

DEVELOPMENT OF TOURISM INDUSTRY AND ITS EFFECTS ON POPULATION: A CASE STUDY OF JAISALMER DISTRICT

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ABSTRACT

Jaisalmer is the 'Golden City' of India. A land where people believe "Atithi Devo Bhawa". It is one of the most beautiful and favourite places in India. It is situated as the heart of the 'Great Indian Thar Desert'. The desert topography and heritage culture are the richness and beauty of Jaisalmer. The place attracts tourists from all around the world. Jaisalmer came in light of world tourist map after the '1971 war between India – Pakistan', bravery of Indian soldiers and miracles of 'Tanot Mata Mandir' caught attention from the world. The movie 'Sonar Kila', showed the beauty of the place with monuments and many more things and got recognition globally. People's interest started increasing towards history, geographical conditions, life, etc. of Jaisalmer. Later, the Temples, desert, golden fort, havelis, palaces, art work, folk arts, culture, etc. became famous. The tourism industry started to boost. The place is full of heritage beauty and mesmerising sand dunes, beautiful views, desert culture and life. Tourism is beneficial, it has opened various working options in different fields and generating employment. On the other side, tourism affects physical and cultural environment of the place.

Keyword: - Tourism, Heritage beauty, art work, folk arts, culture, etc.

1. INTRODUCTION

Jaisalmer was, until recently, an isolated desert town. This fortified town is dominated by a 15th century 'golden' citadel - so called because it is made with the yellowish coloured local sandstone. The town contains exquisite examples of a unique vernacular architectural style and ensembles of buildings of great aesthetic quality and unsurpassed craftsmanship. The town possesses a palpable medieval aura that has begun to catch the attention of the outside world and attract an increasing number of tourists to this isolated destination. The NAPT identifies Jaisalmer and the neighbouring region for 'intensive development' (NAPT 1992: 18). However, there has been no attempt so far to understand the impact of tourism on the culture of Jaisalmer, except for an INTACH study on the tourism carrying capacity of Jaisalmer (INTACH 1987). This report also contained a report on the physical state of the architectural heritage by Prof. K.B. Jain, who has been diligently monitoring its deterioration for the last couple of decades (INTACH 1987:32-61). In spite of this study, the NAPT and the State Tourism Department seek to substantially increase the level of tourism in Jaisalmer, without simultaneously focusing their attention on the side effects highlighted in the study: as a living archaeological and ethnographic museum, one of several such tourism destinations in the country, what is happening in Jaisalmer could well be seen as a common paradigm for other destinations in India. In addition, of course, the desert environment of this area is ecologically very fragile, and this will constitute an added dimension to the examination of Jaisalmer.

2. OBJECTIVES

The main objectives of the study are as follows:

1. To study how tourism started in Jaisalmer District.

2. To study the effects of tourism on population of study area.

3. HYPOTHESIS

There are no effects of tourism industry on the population of Jaisalmer District.

4. METHODS AND PROCEDURES

The present study has been done with the help of various statistical methods. Methods of data collection are as follows:

- Primary data collected through personal observation of the study area, interaction with residents, domestic and foreign tourists, shopkeepers, guides and owners of monuments, hotels and restaurants, etc. Secondary data collected through books, journals, R.T.D.C. reports, District Census Handbooks, Department of Tourism, Jaisalmer. Data represented through statistical diagrams.

5. STUDY AREA



Map of Rajasthan in India.



Source: www.mapsofindia.com

Jaisalmer runs from latitude 26°01' to 28°02' North to longitude 69°3' to 72°2' East or 26.8 North latitude and 70.8 East longitude. It is the largest district of Rajasthan with the total area of 38,401 square kilometre. There are 3 tehsils namely, Jaisalmer, Pokaran and Fatehgarh.

6. DATA ANALYSIS AND DISCUSSIONS

Types of Tourism in Jaisalmer:



Geo-heritage and Tourist Attractions in Jaisalmer District

- Temples –Tanot Mata Mandir, Ghantiyali Mata Mandir, Chundhi Ganesh Mandir, Ludarva Jain Temple, Ramdevra, Ashapura Mata Mandir.
- Forts – Jaisalmer Fort (Golden Fort or Sonar Kila), Khaba Fort, Mohangarh Fort, Pokaran Fort, Fatehgarh Fort.
- Lakes –Gadisar Lake, Salt Lake.
- Havelis –Patwon ki Haveli, Saalim Singh ki Haveli, Nathmal Ji ki Haveli, etc.
- Other Important Heritage Monuments –Mandir Palace, Bada Bagh, Amar Sagar, Mool Sagar, Moomal ki Meri, Kuldhara, Gajroop Sagar, etc.
- Museum - War Memorial Museum Longewala, Folklore Museum.
- Historical Sites – Wood Fossil Park and Akal National Park are the two important National parks.
- Desert Villages – Sam and Khuri, etc.
- Folk Dances are 'Kalbeliya and Ghoomar', Folk Music and instruments, other Folk arts and Handicraft, Traditional attire, Khadi and Leather products, etc. and many more.

Table.1: Decadal Growth of Tourist Arrivals in Jaisalmer from 1981 - 2011

Years	Foreign	Domestic	Total
1981	7413	65908	73321
1991	38103	104610	142713
2001	46107	103109	153233
2011	122969	281159	404128

Source: Tourist Department, Government of Rajasthan, Jaipur

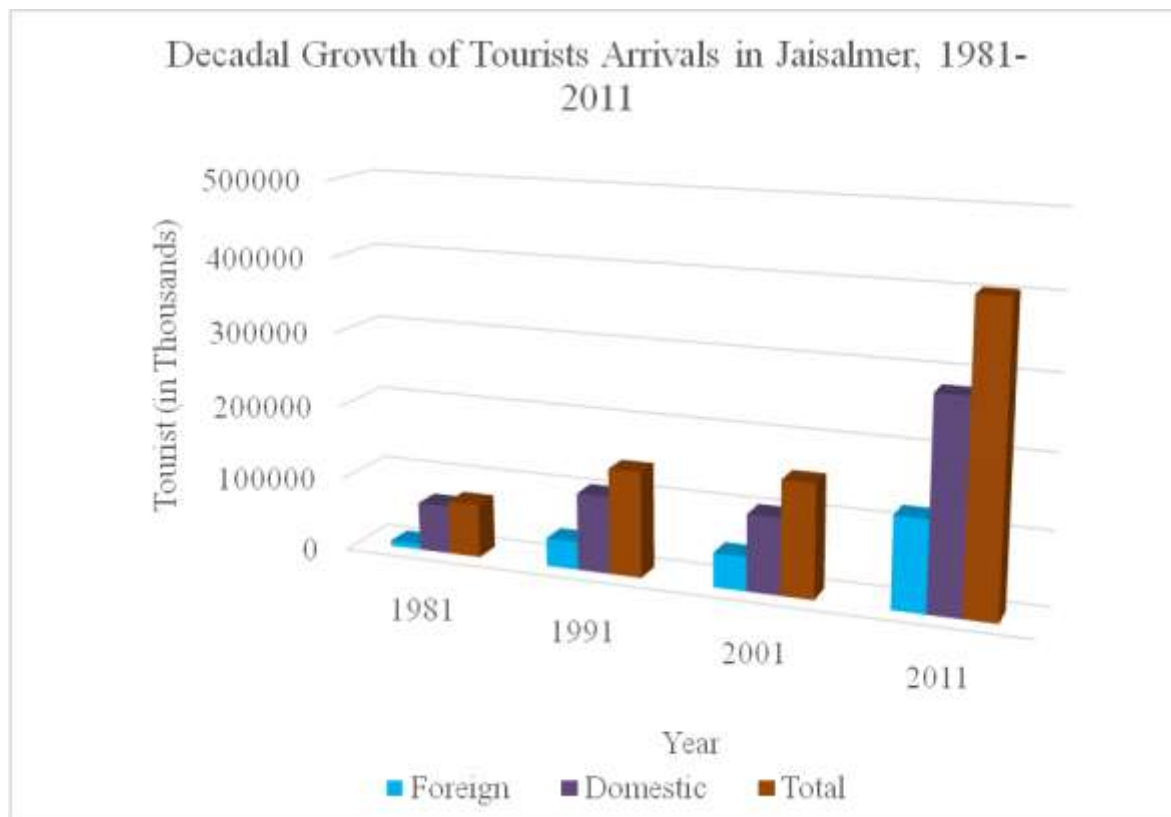


Fig.1. Representing the decadal growth of domestic and foreign tourists in Jaisalmer.

- The total tourist arrivals are continuously increasing with ups and downs. In 1981, there were 73 thousand tourist arrivals which increased to more than 4 lakh tourists in 2011. Between 2001 – 2011 major tourism related development took place and formed a shape of big industry. There is five times increase in domestic tourists and twenty times increase in foreign tourists from 1981 to 2011.

Table.2: Decadal Growth of Population and Tourist Arrivals in Jaisalmer,

Year	Population	Population Growth Rate	Growth in Tourist Arrival	Tourist Arrival Growth Rate
1991	344517	41.7	142713	94.6
2001	508247	47.5	153233	7.3
2011	669919	31.8	404128	163.7

Source: District Census Handbook, Jaisalmer, 2001 and 2011 Government of India.

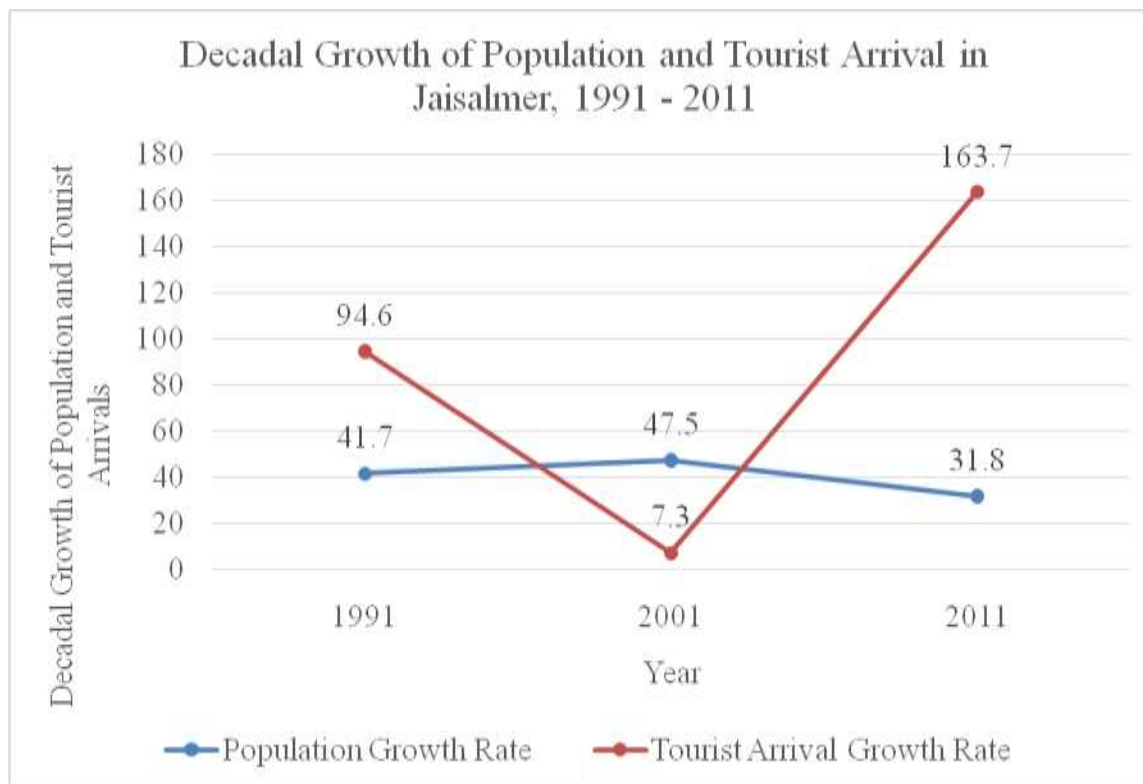


Fig.2:The population growth rate was 41.7 in 1991 and decreased to 31.8 in 2011. In 1991, tourist arrival growth rate was 94.6, then decreased in 2001 and remained 7.3. It increased again to 163.7 in 2011.

Table.3: Tourist Arrivals in Jaisalmer, 2011 - 2020

Years	Domestic	Foreign	Total
2011	281159	122969	404128
2012	126490	73299	199789
2013	122883	73607	196490
2014	250716	91759	342475
2015	266175	84533	350708
2016	359497	90937	450434
2017	493755	122851	616601
2018	592695	136406	729101
2019	345524	91019	364543
2020	144899	26014	170913

Source: R.T.D.C. Report, Tourism Department Jaisalmer.

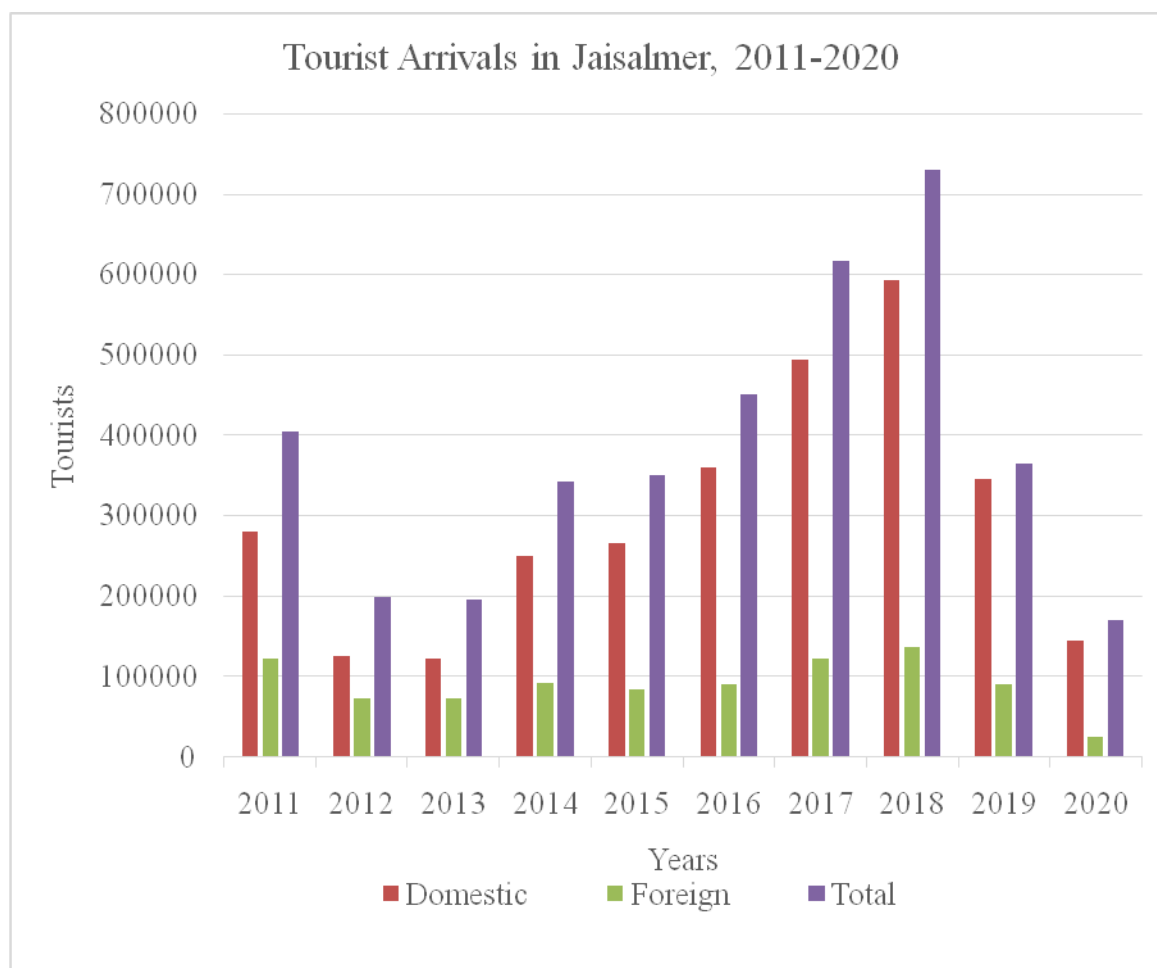


Fig.3: In 2011, there were more than 4 lakh tourists in which 1.2 lakh foreign and 2.8 lakh domestic. There are continuous ups and downs in number of tourist arrivals from 2012 to 2018. Tourist arrivals were maximum in 2018 with 7.2 lakh total tourists where 1.3 lakh foreign and 5.9 lakh domestic. Fall in 2019-2020 because of Corona. There were about 1.7 lakh in which 26 thousand foreign and 1.4 lakh domestic tourist arrivals in Jaisalmer.

Tourism Development and Its Effects on Population of Jaisalmer

❖ Positive Effects

1. Government and private hospitals and other healthcare centres with good facilities have been developing.
2. Level of literacy and education have been increasing. The people there started getting technically advanced with time.
3. Hospitality has increased in the people. Standard of living is rising.
4. Desert villages, tented resorts and camps have building better and more convenient.
5. Tourism has increased language skills of locals.
6. Tourism has created new opportunities in different fields. People have started coming to settle and businesses. Opportunities for guides, cooks, event managers, decorators, weddings planners, directors, photographers, videographers, artists, dancers, musician, drivers, jewellery and dress designers, technicians, mechanics, security guards, beauticians, educators, businessmen, researchers, architects, etc.

7. Tourism has helped to conserve the heritage monuments and buildings.
 8. Traditional handmade products employment reaching village to village and recognition from local to global.
 9. In 1981, there were one train in a day from Jodhpur to Jaisalmer. That took 10-12 hours to reach. Because of sand dunes shifting dunes came on the rail tracks and the train could go forward, then people removed the sand with the help of spade and the train would go ahead. In 2001 – 2011 very much development took place. Now, it takes 4 - 5 hours only from Jodhpur to Jaisalmer. Jaisalmer is well connected with air, rail and road ways. Jaisalmer is now very well connected with Jammu, Kolkata, Delhi, Jaipur, Kathgodam (Ranikhet) and many other important cities. Government and private deluxe buses, trains, travellers, taxis, etc. are also available in a good number.
 10. Infrastructural development has been increasing. Hotel industry has developed due to tourism on a large scale. In 1981, there were around 2 dharamshala, 3 restaurants, 8 hotels and guest houses, 3 Government Dak Bungalows in Jaisalmer city only and nearby places were even less developed. There are more than 12 dharamshala, total 250 hotels, 120 budget hotels, 45 two – star, 25 three – star, 12 five – star hotels, 60 deluxe hotels, 15 luxury hotels, 3 guest house, 180 restaurants and resort, 28 travel and tour agencies, 28 travel and tour agencies, 18 desert villages are register according to 2011. Hotels providing basic to luxurious amenities. From 2011 the tourism industry started boosting.
 - ❖ Negative Effects
1. The original cultural traditions have started affecting due to the influence of tourists coming from different cultures and countries.
 2. People have started adopting tourist's language, lifestyle, food habits, etc. rather than maintaining their own lifestyle and values. Mentality of residents are changing.
 3. People throw garbage, plastic items, etc. which get mixed into the sand. It can injure for people and camels also.
 4. Tourism has created cultural conflicts to the culture and originality.
 5. Crime rate has increased.
 6. Inflation in prices of goods and services took place.
 7. Residents provide their house on rent. Due to this, construction suffers more pressure. Tourist's lifestyle can closely influence the residents.
 8. New constructions to sand, to natural.
 9. Tourism increases population pressure for a period of time. It can cause harm to the old architectures and resources.
 10. Heritage monuments are suffering from overcrowding and pressure of thousands of tourists every year.

CONCLUSION

This study is about to know how tourism started in Jaisalmer and how it affects the population. Tourism industry has become one of the major industries. It is like a coin has two sides, in a same way there are both positive and negative effects of tourism. The study has come to a conclusion that tourism industry is a boom for Jaisalmer and socio – economically beneficial. On the other side it affects the originality of culture and life in negative ways also. The hypothesis has proved, tourism does affect the population of Jaisalmer. Preservation of cultural heritage is important. It leads to the rebirth of traditions, rituals, values, ancestral activities and legacy.

The following suggestions are given for the preservation of culture and heritage:

1. Sustainable tourism development is necessary to maintain balance between population and resources of environment.
2. People should take care of cleanliness.
3. Learning from others is good but keeping our own values and traditions are also very important.

4. Do not increase more pressure on monuments.
5. Do not misbehave with tourists and others.
6. Awareness of conservation of culture and monuments should be raised among people.

“Our culture is our heritage”. Development should be done but at the same time it is necessary to take care of the balance between utilisation of resources, heritage and environment. It is important to keep the precious cultural heritage strong and alive.

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