Chapter 6

Problems and Prospects of Tourism in Rajasthan

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6.1 Introduction

Previous chapter dealt with the analysis and interpretation of data collected through questionnaire. Present chapter deals with the problem and prospects of tourism industry in Rajasthan. On the basis of data collection through questionnaire and the spot surveys and analyzed in the previous chapter, various problems being faced by the tourists in Rajasthan and Officials of Rajasthan Tourism Development Corporation have came to fore.

The problems that came to forefront during the study are based on responses of the respective respondents and analysis thereof the questionnaires. In both questionnaires Researcher had given free space to write their views, complaints and suggestions for the tourism development. While filling the questionnaires some of the respondents opined about the high prices/fees charged to them at various tourist destinations. Some of the respondents made complaints that due to lack of advertisement they are not aware about the tourist destination. Some of the respondents seemed to be very much concerned about the cleanliness at the historical places; people use to throw the garbage here and there and write their names on the wall of the historical places. Some respondents gave suggestions for the improvement of the tourism facilities. So on the basis of all the views, complaints and suggestions, Researcher has categorized the problems and has dealt with them separately.
6.2 Problems of Tourists

There are many problems which are being faced by the domestic and foreign tourists in Rajasthan, which are discussed below:

6.2.1 Transportation problems

The absence of good transportation system is a big problem in the development of tourism in Rajasthan. Most of the public transportation are in very poor conditions and require immediate attention. The other problems related with transportation are:

(i) There is a lack of parking around the tourism attraction like historical places etc.

(ii) Dangerous positions of many roads of Rajasthan, which can cause accidents.

6.2.2 Poor advertisement for the publicity of tourism

One of the fundamental problems in tourism in Rajasthan is shortage of specialised advertisement and publicity of many significant attractions. Tourism information about tourism attractions, hotels, tourism facilities can promote tourism in Rajasthan, but due to lack of advertisement tourists are not informed about tourism attractions.

6.2.3 Problems of shortage of accommodation

Different ranks of hotels and tourism facilities according to the financial abilities of tourists are a very important factor in tourism development. Due to lack of such facility a numbers of tourists have problems of availability of hotels at a cheaper rate and this causes many tourists to have a very short stay in Rajasthan. There is also lack of quality
three-star hotels as the tourism policy provides higher tax incentives to setting up five-star hotels than to three star hotels.

6.2.4 High Indian hotel rates bigger tourism deterrent than terrorism

Besides charging very high rates, Indian hotels do not give adequate notice of availability of rooms. They do not understand that most of the foreign tourists plan their travels well in advance and need notice. This deters foreign tourists from making a tour to India. They prefer other countries where the rate of hotels and its availability is at very reasonable rate compared to that of India. This is the reason for south East Asian nations like Singapore, Malaysia, and Thailand becoming hub of tourism attraction.

6.2.5 Higher Tax

Higher taxes are charged to tourist at various stages right from their entry in Rajasthan. Taxes are charged on airport, food provided hotel accommodation. This has cumulative impact on the overall expenses. These are fairly high compared to other countries. This has negative impact on the growth of tourism as it demotivates tourists from visiting India.

6.2.6 Lack of Tourists reception centers (TRC)

There is a lack of Tourists reception centers in Rajasthan which provide the basic information about the tourist destination in Rajasthan. The absence of this important centre, leads to loss in revenue, as tourists visiting Rajasthan do not move to all places of tourists attraction.
6.2.7 Discrimination pricing

There is discriminating pricing for foreign tourists. In most of the historical monuments there is different pricing for domestic and foreign tourist. This generates a feeling of alienation among the visiting tourists and is also against our philosophy "Vasudev Kutumbkam", which means the world is one family.

6.2.8 Lack of safety and security

Due to continuous terror attacks on tourism destinations in different parts of the country, tourists are worried about their safety and security in Rajasthan.

6.2.9 Lack of hygienic food

Food service is also one of the major problem in the state. Food served is either unhygienic or served under unclean conditions. Non-availability of the regional and continental dishes is also a big problem.

6.2.10 Overcrowding

Unplanned promotion of tourism has increased pressure on the infrastructural facilities, the development of which has not been commensurate with the growing demand. Most of the tourism sites are overcrowded in Rajasthan. This makes tourists uneasy and unsafe as they feel prone to many types of air-borne diseases and also to various kinds of risk like pick pocketing, snatching and other heinous crime. It too has an impact on the conservation of the environment and preservation of scenic beauty become difficult due to large number of tourists.
6.2.11 Visa facilities

Visa facilitation is yet another problem. There is no system of single window clearance for obtaining tourist visa. Tourists visiting India has to go through various clearance system and other formalities to obtain tourist visa. This prevents them for planning their tour to India. Stringent eligibility requirements and cumbersome procedure put off many visitors from visiting India.

6.2.12 Insensitive tourists create problems

Many a times tourist visiting popular sites, forget the civic sense and indulge in activities which seriously hamper the beauty of a particular tourist destination. This problem has been further aggravated with a considerable increase in the number of tourists who are either not aware of or are indifferent to the ecologically fragile nature of the tourist sites. They show scant regard to cleanliness, tourists eat in public places and convert roads, including the main approach to popular spots like the historical sites where tourists often scratch on the walls and write their names, thus destroying the natural fabric of the sites.

6.2.13 Lack of better communications facility

In Rajasthan there are poor telecommunication infrastructures in terms of limited internet accessibility and difficulty of international calling. This often creates a sense of isolation amongst the tourist as they feel being deprived or cut off from their near and dear ones. It may at times lead to home sickness and force them to leave their tour without completing it.
6.2.14 Lack of Healthcare facilities

In Rajasthan there is lack of proper healthcare facilities at tourist destinations. There are no facilities provided by RTDC. There is lack of medical facilities at various tourist destinations. The elderly people and chronically ill people who visit certain destination for refreshment often find themselves in awkward situation due to absence of proper medical facilities.

6.2.15 Absence of online booking for hotels

Tourists are facing the problem of online booking. There is no facility in RTDC hotels for online booking. The absence of online booking force tourists to look for other alternatives for stay. This deprives the tourism sector from earning revenue.

6.2.16 Seasonality

The hot weather of Rajasthan creates a lot of problem for visiting tourists. Many tourists, who not used to such types of climatic conditions, find their stay very tough. Added to this the public transport system have very few air conditioned carrier which make travel from one destination to another very tough.

6.2.17 Other problems

1. Every monument has separate tickets, which results in lots of haggling and wasting of time.

2. Obsolete and non Interesting Tourism Itinerary that does not provide value for money
3. Inadequate updated tourist information is provided by the Department of Tourism and Rajasthan Tourism Development Corporation.

4. Beggars are one of the main problems faced by foreign tourist and harassment by beggars is increasing day by day.

5. There is no systemic approach adopted by the government to satisfy the needs of the tourist who visit the state.

6. There has been no stoppage of theft and crime against foreign tourists especially women tourists in Rajasthan.

7. There are unhygienic toilet facilities at almost all bus terminals, railway station and hotels.

8. There have been numerous rape cases of women tourists, putting Indian tourism to shame.

9. There is no economy version of luxurious tourist train which can cater to the need of all class of tourists.

10. There is no effective measure for speedy settlement of complaints of the tourists.

6.3 Problems of the Officials of RTDC

There are many problems which are faced by the officials of RTDC which came in front during the interview and the filling the questionnaire. Officials also gave some suggestions to sort out the problems.

6.3.1 Shortage of funds

The RTDC is finance starved department, which lacks financial aid from the government to carry out infrastructural and developmental
activities and whatever little amount is allocated by the government, it takes a lot of time to reach RTDC due to redtapism.

6.3.2 Tourism policies instability

The lack of any comprehensive policy for the development of tourism is one of the major factors responsible for the slow growth of tourism sector in Rajasthan.

6.3.3 Lack of training for Human resource development

RTDC don't have enough provisions for men-power training. There is no provision for regular refresher courses for the employee of RTDC. In the absence of such training programmes, the employees are unable to keep themselves abreast with the latest technology and development in the tourism sector.

6.3.4 Lack of co-ordination

There is lack of coordination among various departments which create problems while doing some development works in particular tourism destinations like lack of coordination between forest department, Public works department etc. This creates delay in the execution of project and blockage of funds. Besides, there is no coordination between public and private stakeholders in tourism development for the implementation of policies and monitoring their effective application.

6.3.5 Lack of professionalism in policies formulations

The policies are prepared by bureaucrats. They are novice with tourism industry. Therefore the policies formulated by them are not sustainable in the long run.
6.3.6 Lack of integration of tourism policy with the general planning process

There is absence of coordination between planning and policy formulations. As the planning is done for the overall development of the entire sector, the need of tourism industry doesn’t get focused while planning. The policies too are in a way quite different from the resources allocated as per plan. This leads to incongruency between plan and policies and seriously hampers the growth of tourism.

6.3.7 Lack of professional personnel in RTDC

RTDC do not have any eligible criteria for employment. Most of the employees are appointed without having any experience of the tourism industry. This seriously retards the prospect of RTDC as frontline organisation for promoting growth and development in Rajasthan.

6.3.8 Lack of innovativeness in marketing

Rajasthan is one of the famous tourist destinations in the world but the tourism marketing is not so developed. There is no such promotional marketing activity about Rajasthan tourist attractions so that tourists can be attract towards Rajasthan. There is also no holding of cultural programmes in other state and countries of the world to make people aware about Rajasthan tourism.

6.3.9 Lack of facilities provided by the government

Tourism has been announced as the exports industry, but the facilities provided by the government to RTDC is not similar to the one provided to the other exports oriented units.
6.3.10 Lack of personnel at TRCs

TRCs don’t have adequate and efficient personnel at TRCs. The absence of this makes TRCs a low performing centre.

6.3.11 Impediment from local people

Corporation finds some impediment from local people while doing development works at tourist sites. Many times local issues come to fore while carrying out development activities and locals are not supportive of the initiatives taken by the RTDC.

6.3.12 Insufficient communication with travel agencies

There is insufficient communication among the RTDC and travel agencies which creates problems in further planning. For example, the corporation may adjust their tour packages, tariff of hotels and luxurious trains according to the conditions every year, but some travel agencies haven’t been informed, so they continuously sell the previous tourism products to the tourists.

6.3.13 Lack of performance evaluation

RTDC employee performance is not evaluated regularly. In the absence of such performance appraisal measure the RTDC employee do not perform their work efficiently.

6.4 Prospects of Tourism in Rajasthan

Despite of above mentioned problems, prospects of Rajasthan tourism industry is very bright. In Rajasthan, tourism is the third largest employer after agriculture and textiles sector. Rajasthan has a developed tourism infrastructure, with over 6,000 hotel rooms in more than 150
hotels. Of these, over 1,400 rooms (54 hotels) belong to the heritage category. The state runs the 'Palace on Wheels', 'Heritage on Wheels', and newly launched luxury train ‘Royal Rajasthan on Wheels’, which is a famous attraction for foreign tourists. There are many popular tourist destinations in the state which attract tourists from India and abroad that include historic cities (Jaipur, Udaipur, Bikaner), wildlife centuries (Sariska, Ranthambore, Keoladeo) and desert locations (Jodhpur, Jaisalmer). To provide further impetus to tourism industry in the state, Rajasthan government has reduced the luxury tax applicable to the tourism industry from 10 per cent to 8 per cent. If the government continues to provide incentives to tourism sector than in years to come tourism industry will become the largest employment generating industry in Rajasthan.

There are enough prospects for growth and development of tourism in Rajasthan as there are many potential avenues which have remained untapped. Besides this the government can promote medical tourism by providing superspeciality medical facilities at a cheaper rate the government can also develop infrastructural facilities for promoting camp tourism and eco-friendly nature tourism.

Despite all the efforts, the tourism industry in Rajasthan is not working to its fullest potential. This is evident from the fact that the arrival of foreign tourist has continued to remain stagnant at about 27-28 percent of total foreign tourist arrivals in India for the last couple of years. This means that not enough is done by the RTDC to attract foreign tourists in Rajasthan. If the foreign tourist arrival is increased by 10% than the overall growth in allied sector will be about 25%. This means that if efforts are
made by RTDC to promote tourism, by means of adopting better marketing strategy, providing services at a cheaper and reasonable rate compared to that being provided by the other countries, then definitely the inflows of foreign tourists will go up from the present level. If this is achieved than the tourism industry in Rajasthan will be greatly benefitted.

Thus it can be said that tourism industry in Rajasthan is a very important economic activity, which has direct and indirect impact on economic, social and cultural life of the people. This industry has many benefits to the state in terms of foreign exchange earnings, employment generation, increase standard of living, regional development, promotion in international understanding etc. Realize the importance of tourism in social and economic development of Rajasthan, which has been amply substantiated with the elaborative research work by the Researcher. To bring out the various findings and recommendations for the benefits of tourism industry in Rajasthan, Researcher has devoted in the next chapter.