CHAPTER 1

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Tourism is a leisure activity, which involves the use of time and money; and recreation is often the main purpose for participation in tourism. Tourism in its simplest definition means “Traveling for pleasure”. The early history of tourism is the story of development of the mobility of man\(^1\). Due to absence of roads or other transport facilities, travel had to be the hard way and this led slowly to the development of land routes, as also river and sea navigation. As civilization developed, conscious travel in order to explore and see the world began. ‘Travelers from distant lands started moving about in large numbers and visited many places for the purpose of commerce\(^2\). In ancient Greece, there are evidences of considerable tourist traffic, particularly for the Olympic Games and others festivals. Tourist traffic was greatly encouraged under the Roman Empire, because of excellent surface transportation system. ‘Romans probably were the first pleasure travelers\(^3\). Travel received a great stimulus from the good communication system and security provided by the Roman Empire. The fall of the Roman Empire in the 5th century was a great set back for pleasure.

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\(^3\) Seth P.N. (1978), “Tourism in India”, Lustre Press, pp. 72-75
travel in Europe. Also with the decay of the Roman Empire came a sharp decline in trade and commerce.

Travel for religious purposes assumed a significant importance during the middle ages. The Renaissance marked the next important stage in the history of travel. However the introduction of annual holiday was another important landmark which encouraged many people to undertake travel in large numbers during the 18th century. Thus, ‘18th century became the great age of travel’4. But until the First World War (1914-18), travel was still the privilege of a small segment of society. One of the early sociologists, Thorustin Veble, called it the ‘leisure class’ in his classic work, “Theory of the leisure class”, published in 1999. Probably, this was the 1st time that leisure was linked with propensity to travel. The 1st world war kept the people cabined and confined for four years. As a section, there was an outburst of travel in interwar years. ‘This was the beginning of travel for pleasure and of the transformation of travel into tourism’5. The concept of modern tourism came into being in the second half of the 19th century hand in hand with the development of industrialized societies of West Europe and North America. ‘Development of industrialized societies was a direct result of industrial revolution in the west’6. The most significant development of the 20th century tourism has been the growth in air travel since 1930 and the post 1989 era brought in improved, larger and faster flying machines covering not only the trans Atlantic routes, but biggest step forward in the growth of the “World Tourism”.

4 Bhatia A.K., op cit., p.5.
6 Bhatia A.K., op cit, p.48.
1.2 DEFINITION OF TOURISM

In the 17th and early 18th centuries, the English, the Germans and others traveling on a grand tour of the continent, came to be known as tourists. The earliest reference appears in the ‘Anecdotes of English language’ by Pegge (c.1800) as ‘a traveler is nowadays called a tourist’. One of the earliest definitions was offered by F.W. Ogilire in 1933, who reckoned tourists as ‘all persons who satisfy two conditions – I). They are away from home for any period less than a year and II) – while they are away they spend in the place they visit, without earning there.

The statistical Experts Committee of the League of Nations in 1937 identified classes and categories of travellers who could be designated as tourists and others who could not be. They include travellers for (a) pleasure and (b) business (also family meetings, missions etc) for more than 24 hours stay. This categorisation for statistics was accepted by the international union of official travel organisations (IUOTO), in 1947 and then by the United Nations. The word “TOURISM” is related to ‘TOUR’, which may be defined ‘as a structured visit of a site, or area such as a city, region or a country/countries designed to provide sightseeing, educational or other experiences’. It is derived from a Latin word “TORNOS”, which means a tool for describing a circle or turners wheel. This is a word of compass or rather a pin at the end of the stretched string, which used to describe a circle. It is from this word “Tornos” that the notion of a “round tour” or a “package tour” has come which is very

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much of the essence of tourism. ‘It was as late as 1643 that the term was first used in the sense of going round or traveling from places to places around an excursion, a journey embracing the principal places of a country or a region’. In Europe, the first attempt to consider tourism as a phenomenon was made in 1880. However according to Swiss Prof. Hunziker and Krapf ‘Tourism is the sum of the phenomenon and relationship arising from travel and stay of nonresidents in so far as do not lead to permanent residence and are not connected with any earning activity’.

A very positive aspect of this definition is that it clearly distinguishes Tourism from migration. It mentions that movement shouldn’t be followed by permanent settlement which happens in migration. Since 50’s tourism as an activity, a process and industry has been receiving more and more attention in different parts of the world. Most of the researchers viewed tourism from the economic point of view as a spending process. But moreover it is a representative of the visitor’s culture and way of life which will interact with that of the host country. A pure economic perspective may not be the role consideration as the process has got socio-cultural and political connotations.

Australian author Neil Leiper (1979) giving the description of “tourism as a system” has said – ‘the elements of the system are tourists generating regions, transit routes destination regions and a tourist industry’. This definition has also been adopted by the International Association of Scientific Experts in Tourism (AIEST).

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The definitions proposed by Cohen (1974) and Robinson (1978) cover mostly the conceptual spectrum of tourist experiences. Even though they define tourism within the purview of their field of enquiry, both agree on its main features. Cohen’s ‘tourist role’ incorporates several elements found in other definitions but also adds many other characteristics in order to express the concept more clearly. He defines that a ‘tourist’ is a voluntary, temporary, traveler, traveling in the expectation of pleasure from novelty and change experienced on a relatively long and non-recurrent round trip. According to Robinson ‘tourism include spatial interaction arising out of temporary movement of a people to a destination away from residence, non-economic activities undertaken at the destination and facilities created to cater to the needs of the tourists’.

The World Tourism Organization defines tourist as a person who travels to a country other than in which he resides normally for a period of at least one night, but not more than one year and his main purpose of visit is other than the exercise of an activity remunerated from within the country visited. WTTC (World Travel and Tourism Council) defines tourism as “short term travel for any purpose other than immigration”. Till date there is no definition which encompasses all the actors of this activity. The visitors, who do not stay for one night at a particular destination, are considered as recreationist and not as the tourists. However they play an important role in the economic activity generated by their arrival. Dictionaries, for example, commonly explain a ‘tourist’ as people undertaking a tour—a circular trip that is usually made for

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10 UN Conference on International Travel and Tourism, Rome, (1963), as quoted in Bhatia, A. K. opcite, pp 98
business, pleasure or education, at the end of which one returns to the starting point, normally the home. Stephen Williams (1998) ‘Tourism, is habitually viewed as a composite concept involving not just the temporary movement of people to destinations that are removed from their normal place of residence but, in addition, the organisation and conduct of their activities and of the facilities and services that are necessary for meeting their needs’. Simple statements of this character are actually quite effective in drawing attention to the core elements that distinguish tourism as an area of activity:

Man has been a wanderer. Early man traveled to hunt for food, which would have been restricted once it started cultivating. But it was the wander lust that carried man to places. People travel for a variety of reasons: for meeting friends, sightseeing education, pilgrimage, business, employment, etc. The number of people traveling has increased rapidly, due to the great advanced transport system over the last century. Besides the improved advances in transport system, increased standard of living lesser working hours and longer paid holidays have also facilitated people to travel. Tourism is an intersection of recreation and travel. Outdoor recreation involves traveling which may be shorter or longer. When the traveling is so long that a person leaves his normal place to spend his free time leisurely, such outdoor recreation becomes tourism.

1.3 GLOBAL SCENARIO OF TOURISM INDUSTRY

Internationally, tourism occupies a very important place in the economies of several countries. Today it enjoys the status of an industry in India too. Governments all over the world are competing with each other in selling
‘tourism and travel’ concept, its history, culture, sunshine, snow and sands to people.

At the threshold of the new millennium, tourism has emerged as the biggest industry of the future. The growth of international tourism was slow in the first part of the century, rapid in the later part and phenomenal since 1980s. In 1950, the total arrival was only 25 million generating receipts of $2.1 billion. The absolute number of arrivals multiplied two and a half times between 1960 and 1970 and thereafter it has almost doubled every decade. The receipts from tourism industry have grown even faster: $18 billion in 1970 increase to $105 billion in 1980 and $476 billion in 2002. International tourist arrival reached 699 million in 2000 almost 50 million more than in 1999. It is the world’s largest industry, which is forecasted to grow 4 percent annually till 2010. Thus today it is well known that as a contributor to the global economy tourism has no equal. Equally well known are the figures quoted by the World Tourism and Travel Council (WTTC) and John Naisbitt in his book “Global Paradox” which states, Tourism generates 4,494 billion dollars in economic activity and contributes about 11.6 % to the global GDP. It employs 10.6% of the global workforce and generates tax revenues of $655 billion. It is the largest industry with $3.4 trillion gross output that accounts for 10.9 percent of all consumers spending and 10.7 % of the capital investment in the world.

In spite of this growth the total arrival of tourists represents only about 7% of the potential and capable travelers of the world’s population. Therefore, the future growth potentials are phenomenal. John Naisbitt has considered telecommunication revolution to be the largest single influence in the future
and travel and tourism to be the biggest industry of the 21st century. Bill Gates has mentioned tourism as one of the three sectors to merit priority attention in the future. According to WTO and WTTC by 2020, there will be 1.6 billion international tourist arrivals worldwide and they will be spending about $2000 billion. The sustained annual average growth rate in tourism will be 4.3% in arrivals and 6.7% in receipts—which is far above the probable expansion of the world's wealth, which will be growing only at about 3% per annum. What is heartening about this industry is the fact, 'despite a number of conflicts all over the world, in last 50 years, it has never seen a single year of decline' (Bezbaruah, 1999).

1.4 STATUS OF TOURISM INDUSTRY IN INDIA

In India, the industry has largely remained ignored, performing well below its potential, despite the fact that India has a unique heritage and culture and capability of tourist attractions. It can be said that in this field India has been a sleeping giant. Tourism economy in India accounts for 5.6% of the GDP, supports 5.8% of the total employment in the country and contributes to 10.8% of the total exports from the country. With just 2.4 million arrivals India accounted for only 0.4% of the world tourist arrivals in the year 2005. In spite of the fact that there are some of the most exquisite sites some of the best monuments to see it ranks 43rd in the world. Small countries like France, Mauritius, Poland are way ahead of India (Rajuvedi, P.V., 2002).

WTTC has identified India as one of the world's foremost tourist growth centers in the coming decade. After Turkey India is expected to achieve the fastest rate of growth of tourism industry and the total amount of economic
activity is likely to be generated by travel and tourism, at the rate of 9.7% over the next 10 years. The growth in employment and in ‘visitor exports’ or spending by international tourists, is likely to be the fastest in India at 14.3% per annum over the next decade (10th Five Year Plan, Tourism, 2003).

1.5 STUDY AREA

Rajasthan, because of its rich historical, cultural and environmental heritage, coupled with various fairs and festivals has become a favorite destination for tourists from all over the world. Statistics of tourist arrival reveals that one out of every three tourists in India visits Rajasthan. 60% of the total area of the state is part of the Thar Desert i.e. 2.08 lakh sq km area of the country. The scarcity of water, lack of industries and an underdeveloped backward economy are the characteristic features of this area. But since past two decades tourist arrival and the development of tourist industry in these regions has become a major source of income for the native population. On an average foreign tourist spends Rs 1,500 per day and domestic tourist Rs 750 per day. The total spending by all the tourists visiting the state exceeds Rs 2000 crore per annum. Every rupee spent by a tourist generates revenues of 13 rupees and every hotel room generates direct employment to three persons and indirectly to eight persons (Tourism Policy, Rajasthan, 2001). Rajasthan with an area of 3.42 lakhs sq km is the largest state of the country and lies within the tropical zone. It occupies 10.43% of the total land area of the country. About 2/3 of the land area of the state is covered by Thar Desert. 12 districts to the west and North West of Aravallis, encompassing about 60% of the
total area of Rajasthan come under this desert. A micro level study was conducted at Bikaner, Jaisalmer and Jodhpur. Jaisalmer’s charm lies in the vast stretch of unending sand dunes. Jodhpur represents rich cultural heritage and Bikaner is the exact representation of the rural life in the midst of the desert. And together the three of them represent the famous ‘desert triangle’ on the world tourist map.

To attract a tourist once is easy for a state like Rajasthan, but what is important is according to Pt. J.L. Nehru “welcome a Tourist and send back a friend”, i.e., to provide such an environment to a tourist, that he comes back again and again. For this it is very important to lay emphasis on proper management and marketing of tourist destinations. As now a days, the growth of tourism does not only mean, how many tourists are coming to visit a spot, rather tourists are more concerned with the environmental quality of destination, value for their money and better customer service. For the success of tourism industry, it must be sustainable, economically, socially and environmentally and to be sustainable it must be carefully planned and managed.

“Tourism could contribute to poverty alleviation through job creation and productive employment by offering labour-incentive jobs and small-scale business opportunities that generally employ a high proportion and unemployed youth. Tax revenue generated could be used to improve education, health and infrastructure development all of which are important for poverty alleviation”. (ESCAP Tourism Review No. 25).

The tourists arriving to visit the desert triangle, not only generate demand for the infrastructural facilities but for the local products like the handicrafts as
well. The demand for such indigenous products creates employment opportunities in the rural areas. Although there is a huge debate taking place on the nature of jobs generated by the tourism industry for the indigenous population, still there is no doubt about its ability to create employment even in the remote areas.

There has been substantial increase in the export of handicrafts from India as well as from Rajasthan especially Jodhpur since nineties. Incoming foreign tourists generate demand for the local handicraft internationally. Exports of handicrafts increased from 6457.89 crores in 1997-98 to Rs 15616.32 crore (Prvisional) during 2004-05. The growth in employment in the handicraft sector has also been phenomenal. It increased from 52.92 lakh jobs in 1997-98 to 63.81 lakh jobs in 2004-05.\textsuperscript{11} As per the estimates of the National Sample Survey (NSSO) and National Council for Applied Economic Research (NCAER) survey and other studies on the unorganized sector reveals that the annual growth rate of employment (both direct and indirect) in the handicraft sector is around 2.5%.

1.6 BARRIERS TO GROWTH OF TOURISM INDUSTRY

Many of the problems associated with modern tourism are not necessarily the fault of tourists or tourism per se, but more the result of poor planning and a haphazard approach to development and management. Sometimes several steps are taken to develop tourism in a destination area, without any real thoughts given to the long-term consequence or potential negative impacts. Success was measured simply in terms of how many people a place could attract and how

\textsuperscript{11} Annual Report 2005-06, Chapter 1, Highlights, Ministry of Textiles, Government of India
much those visitors would spend in their area. Today this is considered naïve and potentially counter productive. Tourism is an agent of change and it is only through planning that the limits of change acceptable to a community can be recognized. (Kery Godfry and Jackie Clarke).

There are several factors that are responsible for the inadequate growth of the tourism sector in spite of the potential being manifold. Most important being absence of consensus on role of tourism leading to lack of infrastructural facilities and relatively low levels of investment. According to WTTC, India is one of the lowest spenders on tourism- 153rd out of 160 countries. The other major problem with the tourist industry is the low utilization of modern marketing and publicity tools (10th Plan).

Apart from these one of the impediments to the growth of tourism in western Rajasthan has been the lack of awareness about the benefits that it can bestow upon the host population. Unless the host population, both in the rural and urban areas, is supportive to tourism it cannot become a vibrant economic force. Good means of transportation in all three fields i.e. roadways, railways and the airways, is most important for the development of the tourism industry. Not even a single international airport is present in Rajasthan, besides the connectivity of different tourist spots with each other as well as with central city like Delhi is not available. All the three destinations the state were lacking trained and experienced guides, tourist information centers are very less in number, the government has still not succeeded in ensuring the facility of currency exchange, reservation of rail, road and air tickets, booking of safari and Hotels for the foreign tourists at the main reception halls of major tourist
destinations. Indian airlines has 5.3 million international seat capacity against the required 10 million, 9.79 million international airports and passenger handling capacity as against 19 million, 10 million domestic air seat capacity as against the requirement of 18 million: 65,000 hotel rooms as against 1,30,000 required (Bharadwaj B. 1999).

The economy of the country is still a developing economy. Thus the major part of the budget allocation goes to the developmental sector like the education, sanitation and health etc. Tourism industry comes after the allocation to the basic necessities of the people is taken care of. No doubt the investment in Tourism industry brings in maximum output in terms of revenue, but since we are still in the developing stage and there is a very high degree of variation in the economic status of the population this difficulty will continue.

Irregularity in the power supply and lack of consumer facilities is also a major hazard for the tourist industry. Due to the inability of the state government in providing adequate facility and proper information to the tourists, the industry has suffered a setback as in February 2002. Tourism statistics showed that earlier one out of every 3 tourists used to visit Rajasthan, this number came down to one out of every 4 tourists. The concept of rural tourism is also facing the challenges of cultural pollution. Thus result oriented and long term sustainable planning and policy implementation is the need of the hour. The complexity of litter and increasing garbage near the tourist spots is a serious challenge. This not only hinders the tourist attraction but also becomes a host of several health problems.
Inspite of the availability of data on the impact of tourism on the handicraft exports of the country, there has been no scheme to inter-link the two, for the rural development. Proper channels should be developed so that the artisans can approach the tourists themselves without the help of the mediators.

1.7 LITERATURE REVIEW

Tourism is an important aspect of our economic, social, and cultural life. In fact tourism as an industry has come to occupy a prime place in the policies of the state as well as national government. It is a comprehensive term, which includes history, art, culture, topography, crafts, infrastructure, catering and economy. Each branch has its specialties and several scholars have done research in different branches of all these subjects. However, literature on modern tourism started being published in the last quarter of 19th century. These works were very much descriptive, statistical measurements started only in the 20th century.

In India most of the ancient literature is in the form of pilgrimage undertaken during early age. Modern tourism started in 1960s. As for the tourism studies mainly two types of literature are available. One includes the published books and articles, which are largely descriptive (dealing with one or the other key issues). Second consists of the booklets of tourism promoters and the government reports. Such reports give information mainly about the foreign tourists, either at the national or regional level; although tourism has been given the status of industry it is still the initial stages of development. There are hardly any reports of the Government of India in the field of tourism studies apart from one ‘Tourism Statistics’ published by the Government of India. To
get information about the status of tourism industry in India we have to depend
mainly upon the publications of the United Nations. As a result we are far
behind when compared to tourism studies and literature of other countries.

Nevertheless, various published literature, which helped to develop the
framework of study, has been reviewed here. The article and the books
available broadly dealt in the perspective of these headings:

A. Geography and Tourism

B. Tourism and the Economy

C. Problems of Informal sector, Seasonality and Employment of this industry

D. Heritage, Handicrafts and the Craftsperson

E. Various published reports of government of India, UNWTO, ESCAP and
   WTTC

A. Geography and Tourism

One of the earliest geographers to have worked on tourism was Mc Murray
(1930). He saw tourism as a distinct & significant form of land use. The other
was the French geographer Meige (1933). By providing a discussion of
Tourism of Savoy he provided a base for regional studies. According to him
tourism has twofold interest for geographers i.e. it involved movement of
people and also constitutes a regional resource. After him it was Jones (1993)
who observed that tourism modifies the existing landscape and gives rise to
new urban forms.
Importance of tourism grew substantially after World War II as this was one sector on which many economies could rely to fill the dollar gap. Hence during this period different governments published a number of statistical reports. One such report was published by British Travel Association (1948) in which future plans of the tourism industry were discussed. Waugh (1956) has suggested conducting sample surveys at the tourist sites. The National Atlas Organization, Calcutta published a comprehensive tourist Attar in 1960. In the same year a seminar was held at Madras on impact of tourism on national integration. Papers read out here covered various aspects of tourism promotion in India, infrastructural facilities, handicrafts trade & folk arts. These articles lacked empirical approach and were mainly descriptive.

However an important work of Mishra (1980) has dealt with the development of tourism in a spatial perspective. Alister Mathieson & Geoffrey Wall (1982) have discussed the economic social & physical impacts of tourism. The book has been divided into three chapters; the economic chapter explains tourism in terms of balance of payments, employment & income. The physical chapter is concerned with the effects of tourism on the natural and the man made environments; the social chapter looks at the effects of tourism on traditional life styles and change in the cultural heritage. They've supported their arguments with the help of examples from developed and developing countries.

Gareth Shaw and Allan M. Williams (1994) have focused on the critical issues related to the development of tourist industry. They have highlighted the inter relationship between the production and consumption of tourism, and the ways in which the tourism affects the human and physical environments. They've analysed the important features of tourism and leisure industries and
then placed them in the context of changing social, economic and political structures and behavior. Abbaris’s (1997) book is mainly concerned with the geographical aspect of tourism. The author in the beginning has dealt with the emergence of tourism as phenomena among the masses and then has described the geographical components of tourism, as landscape, location, climate, human life and culture. He has also briefly discussed the role of transportation in tourism development. In the end he has dealt with the tourism in India and detailed with the tourisms in India and detailed description of its physiography has been given for the tourists.

Jagmohan Negi (1995) has lucidly explained the concepts of tourism travel & tourist. A brief account of history of tourism has been given dating back to the Greko Roman period. Vivek Sharma (1992) has covered the concept of tourism in India, it historical growth & the present scenario of tourism in the country. Vikas Priya Rajuvedi (2002) in his article has compared the status of tourist industry in India with the global scenario. Prem Subramanium (2003) has highlighted the various lacunas prevailing in the hospitality of Indian tourist industry. M.P. Bezbaruah (1999) has dealt with the historical background of tourism in India, discussed the various prospects & challenges in front of the tourist industry. He has also suggested an outline of the action plan which should be followed for the sustainable long term development of tourism in India. Similarly S. Dharmarajan (1999) has shown his concern for India not being able to exploit its full potential in this field.

Practically, how geography of a place can attract the tourists in that area has been explained by the book ‘Intermediate Leisure and Tourism’ published by CTAD. It provides an excellent insight into the leisure recreation & tourism
industries. It clearly differentiates as well as exhibits the connecting links between the three components of the tourism industry.

David T Herbert (1995) has edited the book “Heritage Tourism & Society”. Heritage tourism is a new concept, which developed recently in 20th century. It takes account of wide range of sensitive aspects such as conservation, heritage tourism as a threat on the basis of its accountability and also as a resource.

Although heritage is a new concept in tourism, but ever since ages it has been a medium of social & cultural development in the country R.A. Padmanabha Rao (1999) has suggested in his article that, India should strengthen her marketing and promotional efforts to attract a large share of traffic. R. Seth (1999) has expressed his concern on India’s backwardness on the global scale in the field of tourism. He gave seven causes for this backwardness and has suggested the overseas marketing and an urgent need for professionalism in this sector.

This is the time when government is introducing various policies to attract maximum tourists. Harjeet Ahluwalia (1999) draws attention towards the various steps taken by the U.P and West Bengal government to invite investment by the private sector. Baij Bharadwaj (1999) and S. Negi (1999) both have emphasized on the need of infrastructure development for the promotion of tourism industry. Facilities should be such that India becomes approachable to the tourists and to reduce tourist traffic at a few particular spots, Negi has said that it is a high time to redesign tourism packages and explore new areas. At the same time K Bharadwaj (1999) has drawn attention towards the potential of tourism development in the coastal regions & islands in Bay of Bengal & Arabian Sea.
H.V. Sharda Prasad (1999) has highlighted the various tourist spots of Karnataka and its potential for developing tourism. Similar work was done by Ravinder Singh (1999) who has given his comments regarding the new tourism policy of UP government. He has also discussed the state’s major tourist spots. On the same track the main places of interest for tourists in Orissa are described by S.B. Mahapatra (1999). P.B. Bharthakur has focused his study on the socio economic development of the area by means of tourism. Development strategy in this area has to be consistent with the geographical features and the social behavior of the people together with the existing levels of infrastructure.

Volunteer Tourism is a new concept emerging slowly in today’s world. This kind of travel is pursued by “tourists, who volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspects of society or environment.” S. Wearing (2001, p1) The heart of this book lies in the experiences volunteer tourists had while participating in the Santa Elena rainforest Reserve Project in rural Costa Rica.

The significance of tourism in less developed countries continues to be a matter of contention as many nations seek to expand their industries in pursuit of economic rewards, but become vulnerable to adverse impacts while doing so. The Editor D. Harrison has assembled a varied and thought-provoking selection of papers to illustrate some key issues, providing new insights into the meanings of tourism & its implications for much of the developing world.

The underlying theme the book edited by R Voase (Nov.2001) is that tourism in Western European destinations is changing rapidly from ‘Old tourism’ to new tourism. The case studies discussed are very varied & cover
seven different countries. D. McLaren (1998) is very informative and clear, his book spells out problems which have arisen through the global expansion of the tourism industry particularly in the developing world.

Auliana Poon (1999) has analysed the major challenges faced by tourism today. The book demonstrates how companies in the industry can enhance their competitiveness in the market place.

Environmental issues after having been neglected for long in development programs, now hold an important place in the context of sustainable development. Besides having great economic importance the tourism also has its negative impacts. These have led tourism today towards eco-tourism. Giving the description of this new concept, David A. Fennell (1999) in his book has tried to explain the concept of eco-tourism. He has projected eco-tourism as a type of sustainable tourism, which would lead to the future development and management of tourism industry. He has also focused upon the role of government in the development of eco-tourism products and establishes relation between the sustainable development and tourism.

Himalayas is at present one of the main tourist destinations in South Asia. Thus Erwin Grotzbach (1996) was inclined to study tourism in the Himalayas and problems of further development. He has emphasized on the diversification of the tourism product and formulation of policies related to tourism management. Working on the same aspect Kaur (1996) has selected Badrinath as a study area and highlighted the religious -cum-recreational resources, accommodation facilities and has given an outline for the development of tourism.

Cohen (1993) in his article “Alternative Tourism: A Critique, has outlined the views of various scholars on the concept of alternative tourism.
Since mass tourism is considered to be polluting the native people’s life and lead to the cultural pollution. Hence alternative tourism comes into existence. However it has also been variously criticized on the basis of the exploitative nature of the modern industrial society on the third world.

Usha Bande (2002) has recognized the India’s potential as one of the seven mega biodiversity countries of the world. To maintain the ecology of the mountains it is very important to establish eco tourism as a developmental tool, which would lead to conservations and economic development of the region.

Looking down the last fifty years of experience, the concept of sustainability, conservation, Eco tourism hasn’t yet materialized on grounds. Jagmohan (2002) by citing the examples of Vaishno Devi shrine and Ajanta Ellora caves has proved that eco tourism can be a reality.

Santosh Yadav (2002) has discussed the various problems faced by eco-tourism in hilly areas and also its prospects. She has stressed that planning and development of tourism infrastructure in the mountainous region, its subsequent operation, and its marketing, should focus on environmental, social, cultural and economic sustainability criteria.

Andrew Holden (2002) has presented an introductory text about the relationship that exists between tourism, society and environment. The book proceeds to look at whether the concept of sustainability can be applied to tourism and provides a critique of the new forms of tourism that developed towards the end of 20th century. Planning for tourism is more of a socio-political process, not just a scientific / rational exercise. Fennel & Dowling (2003) have clearly explained the concept of eco-tourism and its policies. The edited book covers examples by addressing cases from various parts of the
world. F. Yianna (1998), have proposed indicators for the study of the sustainable tourism in the Mediterranean region.

Although several rather most of the aspects of tourism have been discussed but one field having its relevance is still to be discussed. Sudha Asokan (1999) diverts attention towards the Indian system of medicines & its tourism potential India having rich traditional systems of curing sever diseases through Ayurveda & Unani techniques. The basic concepts of Indian medicine bring people close to nature. Thus it is very important to promote & market this traditional art:

McCool, Moisey and Nickerson (2001), have discussed the issue of sustainability in tourism and tried to focus on the questions like ‘how to make tourism industry sustainable’. This study provides a tourism industry perspective on what items should be sustained and what indicators should be used to monitor for sustainability policies.

Literature, dealing with the geography of Rajasthan is also available. Modern Rajasthan- A Unique State of India by Bhalla (1996) deals with the geographical and cultural conditions as prevailed in the state. It provides a panorama view of the life of the people in all its facets. The UNWTO published the book ‘Sustainable Development of Tourism in Deserts: A Guide to Decision Makers’ (2006) it provides a vision of sustainable tourism that is specific to deserts, taking into account their special characteristics, their fragility, and their wealth of natural, human, and cultural resources-tangible and intangible, archaeological and historical.

Rajasthan was in the beginning fragmented into various princely states. The saga of its cultural unity and then its development into an integrated political entity has been described in the unique collection, edited by Sharma
1990 and Sharma 1966, prepared under the orders of the Government of Rajasthan. The book is in two volumes, the 1st volume deals with the Earliest times to 1316 A.D. and the IIInd volume is the description of period from 1300-1761 A.D. Sharma (1999) has explored various moods of the desert by means of excellent pictures. He has explored the history, physiographic, climate and culture of the Thar. The author has also given a brief description of the history of evolution of the Thar Desert. He has described in detail the physiography of the desert and the resulting settlements and life style of the people. He has also focused on the evolution of different cultures due to different geographical conditions within the Thar Desert.

Acharya (1980) in his book ‘Tourist Arrival: Regional Variation’ has dealt with the most important factors of the tourism i.e. the Tourists. He has dealt with the issues as what motivates the tourists to reach a particular destination. According to him, regional variation in the state plays an important role in attracting the tourists. Giving the example of various tourist spots and explaining its regional importance, the author has briefly explained how and what attracts a tourist to particular areas.

O.P. Sharma (2002) has outlined the various problems faced by the industry in the state. Giving an account of the various policies of government to develop this industry he has given the present scenario future prospects of tourism in Rajasthan. Kusum Mehta Priyadarshini (2002) have given the critical appraisal of the tourism policy of the state government; which is one of its kind in the country.
(B) Tourism and Economic Issues

Some early economic phenomenal studies in tourism were done by Branes (1933) and Ogilive (1933) Chestnut wood (1958) who studied the per Capita tourist spending. They compared and quantified it with national savings. In India the earliest attempts dealing with the economic aspect of tourism was the cost benefit study of tourism undertaken by the National Council of Applied Economic Research (1975). This study mainly dealt with four aspects:

(a) Cost-benefit analysis of investment in different classes of accommodation for the tourists.
(b) Cost benefits analysis of Kovalam Beach Resort.
(c) Importance of tourism in Jammu & Kashmir economy.
(d) Estimation of the contribution of tourism to the national economy of the country.

The belief that the tourism can bring in the economic development (Gray 1982, Dr Cho Vincent 2002, Kunal Chattopadhyay 2004) is supported by large number of economists and researchers. Among the various techniques to measure the economic impacts after input output method, Tourism Satallite Account method came into use. However this technique was considered to be very elaborate and required huge financial investment moreover it was not possible for a researcher to undertake this kind of research single handedly. According to the Travel & Tourism Satellite Account (TSA), this industry is based on a ‘demand-side’ concept of economic activity, because tourism does not produce or supply a homogeneous product or service like traditional industries. Its proponents like James Mak (2005); Heerschap et al.(2005); Delisle (1999); Meis (1999); Paci (1998); Nordstrom (1996), all consider it to
be a tool which will ensure that the tourism industry is not dismissed as a minor economic player in the global economy. Similarly Egon Smeral (2006) believe until now the impacts of tourism were underestimated because of the absence of the technique to measure it economically at regional, national and international level.

However as per Daniel Stynes (1994), value added method was the best technique to measure the economic impacts of tourism. Recent study conducted by Jasim Paes (2006), have helped in estimating the amount of employment generated by the arrival of one foreign tourist in the country. He has estimated that ‘one man-year of employment is created for about every three foreign tourist arrivals. Similarly, one man-year of employment is created for about every thirty eight domestic tourist.

Mary Fish and Chung Chow (1996) have tried to evaluate the real rupee impact on the growth in tourism expenditure in terms of exchange rates and India’s price indexes of the time period 1981-1990. Rajiv Dube (1996) has studied in detail the relevance of tourism in the regional economy of Madhya Pradesh. T.V. Singh & S. Singh (2000) has indicated that in spite of economic difficulties in South East Asia, Indian Tourism can achieve a better growth rate by means of the quality research of the environment in which tourism industry operates. Authors have considered finance as a major constraint in development of the tourist industry. They’ve stressed that the planning should be done on the cost-benefit ratio of tourism.

There is no specific economic model for the study of economic impacts of tourism. Therefore, various theories and techniques of economics are applied to the tourists and their expenditure pattern to study the impacts. Initially Input
output model was the most popular tool to analyse the economic impacts of the tourism industry.

However the tourism literature has acknowledged that when tourists are aware of the existence of the site then the decision to visit that site is generally a trade off between the cost and effort of undertaking the trip and the anticipated benefits of the experience (Tian, Crompton, and Witt 1996; Um and Crompton, 1992; Woodside and Lyonski 1989)

Mary Fish (1992) discusses the economic of tourism. To understand the complex interaction of tourism with other sectors of economy, the author has taken up some of the problems by assembling research experience of the tourism scholars from advanced societies and the ones undergoing transformation. Along with the economic aspect the non-economic aspects of tourism have also been discussed for the balanced development.

Laxminarayan (1995) in his book ‘Economy of Rajasthan’ provides detailed knowledge about the economic structure of the state. It has separately dealt with the various aspects of economy like power, industries, planning etc. The book clearly deals with the tourism industry of Rajasthan, its prospects, problems and status in the economy of the state.

Tourism and Hotel Industry are very important terms in the Indian economy. Sharma (1999) has analyzed the tourism and the hotel policy of Rajasthan by the empirical study. The book besides providing a theoretical discussion of the subject also dwells on the administrative organization, both at the central and the state levels.
D. Tyler, Guerrier and M. Robertson (1998) have edited the book, which addresses certain key questions related to City Tourism. This edited collection examines urban tourism and a range of management issues surrounding its development.

B.C. Nair (2001), has studied the impact of tourism on the economy of Goa. He has analyzed that increasing number of foreign tourists contribute largely to the Goa’s economic progress, but domestic tourist’s arrival play a major role in positively influencing it.

There is a common belief that after the industrial revolution the condition of the artisan community deteriorated. As now production was driven by the market demands and the creativity was no longer the need of an hour. However Richard Stot (1996), believed that the transportation and the industrial revolutions in the American history has brought changes in the social, economic and cultural change in the artisans lives. But he has challenged the historians, arguing that the impact of these changes on the lives of the mechanics has been misinterpreted. He believes that new history needs to be written in which the new options which were opened due to these revolutions for the craftsperson should be mentioned.

This industry being an extensively integrated with several other industries can be developed only by means of proper planning & management. Planning is entirely based on forecasting methods. Quantitatively as well as qualitatively it depends upon the accuracy of these projections. S.F. Witt and L. Moutinho (2000) have studied by means of four different forecasting techniques, how demand affects the tourism in any region. They’ve made their
study more valuable by citing examples, which illustrate potential applications of the various methods.

(C) Problems of Informal Sector, Seasonality and Employment of Industry

The problem of unemployment is aggravating with the increasing number of the youth population in the country. The employment generation capacity of the tourism has been rightly proved by various economists as well as the policy planner's world over. Daniel J. Stynes, (1998), in his article “Economic Impacts of Tourism”, gives a brief description of concept of the economic impact of tourism. This is a good piece of information for the ones who want to study, evaluate and assess the impacts of this industry. The author has given good account of the various questions that an analyst encounters while undertaking a study of the economic aspect of the tourism. He has stressed that it is more important to calculate the direct impacts instead of studying the multiplier effects as they introduce complexities that most users of the result do not understand. His work was a help before proceeding for the field work. He has suggested the value added to be the best means to study economic impact.

The issue of employment generation in the country was addressed even before the independence by Mahatma Gandhi. So, while discussing this issue it becomes very important to discuss the role of Khadigramodhyog. In the editorial discussion of the volume 42, of the Kgadigramodhyog journal (1996), Pitambar Bhatt has focused on the problem of unavailability of reliable information on poverty and unemployment. He stressed on the increasing
important role of village industries to fight this problem. Chandra Poojary M (1996) in the same journal, in his article "Village Industries: Developed or Marginalised" has shown his worry on the nature of employment generated in the modern industries. He has laid more stress on the nature of employment generated by the village industries which work as a source of self employment. Similarly Pranati Das ((Feb., 1996), studied the role of handicrafts in improving the economic status of the population in Orissa. The article based on the field work conducted in Orissa claimed that these arts generate more employment opportunities for the women in the household sector irrespective of their caste, class and ethnic status.

Although tourism is considered as employment generating industry, still the quality of job it provides is questionable. D. Nickson (2000) has addressed the problems of poor human resource management practices in this industry. J.R Nadal, Antoni Riera, A. Rosello (2004), have studied with the help of gini coefficient and regression analysis that some specific economic variables have a significant relationship with the seasonal shape of the tourism demand. Their results support the idea that as income grows the relative prices fall and the seasonality tends to be less acute.

Surjit Singh (2001) has worked on the similar track and said that undoubtedly it is a labour intensive industry but the labour market is largely informal. His study based on the two cities i.e. Jaipur Agra is a comparative analysis. He had concluded that the work force invariably does not have a decent work environment. The tourist industry faces many problems in Rajasthan. The major problem with the tourist industry in the state is the
seasonality of the tourist arrival and dependency of people on tourism. Batra (1990) has focused his study on this geographical aspect of the tourism in the state. Relating geography with the seasonality of tourist arrivals, he has tried to highlight the problems of unemployment in the hotel industry and other related service sectors.

Krane Spencer and Wascher Williams (1999) in their working paper have tried to relate the seasonality of employment in US and its effects on the business cycle. They have suggested a model to understand the relationship between the seasonality and the cyclicality. Satapathy, Sachidananda, (2003), also believes that due to the effect of both demographic factors and behavioral changes that affect participation rates of labour, developing country’s share in the total world labour force is expected to continue to increase. This will further increase the gap between the available and the required employment in these areas.

Tyrrell and Johnston (2006) in the special issue dedicated to the economic impacts of tourism have tried to explain that the analysis of the economic impacts of tourism is a very important tool for tourism planning but at the same time it is also prone to misuses and misinterpretation.

(D) Heritage, Handicrafts and the Craftsperson

Prideaux B and Lee J Kinnimont (1999) have stressed the importance of museums in preserving the heritage tourism.

Embroidery used to be a means of expression Indian females. Brinda Gill (2002) recalls the villages of Punjab and women busy making flowers on
the red cloth during the afternoon. She gives a brief description of the origin of the art and the intricacies of making a *phulkari* design.

Cohen (2001) has cited the example of ‘indigenous managed development’ in two villages of Mexico and deducted that the development of indigenously based management often brings increased economic success. Amanda Stronza (2001) has tried to explain the importance of the tourist as well as the local population for the holistic perspective of the tourism research. Larry Nesper (1980) has represented how the issues of indigenous representation and identity are worked out in the context of different kinds of tourism. Walter J. (1997) in his book has tried to generate awareness about the importance of conservation of heritage and development process through tourism. He has emphasized that the cultural tourism has become a major part of the tourism industry. At the same time E. Kandt (1976) has questioned the economic, social and cultural value of the tourism as a means of development in developing countries. Rogers, C. Susan (2002), states that the French rural tourism is primarily about rural heritages, comprising certain kinds of nature and culture. Tourists come to feel this rural culture but at the same time the rural population is not interested in showcasing their backwardness and culture as commodity, but the tourists bring economic prosperity with them so the locals are forced to maintain that rural culture. Thus the author questions the authenticity of this kind of tourism.

Francis A. O’Connar (1994), he examines diversity in the artisan community in the central Andes of Peru and describes how imported materials and technology have been introduced into the local population. He presents a brilliant example of the competition given by the household manufactured goods to the factory made cheaper products.
Vijaya Ramaswamy (2003) takes a walk through the history of handicrafts in India. She leaves us with a few questions like how will we retain the authenticity in the Indian crafts and how can we assert ourselves as the producers of best crafts? In the same symposium on the Indian handicrafts, Judy Frater (2003) exhibits the transition of the handicraft production (Embroidery in the Kutch area) from tradition to profession. Jaya Jaitly (2003) has presented the picture of the Indian handicraft by giving a brief overview of the various arts practiced in the different parts of the country. She has shown strong faith in the future of this hand made craft and the artisans in the country provided due respect and recognition are given to the craftsperson.

J.C.Kumararappa, considers the labor force in India as its wealth and the emphasizes on developing such cottage industries that use easily available raw material and requires little capital for producing goods.

Choodamani Nandagopal (2006), has given a detailed view of the arts and crafts of the Indus valley civilization. O.C Handa (1998) gives the description of the genesis of the costumes and the Jewellery in the country. He blamed the change in the symbiotic structure of the villages i.e. the interdependence of the villagers on craftsperson. Kamladevi Chattopadhyay (1975, 1976, 1980, and 1985) has given descriptions of the various handicrafts being produced in India. She has traveled a lot and covered almost all the types of handicrafts produced in different villages of the country. Her descriptions of the crafts and the problems of the producers of these crafts are legendary. Jogendra Saxena (1979) has described the two beautiful ritual decorative arts of Rajasthan which is not much talked about i.e. Henna and floor decorations. Love of the author Pauline L. (2003) for Rajasthan is well illustrated in her book ‘Rajasthan’, which gives a colorful glimpse of the state as well as its
people and their lifestyle. Guy R Willims (1964) has tried to give an introduction of the range of useful handicrafts. He has brought the craft from the rural dwellings to the urban life.

Although, not much material has been available on the export of handicrafts, still the works of a few are worth discussing. Liebl and Roy (2004) have discussed the export potential of the Indian handicrafts. They give a brief overview of the craft production, marketing and the problems of the various sub sectors of craft production in India. They discuss in detail, as to why the potential of the handicraft in India has been realized yet.

Similarly Sanjay Khaturia (1988), has given a detailed structure of the Indian handicrafts their problems and the issues involving the export of the goods. Efforts of D.N. Sarai (1982) are commendable, as he has given a glossary for all the different types of handicrafts in his book. The book published by the Rajasthan Small Industries Corporation (2004), gives a very nice pictorial representation of the different types of carts produced in Rajasthan, It also provides a brief introduction of the history of craft and communities practicing it.

Besides these articles and books an insight for the subject was also provided by the reports of the different NGO's working in the study areas. The published reports of the Srajamyaham Hast Kala Sansthan (Jaisalmer), Udhyogini (Bikaner) and annual reports of Urmul (Bikaner and Jaisalmer), Handicraft Association of Jodhpur (Jodhpur) were a great help in understanding the rural social structure of the villages of the study area. All these articles and books and reports have helped in developing a conceptual outlook, to move ahead with the study. Although not much work has been done
in the study area, but still these have helped to develop a framework for the study of the tourism related problems and issues.

E) Published reports of the Government of India and WTO, WTTC. These reports have used the TSA technique to determine the economic impacts of the tourism industry on the host population. In India only Kerala and Goa are the two states which have been chosen by UNWTO for the TSA analysis.

1.8 Emerging Issues from the Literature Review

To recapitulate, it is evident from the literature available on the various issues related to tourism and handicraft industry that although not much work has been done in this field in India, but definitely it is attracting attention of the researchers recently. Most of the research work available is directed towards the economic aspect of the tourism industry. A lot of research has been done regarding the tools to measure the economic impact of tourism especially in terms of its contribution to the Gross Domestic Product and the employment statistics of the country. Input-output method, Multiplier effect study, TSA and CGE (Computational General Equilibrium) methods are a few methods applied in different researches to evaluate the impact of tourism on the economy of the country.
Figure 1.2

REPRESENTATION OF THE INTER LINKAGES BETWEEN THE PRODUCERS, SHOPKEEPERS AND THE CUSTOMERS AT THE STUDY AREA
Jasim Paes (2006) his work is of great significance and is a milestone in the research in the tourism studies in India. It has determined the amount of employment generated by the arrival of the foreign tourists to India. Besides this, the reports of the Non Government Organisations working in the desert triangle area were a great help in understanding the informal manufacturing sector in the rural areas of western Rajasthan. Works of Kamladevi Chattopadhyay, Choodamani and Jaya Jetaily were a great help in understanding the handicraft sector. Very few articles and books were available dealing with the relationship between the tourism and the handicraft industry.

The overall picture of the inter-relationship between the tourists, shopkeepers and the handicraft industry that could be evolved by the help of the literature available and primary survey is represented by the help of the above flow chart (figure 1.2). The producers (artisans) produce mainly for the (i) Shopkeepers, (ii) Small Scale Industries/NGO’s and the (iii) Tourists. Shopkeepers further sell the products to the (i) tourists, (ii) retailers from other cities in India, (retailers from other countries). SSI/NGO’s also got the handicrafts produced for the big retailers, tourists and generally sells their products through exhibitions. In this entire structure the producers are at the lowest order and thus are squeezed to the maximum.

Profits are earned mainly by the shopkeepers, SSI/NGO’s and the artisans are left with almost nothing in the end. The major issue is the inability of the artisans for the marketing of their finished products, inspite of it being in great demand. The use of obsolete technology also adds to the problems of the producers.
1.9 SIGNIFICANCE OF THE STUDY

Tourism industry as a whole helps in the overall development of the region i.e. social as well as economic and cultural environment of the destinations visited. The study has focussed on the three key issues: (i) to find out the way tourism has emerged as a significant form of economic activity since the 1980's in the study area; (ii) to analyse the ways in which expansion of tourism has promoted the development of the local handicrafts/arts in the study area and also examine the quality of employment, working conditions and occupational vulnerability of workers engaged in the informal manufacturing sector of the tourism industry; and (iii) to understand the expenditure pattern of the tourists visiting the desert triangle and their perceptions regarding the place visited.

Although economy of Rajasthan is agriculture based, but after having a glance at the statistics, it can rightly be said that share of service sector in the total GDP of the state has also increased over the years. All the three destinations chosen as the study area are industrially backward regions. Inhabitants face a severe problem of unemployment over here (this region being the desert area of Rajasthan, the agriculture being seasonal in nature and also dependent on Monsoons). It has now been realised that impact of development of tourist industry can be manifold on the economy of this region especially the rural areas. Thus the development of tourism industry can lead to the significant development of this area. Inspite of knowing the economic importance of this sector, not much work has been done from the research point of view. Thus this work will definitely be an important source of information regarding the study area.
1.10 OBJECTIVES OF THE STUDY

1. To examine the pattern of growing importance of tourism in Indian economy in general and Rajasthan in particular.

2. To study the characteristics of the tourist destinations in terms of:
   a) Trends of tourist arrivals at all the three destinations
   b) Comparative study of the trend followed at the State level with that at the district level

3. To study the characteristics of tourists visiting the desert triangle with respect to:
   a) the characteristics of tourists such as type of tourists, motivation for travel, length of stay, pattern of expenditure and the problems faced by them at the three destinations
   b) the importance of tourist arrivals for the handicraft industry

4. To analyze the role of tourism in growth of handicraft based SSI/Cottage industries in the study area

5. To study the technological changes in the handicrafts industry over the past five years due to tourism. To determine the various constraints that stand in their advancement.
1.11 RESEARCH QUESTIONS

To examine the above objectives following research questions have been formulated:

1. Has the growth of tourism offered an alternative form of economic activity in the study area?

2. What is the trend of the tourist arrivals in Rajasthan? How does the trend of tourist arrivals at the three destinations Jaisalmer, Jodhpur and Bikaner differ from one another?

3. What are the type of tourists that visit the study area and what is their expenditure pattern at the three destinations? How do their arrivals influence the pressure on the infrastructural facilities?

4. How has the expansion of tourism in the study area promoted the development of small scale / cottage industries particularly the local handicrafts and arts?

5. Whether there has been any technological advancement in handicrafts based small scale and cottage industries due to expansion of tourism in the study area?

6. What are the constraints that stand on the way of expansion/growth of handicrafts based small scale industries in the study area?
1.12 DATA BASE

(a) SECONDARY DATA SOURCE:

- Published data of the Govt. of India and Govt. of Rajasthan
- Tourist Statistics (annual publication), Ministry of Tourism (GOI), provides data pertaining to international travel characteristics of foreign tourists and their movement.
- The Statistical Abstract (GOI & GOR) 1981-2002
- Performance report (annual publication), DCH, Ministry of Textiles, GOI, 1999-2000 to 2005-06
- Data records of Tourist Reception Centers at the three destinations

The study essentially involved a systematic analysis of data on tourism development in India, an assessment of the profiles of foreign and domestic tourists. The data set covered the period 1971 (National level) and 1980 (State level) to 2006. The Reserve Bank of India (RBI) compiles the estimates of foreign exchange earnings from tourism as a part of balance of payment statistics. The latest estimate available from the RBI was for the year 1988-89. Provisional estimates worked out by the Department of Tourism on the basis of foreign tourist arrivals and average expenditure per tourist was available for the later years were also used.
(b) The primary survey was conducted at the selected destinations (Jaisalmer, Jodhpur and Bikaner) to fulfill the above objectives and the research questions.

Sample design

Jaisalmer, Jodhpur, Bikaner, (these represent the desert triangle on the tourist map of Rajasthan). A micro level survey is conducted at each of the three tourist destinations. These are the regions, which are among the industrially underdeveloped areas of the state. Apart from their increasing popularity as important tourist destinations, these regions show immense potential as major producers of the handicraft in the western Rajasthan. Thus, each of these destinations being distinct, but still related to one another was chosen for the field survey.

Each of these destinations has several tourist attraction spots either natural or developed by the human interference. These can be distinctively divided into following categories, i.e. architectural heritage, Natural attraction, Religious centers, Village tourism and Business tourism. The most famous spots at the selected destinations are:

Jaisalmer- Jaisalmer Fort, Ludarwa and the Sam village.
Jodhpur- Meharangarh Fort, Chittar Palace, Mandore, Osian Temple.
Bikaner- Junagarh Fort, Lalgarh Palace, Hawelies, Deshnok Temple.

To capture the impact of the tourism on the employment generation and the handicraft industry separate questionnaires were developed for different
categories. At these destinations, the various sections of the population engaged with the tourist industry (directly or indirectly) were segregated into the following strata and then dealt with separately:

Figure 1.3

a. Artisans
b. Shop owners (curio shops)
c. Travel agencies
d. Tourist guides.
e. Hotel Owners
f. Tourists (Domestic and Foreign tourists)

Then random sampling was applied within each stratum. The sample size comprised of survey at the sixteen villages which were identified with the opinion of experts from DIC (District Industrial Corporation) and NGO's working at all the three destinations at the rural level.

Sample Size: To Understand the dynamics of the tourism and the handicraft industry 324 artisans, 90 shopkeepers, 166 Tourists (both domestic & foreign), 15 Travel Agencies, Tourist Guides, Hotel Owners & Government officials (DCH, DIC & Rajasthan tourism Development Corporation (RTDC) were interviewed with specific sets of questionnaires.

Artisans: at the three destinations 324 artisans were interviewed. The structural details of the sample are as follows:
Registration Status: 63.9% of the artisans were registered and 36.1% were unregistered. Amongst the artisans interviewed 35% units were located in rural area and 55 % in the urban location. The major drawback of the artisans was their illiteracy. Of the total sample 54.6% of the artisans were illiterate and only 45.4% were literate.
Within the sample of 324, 27.8% of them had on job training, 50.2 % of the artisans had training in the Family and only 22% of them had formal training of the craft provided by the NGO.
TABLE 1.1

TYPE OF HANDICRAFT PRODUCED AND THE FAMILY STRUCTURE

<table>
<thead>
<tr>
<th>Type of Handicraft</th>
<th>Nuclear Family</th>
<th>Joint Family</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Embroidery/textiles</td>
<td>7.70%</td>
<td>10.80%</td>
<td>18.50%</td>
</tr>
<tr>
<td>Leather work</td>
<td>0.60%</td>
<td>11.40%</td>
<td>12.00%</td>
</tr>
<tr>
<td>Jewelery/Leather emboss paintings</td>
<td>2.20%</td>
<td>11.70%</td>
<td>13.90%</td>
</tr>
<tr>
<td>Weaving</td>
<td>1.20%</td>
<td>10.50%</td>
<td>11.70%</td>
</tr>
<tr>
<td>Stone carving/Pottery/Wood work</td>
<td>16.40%</td>
<td>4.60%</td>
<td>21.00%</td>
</tr>
<tr>
<td>Leather embroidery</td>
<td>3.40%</td>
<td>4.60%</td>
<td>8.00%</td>
</tr>
<tr>
<td>Rangrej (Tie and Dye)</td>
<td>0.00%</td>
<td>14.80%</td>
<td>14.80%</td>
</tr>
<tr>
<td>Total</td>
<td>31.50%</td>
<td>68.50%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Maximum artisans association with the production activity of the handicrafts is since childhood 40.4%, 11.4% had an association of more than 20 years and 12% had 15 – 20 years of experience in the manufacturing of the craft, 10-15 years 9%, 5-10 years 25%

**Shopkeepers:** 93 shopkeepers were interviewed at the three destinations with 28 shopkeepers in Jaisalmer, 38 in Jodhpur and 27 shopkeepers were interviewed in Bikaner. 15% of them have opened their shop recently and 7.5% of the shopkeepers have opened within the last 5-10 years of time period. However, almost 40% of the shopkeepers had their shops since last 20 years. This figure of 22.6% of new shops coming up in the last ten years is a clear picture reflecting new employment opportunities being spawned to fulfill the demand generated by the tourist arrivals.

The educational status of the shopkeepers was far ahead as compared to the artisans. 93% of the shopkeepers were educated and were aware of the various government schemes for the upliftment of the crafts of the area.
Tourists (Domestic and Foreign): Total 166 tourists were interviewed for the better understanding of the tourist industry operating in the western Rajasthan. 55 tourists were interviewed in Bikaner (19 Indian and 36 Foreign) and Jodhpur (30 Indian tourists and 25 Foreign tourists) each, 56 (11 Indian and 45 Foreigners) were interviewed in Jaisalmer. 70% of the tourists coming to these destinations were aware of the handicrafts of the region and only 30% were not having any knowledge about the artifacts of the desert triangle. The expenditure pattern of the tourists have been discussed in detail in chapter fourth of the thesis.

Travel Agencies, Tourist Guides and the Hotel Owners: The travel agency, tourist guides and the hotels in the tourism industry are as importance as the tourists themselves. However the number of the units interviewed under these headings is very less; still they were helpful in establishing the crucial role they play in the tourism industry of western Rajasthan. Besides the primary survey conducted at the three destinations several secondary data were also used for the analysis.

1.13 METHODOLOGY

Once the data was collected by the primary survey as well as by the various secondary sources the processing of the information gathered was done. Cartographic techniques were used for the representation of the study area. With the help of the digitization procedure various maps were made representing the location of the area, tourist destinations and the various handicrafts produced within Rajasthan. Apart from the cartographic methods
various statistical techniques were also applied to understand the economic impacts of the tourism industry and the relationship between the handicrafts industry and that of the tourism.

To satisfy the various research questions the following methodology was applied differently for each of the objective.

I. Has the growth of tourism offered an alternative form of economic activity in the study area?

The primary survey will be conducted at the selected destinations to determine the change in the occupational structure and the shifts therein. The main determinants will be:

Economic aspects: Artisans and the shopkeepers were interviewed broadly discussing under the following heads:

Occupation: i. Previous (five years back)
   ii. Present

Income Source: i. Principal (main activity e.g. embroidery)
   ii. Subsidiary

The secondary data collected the period 1980 to 2002. Various tables were prepared showing the increasing growing importance of the tourism industry in the GDP of the country as well as in generating employment. Cross tabulation was done within the primary data to understand the economic impact of tourism industry on the local economy of the desert triangle.
2. What is the trend of the tourist arrivals in Rajasthan? How does the trend of tourist arrivals at the three destinations Jaisalmer, Jodhpur and Bikaner differ from one another?

The published data of the Government of Rajasthan as well as the government of India regarding the statistics of the tourist arrivals is used. Several graphs and pie diagrams were made to explain the trends of the tourist arrivals at the three destinations and their comparative analysis.

3. What are the types of tourists that visit the study area and what is their expenditure pattern at the three destinations? How do their arrivals influence the pressure on the infrastructural facilities?

Rajasthan received 2 million foreign tourists and 19 million domestic tourists in the year 2005. The sample size being only 166 was used to satisfy this research question. Various statistical techniques like the cross tabulation, frequency distribution, and chi square tests were conducted to understand the perception of the tourists regarding the handicrafts, issues of security and

Expenditure Pattern
i. Food and Accommodation
   ii. Handicrafts
      iii. Tourist Sites

Information about the handicrafts:
   i. Yes
   ii. No
   iii. Source of Information

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Security Issues

Place of purchase of handicrafts

i. Shopkeepers
ii. Artisans
iii. Exhibition
iv. Small Scale Industry

Evaluation of the basic amenities available at the destination

i. Good
ii. Average
iii. Bad

4. How has the expansion of tourism in the study area promoted the development of small scale / cottage industries particularly the local handicrafts and arts?

The data obtained by the primary survey was put to various tests like the chi square, correlation and the binary logistic regression was also run for the analysis of the data. Help of cross tabulation and various graphs were also taken to understand the dynamics of the handicraft industry and impact of tourist arrivals on it.

5. Whether there has been any technological advancement in handicrafts based small scale and cottage industries due to expansion of tourism in the study area?
The questionnaire will be mainly concerned with artisans and the people engaged in small-scale industries. It would dwell in the following aspects:

- Whether they have installed new machines
- Whether they have accommodated the changing demand pattern
- How do they come to know about the new raw material?
- How do they come to know about the new products?
- What are the sources of implementing these technological changes?

Percentage of households / establishments electrified

Awareness about the availability of credit
Access to credit societies
Access to rural commercial banks and regional rural banks
Availability of credit: i. Inadequate availability of credit
   ii. Delayed availability of credit
   iii. Complicated procedure

Cross tabulations and the frequencies as well as chi square tests and the correlations were carried out with the primary data collected from the study area.

6. What are the constraints that stand on the way of expansion/growth of handicrafts based small scale industries in the study area?

Artisans and the various officials of the district Industrial Corporation at the offices of the Jaisalmer, Jodhpur and Bikaner headquarters were interviewed
regarding the various issues which are the challenges for the development of the handicraft industry. The data obtained was then processed to analyse the problems faced by handicraft industry. Cross tabulation, pie diagrams and the graphs were used to have an elaborate understanding of the issues.

1.14 Problems and Limitations during the study

Tourism is a composite industry consisting of several segments whose products and services are being used both by the local population and tourists. Studies of tourism impact rely substantially on data collected by surveys. It is very difficult to trace the expenditure done by the tourist at a destination and then study its impacts single handedly. Some of the segments of tourism industry like travel agents, tour operators, tourist transport operators, guide services, etc., still do not find a place in the statistical system of the country and as such no worthwhile information is available about them. An attempt was, therefore, made to collect statistical information about this sector through a primary survey (Schedule IV annexed). Even in the case of sectors for which data is provided on a regular basis it was not possible to quantify the services provided exclusively for the tourists separately. For example the major tourist related industries like civil aviation, accommodation or internal transport, all these are recognized tourist related sectors. Even for these sectors different knowledge is required of the proportions of their output or value added sold to tourists and non tourists. The validation of the estimates of tourist expenditure from the performance data of industries was, therefore, not feasible.

There were serious problems in the comparability of data available from population census, economic census, follow-up surveys and other regular
surveys due to differences in concepts, definitions and methodology. The employment data were also not available in the handicrafts sector. The estimation of employment coefficients became difficult because of these data problems and it introduced a kind of upward bias in some of the sectors.

A major difficulty in the completion of the study was the non-availability of data on the use of imported raw materials by various sectors. As a result, it has not been possible to estimate the additional import requirements in the economy due to tourist expenditure. Besides for a district level study the data available was of very old nature. The application of any of the statistical technique was not possible for the estimation of the income generation and employment in this sector. This is because of non availability of the data at the district level. Only descriptive explanation was possible regarding the economic impact of the tourism industry at the study area.