

# AN ANALYTICAL STUDY OF SUSTAINABLE DEVELOPMENT OF TRIBAL TOURISM IN RAJASTHAN

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## ABSTRACT

*Tourists are essential to the country's future growth, as they help feed its economy, restore its cultural heritage, and promote international harmony and understanding. Various forms of tribal tourism, both real and imagined, can be defined as a form of tourism that benefits the local community economically and socially, as well as promoting interaction between tourists and locals for a more enriching tourism experience, as defined by the term "tribal tourism." Some examples of its potential traits are originality and the extra value that comes from combining different tribal customs. This paper thus explores tribal tourism in Rajasthan and it also study the Factors Affecting the Tourists to Visit Tribal Tourism Destinations in the state. The study also attempts to find out significant impact of different tourism factors on the various demographic variables of respondents when they are choosing destination for visit. For the purpose of the data collection 170 tribal people from the overall sample population is selected. Data is collected using a self-structured questionnaire designed to collect demographic details and awareness about tribal tourism in the state. For analysis of collected data, test of homogeneity of variances and one way ANOVA is applied. According to the study's findings, tribal tourism can help boost the region's tourism industry while also safeguarding the region's unique ethnic and tribal heritage. With a participatory approach embraced by the state institutions, it intends to set up both formal and informal institutions at the grassroots level. Additional techniques for promoting tribal tourism in the state were proposed in the report.*

**Key words:** - Sustainable Development, Tribal Tourism, Rajasthan, Demographic, Destinations, Unique Ethnic, Tribal Heritage etc.

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## INTRODUCTION

The worldwide tourism industry has emerged as a major driver of social and economic growth. According to the 2018 World Travel & Tourism Council (WTTC) report, the travel and tourism industry currently contributes 10.4% of global GDP and employs one in ten people globally. An Economic Impact Research report from the World Travel and Tourism Council (WTTC) predicts India to be one of the world's fastest-growing tourism economies in the future years, and travel commerce is expected to create 10 million employment by 2028. There are two ways to quantify the economic benefit of tourist development projects: directly in the industry and in the overall economy as a result of the industry's interdependence with other sectors.

Tourism based on visiting tribal villages to learn about a different culture, as described by journalist and travel writer Terry Ward, is called 'tribal tourism.' Tribal tourism has opened up new revenue streams for the local tribes. The tribes in the hinterlands have benefited greatly from the growth of tribal tourism. Indian indigenous people have gained a greater understanding of their culture as a result. It's a subset of what's known as "culture tourism." Tourists can also visit indigenous cultural communities (e.g., festivals and rituals) in rural locations to learn about their values and lifestyles. In addition to paying for food and lodging, travellers who come for cultural reasons sometimes spend money on souvenirs and other mementos of their visit. India, a nation of countless wonders, cradles them all in its mystical womb. India excels in every aspect of life, culture, tradition, and the natural world, from the majestic Himalayas to the serene coastlines, and from the prehistoric decorative caves to the ancient temples and palaces. Many ethnic groups in India have their own unique styles of music and dance that are part of their rich cultural heritage. Indian culture would be incomplete without the distinct and oftentimes bizarre ways of life of its various tribes.

It's easy to see why Rajasthan is one of the world's most popular tourist destinations. On top of its stunning natural scenery, Rajasthan is home to some of the most popular tourist destinations in the world. These great forts and palaces, as well as temples and other heritage monuments that reflect its royal past, have a distinct charm and draw. Aside from the Palace on Wheels luxury train, Rajasthan has pioneered the construction of festival experiences like Pushkar Fair and adaptive re-use of heritage structures as tourist destinations, all because to the

state's natural assets. Thus, the present paper explores the triable tourism status and development in Rajasthan using an empirical research approach.

## REVIEW OF LITERATURE

**Patil (2017)** According to the study, tribal cultures in general and primitive tribes specifically have unique socio-cultural characteristics that offer room for tourism development. It was the subject of this paper's discussion that India has a wide range of tourism resources, from bio-cultural diversity to an abundance of history and antiquities. Tourism in India is on the rise, accounting for an average of 6.7% of the country's GDP on an annual basis. Tribal excursions have become immensely popular among tourists from all across India and the world in the last decade. People from tribal societies are well-known for their distinctive and traditional ways of life, which include everything from daily routines and beliefs to festivals and customs and even the way they make a living. The country's cultural diversity gives it an opportunity to attract a large number of tourists. India's rich tribal culture may be leveraged to attract a significant number of domestic and international tourists, boosting the country's economic growth in the process. A huge plus is that more and more tourists are interested in seeing tribal and ethnic cultures up close.

**Srivastava, (2016)** the state's cultural and historical inheritance may be seen in the Rajasthani tribes. Among the most primitive tribal groups, the Sahariya are found in the south-eastern region of the state, which includes the districts of Baran, Kota, Dungarpur, and Sawai Madhopur. The economy of tribals is still based primarily on agriculture, with tiny landholdings and irrigation-dependent farming systems being the most common. People in these groups are more likely to be illiterate, hungry, and poor. They are also more likely to be isolated socially and geographically. Irrigation systems and industrialization are lacking in the region. Skill-building possibilities are also scarce.

**Sharma, Sharma, Kulshreshtha, & Johri, (2013).** Camping and publicising these ecotourism areas are two of the most important tactics discussed in this study, according to the authors. The Hadoti region of southwestern Rajasthan is also considered as a prospective ecotourism destination, with birding sites and adventure tourism. Government efforts have focused on promoting community-based ecotourism, increasing private sector engagement, and building infrastructure. In addition to the state government, local communities, the commercial sector and NGOs, academic institutions are also significant partners in the strategy. Ecotourism has a number of benefits for local people and tribal youth, as well as boosting public support for conservation and encouraging conservation activities. Wildlife tourism in Rajasthan has been examined by the authors. Ecotourism policy implementation by government, as well as establishment of an "Ecotourism Advisory Bureau," are discussed in this chapter.

**Verma & Murdia (2017).** "Highlighting Tribal Tourism Potentials of Southern Rajasthan". Tribal tourism and the numerous tribes that live in these tribal locations were highlighted in this research work. A new tourism product was also discussed in order to meet the rising demands of visitors to southern Rajasthan. A variety of tourism potentials, such as the history, culture, attire, and cuisine, were investigated for this purpose. According to the findings of this study, tribal tourism contributes to the positive public perception of our diverse and beautiful state by allowing visitors to see parts of it that might otherwise be overlooked. A thorough review of available literature and data led to the conclusion that tribal tourism is a new phenomenon. As of now there are no efforts to understand its significance or develop it for international tourists. However, if this product's development is sustained, it will benefit the local communities and provide a fresh perspective for visitors to Rajasthan.

**Sankar & Mellalli (2019).** "Development of tribal areas in India: Scope of tourism and corporate social responsibility". There are an estimated 8.5 percent of Indians who identify themselves as members of the country's indigenous tribes. Despite numerous government efforts to raise them up, they remain in the category of the underdeveloped. Tourism and CSR can play an important role in the development of India's Tribal Areas, according to this report. The case study approach, mixed methodologies, and secondary data were employed in the study. Exploratory, explanatory, and non-doctrinal in nature, the work was submitted for review. Many tribal areas in India, including Thenmala, have the potential to be tourism hotspots, according to the study. It would be beneficial for tribal areas and people if CSR efforts were directed toward tribal areas by creating appropriate synergies between the state and CSR. This would give a boost to the economic and social well-being of tribal areas and their inhabitants.

**Telang & Bokde, (2019).** "The Role and Importance of Tribal Tourism in the Sustainable Development of Tribal Communities in Palghar District". The primary goal of this research is to examine the potential for tribal tourism in Palghar district. This study focuses on the promotion of Palghar district's indigenous tourism. The

study's scope is restricted to the Palghar district's tribal tourism destinations. In Palghar district, the views of influential people involved in tribal tourism were studied. Various tribes were interviewed and their stories were recorded. The examination of the given data was used to arrive at an interpretation. Tribal tourism is essential in many ways, both ideological and empirical, according to a new study. In addition to hastening the process, globalisation has elevated its status. People from the tribal areas have a rich history of prehistoric rituals, traditions, customs, and cultures. Tourists who want to learn more about the lives of indigenous peoples can benefit by travelling to indigenous communities. Opportunities to learn about tribal traditions and cultures can be found in the form of tribal tourism.

### CHALLENGES BEFORE TRIBAL TOURISM

When it comes to developing tourism businesses, many tribal governments face the difficult decision of whether to take control of the businesses themselves or create an environment in which tribal members can start their own enterprises in the areas of tour operators, lodgings, restaurants and other tourism-related businesses. It is also crucial to have a strong and engaged leader in charge of the tourism planning. Delays in tourist and historic preservation planning and development can be caused by a lack of continuity in key positions. Third, community involvement and an entrepreneurial spirit are essential. Native and non-native members of the community are involved in a variety of tourism-related businesses, including artists and craftspeople, lodging providers and food service providers, tribal cultural interpreters and educators, step-on tour and step-off tour guides and adventure and rafting trip guides, and much more.

### RESEARCH METHODOLOGY

This article is based on both primary and secondary data. Primary data is collected from tribal population of the study area.

- Sampling Technique: Convenient sampling method
- Study area: Udaipur, Dungarpur, Salumbar, Banswara
- Population: Tribal people of selected area.
- Sample Size: 170 (Tribal people)
- Research design: Descriptive and exploratory research design.
- Instrument for Data collection: Self-structured questionnaire
- Statistical Tools: frequency tables and graphs, test of homogeneity of variances and one way ANOVA.

**Secondary Data:** Taken from related literature review and internet sources.

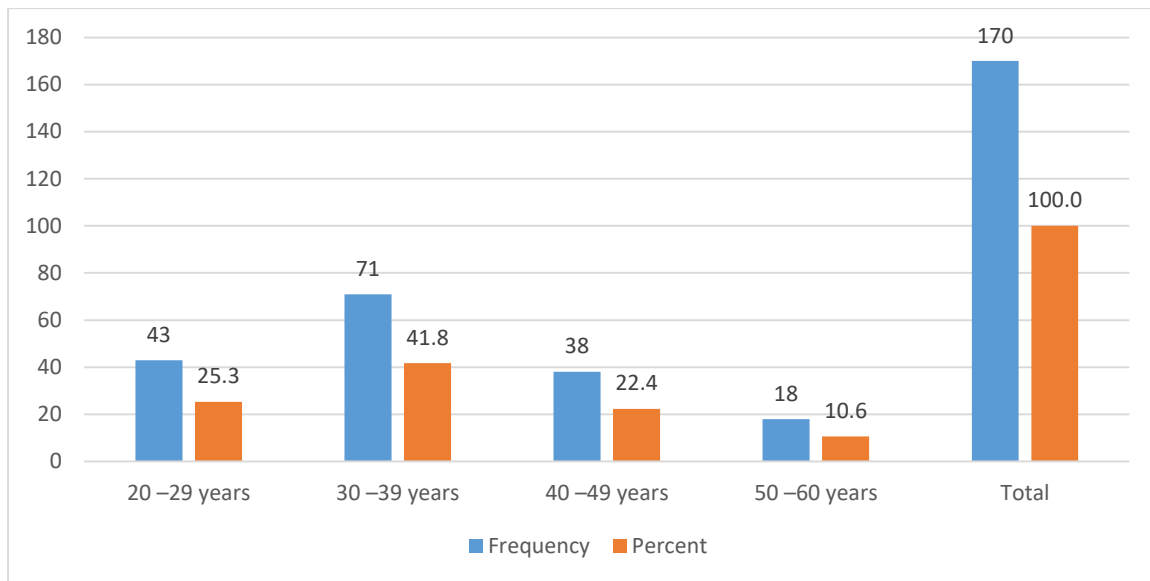
The content was compiled and analysed to build up a new concept of tribal tourism in southern Rajasthan.

### ANALYSIS AND INTERPRETATION

**Table 1:- Frequency table of Age of Respondents**

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 –29 years	43	25.3	25.3	25.3
	30 –39 years	71	41.8	41.8	67.1
	40 –49 years	38	22.4	22.4	89.4
	50 –60 years	18	10.6	10.6	100.0
	Total	170	100.0	100.0	

**Graph 1:- Frequency graph of Age of Respondents**

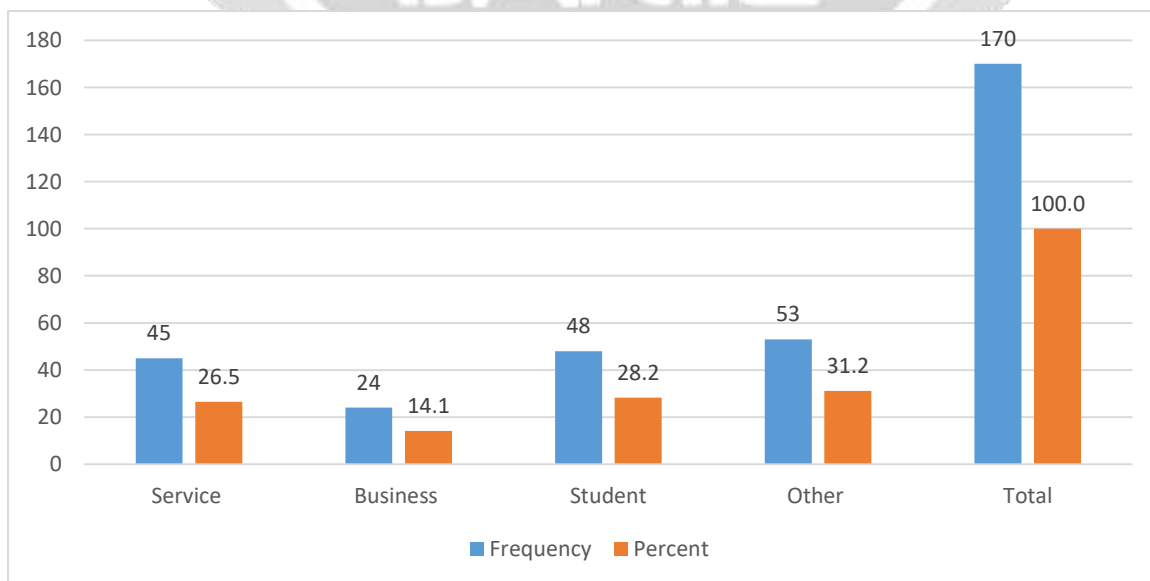


Above data display the age details of the respondents. From the data it can be seen that most of the respondents taken for the study purpose are from 30-39 years of age group (42%).

**Table 2:- Frequency table of Occupation of Respondents**

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	45	26.5	26.5	26.5
	Business	24	14.1	14.1	40.6
	Student	48	28.2	28.2	68.8
	Other	53	31.2	31.2	100.0
	Total	170	100.0	100.0	

**Graph 2:- Frequency graph of Occupation of Respondents**

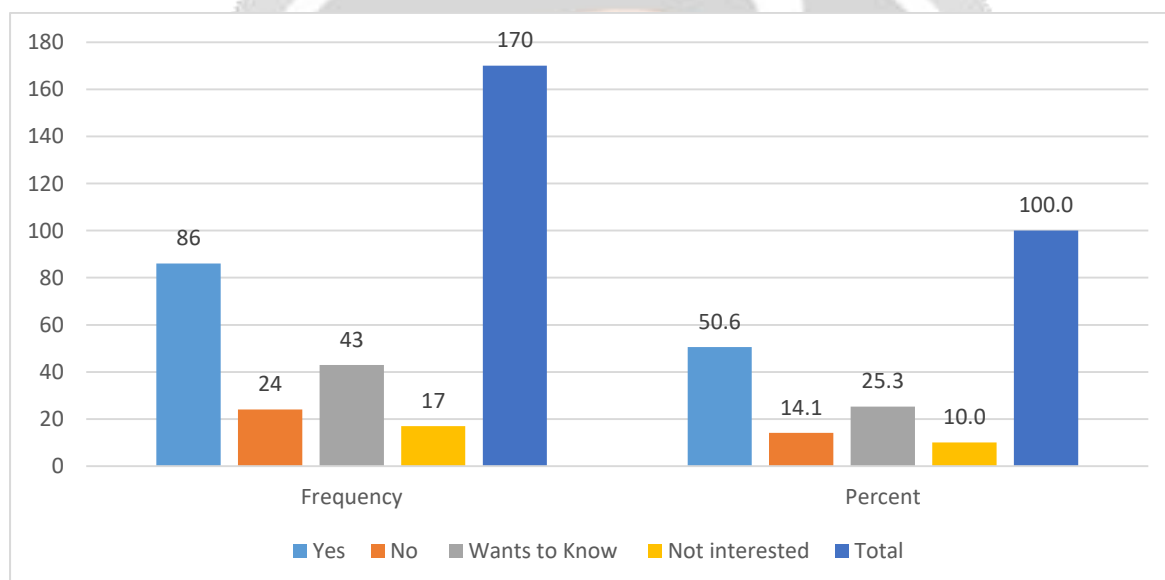


Data given above is for occupation related information of respondents. From the data it can be observed that most of the respondents are students (28%) followed by servicemen (26.5%) and few of them are into business (14%).

**Table 3:- Frequency table of Awareness about Tribal Tourism**

Awareness about Tribal Tourism					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	50.6	50.6	50.6
	No	24	14.1	14.1	64.7
	Wants to Know	43	25.3	25.3	90.0
	Not interested	17	10.0	10.0	100.0
	Total	170	100.0	100.0	

**Graph 3:- Frequency graph of Awareness about Tribal Tourism**



Respondents were further enquired about their awareness level of tribal tourism in their region. From the results it can be stated that most of the respondents (50%) are aware about the tribal tourism and its impact on their livelihood.

Further for finding significant impact of tourism factors on the various age group of respondents when they are choosing destination for visit following hypothesis is framed;

H<sub>01</sub>: There is no significant impact of tourism factors on the various age group of respondents when they are choosing destination for visit.

H<sub>A1</sub>: There is a significant impact of tourism factors on the various age group of respondents when they are choosing destination for visit.

**FACTORS AFFECTING THE TOURISTS TO VISIT TRIBAL TOURISM DESTINATIONS**

**Table 4:- Descriptive table of tourism factors**

Descriptives							
	N	Mean	Std. Deviation	Std. Error	95% Confidence	Minimum	Maximum

				on	r	Interval for Mean			
						Lower Bound	Upper Bound		
Accommodation	20 –29 years	43	3.49	.985	.150	3.19	3.79	1	5
	30 –39 years	71	3.58	1.023	.121	3.34	3.82	1	5
	40 –49 years	38	3.68	.873	.142	3.40	3.97	1	5
	50 –60 years	18	4.11	.832	.196	3.70	4.53	3	5
	Total	170	3.64	.971	.074	3.49	3.78	1	5
Food Facility	20 –29 years	43	3.53	.960	.146	3.24	3.83	1	5
	30 –39 years	71	3.62	.931	.111	3.40	3.84	1	5
	40 –49 years	38	3.82	.766	.124	3.56	4.07	2	5
	50 –60 years	18	4.06	.539	.127	3.79	4.32	3	5
	Total	170	3.69	.879	.067	3.56	3.82	1	5
Toilet Availability and Cleanliness	20 –29 years	43	3.53	.935	.143	3.25	3.82	1	5
	30 –39 years	71	3.80	.965	.115	3.57	4.03	1	5
	40 –49 years	38	3.79	.777	.126	3.53	4.04	1	5
	50 –60 years	18	4.00	.594	.140	3.70	4.30	3	5
	Total	170	3.75	.889	.068	3.62	3.89	1	5
Drinking water	20 –29 years	43	3.42	.957	.146	3.12	3.71	1	5
	30 –39 years	71	3.65	.987	.117	3.41	3.88	1	5
	40 –49 years	38	3.79	.741	.120	3.55	4.03	1	5
	50 –60 years	18	3.94	.639	.151	3.63	4.26	3	5
	Total	170	3.65	.905	.069	3.52	3.79	1	5
Mobile Network	20 –29 years	43	3.47	.909	.139	3.19	3.74	1	5
	30 –39 years	71	3.58	.921	.109	3.36	3.80	1	5
	40 –49 years	38	3.66	.815	.132	3.39	3.93	1	5
	50 –60 years	18	4.06	.639	.151	3.74	4.37	3	5
	Total	170	3.62	.878	.067	3.48	3.75	1	5
Hospital/ Medical facilities	20 –29 years	43	3.51	.856	.130	3.25	3.77	1	5
	30 –39 years	71	3.46	1.026	.122	3.22	3.71	1	5



	years								
	40 –49 years	38	3.45	.686	.111	3.22	3.67	1	5
	50 –60 years	18	3.72	1.018	.240	3.22	4.23	2	5
	Total	170	3.50	.912	.070	3.36	3.64	1	5

Descriptive statistics for different factors that impact tourists visiting tribal tourism destinations is given in the table above. Mean, standard deviation and other details are shown above. From the table highest mean is for Toilet Availability and Cleanliness (3.75).

**Table 5:- Test of Homogeneity of Variances table of tourism factors**

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Accommodation	1.135	3	166	.337
Food Facility	4.584	3	166	.045
Toilet Availability and Cleanliness	2.774	3	166	.047
Drinking water	3.585	3	166	.051
Mobile Network	2.563	3	166	.057
Hospital/ Medical facilities	2.303	3	166	.079

Above table display the test of homogeneity of variables results. From the results it can be seen that sig value for all parameters is greater than .05 and hence it can be stated that “There is a significant impact of tourism factors on the various age group of respondents when they are choosing destination for visit”.

**Table 6:- ANOVA table of tourism factors**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Accommodation	Between Groups	5.332	3	1.777	1.915	.129
	Within Groups	154.056	166	.928		
	Total	159.388	169			
Food Facility	Between Groups	4.391	3	1.464	1.927	.127
	Within Groups	126.085	166	.760		
	Total	130.476	169			
Toilet Availability and Cleanliness	Between Groups	3.371	3	1.124	1.432	.235
	Within Groups	130.253	166	.785		
	Total	133.624	169			
Drinking water	Between Groups	4.601	3	1.534	1.901	.131
	Within Groups	133.923	166	.807		
	Total	138.524	169			
Mobile Network	Between Groups	4.628	3	1.543	2.040	.110
	Within Groups	125.519	166	.756		
	Total	130.147	169			
Hospital/ Medical facilities	Between Groups	1.088	3	.363	.432	.730
	Within Groups	139.412	166	.840		
	Total	140.500	169			

Above table shows the ANOVA results for the hypothesis testing. From data it can be seen that the sig value for all the tourism factors is greater than p value and thus for all of them alternative hypothesis is accepted, which states that “There is a significant impact of tourism factors on the various age group of respondents when they are choosing destination for visit”.

Further to find “the significant difference in the liking of Indian & Foreign tourists to visit it tribal destinations”, hypothesis framed is given below;

H<sub>02</sub>: “There is no significant difference in the liking of Indian & Foreign tourists to visit tribal destinations”.

H<sub>A2</sub>: “There is a significant difference in the liking of Indian & Foreign tourists to visit tribal destinations”.

**Table 7: Rank table of Respondents**

Ranks			
Respondents	N	Mean Rank	Sum of Ranks
Foreigner	75	88.86	6664.50
Indian	95	82.85	7870.50
Total	170		
Foreigner	75	87.92	6594.00
Indian	95	83.59	7941.00
Total	170		

Our both the variables show the similar and small difference in mean ranks between foreigner and Indian tourists: Indians seem much more enthusiastic about tribal tourism.

**Table 8: Test Statistics table**

Test Statistics <sup>a</sup>		
	Spiritual	Natural
Mann-Whitney U	3310.500	3381.000
Wilcoxon W	7870.500	7941.000
Z	-.835	-.619
Asymp. Sig. (2-tailed)	.404	.536

From the results here it can be seen that sig (2-tailed) value is greater than .05 and thus null is rejected and results show that “There is a significant difference in the liking of Indian & Foreign tourists to visit tribal destinations”.

## CONCLUSION

Tribal tourism in Southern Rajasthan can provide a much-needed boost to tourism while also preserving tribal and ethnic resources. Its design will include the establishment of institutions (both formal and informal) at the grass-roots level, as well as the use of a participatory approach by state authorities.

Results show that there is a significant impact of tourism factors on the various age group of respondents when they are choosing destination for visit. This implies that as age of respondents is changing their preferences for various tourism factor is also changing. As young people prefer adventure and sports tourism and middle age prefer safety and cleanliness for their families, also old age people prefer pilgrimage tourism. “There is a significant difference in the liking of Indian & Foreign tourists to visit tribal destinations”. This implies that Indian and foreign tourist holds different preferences towards tribal tourism. Foreign tourists are found more fascinated about tribal tourism as they want to search and explore culture and living style of tribal.

## SUGGESTIONS

Further for successful implementation of tribal tourism policies authorities should focus on the following suggestions;

1. Its effective implementation hinges on the training of service providers and raising awareness among the stakeholder community.
2. At the administrative level, methods for protecting service providers' interests, maintaining service quality, and providing inspection services to prevent unethical forces from manipulating the rural population will be developed.



3. The effectiveness of tribal tourism depends on a marketing campaign that raises awareness among the desired segments of tourists.
4. These sites need basic tourist facilities and trustworthy services.
5. Improvements in the region's entertainment and recreational facilities.

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