



A Case Study On Educational Tourism In Rajasthan

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Abstract

The primary tourist state in the country is Rajasthan. Both domestic and international tourists are drawn to its magnificent heritage, lively customs, ethnicity, great legacy, enchanting natural beauty, dynamic folk, and delectable cuisine. The state's significant and incomparable tourism offerings have a huge potential to grow the tourism sector. The State has a pressing need to improve its tourism infrastructure and increase domestic and foreign visitor numbers, especially in key areas like Bhomat and Jangladesh. The absence of Educational initiatives, lack of publicity, and lack of promotion are a few factors contributing to the areas' inability to draw tourists. In actuality, travellers to Jaisalmer, Udaipur, Bikaner, Udaipur, and Jaipur. Even tourist destinations in Rajasthan are unaware of the hidden gems and include struggling with issues such as lack of resources, entrepreneurship concerns instability in the economy in the Bhomat and Jangladesh areas. In these cases, it is more crucial to ponder on the resource that makes the areas wealthy and unique from other parts of the State. There is no denying the Bhomat and Jangladesh areas' tourist potential. If these places' tourist expertise is imparted in a methodical and carefully thought-out manner, the state's tourism will be measured against these locations. Every experience, from hedonistic to spiritual, is available to visitors in the Bhomat and Jangladesh regions. Therefore, both regions must create educational tourism. It is past time to alter the current tourist educational trends. The goal of the current article is to emphasize the importance of using educational tourism act as a development approach for the long-term expansion of the travel industry in both regions. The report also discusses the challenges and prerequisites for developing educational tourism as a distinct component of learning and made to link in the educational curriculum important.

Keywords: Educational Tourism, Bhomat, Jangladesh, Development, Tourism

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1. Introduction

Today, one of the largest worldwide sectors and a key driver of both economic expansion and job creation in tourism. Tourism is one of the fastest-growing businesses in the world, and its predominance seems safe if the current pace of development is maintained (Ministry of Tourism, 2019). Over 1.2 billion foreign visitors visited in 2015, up gradually from 26 million in 1950. The majority of the world's developing nations now profit immensely from tourism, yet they are often unaware of the full effects that these activities have on their economies due to things like the following. Recently, it has become widely acknowledged

made a significant economic contribution to the majority of destination regions, boosting their foreign exchange, creating employment, promoting awareness, rising standards of living, and enhancing those regions' reputations (Tribe, 2001). A country in India's economic status may greatly benefit from the tourist industry. One of the primary sources of domestic revenue-generating in the globe nowadays is tourism (Ajake, 2012). India has no question the ability to draw tourists from all around the world. The research also stated that during the following ten years, real GDP growth for the travel and tourism industry is predicted to average 7.7% annually. By 2019, it

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anticipated that export revenues from foreign tourists and tourism-related commodities would total US\$ 51.4 billion (in nominal terms). Additionally, it is predicted that by 2019, the industry, which in 2009 contributed 6.4% of all employment, will account for 7.2% of all employment. By 2021, it is anticipated that travel and tourism would directly contribute INR 3414.8 billion (2.0 per cent of GDP) to the GDP, growing by 8.1 per cent annually. Travel and tourism directly support 30,439,000 employment, a rise of 5,508,000 (22.1%) during the next 10 years. Of the 120 million jobs expected to be needed by 2020, it has already generated 11 million employees in the previous six years and can produce another 37 million, according to estimates from the NSSO and the Ministry of Tourism. There is no denying that India can draw numerous domestic and foreign tourists to its various tourism destinations. A State like Rajasthan has begun to emerge on the tourist map as a result of the well-known and prominent sites gaining appeal day by day. There is still a lot of buried treasure in Rajasthan. Today, both local and foreign visitors travel to places like Jaisalmer, Udaipur, Bikaner, Jaipur, Ashok Gehlot, the chief minister of Rajasthan's government, noted the state's tourism figures in the eighth edition of the Great Indian Travel Bazaar 2015 and predicted a significant uptick in the industry by 2018. "By 2018, we anticipate that domestic traffic will increase to roughly 50 million from the current 30 million and that international visitor arrival will increase to 2.5 million from the current 1.5 million." Tourism can play a significant role in educating people (especially visitors) about Rajasthan's hidden riches, particularly the rich circuits and places like Bhomat and Jangladesh.

2. Educational Tourism an Approach to Learning

Any "program in which participants go to a destination as a group with the primary goal of engaging in a learning experience directly connected to the area" is referred to as educational tourism, or edu-tourism (Ring et al., 2009). A "tourist activity engaged in by persons taking an overnight trip or going on an excursion for whom education and learning is a major or secondary aspect of their trip" is referred to as "educational tourism." Travelling

for education is not a novel concept (Amoah & Baum, 1997), and its acceptance in the travel industry is only predicted to grow (Pal, 2020). Cultural and historical, economical tourism, natural-based tourism, and study abroad programs are some subcategories of this form of tourism (Arya, 2019).

3. Curriculum Strategy on Educational Tourism

There is no universally accepted definition of a prospectus, however, the word comes from the Latin *curare*, which means to run a course, as in a chariot race (Panwar & Sharma, 2017). The definition of curriculum expanded to encompass disciplines other than the classics in the 20th century (Ring et al., 2009). The term "curriculum" may also be used to refer to "a discipline, a focused field of knowledge, or an academic study" (Gibson, 1998). Vocational and Technical schools were where the history of tourism educational list began (Fidgeon, 2010). According to (Amoah & Baum, 1997), educators primarily concentrate on developing informed and qualified workers for the sector. The importance of tourist education has been downplayed as a result of this emphasis. Initial introductions of tourism courses were made at technical and vocational institutions. After then, programs for undergraduate and graduate students were introduced (Inui, 2006). Tourism is not a fully developed academic subject because it lacks the necessary conceptual foundations. Rather, tourism is an application of other, more established sciences.

According to (Gibson, 1998), curricula should be framework related as opposed to framework-bound. This assertion challenges academics to reconsider effective curriculum designs that provide the required material while also allowing for acquaintance flexibility. The purpose of education and what constitutes valuable education are philosophical issues. Sociological concerns, on the other hand, are relevant to the current society. The creation of a tourist society that includes all stakeholders, not just corporations, is required by a tourism curriculum (Tribe, 2001). According to (Dale & Robinson, 2001), the curriculum is what is taught. According to (Tribe, 2001), the curriculum is "defined as a full educational experience packaged as a degree program." The curriculum is "a set of courses of



instruction that culminate to graduation or certification or a degree, certificate, or comparable terminal reward,". The United Kingdom for Higher Educational in Tourists sought compromise on a body of awareness that would be up to standard for both academics and practitioners in the tourism sector (Weinstein, 2004). (1) The purpose and character of tourism. (2) The industry's structure. (3) Tourism's dimensions and the problem of measurement. (4) Tourism's importance and effects. 5) Tourism marketing. Planning and development for tourism. (7) Tourism policy and management. To connect the primary tourist topic areas with the community of tourism subject experts, the following topics were accepted: (1) the idea and features of the tourism industry as a field of academic and practical research. (2) The nature and traits of travellers. (3) The tourist industry's organization and relationships. (4) The impact of tourism on local communities and the environment. (5) The make-up and traits of tourists. The key advantages in terms of eschewing the curricula's restrictive boundaries are this essential understanding of subjects.

4. Statement of the Problem

Today tourism is a lot more than just an economic activity. The purpose of the current study work is to emphasize the key difficulties that are connected to Bhomat and Jangladesh, two significant regions of the Rajasthan State. It has been shown that there is a significant disparity between the promotion tactics employed for the tourism goods offered in these locations. Second, the importance of educational tourism as per the knowledge of the outside visitors in the respective regions is not well understood by the general public. Additionally, education institutions do not participate in or lead programs for educational tourism. The areas' buried riches have yet to be discovered. Once again, the economy is a barrier to the growth of the regions. The Bhomat and Jangladesh areas' tourist industry can draw students to the offered tourism offerings.

5. Objectives

1. To draw attention to the value of educational tourism in the Rajasthan areas of Bhomat and Jangladesh.

2. To put up a plan for combining informal and formal Educational Tourism.
3. To emphasize the need for fresh approaches to enjoying, learning, and marketing tourism locations.
4. To shed light on an as-yet-unexplored avenue of international partnership for experiencing and learning.

6. Resources at Bhomat Region for Educational Tourism

It includes all or a portion of the tehsils of Kotra, Jhadol, and Kherwara in the Udaipur district. Bhomat, often known as Bhumat, is a hilly and wooded territory in southern Rajasthan. The region was also known as the "Hilly Tracts of Mewar" while under British control. The term "Bhomat" refers to the idea that jagirdars in the area possessed the so-called "bhum" land tenures. However, according to information supplied by the Mewar State, the Indian government acknowledged that the Rajputs who controlled the villages in Bhomat were Jagirdars, not Bhumias. The only other rivers in the area are the Banas, Ahar, and Gomati rivers. Rana Kumbha is credited with constructing fortifications in the Bhomat area in the 15th century to quell uprisings among the Bhils of the region. Rana Kumbha is credited for constructing fortifications in the Bhomat region in the 15th century to put an end to uprisings among the local Bhils. Despite being recognized as a geographical or cultural territory, the Bhomat was just a single political entity for a century under the reign of the British monarchy.





Figure 1:The Temple,Jagdish, and BhomatRegion

Udaipur is known as the city of lakes, palaces, and regal splendour; but it has much more to offer. The beautiful temples that adorn its landscape are counted among the popular places to visit in Udaipur. The tranquillity, soothing smell of incense, and the chanting of prayers at these temples make you fall into a trance. So, take a break from all the hustle and bustle to visit these popular temples in Udaipur. Temples like the Shree Jagdish, Mahakaleshwar, Eklingji, Ambamata Temple, etc.



Figure 2:The Eklingjitemple is built in Bhomat ofUdaipur District, Rajasthan

In the Rajasthan city of Udaipur, the Sajjangarh Wildlife Sanctuary was founded in 1987, enclosing the Sajjangarh castle. It is 5.19 square kilometres in size. The sanctuary, which is home to tigers, nilgai, sambhar, wild boars, hyenas, panthers, and jackals, is under the control of the palace. A favourite pastime there is bird watching. To explore the beautiful grandeur of the Aravalli hills and the fauna of the reserve forest, the reserve might be an excellent hiking destination. You can also embark on an adventurous jungle safari from Gorilla Point to Jijan Sagar or Bari Lake. People are unaware of this location's attractiveness. In actuality, it needs maintenance. For these kinds of wildlife refuges, there is a great demand for educational tourism.



Figure 3:The Sajjangarh Wildlife sanctuary,Bhomatregion

The majestic Kumbhalgarh is one of the biggest forts in India and is located near Udaipur. It is notable for housing a vast collection of ceremonial objects. The opulent Umaid Bhavan Palace, the last palace to be built in India, and a luxury heritage hotel are also part of Udaipur's repertory. Located in the southernmost part of the Western Indian state of Rajasthan, Udaipur is famous for its rich history, culture, and landscapes. A major portion of this is reflected through its architecture. The rich cultural

heritage of the erstwhile maharajas and their rich lifestyle is reflected through the popular building structures dotting the lake city of Udaipur. Among those are the temples in Udaipur that attract numerous devotees and travellers from all parts of the country. These temples are worth visiting for their architectural beauty and serene environments.

7. Resources at JangladeshRegion for Educational Tourism

Bikaner, Churu, Hanumangarh and Ganganagar districts are part of the Jangladesharea. The murals and frescoes that adorn the Havelis in this area are highly recognized. It was bordered on the south by Marwar andJaisalmer regions, on the east by the Ajmer-Merwara region.The surna, Rampuria, and others, including Ishwardas Mohandas Haveli, are well-known around the world. Beautiful temples like RiktiyaBheru, goga Medi, ToliyasarBheruji, shri Goga ji, khatushayam ji and Salasar Balaji can be found in the area. The area is well-known among domestic tourists for its pilgrimage tourism. The mention of this province is found in the Bhishma Parva of Mahabharata. In the same way that cars, airplanes, and other contemporary things are painted on the walls. The area has a lot to teach one about art and culture. The participant can visit Kamruddin Shah ki Dargah, Bhatner Fort, Churu Fort, Shri Laxmi Nath temple, and KarniMata temple in Bikaner, the regional capital of Jangladesh. Other than the temple Ganganagar Balaji Dham, Durga temple isa more excellent place to explore and learn about Rajasthani heritage and culture.

8. The Function of Universities in Educational Tourism

The foundation of any State's and nation's societal growth is its educational institutions. The good news for residents of both locations is that Educational is valued highly there. The Bhomat area, namely Udaipur, has three significant universities: the University of Udaipur (the region's affiliated university), Mohanlal Sukhadia, Maharana Pratap, and Indian InstitueUniversity. More recognized and private universities, including, Janardan Rai Nagar, Sir Padampat Singhania, BhupalNobles University, etc. A government university might potentially be extremely important to the

growth of educational tourism. The universities can collaborate with many internal and external partners to create a practical and successful educational tourism program. To raise awareness and to promote the tourism sites of the regions, universities may launch a program through distance learning.

Two different types of methodologies may be included in the educational tourism learning paradigm. It combines online lesson-learning with site investigation.

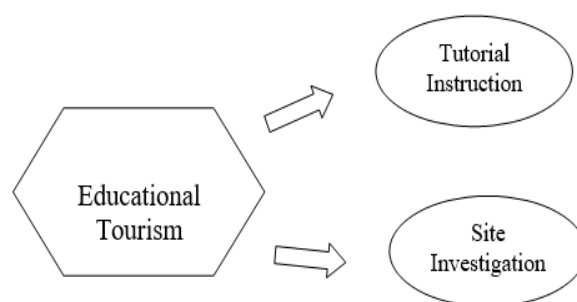


Figure4: Educational Tourism Model

The line and duration of the Educational tour program must be decided upon before we can talk about educational tourism. The itinerary for the education tour should be precise. Participants may begin with the tutorial learning about the subject and foundational information before moving to the site to comprehend and engage with it. Participants will be able to acquire knowledge and familiarity with the location during the second stage of the site investigation.To ensure that participants are well-versed in the tourist location during the learning phase of Educational tourism may employ the following measures:

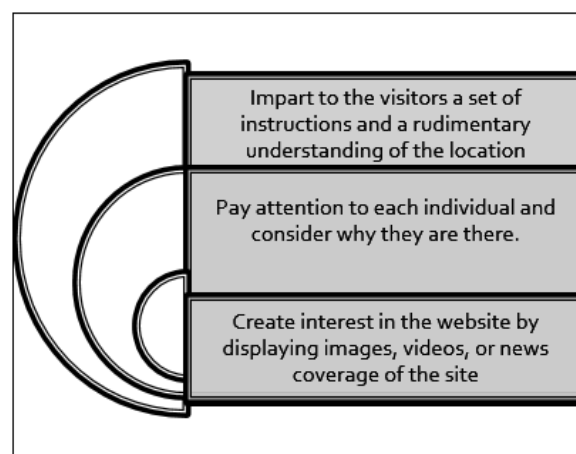


Figure 5: Tutorial on Learning Tourism



9. The 3 E's

A sizable amount of the detrimental effects of tourism may be avoided via educational tourism. When a visitor travels to a tourist location, he or she must deal with a variety of issues connected to communication, culture, safety, etc. There may be a blessing to preventing these kinds of issues. Because it entails interactions and partnerships amongst individuals from many nationalities. Only if participants receive advantages will educational tourism be worthwhile.

Environmental Factors - These might include the setting of the classroom or tutoring sessions, as well as the atmosphere of the accommodations when offering the learning, and organizers must bear in mind the ideal match between the three E's. The study revealed that the business sector had a major role in raising public awareness of the need to practice environmental responsibility and in disseminating crucial information about ecotourism in the region. He also said that educating people about issues related to sustainable tourism motivated them to protect the environment and cultural heritage.

Engagement- The degree to which individuals actively participate. They ought to be completely absorbed without having their interests or preferences bothered.

Exploration- Without it, Education travel, and tourism appear lifeless. Participants learn about the places through actual exploration.

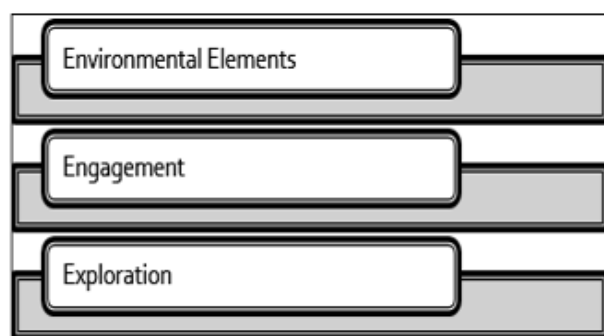


Figure6:Educational and Learning Tourism

10. Educational Tourism Barriers

The development and execution of Educational tourism are difficult tasks. There are several difficulties connected with it.

- The region's negative reputation among tourists is the first and most pressing issue.
- A lack of qualified staff to give participants training and real-world experiences
- A lack of funding support for Educational tour operations.
- A lack of professionals who can plan the excursions.
- A dearth of persons who are fluent in other languages.
- There is no branding or advertising of the areas' tourism spots.
- A lack of tourism-related courses and training programs at the university level.

Even if the areas have a lot of issues with Education and tourism, if the programs are effectively planned, Bhomat and Jangladesh may do marvels. Because everyone can find something to like in both places. The benefits that these areas have for educational tourism include the fact that the locals are quite knowledgeable about the tourist attractions in their area, that towns like Udaipur are centers for educational activities, and that there is strong transportation connectivity from other parts of India.

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11. Educational Advantages of Tourism

The wider society benefits from Educational tourism in a variety of ways. Without a doubt, educational tourism is a tool to promote local, national, and international development. In truth, educational tourism is a niche to discover a location's undiscovered gems. Figure.7 shows some of the advantages that Educational tourism might bring to the Bhomat and Jangladesh regions.



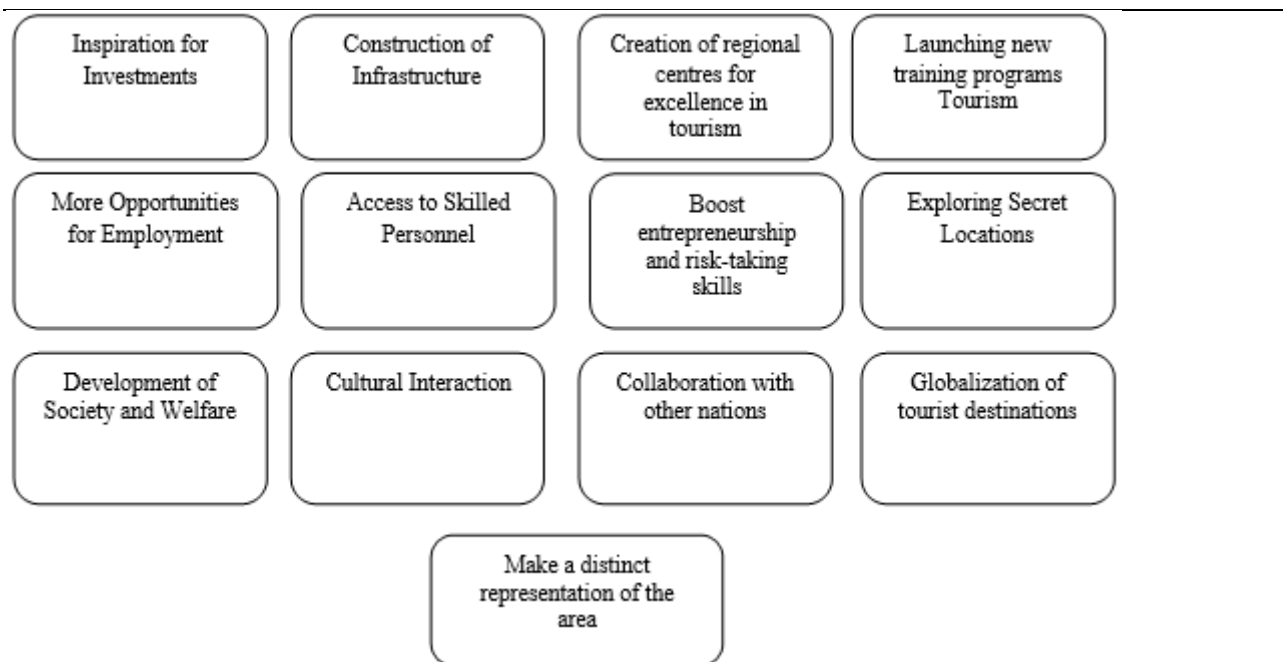


Figure 7: The Bhomat and Jangladesh Regions Benefit from Educational Tourism

12. Results and Recommendations

A learning process occurs throughout educational travel that isn't centered on financial rewards for the instructors and the students. In terms of societal growth as opposed to economic development, educational tourism is more important. Of course, it indirectly improves the economic situation of every nation. Participants stay at the destination while travelling from one location to another. The people receive business and job possibilities throughout the entire process. Government, business, and educational institutions are urged to foster educational tourism for certain regions like Bhomat and Jangledesh that have not yet been thoroughly explored. Considering this, the following recommendations are made: Educational tourism may be documented. To understand the interests of the tourists, the universities should collaborate with the locals.

1. Development of skills outings will be an excellent approach to draw participation and reduce stress.
2. Motivate residents to take part in educational tourism initiatives. They will feel engaged and have a chance to make money because of this.
3. The environment and amenities for lodging, dining, etc. can be provided traditionally and locally. The participants will feel more enthused and connected to the location as a

result.

4. Exercise caution when doing the training. Try not to treat the participants like kids.
5. Universities and other educational institutions should be required by law to plan at least one instructional travel each year. The topics and themes on which the groups would want to plan the educational trip are entirely up to them.
6. The areas may provide certain summer, winter, or invitational festivals to promote educational tourism in a curriculum.

13. Conclusions

The learners and society are as large can both benefit from educational tourism. States like Rajasthan now have a demand for this type of education tourism. Additionally, by producing job opportunities solely in local communities (villages), ecotourism can serve as a pillar for the survival of many rural residents. India's young people are moving quickly into the cities, which is problematic given the depopulation of 11 villages, urban sprawl, rising crime rates, unemployment, etc. Since India is a country of villages, one strategy for encouraging young people to visit their hometowns is through educational tourism. In states like Rajasthan, which has an incredibly rich past, the bulk of the monuments, step wells, fresco paintings, forts, palaces, and temples are located in rural areas. As a result,



it is the moment to focus on the initiatives and operations of educational tourism. As a result, these locations will create jobs and uncover any hidden resources. This learning environment will also create a trained workforce. The Bhomat and Jangledeshareas might become the world's top destinations for educational tourism with only a little help from institutions, the government, and the corporate sector.

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