Chapter 7

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7.1 Conclusions

The present study is an endeavor to find out the impact of tourism policies and that of RTDC on the growth and development of tourism in Rajasthan. It is evident from the study that tourism is the largest and rapidly growing industry in the world and it is a fairly established and growing industry in India, especially in Rajasthan. Tourism is also regarded as an important industry for sustainable human development, including poverty alleviation, employment generation, environmental regeneration and development of remote areas, advancement of women, and to promote social integration and international understanding, besides an important source of earning precious foreign exchange. Tourism industry is also one of the least polluting industries. In view of all the advantages tourism has to be given a very high priority, with continuous and regular monitoring of its impact on overall environment by taking appropriate remedial measures.

Though Rajasthan does not have snow-clad mountains, or vast stretches of sea beaches, it is unique in many ways i.e. very rich in historical, cultural, architectural and natural heritage. In the western half of the state there is a vast tract of hot sandy desert (Thar), which is the most dynamic and living desert among the hot deserts of the world. Eastern half of the State is replete with historical monuments amidst very rich biodiversity of semi-arid, tropical region. Above all, people of Rajasthan are friendly and hospitable. Rajasthan has tremendous potential of attracting foreign as well as domestic tourists; accordingly plans are being made at Government level to give a quantum boost to this industry.
While planning a quantum boost in development of tourism industry, it must also be kept in mind that there always is a 'carrying capacity' for every thing, depending on various crucial factors. It is extremely important that growth of tourism sector must be compatible with overall environmental framework so as to be sustainable for long (in all respects like - ecological, cultural, ethical, hygienic, basic necessities and expectations, economic etc.). To tap the potential of tourism in Rajasthan, the Government of Rajasthan has set up RTDC which carries out promotional activities and other marketing strategies to augment the share of tourism.

7.2 Findings Based on Analysis

The findings of the study are presented below based on the analysis of the responses of the respondents on the questions furnished to tourists and the officials through two sets of questionnaires.

It is clearly discernible from the analysis in the foregoing chapters that the satisfaction level of the tourists has not seen much impacted by the demographic factors. Further Indian tourists do not have a preference to travel through air because it is quite costly compared to other mode of transportation. They prefer to use their own vehicle or railways. While foreigner tourists like better to travel by air. Most of the tourists prefer to stay in Hotels than in other avenues, as facilities provided by the hotels are of better quality.

Historical places are the most favorite destinations for the tourists. People are often insensitive towards these places and scribble on the walls making the place look filthy, giving bad impression to the tourists. Further it
appears that fairs and festivals are not properly managed leading to chaos and other untoward incidents. It is much to surprise of the Researcher that religious places have been commercialized where by devotees have to face a number of problems in performing their worship, as they have to pay for each and every rites.

One of the problems that have surfaced is the lack of information office management. Information offices are not professionally managed as there is dearth of skilled staff to facilitate the promotion of tourism. Publicity offices are also responsible for promoting tourism but in Rajasthan there is no such office for the promotion of tourism.

Tourism Policy has positive impact on the tourist arrivals in India because there is a significant change in the annual growth rate of number of tourist arrival in India between the period of two National Tourism Policies, 1982-2002 and 2002-2008.

Tourists are gradually increasing in Rajasthan after the inception of RTDC. Mostly domestic and international tourists who visit Rajasthan fall within the age range 25-50 years.

The finance provided to the RTDC is not sufficient to meet its requirement. As the modernization programme could not be implemented in RTDC due to financial constraint.

There are large numbers of tourism mediators. They are poorly paid and lack professional qualification. This is hampering tourism in Rajasthan. There is no provision for refresher course for tourism mediators and
employees in order to acquaint them with latest development in tourism sector. In the absence of requisite knowledge, these people are handicapped in dealing with the demands of the tourist.

7.3 General Findings Based on Researcher’s Observations

Terrorism has become major threat for tourists and their arrivals are greatly impacted by any terrorist activity as it is witnessed in the study that the inflows of tourist generally goes down after any major terrorist strike. Entry fees for foreign and domestic tourists are discriminatory as there are separate charges for foreign and domestic tourists.

Tourism is one of the important sources of revenue for the Rajasthan government. It also provides employment to large number of people. The policies and programme formulated by the Rajasthan Government has certain shortcomings like there is no special package for foreign tourist, for elderly people, and for female tourists. There is lack of coordination between RTDC and other departments. This creates a lot of problem in carrying out various policies and development programmes.

The other area which needs to be addressed is that higher officials of RTDC are usually bureaucrats, who lack professional know-how of the tourism sector. This affects the over all growth and development of Rajasthan tourism. Tourists are more conscious about safety and security during their travel in Rajasthan because a number of cases have come to light where unfortunate incidents have occurred against the tourists.
Overcrowding at times may create unfortunate incident like stampede and death due to suffocation as reported in many places.

### 7.4 Findings Based Suggestions

On the basis of the problems and findings the following suggestions are given:

Infrastructure development is the main problem for most of the tourists, which include transport and hotel industry, so government must make such plans and policy for the development of the infrastructure facilities in the form of construction of new hotels and roads. While constructing and upgrading the hotels, the requirement of the tourist at different places for accommodation should be considered. The public transport facility should be strengthened so that the tourists can visit the place of their choice at a very cheap rate.

Finance is one of the main problems of RTDC so Government must provide adequate finance to RTDC so that development programme can be implemented.

The marketing department of the corporation has to increase its efficiency and move out of office to give new direction that fetches fortunes to the corporation. Purpose to this marketing should be to sell their service to the target customer. It is necessary for RTDC to undertake effective marketing and publicity campaigns both within the country as well as engage in overseas promotion even to maintain its existing market share.
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It is suggested that the catering divisions of the corporation should accept outdoor contracts and generate additional income. The department can organize different dishes from various states by inviting experts and also try to arrange food festivals from time to time.

The corporation should establish training institute where professional skills can be imparted to young graduate in order to have trained man power.

Rajasthan have some of the finest forts and palaces of the world. Government should encourage the preservation, conservation of such heritage assets. Government also encourages the private investment in developing heritage property.

Tourist information centers should not only be located at important tourist destinations of the region but also at national and international gateways. So, the tourist particularly foreigners will not be misguided by the tout or other persons and will get the right information about the places. All the information centers should be connected with each other through computerization and should be providing related literature and brochures, booking services for package tours.

RTDC must hire the services of experts of tourism in formulation and execution of new projects for improving the quality of services.

Department of tourism must have coordination with the other departments of Government like Forest, Finance, Home, External affairs and Civil Aviation etc to provide the boom for the tourism industry.
There is a big gap between five star and lower categories of hotels. The government needs to create separate zones for setting up two and three star hotels.

The corporation must change its work culture in accordance with the changing circumstances and growing competition and should prepare route maps, pamphlets narrating the importance of the place or tourist destination for wider publicity.

RTDC should organize fairs and festivals in other state to promote Rajasthan as a favourite tourist destination.

7.5 Observation Based Suggestions

Rajasthan is rich in Handicrafts, so RTDC must promote handicrafts industries by increasing shopping arcade in their existing properties and provide space for handicrafts industry to display their products.

RTDC must identify land and buildings belongings to other departments like irrigation, forest department, Public works department etc with tourism potential and utilize them for tourism by signing Memorandum of Understanding (MoU) with them.

In tourist areas all beggars, vendors, or any unwanted persons should be barred from entering the tourist spot right from the parking, pick up or drop point of tourists so that there is minimum interaction of tourists with unwanted entities.

To promote tourism, RTDC with the cooperation of Indian Railways has launched many luxurious trains like Palace on Wheels, Heritage on
Wheels, Royal Rajasthan on Wheels, but these are very costly and cater demands of the elite class. In line with these luxurious trains RTDC should make efforts to launch economy class of trains catering to the demands of all class of tourists.

To eradicate the problem of overcrowding special studies must be conducted by the RTDC to assess the carrying capacity of important tourist places.

There should be a uniform Entry fees for foreign and domestic tourists at different tourist destination.

Corporation must create a separate Tourist Police Body, which would be trained to look into complaints of tourists and check harassment of tourist at various tourist destinations.

The allocation made for the development of other sectors like roads, public utilities, civil aviation, urban development, etc. should be invested in such a manner that it helps towards integrated development of infrastructure for growth of tourism.

Government must appoint the tourism professionals on the high post of the tourism corporation and in Department of Tourism.

Government must organize the Indian Tourism Service (ITS) exams with the help of Union Public Service Commission (UPSC). This will provide highly skilled personnel to take care of the growth of the tourism sectors.

Rajasthan government is encouraging the adventure tourism and other tourism activity in Rajasthan for tourist. So for this the target market is
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young men and women so the marketing department should give wide publicity and organize campaign in the colleges/ universities for getting good business.

Local people should also be motivated as well as involved in the tourism process. The people of the region should come forward help in providing safe and secure atmosphere for the tourists.

Limited resources of other Departments of the Central and State Governments should also be utilised in a coordinated manner so as to help development of infrastructure for growth of tourism.

In order to attract more investment in tourism sector, the possibility of offering more incentives and concessions to private sector in the tourism sector should also be considered.

While making plan and policy for tourism, it must include the overall development of the state and country not only the development of the tourism sector.

Government must improve the safety and security of the tourists especially of women.

The government should introduce uniform taxation across the States and do away with multiple taxation.

Clearly planned, focussed tour packages can be introduced which may attract the travellers.
Tourism industry must be provided with all the facilities, which the export industries enjoy in India.

Wildlife tourism is one of the important part of Rajasthan tourism, so steps should be taken regarding the promotion and development of wildlife tourism in Rajasthan.

Private players can be employed by the RTDC to promote tourism. As private players have better infrastructure, human resource and disciplined work force. With the aid of private marketing houses tourism in Rajasthan can be promoted beyond the boundary of Rajasthan that is throughout India.

7.6 Direction for Future Researches

In the study Rajasthan Tourism Development Corporation has been taken as a case study. For future researches other state’s tourism corporations can be taken with reference to tourism policy of India. In the study financial and marketing aspects of tourism industry have been left out that can be considered for study by other researchers.

In this study only five sites such as Jaipur, Ajmer, Pusker, Jodhpur, and Bikaner have covered by the researcher. The other sites like Mount Abu, Udaipur, and Jaisalmer etc. can be taken for future researches using suitable sampling techniques.