PREFACE

Tourism is one of the three fastest growing industry in the world as per the assessment of Bill Gates. Several studies have been made to indicate the growing importance of tourism, which is a great multiplier of jobs. According to one assessment in half the States of America, tourism is the second largest employer and in the remaining half it is the largest employer. Things are not radically different even in India where the spurt and growth of tourism has led to big generation of employment opportunities. The difficulty with India is that it took time to understand the importance of tourism. This is evident by the fact that in the first two Five Year Plans, there was no allocation for tourism and tourism was accorded the status of an industry as late as in the 7th Five Year Plan.

Small wonder with such a niggardly approach to tourism, it could not take roots in many parts of the country and even after six decades of independence only three States viz. namely Kerala, Goa and Rajasthan account for the largest share of tourism and other States despite being picturesque and invite have done pressure little to encourage tourism. Rajasthan somehow was lucky in providing the great spurt to tourism. Despite the general perception that it is a backward State with poor infra-structure it is better equipped in infra-structure than many other developed States of India on account of its different history. Rajasthan was earlier known as Rajputana which was a conglomeration of 22 princely States, each vying with the other to project its progress and prosperity. Every ruler, out of a spirit competitiveness would construct magnificent Forts and Palaces which after independence compensated for the lack of hotel beds. Indeed the old Forts and Palaces were converted into magnificent Star category hotels. The forts of jagirdars too came handy and became heritage hotels. Thus there was no dearth of accommodation for the tourists. What is more these forts and old monuments became the chief attraction for the tourists.

Every State capital was easily accessible by Rail, Road and Air. Every ruler led down not only a rail lines and road network but also constructed private airports for his personal transportation. These came very handy for the development of tourism. Rajasthan satisfied the four As – Attraction of old monuments and Forts,
Accommodation and Accessibility and Amenities. Being a princely State it held great charm for the foreigners, chiefly the American who had never see monarchy and were rather too keen to seen the old abodes and habitats of the erstwhile rulers who represented the monarchical era of India.

The ever-growing number of tourists in Rajasthan and the remarkable progress it made in creating the tourist infra-structure impressed me a great deal and I wanted to explore the causal factors of the growth of tourism in Rajasthan. This thesis attempts not only to find out the reasons for the impressive growth of tourism but also intends making constructive suggestions for enhancing this progress. Already Rajasthan has witnessed great transformation in the transport sector. Practically all major meter gauge railway lines have been converted into broad gauge. Jaipur has become a International Airport and Udaipur is likely to get this status very soon and a large number of other cities are in the process of getting air connectivity and this will add immensely to the growth of tourism in the State. The State has excellent network of national highways and the new Hotel Policy of Government of Rajasthan had led to an impressive increase in the number of new hotels being constructed. These things are likely to enhance the growth of tourism in writing this thesis being benefited from various sources.

(Kumar Ashutosh)