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Tourism Industry of Rajasthan amid COVID-19

Dr. Balu Dan Barahth

Assistant professor,

Department of Political Science,
Mohanlal Sukhadia University, Udaipur,
Rajasthan

Abstract

Rajasthan derives its name from 'Rajah' 'Sthana', which literally means 'Home of Kings', and it truly is. Rajasthan, the incredible state of India, the land of Maharajas, the land of majestic Aravali hills, is the state in India which contributes maximum geographical area with excellent monuments, colorful festivals, number of splendid forts, pleasant lakes and mouthwatering spicy food coupled with a world-class hospitality ecosystem, favoring tourism. It has lots to offer to tourists. Every third foreign tourist visiting India travels to Rajasthan as it is a part of Golden Triangle for tourists visiting India. Tourism is the third largest employer after agriculture and textiles sector. **#PadharoMhareDesh** is the key slogan of Rajasthan to attract and welcome tourists from all around the globe. Rajasthan's economy is heavily dependent on tourism revenue. Tourism accounts for approximately 15 per cent of Rajasthan's economy and accounts 7.2 per cent (after adding indirect effects) in state employment. The COVID-19 pandemic has ushered in a new climate of uncertainty which is fuelling protectionism and playing into nationalist narratives as every country in the world had imposed entry restrictions, ushering in a new era of global distancing. Henceforth, Globalization is under significant threat. Even states have

sealed their borders to check the spread of the deadly virus. Under the circumstances, the Tourism Industry has been profoundly affected by the current pandemic situation. Axiomatically, Rajasthan witnessed a drop of 71 percent tourist footfall in calendar year 2020 as compared to 2019, with a decline from 522.2 lakh to 151.17 lakh in domestic tourists and 16.05 lakh to 4.46 lakh in foreign travelers. The present study is an attempt to figure out the impact of COVID-19 on Rajasthan's Tourism Industry. The study also emphasizes on Rajasthan Government's response to the pandemic and to generate suggestions to battle the impacts of the pandemic. **Keywords:** Rajasthan Tourism, Tourist inflow, Palace on Wheels, COVID-19, RTDC, Rural Tourism.

Introduction

As one of the biggest contributors to the global Travel and Tourism (T&T) industry directly contributes about 3.6% of the world's Gross Domestic Product (GDP) and, indirectly contributes about 10.3% to it. As one of the biggest contributors to the global GDP, this industry directly employs nearly 77 million people worldwide, which comprises about 3% of the world's total employment. The T&T industry also contributes to indirect employment generation to the tune of 234 million or 8.7 % of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The industry also represents about 12% of the total world exports. (Gujarat Infrastructure Development Board, n.d.) The United Nations World Tourism Organization (UNWTO) estimates that internationally there were just 25 million tourist arrivals in 1950. Sixty Eight years later this number has increased to 1.4 billion international arrivals per year. This is 56-fold increase. (Roser, 2017)

The Royal State Rajasthan is one among the most attractive states found in India as it has a lot of tourism options, receiving the attention of travelers and tourists all over the international map. Rajasthan is to the Aravalli what Jammu and Kashmir is to Himalayas and Switzerland is to the Alps. Rajasthan is the land where the folklores of yore are still alive. The brightly colored turbaned man greeting with folded palms in front of the chest – a traditional

greeting signifying "Namaste", appeals tourists in its own way. Rajasthan, the land of Maharajas, is found to be endowed with numerous beautiful tourism attractions including Heritage tourism, Adventure tourism, Desert tourism, Eco tourism, Cultural tourism, Spiritual tourism, Wildlife tourism and Village tourism as well. The magic of Rajasthan lies in camping on the smooth sand dunes under the glittering skies, wandering among the ruins of a colossal fort and palaces, and its vibrancy in its lively folk songs. Last but not the least, the pleasure of shopping for the traditional "Mojadies" and digging one's teeth into "dal-baati" are as varied as they are fascinating. The state has made the world go gaga over its artistry. People come here from across the world, and make their way to home with double the baggage. But the tourism industry today has been the biggest casualty because, despite the lifting of covid-19 induced lockdown (in June 2020), people are scared of stepping out of their homes. The deadly coronavirus scare has been bleeding the tourism sector in the Royal state. Rajasthan, known as a tourist destination, has registered a – 71.50% one year dip in tourist numbers in the year 2020 as compared to the year 2019. (Sharma, 2021) Last year, 538.26 lakh tourist visited the royal state while this year the number stood at 155.63 lakh, with a decline from 522.2 lakh to 151.17 lakh in domestic tourists and from 16.05 lakh to 4.46 lakh in foreign travelers. (Department of Tourism, Rajasthan, 2021) Although, after registering this negative record, the state government is trying hard to revive tourism. The state government has issued SOPs for hotels, restaurants and film shooting, to bring tourism in Rajasthan back on its feet, as a result of which the inflow of tourists is gradually picking up. Meanwhile the industry was planning to make up last year's blues with INR 500 crores announced by the state government in the budget 2021-22, under its Tourism Development Fund to build infrastructure and develop tourist spots in the state (The Economic Times, 2021) there comes the second wave of COVID forcing the industry to think anew and afresh. All the stakeholders of the tourism in-

dustry should work in tandem to overcome these challenging times and bring new opportunities to this sector.

Objectives

The main objective of this study are as follows:

To examine the existing patterns of tourists' arrival in the state, Pre and post COVID-19.

To figure out the role of Rajasthan Government to deal with Pandemic scenario to re-vamp the tourism industry.

To generate some feasible suggestions that may prove valuable for the future development of tourism in Rajasthan.

↓ **Impact of COVID-19 on tourist arrivals:**

Rajasthan has a history that is as old as the history of Indus Valley and Harappan Civilization. Being a mix of faiths, practices and diversities, Rajasthan showcases a vibrant display of cultures. The hospitality of Rajasthani people is visible through the welcoming phase of the royal state, "PadharoMhareDesh", meaning "Welcome to my Land". The table below reveals the year-wise tourist arrivals in Rajasthan from year 2001 to 2020 which generally shows an increasing trend due to the fascination of worldwide tourists towards 'the Land of Maharajas'. Rajasthan known for its unique customs attracts a number of tourists extensively.

Table 1 - Number of tourist arrivals in Rajasthan, 2001-2020

Sl. No.	Year	Number of arrivals in Rajasthan	YoY Percentage change
1	2001	8165791	
2	2002	8122867	-0.5%
3	2003	10110025	24.3%
4	2004	11007000	8.8%
5	2005	12918442	17.4%
6	2006	14753422	14.2%
7	2007	17321271	17.4%
8	2008	19010648	9.2%
9	2009	20692103	8.8%
10	2010	23022000	11.3%
11	2011	24819281	7.8%
12	2012	26884201	8.3%
13	2013	31145112	15.9%
14	2014	34022061	9.3%
15	2015	36612001	7.6%
16	2016	40000001	9.3%
17	2017	41724516	4.3%
18	2018	51000001	22.2%
19	2019	51821001	1.6%
20	2020	14180001	-72.7%

Source: Progress report, Department of tourism, Rajasthan, 2020-21

From Table-1, it can be perceived that there has been an upward trend in the tourists' arrival in Rajasthan with an exceptional decline in 2009 and 2020. In 2009, owing to The Jaipur bombings (a series of nine synchronized bomb blasts) in May 2008 there was a decline in tourist arrivals because of the widespread sense of insecurity. The decline was made-up fully because of the government policies and the open-hearted nature of Rajasthani folks. But in 2019, the industry was again enforced to bump into the collapse, which was further escorted with the global catastrophe called "COVID-19".

The above table clearly validates, the negative impact of COVID-19 on tourist arrival in Rajasthan, as the ripple effect of the worldwide pandemic has reverberated through every corner of the globe. The tourism industry is facing an inclusive drop of 71 per cent for the first time ever, which results in decreasing employability and reduced foreign exchange generation.

Comparative details of tourists' arrival in Rajasthan in Year 2019 and 2020:

Over 5.38 crore domestic and international tourists visited the state with a royal essence in 2019, an increase of nearly 18 lakh visitors from 2018. In 2019, 5.2 crore domestic tourists and 16 lakh foreign tourists arrived in Rajasthan. With COVID-19 disrupting the tourism chain, international tourism is likely to take some time to return to normalcy, while domestic tourists are expected to explore the suburbs more, and visit the lesser known destinations. The table below exhibits the arrival of domestic and international visitors in Rajasthan in year 2020 and 2019.

Table-2 Comparative results of tourists' arrival & departure in year 2020 and 2019

Month	Year 2020			Year 2019			Percentage change estimate of last year		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
Jan	1000000	100000	1100000	1500000	200000	1700000	-33.33	-50.00	-42.86
Feb	800000	80000	880000	1200000	150000	1350000	-33.33	-46.67	-33.33
Mar	500000	50000	550000	1000000	120000	1120000	-50.00	-58.33	-42.86
Apr	200000	20000	220000	500000	60000	560000	-60.00	-66.67	-60.71
May	100000	10000	110000	300000	40000	340000	-66.67	-75.00	-67.65
Jun	300000	30000	330000	600000	80000	680000	-50.00	-62.50	-51.47
Jul	400000	40000	440000	800000	100000	900000	-50.00	-60.00	-55.56
Aug	500000	50000	550000	1000000	120000	1120000	-50.00	-58.33	-52.38
Sep	600000	60000	660000	1200000	150000	1350000	-50.00	-60.00	-51.85
Oct	700000	70000	770000	1400000	180000	1580000	-50.00	-61.11	-50.00
Nov	800000	80000	880000	1600000	200000	1800000	-50.00	-60.00	-50.00
Dec	900000	90000	990000	1800000	220000	2020000	-50.00	-59.09	-50.00
Total	5000000	500000	5500000	10000000	1200000	11200000	-50.00	-58.33	-50.00

Source: Progress report, Department of tourism, Rajasthan, 2020-21

Table-2 reveals month wise tourists' arrival in Rajasthan in year 2020 and 2019 and the percentage change over the previous year. The data reveal, tourist footfalls have taken a steep dive in the first five months of the calendar year owing to COVID-19 pandemic. During January to May, the number of visitors has fallen by over 42 Percent over the same period last year. The drop was witnessed both in domestic and foreign tourist arrivals. In terms of volume, in first five months of 2020, 1.14 crore Domestic tourists visited Rajasthan compared to 1.98 crore in the first five months of 2019. Similarly, foreign tourist footfall stood at 4.39 lakh compared to 8.05 lakh during the same period last year. The number of domestic tourists drew a blank in April and May due to lockdown. The number of foreign tourists were 86 in April and 115 in May. These were the tourists who were stuck in the state due to nationwide lockdown. The figure proved that the pandemic has impacted the tourism sector like no other event before in history. With suspended tourism activities, the benefits that the sector brings are also under threat. Thousands of jobs have been lost. Post lockdown the arrivals have started with a low pace yet this is a good sign and may create the first dots of a new revival curve.

Role of Rajasthan Government and Department of Tourism in dealing with the pandemic scenario:

The impact of the pandemic has been widespread and has affected all the sectors of the economy adversely. The tourism sector has to bear the maximum brunt as activities related to it such as hotels, restaurants, handicraft purchase, airlines and rail services all came to a grinding halt. As we have to learn to live with this, different sectors of the economy are trying to revive. As industries across the country strive to get back on their feet, the Rajasthan Government too is leaving no stone unturned to relieve them in these unprecedented times. The state government was proactive in extending a helping hand to the tourism industry almost immediately after the pandemic outbreak in March. To revive the tourism economy of Rajasthan, the state government has taken several measures, including a New Tourism Policy.

New tourism policy to amid coronavirus crisis:

Tourism and rural development is the focus of the Rajasthan's new tourism policy during the COVID-19 pandemic. The policy has a vision for utilizing the tourism sector's ability to support economic development of rural areas. In September 2020, Rajasthan Government introduced "Rajasthan Tourism Policy 2020".

The government is hopeful that with the timely implementation of the new tourism policy, the industry will revive and stand back on its feet.

Government functioning on extending industry benefits to tourism sector:

Tourism was declared as an industry in 1989, but the benefits were not extended by states and the units are paying taxes and electricity tariffs at commercial rates. Owing to COVID-19 led lockdown, utmost industry bodies together with Hotel, Restaurant Association of Rajasthan (HRAR) and Rajasthan Association of Tour Operators (RATO) have been raising the concern at every single forum as the tourism sector struggles to find its bases. Recently, states like Maharashtra and Karnataka have

given the Tourism sector the industry benefits. Consequently, after persistent persuasion by the tourism bodies, the state government seems to be heeding to their call for encompassing industry benefits to the sector that has been hobbled by the pandemic. These benefits will consist of electricity rates and land taxes which are presently paid by the hospitality sector, other tourism bodies at commercial rates which are higher.

SOPs issued for film shootings:

Rajasthan, one among the most popular destination for filmmakers. Rajasthan has been widely captured in cinema. We eye witnessed Rajasthan in Bollywood classical Dev Anand's Guide to more recent hits like BajrangiBhaijan, Rang De Basanti, Delhi 6, Yeh Jawani Hai Deewani, Bajirao Mastani, etc. To accelerate the restart of film-making that has come to a standstill as a result of COVID-19, cause a huge loss to Rajasthan's tourism Industry. To cover up the losses, the State Government came up with a Standard Operating Procedure (SOPs) for shooting films in light of COVID-19 pandemic which includes washing and sanitizing hands, Minimizing people on sets, Proper usage of mask and gloves, a dedicated COVID-19 desk with at least one trained member, restriction on entry of pregnant women on set, Social distancing and other safety measures. (Department of Tourism, Rajasthan, 2020)

Reimbursement of state GST (SGST): With COVID-19 taking its toll on the hospitality sector, the Rajasthan Government has extended a helping hand to hotels and tour operators registered in the State. The state Government announced reimbursement of State GST (SGST) to hotels and tour operators registered under Rajasthan Goods and Services Tax Act, 2017 to counter the fiscal impact of COVID-19. This was a welcome step taken by the State government as the State fascinates significant number of tourists from all around the globe and the countrywide closure is bound to affect the hospital-

ity sector and the tour operators as large. (Sinha, 2020)

Road tax waiver: The State Government had provided relief in terms of waiver of road tax. The administration waived off motor vehicle tax on bus transporters for three consecutive months of statewide lockdown. The government had further announced to wave off 75 percent of the tax for July, 50 percent for August and 25 percent for September.

Rajasthan Govt. brings in tourism to its thrust sector of investment:

The state finance department has bought in tourism industry under "The Rajasthan Investment Promotion Scheme, 2019" (RIPS-2019) to provide benefits offered under the scheme. The scheme came into existence from December 2020 and will remain in force up to 31st March 2026. (Department of Tourism, Rajasthan, N.D.)

Rajasthan budget allocates INR 500 crore for tourism industry:

The recently announced Rajasthan Government state budget made some amends towards the revival of the hospitality and tourism sector. The budget provisioned INR RS 500 crore under its Tourism Development Fund to build infrastructure develop tourist spots in the state. INR 200 crore of this budget has been set aside for Branding as a tourism destination, that would help resurrect the sector which has been severely affected by the pandemic and INR 300 crore has been allocated for the infrastructural development and investment purpose. (Government of Rajasthan, 2021), (Budget speech 2021-22, page no. 73)

State Tourism Department adopts the motto 'Short Stay, Safe Stay':

In 2019, 5.2 crore domestic tourists and 16 lakh foreign tourists arrived in Rajasthan. With COVID-19 disrupting the tourism chain, international tourism is likely to take some time to return to normalcy. Consequently, domestic travelers willing to explore historical monuments

and rural landscapes gained importance in the plans of the tourism industry. The department have launched several schemes and campaigns to attract domestic tourism from the neighboring states. The concept of "weekend getaways" has received a special attention in the state. The tourism department has adopted the motto, "short stay, safe stay", to draw in the target group.

Government to train 6000 new tourist guides:

To increase employment opportunities in the tourism sector, the Rajasthan government has approved training and licensing of 6000 new tourist guides. The cabinet also approved guest house scheme, which will be applicable in all urban local body area of the state, accommodation facility will be made available to tourists on residential premises. These resolution are extraordinarily essential for creating self-employment alternatives within the state.

Concluding Comments:

Suggestions:

This study proposes certain recommendations to combat the pandemic induced crisis in the tourism industry in the state.

COVID-19 an opportunity to rethink Rajasthan tourism: The COVID-19 led pandemic has affected us all economically, mentally, physically and emotionally ever since the very first lockdown in March, 2020. Tourism has been one of the worst hit sectors as people have confined themselves to their safety. The travel ban has hugely impacted tour operators and travel agencies, affecting not only present but future bookings as well. The industry had suffered a lot. There is an increasing realization that the tourism development path way post pandemic needs to be different and should be built on the principles of sustainable development. It's time to turn the pandemic into an opportunity by looking at tourism in a different light and redesigning the current business model into a long-term sustainable and resilient industry.

THE NEW NORMAL: From hand sanitizers in hotel lobbies to cabin crew in mask, localized lockdowns to contact tracing apps, COVID-19 has transformed the world of travel. For its revival, the industry needs to look towards the new normal. Reasonable and comfortable accommo-

dation and transport are the key to fascinating tourist destinations. Comfy accommodation and transport facilities are the basic needs of tourists. The coronavirus has devastated economies around the world and interrupted life in ways that were unimaginable before the crisis. The government needs to make the state more accessible to tourists via safe, secure and better connectivity through air, rail, roadways and safe stay via providing secure accommodation coupled with hygienic food services. The need of the hour is to restore confidence of people to explore Rajasthan again.

"Rajasthan from home" campaign: The series of experiences and virtual tours were started by the tourism department from 9th April 2020, with four to six creative posts daily on different destinations and experiences which were amplified across all social media platforms of Rajasthan tourism. Through these initiatives brand Rajasthan tourism has been strengthened.

Rural tourism development: Rajasthan's new tourism policy focuses on rural tourism development. The policy will emphasize on promoting tourism in rural and lesser-known regions of the state. In the hopes of capturing the attention of a new tourist base post the withdrawal of the active COVID-19 led pandemic. Government must welcome suggestions from the state domicile for the same and some prize amount should be given to best 3 creative ideas.

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EMERGING ISSUES OF CYBER CRIME AND CYBER LAWS IN INDIA

SANTOSH MEENA

Research Scholar,
Maharaja Ganga Singh University, Bikaner

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ABSTRACT

As we all know, internet transactions dominate today's society, from online buying to online banking. Because the internet is considered a global stage, anybody from any area may access its resources. A few criminals have exploited the internet to gain unauthorised access to other networks, commit fraud, and other illicit activities. The term "cybercrime" refers to criminal activities or crimes that take place on or involve the internet. The term "Cyber Law" was used to describe a system for tracking down and prosecuting internet criminals. Cyber law may be characterised as the domain of law that focuses on the Internet, cyberspace, and legal problems in terms of legal systems. It addresses a variety of topics, including free expression, Internet access and usage, and online security and privacy. This is the web's unwritten law according to the broadest definition.

Keywords: Internet, Cyber crime, Cyber law, Cyberspace, Unauthorized access, Punish, Network.

Introduction:

People, from individuals to large companies, have been able to lead more productive lives since the arrival of the computer. Simply described, a computer is a machine that can store, modify, and process data or instructions provided by the user. For decades, the bulk of computer users have been using their computers for the wrong purposes. As a consequence,