PREFACE

Tourism industry has grown as an important industry and has gained worldwide importance in almost every economic activity. Tourism industry has become a means of social and economic in the world and gives highest multiplier effect in creating prosperity in the development of communication, transportation, accommodation and other consumer related services. Tourism is the composite of activities, services and industries that delivers travel expenditure, involving transportation, accommodation, entertainment, hospitality related services and integrated infrastructure.

Tourism in India has emerged as a central economic factor with its various economic and other advantages. The tourism industry in India is fast growing industry In terms of employment generation, revenue generation and for its immense national and regional development. However, to achieve success in tourism, India needs to do much more and it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the achievement of sustainable growth in tourism if India is to become a world player in the tourist industry.

In India, Rajasthan is one of the leading tourism states where tradition and glory meet in the midst of colors. It is gifted with magnificent forts, palaces, havellies, natural resources, heritage, beauty and culture. With the superior hills of Aravali, one of the oldest mountain ranges of the world and the golden sand dunes of the Great Indian Desert, Rajasthan is the only desert of the sub-continent. Rajasthan, boosts of a variety of architectural marvels with forts, fortresses, temples, palaces, lakes and mountains. The state also has a rich tradition of folk music and tradition. All this varied scenario attracts tourists, who want to explore the history, culture and nature endowments of the state.

Tourism is an asset to the Rajasthan which it has been utilizing really well. This region can be developed as the tourist hub of India and occupies a prominent place in the state’s agenda as a crucial engine for income and
employment generation. Considering the significance of tourism in the economic development, the Government has taken various policy measures for establishing tourism as a “People’s Industry”. The state government in the recent past has made many efforts for the maximum benefit of tourism sector and public and private sector come jointly for promoting tourism in the state to make productive efforts to exploit the vast potential of tourism in the state.

Rajasthan Tourism Development Corporation Ltd. (RTDC) acts as a catalyst to establish develop, execute projects and schemes that facilitate and accelerate tourism in the state. It also acquires, constructs and maintains tourist bungalows, restaurants, cafeterias, motels and bars to make facilities available to the tourists. To enhance the experience of the tourist’s the corporation also organizes many package tours, fairs & festivals, entertainment, shopping and even transport services. Rajasthan Tourism Development Corporation Ltd. through its well established marketing network in India and abroad plays a vital role in promoting the tourism in impact services markets at domestic and international level.

The study, “An Analysis of Financial Performance of Rajasthan Tourism Development Corporation Ltd. (A Govt. of Rajasthan Undertaking)”, throws light on the financial condition and financial performance of RTDC over a given period of time. The main objective behind this study is to contribute in this direction and create value for all stakeholders, public, employees, state government, Tourism Corporation and boards, fund providers and tourists.

Being a student of commerce, I was trying to analyzed, reanalyzed and comprehend the financial performance of RTDC. My Honorable guide Dr. Alok Kumar Chakrawal Sir taught analyzed and highlighted the complexities of financial performance in a very simple manner to enable me to grasp the design of the thesis.

All credit goes to My Guide Dr. Alok Kumar Chakrawal Sir.

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