CONTENTS

CHAPTER 1 INTRODUCTION

1.1 INTRODUCTION 1
1.2 DEFINITION OF TOURISM 2
1.3 GLOBAL SCENARIO OF TOURISM INDUSTRY 6
1.4 STATUS OF TOURISM INDUSTRY IN INDIA 8
1.5 STUDY AREA 9
1.6 BARRIERS TO GROWTH OF TOURISM INDUSTRY 12
1.7 LITERATURE REVIEW 15
   A. Geography and Tourism 16
   B. Tourism and the Economy 25
   C. Problems of Informal sector, Seasonality and Employment of this industry 29
   D. Heritage, Handicrafts and the Craftsperson 31
   E. Various published reports of government of India, UNWTO, ESCAP and WTTC 35
1.8 EMERGING ISSUES FROM THE LITERATURE REVIEW 35
1.9 SIGNIFICANCE OF THE STUDY 38
1.10 OBJECTIVES OF THE STUDY 39
1.11 RESEARCH QUESTIONS 40
1.12 DATA BASE 41
   (a) SECONDARY DATA SOURCE: 41
   (b) THE PRIMARY SURVEY 42
1.13 METHODOLOGY 46
1.14 PROBLEMS AND LIMITATIONS DURING THE STUDY 51

Chapter 2 ECONOMIC ASPECTS OF TOURISM DEVELOPMENT 53

2.1 INCREASING IMPORTANCE OF THE SERVICE SECTOR IN THE INDIAN ECONOMY 55
2.2 TOURISM AND FOREIGN EXCHANGE EARNINGS 66
2.3 TOURIST ARRIVALS AND FORECASTS FOR INDIA 72
2.4 POSITION OF RAJASTHAN IN INDIAN ECONOMY 78
2.5 CHANGING ROLES OF DIFFERENT SECTORS IN STATE GDP 80
2.6 EXPENDITURE BY THE STATE GOVERNMENT ON TOURISM INDUSTRY 85
2.7 INFRASTRUCTURAL FACILITIES FOR THE TOURISTS 91
2.8 ASSESSMENT OF INDIRECT OR BASIC INFRASTRUCTURE AND UTILITIES 97
2.9 IMPACT OF TOURISM ON THE ECONOMY OF THE DESTINATION VISITED 99
2.10 CONCLUSION 108

CHAPTER 3 TOURISM IN THE STUDY AREA 111

3.1 HISTORY 113
3.2 TOURISM IN RAJASTHAN 116
3.2 (I) TOURIST DESTINATIONS IN RAJASTHAN 117
3.2 (II) GEOGRAPHICAL PERSONALITY OF THE STUDY AREA 119
3.2 (III) TOURIST ARRIVALS IN RAJASTHAN 122
3.3 THE CHARACTERISTIC FEATURES OF THE DESTINATIONS 131
CHAPTER 4  PATTERN OF EXPENDITURE BY TOURISTS AT THE DESTINATION

4.1 WEIGHING THE PROS AND CONS OF TOURISM-BASED ECONOMIES
4.2 TOURIST'S SOURCE OF INFORMATION ABOUT THE DESTINATIONS
4.3 EXPENDITURE ON THE PURCHASE OF HANDICRAFTS BY THE TOURISTS IN THE STUDY AREA
4.4 COMPARISON OF THE PURCHASE OF HANDICRAFTS BY THE INDIAN AND FOREIGN TOURISTS
4.5 ACQUISITION OF THE HANDICRAFTS BY TOURISTS AT ALL THE THREE DESTINATIONS
4.6 UNACCOUNTABILITY OF THE HANDICRAFT MERCHANTS AND THE TOURIST'S RESPONSE
4.7 EXPENDITURE PATTERN OF THE TOURISTS AT VARIOUS DESTINATIONS
4.8 EVALUATION OF BASIC AMENITIES AT THE DESTINATIONS BY THE TOURISTS AND THE PROBLEMS FACED BY THEM
4.9 CONCLUSION

CHAPTER 5  IMPACT OF TOURISM ON HANDICRAFT INDUSTRY

5.1 INTRODUCTION
5.2 DEFINING 'HANDICRAFTS'
5.3 IMPORTANCE OF THE HANDICRAFT SECTOR IN INDIAN ECONOMY
5.4 HANDICRAFT UNITS AT THE THREE DESTINATIONS
5.5 IMPACT OF THE LOCATION OF THE UNIT ON THE OTHER INDICATORS OF DEVELOPMENT OF HANDICRAFT INDUSTRY AT THE THREE DESTINATIONS
5.5 (i) LOCATION OF THE UNIT AND THE TOURIST ARRIVALS
5.5 (ii) IMPACT OF LOCATION ON THE INCOME OF THE ARTISAN
5.5 (iii) IMPACT OF LOCATION ON THE MARKETING STRATEGY
5.5 (iv) IMPACT OF LOCATION ON THE TECHNOLOGICAL INNOVATION
5.6 IMPACT OF TOURISM ON THE HANDICRAFT INDUSTRY
5.6 (i) IMPACT OF TOURISM ON THE INCOME OF THE ARTISAN
5.6 (ii) IMPACT OF TOURISM ON THE VARIOUS HANDICRAFTS
5.6 (iii) IMPACT OF TOURISM ON THE VARIOUS TECHNOLOGICAL ADVANCEMENTS IN HANDICRAFT INDUSTRY
5.6 (IV) INTER-RELATIONSHIPS BETWEEN THE HANDICRAFTS SHOPKEEPERS AND THE TOURISTS
5.7 PROBLEMS FACED BY THE CRAFTS PEOPLE
5.8 CONCLUSION

CHAPTER 6  SUMMARY AND CONCLUSION

6.1 SUMMARY OF THE RESEARCH
6.2 CONCLUSION
6.3 POLICY PERSPECTIVE
<table>
<thead>
<tr>
<th>APPENDIX</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>TYPES OF TOURISM OFFERED BY THE STUDY AREA</td>
<td>288</td>
</tr>
<tr>
<td>II</td>
<td>TOURIST ATTRACTIONS OF THE JAISALMER DISTRICT</td>
<td>290</td>
</tr>
<tr>
<td>III</td>
<td>TOURIST ATTRACTION SITES AT BIKANER</td>
<td>298</td>
</tr>
<tr>
<td>IV</td>
<td>TOURIST ATTRACTIONS AT JODHPUR</td>
<td>306</td>
</tr>
<tr>
<td>V</td>
<td>CHI-SQUARE TESTS</td>
<td>311</td>
</tr>
<tr>
<td>VI</td>
<td>LOGIT ESTIMATES FOR THE HANDICRAFT INDUSTRY AND THE TOURIST ARRIVALS</td>
<td>312</td>
</tr>
</tbody>
</table>

**BIBLIOGRAPHY** 313