CHAPTER 3

REVIEW OF LITERATURE
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3.1 INTRODUCTION

Tourism plays an important role in the economic, cultural, social and industrial development of any nation, tourism sector has not received due consideration for the researchers in the past. However at present various research institutes, universities and researchers give importance to this sector and publish many literature on tourism which enhance the knowledge of future researchers. To study the literature on tourism many publish literature on tourism is cover under different heads such as literature on international tourism, literature on tourism in India and literature on tourism in Rajasthan and on RTDC.
3.2 LITERATURE ON INTERNATIONAL TOURISM

Mr. A. R. Rhodes, conducted a study on “Institutional Arrangements Study of the Recreation and Tourism Management on Protected Natural Areas of New Zealand and Mexico”, for his Ph.D. degree from Lincoln University, New Zealand, 2005. The main aim of his research is to compare the institutional arrangement of both countries New Zealand and Mexico and suggest experience lessons from New Zealand which can be applied to Mexican contest. This study suggests the management strategies and practices applied to management issues like administrative structures, policies, customs and management techniques. This research conclude that New Zealand provide valuable information with regard to tourism and recreation management to present institutional arrangement of Mexico. Thus major findings of this study is that Mexico get international experiences and improve its capability for better handling the growing development of tourism and recreation in its protected natural area system.

Bahareh Pourafkari written a master thesis on “A Comparative Study on Cultural Tourism Development in Iran and Turkey” submitted to Lulea University of Technology, Iran, 2007. This research evaluates Iran’s potential in the tourism industry and especially cultural tourism development and tries to compare it with Turkey because of their regional proximities and similarities in culture, attractions and religion. The problem identifies during this research is that there is a lack of promotion, training and funds for the development of cultural tourism. The suggestion made for this problems are that the government allocate more funds for safeguarding of cultural heritage as well as establishing the research centers for cultural and heritage studies. Researcher also suggests that proper training and recreation programme arrange for tourist guide and youth for increasing cultural and heritage tourism. The main conclusion made in this research is that both countries have the same resources with similar culture and tradition, however Turkey give more importance on highlighting some ancient tradition and arrange
many fair and festivals and providing good hospitality and transportation which attract more tourists.

**Sze Ming** conduct a study on “Forces Shaping the Trends and Patterns of China’s Outbound International Tourist Flows” for his Ph. D. degree from Southern Cross University, Lismore, NSW, 2009. This study concerns how outbound tourists flow from China. This study used to identify the similarities and difference in policy and international tourist flow patterns in Japan, Taiwan and Korea and provide a benchmark for studying China’s outbound tourism. This study identifies different forces in, macro environment which affect China’s outbound tourism namely demographic, economic, natural, political and competitive. This study identifies major challenges such as lack of consumer protection, widening income gap and wealth disparity among social groups are major considerations for the government, imposition of new regulation and control measures by government. Researcher suggest many areas for outbound tourist flow in China such as market driven economy and state control are the two main forces promoting and checking the outbound international tourist flow from China, therefore more emphasis given to these two variables.

**Maeta Chumni** conducts a research work on “Tourism Demand Model: Determinants of Thailand's International Tourist Receipts” for Ph. D. degree from Chulalongkom University, Thailand, 2001. This study aims to identify and examine some major determinants affecting the demand for Thailand’s international tourist receipts and also examines the situation and statistics of Thailand tourism industry. For this study researcher selected five counties viz. Australia, Japan, UK, Malaysia and USA which generates demand for Thailand’s tourist receipts. The major findings of the research are that world political situation gives a negative effect on tourism in Thailand. This study found that Malaysia is a competitor for Thailand incase of income receipts from tourism and cooperation between the two countries would be an advantage. While high current income elasticity of Japan suggest that Thailand should found timely generate the highest demand possible when Japanese income increase and also tries to reduce negative impacts when it
declines, in the case of UK, the marketing expenditure effect is lowest which should be advantageous for Thailand policy maker to generate higher demand. In the case of US shows highest elasticity to changes in marketing expenditures which should be taken seriously and proper measures should be adopted timely. For Australia policy maker should try to find ways of maintaining price competitiveness and take advantages of past raise income, therefore serious attention and careful management are essential in order to attract positive effects and to reduce negative effects.

Li Fung Mei Sarah conduct a research on “Chinese Common Knowledge, Tourism and Natural Landscapes”, for PhD degree from Murdoch University, Western Australia, 2005. The study finds that China introduced tourism in the 1984 where policy introduced for international tourism and approved by the Chinese government and Chinese government has an appropriate form of economic development that could contribute to the modernization of the country. The Researcher studies that development of tourism in China take place due to development and presentation of natural sights and sites, culture of china and natural landscape of China. One outcome of this research is the identification of a Chinese tourist gaze that has many elements which distinguish it from the western tourist gaze. Researcher observes that a significant component of a Chinese tourist gaze is ‘the harmony gaze’ which strongly contrasts with current western nations but wilderness and unspoiled nature. This thesis defines that development of tourism in China is due to its natural landscapes such as mountains, caves, rivers which is contemporary tourism in China.

Konstantinos Andriotis conduct a study on “Local Community Perceptions of Tourism as a Development Tool: the Island of Crete” for his Ph.D. degree from Bournemouth University, Greece, June 2000. The study main focus on Island Crete and recognizes that existence of the necessary infrastructure, natural beauty, climate, culture and history have contributed to tourism expansion in the Island. Researcher concludes that Island Crete now attracting approximately 25 percent of foreign tourist arrivals and 55 percent of the total foreign exchange earnings of Greece. The main aim of research
was to examine their views on tourism development, in an attempt to establish overall desired directions for tourism development and to suggest effective tourism strategies and policies to reinforce positive outcomes and alleviate problems resulting from previous unplanned tourism development. The study concludes that the expansion of tourism has brought economic gains, employment creation, increased population, enhanced community infrastructure and cultural and environmental preservation. However, there is limited co-ordination of tourism activities and insufficient collaboration between the public and private sector.

**Sarath Divisekera** had written an article on “A Model of Demand for International Tourism”, in Annals of Tourism Research Journal, Vol. 30, No.1 Great Britain, 2003. The objective of this study is to analyze the economic determinants of demand for international tourism for a range of destination countries representing three of the World’s major regions – United Kingdom, United States and New Zealand. The result of this study enables to draw broad inferences to be drawn regarding the preferences of foreign tourists for the products offered by different destination and demand parameters of individual ones included in each model. The major suggestions made that, to receive the benefit of tourism services and to capture income from the tourists it should be directed for tourism services and marketing. The main findings of the study has generated new information on the effects and sensitivity of economic parameters and their influence over demand for international tourism, they should also assist in formulating broad national policy measures directed towards maintain and enhancing relative competitiveness enjoyed by individual destinations and developing strategic policies to receive maximum gains from tourism.

**Roland Craigwell** presents a research paper on “Tourism Competitiveness in Small Island Developing States” in the World Institute for Development Economics Research (WIDER) in United Nations University, Finland, April, 2007. This paper primarily investigate both the nature and determinants of tourism competitiveness in Small Island Developing States (SIDS) judging from the various calculated indices of tourism competitiveness as the
competitive position of tourism in SIDS is a major issue. Writer suggests that there is a need to improve level of investment for the development of the technological infrastructure and more importantly to ensure that the economic gains from tourism are spread to the lower-income households. This study highlights major findings as some difficulties from a macroeconomic prospective of designing appropriate policies and strategies to enhance tourism competitiveness in SIDs. Here researcher suggests a proper explicit policy framing which aimed at improving tourism competitiveness. In this study researcher observes that overall competitive position of SIDS is below that of developed countries but slightly higher than the global level. In this paper researcher suggest that for development of tourism in SIDS government must seek out every possible avenue to control. The price of key tourism inputs, most critically energy, as well as improve existing infrastructure and focus on human resource development.

**Eke Eijgelaar, Paul Peeters and Pieter Piket** presents a research paper on “Domestic and International Tourism in a Globalized World” in International Conference “Ever the twain shall meet - relating international and domestic tourism” of Research Committee RC50 International Tourism, International Sociological Association, Jaipur, Rajasthan, India, 2008. This paper studies the role of domestic and international tourism on 30 countries of the world and analyzes the impact of this on their economy and environment. This paper first focuses the development of domestic visitor numbers over time per country. This paper also studies the environmental impacts with a specific focus on Greenhouse Gas (GHG) emissions of domestic tourism compared to international tourism. The main findings of this research are that the tourism sector and tourism research community focus mainly on international in and outbound tourism volumes and expenditures. Finally researcher conclude that distance is the most important factor for high emission figures; per km emissions for example are actually a little lower for inter-regional air travel than for domestic air travel. Therefore, one conclusion is to start using distance classes instead of national border crossings in tourism statistics. These would cover the environmental impacts of tourism (trip sustainability)
far more accurately, as they ignore differences in country size and include large domestic tourism volume.

**Ross Kingston Dowling** conducts a study on “An Environmentally Based Approach to Tourism Planning”, for Ph D degree from Murdoch University, Western Australia, 1993. This thesis examines the relationship between the environment and tourism and argues for a new environmentally based regional tourism planning approach. The main aim of environmental planning is to foster environmental protection and conservatism, whereas goal of tourism planning are to engender tourism promotion and area development. In this study researcher identified environment tourism relationship and described that environment and tourism have symbiotic and even synergetic possibilities in which the relationship is mutually beneficial and identify conflict which destroying tourism foundations. The major conclusion made that both symbiosis and conflict are present in the environment tourism relationship. Therefore it is suggested that ideal view be tempered by the realistic acceptance of tourism and the environment potential and actual conflicts. This leads to an integrative approach which minimizes adverse impacts and enhances positive outcomes through integrated planning and management.

**International Labour Organization** Issues paper for discussion at the Global Dialogue Forum for the Hotels, Catering and Tourism Sector On “Development and Challenges in the Hospitality and Tourism sector” at International Labour Office, Geneva, Switzerland, 2010. This paper has been prepared by the International Labour Office as a basis for discussions at the Global Dialogue Forum on new developments and challenges in the hospitality and tourism sector and their impact on employment, human resources development and industrial relations The main purpose of this paper is to study the structures and characteristics of the hotels, catering and tourism (HCT) sector and its general trends specifically on the hotel and restaurant subsector which the industry quite often. The major findings of the paper is that workers tend to have limited professional qualifications and except among large operators, opportunities for on-the-job training could generally be enhanced, in particular for women employees who have long
been in the lower echelons of the industry. This paper also studies that the tourism industry and its internationally operating enterprises are considered as actors of social development and poverty reduction in the destinations. This paper suggest various measures taken to enhance the role of hotel, catering and tourism sector such as increasing the role of government for tourism marketing, more training and education for individual development, increasing technology development, involvement of public and private sector and increasing investment in tourism sector especially in accommodation sector.

Satish Chandra & Dennis Menezes publish an article on “Applications of Multivariate Analysis in International Tourism Research: The Marketing Strategy Perspective of NTOs” in Journal of Economic and Social Research 3(1) 2001, Pg. 77 - 98. In this research paper author observes that tourism is increased exponentially since 1950 and with this growth this industry has become significantly more competitive and the marketing role of National Tourism Organizations (NTOs) has taken on added significance. With this respect research related to the marketing aspects of international tourism has increased. In this paper researcher concludes that with the large number of NTOs involved in international tourism and the significant differences in the size and operating budgets of these NTOs, the marketing roles and tasks performed by these organizations is likely to vary significantly. Thus many NTOs perform many marketing task which play significant role in enhancing tourism. In this paper researcher conclude that NTOs perform various marketing strategies and this marketing strategies enhancing the role of tourism in many world countries such as US, China and Europe where the various international tourism market segments such as eco-tourism, cultural tourism, theme based tourism, adventure tourism and the cruise market growing in importance.

P.K. Yadav, P.B. Singh and Ritesh Kumar Saxena presents a paper on “Tourism Perspectives in South-Asian Region” at India Tourism Congress - Colombo Conference on 14th June, 2011. This paper aims on what need to be done and to focus for making South-Asian region an unequaled identity through tourism globally. This paper conclude that by implementation of
tourism projects, development of integrated tourism circuits, rural destinations, forming new strategies for promotions and meeting the global standards will facilitate this region to develop. In this paper writer mainly focus on SAARC countries, one combined vision of eight different countries of South-Asia like India, Pakistan, Afghanistan, Bhutan, Nepal, Bangladesh, Sri Lanka and Maldives. The major finding of this paper is that in terms of product diversification of South Asia having a unique 2500 year old cultural heritage and multi-faceted natural splendor, in spite of being such a draw in tourist spots and destinations South-Asia fails to receive tourists in comparison to other regions such as New Zealand, US, Switzerland and many more because of lack of awareness about the tourists spots and destinations of South Asian region.

Saurabh Dixit and C.S. Barua presents a paper on “Tourism Linkages between India and Sri Lanka” at India Tourism Congress - Colombo Conference on 14th June, 2011. This paper takes a case of tourism linkages between India and Sri Lanka. Here researcher noticed that tourism forms an important link between India and Sri Lanka and India is the largest source of market for Sri Lankan tourism. Researcher concludes that India and Sri Lanka have a number of similarities and could promote tourism jointly to harness potential tourist’s traffic in this region i.e. South Asia. The main conclusion of the paper is that diplomatic relations catalyzed by informal relationship could help to promote Indo-Lanka tourism in positive direction and show potential linkages into tangible products.
3.3 LITERATURE ON TOURISM IN INDIA

Dr. V. Basil Hans presented a paper on “India’s Tourism Industry – Progress and Emerging Issues” at state level seminar on World Tourism Day 27\textsuperscript{th} September, 2008 at Srinivas College of Hotel Management, Pandeshwar, Mangalore and Karnataka. This paper traces the progress made by India’s tourism industry in the planning era and the emerging issues (like alternative tourism) under globalization. This paper examines the impact and challenges posed by GATS and the burgeoning service sector of the country as well as the pitfalls in tourism planning in India. This paper also suggests some policy suggestions to address the constraints in promoting sustainable tourism in India. The writer identifies various problems which affect Indian tourism industry such as inadequate capacity of hotels, costly travel, lack of supportive infrastructure like roads, communication gaps, lack of information about tourist profile and lack of safety and security. The writer suggest that for sustainable tourism in India proper long term plan requires for this industry with periodic evaluation and revision and suggest that tourism uniqueness should be clearly understood by India tourism.

H. Lalnunmawia written an article on “Development and Impact of Tourism Industry in India“, 2010. In this article writer put his views that tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country’s overall economic and social development. But writer put his opinion that still much more remain to be done such as eco-tourism needs to be promoted in India, increasing facilities of accommodation and entertainment for visitors, reducing adverse effect of environment pollution and giving more safety and protection to visitor. Writer suggest that all wings of Central and State governments, private sectors and voluntary organizations become active partner in the endeavor to attain sustainable growth in tourism of India, so that India become a world player in the tourism industry.
Kalidas Sawkar, Ligia Noronha, Antonio Mascarenhas and O.S. Chauahan written an article on “Tourism and the Environment Issues of Concern In the Coastal Zone of Goa” and presented in EDI/SAARC Regional Seminar on “Economic Globalization and Environmental Sustainability” in Goa, 1997. The study suggest that tourism is concentrated along the Coastal Zone in Goa and it has a number of positive benefits in terms of increased incomes and employment, added avenues for upward mobility for locals, increased revenues and increased foreign exchange earnings. This study identifies some socio-economic and environment impacts that affect tourism in Goa such as growth of no controlled on coastal tourism, no clear tourism policy in the state, the principles of sustainability and the norms related to the conservation of the environment and ecology are ignored, traditional fishing activities are declining, shortage of resources such as land and water pose a major affect to the environment and many more. From this study many actions are suggested to reduce the adverse impact on tourism such as adopting and monitoring management system to ensure the effectiveness of coastal and environmental regulations to frame policies which recognizes the type of interconnections among tourism, local communities and the environment to ensure that tourism contributes to a sustainable development agenda, to adopt a systematic study of the environmental impact of tourism through a life cycle analysis and the evaluation of the environment to enable its integration into decision making.

Subhasish Saha, submitted Ph. D. thesis on “Tourism Development – Accommodation Sector: A Study of Pondicherry Accommodation Sector”, Pondicherry University, Pondicherry, 1994. The main findings made in this research are that accommodation units do not have a separate promotion wing, limited extent of tourism promotion through arrangement of sightseeing facilities and mostly in collaboration with Pondicherry Tourism Development Corporation or one or two private guided tours. Other findings of the research are that less impact of government policies on tourism, no many facilities exist other than good rooms and the essential services, the majority of tourists who visit Pondicherry are the business tourists or the vacation tourists, no formal orientation or training is arranged for employee in most of the units, no
permanent jobs for employees and lack of performance appraisal of employees. The major recommendation made by the researcher is that government policies that affect hotel industry need to be communicated timely so that proper benefit of accommodation sector utilized, reduce political interference and pressure on hotel industry, efforts taken to promote business centers in Pondicherry, proper marketing of tourism products requires, proper coordination and sharing of information between hotel industry and Department of Tourism including Pondicherry Tourism and Transport development Corporation, the formal training at inception and further ongoing programs need to be undertaken to bring the best of services.

The Steering Committee on Tourism of Planning Commission, Government of India studied role of tourism during the Eleventh Five Year Plan (2007-12). This committee reports that tourism is an important instrument for economic development and employment generation, particularly in remote and backward areas and which has been well recognized in the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. This committee recommends that tourism has also become an instrument for sustainable human development including poverty elimination, environmental regeneration, job creation, advancement of women and other disadvantaged groups. The committee opinions that tourism is insignificantly an industry of private sector service providers, although the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership (PPP) mode. The committee recommends many strategies for the development of tourism during 11th Five Year Plan such as development of Infrastructure and Destination Management, publicity and marketing, developing heritage and cultural tourism, eco-tourism and wildlife tourism and domestic tourism, access connectivity by rail, road, air and other means, human resource development and capacity building.

Tarannum Husain conducts a research on “Promotional Strategies of Tourism Industry in Uttranchal State of India”, for Ph. D. degree from Jamia Millia Islamia University, New Delhi, 2007. The main aim of this study is to
study tourism in India and its problem in general and Uttranchal in particular, to focus on the scope of tourism sector in Uttranchal and explore the new avenues of the tourism industry, to study tourist motivators, tourist profile and problem and opportunities with respect to accommodation, accessibility, attractions and amenities and to study the infrastructural facilities and tourism avenues in Uttranchal. This study also aims to suggest measures to make tourism economically viable, ecologically sustainable and suggest appropriate and effective promotional strategy for promoting tourism in Uttranchal. The main suggestions of the study are that to make tourism as a purpose activity in the state of Uttranchal, it is necessary to develop and promote adventure tourism, sport tourism, wildlife tourism in addition to pilgrimage tourism.

**P.O. George** conducts a research work on “Management of Tourism Industry in Kerala” for his Ph. D. degree from Post Graduate Department of Commerce, Kottayam, Kerala, 2003. The main objective of this study is to investigate problems of tourism industry in Kerala and formulating solutions of them, to suggest the ways and means of coordination by which the Department Of Tourism, government agencies and other public and private entrepreneurs can effectively employed for the promotion of tourism in Kerala. The major findings done by author in his research work is that tourism products of Kerala do not attract large number of tourist and there is a lack of professional management in the tourism industry in Kerala. The major suggestion made by the researcher is that proper formulation and application of tourism policy required in Kerala, providing effective training and adopting professional attitude towards tourism, encouraging role of private entrepreneurs for tourism development in Kerala and increasing accommodation, transportation and other tourism facilities relation to tourism in Kerala.

**Ms. Manisha D. Thaker** conduct a research work for Ph. D. degree on “Problems and Prospects of Tourism industry in Gujarat”, Saurashtra University, Rajkot, 2004. The main significance of the research is on identifying and highlighting the problem areas in the field of tourism development. The main aim of this research work is to find the answer of
problems like shortcomings in the field of infrastructure development, accommodation, entertainment, publicity and marketing and recreation facility. This study was conceived and executed in the above mentioned context to prove that utility-oriented regional empirical study will not only help us to meet the challenges of tourism in Saurashtra - Gujarat but also contribute its humble mite to the formation of a national policy of tourism.

Mr. M. K. Maru has written Ph.D. thesis on “Progress, Problems & Prospects of Tourism Industry in Saurashtra & Kutchh”, Saurashtra University, Rajkot, 2001. The study covers problems, prospectus and progress of tourism in Saurashtra & Kutchh region. This study learn role of tourism sector in earning foreign exchange, contribution in import and export and generating employment opportunities. This study reveals that tourism industry in Saurashtra & Kutchh face the problem of lack of transportation, safety and health care facilities, education and accommodation facilities. This study based on field work where researcher collects answer of many questions relating to tourism in selected region.

Mr. R. W. Macitons has written a research article on “Some Tourism Economics”, in which he give emphasis on economic benefits arise from tourism. In this article author recommend that tourism is one of the sources for foreign exchange earnings and it provides employment opportunities. He emphasized that tourism increase income of business organizations and local people. The author also suggests that tourism also increases tax revenue for many local organizations.

Mr. R. B. Garg in his study article, “Promoting Tourism Through and Integrated Approach”, studies various means and ways by which promotion of tourism is possible. The author recommends that tourism emerges as one of the positive measure to increase economic and social development for the country. Researcher concludes that tourism is an emerging industry for foreign exchange earnings, increasing employment and economic development of any developing nation.
Mr. G. Nakhbandh has written a research article on “Integration of Tourism and Environment”. In this research study he conclude that integration of human and environment remain present in every modern business and tourist give emphasis on protection of all tourist places like heritage, pilgrimage, sanctuary parks and other tourist places. This paper examines that role of people in maintaining balance is primarily important for environment protection.

Dr. A.K. Raina and Dr. Neelu Jain publishes a book on “Dynamics of Tourism - Concept, Philosophy and Strategies” in 2004. They include various aspects of tourism industry like role of tourism industry in the economic development of the regions, income creation, employment generation and revenue effect on the state economy. The study also aims at forecasting the trends of international tourist traffic which may help the policy makers to prepare effective plans for the development of all regions of the state. They studied role of planning and management in tourism industry in Rajasthan, role of various tourism organization and functions of RTDC. They also studied components of tourism industry in Rajasthan and analyze economic and social impact of international tourism in Rajasthan. They also suggested improvement in transportation, recreational and accommodation facilities which needs to be modernized and restructured.

Mr. Anand, M. M., publish a book on “Tourism and Hotel industry in India”, 1976. In this book author examines the reason for the poor tourist traffic in India. He says that hotel and other supplementary accommodations is the core of tourism industry and suggests that, the required number of hotels and accommodation facilities should be made available for the proper development of tourism.

S. S. Bisht conduct a study on “Marketing Practices of Tourism Industry: A Case Study of selected organizations”, for his Ph. D. degree from Jamia Millia Islamia University, Delhi, 2003. The main objective of the study is to examine tourism marketing practices currently being followed in India, to examine the marketing mix to tourism to access the present state of tourism promotion in
India and to evaluate tourism with regard to 4p’s of marketing mix such as price, product, promotion mix and distribution of tourism. The main suggestion made by the researcher are that proper tourism marketing strategies adopted for marketing of tourism, effective and efficient system of communication adopted, stable price structure of various tourist product/package which is important for effective tourism marketing adopting various channel of marketing the tourism product to its potential buyers such as the travel agents, tour operators, institutions and sport organizations.

Kamalakhi M.V. conducts a study on “Hotel Industry in Kerala with Special reference to Tourism”, for his Ph. D. degree from Cochin University of Science & Technology, Cochin, Kerala, 1996. The study recommends that travel and tourism industry is worldwide growing industry and accommodation industry is the most important segment of tourism industry. This research makes main focus on tourism in Kerala. The study reveals that trends in the hotel industry in Kerala shows that number of hotel are less in Kerala therefore old units increase their capacity and build comparatively large hotels. In this study, researcher also finds major problems faced by the hotel industry in Kerala such as multiplicity of product, shortage of skilled personnel, short duration of the cycle of operation, inadequate marketing, non popularization of package tours to Kerala and excessive tax burden. Researcher suggest various remedial measures for hotel industry in Kerala such as joint venture agreement are to be made with the world’s well known international hotel chains, constructing new hotels close to the air ports in Kerala, coordination and cooperation in the functioning of the various departments of the government will help in supporting the entrepreneur in the various steps taken in the promotion of hotels, to grant subsidy on the loan for construction of hotels and to promote off season tourism by offering attractive packages to domestic tourists.

Dr. Ashok T. Patil and Prof. Kailash Choubey published a research paper on “Geographical Analysis of Tourism & Concerning Problems in Goa (India)” in International Referred Research Journal, SSMRAE, Jaipur, Rajasthan, Issue - 19, August, 2010. In this research paper writers study the role of Goa
tourism and identify problems faced by tourists while travelling in Goa. They conclude that now a day’s Goa has a positive tourism profile and silvery beaches, waterfalls, ancient temples and churches, greenery of cashew and coconut palm, friendly and hospitable people, all these geographical factors make a variable tourist paradise. The main objective of this paper is to examine the location of tourist area and concentration of population related the tourist industry, to know the geographical features of the Goa, to examine the geographical environment and seasonal variation of tourist arrival in the area and to recommend that tourism is mostly developed the social as well as medical problems. The main findings of this paper are that government of Goa released various grants for the development of tourism industry, also give emphasis on enhancing several facilities to their citizens to travel within and outside the country, increasing number of domestic and foreign tourists, increasing development of historical and pilgrimage places especially Goa’s largest churches.

Piali Haldar presents a paper on “Rural Tourism – Challenges and Opportunities” in International Marketing Conference on Marketing and Society at Indian Institute of Management Kanpur, April 2007. The main aim of the study is to measure the potential of rural tourism in India, to find out impact of rural tourism to our society, to identify the challenges and opportunities in rural tourism and to identify the essential elements for development of rural tourism. This paper attempts to prove the impact of marketing of rural tourism in India, rural tourism can help in shaping our society. It can have both positive and negative impacts on rural as well as urban communities. Researcher suggests many measures for enhancing rural tourism such as the government should encourage private enterprises to promote tourism in rural areas. Here researcher suggest various remedial measures to overcome the problems such as investment in new technology, build confidence in safety and security, develop plan for sustainable growth of rural tourism, promote traditional tourism products, effective communication, improve quality, value of rural tourism, set environmental policy goals and give quality of services at all levels.
Anjan Bhuyan undertakes a study on “A study on the Development of Tourism Entrepreneurship in Assam, with special reference to Accommodation Industry”, for his Ph. D. degree from Tezpur University, Assam, India, 2008. This study reveals that Assam is one of the prominent states of the North Eastern region of India and enjoys a scope of destination tourist place because of its diversity and uncharted mysteries. But reality is far different and present that the share of Assam tourism in national tourism is very less over the years due to limited development of tourism entrepreneurship in Assam and poor development of accommodation industry especially hotels, cottages and midways in Assam. The researcher concludes that the major reason behind these problems is lack of availability of funds and limited role of government in planning efforts. The researcher suggests that this study will be helpful to solve a problem of poor entrepreneurship for tourism in Assam and government will formulate proper policies and strategies to overcome from these problems.

Ms. Iyata Maharana publish an article on “Economic Benefits and Conservation Linkages from Tourism Development in the Sikkim – Himalaya” in 2000. In this article writer conclude that role of tourism is important for earning income, generating employment and developing infrastructure in Sikkim state, the eastern Himalayan region. This work analyses the dynamics of tourism growth, economic and environmental benefits and participatory conservation and protection of natural resources by different stakeholders in the Sikkim state of India. The paper conclude that annual tourist arrivals increase by ten times over last ten years in Sikkim state and report that more than 65% of total households income of the people comes from tourism related activities, which increased the income and consumption pattern of the community. The article suggest that Sikkim state has greater economic potential than it realized in earnings and therefore more effort is needed to increase the level of conservation contribution to fulfill the goal of eco-tourism.

Mr. Ester Kruk, Tourism specialist draft a paper on “Tourism in the Himalaya - Mountain of Opportunities in a Changing Climate”, in International Center for Integrated Mountain Development, Nepal, 2009. This paper study the tourism
in Himalaya region and argue that tourism is one of the most promising strategies to address these serious poverty concerns, creating innovative livelihood options in the rapidly changing social and economical context of the mountain area. The researcher conclude that tourism sector proved one of the promising strategy to remove poverty situation in the Himalaya based regions comparative strength and advantages and by increasing links between tourism and local product system result in income retention from tourism for the poor regions of Himalaya. This paper view that after coastal region tourism, mountain areas are second in global popularity as tourist destination and Himalaya region offers many adventures activities for mountain tourism such as hiking, camping, rock-climbing, mountain biking, wildlife viewing and other forms of recreation.

Mr. Ajims P. Muhammed and Dr. Jagathyraj V.P. submit an article on “Challenges Faced by Kerala Tourism Industry” in conference on Tourism in India - Challenges Ahead at Indian Institute of Management Kanpur, 2008. The main objective of this study are to analyze the major challenges faced by Kerala tourism industry, to investigate the problems connected with the tourism industry and formulation of solution of problems to them, to suggest new and innovative strategies for tourism industry in Kerala, to ascertain the possibilities of implicating modern management techniques and methods in the formulation of plans, policies and programmes for the development of tourism in Kerala and to suggest means of integrating the function of the Department Of Tourism with other local government agencies and private entrepreneurs for the promotion of tourism in Kerala. The major recommendation made in the study are to provide special attention and care to tourists, get feedback from tourists, start more tourist information centers, distribute tourism publicity material at airports, railway stations, conduct international fairs in Kerala, promote health tourism In ayurveda, give incentives to private entrepreneurs for arranging new tourism ventures and frame new laws and regulation to protect tourism industry and tourists.

Mr. Simad Saeed represents a research paper on “Environment Impact Management in the Tourism Industry of Maldives”, in EDI/SAARC Regional
Seminar on “Economic Globalization and Environmental Sustainability” in Goa, 1997. The aim of this paper is to assess the impact of tourism on the environment of Maldives and explore the environmental management practices in the tourism industry of Maldives. This paper helps to understand present status of tourism development in the Maldives, environmental impacts of tourism and discussing various environmental management practices adopted by tourism industry of Maldives. This paper conclude that Maldives has developed a very suitable form of tourism which is appropriate for small island environment and mention that present development of tourism has not generate various environmental impacts on Maldives. This paper also conceived that government has developed appropriate policies, legislations, plans and enforce it strictly for maintaining regulations.

Nafees A. Khan written an article on “Human Resource Development in Tourism Industry in India: A Case Study of Air India Ltd., New Delhi, in ELPERIPLO SUSTENTABLE No. 14, Faculty of Tourism and Gastronomy, Mexico State, 2008. The purpose of this study is to improve the capacity of the human resources through learning and improve performance at the individual, process and organizational levels. This study analyzes the HRD initiatives of tourism industry with special reference to Air India Ltd., to enhance and sharpen the capabilities of its employees. The study also identifies the need of Air India to incorporate the spirit of HRD in day to day functioning by utilizing the all possible human resource systems and mechanism to the organizations. The significance of the study is that India’s having a lot of tourism potentials but share of India in global international tourism in relatively small in volume about 0.40% of world tourism. The main finding of the study is that tourism industry faces various challenges in the field of human resources and one of them is quality of manpower, lack of trained human resources in tourism sector, lack of rewards in both monetary compensation and non-monetary recognition which feels individual inequality and inadequate infrastructure for Indian tourism. The major suggestions recommend by the researcher are organize proper training, career planning, career development and career counseling to make employees aware for their growth and development. The researcher also suggest that the Government
of India should form HRD Board, which should encourage researches upon increasing potentiality of human resources, more fund allocation on infrastructure development by Department of Tourism and Finance and the Ministry should formulate suitable policies and strategies for human resources development.

John Swarbrooke and Susan Horner publish a book on “Business Travel and Tourism” in the year 2001. This book offers a comprehensive overview of the diverse and fragmented world of business travel and tourism. This book covers theoretical and practical dimensions of business travel and tourism by considering social, economic and environmental consequences and organizing good practice in the management of travel, tourism and business. This book cover all aspects of business travel and tourism such as historical development, major challenges and key issues involved in the organization of business tourism events, designing business tourism facilities and marketing strategies for business travel and tourism.

International Consultants and Technocrats Pvt. Ltd., New Delhi, India conduct a survey and represent a report on “Documentation of Best Practices Adopted by the State Governments for the Development of Tourism”, 2005. This report cover 12 cities in North, East, South, West and North East of India such as Uttranchal, Rajasthan, Orissa, West Bengal, Tamilnadu, Kerala, Karnataka, Andhra Pradesh, Goa, Gujarat, Maharashtra and Sikkim. This document is useful in formulation of tourism strategies to improve the tourism performance through increased competitiveness. The main area cover in this study are product development, new innovative products, sustainability of resources, wildlife and national parks, security of tourists, marketing and promotional aspects, training and HRD, community participation and inter-state coordination. The report finds that most of the city face problems of shortage of water, lack of basic facilities, pressure on infrastructure due to large population size and wastage. The report suggest various measures to overcome from above problem such as developing a conservation of water project, project to avoid wastage, energy saving practices, sewage and sanitation system, conservation and protection of environment, eco-tourism
development project, developing new innovative tourism products, maintenance of heritage centers, developing inter-state coordination by forming regional tourism, setting organizations such as Direct Tourism Promotion Councils (DTPC) partnership with service providers, private sector participation, tax concessions, organizing culture fairs and festivals and ensuring safety and security of tourists.

A.G. Krishna Menon conduct a research study on “Case Study on the Effects of Tourism on Culture and The Environment: INDIA - Jaisalmer, Khajuraho and Goa, published in UNESCO Principal Regional officer for Asia and the Pacific, Bangkok, 1993. This study found that in India, the importance of tourism is seen primarily from the economic angle such as earning which is needed for foreign exchange and providing employment. In this study researcher observes that tourism brings more complex changes from other economic development projects, because it necessary give effects to culture and economic attributes. Here researcher analyses that a major reason for social and cultural problems following the wake of tourism is because the tourism industry in India operates in a disjointed manner. The study has found that there was excessive concern with fiscal and administrative control at the policy level but laissez faire attitudes to its implementation at the field level. The major findings of the study are that tourism industry in India is still at emerging stage of development. Its effect on the culture and environment has so far been marginal in relation to other forces of changes such as urbanization, industrialization and modernization which are operating simultaneously in the society.

Rohan Gawande and Sudhir Dethe presents a research paper on “Branding Indian Tourism: Entering Second Phase” in Conference on Tourism in India – Challenges Ahead, Indian Institute of Management Kanpur, 2008. This paper mainly studied the tourism statistics for the year 2006. The main problem find in this research paper is that the Indian tourism sector hit itself on its back with facts and figures that seem to be growing each passing year, but the fact is that in the year 2006, India represented a paltry 0.52 % of the world tourism market share. So India still lags behind in tourism scenario. The major finding
of this paper is that The Travel & Tourism Industry in India is expected to grow and generate US $ 128 billion by 2016. The Total Demand is expected to grow by 8% per annum, in real terms, between 2007 and 2016. The major suggestions made in this research is that India should give a due priority to niche tourism such as adventure tourism, medical tourism, eco-tourism, rural tourism, cruise tourism and MICE tourism. They also suggest that India give due emphasis on increasing role of private players in manpower development and infrastructure facilities. The major conclusion of the study is that India is venturing into the second phase of its tourism branding and it is important at this stage to properly chalk out the plan for tourism development. This is because the competition for attracting major chunk of tourism pie is gearing up. Researcher suggest that it is time now for a committed effort by the governmental authorities with a co-ordination among various entities related to tourism along with participation of private players is of prime importance if India has to become a top priority for tourists.

Krishna Kumar written an article on “International Tourism in India: Strategic Significance, Gaps and Vulnerabilities”. The main aim of this paper is points towards several strategic inadequacies, gaps and vulnerabilities that are typically observed in the process of management of tourism in the country, which need to be attended to. This paper also indicates the need for strong, educated, analytical support required for the purpose which can be extended by the academicians in the country. In this paper writer finds that India face many foreign exchange crisis due to economic reforms and India needs to liberalize its economy by various rounds of WTO and GATS negotiations. In this article researcher suggest that if India wishes to negotiate and open tourism sector further to benefit from the International tourism business, it has to think strategically and gear up internally to develop appropriative physical, human resource and other organizational infrastructure in an integrated manner, which can meet the various needs of international tourists.
3.4 LITERATURE ON RAJASTHAN TOURISM AND RTDC

Ms. Deepika Gupta made a study for Ph.D. Degree on “A Study of Evaluating Economic Impact Assessment and Physical Carrying Capacity at Tourist Destination Areas of Rajasthan”, MDS University, Ajmer, 2008. The study consider status of Tourism in Rajasthan, role of RTDC and various TRC (Tourist Reception Centers & Bureau), role of human resources, amusement parks, entertainment and leisure activities and national park & wild life sanctuaries. The major suggestions made in this research are that to increase tourism facilities at railway stations, bus stand and airports, to encourage role of private sector in tourism, make a development of historical monuments, wildlife parks, pilgrim centers and historical sites. An attempt was made to find the solution of problems like dirtiness at restaurants, hotels and various pilgrim places like Pushkar. The researcher also recommends that state government should enact legislation to curb the threat of touting, cheating, beggars and misguiding tourists and professional training should be provided to youth so that tourism services provided properly in the state.

Mr. Kishor Singh made a study for Ph.D. degree on “A Study of Tourism Management & Organization in State of Rajasthan”, MDS University, Ajmer, 2006. The study covers tradition, language, art and culture, literature and folk dance of Rajasthan. It also cover various tourist products like national parks, desert, pilgrims and religious places, jewellery and design which attract major domestic and foreign tourists in Rajasthan. The main suggestions made in the study are state should frame appropriate tourism policy, to appoint and train more people about various tourism services, to make emphasis on hotel and accommodation sector, to provide more services like foreign currency converter, travel, communication and healthcare in the state.

Ms. Anita Kumari made a study for Ph.D. degree on “Problems & Prospectus of Tourism Administration in Rajasthan”, University Of Rajasthan, Jaipur, 2004. The major thrust of this research is on what type of problems face by domestic and foreign tourists and what remedial measures taken to solve
these problems. Researcher conclude that to speed up the process of evolution of tourism from an occupation to industry, the first requirement is that leaders, businessmen and all other people of society come forward and support in increasing role of tourism in the state. The major suggestions made are, increasing transportation facilities, quality of food stuff, accommodation facilities, training for tourist guides and operators and increase entertainment and communication facilities.

Dr. Pradeep Trikha had written an article on “Cultural Heritage of Rajasthan Vis-à-vis Politics of Travel Information” in South Asian Journal of Tourism and Heritage, Vol.1, No.1, 2008. This work analyze cultural heritage of tourist interest, as suggests or claimed in tourist brochures, websites, travel guides, newsletters, advertisement and score of the sources. An attempt behind this study is to interpret the constituents of these products which enable a tourist to make up their mind and in a way visit a place before the actual visit happens. In this paper writer refer two main product manuals under consideration are - Rajasthan - A La Carte and Fodor’s India. These both manuals provide valuable information regarding heritage places, desert, celebration of fairs and festivals, paintings and sculpture, shopper paradise, Rajasthani cuisine, village tourism and adventure sports. But the myth narrated and gives raise to several queries and interpretation regarding information contained in these two brochures. This paper defines that current scenario of Rajasthan Tourism is changed and many new organizations like Indian National Trust for Art & Cultural Heritage and State Level Commission for the conservation of Art and Cultural Heritage has been constituted, who are doing a commendable work to upgrade the neglected heritage sites of Rajasthan and develop them in to new tourist destinations.

J.P. Singh, M.K. Mohanty, S.N. Jena and Akhilesh Mishra conducts a study on “Tourism Industry in Jaipur - Size and Status” for Vision R I, Connexion Services Private Ltd., New Delhi, 2006. In this research work, team study the tourism industry in Jaipur, which is the vibrant capital of Rajasthan, popularly known as “Heritage Pink City”, due to the color of buildings in its wonderful old city. The ‘Pink City’ label, applies specially to the
old walled quarter of the Rajasthan capital, glorious palaces and temples, spanning centuries are scattered throughout the predominantly urban area. Team opinions that lodging facility in Jaipur is fast developing and it offer different lodging facility like five star hotels, three star hotels and circuit house/tourist bungalows. Team also study the inflow of domestic and foreign tourists in Jaipur from 1992 to 2007 where only 20% tourist traffic is foreign tourist and remaining 80% is domestic tourists. They also study duration of stay in Jaipur where more than 42% tourists spend two days of their trip in Jaipur and the main reason of travel to Jaipur is holiday and sightseeing, business study and others. They also study that various modes of transportation which are used by tourists like rail, bus, taxi and air.

Mr. Yogesh Kumar had written an article on “Rajasthan Tourism - Holidays in Rajasthan”. In this article writer give emphasis to history, tradition and culture of Rajasthan. Writer points that holidays in Rajasthan is unforgettable and enjoying and experience of camel safari, track the tiger in wildlife sanctuaries, visiting pilgrimage and heritage place gives a different experience. Writer considers various cities in Rajasthan such as Jaipur, Bikaner, Jaisalmer, Jodhpur and Udaipur which are famous for its culture and tradition. He also studies Wildlife Park and sanctuaries in Rajasthan such as Ranthambore National Park, Sariska National Park, Keoladeo Ghana National Park and others which attract more tourists for the purpose of wildlife tourism. Writer further conclude about the energetic Rajasthan holidays in the form of forts and palaces, desert festival, camel festival, Pushkar fairs, music, dance and drama.

Prakash Chandra published an article on “Rajasthan Tourism in India - Explore Its Attractions” on July, 2010. In this paper he studied that Rajasthan is a popular tourist hangout spot in North India. It is frequently visited by global tourists. The prosperous tourist attractions of Rajasthan includes numerous forts and palaces, monuments and structures, lakes and mountains, sand dunes and desert beauty, national parks and wildlife destinations. Writer recommend that Udaipur and Jaipur are the two most visit cities of Rajasthan. Udaipur is famous for silvery lakes. There are many lakes
in the city and therefore it is nicknamed as "City of Lakes". The capital Jaipur is most charming city of Rajasthan. The moods of city always remain pink and welcoming. Jaipur is also called as "Shopper’s Paradise". Tourists enjoy window shopping in the city. The markets of Jaipur are famous for handicraft items, gems and jewellery and marble. The researcher also points that safari tour is the greatest adventure, to enjoy during Rajasthan tours. Tourists can enjoy camel safari, elephant safari, tiger safari and horse safari during their tours.

Ashok Aima, Jaya Bhasin, and Rachna Gupta present a paper on “Heritage Tourism in Rajasthan: Study of Leadership Styles” in Colombo Conference of India Tourism Congress, June 2011. This paper studies the leadership styles followed by the royal families to manage these properties. The study focuses on the HRH Group of Hotels in Udaipur. The Chairman and Managing director of this property continues to transform the past into the future to this day. In addition to providing leadership for the management of hotels the managing director has been instrumental in creating a brand that represents heritage hotels. The writer points that the ‘Land of Kings’ Rajasthan is renowned world over for its heritage hotels. The state houses maximum number of heritage properties in the country. Many of these buildings were converted into heritage hotels, as much to maintain them as also a new means of livelihood. Despite the conversion however, most of these places have been able to retain the original flavor of medieval homes intact. This could be possible only because of the leadership styles followed by the royal ancestors. Leadership as researched can be categorized into two aspects: ‘translation’ and ‘transformation’. ‘Translation’ is a leader’s ability to communicate or frame the sustainability message so others understand it from their mindsets or points of view while ‘transformation’ is a style of enhancing the leader’s own capabilities to take effective action.

Anamika Poonia had written a research article on “Spatial Availability of Tourism Services in Rajasthan with its Sustainability Concept” in South Asian Journal of Tourism and Heritage (International Referred Research Journal), Vol. 4, No. 1, 2011. The main object of this study is to study the availability of tourism facilities in terms of tourist arrival in the area. The area of this study is
historical state Rajasthan because desert ecosystem is very fragile; continuously increasing number of tourist arrivals in some areas have created some environmental problems. Here researcher analyses the demand and supply side of tourism chain and identify that Rajasthan is not well prepared for this increasing number of tourist arrival because increasing arrival of tourists not leading to the increase in tourism services. The researcher suggests that government should develop policies and programmes to increase the availability of basic tourism facilities such as accommodation, transportation, tourist reception centers and communication which needed to increase sustainable tourism. Researcher concludes that tourism industry has a noticeable place in India but also especially in Rajasthan economy. But it is also possible that tourism is not governed properly and affects adversely the sustainability of the environment. Researcher analyses that Rajasthan is not well prepare for increasing number of tourist arrival and suggest that to reduce adverse effect on social, natural and economic environment, an adequate policies and planning needs for tourism industry.

Neha Kala Published an article on “Host Perception of Heritage Tourism Impact with Special Reference to the City of Jaipur”, in South Asian Journal of Tourism and Heritage, 2008, Vol.1, No.1. This paper focuses on the community perceptions of the economic and socio-cultural impact of heritage tourism and examines the extent to which they coincide with the tourism impact literature. The paper use city Jaipur as an example of illustrates the multifarious impact of tourism. The major finding of this paper reveals that impact assessment of tourism is a complex matter and contains both positive and negative elements. The findings reinforce that the residents of Jaipur has a more optimistic perspective regarding the economic impact of tourism. It was found that not only the community benefits economically from as active tourism industry but community pride is also enhanced. Writer points positive and negative impacts of tourism and viewed that positive impact of heritage tourism is that revitalization of traditional art, handicrafts, dance, music, fairs and festivals and various aspects of traditional life style were identified by respondents and points negative impact such as adverse socio-cultural and environmental impacts of uncontrolled mass tourism. The writer view is that
careful management plans involving the calculation of environment and carrying capacities should be used without creating damage to the resource base, so that sustainable development of economic and environmental perspective is ensured.

**Adele Fondeux, Antonin Benisti, Gehan Wanduragala, Maxime Assedo and Shiv Kumar Sharma** conducts a survey on “Jaipur International Tourist Survey” April, 2011 through Kanvic Management Consulting firm. This report displays the results of the Jaipur International Tourist Survey 2011. This report is intended to form a sound basis for all the stakeholders such as government, retailers, restaurant & bars, tour operators and travel agencies and hotels in Jaipur tourism industry to improve service delivery and increase revenues through a better understanding of the expectations of international tourists. This research reports finds that Rajasthan attracts approximately one quarter of all arrivals in India but as international tourists become increasingly aware of other regions and it has faced tougher competition. The report also views that Jaipur remains one of the major tourist destinations in the region. The key findings of research are that almost 60% of international tourists come from Europe, France and the United Kingdom. The major shopping draws for international tourists are textiles, handicraft and jewelry and the majority of international tourists stay in 3 stars and guest house accommodation and price is the most important criteria in choosing a hotel which is followed by location and cleanliness.

**Mr. Suresh Dhaka** attempts a study on “Personnel Policies & Practices in RTDC” for his Ph.D. degree from University Of Rajasthan, Jaipur, 1991. The researcher attempts to study overall activities, functions and performance of RTDC. The main thrust of the research is given to personnel management in the RTDC and analyzing personnel policies and practices adopted by RTDC for direction and control of people in formal organization. The major problem finds in this research is that RTDC face a problem of shortage of employees in all units, no timely recruitment and absence of proper selection method. RTDC also face a problem of lack of sound knowledge about tourism by top management officers and rate of transfer is more at highest post like
chairman, managing director and executives. The major suggestions made by research is that RTDC should adopt effective policy and programme for personnel department, arrange training and refresher courses for their employees, formulate and implement effective wage and salary administration and develop incentive scheme and performance appraisal system. The researcher also suggests that proper working condition, labour welfare and benefits should be offer to all employees.

Mr. Ajay Tiwari conduct a study on “Organization and Working of RTDC”, for his Ph.D. Degree from University Of Rajasthan, Jaipur, 1992. The study cover all the activities of RTDC like accommodation, transportation, trains, tours and packages, hotels and bars and boating facilities. This study analyze financial data from the year 1979-80 to 1989-90 of RTDC and reviewed that financial performance of the corporation has improved and conclude that corporation successfully reduced expenses and increase revenues. The main problem identified by the researcher is that corporation does not make any serious effort to develop any programme on hotel management and tourist guidance and RTDC units are not competitive to attract tourists and there is a lack of information network by RTDC. The major suggestion made by the researcher is that there should be a better coordination among RTDC, state tourism department and other related agencies. The researcher also suggest that Tourist Information Centers (TICs) should be well equipped and adequately staffed and proper decision making and policy making required by the tourist experts.

The Team of RTDC written an article on “RTDC - A Model for Tourism Sector in India”, 20th February, 2010. The team of RTDC recommends that Indian tourism industry is highly competitive and it face many bottlenecks like inadequate facility and poor infrastructure. The team suggests that RTDC is a model for solution of above problems. The article recommends that India with its rich cultural heritage and numerous archeological monuments across its length and breadth can emerge as one of the most preferred tourist destination in the world. However problem of poor infrastructure and lack of promotion affect growth of tourism sector. Therefore the team suggests that
RTDC has shown the kind of growth and prosperity in tourism sector due to dedication and professionalism of the staff. The team of RTDC opinion that RTDC is an ideal body to get tourism in Rajasthan, which provides valuable services like arranging tours, fairs and festivals, providing comfortable and luxurious accommodation, operating trains such as Palace On Wheels and Rajasthan Royal On Wheels which give all the feeling of Rajasthan culture and tradition. Thus the team of RTDC gives importance to all the activities of RTDC and suggests that due to more network of RTDC, domestic and foreign tourists enjoy many services of RTDC at a reasonable cost and in a short time.

Ashok Singh Rathore and Lokeshver Singh Jodhana publishes a research article on “An Empirical Analysis of the Service Operations of Rajasthan Tourism Development Corporation Hotels” in South Asian Journal of Tourism & Heritage (International Referred Research Journal), January 2012, Vol. 5, No. 1. The specific aim of this research paper is to identify the guest satisfaction level of the guests who are using the services provided by the RTDC hotels. This research paper attempts to evaluate the satisfaction level of the guests who were staying in RTDC hotels. The results of the study reveal that the services of the RTDC hotels are not satisfactory. Therefore, it is the main cause of guest dissatisfaction. The major finding of the study reveals that the service standard of RTDC hotels is below average. The researchers also given some major suggestions regarding the service operations of RTDC hotels such as adequate training should be given to RTDC staff members, to improve security, dormitory as well as assembly hall in its hotels, improvement in housekeeping services of RTDC hotels and to improve food and beverage services.

Dr. Khatri Nitasha M. published an article on “Profitability Analysis of Rajasthan Tourism Development Corporation” in Journal of Commerce and Management Thought, 2012, Volume: 3, Issue: 2. The main research objective of the study is to analyze the profitability of RTDC, for the financial year 2003 to 2008. The researcher concludes that the profitability is not a condition that exists and can be measured for a limited of time only; it is a
variable thing like the temperature and humidity of a day. For this study researcher calculated profitability ratios to measure the operating efficiency of organization. In this study the researcher use two types of Profitability ratios such as (i) Profitability in relation to sales, (ii) Profitability in relation to investment. The researcher main findings are that the overall profitability of RTDC (Rajasthan Tourism Development Corporation) can be said to be satisfactory but it can be increased if efforts are made to curtail the unnecessary expenses because there is wide gap between gross profit and net profit ratio.

Ashok Singh Rathore, Hanuman Prasad and Lokeshver Singh Jodhana has written a research article on “Financial Performance of Rajasthan Tourism Development Corporation (RTDC) - An Analysis” in South Asian Journal of Tourism & Heritage (International Referred Research Journal), Volume - 3, No. 1, January 2010, Pg. 129-135. This article mainly analyzed financial performance of RTDC for the period of 2002-03 to 2006-07 for research studies. In this study researcher analyzed profitability, liquidity, financial efficiency and financial position of RTDC during the selected period and analyzed the financial data with statistical and financial tools. They concluded that various profitability and liquidity ratios of RTDC are differ in accordance with period to period. The main result of this study indicated a high rate of fluctuations in profitability and liquidity ratios and indicated that financial efficiency and financial position of RTDC is not quite similar in a selected period and the financial performance of RTDC is not satisfactory to survive for a long term.