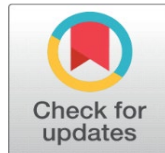
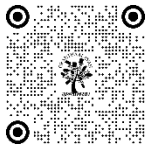


# A STUDY ON TOURISM IN RAJASTHAN

Aarti Mishra <sup>1</sup>, Dr. Ruchi Goswami <sup>2</sup>

<sup>1</sup> Ph.D. Scholar, Department of Mass Communication, IIS University (Deemed to be), Jaipur

<sup>2</sup> Associate Professor, Department of Mass Communication, IIS University (Deemed to be), Jaipur



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## ABSTRACT

The land of dessert Rajasthan is famous for its rich culture, royalty, heritage, folk music, folk dance, delicious food, jams and jewelry, traditional attire etc. The state is flourishing with haveli architecture, forts, palaces, step wells, temples and many more historical monuments. Earlier, the capital of Rajputana was Amber, but later on the Pink City, Jaipur became the official capital of the state. The beauty of the city is incredible but it got the popularity through various Bollywood, Hollywood movies. The film makers have had unveiled the charm of the state that one had never done before. The study focuses on how the film induced tourism is flourishing and flaunting the state on national and international map respectively. The amount of footprint witnessing every year after getting inspired from the films and the features of Rajasthan film tourism promotion policy have also been discussed for the betterment of both the tourism and entertainment industry. This study is a binding modification of different exploration studies and articles composed by numerous researchers, authors and writers.

**Keywords:** Film Induced Tourism, Jaipur, Jodhpur, Jaisalmer, Udaipur, Palace, Fort, Dessert, Bollywood Movies

## 1. INTRODUCTION

Film induced tourism is a modern term that confines the number of tourists attracted to a particular destination after getting inspired from the film, tv serials, web series and other platform of the social media. The desire to visit the destination came to their mind by the visual representation of the director's art work. It explains that they were not willing to go anywhere but as they saw the film of their favorite director, actor or actress, they find the location/destination very attractive, beautiful and unique. As result, it automatically became part of their bucket list for the next vacation. Though, film induced tourism is a very popular term but it has got more hike by the time. In the state of Rajasthan there are lots of attractive destination, monuments, palaces, forts, havelis, stepwells, temples and many more attractive and unique destinations. Jaipur, Jaisalmer, Udaipur, Chittorgarh, Jodhpur, Bikaner have kept it keep shining, since so many centuries. The major attraction in **Jaipur** includes Amber Fort, Jaigarh Fort, Nahargarh Fort, Hawamahal, Govind Dev Temple, Birla Mandir, Jagat Shiromani Temple, City Palace, Albert Hall, Getore ki Chattariya, In **Jaisalmer** Bada Bagh, Gadisar Lake, Patwon ki Haveli, Kuldhara Village, King's Palace, Queen's Palace, Thar Dessert Safari, In **Jodhpur** Mehrangarh Fort, Umaid Bhawan Pace, Mandor Garden, Bal Samand Lake, Ghanta Ghar, In **Udaipur** City Palace, Fateh Sagar Lake, Jag Mandir, Monsoon Palace, In **Chittorgarh** Rana Kumbha Palace, Chittorgarh Fort, Padmini Palace, Victory Tower, Meera Temple, many more beautiful destinations. Tourists have witnessed incredible

beauty of the city since centuries but the way films, songs and social media have promoted the city nobody have done ever before.

## 2. HISTORY OF RAJASTHAN

- The state was peopled long before 2500 BC and Indus valley civilization had its foundation in north Rajasthan (Kalibangan Civilization). Earlier, it was known as Rajputana the land of Rajput. It holds a remarkable golden history that wonder around Mughals, Marathas and Britishers. Post independence the formation as a distinct state had been done on 30 March 1949. The capital Jaipur was founded by Maharaj Sawai Jai Singh 2<sup>nd</sup> in 1727 and remained as the same after legal formation of the state. There are some fun facts about the land as follows:
- Rajasthan is divided into regions Dhundhar (Jaipur, Sambhar, Alwar), Godwad (Jalor, Sirohi), Hadoti (Kota, Bundi, Jhalawar, Baran), Marwar (Jaisalmer, Jodhpur, Bikaner, Barmer), Mewar (Udaipur, Chittorgarh, Bhilwara), Mewat-Brij (Bharatpur, Sawai Madhopur), Shekhawati (Sikar, Mandawa, Churu, Jhunjhunu), Vagad (Banswara).
- Prince Wales visited Jaipur in 1876 and whole city was being painted Pink to welcome him. Since then, the city also known as Pink City that had been built based on Vastu Shastra.
- Each major city of Rajasthan is famous for its color and unique identity. Jodhpur is known as Blue City, Jaisalmer is known as Golden City, Udaipur is known as White City, Jhalawar is known as Purple City, Bikaner is known as Red City, Jaipur is known as Pink City.
- The major attractions include; Kumbhalgarh Fort, Chittorgarh Fort, Rani Padmini Palace, Victory Tower (Chittorgarh), Amber Fort, City Palace, Hawamahal, Jaigarh fort, Nahargarh fort, Albert Hall (Jaipur), Lake Palace, Gangaur Ghat, Monsoon Palace (Udaipur), Mount Abu, Mehrangarh Fort (Jodhpur), Patwon ki Haveli, Kuldhara Village, Bada Bagh, Gadsariya Lake, Kings Palace, Queens Palace, Pokhran Fort (Jaisalmer), Lalgarh Palace, Laxmi Niwas Palace (Bikaner).
- Teej festival and Gangaur Festival of Jaipur, Pushkar fair, Dessert Fest of Jaisalmer and Jodhpur, Brij Holi festival of Bharatpur, Kite festival of Jodhpur, Kolayat fair of Bikaner are some of the famous fair and festivals of Rajasthan that attracts tourist the most.
- The local food Daal-Bati-Churma, Gatte ki sabzi, Ker-Sangri ki sabzi, Ghewar, Fini, Bikaneri Bhujia, Pyaz ki Kachori, Mirchivada, Mave ki Kachori are the famous mouthwatering local street food. Bandhani, Sanganeri, Gota Patti, Zari are some famous print and hand work of local textile industry.
- UNESCO World Heritage cites from Rajasthan are:

Place/Destination	District/City	Year
Keoladeo National Park	Bharatpur	1985
Jantar Mantar	Jaipur	2010
Jaisalmer Fort	Jaisalmer	2013
Amber Fort	Jaipur	2013
Gagron Fort	Jhalawar	2013
Ranthambore Fort	Sawai Madhopur	2013
Kumbhalgarh Fort	Kumbhalgarh	2013
Chittorgarh Fort	Chittorgarh	2013
Jaipur Heritage City	Jaipur	2019

### 3. MOVIES AND SONGS SHOT AT RAJASTHAN

The film and entertainment industry has played a major role in popularizing the major destinations of the states since early 60's and still endorsing the gorgeousness throughout the world through the films, web series, songs etc.

Movies/Songs Shot in Rajasthan	Year	Shooting Destination
Mughal-e-Azam	1960	Sheesh Mahal, Amber Fort, Jaipur
Lamhe	1991	Kanak Vrindavan, Jaipur
Beta	1992	Kanak Vrindavan, Jaipur
Bade Miyan Chote Miyan	1998	City Palace, Jaipur
Zubeidaa	2001	Narain Niwas Palace, Jaipur
Paheli	2005	Chand Baori, Jaipur
Rang De Basanti	2006	Nahargarh Fort, Jaipur
Bhool Bhulaiyaa	2007	Chomu Palace, Jaipur
Jodha Akbar	2008	Amber Fort, Jaipur
Delhi 6	2009	Sambhar, Jaipur
Bol Bachchan	2012	City Palace, Amber Fort
Shuddh Desi Romance	2013	Hawamahal, Jalmahal, Albert Hall, Jaipur, Mehrangarh Fort Jodhpur
Ye Jawani Hai Diwani	2013	City Palace, Pichola Lake, Oberoi Udai Palace, Udaipur
PK	2014	Mandawa, Jhunjhunu
Bajrangi Bhaijaan	2015	Mandawa, Jhunjhunu
Bajirao Mastani	2015	Amber Fort, Jaipur
Dhadak	2018	Jagat Shiromani Temple, Jaipur, Menar Lake, Ambrai Restaurant, Udaipur
Padmaavat	2018	Jaigarh Fort, Jaipur
Samrat Prithviraj	2022	Kumbhalgarh Fort, Udaipur, Jaisalmer
Bachchan Pandey	2022	Bada Bagh, Gadsariya Lake, Kuldhara Village, Mumal Hotel, Gandhi Chowk, Jaisalmer

Such sort of films and songs really have a great and long-lasting effect on the mind sets of the viewers. It directly hits and changes the holiday plans of viewers who are willing to cover some new and hidden destination in near future. It is very powerful and impactful that many viewers are depends on the filmmakers as they showcase the most unique and fascinating locations via films and songs. They let them allow to decide that where they are going on next trip or holiday. Thus, the film induced tourism not only promotes the tourism but it also boosts up and contributes in the economy by generating more employment opportunities for the hotel industry, restaurants, transportation industry, local vendors, textile industry, local artisans and handicrafts etc.

### 4. OBJECTIVE

- 1) To explore the impact of film induced tourism on the state at national and international map.
- 2) To examine the contribution to the economy of the state by film induced tourism.

## 5. METHODOLOGY

The study is based on secondary data collected from numerous studies about tourist arrival to Rajasthan after inspiring with films. The secondary source includes; online articles, websites, reports, articles, annual report etc.

## 6. NATURE OF STUDY

This is qualitative research as the secondary data from various studies has been reviewed and analyzed.

## 7. DATA ANALYSIS AND FINDINGS

- Indian express (2019) describes that Hindi film industry have introduced so many small towns and cities through the songs, films, web series etc. Luka Chippi, Dream Girl in Kanpur, Mathura, Agra got huge publicity, Shuddh Desi Romance steal the show at Jaipur, Audience is responsible for the incredible admiration of small towns as they shower love and easily feel connected themselves to such places. Most of the audience live at simple small places Super 30, Dum laga ke haisha, Article 15, Sui Dhaga, Jolly LLB, Toilet: Ek Prem Katha have created history in gaining fame. There is no need of foreign locations, if the content is strong then the village can set theatres too. Kiran Rao's Peepli Live and Akshay Kumar's Padman are best example for that. As per 2018 FICCI report, there were 9710 single screen cinemas with 91% of total screens. It had a downfall in 2017 with 6780 screens, later on 10% steady rate had been recorded. PVR Utsav have been launched at small towns with population between 3-5 lakh and within upcoming 10 years it will cover 70% of the country.
- FICCI (2019) reveals that film tourism is a growing phenomenon and have seen a marvelous growth in past few years. Impact of 3 Idiots on tourism in Ladakh is incredible as many restaurants and cafes were named on some of the character of the film. The number of tourists increased by 2.4% after the film. Zindagi Na Milegi Dobara shot at Spain and after the film 60,444 Indians visited Spain in 2011 and 85,000 in 2015. The direct benefits of tourism are revenue generation, employment generation, provide an energy to local film industry and technology transfer. The ministry of information & broadcasting, GOI set up the Film Facilitation Office. It is single window facilitation that eases filming in India. It has a list of regulation shooting at wild life divisions, archaeological monuments, railways, airports. Rajasthan has developed single window clearance system under tourism department within 15 days policy for the shooting purposes. The film shooting regulation 2016 says that 75% film must shot in the state, should have U certificate, 10 and 5 lakh incentives will be given to U and U/A films. Delhi, UP, Haryana, Uttarakhand, Karnataka, Odisha, Maharashtra, Kerala, Assam, Goa, Hyderabad, Jharkhand have made policies that eases the process of shooting and praises the tourism.
- Krishnudu & Ganesh (2020) say that tourism industry is a vast sector that leaves huge impact on economy. Tourism has many forms like; road tourism, rail tourism, waterways tourism, air tourism and many more. It comes under cultural, sports, recreational, adventure, health, conventional, intensive category. It provides pleasure, entertainment to the tourists. Now a days, virtual tourism is getting popularity. At some points the industry and the tourists face some sort of difficulties and challenges. The policymakers and government should create better opportunities for the wellbeing of the industry. The national tourist organization is the responsible body for the formulation and implementation of the national tourist policy.
- Panda (2020) expresses Hindi film industry is serving since last 100 years and has great impact on tourism in India. The shooting started from studios then shifted to various location of India; Darjeeling, Kashmir, Shimla, Goa, Rajasthan, Gujrat, Delhi, Kolkata. Unique culture of different states can be seen by the films. The Jaisalmer in Rudaali, Jaipur in Rang De Basanti, Jaisalmer, Jodhpur, Ajmer in Veetilekkulla Vazhi (Malayalam Film) had been covered beautifully by the film makers and witnessed a significant number of tourists after as effect. It unveils the finest destinations, cities, towns, villages of the nation. On a daily basis 14 million people in India enjoys Bollywood movie. As result destinations became symbol of romance, fun, adventure, fantasy etc. Thus, films are affecting the decision making of the visitors. The impact of Hindi films on common men is empirical and it is increasing day by day. The film industry is not mode of entertainment but somehow it is like a religion of masses, irrespective of a race, cast and creed. The various form of media like; magazines, newspapers, movies have a prominent impact and provide proper masala to the audience from tea party to business lunches.

- Shekhar (2021) shares that Rajasthan is very particular about the culture, tradition and customs. The study is based on repetition of the footprints of domestic and foreign tourists. As per the Rajasthan Annual Report 2020, the major tourist attraction has been recorded at Mount Abu, Jaipur, Udaipur. The golden triangle includes Delhi, Agra and Jaipur which means a tourist who comes to Delhi also visits Jaipur and Agra. During 1971, 42500 foreign tourists were registered and in 2019 number was 1605560 as per the Annual progress report government of Rajasthan. There are some drawbacks that effect the arrivals RTDC hotel accommodation facilities, permanent workplace, ineffective advertising campaigns, inadequate tourist reception centers, safety and security are some of them.
- Kumar and Kumawat (2021) clarify that Rajasthan is a very popular destination and has significant image worldwide. Tourism industry contributes in the economy of state, generates employment, develops handicraft industries, earns foreign currency, develops basic infrastructure, focuses on regional and social development. The advent of foreign and domestic tourist had been increasing but during 2020 a decline had been recorded due Covid-19 pandemic. As per the tourism annual report 2020-21 of department of tourism Rajasthan, 5,38,25,991 tourists were being recorded in 2019 and 1,55,66,696 in 2020. After this period government took many initiatives to increase the tourism in the state rural tourism development and issued an amount of rupees 456.16 lakh. A sum of 759.84 lakh had been spent on tourism promotions in the year 2020. Tourism Assistance Force to help tourists about places, aware about law and order had been stated since 2020. Rajasthan Tourism Policy 2020 declared to promote tourism development.
- Sharma (2021) explains that the capital of Rajasthan, Jaipur witness the footfall of domestic and international tourists every year. Tourism industry helps in developing the basic economic infrastructure. Tourist came to the place and show interests towards the local products and handicrafts. Tourism industry have great opportunity in the city as major chain of hotels, restaurants, tour operations, service providers, guides etc. Policy makers and stakeholders should develop the policies for the betterment of the economy and the industry. The study is based on sustainable development and local economic development of the city Jaipur.
- Kumawat & Shekhar (2022) reveal that the tourism industry is getting popularity with the help of film tourism. Both the industries are promoting and supporting each other in order to securing more and more profit. Filmmakers are exploring unique and less known destinations and making film over there, as result viewers are watching those films and getting inspired to visit the destinations. It is helping the tourism industry to establish the basic infrastructure, luxury stays, developing transportation etc. The study highlights the correlation between both the entertainment and tourism industries.
- Badyopadhyay (2023) describes that cinema and tourism are connected together, whenever a tourist visits a destination, he\she tries to make an emotional connection with the place. Thus, screen plays a very crucial role in lives of travelers. Now a days, Hindi film industry has been becoming the face of the tourism industry as a significant growth had been noticed throughout the period 1950-70 respectively. Tourism industry frequently remake and de-make old diaspora. DDLJ showcased London at starting and ended at Punjab, Kuch Kuch Hota Hai, Kabhi Khushi Kabhi Gham, Kal HO Na Ho, Krrish, Namastey London helped in remapped the tourism industry. Bollywood celebrities promoted foreign destination Shah Rukh Khan Dubai, Ranveer Singh Switzerland, Parineeti Chopra Australia, Yami Gautam Hong Kong Tourism, Ileana D'Cruz Fiji. Manali, Ladakh, Rajasthan in Jab We Met, Udaipur in Yeh Jawani Hai Diwani, Jaisalmer, Jodhpur, Ajmer in Veettilekkulla Vazhi had been gained fame. Cinema is turning as a guide for tourists.
- MoTRajasthan declares (2023) that tourism plays a substantial role in economic development of a destination by generating employment, developing basic infrastructure, creating transportation networks, allotting lands for hotels, conserving heritage sites and monuments, promoting campaigns etc. Rajasthan tourism follows the slogan 'Padharo Mhare Desh' and flaunts the cultural heritage, royalty and tradition. Tourist can explore forts, palaces, monuments at Jaipur, Udaipur, Jodhpur and many more beautiful locations. Reserves, sanctuaries and national parks at Sawaimadhopur, Bharatpur. Dessert at Jaisalmer, Bikaner, Barmer. The Swadesh Darshan Scheme 2014-15 by Ministry of Tourism and culture, Government of India focuses on theme-based tourist circuit across the country. 15 Circuits were identified to provide central financial assistance. Swadesh Darshan 2.0 scheme was being launched in 2023 to established partnership with the states and UTs to promote sustainable & responsible tourism. India ranked 24th on world map on international tourist arrivals. Rajasthan receives 21

million tourists in which 16 million were domestic and 34,000 were foreigners from USA, UK, Germany and France. Average stay in raj is 5 days with INR 10,000. The state tourism industry is worth over \$10billion.

## 8. FEATURES OF RAJASTHAN FILM TOURISM PROMOTION POLICY

- The Rajasthan film tourism promotion policy 2022 was implemented on 6<sup>th</sup> April 2022. It is applicable on feature films, web series, tv serials, web shows and documentaries.
- The Policy says that minimum 15% of crew members should be from Rajasthan and the film must have U/AU certificate by Central Board of Film Certificate.
- The Policy says whatever the cost of the film comes, more than Rs 2 crore should be spent in Rajasthan.
- If the film/web series/reality show/documentary maker wants to enjoy subsidy then it must be shot in Rajasthan for at least 30 days and should be released in theatre or on OTT platform.
- The film maker has to give proper acknowledgements and accreditation to the Government of Rajasthan and Ministry of Tourism along with the logo of the tourism ministry.
- If the film/web series/reality show/documentary deprecate the environment of the state by defaming the ministry of tourism and has A certificate then it will not be eligible for the subsidy.
- It has been divided into 3 parts; **1) Financial Incentive** Rs. 2 crore or whatever is less than 15% of total qualified cost of production can be taken, **2) Exemption Offer** all monuments/forts/palaces/temples that are under the governance of Rajasthan Tourism Department are free for shooting purposes and **3) Discount offer** up to Rs 10 lakh on government hotels and stays can be taken.

## 9. SUGGESTION

- New state film corporation should be established. IAS officers of tourism industry, media professional and actors from the film industry must be appointed as the member of the organization.
- New incentive scheme can be introduced by the ministry of tourism to open new multiplex in the state.
- The state government should organize Film festivals on a regular interval.
- Single window scheme should be made by the Rajasthan Film Nigam to ease the permission process for shooting.

## 10. CONCLUSION

The readings concluded that the Hindi film industry serving since last 100 years and has a great fan following worldwide. On a daily basis 14 million people in India enjoys Hindi movies. Fact says that Bollywood is annually selling double tickets than Hollywood. The popularity is constantly reaching the heights as the PVR Utsav have been launched at small towns with population between 3-5 lakh and within upcoming 10 years it will cover 70% of the country. The study clinched that Romance in the air can be seen at Mehrangarh Fort and streets of Jodhpur and Jaipur in Hum Saath Saath Hain and Shuddh Desi Romance, Fun and Patriotism can be felt at sand dunes of Jaisalmer in Border, Parmanu: The story of Pokhran and Bajrangi Bhaijaan, fear can be witnessed in Bhool Bhulaiyaa at Chomu Palace, Jaipur, Adventure and Royalty can be enjoyed at Nahargarh fort, Jaipur in Rang De Basanti and Amber Fort, Jaipur in Jodhaa Akbar. The study settled that film induced tourism has potential to influence the mind sets of audience and leave a long-lasting effect which motivates them to visit the destination seen in the film. The state rural tourism development had issued an amount of rupees 456.16 lakh. A sum of 759.84 lakh had been spent on tourism promotions in the year 2020. Tourism Assistance Force to help tourists about places, aware about law and order had been stated since 2020. Rajasthan Tourism Policy 2020 declared to promote tourism development. The study resulted that films have strength to directly and actively impact the tourism industry. Both the entertainment and tourism industry have unswervingly connection that contributes in economy of the state and nation as well. People are not only admiring but started being dependent on the filmmakers for selecting their holidays destinations. The state government is working hard, making policies, regulating new acts and putting momentous effort to maximize the number of the domestic and foreign tourists along with the help

of entertainment industry. Thus, entertainment industry and tourism industry are accompanying each other and adoring virtuous revenues.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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