CHAPTER-II
HISTORICAL PERSPECTIVE OF TOURISM WITH SPECIAL REFERENCE TO RAJASTHAN
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Travel and Trade was an important feature since the beginning of human civilization. Sporadic travel by the nomads in earlier days has now turned into world’s most flourishing industry namely tourism. In this chapter we will discuss the history of tourism which reveals the harsh realities of travel in ancient times and civilizations.

GENESIS OF TOURISM -

From time immemorial, man has been interested in wandering, touring, journeying and moving out in this beautiful and wonderful world. It is but a natural passion for him to have love and zest of wandering hither and thither. But in the ancient times traveling or touring was a tedious and difficult task. It was not as pleasant as it is today. Even in the early period of the nineteenth century, till the invention of the railway engine and the motor car, traveling was a thing of risks and hazards. Only very few of the adventurous and amorous people were able to undertake the tough and tedious task of touring as there were few facilities available for the travelers and tourist both from the country and from abroad.

In the ancient civilization, as commerce and trade was developed, travel became necessary for attracting people to undertake long journeys from one place to another and from one country to another.

Later, education and religion also equally motivated people for undertaking such journey to distant areas. In this way, traveling was the prerogative of only the fortunate select few.
Long ago, the movement of Roman traveler was tied to political, economic and military factors. It is also interesting to note that during the heyday of Rome, the tendency was for luring the rest of the world mummified to Rome for the pleasure of the people. The general public, thus did not feel the need to travel far to see it.

During the medieval ages, there were no new motivations for travel. There was, however, intensification of religious travel.

The renaissance in Europe together with the growth of materialism and imperialism, nurtured a new class of people called 'Robert Barons'. During this age, overland travel did assume some amount of significance despite the searching immigration and custom formalities.

It was the age of 'Grand Tour' and theoretically, the pure tourist started emerging as a separate entity from the main category of traveler at this time. Ever in this age the declared objectives was not pleasure, though it might have been actual motive. The important thing that happened between the 18th and 20th Centuries was an increase in the number of people who traveled because of changes in the social structure and the new facilities for greater rapidity of movement.

In the 19th Century, Thomas Cook laid the foundation of modern tourism. Later it has developed as an Industry. Its journey Trade and Exploratory tourism to Tourism as an industry has many fascinating socio-economic cultural and political dimensions to be analyzed.

**HISTORICAL PERSPECTIVE OF TOURISM IN INDIA -**

1) **Tourism in Prehistoric times and Ancient times -**

Travel in the prehistoric times suggest that all human activity as also movements, revolved upon day to day survival, gradually when
the regions were explored, fire was discovered and tools were made people were able to settle down in shelters. The ability to make and use tools and build shelters enabled prehistoric man to travel to new hunting grounds.

During the Neolithic age, primitive people settled in more permanent regions and formed themselves into some kind of agricultural communities. In this age, several innovations in the field of transport changed the very nature of travel. The invention of wheel and money marks the beginnings of modern era of travel.

From the earliest times, travel has fascinated man. Much of travel in the beginning was largely unconscious. No travel formalities existed. The traveler of the past was a merchant, a pilgrim a scholar in search of ancient texts or even curious way farer looking forward to new and existing experience.

Trade and commerce was however, the strongest force in the ancient times. It made people to travel to distant lands in order to seek fortunes. Opening of the new trade routes gave a big boost to travel. With the opening of the trade routes, travel become easier and more regulated. At the market places, travelers made contacts with each other resulting in increased flow of trade and commerce. Trade relations matured into cultural relations and better understanding of each other's way of life.\footnote{12}

Domestic tourism flourished within the Roman Empires heartland. Second homes were built by the wealthy within easy traveling distance of Rome, occupied during the spring time. The rapid improvement in communications, which coincided with Roman Conquests, aided the growth of travel.

Early travel in the ancient times was undertaken by travelers from all over the world. This was done for a variety of reasons, the
most important reasons among them being trade and commerce. India and China enjoyed the reputation of being country of fabulous wealth. Before the Christian era, travelers visited India in search of fortune.

This trend continued and became more marked in course of time. Many foreigners Arabs and Europeans alike come to India to establish trading posts. The great explorer, Christopher, Columbus set out to find a new route to India and in the process discovered the new world.

India is a wonderland for the rest of the world from ancient period. It is a dreamland, a land full of mysteries, with the grand tour of this untouched nation, the majority of its age old monuments, colours, traditions and exodus many tourist from various part of the world visited India time to time.

During the era of Gupta's rule, caravans of Persians visited India for commerce and trade. St. Thomas an apostle of Jesus Christ came to India in 1st century. Hieun T. Sang the devout Chinese Buddhist made the perilous journey to India around 633 AD. In sixteenth and seventeenth centuries many more European monks, travelers and adventurers visited India in search of knowledge. India always held a great fascination for foreign travelers.

2) Tourism before Independence -

Holidays played an important role in the life of the public from earliest times, religion provided the frame work within which leisure was spent. Before the sixteenth century, the journey was difficult and unsafe. In seventeenth and eighteenth centuries the introduction of turnpike roads added to be development in tourism.

In India the importance of tourism had been recognized even before the second world war. The intervention of war put a stop to the tourist promotion activities of the Government. The first conscious and
organized efforts to promote tourism in India were made in 1945. A committee was set up by the Government.

The chairman of this committee was Sir John Sargent. The main objective of the committee was to survey the potentialities of developing traffic was a matter of great national importance. It deserves the whole time attention of a separate organization.

This organization should take initiative in such matters -

(i) Publicity both in India and abroad.
(ii) Production of suitable literature such as guide books, folders, posters etc.
(iii) Provision for training of guides.
(iv) Liaison with other Government Department, which are responsible for providing facilities required by tourists.
(v) Liaison with travel agencies for detailed arrangements of tourists.
(vi) Liaison with hotels and catering establishments.
(vii) Collection of tourists statistics.

3) **Tourism after Independence** -

Tourism in India developed properly only after a Central Tourist organization. This organization was setup as a result of the Sargent committee's recommendation. A separate Tourist Traffic Branch was created in 1949. It was paid whole time attention to the development of tourist traffic in India.

Tourist Traffic Section was to look after a large no. of travel trade subjects. It includes development of both internal and external tourist traffic, legislative matters, five years plans, travel agencies, hotels and rest houses, tourist facilitation, tourist statistics and monthly reports. It also dealt with international conference on tourism.
Tourist Administration Section was to dealt with administrative works relating to tourist officers both in India and abroad. Tourist Publicity Section was to deal with publication of the tourist literature such as pamphlets, guide books and posters, issue of the advertisements and participation in exhibitions and fairs.

In a short time period there are many fold increase in the activities of the Tourist Traffic Branch. The four branches developed during the years 1955-56. They performed a variety of duties covering almost all the important segments of tourism. On 1st March, 1958 a separate Tourism Department was created the Ministry of Tourism.

It deals all matters concerning tourism i.e. Administration, Publicity, Travel Relations, Planning and Development. On 14th March, 1967, a separate Ministry of Tourism and Civil Aviation was formed. There are two constituent departments -

(A) Department of Tourism and
(B) Department of Civil Aviation. The Ministry was put under the charge of a fulltime minister.

The concept of modern tourism came into being in the second half of the nineteenth century. Hand in hand with the development of the industrialized societies, the industrial evaluation brought in its wake tremendous changes in society. It was responsible for the change in the economic and social systems.

Development of road and air transport is the major factor of the great spurt in modern tourism. By the turn of the twentieth century all the main characteristics of modern tourism were evident in its embryonic form. Change in mental attitude towards pleasure seeking the recognized value of travel for education. An increase in material
wealth and improvements in transport, social prestige, the growing need to find relief from working routine all these factors produced a fertile ground for the development of tourism.

Today with the 21st Century the expansion and growth of Tourism, the tourism has developed into a mass activity turning it into an immense enterprise.

**Tourism in India**

**From Class to Mass**

- Ancient
- Before
- After
- Rich
- Neo Rich
- Middle
- Class
- Mass

*Fig. 2.1: Historical Development of Tourism in India*
RAJASTHAN OVERVIEW -

Rajasthan is a classic blend of beauty and its historicity. Indeed, the State has no much going for it that it's difficult to decide where to start. The very images that it conjures up are steeped in romance and beauty. A line of supercilious camels silhouetted against a magnificent desert sunset. A blur of swirling color as a Rajasthani belle dances to hypnotic music, the handsome, hawk-like face of a Rajput man, fiercely mustachioed, regally turbaned, reflecting an arrogance and power that can be traced several centuries back. It is the unyielding facade of a splendid fort or the delicately kiosks and balconies embellishing a palace wall. The bold, colorful sweeps of a phad painting, depicting sword-bearing chieftains going off to battle, rainbow-hued dupattas, ghagras and cholis, twinkling with the light of a hundred tiny glinting mirrors. All of which add to attractions of this wonderland we call-Rajasthan.

Rajasthan is the largest state of India in terms of area. The region borders Pakistan to the west, Gujarat to the Southwest, Madhya Pradesh to the Southeast, Uttar Pradesh and Haryana to the northeast and Punjab to the north. Rajasthan covers an area of 342,239 Kms situated on the Thar Desert, Rajasthan protects the western border of the country standing as the sentinel who never tires. Rajasthan is diagonally divided into the hilly and rugged southeastern region and the barren Thar Desert, which extends across the border into Pakistan. One of the world's oldest mountain ranges, the Aravali Range, Cradles the only hill station of Rajasthan, Mount Abu and its world famous Dilwara Temple, a sacred pilgrimage for Jains. The Aravali hills provide the much needed relief to this arid land, the wide spread sand dunes of the desert and arid region make it one of the toughest terrains in the world. Jodhpur (the second big city of the State) is the edge of
the dry and shifting desert land from where on the not so arid and cultivable land starts. Moreover, the rocky range of Amber, hilly range of Mewar, river basin of Bharatpur and fertile Aravali range gives the topography of the state a unique look.

**BRIEF HISTORY OF RAJASTHAN**

Rajasthan is home of the valiant Rajputs known for their bravery and chivalry. Rajasthan is said to have been a region where human settlement dated back to the early historical period. Archaeological excavations establish a connection with the harappan culture, which dates to about 1000BC. In the period from 3000-500 BC this region formed a part of the river valley inhabitation. The relics of Vedic also speaks of the area being inhabited by the Pre-Aryan people of the oldest called Push Karara Nanya (Modern Pushkar in Ajmer).

The first Aryan settlement here was at Dundhmer in modern Dhundhar. The influence of Jainism and Buddhism, also spread to this region. It witnessed the rule of the Magadha, Kushanas and the Guptas, which it was divided into Mahajanapadas and Janapadas. Rajasthan formed part of the Mauryan Empire in about 130-150 AD and the Guptas rules it in the 4th Century. From about 640 AD the Gujars, Pratiharas, Chauhans, Gehlots etc. established their independent Kingdoms.17

Internal rivalry between the Rajput Kingdoms led to the establishment of many strong Rajput Kingdoms, which resisted the supreme domination of the Mughals. The Mughal rule declined by about 1707 AD and gave way to the Marathas. The Marathas were subdued by the British who disintegrated many of its areas. After Independence Rajasthan was organized into a state in 1956.
HISTORICAL DEVELOPMENT OF RAJASTHAN TOURISM -

"Rajasthan exhibits the sole example in the history of mankind of a people with standing every outrage barbarity can inflict or human nature sustain and bent to the earth, yet rising buoyant from the pressure and making calamity a whetstone to courage".

- Col. James Todd

Rajasthan with a treasure of history picturesque architecture and bewitching landscape is an unparallel destination on the tourist map of India. Tourism is Rajasthan’s life and blood. Traveling too is a rewarding experience in Rajasthan. Travel to Rajasthan to have an insight into the history and culture of Rajasthan which is deeply embedded in this land that every roadside village has its own tales of valour and sacrifice that the wind sings them and the dunes shift to spread them. Rajasthan is like a grand open air museum where its invincible forts and magnificent palaces that narrate the story of heroism and valor, its rich culture and heritage, beauty and natural resources, music and dance, art and craft are on a display for the world to capture the real essence of this magical land. The tell tales of its land and soil, its palaces, its Rajput heroes and their Bhil Companions, Forts, Ponds and Lakes are parts of state’s glorious history, Beside this the art and culture religiously tolerant and labourious male and females, clad in colorful dresses, play an important role for tourist attraction.

In Rajasthan the roots of tourism lie in religion and culture even in the pre-historic times men undertook yatras on religious and cultural basis. As we know that no religious yatra was complete unless traveled from Arbudh to Kamvan. Later on several pilgrimage emerged at the
banks of rivers i.e. Saraswati, Charumbati (Chambal and Luni Basin etc.).

This is also fact that in the early days, tourism was associate with aristocracy because only the rich would afford this luxury, with the changing economic and social conditions tourism has become almost a part of normal life, interrelated of social and economic status as a consequence modern tourism has almost became as a phenomena.

Rajasthan is India’s most popular area for visitors. It lies on the door step of Delhi and Agra, its former independent kingdoms created an amazingly rich architectural and cultural heritage, seen today in the diversity of its customs, people, culture, music, costumes manners, dialects, cuisines, havelis, forts and palaces which are enriched by features of Hindu, Muslim and Jain cultures. Rajasthan has a haunting air of romance about it which is palpable in every nook and corner of the palaces of Jaipur, lakes of Udaipur, desert and forts of Jodhpur, golden sand dunes of Jaisalmer and havelis of Bikaner and never ceases to enchant the tourists. To the comfort of the tourists many old and neglected palaces and forts have been converted into heritage hotels which give the hospitality and luxury of the bygone era of Rajasthan in India.

Most of the feuding Rajput rules turned to lives of pure pleasure once they accepted the mantle of British protection. A journey through Rajasthan gives an idea of life, visiting, forts, shopping in colorful markets, riding painted elephants, spotting wildlife and staying in former palaces one after another.

But there are contrasts, the former states within Rajasthan have stoically held on to their individual characters and traditions. Jaipur, conceived as commercial hub for the Jaipur princely states, is now the chaotic capital of all Rajasthan. Udaipur was and is distinguished for its lakes, beauty and proudly defiant Mewar rulers, who poured their
energy and vision into creating the most idyllic Rajput City. Away in the best, Marwar’s Jodhpur continues to feel like a royal frontier desert city. It would not be surprised if the camel train arrived in the shadow of the great fort.

Rajasthan has had remained as an unexplored gold mine of various things till recently and tourism is one of them. Five decades ago tourism in Rajasthan was a small industry that was largely confined to the elite. However, over the last few decades, due to the focused efforts of Rajasthan tourism, various state government agencies, select entrepreneurs/individuals, tourism has grown from an elite and pilgrim phenomena to a mass phenomena putting Rajasthan firmly on the foreign and domestic tourist map. In 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.

It was for the first time that in 1956, the great tourists potential of Rajasthan was marked and recognized by the government and consequently an office of the organizer of the tourist facilities was established in the course of time. The office at a later stage grew into the Directorate of Tourism and the same had further fructified in the setting up of the Rajasthan Tourism Development Corporation Limited, which was established in November 1978, primarily to act as catalyst by developing tourism infrastructure facilities (for domestic and foreign tourists) particularly by way of basic amenities like accommodation, catering and organized tours/sight seeing facilities.

Also the prestigious "Palace -On- Wheels" catering to the up market foreign tourists were started on 26th January, 1982 operated by RTDC in collaboration with Indian Railways.
Later the Government of Rajasthan declared Tourism as an Industry in 1989 to develop employment opportunities especially in rural areas, to use its tourism resources in such a way that inland and foreign tourists do not miss visiting it, motivate private sector to develop infrastructure for tourism to preserve enriched natural source, historical architecture and cultural heritage specially historical monument to develop market for handicrafts and cottage industry of the state to develop cultural neighbourhood by arranging fair and festivals.

In 2007 after the success of Palace-On-Wheels, the another train "Heritage-On-Wheels" started running on meter gauge and presented the opportunity to explore the regions of Bikaner and Shekhawati in the State of Rajasthan. But due to some circumstances, this train had been stopped running. After that, the next luxurious train "Royal Rajasthan-On-Wheels" started running in 2009. This train is designed as per the model of the Palace-On-Wheels and it covers the similar route across the Rajasthan.

This farsightedness has enriched Rajasthan in its glorious and beautiful heritage of palaces and forts buildings and temples, still capable to attract tourist round the world, to witness the ancient glory and magnificent architecture in the speechless wondrous awe.

Thus Rajasthan has been internationally regarded as most colourful and attractive centre in the world.

**Rajasthan Tourism: Growth & Development**

Travel and Tourism occupy central place in the most of the state economies in India. Rajasthan is one of the few Indian states, which attracts domestic and foreign tourists both, due to its multifarious, colourful and glorious history, tradition and culture.

In Rajasthan, "Tourism has emerged as an important instrument for sustainable human development, employment generation,
conservation of heritage culture, environmental regeneration and to promote social integration and international understanding”. There has been sustained growth in the arrival of foreign and domestic tourists in Rajasthan. In 2001, 6.08 Lakh foreign and 77.57 Lakh domestic tourists visited Rajasthan, which has increased to 14.37 Lakh foreign and 302.98 Lakh domestic tourists in 2013.

Table 2.1 : Arrival of Tourist in State from the year 2001-2013

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year</th>
<th>Number of Tourists</th>
<th>Changes in Percentage with comparison to last year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Domestic</td>
<td>Foreign</td>
</tr>
<tr>
<td>1.</td>
<td>2001</td>
<td>7757217</td>
<td>608283</td>
</tr>
<tr>
<td>2.</td>
<td>2002</td>
<td>8300190</td>
<td>428437</td>
</tr>
<tr>
<td>3.</td>
<td>2003</td>
<td>12545135</td>
<td>628560</td>
</tr>
<tr>
<td>4.</td>
<td>2004</td>
<td>16033896</td>
<td>971772</td>
</tr>
<tr>
<td>5.</td>
<td>2005</td>
<td>18787298</td>
<td>1131164</td>
</tr>
<tr>
<td>6.</td>
<td>2006</td>
<td>23483287</td>
<td>1220164</td>
</tr>
<tr>
<td>7.</td>
<td>2007</td>
<td>25920529</td>
<td>1401042</td>
</tr>
<tr>
<td>8.</td>
<td>2008</td>
<td>28358918</td>
<td>1477646</td>
</tr>
<tr>
<td>9.</td>
<td>2009</td>
<td>25558691</td>
<td>1073414</td>
</tr>
<tr>
<td>10.</td>
<td>2010</td>
<td>25543877</td>
<td>1278523</td>
</tr>
<tr>
<td>11.</td>
<td>2011</td>
<td>27137323</td>
<td>1351974</td>
</tr>
<tr>
<td>12.</td>
<td>2012</td>
<td>28611831</td>
<td>1451370</td>
</tr>
<tr>
<td>13.</td>
<td>2013</td>
<td>30298150</td>
<td>1437162</td>
</tr>
</tbody>
</table>

Source : Annual Report 2013-14, Department of Tourism, Rajasthan

Thus, Rajasthan is one of the leading tourists destinations in India, expects a growth of about 8 percent in foreign tourists in 2013. This was disclosed by Rakesh Srivastava, Principal Secretary, Tourism of Rajasthan Government, on the sidelines of the Great Indian Travel Bazar (GIBT) in Jaipur, an initiative of the Tourism Ministry, Department of Tourism, Rajasthan and FICCI.
“It expect an increase of around 7 percent to 8 percent in the foreign tourist arrivals in the current calendar year”, it is also indicating that the state attracted nearly 30 million tourists of whom 1.5 million were foreign nationals”. According to Rakesh Srivastava, The year on year growth of inbound tourists in Rajasthan in 2012 was 8 percent. Domestic inbound growth stood at about 6.75 percent and overall inflow rise was about 5.74 percent.

In the 21st century with the increase of income levels and emergence of a powerful middle class - the potential for domestic tourism has also grown substantially during the last few years. However, there are marked variations in tourist traffic within the Rajasthan. Jaipur and Udaipur are top favourite cities for the foreign tourists. In fact in 2012, a survey conducted by Conde Nast U.K., the leading international magazine, has ranked Jaipur among the top ten destinations of the Asia whereas Mount Abu and Ajmer are hot places for domestic tourists.

Table 2.2 : Domestic & Foreign Tourists Arrival in Top Ten Destination in Rajasthan

<table>
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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Mount Abu</td>
<td>1916836</td>
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<td>2193535</td>
<td>12928</td>
<td>2312448</td>
<td>11386</td>
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<td>2.</td>
<td>Udaipur</td>
<td>582297</td>
<td>173016</td>
<td>575444</td>
<td>177699</td>
<td>588239</td>
<td>189378</td>
<td>662092</td>
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<td>3.</td>
<td>Jaipur</td>
<td>1133543</td>
<td>368512</td>
<td>1035885</td>
<td>416824</td>
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<td>4.</td>
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<td>121034</td>
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<td>5.</td>
<td>Ajmer</td>
<td>2585110</td>
<td>25731</td>
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<td>122883</td>
<td>73607</td>
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<td>Chittorgarh</td>
<td>393970</td>
<td>33719</td>
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<td>40296</td>
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<td>8.</td>
<td>Bharatpur</td>
<td>46962</td>
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<td>34643</td>
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<td>Bikaner</td>
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Source: Annual Report 2013-14, Department of Tourism, Rajasthan
In the phase of globalization, challenges are multidimensional and it is all the more urgent to preserve and promote tourism as it is fast becoming an important sector of the state economy.

Rajasthan tourism crowns the following some developments or growth in recent years which are as follows -

➢ The State Tourism Department is focusing on improving infrastructure at major tourism destinations in the Rajasthan state to attract tourists. For that, there are developing new circuits like the Jaisalmer-Jodhpur desert circuit and Jaipur-Ajmer circuit. First, there will be upgrade the infrastructure and then it will put it on the website.

➢ According to Rakesh Srivastava the former Principal Secretary. “Rajasthan’s investment friendly policy such as low land conversion charges at select areas and the remission of Luxury tax by 50 percent for start up ventures will encourage the tourism industry. “Tourism Budget for 2013-14 is INR 40 crores and also getting the support from the Ministry of Tourism, Government of India, so the proposal have been sent to the centre for this mega tourism project.

➢ The Rajasthan government is also working on innovating new products in the sector such as salt tourism and promote them as unique destinations. “Sambhar (salt lake) is the largest inland salt lake in the country. Now with the help of the Hindustan Salt Limited, there is an effort to improve the infrastructure and promote the place as a heritage property. Moreover, this area gets a large number of birds. So this will become a new attraction and will encourage tourists to visit again and again.

➢ Tourism and Jaipur are almost synonymous. Beginnings with forts and palaces, tourism as a product today encompasses the
entire gamut of activities that a visitor can delight in. The Department of Tourism has taken a lead in adventure sports by organizing and supporting various events like Desert Moto Cross, Desert Storm Rally, Desert Sports, Hot Air Ballooning Festivals, Water Sports at Chambal, Kota in addition to the Jeep Safaris, Camel Safaris, Horse Safaris etc.  

Besides in view of the immediate requirement of hotels and the other accommodation facilities, infrastructure developments and to provide attractive investment environment in the state. Government of Rajasthan has extended various concessions to all categories of hotels, heritage hotels, and other tourism units such as camping sites, holiday resorts etc. under Rajasthan Tourism Units Policy 2007. Policy has now been extended by the Department of Tourism up to 2014.

Department has got sanction for development of wayside facilities under which works have been completed at 14 places namely Behror, Mahuwa, Bharatpur, Dausa, Shahpura, Dholpur, Ratangarh, Barr, Pokhran, Pali, Fatehpur, Jaisalmer, Bikaner, Kota. Besides this, signages have been installed by JDA at various places.

Pressing hard to develop rural tourism in the state in 2011-12, 10 villages were taken up for development of rural tourism namely Baghera, Dungarja, Madhogarh, Lotwara, Khaba, Kiradu, Kolvi, Ranakpur, Kaila Devi and Bisroda. Various infrastructure development works have been done to present these places for the tourists.

So far, 156 tourism unit projects, having an estimated investment of Rs. 1,180 crores, have been approved by the department during 2011-12. As a result it is estimated that 1,150
additional rooms will be available in the next three years. In 2011-12, the tourism department was allocated an amount of Rs. 868.45 lakh, under the state plan which is 0.09% of the total plan allocation. This has facilitated infrastructure up-gradation at various destinations across the state.

➢ Rajasthan tourism web portal has been upgraded and now it meets international standards for multilingual web sites. The portal has been translated into Hindi and five other foreign languages like German, French, Spanish, Italian and Japanese. This portal has an upgraded data base for accommodation facilities and other information like paying guest accommodation etc.

➢ Rajasthan’s team tourism is upbeat! It was recently adjudged the second best state for Comprehensive Development of Tourism. The award was given away by President Pranab Mukherjee at the national tourism awards ceremony for 2011-12 held in New Delhi on March 18, 2013, at the Vigyan Bhawan.

CONCEPTUAL FRAMEWORK OF RAJASTHAN TOURISM -

Rajasthan is known for the past glory of Rajwadas (Kingdoms) which came into existence on 1st November, 1956 after consolidation and integration of local kingdoms. Area wise it is a single largest state of the country spread over 3.42 lakh sq. kms. Area of Rajasthan state is more than double of England and almost equal to Japan. Rajasthan is divided into 33 District, 105 Sub Divisions, 241 Tehsils, 37889 inhabited Villages and 222 Towns in the State. The people of Rajasthan are perhaps the most colorful in land of colour their history, religion, music, dance, arts and crafts remain vibrantly alive and active and presented in all their variety and ways.
Economy of this state is based on agricultural and mineral production. The total cultivable area in 275 lakh hectare and irrigated is only 20 percent i.e. 54 lakh hectare. The principal crops are Jowar, Bazra, Maize, wheat, grains, oil seeds, cotton and sugarcane etc. From industrial development side textiles, rugged woolen goods, sugar, cement, marbles, potteries, dyes, motor, parts, guar, gum industries are there.

Thus, tourism industry contribute a lot in the development of the state. The landscape beauty of Rajasthan covers the expanse, from forested and hilly area to pastoral and flat plain land, to shifting sand dunes, making it a tourist paradise.

Since the state is rich in its inherited heritage, its culture and glory, the concept of touring or traveling has been very old in the cultural heritage. In Sanskrit, there are three terms of tourism that come out of a single root “Tirthata’ which means going or leaving home for some other place for a short period. These three terms may be stated below -

1. **Paryatan** : going out of home for pleasure and knowledge.
2. **Desatan** : going out of the country primarily for economic gains.
3. **Tirthatan** : going out to places of religious importance.

In the Rajasthan dialect, some such words are used for tourism as “Tehalna”, “hadna” and “Ghoomna”, which means to tour from one place to another. A word like “Pardesh’ (the other country) is also used for going outside one’s native place, while the word “Desh” is used for home coming. In the Rajasthani Culture there is a healthy tradition of welcoming ‘Pahunas’ (Guests) by singing such sweet songs as ‘**Padharon Mahare Desh**’ (we welcome you to our country side).
Scholars and thinkers have therefore provided the conceptual framework of tourism in Rajasthan in new dimensions. Rajasthan has been internationally regarded as the most colorful and attractive tourist centre in the world. Its typical topography, glorious past, heroic feat, rich history and gay folk life make it remarkably and irresistibly fascinating to the tourists from the country and abroad.

**TYPES OF TOURISM IN RAJASTHAN -**

Now-a-days tourism has become a major industry on the one hand and a scientific subject of study on the other. We can classify the modern tourism in Rajasthan in the following category -

1. **Cultural Tourism** – This include forts and palaces, Art and Craft, Music, Dance, Agriculture, Gastronomy, Industry, Business, Monumental Heritage (Buddhist, Jains, Other Hindu Monuments and Indo-Islamic monuments), Natural Heritage and Religion. In India, Rajasthan is famous for its rich cultural heritage.

2. **Adventure Tourism** – This is geared to promote mountaineering, trekking, rafting, hiking and adventure activities. The geography of the Rajasthan state is sufficiently endowed so as to attract tourists with the adventurists zeal. Deserts of Rajasthan is one of the example of popular destination for adventure tourism.

3. **Wild Life Tourism** – Rajasthan has several places which have fascinating beauty and abode of wildlife, our sanctuaries, national parks and zoo provide an opportunity to such wildlife and nature lovers. Bharatpur wildlife sanctuary, Ranthambore
National Park etc. are some famous national parks and sanctuaries in Rajasthan.

4. **Educational Tourism** – Tourism may also be developed on the basis of meetings, conferences, congress of symposia. Extension of university, academic centres and colleges may provide opportunities to develop educational tourism. For such objectives short term cultural and language courses and sharing the research experience may be proved best approaches.

5. **Health Tourism** – The primary purpose of achieving, promoting or maintaining maximum health and a sense of well being is also one of the important reason for tour to different countries. Health tourism holds immense potential for India. The Indian systems of medicine, that is Ayurveda, Unani, Siddha, Yoga, Panchkarma, Rejuvenation Therapy etc. are among the most ancient systems of medical treatment in the world.

6. **Sports Tourism** – Sports tourism refers to travel undertaken for the purpose of engaging in a particular sport, such as polo, cricket or golf or to watch a favorite team play. Sports tourism can also refer to visiting an area either in order to attend a specific sports event, or to practice or learn a particular sport. The number of travelers keen on a ring side seat to cheer for the players of cricket at the major event, the Indian Premier League (IPL) Twenty-20 in 2013 in Jaipur, Rajasthan which proved to be a milestone in the Indian Sports Scenario. Rajasthan can be developed as destination for the polo, cricket, skiing etc.

7. **Medical Tourism** – Medical tourism refers to traveling to other countries to obtain medical, dental and surgical treatment. At the same time they could also tour and fully experience the
attraction of the countries they visit. This form of tourism combines travel with health care. Medical tourism will also provide you a golden opportunity to treat your ailments in best hospitals without spending much money.

8. **Weekend Tourism** – Tourism from neighbouring states like Delhi and Gujarat visit Rajasthan on weekends.

9. **Mass Tourism** – Mass Tourism is an eco-tourism policy to minimize the footprint of tourists by consent rating them into a small area. Mass tourism also maximizes the utilization of tourist infrastructure.

10. **Pilgrimage Tourism** – Pilgrimage tourism is a form of tourism that deals with trip to various pilgrimage destinations of any country. This kind of tourism enables the devotees to visit their religious places in a better way. Pilgrimage tourism aid the pilgrims to attain spiritualism and indulge themselves in meditation, spiritual healing etc. In India, every nook and corner is dotted with innumerable pilgrimage destinations of various religions such as Varanasi, Ajmer Shariff, Golden Temple (Amritsar), Sanchi stupas (Bhopal), Osiyan (Jodhpur), etc.

11. **Wedding Tourism** – India is a country of rich culture tradition, history and diversity and has varied venue options to solemnize the wedding from grand palaces, forts hills and temples to serene beaches. Every state in our country has different wedding rituals. Some of the famous royal wedding Destination in Rajasthan, State of India are Ummaid Bhawan (Jodhpur) Samode Palace (Jaipur), Taj Lake Palace (Rajasthan), Udaipur Devi Garg Palace etc.
12. **Eco Tourism** – In addition to environmental and cultural efficiency, eco tourism in Rajasthan is also a promotion of recycling energy efficiency, water conservation and creation of economic opportunity for the local communities. Traveling in sedating and quite terrains of Rajasthan also takes us to unpolluted natural places.

More over, Heritage Tourism, Leisure Tourism, Sex Tourism, Shopping Tourism etc. have become the most publicized form of tourism in Rajasthan. Thus, Rajasthan as a destinations can offer all these and so much more.

**BASIC COMPONENTS OF TOURISM IN RAJASTHAN -**

Tourism is a multi-component industry, many parts of which are in extricably linked to each other economic sectors such as airlines to transportation, souvenir shops, concession stands and restaurants to retail or service; hotels and other accommodation to commercial development. The basic components of tourism in Rajasthan are -

1. **Transportation** – There are various modes of transportation including air, water, road and rail.

(i) **Water Transportation** – Transport by water can be an attraction in itself whether you are traveling on a cruise ship or on a boat. Boating facility has proved to be of utmost attraction of the tourists in Rajasthan. They are being used by tourists at Amber, Ramgarh, Fatehsagar, Siliserh and Jaisamand in Rajasthan.

(ii) **Air Transportation** – Advances in aviation technology has meant that travel by air is now relatively safe, economical, quick and reasonably comfortable. Due to the significantly increase in development of tourism in
Rajasthan and tourist arrivals. Domestic Airport has been converted into International Airport in Jaipur, Rajasthan.

(iii) **Road Transportation** – Road transportation can be used for traveling from home to a host destination, within the destination and between the host destinations. In Rajasthan Tourism Department, PWD has constructed/ upgraded 114 roads for easy accessibility to the important tourist places. Tour buses, rented cars, taxies groups are used in Road Transportation.

(iv) **Rail Transportation** – The rail transportation is the most convenient and the most popular mode of travel all over the world. Cheap and easy transport as provided by the railways is the most important condition of economic growth in a big country like India. The development of railways has had great effect on the mobility of people as well as the growth of tourism industry in Rajasthan (India). To attract the large number of tourists in Rajasthan, there has been some luxurious trains which has been launched by RTDC (Rajasthan Tourism Development Corporation) and Indian Railways. Palace-On-Wheels, Heritage-On-Wheels, Royal Rajasthan-On-Wheels are royal trains which offers to tourists, a pleasant tour of Rajasthan.

2. **Accommodation** – A tourist not only travels but also stays somewhere and here comes in accommodation. It could be of different types i.e. from cottages or tourist lodges to a home boat or a five star hotel. Selection depends upon availability and paying capacity of a tourists. In Rajasthan, RTDC provide hotels, where tourists can find food and shelter in a fit position...
to pay for it. Classification of different types of accommodation is very difficult as they can mean something different in another state like hotels, motels, inns, guest hotels, youth hotels, resort hotel, circuit hotels, heritage hotels, farm houses, camping sites etc.

3. **Catering, Food and Entertainment** – A tourist has to eat also and here comes the role of catering and food. Restaurants, fast food joints and dhabhas all play a role in the regard with different cuisine to offer. Mostly tourists who visit to Rajasthan like to eat state’s local food such as *Dal-Batti-Churma*. Different forms of entertainments like shopping malls, amusement parks, museums and art and galleries and night clubs etc. are provided as attractions at the destinations.

**TOURIST ATTRACTIONS -**

Rajasthan is one of the most popular tourist destination in India, for both domestic and international tourists. Rajasthan attracts tourists for its historical forts and palaces, art and culture. Every third foreign tourist visiting India also travels to Rajasthan as it is part of the Golden Triangle for tourists visiting India. Indeed, this is the magic of Rajasthan that draws hordes of visitors with its unconventional beauty and vibrant presence. The Rajasthan tourist attractions are characterized by a charming mix colour and an exotic aura that can dazzle any onlooker. When it comes to listing the Rajasthan tourist attractions, it can sometimes add up as a tough task. Indeed, the list is so long that it is almost impossible to include them all in a short tour. However, the major tourist attractions in this state can be presented in the following headings:
Fig. 2.2: Unique Features of Tourism in Rajasthan
1. **Forts, Palaces and Heritages** - Rajasthan in its glorious and beautiful heritage of palaces and forts, building and temples, still capable to attract tourist round the world, to witness the ancient glory and magnificent architecture in a speechless wondrous. The world fame forts of Rajasthan are Chittorgarh, Ajmer, Jaigarh, Jodhpur, Jaisalmer, Ranthambore, Kumbhalgarh, Bundi, Mandalgarh, Bikaner etc.

![Image: Chittorgarh Fort]

**(Junagarh, Bikaner)**

The beautiful palaces of the state are Chandra Mahal and Rambagh Palace at Jaipur, Jag Mandir and Jai Niwas Palace at Udaipur, Vijay Vilas at Alwar, Lalgarh and Junagarh at Bikaner, Rana Kumbha Palace at Chittorgarh and Ummaid Palace at Jodhpur still behold domestic as well as foreign tourists equally.  

2. **Arts and Crafts** – Rajasthan is amongst the richest states in the country as far as the field of arts and crafts is concerned. The people of state have creative senses, artistic skills having the
most brilliant forms of stone, clay brass, leather wood, ivory, glass lac, silver, gold and textiles.

(Arts & Crafts)  (Bani Thani Painting)

(Dhola-Maru On Camel Back)

3. **Paintings and Jewellery of Rajasthan** – The state is also renowned for miniature painting which has survived in cities such as Jaipur, Jodhpur, Nathdwara and Kishangarh. For instance, the rulers of Amber-Jaipur were very close to mughals, where the mughals influence can be seen in the painting of this region. The Kishangarh School is best known for its **Bani-Thani Paintings**.

Jodhpur has a very strong folk tradition and here the figures are mainly robust warriors and dainty women paintings of the legendary lovers like **Dhola-Maru on camel back** hunting scenes dominating the paintings of the Marwar Region. Another important category of painting is called Phad Scroll Painting used by the Bhopas and the Pichwais-cloth hangings used behind the deity in Vaishnava Temples.
Another important attraction of tourists in Rajasthan is Jewellery which have some of traditional designs like Rakhri, Timaniyan, Bala, Bajubandh, Gajra, Gokhru Jod etc. Tribal and rural women wear heavy simply crafted jewellery and seem to carry the weight (up to 5kg) without much discomforts almost all the time. Men also wear the form of chockers and earrings in Rajasthan.

4. **Folk Music and Dance** – Folk Music and Folk Dance go hand in hand in Rajasthan Ghoomer and Gair are prominent folk dances. Dhol or a Dhonsa, Banika, Chinpia, Thali and Majeeras are accompanying musical instruments.

![Ghoomer Dance](image1)

(Ghoomer Dance)

There is a fire dance called Janathi Siddhas also which is popular in Bikaner and Churu.

Hand crafted by the musicians themselves, they are rather unique and include instruments like the Morchang, Nad Sarangi, Kamayacha, Rawanhattha, Algoza, Khadtal, Poongi, Bankia and Duff.
5. **Fair and Festivals** – Fair and festivals have their unique place in the state of Rajasthan. These fairs and festivals, as a conspicuous mark of culture heritage in Rajasthan are gaining good ground of popularity every year. RTDC along with Department of Tourism, Art and Culture and other organization organizes number of fairs and festivals. These have earned goodwill and the publicity from many foreign and local tourists. Below is the list of fair and festivals promoted and developed by RTDC.

![Pushkar Fair](image1)

![Teej Fair, Jaipur](image2)

**Table 2.3 : Fairs and festivals of Rajasthan**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Festival</th>
<th>Place</th>
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<tbody>
<tr>
<td>1.</td>
<td>Camel Festival</td>
<td>Bikaner</td>
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<tr>
<td>2.</td>
<td>Pushkar Fair</td>
<td>Pushkar</td>
</tr>
<tr>
<td>3.</td>
<td>Teej Fair</td>
<td>Jaipur</td>
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<td>4.</td>
<td>Dussehra Fair</td>
<td>Kota</td>
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<td>5.</td>
<td>Gangaur Festival</td>
<td>Jaipur</td>
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<td>6.</td>
<td>Summer Festival</td>
<td>Mount Abu</td>
</tr>
<tr>
<td>7.</td>
<td>Mewar Festival</td>
<td>Udaipur</td>
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<tr>
<td>8.</td>
<td>Nagaur Fair</td>
<td>Nagaur</td>
</tr>
<tr>
<td>9.</td>
<td>Desert Fair</td>
<td>Jaisalmer</td>
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<tr>
<td>10.</td>
<td>Elephant Festival</td>
<td>Jaipur</td>
</tr>
<tr>
<td>11.</td>
<td>Mewar Festival</td>
<td>Jodhpur</td>
</tr>
</tbody>
</table>

**Source** - Annual Report 2013-14 of Tourism Department, Government of Rajasthan.
Besides the above important festivals, another festivals organized in the state are Shilp Gram Festival - Udaipur, Baneshwar Fair, etc.

6. **National Parks and Sanctuaries** – Rajasthan is a heaven for a wide spectrum of wildlife. Typical areas representing each of the eco-systems have been earmarked as special areas for protection and management of wildlife.

(Keoladeo National Park, Bharatpur)

Rajasthan boasts of two natural parks, over a dozen of sanctuaries and two closed areas. Most of these areas are open to visitors round the years but are closed briefly during monsoon season. The main parks and sanctuaries are: Behrorgarh Sanctuary, Darrah Sanctuary, Desert National Park, Jaisamand Sanctuary, Keoladeo Ghana National Park, Bharatpur, Kumbhalgarh Sanctuary, Mount Abu Sanctuary.

7. **Adventure Activities** - Adventure activities in its true sense means ‘dare or die’. Rajasthan has been a destination for promoting adventure activities like mountaineering trekking, wildlife safari, camel safari, boating. The geography of the
Rajasthan state is sufficiently endowed so as to attract tourists with the adventurist’s zeal such as -

(Camel Safari, Jaisalmer)

(i) The experience of spotting all favorite wild creatures in their natural habitat, sitting on the back of a big tuskers or on a jeep is what wildlife safaris are there for.

(ii) Coggling on a camel’s back is always exciting and a unique thing to try out when in Rajasthan. The Thar Desert of Rajasthan and other places around like Jaisalmer, Jodhpur and Bikaner grants the tourists with a great opportunity to enjoy the camel safari. If a tourist is well timed and happens to embark a visit to Rajasthan during the Pushkar or Nagaur Fair, he can enjoy special camel safaris that are organized at this time. Camel rides are also available in leading resorts of Rajasthan.

(iii) Boating facility has also provided to be of utmost attraction of the tourists. They are being used by tourists at Amber and Ramgarh (Jaipur), Fateh Sagar (Udaipur), Siliserh (Alwar) and Jaisamand.

8. **Luxurious Trains** - Luxurious trains are the innovative projects which have been a source of attraction for a large number of tourists in Rajasthan. These innovative projects like Palace-On-
Wheels & Royal Rajasthan-On-Wheels are the royal trains which offers a pleasant day tour that generates romance, adventure and reminiscent of the luxurious life that the British rulers and the Indian princes had in eighties and nineties. Both these royal trains have been launched by RTDC in collaboration with Indian Railways.

(Palace-On-Wheels Train)

(Palace-On-Wheels) is an enchanting experience run by the RTDC and the Indian Railway. The Palace-On-Wheels is a novel thrilling holiday concept of a railway cruise. Journey by this train provides travelers wise exotic experience of Pink City Jaipur, Heroic
Chittorgarh, Lake City of Udaipur, Desert Citadel of Jaisalmer and Jodhpur, Keoladeo Ghana National Park, Bharatpur and Agra, the Fascinating City of Taj Mahal. It is in operation for six months from October to end of March every year. It is a royal train in its gala and glory.

Rajasthan Tourism Development Corporation and Railway Department was running another train known as Heritage-On-Wheels on meter gauge line in 2007. But three years ago, due to the reason of changing from meter gauge to broad gauge line, Heritage-On-Wheels has been stopped running and after that, in 2009, another train namely Royal Rajasthan-On-Wheels which provide travelers, the experience of same route of the royal train Palace-On-Wheels was launched by the RTDC and Indian Railway.

TOURISM DESTINATIONS OF RAJASTHAN -
A spectrum of Tourist Centre’s

Rajasthan is an open air museum where it has something for every kind of tourist, those looking for active action packed holidays for wildlife lovers and for those who have interest in history, art and culture. The places which were known and frequently visited by all the tourists coming to Rajasthan are come under the preview of traditional destinations. These destinations are well known for their historical, natural, artistic workmanship and cultural importance, which includes forts, palaces, temples, monuments etc. Brief resume of such places has been provided tourist circuit wise. There are nine tourist circuits as identified by Rajasthan Department of tourism based on their geography, attractions and coverage by tourists as follows -

1. Desert Circuit (Jodhpur-Jaisalmer-Bikaner) -

The Desert Circuit is a part of the Great Indian Thar Desert and is characterized by the sand dunes spread across the region. The
climate is the hot and dry for most part of the year except for a short monsoon period. Hence, tourism is seasonal with the season extending from October to March.

The Desert Circuit is popular with both foreign as well as domestic tourist. This circuit includes the popular locations of Jodhpur, Jaisalmer and Bikaner. Barmer and Nagaur are the other locations, which also increasingly form a part of the desert circuit itinerary.

Jodhpur – The sun city was founded by Rao Jodha in 1459 A.D. the city lies at the fort of the hills. In Jodhpur, the Umaid Bhawan Palace, the Meherangarh Fort, Jaswant Thanda-a-royal crematorium are important tourist attraction for the tourists.

(Meherangarh Fort, Jodhpur)

Today, a part of the Umaid Bhawan Palace has been converted into a hotel. But part of its still retains the regal splendor and is open to
visitors. Other important places of interest in the nearby area are Mandore, the ancient capital of Marwar state, the hall of heroes has fifteen figures carved out of the rock on the wall, which represents the Hindu deities. Maha Mandir, Kailana Lake, Balsamand Lakes are very attractive.

**Bikaner** – Bikaner was inhabited by Rathore Prince Bikaji, the eldest son of Rao Jodhaji of Jodhpur in the year 1486. The fortified town encircled by a most and has some beautiful palaces within. Chand Mahal or the Moon Palace is decorated with marvelous paintings, mirrors and carved marble panels, Phool Mahal or Flower Palace ornate with glass and mirror work are worth notable. Anup Mahal, Dungar Niwas, Ganga Niwas, Gaj Mandir and Rang Mahal are other spots of interest. Lalgarh Palace has beautiful lattice work and filigree work. Camel Research farm, Devikund, Gajner wild life Sanctuary, Karni Mata Temple, Kolayaji and Kalibanga are near by excursion spots.

**Jaisalmer** – Jaisalmer foundation of township was laid by the Bhai Rajput Jaisal as a new capital in the year 1156, prior to this Lodru was the capital of the Jaisalmer state. The westernmost citadel of the desert, Jaisalmer has an ancient history linked with its development as a trading centre. Parts of its ‘Golden Fort’ continue to be inhabited, and its cobbled streets lead through a journey of medieval enchantment. Jaisalmer is celebrated for the exquisite stone carved havelis or mansions of the merchants who held the reins of its destiny. The fort has three Jain Temples dedicated to Rishabdeo, Sambhavnath and Parshavnath and a Library Gyan Bhandar, with some of the oldest manuscripts of India. Lordruva, a jain pilgrim spot and old capital town, wood fossil park at Aakal for 180 million year old fossils, sam sand Dunes where the ripples on the wind-caressed dunes that create an
enchanting mirage are surely delightful, Amar Sagar, Bara Bagh and Mool Sagar are nearby spots, one cannot avoid to see. The other places worth seeing for the tourists are Nathmalji Ki Haveli, Patwon Ki Haveli, Salim Singh Ki Haveli, Tazia Tower, Gadisar Lake.

(B Nathmalji Ki Haveli, Jaisalmer)

Barmer – A 13th Century fortified town, Barmer is in the heart of the desert and is known for the quality of its wood and stone carvings. Earlier fortifications reveal the far limits where the Rajputs raised defense outposts.

A trip to Barmer completes your tour of the Rajasthan’s desert cities. A trip to Barmer is best undertaken during the festive days and the folk recitals enrapture the audience. The Desert Circuit tour captures the true spirit of the state’s eye catching arts and crafts, historic heritage and unique traditions. Most tourist operators offer packages specifically covering Jodhpur-Jaisalmer-Bikaner-Barmer, a tour of the Desert circuit of Rajasthan. Excellent hotels and accommodation facilities welcome tourist at each of these destinations.

2. Mewar Circuit (Udaipur-Chittorgarh-Kumbhalgarh) –

The Mewar Circuit offers a combination of religion and history. Udaipur is the tourists hub of this circuit, other key tourist locations in this circuit being Chittorgarh, Nathdwara and Kumbhalgarh. Other places of tourists interest, though less frequented are Jaisamand lake,
Jagat, Rishabdeo, Eklingji, Haldighati etc. are relatively under-developed tourists areas adjoining the Mewar Circuit.

Mewar region falls in the Aravali range that encompasses lakes, beautiful hills and deep valleys. The climate in the region is pleasant for most part of the year except the summer months from April to June. The region being popular amongst domestic tourists, also receives tourists from the neighbouring states during vacation months in summer.

(Udaipur – Udaipur, the brain child of Maharana Udai Singh, the second situated in the vicinity of the Aravali mountain range in the year 1559 is a traveler’s paradise. The lovely Pichola Lake, imperial and majestic city palace, the state’s largest palaces, the well stacked museum located inside the opulent palace are amongst draws of the
City of Lakes. Besides, we can bolster your knowledge of the region by making a beeline for the Government Museum, Moti Magri, Bharatiya Lok Kala Mandal, Jagdish temple, Bagore Ki haveli, Fateh Sagar, Saheliyon Ki Bari, Sajjangarh Palace, Jag Mandir, amongst a host of others.

Eklingji, a beautiful sculpted temple complex with 108 temples within its high walls. The temples are dedicated to lord shiva, the main deity of Mewar rulers, Magela is renowned for Sas Bahu Temples for its architecture and carvings and Jain temples Abduji, Haldighati the battle field of Maharana Pratap and Mughal Emperor Akbar, Nathdwara temple dedicated to Shrinath ji or Lord Krishna and Kankroli Temple of Dwarikadhish are worshipped by the Vallabhacharya sect. Rajsamand and Jaisamand are beautiful lakes.

**Chittorgarh** – Chittorgarh, the land evergreen tales of valor, is a much sought after tourist destination. The towering fort of Chittorgarh is one of the main highlights of the region. The fort has many magnificent monuments, all five examples of the Rajput architecture. Vijay Stambh (Victory Tower) a 37 meter high structure build by Maharana Kumbha to commemorate his victory over the museum rulers of Malwa and Gujarat. Kirtistambh (tower of fame) 22 metre high tower by a wealthy merchant in 12th century dedicated to first Tirthankar Adinath Ji of Jain sect. The luxurious palaces of Rana Kumbha, Maharani Padmini, Fateh Prakash (Presently a five museum) are among must visit destinations of Chittorgarh. Rana Kumbha Build Kumbha Shyam Temple for Meera Bai, wife of Prince Bhojraj, who was an ardent devotee of lord Krishna. Kalika Mata Temple, dedicated to mother goddess Kali, the symbol of power and valour, was originally a sun temple later in the 14th century it was converted into Kalika Mata Temple.
Kumbhalgarh – Build in the 15th century by Rana Kumbha of Chittorgarh. Kumbhalgarh is Rajasthan’s highest fort and its most formidable. If its air is rife with medieval tales of intrigue and treachery, it is because its history is characterized by some of the pivotal point that characterized the sisodia dynasty.

3. Vagad Circuit (Dungarpur-Banswara) -

The Vagad Circuit offers a combination of tribal culture and history. The key tourist locations in this circuit are Baneshwar, Deo Somnath, Arthuna, Galiyakot and Mahi Dam. This circuit is relatively unexplored due to its proximity to the popularity of the adjoining the Mewar Circuit.
Vagad region comprises the southern tip of the Aravali range and lies on the Rajasthan – Gujarat border. The region encompasses wild and rugged terrain in the north east to alluvial soil in the south west. The tourists activity is high during the months of September to march, peaking during the Baneshwar fair in February.

**Dungarpur** – Rawal Veer Singh founded Dungarpur in the year 1282, when he took over this part of state from the Bhil Chieftain Dungaria. Dungarpur is famous for its unique style of architecture as seen in its palaces and noble residences adorned by jharokhas built in stone. Udai Bilas Palace is a veritable example of the Rajput architecture ornate with intricately sculptured pillars and panels, impressive balconies bracketed windows and marvelous arches. Juna Mahal is a seven storeyed structure resembling fortress with crenellated walls, turrets, narrow entrance and corridors to slow down the enemy. Frescoes, miniature painting and glass mirror work makes it impressive. Baneshwar at the confluence of the Som and Mahi Rivers, Deo Somnath, Galoakot and Poonjpur are other nearby places of great charm.

**Banswara** – Ribbed with streams and covered with dense forests Banswara lies off the conventional tourist circuit. Artificial lakes and dams, and the reins of ancient temples make this an exciting place to discover.

Mahi Bajaj Sagar Dam and Kagdi Pickup have a picturesque view. Temples like Madareshwara, Manduleshwar, Tripura Sundari and other temples are praiseworthy. Arthuna, 55 km. away from
Banswara, the ruins of cluster of shaivite and Jain temple of 11th, 12th and 15th centuries are found in this village. Mangarh on the Gujarat border is a Jahiawala Bagh of Bangar. British soldiers opened fire on the followers of Guru Govind a well known reformer among Adiwasis.

4. Dhundhar Circuit (Jaipur-Dausa-Tonk) -

The Dhundhar Circuit is spread around Jaipur and is known for its rich blend of culture, history, architecture and religion. Besides Jaipur, it includes tourist locations such as Samode, Abhaneri, Tonk and Ramgarh, Amber.

![Map of Dhundhar Circuit](image)

The Dhundhar Circuit lies between the northern Aravali Range and close to the Sambhar Basin. The climate in the region is extremely hot during the peak summer months April-June. As a result the peak tourist season extends from September to March. Being the capital city and the main gateway into the state, Jaipur and the region also experiences some tourist arrivals during the vacation months. The circuit is very popular with both foreign as well as domestic tourists.

Jaipur – Kachhawah Rajput Maharaja Sawai Jai Singh founded Jaipur the Pink City in 1727. The city is considered to be a marvel of town planning. Traditional art like jewellery, metal work, enameling, tie and die, stone carving, blue pottery, miniature paintings were patronized by the rulers and still continue to flourish today. Jaipur, the
pink capital of Rajasthan derives its name from Sawai Jai Singh-II a Prince and Astronomer who built the capital in accordance with the "Shilpa Shastra", the ancient hindu treatise on architecture. In and around Jaipur there are number of places of tourists interest, such as the City Palace - the royal residence is built in a blend of the Rajasthan and mughal styles. The palaces houses a museum with super collection of Rajasthani costumes and armoury of mughals and rajputs including swords of different shapes and sizes. There is an art gallery in the palace with an excellent collection of miniature paintings, carpets and rare astronomical work in Arabic, Persian latin and Sanskrit.

**Hawa Mahal** - The palace of winds, built in 1799 with the aim of enabling ladies of the royal households to watch the everyday life and royal processions of the city.

![Hawa Mahal, Jaipur](image)

Ram Niwas Bagh outside the city walls is green lush garden and the majestic Albert Hall a fine example of Indo-sardonic style of architecture design is an exquisite collection of sculptures, paintings, decorative wares with Egyptian Mummy and the celebrate Persian carpets.

Nahargarh or the Tiger fort provides some stunning views of the city and a royal retreat for the Maharanis.
Jaigarh, the fort of victory is a rugged fort. The world's largest cannon on wheels lies here. Maharani Ki Chhatri and Gaitor are royal funeral grounds. Govind Dev Ji Temple, Birla Planetorium, Galta Ji, Jantar Mantar, the central museum, the Dolls Museum, the Zoo, the Sisodia palace, the Polo Ground and the Birla Mandir are also of great interest.

Amber was the former capital of the kachhawah rulers of the old state of Dhundhar. Jai Mandir, Seesh Mahal, Sukh Niwas, Ganesh Pole, Sheela Devi Temple are some of the prominent places of interest in the fort. Elephant riding here also attracts the visitors. Old township of Amber lies at the foothills of the palace, where Jagat Shiromani Temple, Narsingh Temple, Panna Meena Ki Baori are worth visiting.

**Dausa** — Dausa is located at a distance of about 51kms, from Jaipur and the main attractions of the town are temples (such as the Sahejnath Temple, the Somnath temple and the Gupteshwar Mahadeo Temple), the Magnificently carved mansions or havelis, the mosque or Dargah of Hazrat Khwaja Jamaluddin Shah Baba and Pratap Vatika, an architectural marvel. Most tourist operators offer package tours to Jaipur-Amber-Dausa.

**Tonk** — Tonk is located 96kms. away from Jaipur. This is a quiet town which was ruled by ‘Pathans’ from Afghanistan. The focal point of Tonk is the Suneri Kothi, the Golden Bungalow. A fairly ordinary looking monument from outside, it has stunningly rich ornamentals interiors. There are some interesting buildings that accommodated the British Office. Tonk is also famous for its leather and felt industry and one can pick a good bargain from the markets. The Nawab of Tonk was an avid book lover and built a sizeable library of Arabic and
Persian manuscripts. The Arabic and Persian Research Institute is also located here.

5. **Godwar Circuit (Mount Abu – Ranakpur)** -

   The Godwar Circuit has the only hill station in Rajasthan, Mount Abu. The beautiful temple town of Ranakpur is the other important attraction in the circuit. The former is very popular leisure destination with the tourist coming from Gujarat, where as the latter is popular with both the domestic as well as foreign tourist. Another location in the circuit, which is relatively unexplored by the tourists, is the simple Rajasthani town of Jalore.

   Although a part of the Aravali range, Mount Abu is detached completely from it by a narrow valley and the highest point is situated at its northern end. As the only hill station in the state, Mount Abu is a popular summer retreat, and the tourist season extends from February to June and in the vacation period from September to December.

   ![Image of Godwar Circuit Map]

   **Mount Abu** – A pretty hill station in Rajasthan is Mount Abu which is about 1200 metres above the sea level. It is a delightful summer and winter resort. In Mount Abu, the important places worth tourists interest are Nakki Lake, Dilwara Jain Temples, Adhar Devi Temple, Gaumukh Temple. Following are the major sites to visit on the mount.
Nakki lake is a picturesquely set amid the hill it is believed that it was scooped out by gods with their finger nails 'Nakh' therefore the lake was given this name.

Dilwara Temple, a cluster of Jain Temple, built between 11th and 13th century, are sheer elegance in marble dedicated to Jain Tirthankaras.

The Vimal Vasahi Temple is the oldest which dedicated to first Tirthankara. There are also temples dedicated to Rishabhddeo, Neminath and other Tirthankaras.

Adhar Devi Temple is carved out of huge rock. The temple is dedicated to mother goddess Arbuda Devi. Sunset point is spectacular height of the setting sun when the hills are carved in the golden glow can be viewed from here. Honeymoon point offers an enchanting view of the verdant plains and valleys. Raghunathji Temple, over looking the Nakki Lake with the beautiful image of Raghunathji. The famous Hindu Preacher Shri Ramanand constructed the temple in 14th century. Museum Ashok Vatika, Gandhi Park, Municipal Park, Terrace Garden etc. are some of the noteworthy spots to visit.

**Ranakpur** – Ranakpur, 90km away from Udaipur, is a beautiful sculptured temple lie in a tranquil valley of the Aravalis. The main Chaumukha Temple is dedicated to the Tirthankar Adinath has 29 halls
supported by 144 pillars, all distinctly carved. Neminath Temple, Parshavnath Temple and Sun Temple are also noteworthy.

(Ranakpur Temple)

6.  **Merwara – Marwar Circuit (Ajmer – Pushkar) -**

The Merwara – Marwar Circuit is the heart of Pilgrim activity in Rajasthan. Ajmer and Pushkar are the important pilgrim centres for tourists from all over India. Pushkar is internationally known for its annual camel fair held in November with a large number of foreign tourists visiting the fair every year. Other locations in the circuit, Merta and Nagaur are relatively less popular. The circuit falls in the Sambhar Plains. The tourists season is spread out evenly during the year although the tourist arrivals are very high during the annual Urs at Ajmer and the Pushkar Fair.

**Ajmer** – Ajmer, the city that is surrounded by the Aravali hills nurtured the growth of many dynasties was established in the 7th century A.D. by Raja Aaji Pal Chauhan. The most famous of them was Prithviraj Chauhan, the last Hindu ruler of Delhi whose tales of valor is far famed. Ajmer is also closely associated with the famous
**Dargah Sharif**, the mausoleum chishti and draws copious pilgrims every year during the annual pilgrimage Urs Ajmer Sharif. Other places of interest are the *Adhai-din-ka-Jhonpra*, famous for its ornate calligraphic inscriptions and intricate trelliswork. Ornate mughal tombs and the Anasagar Lake, and Taragarh Fort was the city of the military activity during mughal period later used as a sanatorium by British and Nasia (Digambar Jain Temple) other places worth visiting.

![Dargah Sharif, Ajmer](image)

*(Dargah Sharif, Ajmer)*

**Pushkar** – The small town of pushkar located just 14km away from Ajmer is one of the feted pilgrimage places for the Hindus with 500 Temples and 52 Ghats. The picturesque town snuggled in the laps of the Aravali hills houses the mythical Pushkar Lake where all pilgrims yearn to take religious dip and the only Brahma Temple in the world where the creator of the universe is worshipped. The other famous temples are Savitri Temple, Mahadeva Temple and so on. Above all Pushkar is most famous for holding the world’s biggest
annual cattle fair. The serene and spiritual ambience of Pushkar is interrupted only during this time when the place bursts with activity.

**Merta** – The historical town of Merta was founded by Rao Duda and has a lake called Dudadagar named after him. The fortified town houses the famed Charbhuja Temple that is associated with the renowned saint poetess Meera Bai. Thousand of pilgrims flock to this temple every year. There is another muslim shrine constructed by the mughal ruler Aurangzeb on the ruinations of a Shiva Temple.

**Nagaur** – Nagaur was under the mughal dominion for some time and hence the muslim influence is very prominent in the place with a large number of forts, monuments and palaces built in mughal architectural style. These exquisitely beautiful palaces including the Moti Mahal, Badal Mahal and Hawa Mahal and shrines were raised mostly by Akbar and Sahajahan. Nagaur has an individual rustic charm. The significant place of interest is the Nagaur Fort. A big cattle fair is also held here, however, it as not as grand as Pushkar.

7. **Brij-Mewat Circuit (Alwar – Sariska – Bharatpur – Sawai Madhopur)** -

The Brij-Mewat Circuit is very popular with wild life enthusiasts. The region also has a fair share of places of historic and archaeological importance. The circuit covers locations bordering Delhi, Uttar Pradesh and Madhya Pradesh and includes Alwar, Sariska, Deeg-Bharatpur, Karauli, and Sawai Madhopur.

The circuit is nestled between cluster of small hills of the Aravali range. The southern and eastern part of the circuit bordering Uttar Pradesh, has large areas under wetlands, locally called as Orans. The tourists arrivals at these locations are the maximum during the winter months from October to February.
Alwar – This city is a major tourist attraction with stunning edifices like the Nehru Park, the City Palace housing a museum, Bala Quila and Moosi Maharani Ki Chhatri, the impressive red sand stone and white marble centotaph erected in the memory of the mistress of the king of Alwar – Bhaktawar Singh. There are also some other tombs renowned for their architecture such as the tomb of Fateh Jung (1647-AD) and the tomb of Tarang Sultan. At a stone throw distance from the city lie the Vijay Mandir and the lovely Jaisamand Lake. Vinay Vilas Palace, Vijay Mandir Palace and Moti Doongri are other places that the tourists love to visit.

(Moosi Maharani Ki Chhatri, Alwar)
Bharatpur – The city founded by Maharaja Suraj Mal in 1733 AD is dotted with colossal fortresses and majestic palaces. Previously the city was under the dominion of the jats and hence edifices like Kumher Fort and Wiir Fort with jat architectural style are found in the city. The most important structure is the Lohargarh Fort (built of iron) and houses the three palaces namely Kishori Mahal, Mahal Khas and Kothi Khas.

Bharatpur has also become far famed for its Keoladeo Ghana National Park, one of illustrious bird sanctuaries in Asia. The sanctuary houses about 400 varied species of birds from Afghanistan, Greyleg Geese from Siberia. Siberian cranes from the arctic and bare headed Geese from China.

Sawai Madhopur – The city was previously known as Madhopur, when the ruler Raja Jai Singh was conferred with the title of Sawai by the Mughal Emperor Aurangazeb. This city is famous for the Ranthambore Tiger Reserve that houses the Ranthambore National Park. Here tigers can be seen lounging in their natural Habitat. Another place of great importance is the Ganesh Temple. Ranthambore Fort where the Ganesh Chaturthi is organized.

Deeg – The summer resort of the rulers of Bharatpur, it is known for its jat architecture and for the coloured fountains and pleasure pavilions that are contained within a fortified environment.

8. Shekhawati Circuit (Sikar-Mandawa–Jhunjhunu) -

The Shekhawati region in Rajasthan is known for its fresco painted havelis built by the former rich merchants of the region. The Shekhawati regions is popularly called the ‘Open Art Gallery’ of Rajasthan. This region includes numerous small towns like Mandawa, Nawalgarh, Sikar, Jhunjhunu, Fatehpur, Churu, Mukandgarh, Dundlod, Chirawa etc. each having their share of such beautiful havelis.
The circuit attracts primarily the foreign tourists arriving into the state. The region also serves as the gateway for tourists arriving from Delhi and moving towards Bikaner in the Desert Circuit. The tourists season extends from September to March.

9. **Hadoti Circuit (Bundi-Kota-Jhalawar)** -

   The Hadoti Circuit is amongst the least explored regions of Rajasthan. This circuit includes the districts of Bundi, Kota, Jhalawar. places of tourist interest in the adjoining Baran district are also covered as a part of this circuit. The Hadoti region falls in the Harawati Plains, which is interspersed with the Bundi Hills and Kota Plateau. The region has beautiful hills, valleys and lakes, which form a picturesque countryside. The tourist season in the region extends from September to March.

   **Bundi** – Bundi is a small town with the backdrop of the Aravali hills has a rustic setting. Bundi is renowned for its baolis meaning waterworks or step wells havelis, temples and chhatries with carved pillars. The palaces beautified with murals, the impressive forts and the
monuments speak about the cultural past of the city. The places of interest in Bundi are the Bundi Palace, Chitrashala, Ratan Daulat, Sukh Mahal and eighty four Pillared Cenotaph.

Near the Bundi palace is the Nawal Sagar the artificial lake that houses a shrine is dedicated to Varun. The Aryan god of water is located the centre. The Raniji Ki Baoli, Nagar Sagar, Dhabhai Kund, Bhora Ji Ka Kund, Kshar Bagh and Phool Sagar are other major tourist attractions.

( Bundi Palace)

Jhalawar – The town of Jhalawar is known as the land of Jhalas has a large number of temple, old monuments and Buddhist caves. Earlier it was a portion of the city of Kota and later in 1838 it was separated and became an individual city. The Jhalawar Fort built by Maharaja Madan Singh in 1838 is worth visiting. Jhalawar also houses the Bhawani Natya Shala which is one of the finest opera houses in India. It was established by Maharaja Bhawani Singh in 1921 and used to host Parsi plays and music at that time.
Kota – The city houses imperial palaces and forts and has a kind of medieval grandeur. Kota’s history is steeped in blood sheds and wars as huge battles for supremacy were fought between the Rajput chieftains and the Mughal emperors to gain the control of Bundi and Ajmer. Maharao Madho Singh Museum, Kishore Sagar, Jay Mandir, Chambal Garden, Haveli of Devtaji, Kansua Temple and Taragarh Fort are the places of interest in Kota.
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