Tourism has emerged as a force that influenced almost every aspect of life. It has developed as one of the important tools for socio-economic growth. It contributes in poverty alleviation, eliminating economic disparities, reducing social inequalities and so much and so on. Besides, tourism has emerged as a source of wealth generation for the rich as well as the poor countries. Tourism is also working as a peace messenger while creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies. It can be known as a means to strike equilibrium of global peace process though development. The international tourism has seen unprecedented growth over the years. The international tourism has seen unprecedented growth over the years. During 1990-2011, international tourist arrivals grew from 435 million to 980 million showing a percentage change of 116.9% for a period around twenty years. Infact the growth rate as compare to last year was 4.4%.

Tourism is closely linked to the society culture and environment at the destination and even beyond that but the primary area of concern in tourism can be identified in the form of economics. The economic consideration has motivated the statesmen, planners, entrepreneurs etc across the nations to opt tourism for economic building and development. As In 2011, international tourism receipts exceeded US$ 1 trillion for the first time, up from US$ 928 billion in 2010 with a growth rate of 4.26%.

In developing countries like India, tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. India in 2010 with a total of 5.58 million foreign tourists, grow by of 8.1% as compare to 2009 with USA and UK are the major market of Indian inbound tourism.

With this development, tourism also brought its consequences, some time positive and some time negative. These impacts could be of economic, environmental or socio-cultural.

The economic Impacts of Tourism may follow certain degree of similarities across the destinations. However, the socio-Cultural impacts shall show signs of distinction between different destinations.
On the other hand the Socio- cultural impact of tourism, which is thrust area of the present study, varies from society to society and area to area. In other words, it can be observed that there are no uniform socio cultural impacts of tourism.

STUDY AREA: A PROFILE

Set in the arid plains of western Rajasthan, in the midst of the vast Thar Desert. The city of Jaisalmer is a living fortress dominated by a 12th century ‘golden’ castle (it is made with the yellowish colored local sandstone). The town contains wonderful examples of a unique architectural style and ensembles of buildings of great visual quality and unsurpassed artisanship. The town possesses a conspicuous medieval appearance. In the 12th century A.D. Mohammed Gauri destroyed the area of Lodieya city. Then King Jaisal established a new fort and this way city was founded in 1156 AD as a military fort controlling the legendary east-west caravan route. Name of fort was first Jaisalgarh, and then became Jaisalmer: Jaisal + Meru (Meru is the name of a hill). Bhatti Rajputs ruled the city and they consequently prospered, and protected town that grew within the fort walls.

Jaisalmer has been attracting and accommodating tourists from different parts of the world from many years and furthermore this trend is increasing. It can be straightforwardly confirmed that the tourism industry in Jaisalmer has become a job generator; both service oriented and product oriented. Increased income by job generation help raise standard of living. In addition the diversification of various new economic activities can lessen the big social problem of unemployment. People of the area welcome tourism as they have realized its importance, particularly from the economical aspect.

Tourists not only bring money to region, it also carries along with them a strong and visible lifestyle. Their dress, food habits and merry making style all bring some newness and uniqueness to the area of their visit. By nature human adopts new thing or manners in which they feel comfortable. Of course the economical aspects only should not be overemphasized. Everyday connections with the foreigners and outsiders have made it easier to be familiar with the life style of the others. They are able to understand the similarities and differences among the people representing
various nations around their area. Interaction and observation of this kind have lifted their level of thinking resulting in a positive mind-set toward others and themselves. People have accepted some new favorable cultural traits regarding the diversification of menu or costumes without cutting down their social values constituting their identity. Familiarity with different languages has not only made the communication easier and better but also has added a new and useful skill in their life. Tourism has facilitated the development of the sense of place among the people. They are conscious about the heritage that has been preserved from many years. The locales have slowly but surely come to be aware of the secret, which is of interest for the people around the world. Consequently they supply more care and protection to the cultural heritage collectively. Such a joint effort not only improves the attraction of the destination but also unites people together. Jaisalmer needs to develop tourism in ways compatible with maintaining and enhancing the lifestyle and sense of community that presently exists, and in ways that conserve the natural and cultural resources.

PROMINENT TOURIST ATTRACTIONS OF STUDY AREA

The major tourism attractions of study area are:

- **The Golden Fort:** It is famous for its history and unique beauty situated on Trikuta hill. It was build to provide protection from invaders. This fort was constructed of yellow sandstones and when the sunlight falls on these stones, it glitters like gold. Therefore it is famous as ‘Golden Fort’ or ‘Sonar Kila’. Bhati Rajput Jaisal founded the fort on 12th July 1155-56 A.D. named after raja Jaisal, initially this fort was first called ‘Jaisalgarh’ or ‘Jaisalmeru’ then later called Jaisalmer. During the reign of Jaisal only a pol (gate), walls, temples, and palaces had been constructed. The rest of the fort was developed by his successors. For the security of the fort there are walls from the four sides in which there are 99 Burj (bastion). In the lower side around the hill is a Parkota (boundary wall). It has been made very strong from military point of view. For the entrance of the fort, there are four Pols (gates).
• **Salem Singh, Patwon and Nathmal** are the three most visited havelis and are excellent examples of rich merchants’ houses from the grand architecture.

• **Temples** abound both inside and outside the fort, and the most notable are the seven interconnected yellow sandstone Jain temples dating from the 12th to 16th centuries and the Laxminath Hindu temple with its brightly decorated dome. Rawal Gadsi Singh excavated

• **Gadi Sagar** is in the south of the city walls and build in 13th century. Once the water supply for the city it is now a picturesque lake, with clusters of small temples, a museum, and flocks of visiting water birds, particularly during the winter months.

• **Government Museum, established** by the Department of Archaeology and Museum. It is another prime attraction for the visitors to Jaisalmer. The trophy of the state bird Godawan - the great Indian bustard, is the most eye catching spot. Traditional household items, rock-cut crockery and jewellery recreate the atmosphere of a by-gone era. A look at the statues of 7th-9th century AD creates a scenario of rich cultural heritage of the time. Some other major museums at Jaisalmer comprises: Jaisalmer, Folklore Museum, Government Museum and Mehra Haveli.

• **Mandir Palace (Badal Mahal)** The delicate pagoda like Tazia Tower rises from Badal Mahal (Cloud Palace). Rising in its five-tiered splendour, with each story graced by a delicately carved balcony, the tower is of historical significance. Muslim craftsmen built it in the shape of a Tazia (A float taken in procession Muharram) as symbol of their religion in the town for royal patrons. Half portion of this palace is converted into a heritage hotel named Mandir Palace and another portion of the palace as Badal Vilas, the residence of the ex-ruler’s family.

• **Lodhruva** This is an ancient capital of Jaisalmer. Northwest of Jaisalmer. It is an important center of Jain pilgrimage. The Jain temples, rebuilt in the late 1970s, are the one of the many reminders of the city's former magnificence. The main temple has an image of Parasvanath, the 23rd tirthankar.
• **Desert National Park** The Desert National Park is an excellent example of the eco-system of the Thar Desert and its rich fauna. The Sudashri forest post is the most ideal place for observing wildlife in the Desert National Park. Sand dunes form less than 20 per cent of the park, which consists of craggy rocks, pavements and compact salt lake bottoms, inter-medial areas and fixed dunes. Its inhabitants include the blackbuck, chinkara, wolf, Indian fox, desert fox, hare and desert cat. Flights of sand grouse start coming to waterholes from sunrise onwards. One can also hear the morning call of the grey partridge. Blue tailed and green bee-eaters, common and bush quail and Indian rollers are birds, which are commonly found around waterholes. The park is also home to the great Indian bustard – the state bird of Rajasthan. To visit the Desert National Park enclosure at Sudhasari, prior permission is required from the Desert National Park office and office of the District Magistrate, Jaisalmer.

• **Sam Sand Dunes and Camel Ride** Towards the west of the Jaisalmer city are located the barren yet beautiful shifting sand dunes adjoining the village Sam. Here one can have a ride on camel – the ship of desert in the desert sea. Beautiful folk dancers enrich the visitor's experience with traditional flavour of joy. Sam Dhani, a typical accommodation in the shape of fortress provides the visitors with warm welcome, board and lodging. Herds of camel and cows are attractions on the way to Sam. There is regular bus service that runs from Jaisalmer to Sam village.

• **Khuri village** It is a delightfully peaceful place with mud and straw decorated houses. One kilometre away from the village, patches of sand dunes are additional attractions for the tourists.

• **Bada Bag** Royal cenotaphs with carved images of late Maharawals and their families are seen. Each chhatri preserves an inscribed tablet recording the death of Maharawals on which the memorials are raised. The chhatris have been built in a set pattern but in different sizes. The beautiful spot, Jait bundh (Dam) named after Maharawal Jait Singh was constructed in 1513 AD.
• **Ram-Kunda** The shrine is dedicated to God Rama and Krishna and was constructed during the reign of Maharawal Amar Singh in 17th Century.

• **Luderwa** Luderwa is the old capital of Jaisalmer. Now a silent city, the only witness to its former splendor is the Jain temple, toran (elaborate arch) and artificial divine tree (Kalptaru). Ruins of the deserted capital and the remains of an apartment of Princess Moomal still recall the famous love legend of Moomal-Mahendra.

• **Amar-Sagar** It is a natural spot developed by Maharawal Amar Singh in the form of a water reservoir in 1688 AD. The dams were constructed to hold rainwater. Several terraces are formed where summer palaces, temples and gardens were developed. On the south of the lake stands the exquisitely carved Jain temple constructed by Himmat Ram Bafna, the descendant of famous Patwas.

• **Kuldhara & Khabha** It is a Medieval Deserted village of Paliwal Community. A total numbers of 84 villages were abandoned by Paliwal Brahmins overnight, out of which the two most prominent villages are Kuldhara and Khabha. The ruins of Kuldhara and Khabha exhibit the architectural excellence of old times and are an attraction for peace-lovers, photographers and moviemakers.

**TOURISM TRENDS AT STUDY AREA**

Jaisalmer is among most prominent tourist places of Rajasthan. It is one of the most favored spot of foreign tourist arrival, in 2011. Jaisalmer was positioned third only after Jaipur and Udaipur as far as the foreign tourist arrivals are concerned. However, Jaisalmer needs to attract more domestic tourist.

Tourism has emerged in Jaisalmer over the past 20 years. It has been attracting and accommodating tourists from different parts of the world and this trend is increasing. In early 1980’s majority of tourists were from domestic circuit in Jaisalmer, with and very few tourists were there from foreign markets, this pattern goes on until 1985. From 1985, onwards foreign tourist started to arrive in good numbers and along with more domestic tourists Jaisalmer started to flourish as an international destination. In 2010, growth rate of domestic tourists was 10.54% and
foreign tourists’ growth rate was 15.21%. Though in 2011 destination unable to match the performance of previous year, still foreign tourists growth rate was 8.32. In 2011 Jaisalmer received 281159 domestic tourists and 404128 foreign tourists; France was the main foreign market for Jaisalmer.

Tourism has produced its impacts on the society of study area, some time lesser and some time gratitude of these impacts are great. Both urban and rural societies have been benefited with tourism growth and their lives are changed.

Present study “Socio-Cultural Impacts of Tourism: A Study of Jaisalmer” is an empirical study in nature and in a way explanatory too because it presents descriptive view of society and culture of Jaisalmer in systematic manner. It also brings out impact of tourism on society and culture of Jaisalmer.

The comprehensive and complex character of the study under discussion involves the application of variety of methods and techniques. The study is structured in such a way to give a composite presentation of tourism development and impact on the study area.

**OBJECTIVES OF STUDY**

(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.

**HYPOTHESIS OF STUDY**

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.

**PREPARATION OF QUESTIONNAIRES AND SELECTION OF VARIABLES**

As stated above that, this is an empirical study in nature. Therefore, with the assistance of reviews and studies by different authors five-Likert scale was used to
form the questionnaires. In other words, Use of five Likert scale offer options more to which respondents segmented into five parts, Strongly Agree, Agree, Doesn’t make any Difference, Disagree and Strongly Disagree. There were three different questionnaires, one each for Residents, Tourists, and Tourism Professionals. The questionnaire for residents comprised of 32 variables, for tourists 19 and for the tourism professional 19 variables.

These variables were formulated on social and cultural aspects of Jaisalmer and its association with tourism promotion. Various demographic and destination based information was also used to assist the study and for the betterment of results. Both residents and tourism professional, for being representative of host community, were asked to answer the variables that are showing association between tourism and society and culture. On the other hand variables served to tourist contained the information about tourist-host relationship.

**DATA COLLECTION**

The data for the study was collected through both the sources, primary and secondary data.

**A. Primary Data**

Primary data was collected through Structured Questionnaires. Three types of Questionnaires were formulated based on the categories of respondents. These categories represent all three types of respondents at the study area.

**Category-I** was of Residents respondent at Study Area.

**Category-II** was of Tourist Respondents at Study Area.

**Category-III** was of Tourism Professional at Study Area.

Total 474-filled questionnaires were collected. Out of which 210 were of Category-I Respondents i.e. Residents at Study Area; 167 questionnaires were of category-2, i.e. Tourists at Study Area. In addition, 97 were of category-III, i.e. tourism professional respondents.

For Primary data collection, convenient sampling method was used. In view of
mobility character and time constraints of tourists, the convenient sampling method was adopted. It is a type of nonprobability sampling which involves the sample being drawn from that part of the population that is close to hand, and willing to cooperate the cause of research. It was done through meeting the person or including a person in the sample when one meets them or chosen by finding them through technological means such as the internet or through phone. Researcher has followed this sampling method because of following given reasons:

• Category-I respondents- Residents perception conveyed through convenient sampling method. A large population of Jaisalmer is attached to tourism and businesses. For them it is major source of livelihood- directly or indirectly. So researcher’s to go for convenient sampling holds a justification and make assure that they are representing a common belief of population.

• Category-II respondents- Tourists who visit Jaisalmer have largely visited all the tourist attractions falling in the study area and thus they were able to answer all the questions related to study area properly and conveniently. So it was easy to find them and communicate them and takes their responses in the form of questionnaires at the end of their journey and this was the reason for opting convenient sampling method.

• Category-III respondents- Tourism Professional was also included in the study, so it was better to approach them straight those have their business located in study area and willing to cooperate the research.

Number of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Total Respondents</th>
<th>Category-I (Resident Respondent)</th>
<th>Category-II (Tourist Respondent)</th>
<th>Category-III (Tourism Professional Respondents)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>474</td>
<td>210</td>
<td>167</td>
<td>97</td>
</tr>
</tbody>
</table>

**B. Secondary Data**

Secondary data is source of information and has been collected through various types of written literature and websites. Tourist information center at Jaisalmer and Museums of Jaisalmer also helped a lot to collect the related data. In the secondary
literature, number of books and journals available in different libraries were used. The information brochure and bulletins released by the Ministry of Tourism at the central and state levels, the State Tourism Department etc were also utilized. The annual reports of United Nations World Tourism Organisation (UNWTO), World Travel and Tourism Corporation (WTTC), Indian Tourism Development Council (ITDC) and Indian Institute of Travel and Tourism Management (IITTM) along with Department of Tourism (DOT) were used as valuable sources of secondary data collection.

ANALYSIS AND INTERPRETATION OF DATA

The data collected from varied sources and forms requires being compiled, analyzed and interpreted to reach out to reasonable conclusion out of that. Analysis can be viewed as ordering, breaking down into constituent parts and manipulating of data to obtain answers to research questions underlying a research project (Green, Tool and Albaum, 1999).

Present Study deals with the Socio-Cultural Impacts on study area. The tools used to find the results were, Factor Analysis, Mean-Std.Deviation, Computing method and General Linear Model –Univarite. Authenticity of these various statistical tools is also explained subsequently.

I. Factor Analysis: Researcher has used factor analysis for data reduction. Here a large number of variables were grouped into factors to establish relationship between different variables. Before describing utility of factor analysis in study, it is important to explain the type and terms used in factor analysis. Description of these is given below.

Principle component method- it seeks to maximize the sum of squad loading of each factor extracted in turn. It explains more variance than would the loadings obtained from any other method of factoring. It constructs factors out of given variables. The loading worked out in such a way that extracted the factors from the variables.

Eigen Value-Sum squared values of factor loadings is Eigen value, it indicates the relative importance of each factor in accounting for the particular set of variables being analyzed.
Use of Factor analysis In Study: Researcher has used Principal components method of factor analysis. For extraction Eigen, value of 1.000 is taken into consideration. Further the rotation Varimax with iteration for convergence 25 were applied, to obtain the result in the form of factors.

Since factor analysis is used for data reduction and to obtain small numbers of factors by reducing large number of variables. All three categories involved in study were now having following numbers of factors:

Category-I that had 32 variables and was reduced to 9 factors.
Category-II with 19 variables was reduced into 5 factors.
Category-III with 19 variables was also reduced to 7 factors.

II. Compare Means

This was the second tool used in the study through which both mean value and standard deviations have been obtained. It helped the study to know:

- Mean Values dependent variables.
- Association between independent variables and dependent variables (with mean values of dependent variables) can be found.
- Comparison of the means of each individual variable based on their observed mean value.
- Variables with High Impact will serve the finding of study in association with findings obtained through hypothesis testing.

With the help of this tool, individual variable with their importance level have been discovered.

Variable with mean value more than 4 and above were titled as variable with ‘High Impact’, on the other hand variables with value less than 4 and more than 3 were segmented under title ‘Moderate impact’, however variables with mean values less than 3 were called as ‘Less impact variables’.

Mean value and standard deviation of variable is shown in tables under the flagship of factors along with the values obtained through factor analysis.
III. Computing of Variables

Researcher had transformed the data by converting variables into new groups. It was done for the perfect suitability of raw data to perform suitable analysis. It was a random selection of variables to formulate new groups. The selection of variables was based on their uniformity in nature or sense. Values of each and every variable were added to the value of other variables those were identical in their representation and can be accommodated in a common group. The selection was made on random basis among the observed variable.

By using this data transformation method researcher had reduced variables of all three categories into new groups cited in following table.

<table>
<thead>
<tr>
<th>Respondents in Study</th>
<th>Total numbers of variables initially taken for study</th>
<th>New Formulated groups(With their titles) after data reduction through computing values of Variables</th>
</tr>
</thead>
</table>
| Category-I (RESIDENTS)       | 32                                                 | I. Varied Socio-Cultural Impacts
II.Good Understanding between Host and Tourists.                                            |
| Category-II (TOURISTS)       | 19                                                 | I. Significant Cultural Potential.
II.Good understanding between Host and Tourists.                                               |
| Category-III (TOURISM PROFESSIONAL) | 19                                               | I. Varied Socio cultural Impacts
II.Good Understanding Between Host and society.                                                   |

IV. General Linear Model (GLM) Univariate

The GLM Univariate procedure provides regression analysis and analysis of variance for one dependent variable by one or more factors/groups/or variables. The formulations of these groups/factor/variables are constituted on number of variables. Use of this General Linear Model procedure is to test hypotheses. It judges the effects of other variables/group/factor on the means of various groupings (e.g. Sex can be divided into two segment i.e. Male and Female) of a single dependent variable. It can investigate interactions between factors/groups as well as the effects
of individual factors/group, some of which may be random.

The general linear model (GLM) is a statistical linear model and it also incorporates a number of different statistical models: ANOVA, ANCOVA, MANOVA, MANCOVA, ordinary linear regression, t-test and F-test. The general linear model is a generalization of multiple linear regression models.

The GLM Linear model is of two types, as brief description is given following.

**Univariate**- When one dependent variable is tested with one or more Independent variables.

**Multivariate**- When numbers of dependent variables are more the one and they are tested with one or more independent variables.

The researcher has used Univariate General Linear Model to test the hypotheses.

**TESTING OF HYPOTHESES**

**Category-I** i.e. of Resident respondents qualifies, for two hypotheses out of three in the study. Because they are the one whose life are influenced most by tourism development in study area. So it is vital know their perceptions about tourism and its consequences on their society and culture. On the other hand it is the residents who are interacting with tourists coming from different cultures and societies. So it was better to ask them about their relations with tourists. The two hypotheses will be tested on Residents are:

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

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

**Category-II** Tourists respondents are asked to reveal their perceptions about tourism potential and their experience with host community during their stay at study area. They were the better judge of tourism potential and host community. So this category qualifies for two hypotheses i.e.

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

H3 There exist a good understanding between the host and tourists.
Category-III Is also a segment of host community. They have their businesses attached with tourism development in the study area. So it is important to ask them about their relation with tourists and impacts of tourism on host society and culture. Hence this category also qualifies for two hypotheses. i.e

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

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

While testing Hypotheses the ‘Significance (P) value’ .05 was taken in the consideration. If resulted value is equal or less than .05, it is considered that hypothesis is not proven (rejected), on the other hand if significance value is more than .05, the hypothesis will be considered as proven.

SIGNIFICANCE OF STUDY

a) Since not much socio-cultural studies associated with tourism impacts of tourism on Jaisalmer, have been done, so this study has its own significance in this regard.

b) Tourism development needs to be viewed from stakeholders’ viewpoint, primarily community, tourism industry and tourists at the destination. This study is an attempt in this direction.

c) The study also attempts to assess knowledge and understanding of tourists regarding tourism potential of Jaisalmer.

d) The study helps to assess tourism patterns and trends in Jaisalmer.

e) The study shows the degree of interaction between tourist and Host communities.

f) The Study will help to improve Jaisalmer as a tourist destination.

LIMITATIONS OF STUDY

a) Not much tourism based studies have been carried out on Jaisalmer, so lack of literature was always been a problem for the researcher.

b) The language barrier with foreign nationals restricted the free and informal communication that affects the information input.
c) The foreigners presumed the researcher as some tout or guide and avoided interaction.

d) Travel professionals were not easy to convince about study and its importance.

**ORGANISATION OF STUDY**

The research work is an attempt to know about socio cultural impacts created by tourism development in Jaisalmer. The study has been divided into six chapters as shown below.

Chapter-1: Introduction

Chapter-2: Review of Literature

Chapter-3: Research Methodology

Chapter-4: Tourism Development and Socio-Cultural implications of Study Area

Chapter-5: Analysis and Interpretation of Data

Chapter-6: Conclusion, Findings and Recommendations.

Bibliography

Annexure-

I. Questionnaire-I

II. Questionnaire-II

III. Questionnaire-III

IV. First Research Paper.

V. Second Research Paper.

Chapter (1) presents the ‘**Introduction**’, which contains broader overview on the tourism in the global and Indian context. Here it also highlighted that tourism boost economy. A general description of Tourism impacts associated with tourism development is also given. In the last the relation of Tourism and culture is cited with a model.

Chapter (2) brings out the ‘**Review of literature**’. It gives an insight into the studies on concerned topic done so far globally and in Indian context. The existing literature
related to socio-cultural impact of tourism studies in first segment of chapter. In the second segment, studies done on Rajasthan and Jaisalmer tourism scenario are mentioned.

Chapter (3) deals with ‘Research Methodology’. It explains various aspects of research design i.e. hypotheses, Objectives, scope, significance with the methodology used for data collection and statistical tools used in the study. The constraints faced by the researcher during the course of present study are also mentioned.

Chapter (4) ‘Tourism Development and Socio-Cultural implications of Study Area’ describes Rajasthan tourism scenario briefly. Description of Tourism potential followed by Tourism trends in the study area along with major tourism markets are also highlighted in this chapter. Further, a general framework on society and culture is mentioned. Up next, the description socio-cultural profile of study area is also highlighted.

Chapter (5) ‘Analysis and interpretation of Data’, explains the data analysis and its interpretation along with information collected throughout study. Different tools were used to draw results there from.

Chapter (6) ‘Conclusion, Findings and Recommendations’ covers Results, findings, suggestions and conclusion of the Study.

CONCLUSION

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.

POSITION OF HYPOTHESSES

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 groups 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 speak about the findings of the study.

FINDINGS OF THE STUDY

The findings are 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. 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.

RECOMMENDATION & SUGGESTIONS

• Havelis and other heritage buildings carrying architecture values need to be looked after, though some of the places like patwon haveli 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
• 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 Trinhtkar 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.