

THE IMPACT OF EVENTS ON RAJASTHAN TOURISM WITH REFERENCE TO DIFFERENT FAIR & FESTIVALS

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ABSTRACT

“Padharon Mahare Des”

The state of Rajasthan has emerged as most visited destination for international and domestic tourist. Rajasthan with its rich historical culture and heritage, coupled with colorful fairs and festivals like camel Safaris, Pushkar fairs, Desert festivals etc has become one of the favorite destination in the world.

Tourism has been highly touted as a route to the Development of a city or environment. It professes to bring much-needed revenue and employment to the inhabitants of the place, while simultaneously claiming to preserve its cultural, historical, or natural ‘attractions’.

This paper is an attempt to describe how important is our fairs, festivals or events for the growth in tourism industry in Rajasthan as tourism plays an important role in the socio-economic development of any country. It is also one of the major sources to earn foreign exchange, and generating employment for urban as well as rural public.

KEYWORDS: Tourism, Events, Destination, Festivals, Culture, Growth

INTRODUCTION

The travel and tourism industry has emerged as one of the fastest growing sectors contributing significantly to the Indian economic growth and development. India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provides numerous tourist attractions.

According to a travel report, India ranks 11th in the Asia pacific region and 65th on travel and tourism Competitiveness Index. The Indian hospitality sector has been growing at an annual rate of 14 per cent every year adding significant amount of foreign exchange to the economy. Travel and tourism’s contribution to capital investment is estimated to grow at 6.5 per cent per annum during 2013-2023, above the global average of five per cent. The total market size of tourism and hospitality industry in India stood at US\$ 117.7 billion and is anticipated to touch US\$ 418.9 billion by 2022.

Foreign tourist arrivals (FTA) during the period January – December 2013 stood at 68.48 lakh as compared to FTAs of 65.78 lakh during 2012, registering a growth of 4.1 percent. FTAs during December 2013 were 8.00 lakh as compared to 7.53 lakh during December 2012, growth of 6.3 percent. Foreign exchange earnings (FEE) during January – December 2013 stood at US\$ 18.133 billion as compared to FEEs of US\$ 17.737 billion during 2012, registering a growth of 2.2 percent.

Laced with the magic of the sepia luster of Thar Desert and with the promises of colour and valour, Rajasthan is the best place to rediscover the pulse of India so very eloquently. For a leisure trip, therefore, Rajasthan is indeed the place to be. Rajasthan is dotted with forts, palaces and historical monuments. Built on high hilltops, in the heart of massive deserts, and on islands in lakes, the palaces and forts in Rajasthan display the architectural tradition of the state.

Jaipur, Udaipur, Bikaner, Jaisalmer and Jodhpur are the most preferred destinations for the tourist.

Four decades ago tourism in Rajasthan was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Jaipur, the state capital, Udaipur and Jodhpur (for foreign tourists) and the pilgrim centres of Ajmer, Pushkar and Nathdwara (for domestic tourists). The employment in the sector and the sector's contribution to the state economy, as well as employment potential were limited.

However, over the last few decades, due to the focussed efforts of Rajasthan Tourism, various State Government agencies, select entrepreneurs / individuals, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map. Also, as compared to the past, where the tourism in the state meant desert tourism, heritage tourism (forts, palaces, etc.) and pilgrim tourism, today the tourists have a wide canvas of places, attractions and activities to choose from in the state, which enhances the overall tourism experience.

(Financial Express: April20, 2015) Looking at facilitating investments in tourism sector, Rajasthan government is organising a 'Research in Rajasthan' programme in mid-November, 2015. During her inaugural address at the 8th edition of the Great Indian Travel Bazaar (GITB) 2015, Vasundhara Raje, chief minister, Rajasthan Government, stated that the event will be focused on attracting investments in hospitality, improving the tourism circuits, etc. "The three day 'Research in Rajasthan' event will be inaugurated by prime minister Narendra Modi and will be bringing in many countries like Singapore, Japan and England to discuss the various investment opportunities.

The ongoing two-day event of GITB, organized by the Department of Tourism, Rajasthan government, Ministry of Tourism, Government of India and the Federation of Indian Chambers of Commerce and Industry (FICCI) is witnessing participation from 277 foreign buyers from 45 countries and 199 exhibitors. "With over 10,000 structured B2B meetings and support from 10 state government and organizations like Indian Heritage Hotels Association (IHHA), Hotel and Restaurant Association of Rajasthan (HRAR), Rajasthan Tour operators (RATO) and other tourism organizations, this is the largest GITB organized so far, since its inception," stated Dr A Didar Singh, secretary general, FICCI.

Highlighting the state tourism statistics, Raje mentioned that the tourism sector in Rajasthan will see a major surge by 2018. "By 2018, we expect the foreign tourist arrivals to reach 2.5 million from the current 1.5 million and the domestic traffic to be around 50 million from the present 30 million."

Rajasthan Fairs and Festivals

The Rajasthan's love for color and joyous celebrations, music, dance and festivals makes it one of the most colorful deserts in the world. We have numerous fairs and festivals of the region.

Following are few fairs and festivals to learn the rich heritage and culture of Rajasthan:

- Nagaur Fair, Nagaur (Jan-Feb.)

- Kite Festival (held on 14th Jan of every year)
- Desert Festival, Jaisalmer (Jan-Feb.)
- Baneshwar Fair, Baneshwar (Jan-Feb.)
- Gangaur Festival, Jaipur (March-April)
- Mewar Festival, Udaipur (March-April)
- Elephant Festival, Jaipur (March-April)
- Urs Ajmer Sharif, Ajmer (According to Lunar Calendar)
- Summer Festival, Mt.Abu (June)
- 10) Teej Festival, Jaipur (July-August)
- Kajli Teej, Bundi (July-August)
- Dussehra Festival, Kota (October)
- Marwar Festival, Jodhpur (October)
- Pushkar Fair, Ajmer (November)
- Camel Festival, Bikaner (January)

The very rich culture heritage and most hospitable people make journey to Rajasthan a most enjoyable experience of life both for foreign and domestic tourists.

Various Events That Took Place in Rajasthan Are

- Annual Summer Training Camp at City Palace, Jaipur
- Annual Summer Festival at Mount Abu
- Jodhpur celebrates 556th Foundation Day
- Jaipur Bike Polo Tournament on 27th April, 2014
- 64th Rajasthan Day Celebration in Jaipur
- Explore Wilds in the Sariska National Park
- 'Jaipur Art Festival' from March 17-23, 2014
- Jaipur Literature Festival 2014
- Mehrangarh Fort Hosted 'Gypsy & Flamingo Fest'

And the list is endless.

Tourism in Rajasthan

Tourism industry in Rajasthan is a vital breath and considered as an apex industry which gives economic benefits

like foreign exchange earnings, regional development, infrastructure development and promotion of local handicrafts.

The growth rate of tourism in the state of Rajasthan has shown that tourists arrivals both domestic and foreign in the state of Rajasthan is increasing annually and it increase 0.83 crore to 3.01crore from the year 2001 to 2012 which represent that more attention made to this sector in state plans.

Table 1: Statistics of Tourist Arrival in Rajasthan from 2001 to 2012

Year	Indian Tourist	Foreign Tourist	Total	% Change		
				Indian Tourist	Foreign Tourist	Total
2001	7757217	608283	8365500	5.19	-2.38	4.60
2002	8300190	428437	8728627	6.99	-29.57	4.34
2003	12545135	628560	13173695	51.14	46.71	50.92
2004	16033896	971772	17005668	27.81	54.60	29.09
2005	18787298	1131164	19918462	17.17	16.40	17.13
2006	23483287	1220164	24703451	25.00	7.87	24.02
2007	25920529	1401042	27321571	10.38	14.82	10.60
2008	28358918	1477646	29836564	9.41	5.47	9.21
2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
2010	25543877	1278523	26822400	-0.06	19.11	0.71
2011	27137323	1351974	28489297	6.24	5.74	6.21
2012	28611831	1451370	30063201	5.43	7.35	5.52

Source: Tourism Annual Report 2012-2013 - Department of Tourism, Rajasthan

OBJECTIVE OF THE STUDY

- To critically assess the opportunities to promote Rajasthan as a tourist destination.
- To evaluate the present tourism promotion system and the government policies of Rajasthan tourism.
- Effect of fairs, festivals and events on tourists.
- To facilitate the growth of tourism in the state so that private sector contributes significantly in the development of tourism in Rajasthan.

REVIEW OF LITERATURE

According to Dr. Laveena T. Dharmwani Assistant Professor, N.R. Vekaria Institute of Business Management Studies, Tourism in Rajasthan offer many unique products such as forts and palaces, heritage hotels, colorful fairs and festivals, local art and handicrafts. No doubt tourism industry in Rajasthan suffer some social and environmental problems such as poor infrastructure, damage to heritage and pilgrimage places, environment pollution, lack of connectivity and shopping malpractices. Though it is true that government of Rajasthan has made many efforts to increase tourism in the state and try to improve various tourist services to provide good tourist facilities.

Batra K.L. (1990) in his study on "Tourism in Rajasthan problems, potential and future prospect" concluded that there were various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular, and India in general. Some of which were inbuilt in nature and some were created by those who were totally unaware of the benefits of tourism. He strongly recommends that "tourist activity in Rajasthan must be taken as a dynamic tool in uplifting the social status of our society. For this, one suggestion can be given that there should be frequent get together of our local people with the foreign tourists so that some of our age old rotten social barriers and orthodox systems can be broken".

Bartwal (2008) in his article discusses that despite numerous efforts through "Incredible India" campaign, India is lacking tourist's figures. India is not able to flock a large number of visitors in its beaches, mountains and desert sands but does not talk about the methods to improve the present branding of Incredible India. There are many emerging dimensions in Indian tourism states and the various issues faced by Indian tourism industry, like infrastructure, lack of hygiene, high tariffs etc. (Iqbal, 2003) and also suggestions to improve the present conditions for improving our tourism industry

Dr. Nripendra SINGH , Ms. Sunaina AHUJA and Alexandru NEDELEA "Incredible India" campaign would certainly help to attract more foreign visitors in India and would also close the communication gap between centralized and state wise tourism campaign. At last it can be concluded that there are immense opportunities; both directly as well as indirectly related to Indian tourism industry. It is recommended that coordinated efforts are required amongst Central, State and Private authorities to establish India as a world class destination for travel and tourism.

Research Methodology

Primary research is conducted in 4 main tourist places:

Universe: Jaipur, Jodhpur, Jaisalmer, and Udaipur.

Sample Size: 200 Tourists in Rajasthan (Domestic and Foreign both).

Secondary research is also conducted from various journals, articles, web sites etc.

Classification and Tabulation of the Data

Table 1: Classification on the Basis of Gender

Male	120
Female	80
Total tourist in Rajasthan	200

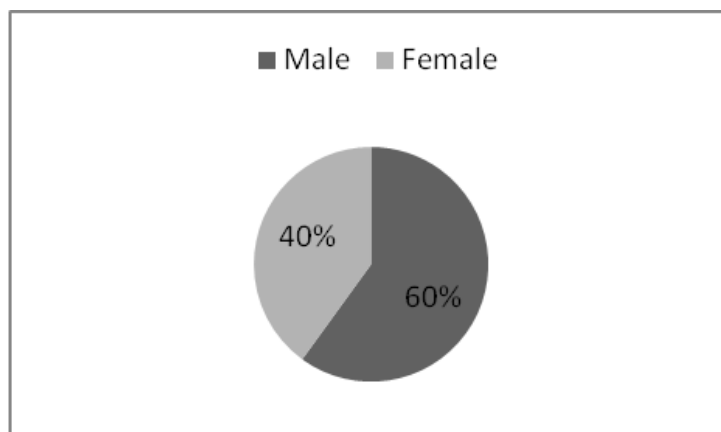


Figure 1

Table 2: Classification on the Basis of Age Group of the Visitors

16-25 Yrs.	35
26-35 Yrs	85
36-45 Yrs.	55
Above 46 Yrs.	25

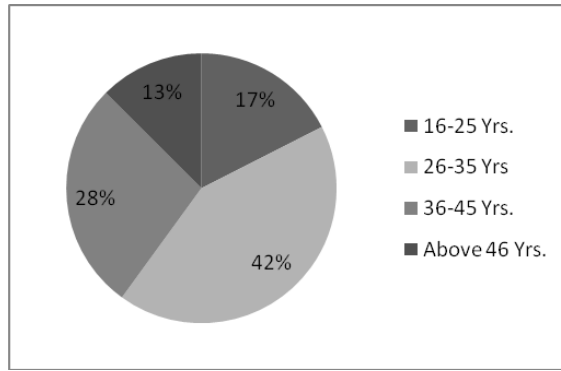


Figure 2

Table 3: Classification on the Basis of Monthly Income of the Visitors

Below 15,000	40
15,000-30,000	82
30,000-45,000	50
Above 45,000	28
Total	200

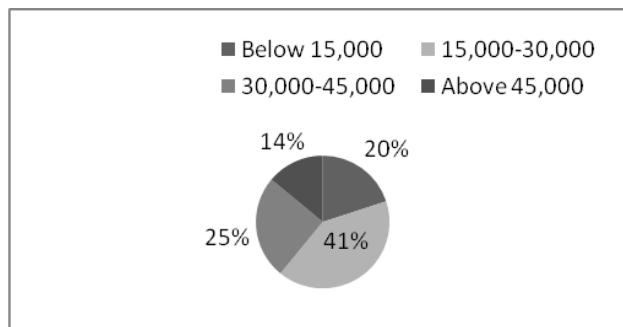


Figure 3

Table 4: Type of Holiday

Self-Organized	155
Tour Operator	45
Total tourist	200

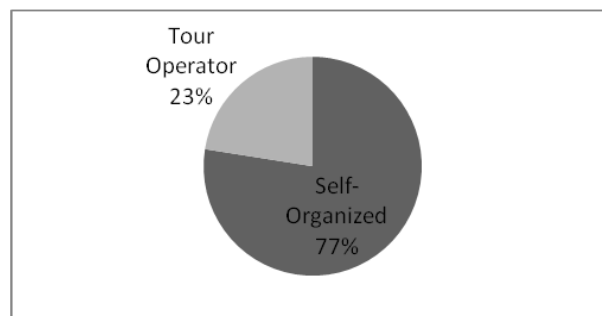


Figure 4

Table 5: Number of Times They Visited Rajasthan

First Time	88
2-4 times	64
5 times	25
Many Times	23

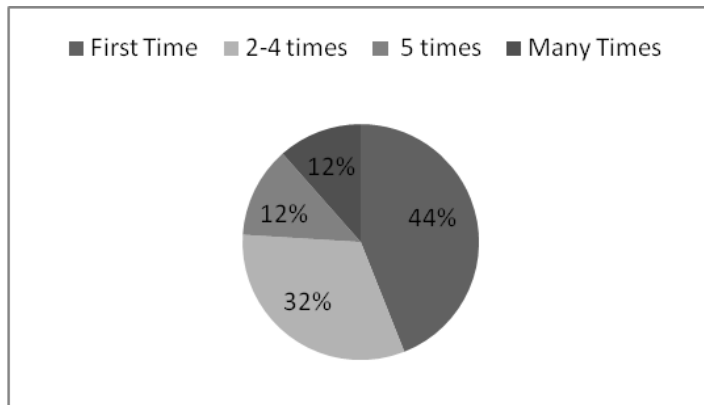


Figure 5

Table 6: Classification on the Basis of Purpose of Visit of the Tourist

Leisure Tour	106
Visiting friends and family	24
Business & Professionals	26
Social & Cultural Functions	10
Attending Conference , Seminars etc	18
Watching Events	8
Recommended by friends or family	8

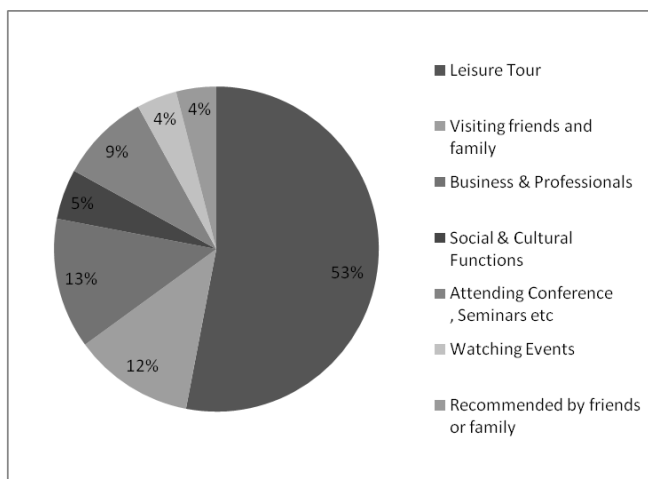


Figure 6

Table 7: Number of Night stay During the Visit

1-2 night	20
3-4 night	84
1 week	50
More than a week	46

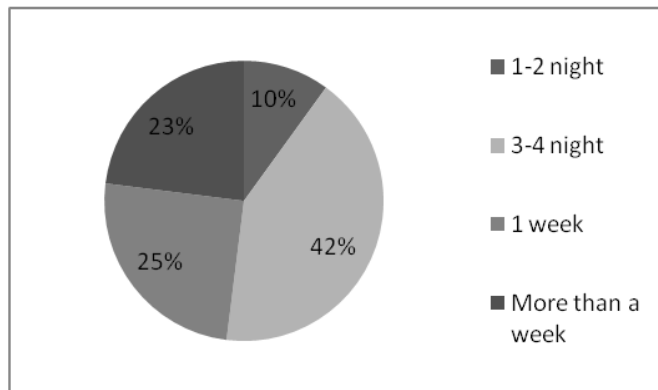


Figure 7

Table 8: Number of Person who have Heard about Various Fairs and Festivals of Rajasthan

Yes	186
No	14

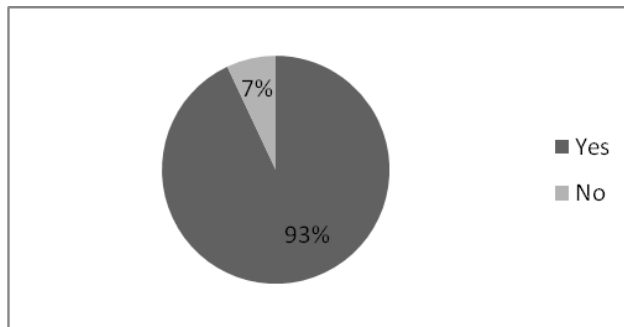


Figure 8

Table 9: Festivals the Visitors Heard the Most

Gangaur Festival, Jaipur	28
Mewar Festival, Udaipur	6
Desert Festival, Jaisalmer	10
Teej Festival, Jaipur	80
Dussehra Festival, Kota	20
Camel Festival, Bikaner	12
Pushkar Fair, Ajmer	20
All of the above	24

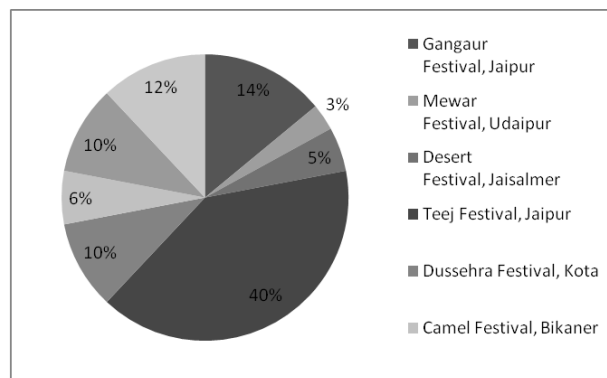


Figure 9

Table 10: Satisfaction Factor of the Visitors

Transport in the area	30
Accommodation	15
Accommodation tariff	22
Food Quality	30
Entertainment	34
Shopping	59
Fairs	6
Climate	4 (Too Hot)

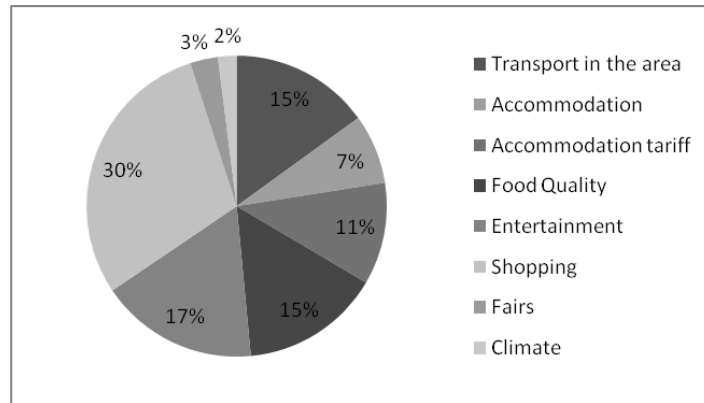


Figure 10

Table 11: Most Interesting Event

Puppet Show	43
Food & Craft Bazar	72
Jaipur Art Festival	22
Literature Festival	34
Exploring wild life in Sariska	24
Annual Summer Training Camp at City Palace, Jaipur	5

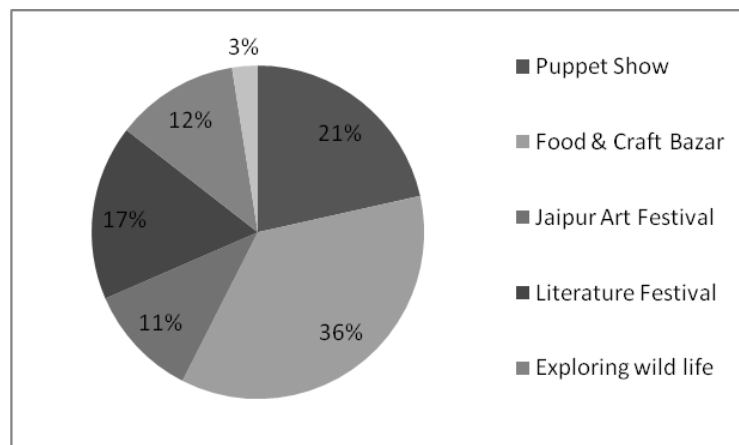


Figure 11

Table 12: Full Potential of the State has been Realized or Not

Yes	68
No	40
Partly	47
Still lot to be tapped	45

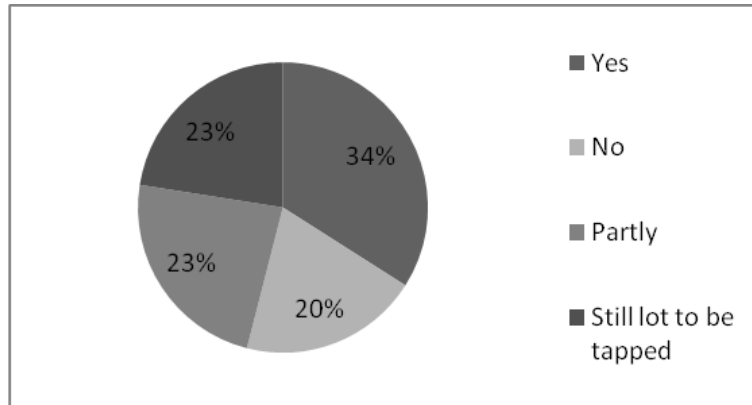


Figure 12

Table 13: Area That Requires More Attention

Infrastructure	58
Marketing Efforts for Promotion	62
Support from private sector	16
Involving General Public	30
Tourism Policy	34

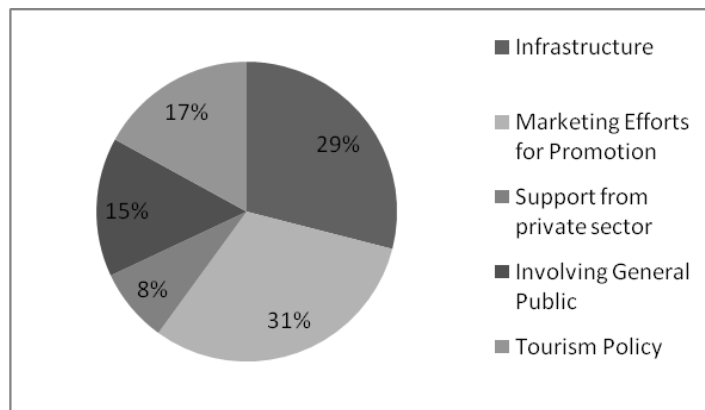


Figure 13

Table 14: Tourist Who Wishes to Come Back to Rajasthan on Any Fair or Festival

Yes	164
No	36 (they wish to go to new place on every vacation)

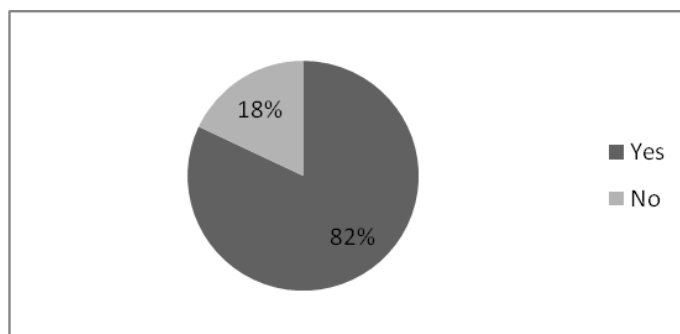


Figure 14

FINDINGS

- Few tourist places, sites or forts need more development and maintenance like Bikaner, Chittorgarh etc.
- Poor marketing efforts.
- Maintenance of old monuments, forts etc are less.
- The government has not been able to leverage the India Incredible to campaign and carry it forward.
- Most of the respondents have heard about various festivals like Teej festival in Jaipur and are interested to be a part of them; therefore this can be used for marketing promotion.
- Maximum respondents wish to come back to Rajasthan for leisure and visit to other places which are left by them in this visit due to shortage of time.

CONCLUSIONS

- The potential of tourism of Rajasthan is yet to be tapped fully. This requires combination of efforts on both policy and marketing side.
- The basic infrastructure road, rail and air connectivity needs to be strengthened.
- Internet marketing is another area which needs to be focus of marketers for promotion.
- As majority of people visiting Rajasthan are young professional in the age group 26-35 yrs., there is a need to cater their taste.

SUGGESTIONS

- Tourism must be given the status of priority sector.
- Preservation of heritage and greater involvement of private sector.
- Better connectivity between the various tourist centers in the state.
- Making the overall experience of the tourist wonderful so that they become the brand ambassador of the state.
- Maintenance of tourist spots and properties with the help of urban local bodies and tourism department.
- Infrastructure around the tourist sites to be developed.

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APPENDICES

QUESTIONNAIRE

Dear Sir/Mam

I, Shruti Arora, a research scholar, (From University of Kota, Kota) is conducting a survey on "The Impact of Events on Rajasthan Tourism with reference to Different Fair& Festivals." Please help us in providing the following information.

Information or details provided by you shall be kept private and confidential and be used only for research purpose.

Thank you

1. Name of the Tourist:
2. Please tick on the following:-

Domestic tourist / Foreign Tourist

If Foreign Tourist. Then please specify the country name: _____

3. **Gender:** Male / Female

4. **Age group of the Visitor**

Age	16-25 Yrs.	26-35 Yrs.	36-45 Yrs.	Above 46 Yrs.
Tourist				

5. **Average Monthly Income of your Family**

Below 15,000	15,000-30,000	30,000-45,000	Above 45,000

6. **Type of Holiday**

Self Organized	
Organized (From Tour Operator)	

7. **How many times you have visited Rajasthan?**

First time	2-4 times	5 times	Many times

8. **The Purpose for visiting Rajasthan**

Purpose of visit	Tourist
Leisure Tour	
Visiting friends and family	
Business & Professionals	
Social & Cultural Functions	
Attending Conference , Seminars etc	
Watching Events	
Recommended by friends or family	
Others (Please Specify)	

9. **Have you ever heard about the various festivals and fairs in Rajasthan?**

Yes	
No	

10. **If yes, then during which festival you would like to visit Rajasthan?**

Festivals	Tourist
Gangaur Festival, Jaipur	
Mewar Festival, Udaipur	
Desert Festival, Jaisalmer	
Teej Festival, Jaipur	
Dussehra Festival, Kota	
Camel Festival, Bikaner	
Pushkar Fair, Ajmer	
All of the above	

11. Number of night stay you wish to spend during your tour:

No. of Nights	1-2 Night stay.	3-4 Night stay	1 Week	More than 1 week
Tourist				

12. According to you, which factor satisfies you the most in your tour?

Factors	Tourist
Transport in the area	
Accommodation	
Accommodation tariff	
Food Quality	
Entertainment	
Shopping	
Fairs	
Climate	

13. Which type of event you found most interesting during your visit?

Event	Tourist
Puppet Show	
Food & Craft Bazar	
Jaipur Art Festival	
Literature Festival	
Exploring wild life in Sariska	
Annual Summer Training Camp at City Palace, Jaipur	

14. Do you think that the full potential of the state has been realized?

Yes	
No	
Partly	
Still lot to be tapped	

15. Which area you feel requires more attention so as to increase more tourists towards Rajasthan?

Area	Tourist
Infrastructure	
Marketing Efforts for Promotion	
Support from private sector	
Involving General Public	
Tourism Policy	
Others (Please Specify)	

16. Please write the cities you have visited in Rajasthan or going to visit in this tour and also your favorite you visited now?

17. Would you like to come back to Rajasthan on any occasion or event?

Yes	
No	
If yes, then specify	

Thanks for your Co-operation