

## **Exploring the Economic Dynamics of Tourism: A Case Study of Jaisalmer and Ranthambore, Rajasthan**

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### **I. Introduction**

Tourism is generally taken as visiting of a new place outside of our known environment. The concept of tourism in now became wider in modern context. In simple words tourism may be taken as sightseeing or visiting of attractive places and staying there for some time. The purpose of this visit is not only recreation but it may be for other reason like for academic, business, religious purpose, medical etc. Aforesaid discussion only talks about the demand side of tourism, like the demand side supply side of tourism is also an important part of tourism phenomena; supply side comprises of goods and services provided by host community on visiting places like food, shelter, transport, or communication facilities to their visitors. In this way tourism includes the whole process right from demand side to the supply side. Tourism plays an important role in development of both economy and society at different levels. It is effective tool of income distribution between two countries and thus also helps in balanced development of world economies. In the last 25 years international travel and tourism has grown more than 500%. Domestic tourism, which is by far the largest portion of the market, has also expanded dramatically during the same period. All forecasts point to continued dynamic growth at least

twice as fast as GDP. Travelling and visiting of different places outside of the natural habitat is nature of human being while visiting or travelling he is known as tourist. A tourist is always having keen desire to observe natural beauty, to learn and have knowledge about unknown places. In this way this basic nature leads to emergence of new industry as a tourism industry. If any nation wants to develop tourism industry in its economy, the sustainable tourism development is also becoming necessary objective behind that nation. For receiving multi-beneficial from this Industry for long duration, adopting a sustainable behavior should be needed. Since world war-II, the tourism industry emerged as major industry in economy. After petroleum and automobile sector, Tourism is next largest contributor to the world economy. In research areas – Jaisalmer and Ranthambore, tourism plays a very effective role in economic and social development. As both the areas includes in main tourist attractive spots of Rajasthan, so the areas experiences mass tourism every year. People from different regions of the world also from different states visit both research areas in almost every season. Seasons here means in Jaisalmer due to Harsh climatic condition during summer, tourist generally visits in winter, while Ranthambore National Parks which only opens during several months, that's why tourist can only visits during that particular period of time in a year. The sustainable tourism development becomes essential for proper tourism development, because of mass tourism, unplanned tourism development, lack of basic infrastructure, ineffective tourism policies, etc. The sustainable development of tourism implies satisfying the requirements of the present without compensating the capability of future generations to meet their own needs. For obtaining desirable results from tourism

industry and for sustainable tourism development, eco-tourism should be adopted as an essential tool. Eco-tourism also known as ecological tourism is responsible travel to fragile, pristine and usually protected areas that strives to be low-impact and (often) small scale. It helps educate the traveler, who cater the funds for protection, straight forwardly increase the development of economy and empower the political system of local communities and fosters respect for different cultures and for human rights. Take only memories and leave only a footprint is a very common slogan in protected areas. Tourist destinations are shifting to low carbon emissions, following the trend of visitors more focused in being environmental responsible and eco-tourism as a measure to face the challenges of tourism industry. So there is a demand of sustainable tourism development in research areas – Jaisalmer and Ranthambore and we can promote sustainable tourism development by adopting policy.

- **The main reasons behind selecting this topic for research are as follows**
- To study two different ecology of tourism development in different study area.
  - To study environmental threats in tourism industry in study areas.
  - To study the tourism potentiality of the study areas.

The research work is classified into seven chapters including conclusion. In first chapter researcher discusses the statement of problem, meaning Nature and significance of tourism, sustainable tourism development, and ecotourism, objectives of study, hypothesis, and review of literature and research methodology.

The second chapter is based on Geographical and historical background of research areas. Third chapter is highlighting the different tourism spots and places of research areas. The fourth chapter is all about tourist structure of Jaisalmer and Ranthambore. Chapter fifth and sixth are based on the impact of tourism on physical environment and socioeconomic life of people of research areas.

The last chapter seven is related to challenges faced by tourism industry in research area and measures taken regarding possibilities of better tourism development. To overcome from these problems and effective development of tourism, several changes in existing tourism policy is necessary. Ecotourism is effective tool to bring the desirable changes in tourism industry and its output.

Tourist activities bring lots of challenges in social system of research areas. For meeting the demand of tourists old havellies and forts are being redesigned, food habits also change, infect culture dance, music is now rapidly changes and became commercialized for hosting visitors. Due to these types of consequences need of strong tourism policy is in great demand.

This research work is based on study tourism phenomenain research areas. Besides that, observing the positive and negative impact of tourism, and study of sustainable tourism development.

Sustainable tourism development is a constant theme in research work. By analyzing all the impact of tourism over area, the suggestion to solve the problems of tourism in areas as well as to deal with the negative impact is the main concern of researcher for this, different suggestions are given in the last and adaptation of ecotourism concept in our tourism policy is suggested.

### **Present Scenario: Tourism in Rajasthan**

Rajasthan is the largest state in terms of area and located in the north western part of country is famous for various tourist sites. So, both the international and national tourist visits the state every year in large number. Although there are many tourist sites, located almost in every part of the state. All these sites are Famous for the great history colorful culture and unique natural beauty. Jaisalmer and Ranthambore are important tourists' spots of Rajasthan where large number of tourist visits these places from foreign as well as from different states. If we look at data related to tourist arrivals, we came to know that these two places are facing situation of mass tourism in different seasons and also consider as 'developing tourist spots'. Both the region while getting multi benefits from tourism industry also experiences some problems related to tourism industry in recent years in the forms of environmental degradation, social transformation or loosing original character of historical monuments etc. So, after observing these problems we came to the conclusion that for sustainable tourism by adopting an effective policy of tourism and ecotourism concept. With these minor changes in tourism industry, we can achieve maximum benefits from the tourism industry.

While promoting tourism, sustainable tourism development is one of the objectives for every economy. If we want to promote nature based tourism like other developed countries, eco-tourism can become a tool for conservation of our tourism resources. In these ways we can meet desirable goals of sustainable tourism development by implementing ecotourism.

Geography is considered as an important subject in all universities under science and humanities. In modern time Geography is concerned with both natural and human phenomena under two main branches viz. physical geography and human geography. First one is related to the earth surface, ocean, climate, and environment and second one deal with human phenomena.

Tourism geography is a sub branch of human Geography branch. As a separate branch, tourism is fundamentally based on temporary movements of people across space and interaction with place but if put together the components of tourism what we find that it is a Geographical activity. Because space (location on the earth surface), is essentially a Geographical concept.

This research is based on study of tourism, its different aspects its problems and solution through adopting ecotourism concept. This study is truly having a Geographical perspective.

Today every nation is considering the tourism as an important part of their economy because of its multi-beneficial outcome. Although tourism as an industry is quite least pollution created, industry, having multiple economic and social benefits, and having huge impact over visited area. Although with large number of benefits it also has its negative impact on social system and natural environment. All these negative effects of tourism can be minimized by proper planning and adopting some of the idea in tourism policies. In this way we can obtain long term objectives or desirable positive results. In this study the ecotourism is suggesting as basic tool to overcome with problem of tourism industry.

Today every economy while dealing with tourism adopting new concepts like promoting village tourism, eco-friendly tourism, forest tourism etc. is giving a broad scope of industry as well as for dealing with problem of mass tourism. Country like India with a vast variation in climate, and culture, large geographical area attracts large number of tourists from different parts of world. Also because of having large Geographical area tourism flow within the state is quite a common phenomenon. In this way tourism plays an important role in our economy.

### **Tourism**

Tourism means visit to a different place for various purpose. It is the activity for various purposes. It is the activity of travelling to a place, for some activity and staying there for some time as required by the purposes of travelling and the activity for which you are going for.

The purpose of tourism are what make tourism huge and wide and these can be leisure, holidaying with friends and family, for health and wellness, for experience new culture or for, and many other like these. These all are type of travel or tourism. Tourism as a set of activities involves travel and other activities. Travel is the essential part. All these activities, other than travel, makes up tourism. These activities are very important to understand concept of tourism.

So, the tourism basically is based upon travelling and a destination, and also the purposes or reason for travelling. The other activities it generally involves are planning, transportation, staying, food and few other things. Since there are or has to be these activities to make tourism this gives tourism the other angle to tourism, that is the commercial angel to tourism and specifically to the activities that tourism covers. All these activities and their commercial side is covered and explained as tourism industry.

Tourism and all these activities with in it make tourism important for economy, society and for the entire socioeconomic infrastructure of every country and its growth. Tourism helps create huge demand for economic activities and a need for social and infrastructure improvements.

### **Definition of Tourism**

In simple word tourism refers to visit new, unknown and attractive places and stay there for some time. It is key sector of world economy. As we all know it is effective way to bring desirable change in economy and social life of visiting place, so many countries are emphasis over tourism development in their nation. It is natural phenomena and human desire to see unknown places, monuments, ancient cities, historical places, places of pilgrimage this desire always motivate human being to travel to different places. So, this natural phenomenon of human being is resulted as emergence of new industry and development of new discipline as "tourism studies". Tourism is a triadic composition of social, cultural and it is arrived natural phenomena.

### **The United Nations World Tourism Organization (UNWTO)**

(now also recognized by the united nation statistical commission) considers tourism to be "the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure business, and other purposes.

This is a broad definition that comprises travel from one place to other, lodging at the place of host area, any actions undertaken in the process. Moreover, it accounts for different purposes. Relaxation activities are most frequently allied with tourism, but this definition allows for business to be the primary inspiration for travel, as well as "other purposes", which may include education, health, or visit family and friends. Any of these may be the open reasons to travel, there are also secondary reasons for both travel and any tourism actions accomplished at the destination.

It only indicating the movement that takes people away from their home environment for at least a day would be considered tourist. As such, local and day trip activities would be classified as part of normal recreation activities undertaken in our leisure time, or the free time that we have left over after we have done what is necessary- from work to household chores to sleep and during which we can do we choose. On the other hand, people are regularly participate in the common activities that would be measured as "tourism" for somebody approaching farther away. Reliant on one's initial location, day trips can even across the international borders and it only emphasis more on tourists and their actions mainly the tourism's demand side. In tourism demand can be defined as "the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their places of work and residence". Supply is defined as the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure, and leisure activities away from the home environment. So demand and supply both are basic concepts in tourism. Reliant on our point of view, we may emphasis more on tourism demand than tourism supply or vice versa.

The concept of tourist traveling is also a part of cultural of India right from the ancient time. 'Trithatan' in Sanskrit language means visit some other place for short duration. 'Paryatan' is word used as synonym for

tourism in hindi which refers to going out for pleasure and knowledge, 'Deshatan' means to go out of country for economic purpose and 'Tirthatan' means visiting place of religious importance.

**William F Theobald (1904)** suggested that etymologically, the word tour is derived from the latin 'Tomere' and the Greek 'Tomos' meaning 'a lathe or circle' movement around a central point or arcis.

The meaning has altered in modern English as 'one's turn'. The suffix -ism is defined as 'an activity or process, typical manners or quality' which the suffix -ist denotes 'one who perform a given action when the word tour and the suffix -ism and ist are combined, they suggest the action of moving in a circle. Describing a circle implies returning to one's starting point, so a tour is a round trip journey i.e., the act of leaving and ultimately returning to the original starting point. Therefore, one who takes such a journey can be called tourist.

Tourism Society of England (1976) define "tourism is the temporary short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes the movements for all purposes.

Tourism is defined as "the inter-relationship arising from the interaction of (a) tourist (b) the supplies (c) the government of the host destination and (d) the residents of the host area destination, in the process of affecting and catering to tourist. Tourism can be described as "An amalgam of three main components (a) Attraction of the destination (b) the facilities of destination and (c) the accessibility of it".

World Tourism Day i.e., September 27 is celebrated every year. This day was picked since the UNWTO laws were approved on that day in 1970. This day is intended to increase public awareness of the importance of tourism to the global society.

### **Types of Tourism**

Depending on the destination and alternative forms of tourism, there are two main categories of travel. Tourism can be categorized as international and domestic tourism.

#### **International Tourism**

International tourism is the practice of traveling to other nations. One requires a valid passport, visa, health documents, foreign currency, etc. to go to another nation. Inbound and outbound tourism are the two subtypes of international travel.

**Inbound Tourism:** This refers to foreign visitors entering a specific nation. It is referred to as inbound tourism for the destination nation when people go outside of their home or host nation.

**Outbound Tourism:** When a tourist crosses international borders, they are doing so from their country of origin. Because a visitor is leaving their home country when they visit a foreign country, this is considered outbound tourism for that country.

#### **Domestic/National Tourism**

Domestic tourism is the practice of travelers traveling within their own nation. It is simpler to travel inside the same nation because it does not call for formal travel documents or time-consuming paperwork like a required health check and foreign exchange. A traveler does not frequently encounter language barriers or problems with currency exchange when traveling within the country.

### **Forms of Tourism**

Tourism has various forms on the basis of the purpose of visit. These are further divided into many types according to their nature. Forms of Tourism are as follows:

- Accessibility Tourism
- Adventure Tourism
- Atomic Tourism
- Agri-tourism
- Alternative Tourism
- Beach Tourism
- Birth Tourism
- Boat Tourism
- Booze Tourism
- Business Tourism
- Bird-watching
- Camping
- Culinary Tourism
- Culture Tourism

- Disaster Tourism
- Recreational Drug Tourism
- Eco Tourism
- Eno tourism (oenotourism, Wine Tourism)
- Escorted Tour
- Experiential travel
- Experimental Travel
- Extreme Tourism
- Fashion Tourism
- Garden Tourism
- Genealogy Tourism
- Geo Tourism
- Halal Tourism
- Honeymoon Tourism
- Industrial Tourism
- International Volunteering
- Jungle Tourism
- Justice Tourism
- LSBT Tourism
- Libel Tourism
- Literacy Tourism
- Medical Tourism
- Militarism Heritage Tourism
- Motorcycle Tourism
- Music Tourism
- Nautical Tourism
- Political Tourism
- Religious Tourism
- River Cruise
- Romance Tourism
- Rural Tourism
- Safari Holidays
- Science Tourism
- Self-guided Tour
- Set-jetting
- Slum Tourism
- Space Tourism
- Sports Tourism
- Stag Party Tourism
- Sustainable Tourism
- Three-Dimensional Virtual
- Tombstone Tourist
- War Tourism
- Wedding Tourism
- Water Tourism
- Whale Watching
- Wild Life Tourism

### **Classification of Tourism**

According to reason of visit Tourism can be divided as following-

- 1. Recreational:** Leisure or Recreational tourism takes a person away from the known environment of everyone's life. People will spend their time at the hills, sea, beaches etc.
- 2. Cultural:** Cultural tourism meet cultural and intellectual interest and include visit to ancient monuments, places of historical or religious importance etc.
- 3. Sports/Adventures:** Trip has taken by people with a view to playing different games, fall within this category.
- 4. Health:** This category includes persons who travel for medical care or go to locations with potential for healing, such as hot springs, spas, yoga, etc.
- 5. Convention Tourism:** It is taking on greater significance as a component of travel. To attend conventions related to their business, career, or passion, people travel domestically or abroad.
- 6. Incentive Tourism:** Major corporations reward dealers and salespeople who surpass high sales targets with vacations. This is a brand-new and developing trend in travel. These take the place of monetary rewards or gifts; incentive travel is currently a \$3 billion industry in the USA alone.

### **Nature of Tourism**

The tourism industry has many facets. It affects almost every aspect of life. The tourism industry has seen constant and rapid growth. Today's traveler comes from a more diverse social background, has much more diversified likes and desires, and has considerably less free time. Nowadays, people are moving for existing and exotic leisure activities like pony tracking, water skiing, swimming underwater, and mountaineering. They like hunting, riding, sailing, shooting, building their own unique low-cost lodging, and frequently providing their own entertainment and other services. Tourism is actually a complex phenomenon that includes the occurrence of a traveling populace that is foreign to the places they visit.

### **Significance of Tourism**

The importance of tourism is demonstrated throughout the world. The Significance of tourism can be seen from two perceptions; the tourism industry and the tourist. As an industry, the tourism is closely interconnected with number of global industries and sector ranging from trade to ecological conservation.

### **Importance of Tourism to the Tourist**

- 1. Enhanced quality of life** - There are more than 150 types of tourism which can offer a tourist benefit for quality of life.
- 2. Ability to broaden way of thinking** - Travel introduces you to new experience new culture and new way of life. Many people claim that they 'find themselves' while travelling.
- 3. Educational Value** - The importance of tourism can be attributed to the educational value that it provides travelers and tourists can learn many things while undertaking. A tourist experience from tasting authentic local dishes to learning about the exotic animals that they may encounter.
- 4. Ability to 'escape'** - Tourism provides the opportunity for escapism. Escapism can be good for the mind. It turns often helps you to be more productive in the work place and in everyday life.
- 5. Rest and Relaxation** - Rest and relaxation is very important. Taking time out for yourself helps you to be a happier, healthier person.
- 6. Enhanced wellbeing** - Having the opportunity for rest and relaxation in turn helps to enhance wellbeing

### **Importance of Tourism to stakeholders**

There are many people who work either directly or indirectly with the tourism industry and who are therefore described as stakeholders. The benefits of tourism are largely related to stakeholders benefits from tourism, organized by economic, social, environmental and political gains, demonstrating the importance of tourism.

### **The Importance of Tourism in Economic Gains**

Perhaps the most cited reason in references to the importance of tourism is its economic value. Tourism can help economies to bring in money in a number of different ways.

Many argue that the tourism industry is the largest industry in the world. While its actual value is difficult to accurately determine, the economic potential of the tourism industry is indisputable. In fact, it is because of the positive economic impact that most destination embark on their tourism journey.

The majority of locations decide to spend their time and money on tourism because they hope to have a favorable economic impact. There are different levels of potential economic benefits

1. Foreign Exchange earning
2. Contribution to government revenues
3. Employment generations

4. Contribution to local economic
5. Development of private sector
6. Overall economy boost

## **II. Conclusion**

In conclusion, tourism plays a crucial role in the economic and social development of regions like Jaisalmer and Ranthambore in Rajasthan. The growth of tourism has been exponential in the last few decades, leading to both opportunities and challenges for these areas. While tourism has brought economic benefits and opportunities for cultural exchange, it has also posed threats to the environment and local communities.

The concept of sustainable tourism development has emerged as a necessary framework to address these challenges. Sustainable tourism development aims to meet the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It involves minimizing negative impacts on the environment, preserving cultural heritage, and ensuring benefits to local communities.

Ecotourism has been identified as a key strategy for achieving sustainable tourism development in Jaisalmer and Ranthambore. Ecotourism promotes responsible travel to natural and cultural areas, emphasizing conservation, education, and community involvement. By adopting ecotourism principles, these regions can mitigate the negative impacts of tourism, protect their natural resources, and enhance the overall tourist experience.

However, achieving sustainable tourism development requires a comprehensive approach that addresses the complex interplay of economic, environmental, and social factors. It involves collaboration between government, businesses, local communities, and tourists to create policies and practices that promote sustainability.

In conclusion, sustainable tourism development is essential for the long-term prosperity of regions like Jaisalmer and Ranthambore. By embracing ecotourism and sustainable practices, these areas can continue to attract tourists while preserving their unique natural and cultural heritage for future generations.

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