



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY ON TOURISM IN RAJASTHAN STATE (A CASE STUDY OF “JAIPUR INCLUDING AMBER PALACE, A UNESCO, WORLD HERITAGE SITE**

**KEY WORDS:** Generate opportunities, Impact economy, Pleasure, Tourism Crisis

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**ABSTRACT**

Tourism is one of the important to visit tourism places because of they are enjoying happiness, entertainment, attraction of tourism different places. It is impact on the nation economy. Tourism who can visit some different categories, recreational, cultural, sports or adventure, health, convention, incentive tourism. In particularly modes of travel and transport, road tourism, rail tourism, waterways tourism, air tourism. Tourism as a separate organization was set up rather late in India. The national tourist organization is the body responsible for the formulation and implementation of national tourist policy. Tourism is a vast and complicated industry. The Ministry of Tourism and civil aviation is organized to cover publicity, promotion, planning and development and collection of statistics. Tourism department was created in the Ministry of Transport on First, March 1958. Tourism marketing need to the domestic and international tourism. Those who are visiting tourism place, there what type problems are facing important. Tourism involved with the socio, economic, political factors in tourism, not only that tourist market mix, promotion, advertising, planning, tourist publicity tourist guide and so on. Tourism challenges and opportunities are environmental, urban, rural, female educated, service sector, supply demand, value for money, man power.

**INTRODUCTION:**

Tourism is one of the entertainment in real life. It is tourists and agencies involved in meeting the needs of the tourists. Tourism marketing important especially for established successful marketing development programs and to understand the significance of their tourism motivation. In this point of view consider exchange, self production, geographic market, demographic market and product market. Different types of tourism following: Foreign tourism, Domestic tourism, Educational tourism, Group tourism, Holiday tourism, Air tourism, Package tourism, Wild tourism, Resort tourism, Conference tourism, Eco tourism, Business tourism, Individual tourism, Health tourism, Excursion tourism, Sports tourism, Picnic tourism, Week end tourism, Pleasure tourism and so on.

**Need of the Study:**

Tourism is one of the pleasure to visit different tourism places. It is helpful to those who are phase personnel problems, psychological problems, then visit new tourism place life is fully happy and enjoy. It is different categories are leisure, holiday, health, study, religion and business tourism – meetings, family etc.. Planning is one of the key point to development is needed at different levels.

National and International planning is essential to give priorities for tourism development. Some important and development useful to the tourist accommodation, international hotels, camping sites, dharmasalas, residential hotels, commercial hotels, guest houses, transport, bungalows. Tourism is what tourists and agencies involved in meeting the needs of tourists do. Tourism is therefore a composite of activities of tourists and that of those who visit to the needs of the tourists.

**Scope of the study:**

Tourism is both modern and ancient important. Transportation and travel has taken many tourists forms through ages. The tourism history has every phase of development in the form, it is characterizing the relationship between tourism and transport. The activities influence and are influenced by economic, social, political, peace, national, international,

historical and present today factors. Developing countries have been compelling with each other to woo more international tourists, besides promoting domestic tourism, lured by the economic and social bonanza of tourism.

**Objectives of the Study:**

- To develop region and identify the problems, impact on the economy our nation
- To impart to the tourists latest and relevant knowledge of this tourism business.
- To impact on the national income and tourism factors

**Hypothesis:**

Hypothesis are the tentative statements, the validity of which remains to be tested. Hypothesis are conjectures, invalidated are assumptions that provided direction to any research study.

**Methodology:**

Research is continuing process and creativity, new ideas, and various methods to collect the data. Desk research is create own words, records, it is indicated new trends in the current historical perspective of the share of the market. The present study based on Primary and Secondary data. The relevant information and data have been collected through various agencies operating in the field of tourism. Secondary data collected from published Journals, News Papers, Articles, Internet, and Libraries.

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**Historical Profile of Jaipur:**

Jaipur is the capital of Rajasthan state and is also part of the very popular Golden Triangle circuit in North India. Nearest cities are a part of the circuit Agra and Delhi. It evokes the Royal family that once ruled the region and that, in 1727

founded the great name Old city or Pink city. As of 2011, the city had a population of 3.1 million, making it the tenth populous city in the country. Languages known Hindi, English, and Dhundari. It was one of the earliest planned by Vidhyadhar Bhattacharya. During British Colonial period, the city served as the capital of Jaipur state. After independence in 1947, Jaipur was made capital of newly- formed state of Rajasthan.

The city is also home to two prominent UNESCO, World Heritage Sites in India – Amber Fort and Jantar Mantar. It was founded by Jai Singh II the king of Amir. This is the excellent achievement for Indian tourism and the promotions of Incredible India. Jaipur is the second walled city to be listed as World heritage Site. Undoubtedly, Jaipur is the city of great monuments and palaces. This achievement supported countries are Bahrain, Brazil, Indonesia, Cuba, Kuwait, Uganda, China, Tunisia, Zimbabwe, Herzegovina, Bosnia, Burkina Faso, Guatemala, St. Kitts and Nevis & Angola.

**UNESCO Award for Jaipur Palace**

India's Pink city, Jaipur has made it to the UNESCO World heritage sites list. It is also one of the most historically rich cities in the state, and it is status as a UNESCO World Heritage Site will further strengthen its position on the world map. An announcement of Jaipur the UNESCO list on July Sixth after the 43 rd meet of the UNESCO, world Heritage Site committee at Baku.

**UNESCO World Heritage Mission is to:**

- Encourage participation of the local population in the presentation of their cultural and natural heritage.
- Encourage status parties to the convention to nominate sites within their national territory for inclusion in the World Heritage list.
- Encourage international cooperation in the conversation of our world's cultural and natural heritage.

**Important Sites tourist in Jaipur City:**

Important sites are Amber Fort, Citi Palace, Hawa Mahal, Jantar Mantar jaipur, Nahargarh Fort, Pink City, Choki Dhani Jaipur, Babu Bazar, Albert hall Museum, Galtaji Temple, Jaigarh Fort, Birla Temple, Moti Dungri Temple, Jai Mahal, Abhaneri Stepwell,, Panna Meena ka kund, Ram Niwas Garden, Govind Ji Temple, World Trade Park Jaipur, Raj Mandir Cinema, Chand Baori, Masala Chowk, Anokhi Museum, Central Park, Akshardham Temple, Chandpole, Johari Bazaar, Amarapalii Museum, Rambagh Palace, Kanak Vrindavan Garden, Sargasuri Tower, Khole ki Hanuman ji Temple, Digamber Jain Mandir Sanghiji, Sisidia Rani Garden, Garh Ganesh Temple, Elefantastic, Jawahar Circle, Samode Palace, Hari Mahal Palace,, Raj Mahal etc.,

**Problems faced by Tourists:**

The onset of Covid – 19 had the travel and tourism industry reeling under its impact well before the nationwide lockdown was announced in India. As someone in the travel business for some years, team began seeing the impact of this wider spread epidemic around the last week of the January 2020. This extended period of uncertainty finally came to a grinding halt when the nationwide lockdown was announced. Tourism and hospitality await the future with guarded optimism. Many skeptics may argue that 'travel is dead' and no one is going to step out but we must remember that argue to travel and explore is a deeply ingrained innate human desire.

**A few new travel trends might gain popularity:**

- Domestic tourism may lead the way
- Nature and wild life tourism will receive the great fillip
- Eco tourism and village based experience will gain popularity
- Road trips will gain popularity
- Experiences will prevail Some of the factors that will

overarch all travel trends would be:

Safety: In reality and perception

Health: Mandatory checks might be introduced by Governments and various stakeholders

Hygiene: The components of travel right from transport, accommodation, food and activities

**Table No: 1**

S.No	PARTICULARS	%
1	Tourism and Hospitality	90
2	Aviation	85
3	MSMEs	60
4	Automobiles	50
5	Construction and Real-estate	50

(Source: RBI)

Tourism and hospitality, construction, Aviation, Automobiles and MSMEs sectors are expected to be worst effected by Covid – 19. Incidentally, construction was doing badly even before the lockdown with over 24 percent of loan to this sector being classified as non – performing as on March 2020. This is second only to gems and jewellery where nearly 25 percent of the loans had already turned bad.

Within the tourism sector, about 90 percent, the aviation sector appears to be a close second. This is the first time that 'very high – risk' categories, which is an indicator of the likeliness of the risk event happening.

**Some important problems are following:**

**Construction and Real estate:**

The ongoing Corona virus pandemic has changed the way the world functions. Manufacturers are quality adapting the changing the market realities to keep with the demand, and real estate is no different. The Covid – 19 era presents a radically transformed real estate market, with preferences changing to accommodate new market realities. The Corona virus fear had hit property market initially, but the technology that equipped home buyers and sellers with resources during the pandemic.

**MSMEs:**

The pandemic has impacted MSMEs the most, nearly 60 percent to 80 percent micro and small business (MSEs) in the country have been impacted negatively and only twenty four percent of MSEs are operating now. When MSMEs that shut shop try to restart operations, obstacles and hardships ranging from finding labour or acquiring raw materials supplies and most importantly finding the demand for their products and services, must be dealt with. The strength of Indian MSMEs lies in their adaptability. Lakhs of micro businesses need to reinvent themselves for the economy today.

**Findings:**

The present study, Jaipur got UNESCO World Heritage Site, this announcement was excellent and prestigious award because of India tourism excellent tourism places in this world. Worst hit on Tourism, MSMEs, Construction and Real estate, Aviation and Automobiles on the Covid – 19 (Corona Virus). Pandemic situation worldwide facing major problem, so complete worst hit on tourism sector due to the Corona Virus. It is one of the challenge, when we see and visit tourism places and new destinations.

**Suggestions:**

Tourism is one of the pleasure, happy and entertainment. In future tourists see virtual tourism and watch online up to whenever recover with pandemic and vaccine will introduce in the market then visit real tourism places in the domestic and foreign tourism.

**CONCLUSION:**

The present case understand the problems of tourist and tourism sectors. In the tourism places take precautions all the responsibilities of visitors are use sanitization, wear mask and maintain social distance.

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