

# **Tourism Development in India: A Study of National Capital Region (NCR) of Rajasthan**

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## **ABSTRACT**

**The National Capital Region (NCR) is a unique example of inter-state regional development planning for the region. Total 21 districts neighbouring states of Haryana, Uttar Pradesh and Rajasthan and National Capital Territory of Delhi (NCT) are the part of National Capital Region. Tourism has great potential for the balanced & harmonised development and to strengthen the economic base of the National Capital Region, moreover, the Perspective Plan for Tourism in Rajasthan- 2021. Tourism resources attract a large number of domestic and international tourists.**

## **INTRODUCTION**

The National Capital Region (NCR) is India's largest and world's 2nd largest urban agglomeration with a population of over 22 million inhabitants. The concept of the National Capital Region was first mentioned in 1962. In order to avert escalating pressure of population from Delhi, the plan was to develop a metropolitan region around Delhi. This plan was necessary in order to look after Delhi's infrastructure from extreme pressure.

For this purpose, planned regions were developed so that the city of Delhi and the NCR can progress. According to the National Capital Region Planning Board Act-1985, the National Capital Region as notified covers an area of about 34,144 sq kms falling in the territorial jurisdictions of four State Governments namely- National Capital Territory of Delhi, Haryana, Uttar Pradesh and Rajasthan. It constitutes about 1.60% of the country's land area.

In July 2013, NCR was expanded to include three more districts. With these additions, the number of districts in the NCR now stands at 19, with total area increasing by 34% to 45,887sq km. Then, in January 2014, NCR was expanded to include two more districts in the state of Haryana. There are now a total of 21 districts, plus Delhi NCT within NCR covering a total area of 51,109 km<sup>2</sup>.

The NCR is endowed with a vast and multilayered history of diverse cultural heritage and natural resources with prospects to develop the Region a globally competitive tourism destination. All these tourism resources attract a large number of domestic and international tourists in NCR.

## **Objectives:**

The aim of the present study is to provide practical suggestions for the development of study area and their impacts, which would optimally predict the integrated development of tourism in the study area.

## **METHODOLOGY**

In this research paper secondary data used to prepare graph and maps is collected from government and non-government departments and organisations, magazines, journals, newspapers and statistical analysis is used as per requirement wherever necessary.

## **Study Area:**

Rajasthan Sub Region (RSR) of NCR is comprises of Alwar and Bharatpur district of Rajasthan constituting of the area of 13,447 km<sup>2</sup>. It is situated at the foothills of the Aravalli Mountain Ranges. It is strategically located between the north-east parts of the state of Rajasthan. It lies between 26°22' to 28°14' North Latitudes and 76°7' to 78° 17' East Longitude.

It is bounded on the north and north-east by Gurugram and Nuh district of Haryana, Mathura and Agra district of Uttar Pradesh in the east, Mahendragarh district of Haryana in north-west, Jaipur district in west and south-west by Jaipur, Dausa and Karauli, Dhaulpur, Dausa district lies in its south. The tourism has great potential for the balanced & harmonised development and to strengthen the economic base of the National Capital Region.



Source: National Capital Region Planning Board

**Figure 1: Location of National Capital Regions**

**Scenario of tourism development in NCR- Rajasthan:**

Tourism plays an important role in promoting faster, sustainable and more inclusive economic growth. Tourism should be recognised as an important generator of employment and an instrument to decentralise urban development. Hence it becomes a key element in the land use policy and employment sector. The tourism policy should be pro-active to diversify the options available for tourism destination and activities through the development of smaller tourism circuits so that the tourists can be persuaded to sample the diverse range of tourism options available within the region. Cultural heritage and monuments are major tourist destinations in NCR- Rajasthan has a strategic location for the tourism sector.

The region is situated within the popular and famous Golden Triangle Circuit connecting Delhi – Jaipur - Agra. According to tourist estimates, about 60% of international tourists visiting India come to these three places.

NCR- Rajasthan is part of Brij – Mewat Circuit, which is famous for wildlife tourism enthusiasts. It includes Alwar- Sariska- Deeg- Bharatpur- Dholpur- Karauli- Sawai

Madhopur. The NCR- Rajasthan’s Brij - Mewat region is constituted of two separate sub-circuits, namely, Alwar- Sariska and Bharatpur-Deeg. The Alwar- Sariska sub-circuit is towards the North bordering Delhi. Bharatpur- Deeg is towards the East (54 Kms from Agra).

**Major Tourist Spots and Attraction:**

The main attractions in the NCR- Rajasthan especially - Sariska and Bharatpur which, popular as a weekend tourist destination for Delhi and the National Capital Region (NCR). NCR- Rajasthan is most popular for its wildlife experience. The national parks at Sariska and Bharatpur figure on the tour itinerary of most foreign tourists visiting Agra-Jaipur Golden Triangle.

Alwar- Sariska sub-circuit also has some beautiful palaces and lakes. Siliserh lake palace is a weekend getaway for tourist from Delhi. Similarly, Lake Jai Samand near Alwar is also a popular picnic destination during the rains. In Bharatpur, the Lohagarh fort, which lies in the town, is usually visited along with Keoladeo National Park. It houses some beautiful palaces and the Iron Tower or the Lohastambh.

**Table 1: Major Tourist Locations in NCR- Rajasthan**

District	Major Attractions	Major excursions	Day-	Major Events
Alwar	Alwar (1) Bala Qila- The Alwar fort (2) Alwar Palace Complex- Palace, Centotaphs, Tanks	(1) Jaisamand Lake (2) Sariska wildlife sanctuary and Tiger reserve (3) Kankwari, Tehla and		Holi, Gangaur and others AlwarUtsav (February)

	(3) Vijay Mandir Palace (4) Purjan Vihar Gardens (5) Hope Circus-architectural monument <u>Sariska</u> (1) Sariska Palace (2) Tal Vrahsha Temples <u>Siliserh</u> Siliserh Lake Palace	Kushalgarh forts in the Sariska Wildlife Sanctuary	
Bharatpur	Bharatpur (1) Lohagarh fort- Palaces, Museum, Towers	(1) Keoladeo Ghana National Park (2) Deeg Palace (35 Kms)	Brij Mahotsav: February–March. Jaswant Exhibition: September–October Dussehra. Gangaur: March–April. Tej: July–August

Source: Pragati Prativedan, RTDC, 2013-14.

**Existing Tourist Traffic Trends:**

The major tourist locations in the NCR- Rajasthan include Alwar, Sariska, Siliserh and Bharatpur. The important locations where the domestic tourist visits are Alwar-Sariska and Bharatpur. Tourist arrivals in Sariska have grown at 19%, albeit on a smaller base, whereas Alwar have grown by 15% on a larger base.

Siliserh, which is restrained by its carrying capacity, has shown a steady decline in tourist arrivals. In terms of foreign tourist arrivals, Sariska has registered a growth of 60% in the last six years.

**Table 2: Tourist Arrivals in the NCR- Rajasthan**

Areas	Alwar		Sariska		Behror		Siliserh		Bharatpur	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
2008	71849	20311	13977	5610	10170	117	1609	81	42902	18816
2009	54765	15957	13383	3212	13047	24	1710	45	41689	23052
2010	53313	14322	19752	4737	7653	7653	2090	30	46962	30360
2011	117275	13147	13179	2407	6420	38	2367	0	52566	34643
2012	122783	13692	15234	1327	5650	9	2142	0	67676	41326
2013	97760	11818	11498	994	4863	34	2679	0	69370	43166

Source: Rajasthan Tourism Department

Other locations such as SawaiMadhopur and Alwar have also registered an increase in the category, however, the traditionally favourite Bharatpur has recorded a decline of 6%, largely due to tourists moving to either Sariska or Ranthambhor from Agra enroute Jaipur. Siliserh which receives only a few foreign tourists has also shown a sharp decline in the recent years.

The tourism perspective in RSR- 2031, suggested that development of tourism is suggested in four sectors i.e. eco-tourism, business tourism, heritage tourism and cultural tourism.

**Problems and Suggestions:**

Despite the impressive range of its superb cultural, natural and spiritual endowments and sharp increase in tourist arrivals in recent years, the NCR- Rajasthan region's share of world tourism remains insignificant:-

1. NCR's connectivity is limited. In order to provide easy and quick access to these destinations within the NCR a tourist specific multi-modal transit facility should be planned ranging from Heli-services, NCR cab services, Tourist coach services, dedicated tourist suburban railway trains, etc.
2. Utilities and civic services, such as water, sanitation, and solid waste management are inadequate and do not provide safe and attractive environments for visitors. There is an urgent need to improve the infrastructure and services in these sites most of which are National and State protected monuments.
3. There are no blueprints for integration and management plan for the tourism resources of NCR. The delineation of theme based destination, circuit, trail and night halts need to be executed to determine the tourist experience and movement pattern within these sites in the region.
4. Weak Heritage Protection and Destination Management in NCR. NCR have their own tourism development master plans prepared by their respective states, they need to be in sync with regional goals.
5. Lack of tourism-related skills among the local populations, and weak supply chain linkages between the local economy and tourism. There are immense opportunities to promote inclusive tourism and community tourism products in and around these cultural and natural sites through infrastructure development and special efforts for mobilizing communities' to engage in the tourism economy.
6. Inappropriate Land-use and Circulation Patterns need to be regulated according to indigenous site conditions. Site to site assessment of its character and influence zones will determine the parameters of future development.
7. Currently the private sector provides hospitality services, Investments to improve connectivity and destinations, which are identified in close consultation with the industry.
8. All of the NCR States' policies promote sustainable and inclusive development. But it is imperative to develop a regional policy for better management and governance.
9. The participating tourism nodal agencies need to work together and promote tourism in the region. There is the need of convergence of individual state tourism strategies, policies & the development plans and also adopts a single framework for operation of tourism activities within the NCR.
10. There is a need for participating states commitment to joint development of infrastructure along defined

multi-state circuits that combine complementary state assets into marketable regional tourism products.

11. Thus, Improve NCR- Rajasthan tourism it is necessary:-
12. To build good infrastructure to enable the safely and smoothly movement of tourists. It is also necessary to focus on road, railway and air transportation.
13. To make marketing and promotion of tourism products and tourism published material.
14. To encourage people to stay away from home and make movements in their own country.
15. To give wider range of facilities to meet the tourists needs.
16. Provide the travel packages to suit all types of pockets.
17. Provide products for business travellers either to individuals or in groups.
18. Availability of hotels at reasonable prices. Setting up of more information outlets.

## CONCLUSION

The state town planning department has sent a proposal to the state government to consider Jhunjhunu district in the NCR region. If the proposal is accepted, Jhunjhunu will be the third district from Rajasthan to become a part of NCR. After Alwar, Bharatpur became part of the NCR in July 2013. More number of industries is expected to come up in these areas and eventually it may become an industrial hub just like Neemrana and Bhiwadi. Not just government bodies, even private players may actively invest in this region. The district has heritage havelis and forts too which can generate more revenue and create employment. The places like Mandawa and Alsisar are on the world map for preserving heritage and promoting tourism.

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