CHAPTER-6
CONCLUSION, FINDINGS AND RECOMMENDATIONS

Rajasthan comes an important place in Indian Tourism which is largely depends upon the socio-cultural product of the state. Tourism, world over has exhibited signs of tremendous growth, which in turn has brought multiple benefits i.e. economic, socio-cultural, environmental etc. But the growth of tourism has not always been translated into benefits of the gain but has contributed for negative trends at the destination a number of studies are witness to this negative aspect of tourism growth. This is widely covered in the second chapter of Review of literature.

Rajasthan has set a precedent for tourism growth mainly on the basis of socio cultural potential. The selection of the topic, the focus on impact of tourism makes sense in view of high growth patterns of tourism in the state. The selection of Jaisalmer as a study area approves its justification on the basis of its rich socio cultural heritage, tourism potential and tourism development. More over the study area represents the true face of Rajasthan culture and tourism and in a way, the Indian culture and tourism. For these considerations, the set of three following objectives to be achieved.

a) To assess the trends and patterns in Tourism development in Jaisalmer.

b) To assess the socio-cultural impacts of tourism on the host society.

c) To assess the host-tourist relationship in the Study area.

These objectives were enshrines in the three hypotheses mentioned below:

H1 The area under study possesses significant cultural potential for tourism.

H2 There are varied socio-cultural impacts of tourism in the study area.

H3 There exist a good understanding between the host and tourists.

For the formulation of hypotheses, the review of literature gave sufficient dues. The other reason for selecting the topic and formulating the hypothesis was based on
near absence of any systematic work on the study area i.e. Jaisalmer. In order to fill this, vacuum the present study taken up.

To achieve the objectives and to test the hypothesis very exhaustive but selective methodology was put into the service. To get relevant and updated information of tourism trends and patterns in the study area the researcher made an extensive field survey. Researcher personally respected the attractions, collect information, met with the people i.e. tourists, locals and industry people.

The interaction with different stakeholders provided a better understanding of the attitude of the stakeholders towards tourism development. Since tourism development seriously affects the stakeholders, so the impacts can best be judged by noticing responses of stakeholders. Thus, the total exercise found to be very satisfying as far as assessing the socio cultural impacts of tourism is concerned in the study area.

The responses of respondents were grouped into three following categories.

Category-I: Resident respondents, which were approached to know their perceptions about tourism development in the study area and to know the socio cultural impacts of tourism.

Category-II: Tourists respondent, both domestic and international tourists were included to know their perception about tourism and tourism potential at the Study area.

Category-III was of Tourism professional, the researcher to know their perceptions about tourism and tourism impacts on society and culture approached them.

The category wise responses, thus collected were put through a number of statistical tools to get the meaningful assessment of the impact. e.g. Factor analysis was applied for data reduction. Mean compare was to know the values of each variable of all the three categories. For the transformation of data and to formulate groups for hypothesis testing values of variables was computed. GLM univariate was used to test the hypotheses.
6.1 POSITION OF HYPOTHESES

The study comes out to certain interesting finds which has short and long term implications, the study come out with following findings, which testifies the hypotheses taken up for study:

**H1 The area under study possesses significant cultural potential for tourism.**

Only category- II (Tourists) respondents qualify for this hypothesis because it is tourists who are the better judge of destination’s Potential. So researcher had tested this hypothesis only with tourist. This hypothesis was supported by all three Groups of tourists’ respondent. Whether it be Country of tourists (Foreign and Domestic), different age groups of tourist (18-25, 26-40 & above 40) and both sex groups (Male & Female) of tourists. So H1 is proven here and it is being approved that Study area possesses significant cultural Potential.

**H2 There are varied socio-cultural impacts of tourism in the study area.**

Since tourism impacts can mainly be studied on the natives of study area. It is them who are accompanied with tourism for longer period of time unlike tourists who have a shorter stay at the destination at leave afterwards. So Category-I (Residents) and Category-III qualifies (Tourism Professionals) for testing H2.

The respondents of category-I: This hypothesis was supported by two groups of resident respondents’ i.e. Residential area (Urban and Rural) and age groups (18-40 & above 40) of residents respondents. However Gender factor i.e. Male and Female respondents were having some varied degree of opinions.

The difference in the means of Male/female perceptions was primarily due to the fact that female population, for being the part of traditional society had comparatively little experience and exposure of the tourism and tourism related affairs.

This observation received justification in view of the limited role of the women in tourism and tourism related affairs.

On the other hand both groups of Tourism professionals i.e. Types of tourism professional and Longevity of tourism professional supports Hypothesis. They supports that there are varied socio cultural impacts of Tourism on study area.
H3 There exist a good understanding between the host and tourists.

All three categories of respondents qualify to test this hypothesis. As both communities Host and tourists participates in tourism activities to generate and to consume the tourism product.

All three groups (Area, Age and Sex) of category-I, has supported that there are good understanding between host and Tourists and justify the hypothesis.

Category-II respondents have mixed kind of perception towards understanding between host and tourists. As two segments of tourists i.e. Age and sex supports the hypothesis.

On the other hand Third segment of tourist category i.e. of Country (Foreign & Domestic) do not supports the H3. The difference in the means of foreign and domestic tourist was statistically significant.

It was due to the different backgrounds of tourists. Study area is a popular tourist destination and tourist from around the world travel here, and they are from different societies and cultures. Hence their way of living, thought process may have different from others at the destination in the form of host and that will lead the rejection of H3 by Country segment of tourists. Though majority of respondents accepts this hypothesis as another two gropus supports the hypothesis.

Category –III respondents in the forms of two different groups also supports the H3. Both Groups i.e. Types of Tourism professional and Longevity of Tourism Profession have consensus over Good understanding between Host and Tourists.

So these hypotheses stands tested and speaks about the findings of the study.

6.2 FINDINGS OF THE STUDY

In section 6.1 it is findings based on hypothesis testing are already mentioned. In this segment findings of the study are structured on the basis of mean values of each and every variable obtained through Mean Compare in Chapter 5.1, 5.2 and 5.3. The variables with higher mean values are included following to represent the findings of the study. These variables also show their association with the findings of
hypotheses testing. Since we have, three types of respondents serve this study, to better evolution of impacts we can further judge the findings of study differently according to respondent.

**Residents**

- Tourism improved employment opportunities for locals.
- Their attitude towards work has become more positive than ever because of with tourism development in Jaisalmer.
- Tourism has contributed to improve local economy also.
- Tourism has provided opportunities to meet new people of different cultures that encourage cultural exchange.
- Language skills are also improved of locals along with it.
- Tourism has improved hospitality and courtesy too.
- Demand of traditional art, architecture and craft is increased because of tourism in Jaisalmer.
- Tourism also helps performing arts kept in demand and is alive.
- Culture is headed towards commercialization.
- Inflation has increased due to tourism promotion in area.
- Places have becoming overcrowded because of tourism in Jaisalmer.
- Social evils like alcoholism and cases of drugs addiction are increased.
- More Government support is required for further tourism development.

**Tourists**

- As far tourist’s opinion is concerned Historical buildings, temples, and monuments are of great architectural and historical value.
- Food of Jaisalmer is also delicious and safe to eat, and these are major source of tourist attractions.
- People of Jaisalmer are good and friendly in nature,
- People are of cooperative nature and Jaisalmer is a safe place to travel.

**Tourism professionals**

- Tourism professional support tourism and welcome tourists to their community give respect each other.
• Tourism helps to improve Communication skills of locals.
• Tourism has improved the image of Jaisalmer
• Tourism has improved the employment.
• Income has increased due to tourism
• Shopping facilities are also increased.
• Tourism has helped to rejuvenate traditions of Jaisalmer.
• However, more support is required from government to improve facilities.
• Tourists show respects towards local culture and traditions.
• More Government support is required to make tourism more effective at study area.

Findings based on Trends and demographic information provided by Respondents

Findings obtained through demographic profile of respondents are as enlisted following:

• French are the most visited international tourists at Jaisalmer.
• Jaisalmer is a destination to stay for 2 to 4 days.
• Most tourists will likes to revisit Jaisalmer.
• Budget accommodation was most favorable by tourists.
• Mouth publicity and Books proven as the best sources of destination’s promotion.
• As far as stage of tourism is concerned when tourism professional were given three different options majority of respondents were with growing stage of tourism in Jaisalmer with 81.4% on the other hand just 13.4% consider that tourism is on its decline stage in Jaisalmer, merely 5% were of the view that tourism has reached its mature stage.

6.3 RECOMMANDTION & SUGGESTIONS

• Havelis and other heritage buildings carrying architecture values need to be looked after, though some of the places like patwon havali have been undertaken by a foundation, and fort is by Shri Giridhar samarak Trust and INTECH but still need more concentration for survival of these invaluable
buildings.

- Many of the foreign tourists were found talking about foul smell in old buildings, so it also a matter of concern.
- Guides should be fully trained, and they should not be forcing anyone to hire them.
- Touts should be taken care of to protect tourism in Jaisalmer.
- Good number of tourists orally reveals that they are being forced by their hotelier to go out for camel safari, so government should put a check on it.
- When it was asked to tourist that they availed any help from Tourist information center in Jaisalmer, most of the time answer was ‘where is it’, so it will be great to have Information center on hot place for tourism or on railway station instead of on ring road.
- Camel safari is a great experience to have, but government should fix decent rates for it, especially for domestic tourists to avoid flitching of tourists.
- Unhygienic places are also a problem and needed to look after.
- Cows and other animals are everywhere, local bodies need to sort of this problem.
- Not much of trains are connected to Jaisalmer, so it will better to have improvement on this note.
- Cultural commercialization has emerged as a problem; locals in urge to earn money are heading towards cultural degradation. However, some of the social evils are already being witnessed both on record and of record. Therefore, before steeping into adverse conditions society should become aware of it and take necessary steps to practice sustainable tourism.
- Infrastructure, sanitation facilities should be improved.
- Single entry ticket or Pass facility should be started that will be applicable to see and enjoy every touristic places and building of Jaisalmer, to ease the journey of tourists.
- Average stay of a tourist here is approximately three days, government should take massive steps to prolong stay of tourist, may be infrastructural build up help the cause.
• Market of Jaisalmer is little congested and needs revival, while taking care of
glimpse of Indian culture.
• Tourism and Hotel education should be promoted on large scale to produce
skillful human resource that can assist the tourism industry in Jaisalmer and
ensure better future prospects.
• Many of the monuments deserve to be award as national heritage and even
International heritage.

Jaisalmer has established itself as an international tourist destination. It has all the
cultural potential to attract tourist from all around the world. This story of tourism
promotion in Jaisalmer was started with Satyajit Rey’s Bengali film ‘Sonar Killa’
released in 1974(After that Jaisalmer has witnessed many shooting of Indian and
foreign films). At that time Bengali’s started to visit this place only because of
Golden fort, meanwhile Guajarati’s also join the course of visiting this place. With
the passage of time it shifted as a pattern and from a pattern to trend and still
continuing. Now Bengali makes their visit here before the months of durga puja and
by the time of durga puja they return to their homes and after them gujrati’s arrives
to visit this place and more often celebrate Deepawali here. These way two different
communities make this place famous and people from other parts of country started
visiting here. Now from every corner of India people come here, stay here and after
watching the architecture and monumental beauty adore this place. Jains also visits
this place because it is one of the Trinthkar for them. All this contribute the
domestic inbound tourists to Jaisalmer that dominate the scenario as compare to
foreign tourist arrival as far as number of tourists is concerned.

With the promotional efforts of Rajasthan Government and Indian Government
Jaisalmer have managed to mark its feet on world tourism map also. Since 1980 it is
an ever growing phase of receiving foreign tourist here in Jaisalmer. It is one of the
favorite destinations for European tourists, French in particular.

Temples, fort, museums, lake, folklores, traditions etc, all are here to attract tourists,
but one thing, which cannot be ignored, is desert. Desert has served as major
tourism element to attract tourists. Adventure and joy associated with camel safari and calmness of desert with typical Rajasthan cuisine and folks make night unforgettable for the arrivals here.

In the end, we need to use this gifted source of tourism at study area in sustainable manner, especially from heritage and society’s point of view. In urge to boost, economy we should not be allowed to go that far that it ruin our culture and roots.

Till date on the basis of this study we can say that society of Jaisalmer is more benefited by tourism promotion and harms are very nominal. Same can be said for culture which is still intact despite of its commercialization. All most all the ethics and values are still taken care of, but it is better to be preparing for future too and starts practicing sustainable approach to sustain the society and cultural richness of Jaisalmer.