

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 7, Issue 7, July 2018

Sustainability of Tourism Sector in Jodhpur District of Rajasthan

Govind Singh

Department of Geography, J.N.V. University, Jodhpur, India

ABSTRACT: Heritage Conservation is regarding entertaining places to life for everybody, maybe for a moment's inspiration, however generally because the starting of a extended voyage of discovery. Visiting a very important building, a good looking garden, an incredible stretch of rural area or lineation may be a life-changing expertise - an opportunity to attach with our emotional and religious aspect or to find new meanings and wonder within the world around us. We have a tendency to conserve for the longer term, commixture the most effective ancient strategies with innovative new practices and guaranteeing that the maximum amount as attainable, our properties and resources are open for everybody to beneficiate. These lovely places and collections provide opportunities for learning, creativeness and participation in natural and historic environments. Cultural heritage provides vital links to the past at a dynamical designed surroundings and remains as a indicator for future coming up with and development. There is a key relationship between heritage and development that reflects the association between conservation, resurgence and property. Effective heritage management is regarding encouraging managed amendment – it's not regarding preventing applicable development or amendment to heritage buildings or settings. Making purposeful, enticing and viable assets can increase their money and social capital for homeowners and also the community severally.

The city of Jodhpur isn't any exception to the national follow of unplanned development. The present techno-legal regime doesn't examine the structural safety of the buildings and structures proposed; solely architectural plans are examined and building permits are issued by the municipalities and development authorities. This follow has to be altered for the great of the individuals. Notwithstanding the municipalities and development authorities comply with examine structural safety of the planned constructions, there's no ability offered inside these bodies to look at structural safety.

KEYWORDS: Tourism, conservation, heritage, sustainability, ecotourism .

I. INTRODUCTION

Domestic and international commercial enterprise continues to be among the foremost vehicles for cultural exchange, providing a private expertise, not solely of that which has survived from the past, however conjointly of the modern life and society of others. It's progressively appreciated as a positive force for natural and cultural conservation. Tourism industry will capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It has a vital part of several national and regional economies and might be an important source of development, once managed with success.[1,2]

Tourism itself associated with more and more complicated development, with political, economic, social, cultural, academic, bio-physical, ecological and aesthetic dimensions. The accomplishment of a useful interaction between the possibly conflicting expectations and aspirations of tourists and host or native communities, presents several challenges and opportunities. The natural and cultural heritage, diversities and living cultures are major business attractions. Excessive or poorly-managed business and business connected development will threaten their physical nature, integrity and important characteristics. The ecological setting, culture and lifestyles of host communities might also be

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 7, Issue 7, July 2018

degraded, at the side of the visitor's expertise of the place. Tourism ought to bring advantages to host communities and supply vital means and motivation for them to worry for and maintain their heritage and cultural practices. The involvement and co-operation of native and/or endemic community representatives, conservationists, business operators, property homeowners, policy designers, those making national development plans and site managers, is critical to attain a property business and to boost the protection of heritage resources for future generations.

II. THE STUDY AREA

Jodhpur, one of the principal cities in the circuit, has the massive 15th century Mehrangarh fort. The city also houses the grand Umaid Bhavan palace and hotel which is the only 20th century palace. Other attractions include the beautiful white marble royal cenotaphs of Jaswant Thada and the ancient capital of Marwar, Mandore with its cenotaphs and gardens. Another emerging destination, around an hour's drive from the city is the Osian village, which houses 15 beautifully sculpted Jain and Brahmanical temples belonging to five different centuries. Jodhpur, one of the biggest districts is settled within the western part of the Rajasthan state. The typical elevation of town from mean water level is 250-300 meter. It is covering geographic region of 22850 sq. kms and delimited within the east by Nagaur district, West by Jaisalmer district, North by Bikaner districts and Barmer yet as Pali on Southern portion. The Climate of Jodhpur is very hot and arid. The summer season is from April to June month followed by rainy season from July month to September. The winter season is from November to March. The annual average precipitation is 366 millimeters, however this is often not uniform throughout the year. Jodhpur gets most of the rain throughout monsoon season. The temperature shoots up in summer and drops in winter.

Jodhpur lies on the sting of this arid tract and is that the link between the desert on the west and therefore the semi-arid however cultivatable regions to the East. The region receives little rain - ninetieth of it within the monsoon (July-September). As per census population of Jodhpur is quite ten lakhs that is that the largest town within the region. It's additionally the second largest town within the state. [3,4] Jodhpur Civil airfield (located four Kms from town centre) is that the solely aerodrome within the Desert region with daily business rider flights operated by Alliance Air, and Jet Airways from Old Delhi, Mumbai, Jaipur and Udaipur. business air services to the opposite aerodrome at intervals the region - Jaisalmer are briefly interrupted recently given its sensitive position close to the forward areas. A well-developed broad-gauge rail network connects the Desert region to the most cities within the country. There are regular train services between Jodhpur and Bikaner to cities like Old Delhi, Mumbai, Kolkata and Bangalore. Onward connections to Jaisalmer are accessible from Jodhpur. The Desert region is additionally well connected by roads with NH15 passing through Bikaner, Jaisalmer and Barmer. Jodhpur is connected to any or all the 3 places by state highways and district roads.

III. OBJECTIVES

The main aims of inscribing this paper are:

- (i) Providing positive experiences for tourists and natives;
- (ii) (ii) To study the sustainable development of the study area and generating quality employment for the local people that fulfill their basic necessities;
- (iii) Respecting atmosphere and cultural peculiarities of the area;
- (iv) To reduce the negative impacts of tourists that ultimately enhance the tourism business

IV. RESULTS & DISCUSSION

Rajasthan is the largest state in area having below national average contribution in India's economy. Maharashtra the wealthiest Indian state, has an annual gross domestic product of US\$ 300 billion, nearly adequate that of Islamic

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 7, Issue 7, July 2018

Republic of Pakistan or Portuguese Republic, and accounts for twelve percentage of the Indian gross domestic product followed by the states of Tamilnadu (US\$ 140billion) and UP (US\$ 130 billion). Although, for the past three years, the speed of growth of Rajasthan is more than many states of the country, we tend to still at US\$ 100 billion, rank seventh once it involves gross domestic product contribution to the nation; and that we rank 23 amongst all states once it involves gross domestic product per capita. Out of US\$ 100 billion, Jaipur alone is \$25 Billion, and therefore the rest US\$ 75 billion comes from balance a part of state. Our rough estimates indicate that Jodhpur gross domestic product is ~US\$ four billion: Handicrafts- US\$ 350 million&Tourism- US\$ 240 million.[5,6]

The areas to specialize in are:
1. Tourism and Sports Connected Business
India complete Equity Foundation (IBEF) reports that in 2014-15, traveller arrivals within the state reached 34.59 million, principally in Jaipur and Udaipur. I perceive (from last presentation by Karni Singh) that Jodhpur gets only one million. Jaipur landing field had 2.3 million passengers in 2014 and Jodhpur had 0.29 million throughout same amount. There's area for giant tour operators, packers, movers, accommodation and events Management firms.

(a) Target three million tourists by 2022; and
(b) we'd like to place along a competent team to check and explore for unjust points.

2. Design and Training Institution for Handicraft Business
Jodhpur has been notable for its handicrafts, textile printing, hand-woven carpets, gold ornaments, iron articles. However, these ancient crafts are currently within the hands of an ageing population and in danger of dwindling within the next 5 year. Next generation is giving the art a skip; the niche area that the craftsmen have created for themselves is step by step obtaining nonexistent. Kids of craftsmen are kicking off in search of white color jobs. This trend has affected handicraft exporters tons. It's time to provide these skills a brand new lease of life.

(a) We would like to get advantages in cooperation with National Institute of Fashion and Design. The Jodhpur Initiative(TJI) has resolved to figure with the Jodhpur Development Authority and Jodhpur Municipal Corporation to:

1. Review current Bye-Laws;
2. Prepare New Bye-Laws for brand new Jodhpur town

(a) getting ready separate Bye-Laws for existing Jodhpur town within the walled space and [7,8]
(b) editing Bye-Laws for existing Jodhpur town outside the walled space and

3. Propose Third Party Structural Safety scrutiny System for the new Jodhpur.

Attracting to Jodhpur best medical and nursing workers from across the country, may be an essential part of the strategy to reinforce the standard of attention. Within the short term, making partnerships with specialized hospitals from across the country, investing telemedicine and delivery access to government insurance schemes would be a section of the main target on quality. The Jodhpur is that the town of the rich, however additionally town of the sensitive. Alongside, the people of Jodhpur are peace lovers. Thus, creating them sensitive to the gospel of living additional with less, is an attempt that's possible to succeed. With most resources coming back from out of town, town must be reminded perpetually the way to use resources meagerly. With the most effective radiation resource of the country accessible within the town for an oversized a part of the year, town needs harnessing this natural, natural resources for energy generation. Living on the south-eastern fringe of the Thar desert is difficult for the folks of Jodhpur.[9,10] The frequent dirt storms in summers, the hot heat for over four months, and therefore the dynamically dynamical weather removed from the arid are a number of the foremost challenges. Poor handling of water matters, lack of mechanisms within the town to handle waste matter, sullage, storm water drain and solid waste are key challenges that require to be addressed desperately. To prepare an inspiration for the quality within the town, TJI resolves to know and highlight to town problems that deal with:

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 7, Issue 7, July 2018

1. Sustainability, be it from the stand of creating positive atmosphere with low carbon footprint, meagrely exploitation the natural resources for improving touristic activities.
- 2.Environment, be it for greening it, protective it or up it.
3. Elaborate to town the assorted aspects that have an effect on property of town, its people, its resources or its engineered environment.
4. Highlight the factors that are liable for the deterioration of the atmosphere and thereby the standard of life within the town of Jodhpur, and work towards finding solutions to affecting factors for tourism.

The touristry expertise found in Rajasthan is changing: historically offered palaces, forts, lakes and also the desert. However, supported the 5-year trend in toured traffic, the expertise wanted from Rajasthan is dynamic . the standard touristry expertise isn't any doubt desired however the main focus is step by step shifting to a lot of varied touristry product particularly: Wild life touristry (particularly the Sanctuaries) conference touristry. Rajasthan has given its proximity to desert touristry. Newer desert safaris are providing constant pleasure. Domestic tourists are step by step turning into a lot of vital than foreign tourists: a lot of therefore since within the previous couple of years.

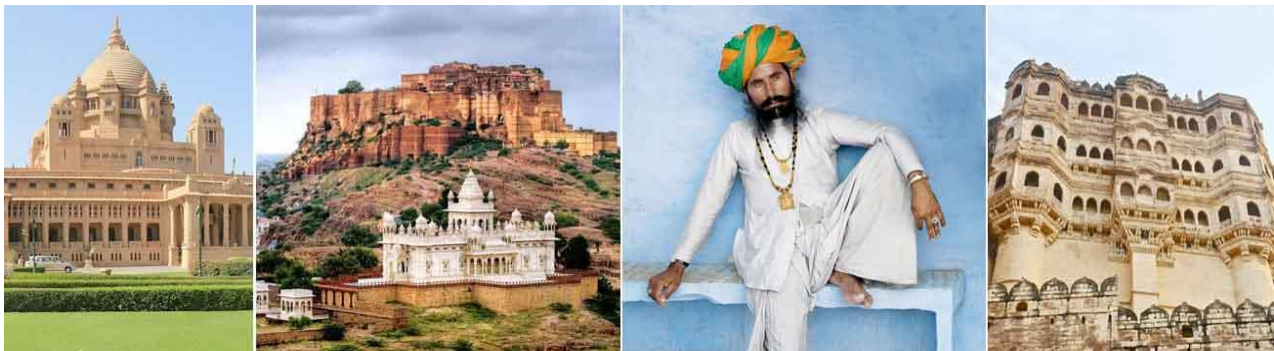


Figure 1. Some attractions for Tourists

Jodhpur has a great potential to come up with touristic enterprises at large scale. It is sort of this enterprise places to draw in traveler globally. However there's a requirement to focus by the govt. to grant some subsidiary policy to encourage the tourism sector. By boosting the touristic enterprise, it creates a lot of prospects to the state for generating revenue and employment in several type. In how development of world category touristic enterprise destinations in Western Rajasthan in an integrated manner to supply choices to the discerning traveler, to draw in investments and generate employment for native folks. The sleek implementation and operations of commercial enterprise comes by facilitating initiatives within the space of land, human resources development, promotion and surroundings improvement.

One of the essential initial steps is to possess a frenzied state tourism policy that outlines however the states would really like to project themselves. The prime concentrate on government policies, specific interventions projected and planned, new and existing incentives to developers and personal players and therefore the vision for development of tourism within the state, among others for revenue generation. A comprehensive and strong tourism policy is that the initiative towards achieving the required traveler influx for Jodhpur.[11]

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 7, Issue 7, July 2018

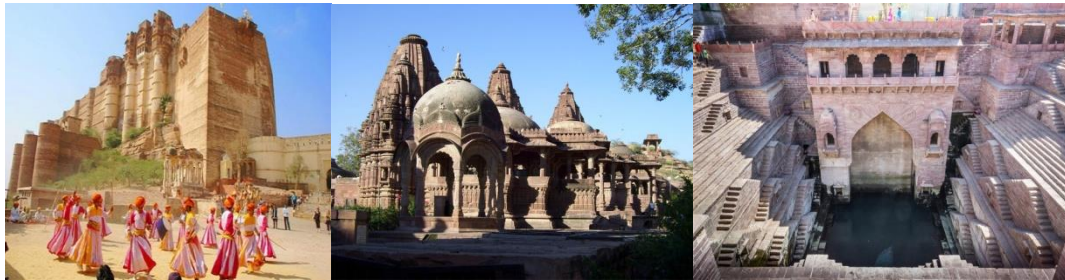


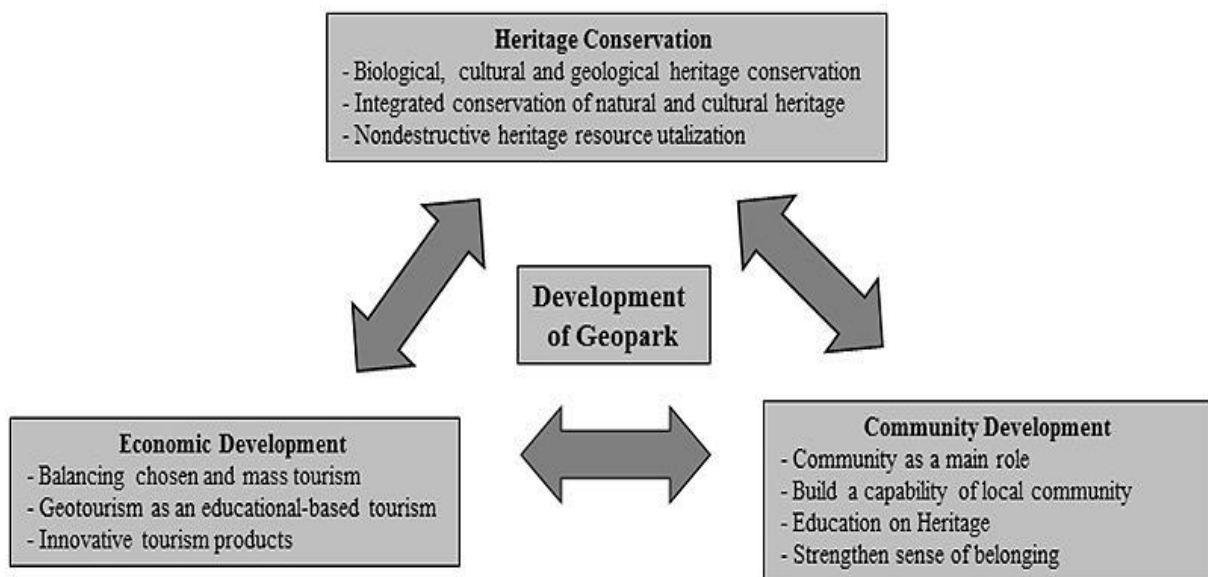
Figure2. Cultural dance ,Siddhanath Shiv Temple, Jodhpur,Toorji ka Jhalra in Jodhpur

V. CONCLUSION

Partnership between Public and Private: The higher government authorities of Jodhpur need to collaborate and explore the best and possible opportunities to attract tourists by offering wide and comprehensive services as well solutions. This could be done by collaborating with other states and countries for offering custom made experiences and services to the tourists. To create and enable ecotourism-based environment, there is a need to explore more opportunities by government for the enhancement of tourism sector and this can be done proper road map of creating and implementing tourism policies. Keeping in view the region’s colorful culture, Jodhpur has a huge potential of ecotourism which needs to be developed further. Some of the potential areas are as follows:

Improving Intra State Air connectivity: There are currently chartered flights which help in connecting the cities of Rajasthan however they are not cost effective.(FICCI Reports)

To improve ecotourism prospects more focus needs to be given to this area. Special desert tours for enthusiasts who want to know about the culture and history of Jodhpur (Local people in collaboration with the State Government can also conduct such tours, since they can present the best picture of their rich history, art and culture).



Encouraging Corporate Sponsorship for Heritage buildings: The Government already has in place concessions and subsidies for the same. However, there is a need to promote the policy and identify investors. Conversion of palaces

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 7, Issue 7, July 2018

into heritage hotels: Jodhpur has a huge potential for heritage ecotourism. Outsourcing the maintenance and lighting of heritage monuments can help the state in utilizing this sector for improving ecotourism.[12,13]

REFERENCES

1. Fennell, D. A. (2015). Ethics in Tourism, pp. 45–57.
2. Jhahharia, D., Singh, V. P., Kumar, R., & Choudhary, R. R. (2014). Searching evidence for the existence of evaporation paradox in arid environments of northwest India. *Global Nest Journal*, 17(1), 3–11.
3. Kanga, S., Thakur, K., Kumar, S., Gupta, H., Geo-informatics, A., Pradesh, H., Kumar, S. & Gupta H. (2014). Potential of Geospatial Techniques to Facilitate the Tourist & Administration: A Case Study of Shimla Hill Station, Himachal Pradesh, India, *International Journal of Advanced Remote sensing and GIS*, 3(1), 681–698.
4. Kanga, S, Sharma, L K, Pandey, P C, Nathawat, M S, and Sharma, S K, (2013). Forest fire modeling to evaluate potential hazard to tourism sites using geospatial approach. *Journ. Geomatics*, vol. 7, No. 1, pp. 93-99, 2013.
5. Dorobantu, M. R., & Nistoreanu, P. (2012). Rural Tourism and Ecotourism - the Main Priorities in Sustainable Development Orientations of Rural Local Communities in Romania. *Economy Transdisciplinary Cognition*, 15(1), 3–10.
6. Stausberg, M. (2012). Religion and tourism: Crossroads, destinations and encounters. London and New York: Routledge, xii, 292.
7. Wearing, S. (2011). Ecotourism and Environmental Sustainability: Principles and Practices. *Tourism Management* (Vol. 32).
8. Wearing, S., & Neil, J. (2009). Ecotourism: Impact, potentials and possibilities (Second). ButterworthHeinemann is an imprint of Elsevier, 5177(01).
9. Jamal, T., & Stronza, A., (2009). Collaboration theory and tourism practice in protected areas: stakeholders, structuring and sustainability. *Journal of Sustainable Tourism*, 17(2), 169-189.
10. Sharma, M. (2008). Forts of Rajasthan and Recent Tourist Inclinations. *South Asian Journal of Tourism and Heritage*, 1(1), 11-14.
11. Terzidou, M., Stylidis, D., & Szivas, E. M. (2008). Residents' perceptions of religious tourism and its socio-economic impacts on the Island of Tinos. *Tourism and Hospitality, Planning and Development*, 5(2), 113–129.
12. Liu, Z. (2003). Sustainable Tourism Development: A Critique. *Journal of Sustainable Tourism*, 11(6), 459–475
13. Erlet Cater, (1993). Ecotourism in The Third World: Problems for Sustainable Tourism Development. In *Tourism Management*, 14(2), 85-90.