

Executive summary of the minor research project by Dr.S.K. Sharma

The minor project granted by the University Grants Commission (UGC) Central Region office of Bhopal on 5th March 2015.

Financial assistance undertaken minor research project by Dr S.K. Sharma lecturer (EAFM) R.L.Sharma College, Jaipur (Raj). on “ new dimensions of tourism Development in Rajasthan (With Special to Shekhawati Region)”

Dr Sharma started the above mentioned research work from 07.12.2015 and with continuous efforts on collection of data and information he visited various places of Shekhawati region i.e. Sikar, Jhunjhunu, Fatehpur, Chirawa, Churu, Data Ramgarh, Dundlod, Nawalgarh, Laxmangarh, Mukundgarh, Ramgarh-Shekhawati, Khetri, Salasar, Khatu Shyam Ji etc.

Many aspects have been covered in this minor research project likewise historical background of tourism in Rajasthan and importance and growth aspects of tourism in Rajasthan.

Some specific study as ecstastic food and Royal stay and architectural Heritage have been studied.

Special train-Palace on Wheel, Special buses by RSRTC have been covered in the study.

It has also been studied about shopping Paradise for handmade and handicraft product, painting, sculpture art, Fairs and festivals, adventure sports, and outdoor Sports and Rajasthan cuisine have been studied.

Some of the agencies in the development of tourism in Rajasthan have been covered in the study like RTDC, Heritage hotels, RFC and other financial Institutions.

Special focus have been given on Shekhawati regions for the study of Haveli and Forts of this region. Various events throughout year, fairs and festivals and rituals.

Special attraction places Sikar, Nawalgarh, dundlod, Mandawa, Fatehpur, Jhunjhunu, Churu, have been covered in the study.

Various problems have in studies development of tourism in the Shekhawati region i.e. transportation problem, poor advertisement for the publicity of tourism, shortage of accommodation.

High Indian Hotel rates Bidder tourism deterrent than terrorism, higher tax, lack of tourism reception centre (TRC) discrimination in pricing, lack of safety and


security, lack of hygienic food, overcrowding, visa facilities in sensitive tourists create problems lack of better communication facilities, lack of Healthcare facilities, absence of online booking for hotels some other problems like orthodox cultural habits, demographic and socio economic values.

Ultimately it is concluded that there are ample opportunities for the tourism development in Rajasthan specially in Shekhawati region which is enriched with its cultural and heritage values.

Some of the recommendations are as follows:-

Keeping in view the region's colourful culture, Rajasthan has a huge potential and tourism 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. To improve tourism prospectus more focus needs to be given to this area.
- Special dessert tours for enthusiasts who want to know about the culture and history of the region (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 into Heritage hotels:** The state of Rajasthan has huge potential for heritage tourism. Outsourcing the maintenance and lighting of Heritage mountains can help the state in utilising this sector for improving tourism.

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