Chapter 1

Introductory Background and Framework of the Study

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1.1 Introduction

Tourism is the basic and the most desirable human activity which motivates people to travel from one place to another. It is the world’s fastest growing industry, which is concerned with attracting people to a particular destination and then providing them with transportation, housing, feeding, entertainment and other facilities upon their arrival and return. It can therefore be called as a combination of interrelated industries.

It is one of the most valuable attributes to most of the developing nations for economic growth, as it can act as the pivot of vehicle for economic development. The importance of tourism as a contributor to economic growth is evident by the fact that year after year throughout the world, a massive and growing investment continues to pour into its development. But the developing countries still have a very small fraction of total tourism turnover in the world as these countries do not have infrastructural facilities for attracting tourists and give them all comforts which they demand. In India tourism is of great significance as it contributes to the environment and to the national integration. It also helps in the interaction amongst social and cultural lives of the people.

It not only has the capacity to generate large scale employment opportunities in remote and backward areas but also provides employment to a large number of people, both educated and uneducated. In fact, many people are engaged in a large number in hotels, airlines services, travel agencies, handicrafts, cultural and other tourism related activities. India has wide avenues of growth in the tourism sector with its vast cultural, religious heritage and varied natural attractions, which

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attract tourists from all over the world. But India’s share in world tourism is insignificant and for propelling it, the Government of India has taken a number of measures in the form of allocation of funds for the tourism development in various five year plans, setting up of Tourism Corporation in most of the states and formulation of national tourism policies. The objectives of the Policy was to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future. Thus in order to achieve this, six broad areas, such as, Welcome (Swagat), Information (Suchana), Facilitation (Suvidha), Safety (Suraksha), Cooperation (Sahyog) and Infrastructure Development (Samrachana) have been taken up on a priority basis. Conservation of heritage, natural environments, etc. and the development and promotion of tourist products are also being given importance. The State of Rajasthan has also adopted the policies formulated by the Government of India (GOI), besides having its own policy for faster growth and development of tourism Industry in Rajasthan.

Rajasthan is one of the most fascinating states of India with respect to culture, settlements, traditions as far as the dress, food, habits and human and economic activities are concerned. It is a queer example of natural beauty and long history. The state is endowed with rich cultural, heritage, architecture, history, divinity of Rajputs combined together to make it a rich tourist attraction. It is a land for pleasure seekers as well as for those who are looking for solitude and tranquility. Tourism needs variety and Rajasthan with its vast dimensions and diversities caters to the needs and likings of all the classes of tourists. Rajasthan in Northern India
is the home of Rajputs, a martial race, who are intensely orthodox and will fight till death for a genuine cause. They are the ancient aristocracy of India. Rajasthan has always been a subject of curiosity and attraction for the rest of India and especially for the foreigners. In this region, one can observe the beautiful and natural amalgam of mountains, deserts and plains. Since it is situated near the capital city of India, it assumes an added importance. Besides the scenic beauty marvelous temple, colours, palaces, forts and other historical and archeological monuments add to its splendor. Various schemes have been taken up with the assistance of Central Government by the State Government to improve the conditions of tourism and tourist infrastructure in the State of Rajasthan which is full of tourism potential from the earliest time. Mountains, jungles, oceans and deserts have been always been a place of curiosity for the mankind.

The state government realizes that tourism is neither a compact entity nor it is cognate activity, considering the enormous tourism potential of Rajasthan. With the feeling that the multi-dimensional functions and operation of tourism necessitated a suitable organization structure which could handle its promotional as well as commercial aspects effectively, Rajasthan Tourism Development Corporation (RTDC) was set up to look after the promotion of tourism in Rajasthan. The RTDC is a pioneering and popular unit to promote tourism in the state of Rajasthan. Its primary function is to provide infrastructural and service facilities such as accommodation, transport, catering etc. Keeping in view the vast increase in tourist traffic, the corporation has planned and commissioned new units. The work of expansion in different existing units is also undertaken and it is executed effectively and efficiently.
1.2 Statement of Problems

Tourism plays an important role in the employment generation, poverty elevation and increase in the national income of most of the countries, India is not an exception. The Government of India (GOI) has announced different policies for augmentation and development of the tourism sector. Government has announced National Tourism Policy till date i.e. National Tourism Policy of 1982 and National Tourism Policy 2002. The Government also has made several committees on tourism like national committee on tourism 1986. Most of the states in India also have announced their own state tourism policy and established corporations, prominent among them are Kerala, Andhra Pradesh, Utter Pradesh, Goa, Rajasthan etc. In Rajasthan, government has announced tourism policy in 2001 and had earlier established a corporation in 1979 namely Rajasthan Tourism Development Corporation. These measures have boosted the tourism sector effectively. Foreign Exchange Earnings through tourism has increased by four times in the last 10 years. India registered 5.08 million tourist arrivals and received 44360 crore foreign exchange earnings.

In spite of this India’s share in International tourist arrivals is not even 1%. Performance of small countries like Ukraine, Tunisia, Croatia and Saudi Arabia is much better than India. Experts feel that this is due to dissatisfaction of the tourist but reality is still to be known.

Tourism industry in India is still in nascent stage. As a matter of fact it has not developed up to the desired level as compared with that of other countries. This may be due to the shortcomings of the tourism policies. So these policies need to be reviewed in the light of the changing
situations and appropriate policies need to be framed for the future growth and development of tourism sector.

1.3 Review of Literatures

A number of authors, travelers, historian, economists and Researchers have written a number of books and articles related to the tourism policies, growth and development of tourism in India particularly tourism in Rajasthan.

To make this work more authentic Researcher has gone through many journals, books, dissertations and theses to find out the maximum available literature related with the subject matter.

In the review of literature Researcher has selected some literature such as the work done by Meghna Sharma¹ (2008) where she has discussed about the glorious forts of Rajasthan and the tourists inclination in Rajasthan. Further she has focused in her work, why large number of tourist visit Rajasthan. Another work done by Ashok Sharma² (2002) has dealt with the role of Rajasthan Tourism development Corporation in the growth of tourism in Rajasthan. Further he has discussed the different functions of RTDC in promotion of tourism in Rajasthan. To further authenticate the work Researcher has also included the work of Shalini Singh³ (2002), where she has explained the pitfalls of tourism policy in India. Through this work she has tried to identify the drawbacks of tourism policy in India in delivering the desired objectives. She has also discussed the importance of tourism policy in a country. She also has highlighted that tourism policy in developing countries especially in South Asian countries is neither elaborated sufficiently nor efficiently executed.
For making study more significant and accurate Researcher has also included the work done by authors of international repute e.g. work done by Joan C. Henderson (2009) where he dealt with the tourism policy of Malaysia, in which he discussed that tourism, heritage and culture are connected in multi-ethnic societies where governments are striving to establish a national identity. Further Researcher added the work done by Jordi Datzira Masip (1998) on Spain tourism policy in which author discussed that the successful growth of tourism depends on the tourism policy. He also takes a look at the strengths and weakness of tourism policy in Spain. Researcher also included the work of John Michael Jenkins (1993) in which he focused exclusively on tourism policy and its action in New South Wales.

Ideas behind selection of different topics, areas or different fields in review of literature were preferred as per the requirements of the PhD work. In the review of literature Researcher has tried to give maximum information which is directly or indirectly related with the PhD work. However the focus of the study is on tourism policy and Rajasthan tourism. The extensive review of literature has been done to maintain the continuity of the subject and to bring out the both micro and macro factors related to growth and development of tourism.

**National studies on Tourism Policy, Rajasthan Tourism and Rajasthan Tourism Development Corporation**

**Ashok Singh Rathore (2010),** in his article “Financial Performance of Rajasthan Tourism Development Corporation (RTDC): An Analysis”, focused on how the financial statements communicate to its users about how the business has prospered under the leadership of the management.
Financial ratios are widely used technique to evaluate the financial performance of organizations in terms of its liquidity, solvency, efficiency and profitability. It is found that Rajasthan Tourism Development Corporation Ltd (RTDC) as established by state Government of Rajasthan with largest infrastructure network could not commercialize its touristic product to the maximum extent in the state. Despite of large network of hotels, motels and midways, it could not generate substantial return on investment and many RTDC owned properties are either given on lease or some are even on the verge of sale. His study attempts to analyze the financial statements of RTDC using ratio analysis techniques for the period of 13 years (1995 to 2007). However analysis of financial statements cannot be the sole basis to analyze the performance of a tourist organization. 

Neha Kala (2008), in her article, “Host perception of heritage tourism impact with special reference to the city of Jaipur”, focused on the community perceptions of the economic and socio-cultural impacts of heritage tourism in particular and examined the extent to which they coincide with the tourism impact literature. In this paper Jaipur was taken as an example to illustrate the multifarious impact of tourism. The author concluded that tourism is a complex matter and contains both positive and negative elements. Different types of tourism have different effects on different societies. In Jaipur, all the alterations are directed towards projecting it as a heritage city with a treasure of royal experiences to offer to the domestic and international travelers. However the author does not recognize the need on the part of the government to ensure preservation of these heritage sites which is imperative to maintain it for future.
Pradeep Trikha (2008) in his article, “Cultural heritage of Rajasthan vis-à-vis Politics of Travel Information”, discussed that tourism has emerged as a major industry in global scenario. According to the author India is an important tourist destination and Rajasthan is the heart beat of tourists coming to India from various parts of the world. In his paper he analyzed cultural heritage of tourist interest as suggested or claimed in tourist brochures, promotional newsletters, websites and travel guides, advertisements and score of the sources. Apart from giving information these sites have a stereotypical agenda to be fulfilled which involves politics of language and other issues. The author discusses the problems associated but does not give a framework of suggestions to deal with the issue in hand.

Meghna Sharma (2008), in her article, “Forts of Rajasthan and recent tourist inclinations”, emphasized that Rajasthan occupies significant place on the world map taking into consideration the most favoured destinations of the tourist of the whole world. Tourism is credited to be biggest industry of this world having the maximum growth rate. It is found that in Rajasthan, tourism is being commercially developed and tourism is culture in Rajasthan. That is the reason for a large number of tourists to visit Rajasthan which is most famous in the whole world for the magnificent strongholds atop the hills. Forts in Rajasthan have been very famous for their strength and impregnability. The art of constructing forts is as old as the human civilization. All over the world whether in Asia, Greece, Rome, China, Euphrates, Tigris or Egypt people constructed fortified walls to protect them. The forts and palaces dotted on every hilltop speak not only of its rich cultural heritage but also of sacrifice and bravery of the people.
The mixture and brilliance of Rajasthan’s architectural heritage can amaze a visitor. The paper gives a description of the existing tourism culture in Rajasthan but lacks the futuristic approach for developing and maintaining tourism.

Md. Pervez Alam (2007), in his article “A study of Religious and cultural tourism in India - a case study of Rajasthan” drew attention on how religious centres play an important role in attracting tourists to Rajasthan and the steps needed to improve the infrastructure to attract more tourists. The cultural aspects also find mention in this thesis, as Rajasthan is widely known for its rich cultural diversity. He concluded that people visit Rajasthan to have a glimpse of rich cultural and religious diversity. However it is important to compare the tourism infrastructure in Rajasthan with other States in India to see how it stands domestically and also with foreign tourist destinations to find out about its international stature.

Vijay Kumar J.S.Chouhan (2007), “Eco-Tourism Policies and Practices in India - A Critical Review”, in his article studied that over time the focus of travel and tourism has gone for Eco-tourism. It is not true for India only but for the world too. Travel and tourism are major sources of foreign exchange earnings of India. The potential of employment opportunities in this sector has improved over time significantly, specially the indirect employment opportunities. Government of India in its new tourism policy has spelt out some guidelines for the department of tourism and also for the private entrepreneurs in the field of tourism in general and eco-tourism in particular. However it is necessary to evaluate and measure the impact.
and effect of the policies. The ground realities are needed to be found out to check the effectiveness 12.

In her article, Monisha Chattopadhyay (2006), “Influence of Religion on Tourism: Implications for India's Tourism Policy”, focused that travel has been encouraged in all religions on the basis of a simple logic that, travelling generated knowledge and religion provided emotional support in the quest to find coherence. Tourism industry has the potential of becoming the major economic driver for India. The immediate need is to organize tourist efforts with whatever infrastructure and facilities available and to improve basic services like security and cleanliness. The problem faced by the religious tourists is infrastructure. So improvement in infrastructure and social security will boost not only the tourism industry but also all other sectors as well. The study highlights infrastructure as the major drawback in the way of tourism development but it is necessary to lay out a concrete plan for bringing about the needed development 13.

Ashok Singh and Parul Mathur (2006) in their article, “A study of rural tourism practices in Rajasthan, India” focused that Rajasthan, like rest of India, is basically agricultural and rural, although rich in minerals. The resources have not yet been developed for it to become the means of livelihood for the resident population. The larger part of Rajasthan is desert, hilly and comprise of remote areas where there is hardly any scope for agriculture or any other economic activity for earning livelihood but there is abundance of rich tourism resources. The discreet and planned development of rural tourism can be one of the important factors in generating employment in rural areas especially in Rajasthan. Finally they concluded that how tourism could be one of the important generators of
employment and can contribute substantially for the socio economic development. However the study did not elaborate on the hurdles to be faced in developing rural tourism like dearth of finance, providing for basic infrastructure from scratch, education of locals etc.

Prabhas C Sinha (2006), “Global Tourism Policies, Laws and Action Plans: Select Case Studies and Model Approaches”, discussed in his book about the different laws and policies followed by different countries and states like India, Guyana and the state of Andhra Pradesh in India. He discussed in his book about the Macau, who implemented the law model which regulating the activities of travel agencies, tour guides. Further he discussed about the child sex tourism which is going very fast throughout the world. These books suggested the model laws, policies and action plans concerning with sex tourism of children worldwide and the role of US policy on the International co-operation for restricting sex tourism of Children. Detailed analysis of the world congress against commercial exploitation of Children and the policies and action plans of International Organizations are also discussed. It is however difficult to measure the impact of the policies relating to prevention of such practices. Besides it requires an extensive database to be maintained for the same.

Rohit Garg (2005), study entitled “A study of economic issues in the management of tourism industry in the state of Rajasthan”, deals with the organizational structure of tourism industry in Rajasthan and how tourism affects the economy of Rajasthan. Tourism is one of the most important economic activities that generate foreign exchange, provide employment and share an important part in the earning of the Government. He also focused on the management of tourism industry in India and suggested
the measures to improve the efficiency of the tourism industry in Rajasthan. However the impact and efficiency of these measures have to be evaluated.

**Syed Faizel Hasan (2005),** “Cultural events and their impact on tourism in India—a case study of Rajasthan”, discussed that how the rich cultural heritages of Rajasthan play a dominating role in attracting tourist in Rajasthan. Rajasthan offers a rich cultural diversity, which include traditional dances and arts forms which lures tourists to Rajasthan thus both domestic and foreign tourists visit Rajasthan to have a panoramic view of different cultural events. Finally he concluded that the rich cultural diversity of Rajasthan is the major driving force for the inflow of tourists from both domestic and foreign lands. However it is also important to concentrate on the steps to be taken to preserve the cultural heritage taking into view the large number of tourists visiting these places.

**Chanchal Sharma (2005),** in his article, “Tourism Policy Innovations of an Indian State (Haryana) and Their Implications”, discussed the socio-cultural dimensions of various tourism strategies adopted by the state of Haryana, in order to underline the importance of ensuring effective planning and management for guaranteeing protection and preservation of cultural heritage, values, local environments and social well-being. It is thus a call for a mature response on part of the government for ensuring sustainable development of tourism. There is a need to develop a strategic framework involving coherent partnership between all the stakeholders, ensuring generation of foreign exchange without creating socio-cultural and environmental problems and without having to exhaust assets which
cannot be replaced \textsuperscript{18}. At the same time it is necessary to institute machinery which can evaluate the performance of the policies and see whether the guidelines are just in theory or whether they actually have practical relevance.

\textbf{S. Vinu Kumar (2004), “Sustainable development and tourism”,} discussed that tourism is a major phenomenon of the modern society, which has emerged as an economic activity of immense global importance. Tourism has tremendous potential of earning foreign exchange, yielding tax revenue, generating employment and contributing to the economic growth of the country. He also discussed that the National Policy of tourism stipulates that tourism should become a unifying force on an international level and can be used as a medium for fostering better understanding through travel. It should preserve, retain and enrich our worldview and life-style, our cultural expressions and heritage in all its manifestations\textsuperscript{19}. Having said that innovative means have to be stipulated to capitalize the potential of tourism.

\textbf{O.P. Verma and Kulbhushan Chandel (2003) in their article, “Tourism Policy of Himanchal Pradesh - A critical appraisal”,} discussed that tourism is a fast growing industry in the world, it is a service industry, therefore it is to be planned and developed in a scientific manner like other industries. Planning for tourism is not only concerned with the physical planning of tourist facilities at a particular place but successful tourism planning depends on how the natural and other resources are presented to the tourists. Thus the formulation of any tourism plan must be largely determined by natural and man-made tourist attractions. The entire state of Himanchal Pradesh has variety of tourism potential. Keeping in view
the potential of tourism, Government announced the tourism policy 2000 in the state. For this paper they interviewed many tourists and found some problem related to tourism in Himanchal. Finally they concluded that tourism industry could earn maximum return to the state and could be beneficial for the overall development of the state. The success of planning however depends on its efficient implementation and taking remedial measures to address the shortcomings.

Shalini Singh (2002), in her article, “Tourism in India: Policy pitfalls”, emphasized with a brief overview of the prevailing conditions that usually dictate policy formation. Given the background that the state of the Indian tourism planning processes and implementation are presented. The paper makes an attempt to identify where tourism policies fall short of delivering the desired results. Public policies on tourism reflect the general state of governance in a country. Success in the practice of tourism and hospitality is largely credited to the policy and subsequent implementation thereof. In the developing countries, especially those of South Asia, tourism policies are neither elaborated sufficiently nor appropriately executed, and India is no exception. The policy pitfalls are identified but it is necessary to devise practical solutions for the same taking into view the ground realities.

Ashok Kumar Sharma (2002), in his thesis, “The study of Rajasthan Tourism Development Corporation in the development of tourism in Rajasthan”, he worked on the role of tourism in the development of Rajasthan economy and also the functioning of Rajasthan Tourism Development Corporation. In Rajasthan, Rajasthan Tourism Development Corporation performs many functions like providing accommodation to tourists, bar facilities, catering facilities, heritage trains (Palace on Wheels...
and Heritage on wheels), package tours etc. It is a descriptive study and does not compare the standing of tourism in Rajasthan with that of other States and countries to make a comparative study of its progress.

Shiv Prasad (2002), in his thesis, “Financial performance appraisal of Rajasthan Tourism Development Corporation” studied the financial performance of Rajasthan Tourism Development Corporation in Rajasthan. Rajasthan Tourism Development Corporation is the pioneer organization in Rajasthan. He focused on the financial aspects of Rajasthan Tourism Development Corporation. He found that Rajasthan Tourism Development Corporation earning is from the hotels, package tours and heritage trains. In his thesis he concluded that the RTDC earnings were increasing day by day but not to maximum extent possible. Further he suggested some measures to improve the financial performance of Rajasthan Tourism Development Corporation. The success of tourism can however be not confines to financial matters only. Other issues like human resource, heritage preservation, employment etc. have also to be taken into account.

Monique Choy, Sarina Singh (2002), “Rajasthan”, discussed about the different tourist attractions in Rajasthan like Special sections on architecture and traditional Rajasthani dress. They also focused on the key destination of Golden Triangle that includes Jaipur, Delhi and Agra. In Rajasthan accommodation options include luxury havelis, palace hotels and converted forts. They also emphasized on the details of the state’s renowned camel fairs and its colourful festivals. It is gain a descriptive study of the existing status of tourism in Rajasthan and does not evaluate or suggest measures for improvement.
R.N. Batta (2000), “Tourism and the Environment: A Quest for Sustainability: With Special Reference to Developing Countries, and Policy Analysis on Himanchal Pradesh”, aimed at providing a systematic analysis on tourism’s interaction with the environment and ways to achieve sustainability. This book revolved around three key concepts: Tourism, Environment, and Sustainability. The fundamentals of tourism like its definition, characteristics of its product and theories of development of tourism are examined to facilitate an in-depth analysis. With the impacts of tourism—both economic and environmental—studied at length, the emphasis of the book is on finding ways to manage tourism in a sustainable way. He also discussed on tools of sustainable tourism: the Carrying Capacity Analysis, Environmental Impact Assessment, and Economic Valuation of Environmental Resources. Further he discussed that how to use applications in policy making. Finally, he analyzed the tourism policy of Himachal Pradesh and guidelines for making tourism units environment-friendly 25. However to evaluate the progress of tourism it is necessary to undertake comparative study to find out its domestic and international standing.

Sharma (1999), “Thar- The great Indian Desert”, explored various moods of the desert by means of excellent pictures, he has explored the history, physiographic, climate and culture of the Thar. He has given a brief description of the history of evolution of the desert and Thar described in detail, the physiography of the desert and the resulting settlements and lifestyle of the people. He has also focused on the evolution of different cultures due to different geographic conditions within the Thar Desert 26.
The study is confined to just Thar Desert. It does not suggest ways of promoting it as an attractive tourist destination.

**Royina Grewal (1997),** “In Rajasthan” wrote of her travels through Rajasthan, she takes us behind the exotic facade of this fabled destination of India's most colourful state. The author discussed folk music and architecture, feudal traditions and regional cuisine. Further the focused on the people of Rajasthan from maharajahs to camel trainers, from a female Marxist leader to itinerant snake charmers. In Rajasthan doesn't dwell on the state's glorious past; it looks to the present and the future to convey the excitement and challenges of a region in transition. Here again there is a need to deeply explore the tourism potential of the state of Rajasthan and suggest ways to project and advertise them.

**Manjula Chaudhary (1996),** “India’s tourism: a paradoxical product”, focused India is a vast country with a large variety of tourist attractions which is yet to make its presence felt on the world tourism map. It has been able to carve a small niche for itself among international tourists but has failed to take a share of the package tourism industry as 90% of tourists coming to India do not buy any packages. A multitude of factors such as India’s image, infrastructural bottlenecks, tough competition and inappropriate marketing are responsible for this situation. She elaborates problems that have certain peculiarities that demand context-sensitive handling. Nevertheless, the future of tourism in India is bright since it has witnessed growth rates well above average world figures. The Researcher feels that there is a need to not only identify but also address and provide solutions for tackling the problem at hand in order to capitalize on the tourism potential
Lakshminarayana (1995), in his book, “Economy of Rajasthan”, provided detailed knowledge about the economic structure of the state of Rajasthan. He has separately dealt with the various aspects of economy like power, industries, planning etc. This book clearly dealt with the tourism industry of Rajasthan, its prospects, problem and status in the economy of the state. It is necessary to realize that tourism can be a great source of income to the state exchequer.

Uzma Khalique (1995), “Sustainable tourism in Rajasthan”, worked on the potential of tourism in Rajasthan. She emphasized on the different tourism activity that are available in Rajasthan and for sustainability of tourism in Rajasthan, the environmental factor should be considered in making policies and plans. Tourism activity affects the environment. However given the growing need for environment protection it is necessary to chalk out a joint strategy applicable to different sectors including tourism to devise ways to protect environment.

Usha Bala (1990), “Tourism in India, Policy & Perspectives”, dealt with planning and policy perspectives in the sphere of human resource development, provision of fiscal and non-fiscal incentives, policies regarding the involvement of NRIs and multinationals, existing status and targeted addition in accommodation and transport facilities, thrust areas for tourism development, and present and prospective marketing strategies. However it is utmost necessary to study the impact of these strategies and policies to verify their effectiveness.
International studies on Tourism Policy and Rajasthan Tourism

**Abby Liu (2010)**, “Policy impacts on ethnic representation in tourism”, in his article discussed that the advocacy of an equitable ethnic representation in development underpins the complex policy domain in which issues of ideology, cultural differences, capacity and social changes are dominant concerns. **Malaysia** represents a classical case. This study, through an examination of mainstream policies, deals with the adequacy of government actions toward the use of tourism as social engineering drive for alleviating ethnic disparities. Findings reveals 'development orthodoxy' of preferential ethnic initiatives is questionable because of its divergence from Malaysia's tourism iconography of multi-ethnicity and because of the government's insensitivity and incongruity toward the treatment of ethnic diversity with respect to tourism. It is necessary to apprise and address the burning issue and also offer remedial measures for the same.

**Ku-Hsieh Chen, Hao-Yen Yang (2010)**, in their article “Appraising the Economic Impact of the Opening up to Mainland Chinese Tourist Arrivals Policy on Taiwan with a Tourism-CGE Model”, focused on to establish a tourism-CGE model to appraise the opening up to Mainland Chinese tourist arrivals policy on Taiwan. They also suggested that by using this model the multiplier effect of the Mainland Chinese tourists' expenditure in Taiwan can be minimized as compare the tourists from Japan and Korea. Their study also reveals that the policy would not necessarily contribute positively to every industry. Finally, they have given some recommendations for the improvement of tourism policy. However the
effectiveness of the model would be always questionable until it is put to practical use.

**Joan C. Henderson (2009),** in his article “Tourism policy and cultural heritage in multi-ethnic societies: a view of *Malaysia*”, explored important questions of the ways in which tourism, culture and heritage are connected in multi-ethnic societies where governments are striving to establish a national identity. Interactions are reflected in and contribute to tourism policy, which cannot be fully understood without reference to its wider framework. In his paper he examined these issues within the context of Malaysia, which is undergoing change and some internal tensions, as it develops both as a nation and tourist destination. However it is important to study the progress of Malaysia with other upcoming attractive tourist destinations like Dubai and Singapore to understand the situation.

**C. Michael Hall (2009),** in his article “Arche1typal Approaches to Implementation and their Implications for Tourism Policy”, discussed that although recognized as an important area of tourism policy making, there are relatively few studies of implementation in tourism, especially with respect to relating tourism policy to the broader public policy and planning literature on implementation. Three archetype of implementation analysis are presented that draw on the public policy field and these are discussed in relation to exemplar studies, approach to policy analysis, aims, themes, standpoint, underlying concept of democracy, and a number of other factors. The implications of these archetypes for the analysis of tourism are noted. It is concluded that implementation studies are significant not only for analyzing the gap between policy and action but
also for highlighting struggles between policy interests and actors with respect to outcomes and the implications of using different policy frameworks. Though the study makes an attempt to suggest measures it is still required to verify the applicability and effectiveness of the suggested measures.

**Piotr Zientara (2009)**, “Development of tourism in Poland: policy implications”, his article discussed about the policy implications for the development of tourism in Poland. It takes as its premise that the country has considerable tourist potential, which has not been fully tapped. Further he focused that with emphasis placed on Poland’s destination attractiveness, weaknesses can be identify that hold back the growth of the tourism industry. It is argued that with the help of tourism policy, the development of various forms of tourism might foster the diversification of economic activity and encourage the creation of jobs, in particular in poorer rural or remote communities. There is a need to identify the various requirements of developing tourism in the form of infrastructure, finance, communication and find out the reasons for the underdevelopment of the tourism industry.

**Carol E. Henderson, Maxine K. Weisgrau (2007)**, “Raj Rhapsodies: Tourism, Heritage and the Seduction of History”, revealed that heritage is a prized cultural commodity in the marketing of tourism destinations. Particular aspects of heritage are often more actively promoted, with others played down. The representation of heritage in tourism as static and timeless derived since time immemorial from a distant past, is seductive. In Asia, a major part of the tourism market lies in the sale and
consumption of highly orientalized images and versions of culture and history. In India's marketing discourse, the state of Rajasthan symbolizes the nation in its heritage-laden, traditional and most authentic form. These images draw heavily on the British period in India - the Rajasthan. In one sense, this vision of Rajasthan is ennobling, highlighting moments of cultural pride. In another sense, it demeans, by omitting and obscuring salient features of contemporary life. Further they explored the cultural politics of tourism through interdisciplinary perspectives. They also demonstrated that tourism heritage privileges elite histories that recapitulate colonial relationships, compelling non-elites to collude in these narratives of subordination even as they advance their own alternative visions of history. However the various shortcomings like infrastructure, lack of trained guides, and other issues need to be looked into as well.

David Stott (2007), “Footprint Rajasthan”, discussed Rajasthan is the land of colourful tribal cultures, plush palaces and forbidding forts. One of India’s most fascinating states, with sun-scorched sands, perfect for desert safaris and lush green jungles home to majestic wildlife ideal for tiger watching, enjoy festival mayhem or replenish and relax on a yoga retreat, this beautiful region offers them all. The study is again a descriptive essay about Rajasthan and not necessarily deals with ways of promoting and developing it as a tourist destination.

Yianna Farsari (2007), in her article “Sustainable tourism policy for Mediterranean destinations: issues and interrelationships”, highlighted the need to understand and improve tourism policies in the world’s leading destination Sustainable tourism and related policies have been an
understudied topic within a Mediterranean context despite an increasing number of studies published during the last few years on Mediterranean tourism. He explored policies for sustainable tourism development and potential interrelationships between policy considerations. Such policies have been characterized as ad hoc and incremental, lacking a clear orientation towards sustainable development, and the complex relationships underpinning them have rarely been considered in decision-making for sustainable tourism. It is necessary to suggest alternative measures and policies for the same too.

In the article of “Destination place identity and regional tourism policy” A Dianne Dredge and John Jenkins (2003), focused that tourism is essentially place-based and involves the production of destination identity at different scales. At any one time, organizations at national, regional and local levels are actively engaged in presenting and promoting place identity in order to attract tourists and increase market share. The drive to establish distinct destination identity in the tourism market place is derived from a range of complex and competing interests manifested at global and local scales. This paper focuses upon interconnections between place identity and the institutions of tourism planning and policy-making at the regional level. In New South Wales, Australia, regional tourism organizations are contentious. It is argued that more profound insights into the problems and challenges of regional tourism organizations can be gained by examining the global-local dialectic.

Uli Cloesen (2003), “Approaches towards nature based tourism policies in Australia and New Zealand”, in his study reveals that the nature based tourism in western countries are being increased because of the
environmental awareness of the tourists. Australia and New Zealand are good examples of nature based tourism destinations. Both countries are focusing strongly on marketing efforts to increase visitor numbers and less to managing the effects on tourism. Both countries also giving importance for nature based tourism in their tourism policies. The private sector also provides the impetus in the development of sustainable practices. However it is necessary to consider the environmental impacts in the longer run and take preventive measures to provide protection to the resources.

Anthony James Veal (2002), “Leisure and Tourism Policy and Planning”, aimed to provide a comprehensive, multidisciplinary introduction to public policy and planning in the broad field of leisure and tourism. It includes theoretical perspectives and practical guidelines for the application of a range of analytical techniques, encompassing planning methods, demand forecasting, cost-benefit analysis and performance appraisal. It is important to analyse and evaluate the effectiveness of the model and plan.

Jafar Alavi and Mahmoud M. Yasin (2000), “A Systematic Approach to Tourism Policy”, in their study identified some significant policy implications. While the methodology presented in the study is not without some weakness, it can be easily applied to other countries and regions. In this context, four Middle Eastern countries are used to illustrate the approach proposed in this study. The Middle East is the cradle of civilization and the birthplace of the three major religions which are practiced today. As such, most countries in the Middle East have a natural competitive advantage in the global tourism industry. However, for many
of these countries the optimum potential of this competitive advantage has not been achieved. This paper was designed to provide policy makers with a systematic approach toward restructuring their tourism strategies. The strategies however have to be revised from time to time keeping in mind the changing global and domestic environment.

Pramod Sharma, Dean Carson and Terry DeLacy (2000), “National Online Tourism Policy Initiatives for Australia” focused that the benefits of online technologies for the tourism industry include increased efficiencies in communications, research, marketing, financial transactions, and enterprise management. Australia has a history of public sector policy initiatives designed to encourage economic development. Tourism is seen as a key industry for economic development, and the perceived benefits of online technologies for tourism have led to a strong role within the policy context for encouraging technology uptake. There has been some concern on the part of the Australian government that a lack of a national policy to this point means that full benefits to the industry of the online technologies may not have been realized. As a result, the government initiated a program of research and industry consultation in 1999 to develop a national online tourism policy. Further this process identified five key initiatives that were to form the foundation of an online tourism policy. It is expected that implementation of these initiatives as part of a national online tourism policy will advance the goal of achieving a sustainable tourism industry for Australia. However online technologies cannot be only relied for tourism promotion and it has to be worked in collaboration with other measures.
Hall (1999) in his article, “Rethinking collaboration and partnership: A public policy perspective” states that in many policy areas, including tourism, the changed role of the state and the individual’s relation to the state provides a major policy quandary. On the one hand there is the demand for less government interference in the market and to allow industries to develop and trade without government subsidy or assistance, while, on the other hand, industry interest groups seek to have government policy developed in their favor, including the maintenance of government funding for promotion as in the case of the tourism industry\(^4\). The present turmoil calls for greater cooperation and understanding between all related quarters and suitable measures should be suggested for the same.

Hanqin Qiu Zhang, King Chong and John Ap (1999), in their article, “An analysis of tourism policy development in modern China”, emphasized to identify the roles played by the Chinese government in developing its international inbound tourism. Tourism in China has rapidly developed since the adoption of open-door economic reform policy in 1978. Government has played different roles like Operator, Regulator, and Investment stimulator, Promoter, Coordinator and Educator. The framework adopted for examining the policies in terms of demands, decisions, etc. represents the specific policy issue components of the tourism policy-making process suggested by Hall’s model, based on China’s experiences \(^4\). It is important to offer adequate suggestions and alternatives to overcome the shortcomings.

Jordi Datzira Masip (1998) in his article, “Tourism policy in Spain: An overview” discussed the successful growth of tourism in Spain makes
tourism policy more important than ever for this destination. He proposed a reorganization of the State Secretariat responsible for this sector of the economy. He also takes a look at the strengths and weakness of Spain's current tourism policy, taking Catalonia as an example. Here gain it is necessary to devise and suggest plans and models to develop and promote tourism in the changing scenario.

**Vanessa A. Amoah and Tom Baum (1997),** "Tourism education: policy versus practice", discussed that the current human resources environment in tourism at a strategic policy level, especially in the area of management level education. They described a framework which is being used to study consultation between the makers of tourism and education policy at a national level. The framework advocates the development and implementation of a specific tourism education policy, to bring tourism education closer in line with national tourism policies. They concluded by outlining further research strategies. There is a need to address the problems discovered and suggest alternative measures for the same.

**Eduardo Fayos Sola (1996) in his article,** "Tourism policy: a midsummer night's dream?", discussed the changing nature of the tourism industry, with its move away from mass tourism towards greater market segmentation, use of new technologies, differentiation of the product and adoption of new management styles, demands a change in the substance of governments' tourism policies. This article reviews the development of tourism policy from pure promotion to product development to the current goal of maintaining competitiveness. It argues for a more balanced partnership between private, public and voluntary sectors and discusses
various national plans that may serve as a model for future policy making. However the model can be developed on an individual basis taking into account the state of development of tourism sector in each state and cannot be generalized.

M. Shackley (1996), “Community impact of the camel safari industry in Jaisalmar, Rajasthan”, focused that the isolated desert city of Jaisalmar, Rajasthan, now receives over 200000 visitors per year, mainly as the result of the promotion of camel safaris to the Thar Desert. Jaisalmar has a camel surplus because of mechanized farming, with animals redeployed into the safari profits are generated for camel owners and safari operators but these are directly returned to the local community either to finance a larger family or to buy more camels. It might be advisable to develop other areas of interest to the tourists apart from the camel safari to maintain a steady flow of tourists. Besides it is necessary to ensure proper care of the camels employed.

John Michael Jenkins (1993) in his article, “Tourism policy in rural New South Wales – Policy and research priorities”, focused on tourism policies and actions in rural New South Wales. It explains the roles of the New South Wales Tourism Commission, the New England Tourism Development Authority, and New South Wales State and Local Government planning legislation. In response to what is clearly a complex and neglected public policy sector, several suggestions are made as to rural tourism policy and research priorities. Particular attention is given to aspects of co-ordination and power in rural tourism policy formulation and implementation. However before promotion of rural tourism it is
necessary to provide facilities and then advertise in order to attract tourist in order to leave a positive impact.

Michael R. Evans and Kye-Sung Chon (1989), in their article, “Formulating and Evaluating Tourism Policy Using Importance-Performance Analysis” explored the applicability of Importance-Performance Analysis (IPA) technique in the formulation and evaluation of tourism policy. The authors discussed the use of the survey research technique and the key elements in the development of an effective research design using IPA. He illustrated how the IPA technique was used in two very different tourism destinations to solve problems and resolve tourism policy issues. However the ground realities and situations should be considered on an individual basis before employing this model.

C. L. Jenkins (1980), “Education for tourism policy makers in developing countries”, focused that inadequate attention has been given to the ways in which tourism policies are formulated in developing countries and almost no attention is devoted to the training and educational needs of those policy-makers. The increasing involvement of developing countries in international tourism, and the particular need for government intervention in tourism in these countries, has created the need to examine the level and type of training provided for tourism personnel. The level of education required by tourism policy makers should be differentiated from the usual interpretation of vocational training, and that this education is best derived from academically based rather than experience-based training. However the paper does not focus on the dearth of finance which is a major hurdle in developing infrastructure and human resource for tourism.
Fujji E. T. and MAK J. (1980), “Tourism and crime: implications for regional development policy”, This paper investigates the hypothesis that tourism generates environmental externalities in the form of increased crimes against persons and property using annual time series data over the period 1961-1975 and cross-section data for 1975 from the State of Hawai. An increase in the proportion of tourists in the population results in a significantly greater number of burglaries and rapes than a comparable increase in other population subgroups. The implications of the results for regional development planning of the visitor industry are then explored. Having explored the problem it is necessary to provide remedial measures in the form of protection to tourists etc.

1.4 Research Gap

A review of the work done in the field of tourism shows that studies have been carried out in the field of tourism policy and Rajasthan separately. The studies conducted by Usha Bala (1990), Rohit Garg (2005), Ashok Kumar Sharma (2002), Shalini Singh (2002) mainly looked into economic issues in the management of tourism in Rajasthan, Financial performance appraisal of RTDC, Perspectives of tourism policy in India. In none of the above studies, a study of tourism policy of Government of India with special reference to Rajasthan Tourism Development Corporation has been looked into covering all the aspects. A study of tourism policy of Government of India with special reference to Rajasthan Tourism Development Corporation, the present PhD topic will be a novel effort of the Researcher in the area of Indian Tourism Sector focusing mainly on the development of RTDC.
1.5 Need, Importance and Scope of the Study

Tourism is one of the fastest growing industry and contributing a major part in most of the economy of the world. It provides major source of finance for the development in the form of foreign exchange earnings. It has significant contribution in the promotion of national integration, international goodwill and understanding. In India, Rajasthan is being the largest state, in terms of area, and offers many kinds of tourism attractions for the tourist from all over the world and considering its vast and varied potential of tourism in the state and its impact on the economic, social and cultural environment of the state.

This study has been made to analyze the different tourism policies of Government of India. It also covers the tourism policy of Government of Rajasthan and the functioning of RTDC. This study covers the views expressed by the various informants representing government and tourists. This study will enable the State Government to devise plans, policies and strategies in the tourism sector in order to attain targets. The feedback from domestic and foreign tourists will help a lot in preparing the policies of tourism in India particularly in state of Rajasthan for the hospitality services to the required aspirations.

The study has covered span of 27 years i.e. from 1982-2008 for nation wise data. While in case of Rajasthan period from 1971 to 2007 has been covered. The period is enough to measure the impact of different policies. For collecting primary data five destinations have been selected i.e. Jaipur, Ajmer, Pusker, Jodhpur, Bikaner. In survey, Researcher has taken up five aspects of satisfaction about carrier services, accommodation, attraction, Government Services, general service. 

[31]
1.6 Objectives of the Study

In order to study tourism policy of Government of India with special reference to Rajasthan Tourism Development Corporation, the Researcher has set the following objectives:

1. To study and review the rationale of Tourism Policies introduced in 1982 and 2002 in India.

2. To measure the performance of the Rajasthan Tourism Sector in terms of parameters such as, satisfaction level including the demographic aspects, gender, age, nationality, education, profession and stay period in Rajasthan.

3. To measure the impact of National Tourism Policy on Indian Tourism Sector and on Rajasthan Tourism Development Corporation in terms of growth rate in the tourist arrival in India as a whole and Rajasthan in particular.

4. To examine the views and attitudes of tourists about the facilities provided by the Rajasthan Tourism Development Corporation at major tourist destinations in Rajasthan in terms of carrier facilities, accommodation facilities and other ancillary facilities, such as publicity facilities, tour operator facilities etc.

5. To identify the problems of tourism industry in Rajasthan and offer suitable suggestions for improvement of tourism in Rajasthan and solutions for the present needs.
1.7 Hypotheses of the Study

In order to fulfill and achieve the stated objectives of the research the study has been made on the basis of certain hypotheses. The hypotheses of the study have been made according to the need and importance and objectives of the study. For testing the hypotheses, the following hypotheses have been formulated:

1. **Ho**: There is no significant relation between the overall satisfaction level of tourists and the demographic factors such as gender, age, nationality, education, profession and stay period in Rajasthan.

**H₁**: There is a significant relation between the overall satisfaction level of tourists and the demographic factors such as gender, age, nationality, education, profession and stay period in Rajasthan.

Sub hypotheses of this hypothesis are:

(i) Null hypothesis is that there is no significant difference in overall satisfaction level between genders and on the other hand alternate hypothesis is that there is significant difference in overall satisfaction level between genders.

(ii) Null hypothesis is that there is no significant difference in overall satisfaction level when it is classified with the age of tourist and on the other hand alternate hypothesis is that there is significant difference in overall satisfaction level when it is classified with the age of tourist.

(iii) Null hypothesis is that there is no significant difference in overall satisfaction level when it is classified with the nationality and on the other hand alternate hypothesis is that there is
significant difference in overall satisfaction level when it is classified with the nationality.

(iv) Null hypothesis is that there is no significant difference in overall satisfaction level when it is classified with the **education** and on the other hand alternate hypothesis is that there is significant difference in overall satisfaction level when it is classified with the education.

(v) Null hypothesis is that there is no significant difference in overall satisfaction level when it is classified with the **profession** and on the other hand alternate hypothesis is that there is significant difference in overall satisfaction level when it is classified with the profession.

(vi) Null hypothesis is that there is no significant difference in overall satisfaction level when it is classified with the **stay period in Rajasthan** and on the other hand alternate hypothesis is that there is significant difference in overall satisfaction level when it is classified with the stay period in Rajasthan.

2. **Ho** There has been no significant change in the annual growth rate of number of tourist arrival in India between the period of two National Tourism Policies i.e. 1982-2002 and 2002-2008.

   **H₁** There has been significant change in the annual growth rate of number of tourist arrival in India between the period of two National Tourism Policies i.e. 1982-2002 and 2002-2008.

3. **Ho:** There is no significant difference in the arrival of tourist in Rajasthan after the incorporation of RTDC.

[34]
H₁: There is a significant difference in the arrival of tourist in Rajasthan after the incorporation of RTDC.

From the extensive literature review carried out by the Researcher, it was ascertained that though work on tourism policy and Rajasthan tourism were carried out by different authors but no work was done to find out the combined affect of tourism policy and Rajasthan Tourism Development Corporation on the growth of tourism in Rajasthan. Further no work has been done to find out the inflow of tourists in Rajasthan on the basis of satisfaction level taking account of parameters like gender, age, nationality, education, profession and stay period in Rajasthan. On the basis of review of literature Researcher tried to draw out the facts whether government tourism department is competent enough to attract tourist and provide services as per the desired level of satisfaction to different categories of tourists. To find out this Researcher adopted various demographic variables so that the exact facts and figures can be drawn about tourist arrival and tourism packages can be redesigned to suit the needs of various categories of tourists. On the basis of these facts the Researcher framed his hypotheses. To validate the study undertaken satisfaction level of various categories of tourist was under taken.

As tourism is a service oriented industry it becomes vital that special care is taken to satisfy the needs of various categories of tourist as per their desired level of satisfaction. So satisfaction is chosen as one of the parameter for hypothesis. Satisfaction means pleasure derived from any gratification and it varies from person to person on the basis of gender, age, and nationality and education level. Different individuals have got
different likings and different priorities. This is the reason for the variation in the liking of different places, the mode of transportation and accommodation. If a person is satisfied with some services its means that an organization is providing services to his/her desired level of satisfaction. So Researcher wanted to know whether tourists are satisfied with the services provided by RTDC in Rajasthan. For this reason Researcher associated the satisfaction on one hand and the other factors such as age, gender, income, nationality, profession and education level on other hand. All these factors have different kind of need and have different satisfaction level.

Researcher also wanted to know that whether there was any impact of tourism policy in tourist arrivals in India as well in Rajasthan and setting up of Rajasthan Tourism Development Corporation by Rajasthan government made any impact on tourists or not.

1.8 Methodology

The study is based on both primary and secondary data. For collection of primary data interview and questionnaires were considered to be the best alternative.

At the beginning of the project secondary data were found helpful and then to extend and optimize it to evaluate the earlier made hypotheses. Primary data was generated and statistically tested to arrive at conclusion. Keeping this fact into consideration Researcher has decided to include both primary and secondary data.

For primary data two sets of questionnaires were prepared from the following categories of information namely:

(i) The officials of RTDC
(ii) Domestic tourists and  
(iii) Foreign tourist  

One set of questionnaire was designed for the Domestic and Foreign tourist, and the second set of questionnaire was designed for the officials of the RTDC. Respondents were selected on a random basis. No criteria, as sex, age, country, education etc was considered for the collection of data.  

Tourism attributes combination of different activities like attraction, transportation, accommodation and other ancillary services. So these areas were thought to be important variables to understand satisfaction level of tourists. Therefore questions were framed to find out the whether tourist visiting Rajasthan were getting facilities as per their desire. How these facilities can have an impact on their arrivals? To address these set of questions it was essential to collect primary data and have an interface with the tourist to find out their requirements. The population chosen for the study is on the ground that it covers fairly large number of people from various categories. Thus the sample is diversified and representative of the whole population. These questionnaires were not only restricted to Indian population but also they were ranged to world population irrespective of age, gender, etc to get wide information and further statistical tools were applied to make the study more authentic and arrive at final conclusions about the factors impacting tourist arrivals in Rajasthan.  

The secondary data for the study have been collected from various secondary source of information, such as, Published Reports of ministry of tourism, Government of India, RTDC, department of tourism, Rajasthan.
Altogether the relevant Books, Journals and periodicals, Research Papers, Published Theses, Articles, News Dailies, Websites, are also consulted by the Researcher for better referencing.

The collected data is compiled, tabulated and analyzed with the help of the various statistical tools. Tables were prepared on the basis of questionnaire responses from tourists and officials.

1.9 Analysis and Interpretation of Data

For analyzing the data statistical tools have been used. For test of significance paired sample t-test, independent sample t-test and one way analysis of variance (ANOVA) have been done. Percentage and pie chart also been done for analysis of data.

Paired sample t-test is a statistical technique that is used to compare two population means in the case of two samples that are correlated. Paired sample t-test is used in ‘before after’ studies, or when the samples are the matched pairs, or the case is a control study.

t- test (paired sample) for test of significant difference

\[ t = \frac{\overline{d} - \mu}{s} \times \sqrt{n} \quad \text{or} \quad t = \frac{\overline{d} \times \sqrt{n}}{s} \]

\( \overline{d} = \) the mean of the difference

\( S = \) the standard deviation of the difference

Value of S is calculated as follows:

\[ S = \sqrt{\frac{\sum (d - \overline{d})^2}{n - 1}} \]

Note: it is based on \( n - 1 \) degree of freedom
An independent samples t-test is used to determine differences between the means of two distinct samples within a population. It is also referred to as a between-subjects design.

The formula for the independent samples t-test is:

\[
t = \frac{(\bar{X}_1 - \bar{X}_2) - (\mu_1 - \mu_2)}{s_{(x1 - x2)}}
\]

The numerator is the difference in means between the two samples, and the denominator is the estimated standard error of the difference. Where \( s_{(x1 - x2)} \) is the standard error that is calculated for using the pooled variance.

One-way analysis of variance (ANOVA) is a technique used to compare means of two or more samples (using the F distribution). It produces an F statistic, the ratio of the variance among the means to the variance within the samples. Essentially, the ratio of variance is a comparison of the variance amongst the different groups to the variance amongst all the individuals within those groups. In ANOVA two sets of variances are calculated i.e. between group means, "how different are the means": variation due to the systematic differences and within groups means, "how much spread is in the population" because of random error.

\[
F = \frac{\sum n_j (M_j - M_{\mu})^2}{k-1} / \frac{\sum (x_{ij} - M_j)^2}{N - k}
\]

\( k = \) Number of groups
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N = total number of subjects in study

n_j = total number in relevant group

M_M = mean of the means

M_j = mean of each individual group

F = variance between groups / variance within groups

1.10 Limitations of the Study

The present study suffers from certain limitations:

1. It has not been possible to obtain complete information from the officials in view of secrecy.

2. The study also based on secondary data and there is no adequate measure to judge their reliability.

3. The primary data on which the study is mainly relied upon may have some bias of the informants.

4. Rajasthan being a large state in the country, it is not possible to cover whole the area in depth.

5. The data and information related to tourism policy and tourist are very limited.

6. There is no proper record available on the foreign exchange earnings in the state from the tourism.

1.11 Presentation of the Study

The present study has been done on the tourism policy and the tourism potential in Rajasthan. Rajasthan Tourism Development
Corporation been also covered in this study. The study is divided into seven chapters.

The first chapter deals with the Introduction of study, Statement of problems, Objective of the study, Review of Literature - work has been done related to this topic, Hypothesis of the study, Research Methodology, Limitation of the study and research gap of the study.

Second chapter deals with Tourism as an Introduction, Overview of Tourism industry in India, Significance of Tourism, Tourism Under Five Year Plans in India, Tourism Policies in India - Tourism Policy, 1982, National Committee on Tourism, 1988; National Action plan 1992, National Tourism Policy of India, 2002, Major initiatives and Achievements taken by the government in India.


Fourth chapter deals with Introduction of RTDC, Organizational Structure of RTDC, Functions of Rajasthan Tourism Development Corporation, Incentive/Discount/Facilities given by the Corporation to attract the tourist in Rajasthan, Main projects of the RTDC.

The fifth chapter deals with Impact of Indian Tourism Policy of on Development of Tourism in Rajasthan: Survey Analysis, Interpretations and Testing of Hypotheses
The sixth chapter deals with the problems and prospects of tourism in Rajasthan and Rajasthan Tourism Development Corporation.

The seventh chapter is the summery of the Conclusions, Findings of the study and Suggestions for the improvement of tourism industry in Rajasthan.

1.12 Expected Benefits of the Study

The findings of the study will help to guide the policy makers to frame the appropriate policies that may satisfy the tourist’s satisfaction level so that it may encourage domestic as well as foreign tourists. The results of the study may be useful to the RTDC, Ministry of Tourism and tour operators for developing their marketing strategies for attracting the tourists. It is also helpful for the Researcher to bring out the new researches for the growth and development of tourism in Rajasthan.

1.13 Conclusion

This chapter has dealt with the comprehensive review of literature, research gap, need and scope of the study. The chapter also contains the hypothesis, and the statistical tools for analysis and interpretations. Limitations of the study have also been mentioned. The succeeding chapter would cover at the historical background of the tourism in India and tourism policies in India.
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