industry are frequently regular
- 11.The showcasing endeavors for our district are well-planned
12. The travel industry has made employments for nearby individuals
- 13.Construction of lodgings and traveler offices has devastated the common habitat
- 14.Tourism gives chances to little scale business ventures
15. My/our organizations have a natural approach
- 16.Tourism additionally causes expanded contamination through traffic emanations, littering, expanded sewage creation and clamor
- 17.Tourism has pulled in speculation to create foundation
- 18.Tourism supports the protection of neighborhood culture and Tradition
- 19.Natives of the goal go about as operators for the travel industry advancement
- 20.Our locale is amplifying the utilization of innovation in advancing the travel industry

21. Enterprises in our locale offer quality client assistance

22. The site for our area is gainful to my business

23. The travel industry is essential to my area and network

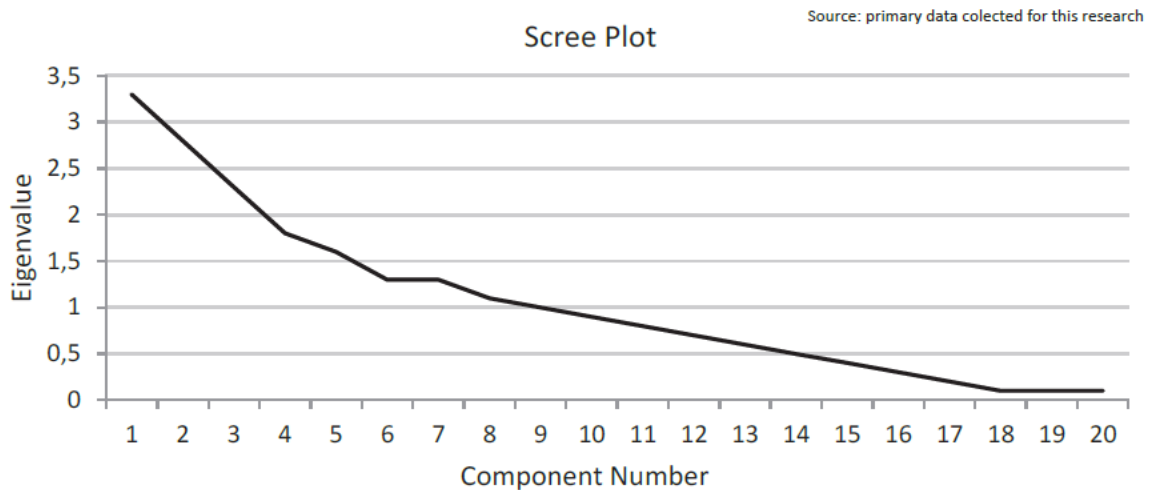
24. Our area gets specialized and money related help from colleges and government organizations on the travel industry and industry patterns

25. There is satisfactory accessibility of data about different traveler goals arranged inside Rajasthan.

### Data Analysis

The factor analysis performed on the data. Factor analysis was applied on these statements to identify underlying structure among these statements. Factor analysis provides the tools for analysing the structure of the interrelationships (correlations) among a large number of variables (e.g., test scores, test items, questionnaire responses) by defining sets of variables that are highly interrelated, known as factors. These groups of variables (factors), which are by definition highly inter-correlated, are assumed to represent dimensions within the data (Hair et al., 2013).

Item number 2, 10, 13 and 16 are negatively worded items hence they were reverse coded before applying factor analysis.



The factor analysis suggest that the economy and resident acceptance is the key to tourism. The heritage sights add more value to tourism. The factors like mobility, ease of tourism also add greater value to experience as a tourist. Out of 25 factors the there are four factors are extremely correlated with each other. These factors are construction of hotels, small scale business enterprises local jobs and local business upliftment.

**Table 1 : Principal Component Analysis with Varimax Rotation**

	Statements	F1	F2	F3	F4	F5	F6	F7	Communalities
1	Creation of Jobs	0.988	0.024	-0.026	0.041	0.052	-0.103	-0.023	0.993
2	Local business upliftment	0.985	0.026	-0.027	0.042	0.052	-0.096	-0.031	0.986
3	Investment for infrastructure development	0.979	0.023	0.046	0.048	0.034	-0.125	-0.013	0.98
4	impact of website	0.024	0.928	0.04	0.004	0.037	-0.152	-0.043	0.89
5	Marketing Brand	0.017	0.897	0.008	0.039	0.028	-0.098	-0.081	0.823
6	Native as agents	-0.019	0.8	0.006	0.086	0.08	0.078	0.097	0.67
7	Well-coordinated marketing effort	0.095	0.524	0.068	-0.309	-0.193	0.329	0.172	0.559
8	Cultural Events as tourist attraction	-0.048	0.011	0.896	0.035	0.041	-0.021	0.08	0.815
9	Preservation of native traditions	-0.098	0.064	0.884	0.036	0.032	0.73	0.71	0.808
10	Amalgamation of cultures	0.51	-0.077	0.759	-0.151	0	0.035	-0.089	0.617
11	Increase in Pollution	0.087	-0.058	0.001	0.931	-0.011	0.28	0.045	0.881
12	Wildlife and natural resources conservation	0.42	0.077	-0.089	0.904	-0.054	0.058	0.03	0.84
13	Increase in real estate rates	-0.018	0.085	-0.035	-0.073	0.831	0.023	0.07	0.71
14	Tourism impacts economy	0.22	-0.144	0.042	0.015	0.726	-0.128	-0.135	0.633
15	Construction is harmful for nature	-0.08	0.231	0.142	0.335	0.465	0.256	0.287	0.556
16	Off season tourism push	-0.195	-0.247	-0.162	0.122	-0.101	0.655	-0.03	0.58
17	Small Scale business upliftment	0.165	0.221	-0.01	0.158	-0.197	0.633	0.173	0.571
18	Well-developed tourism	0.025	0.367	0.299	0.017	-0.217	0.5	0.12	0.536
19	Eco friendly Tourism	0.61	0.44	0.084	0.05	-0.203	-0.132	0.76	0.621

20	Use of technology in promotion	0.019	-0.103	0.157	0.126	-0.086	-0.246	0.672	0.571
	Eigen Values	3.034	2.738	2.304	1.861	1.561	1.342	1.226	
	Percentage Variance	51.171	13.691	11.579	9.307	7.803	6.712	6.13	
	Cumulative percentage variance	15.171	28.862	40.381	49.867	47.49	64.202	70.333	

Table 1 shows results of principal component analysis after varimax rotation, Eigen values, the percentage of variance and cumulative percentage of total variance extracted by successive factors. Principal Component Analysis was employed for extracting the factors based on Latent Root Criterion (i.e. Eigen value > 1) for the number of factors to be extracted. An Eigen value of 1.00 is the most commonly used criterion for deciding how many factors to retain in factor reduction (Bryant & Yarnold, 1998; Cattell, 1966; Stevens, 1996). Derived factors explain 70.33% of total variance which is above the minimum limit of 60% in social sciences (Hair et al.). The percentages of variance extracted by factor 1 to 7 are 15.17, 13.69, 11.52, 9.31, 7.80, 6.71 and 6.13 respectively. Last column of table shows values of communalities corresponding to each item. Communalities explain the amount of variance in a variable that is accounted for by the four factors taken together. All of the communalities (except item 15) were ensured to exceed value of 0.50 before performing the rotation of the factor matrix (Hair et al.). Item 15 was retained due to its enormous contribution in the present study. Rotated factor 1 seems almost exclusively associated with item. 3, 12 and 17 which were named as heritage tourism attribute of economic effects. Rotated factor 2 appears most closely associated with variables 7, 11, 19 and 22 which were chosen as heritage tourism attributes of promotional measures. Rotated factor 3 appears most closely linked with variables 1, 4 and 18 which were chosen as heritage tourism attributes of socio-cultural influences. Rotated factor 4 appears most closely linked with variables 9 and 16 which were chosen as heritage tourism attributes of impact on natural resources. Rotated factor 5 appears most closely linked with variables 2, 13 and 23 which were chosen as heritage tourism attributes of impact on goods prices and environment. Rotated factor 6 appears most closely linked with variables 5, 8 and 14 which were chosen as heritage tourism attributes of development and opportunities. Rotated factor 7 appears most closely linked with variables 6 and 20 which were chosen as heritage tourism attributes of technology and sustainability. All the items load highly with their respective factors, loading is considered to be “large” if its absolute value exceeds 0.40 (Rourke et. al, 2013)

## Conclusion

The resent research concludes that resident’s acceptance of tourism is the important thing to the destination survival, therefore, it is suggested by the is research study on Rajasthan that government should ensure neighborhood community preference while making plans for tourism development. Close mentoring and monitoring mechanism for the tourism sports and initiatives by authorities may contribute toward holistic and eco-friendly tourism development. The tourism sector is a major monetary engine and generates a large part of the employment along with the major business opportunities to the residents worldwide. To link the commitment from inside the society to cultural background and use it for tourism attractions, may be a possibility to enhance the tourism sector and therewith employment levels. Furthermore, it would boom the elegance and competitiveness of the entire Rajasthan Tourism. Preserving the world’s cultural background for the enrichment and schooling of present and future generations is crucial. A remarkable deal of tourism is



based on locations with natural, indigenous and ancient importance which tourism products are based. In order to recognize the cultural importance of the vacation spot, humans involve in tourism industry want to be sensitive to cultural agencies who have a special interest in them and they need to directly involved in the planning and merchandising of the vacation spot. More importantly, distinct sectors have to apprehend that historical past sources are the important thing for their own sustainability and they are not exogenous factors.

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