Preface

Tourism is one of the largest and fastest growing industries in the world. It has significant role in the development of economy most of the nation in the world. In India tourism not only has direct contribution to the economy but it also has significant linkages with several other sectors like agriculture, poultry, handicrafts, construction, transport, etc. Tourism is a development activity, which enhances the quality of life, preserves the national heritage and encourages the appreciation of India’s diverse cultures both by Indians and foreign visitors. It has become an important segment of the Indian economy as it creates employment opportunities and contributes substantially to its foreign exchange earnings. The other advantage of this industry in India is that, India has large geographical area with variety of tourist products.

After having so much potential of tourism, India’s share in international tourist arrivals is insignificant. To overcome from this problem, Government of India is trying its best to strengthen the tourism industry by formulating various plans and policies. The Government of India announced its first tourism policy in 1982, which emphasized on the expansion of foreign tourists in India. In 2002, Government of India announced formulated another National Tourism Policy, which aims to place India on the world tourism map as a global brand. This policy also recognized the role of Central and State Governments, public sector undertakings and the private sector in the development of tourism in the country. Further to promote tourism states were allowed to formulate their
own policies and corporations. In pursuance of this, Government of Rajasthan has formulated its first tourism policy in 2001. This policy was formulated to tap the enormous tourism potential of Rajasthan.

Rajasthan is one of the states where one can experience all types of climatic condition like cool weather in the hill station of Mount Abu and very hot weather in Jaisalmer. One can also enjoy wildlife beauty in national park like Ranthambhore and Sariska. Rajasthani folk dance and culture is also one of the major attractions for the tourists. All this variety has added new dimension to tourism in Rajasthan and has been major source of tourist attraction. 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.

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. This study also focused on the problems of tourists and the officials of RTDC. The present study would hopefully provide impetus to the department to do away with its shortcomings and improve things to meet the demands of the situation. The study is also focused on the trends of national and international tourist traffic, which may help the policy makers to prepare effective plans for the development of all the regions of the country.