



Development of Tourism Industry in Rajasthan A Geographical Study

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Abstract

Tourism is a multidimensional and integrated industry, in which a lot of employment is generated with less use of resources. Presently it is economically, socially, culturally and environmentally essential in the economy. Economically, it creates employment and contributes to GDP, as well as increases capital investment and exports. Socially and culturally, tourism in developing countries contributes to poverty alleviation by providing employment to minority and disadvantaged groups, providing adequate training in management skills, proving technology to local people and increasing incomes in rural and local economies. Provides an opportunity to. According to the World Tourism Organization, tourists are those people who travel and go to places outside their normal environment. This tour is done for a maximum of one year for entertainment, business, and other purposes. This tendency of humans has given birth to the idea of tourism.

Tourism is an economic component like other economic activities. Due to increase in demand, the production capacity of many industries increases and markets are created for various products. Due to which the demand for various goods and services increases, the direct effect of which is seen in the increase in production capacity. It is necessary for any industry that it is related to economic activity. The market develops due to the economic activities carried out by both buyers and sellers. Tourism is an industry that goes two steps ahead of all these parameters and provides more production with less investment.

Rajasthan is so rich in terms of its history, tradition, folk life, culture etc. that it has been a center of special attraction for tourists. For this reason, the Rajasthan government has given tourism the status of a business and provided more facilities to the tourist places. Anyway, the tourist places of Rajasthan are not lagging behind in attracting tourists from India and abroad. Various interests found

among tourists like natural beauty, attraction towards fine arts, craft specialties, folk drama, folk dance, construction art, tales of braves, festivals etc. can be seen as unity in diversity in Rajasthan. Because of this, thousands and lakhs of tourists from India and abroad come to Rajasthan every year for tourism.

Despite Rajasthan having potential for tourism development due to its natural, historical and cultural richness, it is not able to make the desired place in world tourism due to many organizational, structural and public-environment constraints. Various problems like slow development of tourist places of archaeological and historical importance, lack of maintenance of tourist places, lack of tourist level food and facilities, inadequacy of transport facilities, lack of attractive package tours, lack of private entrepreneurs in the tourism sector, Lack of land for tourism work, lack of finance and marketing system, lack of experienced, trained and well-meaning guides, lack of tourist information centers and information material, filth around tourist places, existence of 'Lapka gang' that cheats foreign tourists. , tourist places not being tourist friendly etc. are such factors due to which Rajasthan's tourism is not achieving the expected pace. Therefore, in the presented research paper, a geographical study of the development of tourism industry in Rajasthan has been done.

Keywords:- Tourism development in Rajasthan, five year plans, government schemes for tourism development, progress and achievements of tourism in Rajasthan.

I. Introduction :-

Tourism has been an interesting activity for humans since ancient times. Tourism has been associated with the subject of economics since ancient times. While it awakens the inquisitive nature of human beings through knowledge and information about new places and makes them eager to travel, it also helps them in economic activities to sustain their life. Tourism has today



become a fundamental pillar of economic study. Modern communication and transportation systems are also making a suitable contribution in strengthening its structure. Through these, tourism has become worldwide. At the same time, it has also been developed as a budding industry at some places. Today tourism has become interrelated with sports, education, entertainment and medicine. Traveling has also become an essential research technique in the education system. Due to which the importance of quality and meaningfulness increases in the study of any research topic. Tourism itself indicates the importance of present and future form.

Wanderlust is a natural tendency of humans. In ancient times, traveling was done to fulfill biological needs. Man used to fulfill his food and other needs only by travelling. Despite not having a place to live or resources, he continued his life as a traveler. When there was a shortage of things at a place with which he could survive, he would leave that place and move ahead. At that time this work was being done considering it a necessity of life. With time, its form started changing automatically and the tour started being done for political, social, business, educational and religious purposes. This excursion itself is known as tourism. On the contrary, various forms have become synonymous with it.

In ancient times, this work was a problematic subject, because at that time there was neither facility nor adequate arrangement of means of transport, which made time and cost two important issues. Due to high expenditure and uncertainty of time, people showed less interest in it. A journey would take weeks, months or even years. Due to this long gap, the enthusiasm towards work diminished. Later, an attempt was made to make the Yatra a coordinated system and success was also achieved in this. At first the journeys were done for religious purposes only. Seeing the success of the objectives, inns, dharamshalas, hotels and other types of accommodation started being developed and along with this, the trend of political, business and educational trips started increasing.

From a general point of view, tourism means a person's journey to a certain place, the purpose of which is to observe the picturesque views there, visit the places of his friends and relatives and spend his vacation as a

memorable time. Tourism is related to, in other words, spending leisure as a memorable time and spending your time in sports, empty space, on the shores of seas, on the banks of rivers, near lakes, in temples and churches of various types, by strolling and enjoying entertainment. To pass the time. All this is the nature of tourism, apart from this all these can also be included within the boundaries of tourism. A person spends his time in negotiations, business discussions or other business activities. Apart from this, going on tourism for scientific achievements or for study can also be included.

geographical situation :-

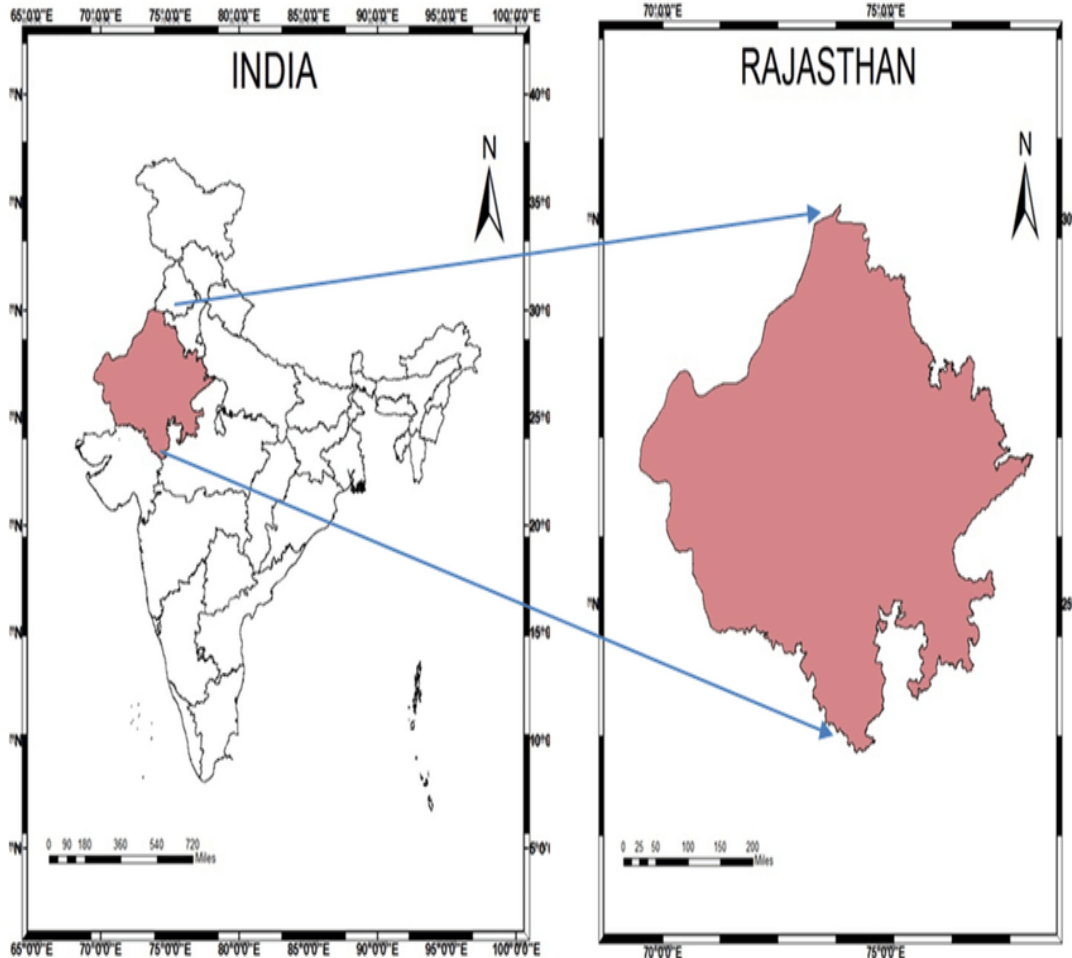
Rajasthan state is a unique state located in the north-western part of India. It is bordered by Punjab in the north, Madhya Pradesh and Gujarat in the south, Pakistan in the west and Madhya Pradesh and Uttar Pradesh in the east. Haryana and Delhi states are in the north-east, and Madhya Pradesh is in the south-east. Geographically, Rajasthan is located between 23°3' to 30°12' north latitude and 69°30' to 78°17' east longitude.

In terms of physical form, it is surrounded by the plains of Ganga-Yamuna in the east, the Malwa plateau in the south and the plains of Sutlej and Beas rivers in the north and north-east. The 23.5' north latitude line or Tropic of Cancer passes through the Banswara-Dungarpur districts in the south of Rajasthan state. Therefore, from the point of view of climate, most of its part is located in the subtropical or temperate zone. Especially its western part has dry climate, central-western part and central-eastern part have semi-humid climate and eastern-south-eastern part has humid climate. The shape of Rajasthan state is like a quadrilateral. The length of the state from north to south is 826 km. And the width from east to west is 869 km. Its land borders are 5,920 km long. Its international border with Pakistan is 1070 km long. The area of Rajasthan state is 3,42,239 square km. Which is equal to 10.74 percent of the total area of India while the population of the state is only about 5.5 percent of the country. At present Rajasthan is the largest state in the country, which is comparatively five times bigger than Sri Lanka, three times bigger than Czechoslovakia, seventeen times bigger than Israel, more than twice bigger than England and slightly smaller than Japan.



Therefore, Rajasthan is a very big state in terms of area. Due to the vastness of this area, variations are found in its landforms, climate,

surface, soil, forest area, agriculture, social environment, economy and customs.



Objective :-

- 1 To do a geographical study of tourism development in Rajasthan.
- 2 To analyze tourism development plans in Rajasthan.

Hypothesis :-

Tourism has developed in Rajasthan under five year plans.

Sources of data :-

Secondary data was used in the presented research paper. The figures have been taken from the annual report published by Rajasthan Tourism Department.

Tourism: Prosperous Rajasthan

Rajasthan, the land of bravery and courage that has stories of renunciation,

penance and sacrifice, has been a center of attraction for tourists since the beginning. At some places, there is a vast sea of sand and at some places, lakes give a feeling of coolness. The Aravali mountain ranges are high and low like a girdle and at some places there are plateaus and plains. How unique is the land of Rajasthan, where at some places there is a sea of sand spread for miles and Kurjan birds flying in a row above it, at some places there are deep shimmering lakes like Jaisamand, Nakki and fishes frolicking in them. Which attracts the tourists effortlessly.

Deshatan related to pilgrimage

The tradition of Deshatan in the form of pilgrimage existed in Rajasthan even before independence. With the unification of 19 princely states, even though the larger form of



Rajasthan was transformed into a state, people from far and wide continued to visit the religious places of Rajasthan in the form of pilgrimage. With time this pilgrimage transformed into tourism.

The mythological and historical importance of Kolayat, the main pilgrimage center of Bikaner, a city situated in the north-west of Rajasthan, is automatically revealed by the devotees coming here for a long time. Bathing in the holy Kapil Sarovar of Kolayat, the holy place of Maharishi Kapil, has its own significance. It is said that Maharishi Kapil had taught Sankhya philosophy to his mother Devahuti at this very place. Maharishi Kapil, grandson of Brahma and son of Kardam Rishi, invoked Ganga at Kolayat itself for the bath of his mother Devahuti and there he invoked Ganga, later that Ganga became famous as Kapil Sarovar. On the day of Kartik Purnima, devotees coming from every corner of the country flock to Kolayat, the holy place of Kapil. Maharishi Kapil had performed penance in Kolayat for years, there are many small and big temples on this land of his penance. Maharishi Kapil's temple is built near Kapil Sarovar, there is also a unique tradition of donating lamps in Kapil Sarovar on Kartik Purnima. Where there is a lamp offering on both sides of the plate. The huge crowd of devotees and innumerable lamps in the lake at night create a unique scene. This tradition that has been going on for years continues even today. As a center of religious faith and devotion, Kolayat, the holy place of Maharishi Kapil, has been an important pilgrimage center of the state since before independence. Along with being the holy place of Maharishi Kapil, Pushkar, the pilgrimage site of spiritual unity even before 1947, has been the center of reverence for devotees across the country. It is said that the religious journey of the pilgrims is not considered complete without visiting Tirtharaj Pushkar and that is why devotees keep coming to Pushkar only after the pilgrimage to Badrinath, Jagannath, Rameshwar and Dwarka. Anyway, in the country, Varanasi, Kashi has been called the "Guru of Pilgrimages" and Pushkar has been called the Tirtharaj. The origin and importance of Pushkar, situated on the west side of the Aravalli mountain range, has also been described in the Padma Purana. According to the Padma Purana, Brahmaji When he wished to perform a yagya on earth, he dropped flowers from heaven at three

places, which later became the three sacred lakes of Pushkar. The unique temple of Brahma is in Pushkar itself, Pushkar is the oldest place of worship in the country as a spiritual place.

The Dargah of Muslim saint Khwaja Moinuddin Chishti is in Ajmer. Where thousands of travelers from India and abroad come every year to visit Khwaja Saheb and offer a sheet on his tomb. According to historians, Khwaja Saheb came to India from Iran to propagate the Sufi sect and resided in Ajmer. During the days of Rajab, his Urs is celebrated to perpetuate his sacred memory and honor the good deeds done by him. Some historians are of the opinion that after the birth of a son, in 1570, Akbar came on foot from Agra to visit the Dargah of Khwaja in Ajmer and it took him 15 days for this journey. Followers of all religions have faith in Saint Khwaja Saheb of Sufi tradition, that is why Ajmer Sharif is famous as a holy place. Khwaja wanted to see the world prosperous and due to this attraction, pilgrims have been coming to Ajmer for years. There are four big mosques in the Dargah of Khwaja in Ajmer, during the time of Urs, Qawwali programs are organized in the Dargah. Inside the Dargah itself there is a Mahafilkhana, around which there is a sixty feet long and eighteen feet wide gallery.

Even when it is innovative compared to other states. For this, along with making full use of the amazing tourism wealth here, major initiatives will also have to be taken towards utilizing the future tourism potential. This will not only bring economic development here but will also create new employment opportunities. With these possibilities of tourism, qualitative changes can also be brought about in all fields like education, politics etc. There is still a lot of potential for development of tourism in Rajasthan. Tourists with cultural interest, domestic and foreign tourists coming for business purposes, tourists coming to attend meetings and conferences, tourists interested in sports, tourists interested in rural life, tourists interested in environment and other living beings come here. There are possibilities for development of tourism for all types of tourists as well as tourists enjoying holidays. If work is done on these tourism possibilities under planned management at all levels, then definitely the coming decade will be full of tourism development as well as economic development of Rajasthan and prosperity of



Rajasthan will increase. The above mentioned people reflect the colorful civilization and culture of Rajasthan which inspires tourists to visit Rajasthan.

Development of tourism industry in Rajasthan

Man has been interested in tourism since the beginning. It is because of this interest that earlier people used to undertake long journeys for years. In India, religious places probably developed with a view to enable people to leave their homes and visit distant places. We have had a tradition of tourism since the beginning, that is why our four major pilgrimage sites are located in four different directions. Tourism has been a part of Indian tradition from the very beginning in such a way that it has been informally like an industry since ancient times. Since ancient times, business people also used to go on trips with caravans of animals and horses. There were specially selected routes to reach from one subcontinent to another. Their travelogues and trade accounts were recorded in ledgers." Although tourism was only a part of the formal sector in ancient times, there were facilities for travelers in the form of inns, dharamshalas and havelis even at that time. Gradually, in view of the needs of foreign tourists coming to the country, tourism also started developing as an industry in the 20th century.

Tourism development under five year plan

Even after the planning process started in our country, tourism was not given the status of industry in the first five-year plan. However, for its development there was a need to mention the expansion of infrastructural facilities. In brief, the plan said that the plans to be prepared for tourism would be of two types.

The first five-year plan related to the development of facilities at special tourist places for foreign tourists and the second related to providing facilities for domestic tourists of low and middle income group. It was said in the plan that the first program would be the responsibility of the Centre as before. In the second five-year plan, they will be implemented by the state governments with the help of the Centre. In the Third Five Year Plan, special emphasis was laid on infrastructure facilities, especially hotel facilities for accommodation.

After that, for the first time in the Fourth Five Year Plan, tourism was considered as a means of bringing foreign exchange, generating employment and increasing harmony at the international level. Tourism was briefly mentioned in the Fifth Plan and it was said that more funds would be allocated for it. In the Sixth Five Year Plan, special emphasis was laid on maximum utilization of the existing potential of tourism. It was also talked about in the Sixth Five Year Plan under tourism to provide maximum accommodation facilities for tourists to stay in public and private sector. Along with this, a suggestion to keep more funds for tourist development while laying emphasis on environmental protection was also given in this plan. However, the importance of tourism development was understood under these plans. But by paying proper attention to tourism, its rapid development, giving it the status of an industry and exploring the possibilities of its contribution in increasing the sale of handicrafts and national harmony, was said for the first time from the Seventh Five Year Plan (1985 to 1990). . In the draft of this plan, emphasis was laid on developing certain tourism circuits and expanding tourism in non-traditional areas. Through this scheme itself, promotion of Indian tourism potential from abroad was also specifically discussed. In the Eighth Five Year Plan, it was specifically talked about giving tourism the status of an industry along with a means of generating more employment. Even in the service sector, tourism was considered an industry which provides employment to capitalists, workers, managers, artists, dancers, musicians and many other classes. Under this scheme, the Centre asked the states to give tourism the status of industry in their states. Since tourism is an activity in which various tasks are done automatically, development of industries related to tourism industry is also possible only through its development. With tourism being given the status of an industry, its supporting activities have also been strengthened. Development of hotel industry, travel agencies etc. is possible only with the development of this industry. In such a situation, it is natural to include the practical development of the tourism industry as a priority for the economy. After the Eighth Five Year Plan, tourism was accepted as a priority sector and as a result of economic



restructuring and liberalization policies, tourism was declared the priority sector for capital investment. The limit for foreign capital investment in the tourism sector has also been increased since July 1991, with FDI up to 51 per cent of equity eligible for automatic approval. Under the new guidelines, 243 proposals were also approved in this sector by the end of September, 1997 involving foreign capital investment of Rs 29411.56 (million). Apart from this, Indian Tourism Finance Corporation was also established in the country for greater development of tourism industry. This corporation caters to the demand of tourism industries. However, loans to tourism industries are also provided by other financial institutions, such as Industrial Corporation of India, Industrial Development Bank of India, State Finance Corporation, State Industrial Development etc.

Out of the total sanctioned amount of Rs 201.56 crore, Rs 186.35 crore was spent under the Eleventh Five Year Plan for the development of tourism industry. For further development of this industry, Rajasthan Tourism Trade Act, 2010 was passed so that tourists can enjoy Rajasthan tourism without any inconvenience. For this reason, the number of tourists coming to Rajasthan reached 268.21 lakh in 2010-11. In the Eleventh Five Year Plan itself, 132 fairs were organized and 36 tourist places were developed. Along with this, Pravasi Bharatiya Conference was also organized in January, 2012. Seeing the increasing importance of tourism, the central and state governments are now paying special attention to this industry. Anyway, after diamonds, gems, readymade garments and textile industry, tourism is the single biggest industry in the country from which the nation receives maximum foreign exchange. Tourism developed as an industry in the country gradually. For the first time in the year 1949, a separate tourism cell was created in the then Ministry of Transport to coordinate tourism related facilities. To attract foreign tourists to visit India, tourism offices of the Government of India were opened in New York in 1952 and in London in 1953. The first Hotel Management Institute was also opened in Mumbai in 1954 with the aim of preparing trained staff for the tourism industry. With the construction of 'hotel Ashoka' in the year 1956, the government entered the hotel business for the first time. In 1958, the

Tourism Cell in the Ministry of Transport was also given the status of a full-fledged Tourism Directorate. 35 Indian Tourism Development was also established in the year 1996 with a view to promote tourism in the country and create infrastructure for it. Along with this, special efforts were also made by the government to develop the tourism industry under the private sector. In the year 1982, the Government of India also announced tourism promotion policy for the first time. It was said that the Central Government will mainly look after the work of international tourism. While the work of development of domestic tourism will be handled by the state governments and wherever necessary, the Center will also contribute in coordinating the efforts of the states and taking them forward. In the year 1988, the National Tourism Committee was also constituted by the government to study various aspects of tourism development and to suggest measures to prepare a plan in the context of tourism development in the country. In its report presented by this committee, it was said that tourism infrastructure includes extensive promotional activities which require huge investment. On the basis of the report of this committee, tourism policy was liberalized by establishing Tourism Development Corporation in the year 1989 with the aim of providing funds for investment in tourism projects and incentives and concessions were given to private investment in the field of tourism industry.

In order to increase the number of tourists coming to the country and thereby significantly increase foreign exchange earnings and employment, a National Action Plan for Tourism was also prepared in May 1992. With this action plan, the role of both government and non-government sectors in tourism development in the country has been considered important. Rajasthan is connected by air and rail to major cities of India, especially Delhi, Agra and Jaipur, which form a tourist triangle. Due to the continuous efforts of the Central and State Governments, the tourism industry has developed significantly in the country. If we look at the figures, an amount of Rs 1 crore 58 lakh was allocated for this in the second five-year plan. This amount had increased to Rs 3 billion 64 crore 61 lakh in the eighth five-year plan. In the tenth five-year plan, the tourism budget was increased from Rs 525 crore to Rs 2900 crore. In this five



-year plan, special attention has also been paid to making tourism an employment generating activity. Similarly, there has been an increase in the number of tourists coming to the country, number of hotels etc. as well as other infrastructural facilities.

State Tourism Policy and Tourism Development

Tourism policies have been implemented by the state government from time to time for the development of tourism industry in Rajasthan. According to the new tourism policy 2015, development of new hotels, restaurants, historical heritage sites, sports resorts, health resorts, elephant rides, camel rides, rope-ways etc. has been ensured. It is estimated that as per Rajasthan Tourism Policy 2015, 1500 tourist projects have been approved by the Tourism Department on which initial expenditure is estimated to be around Rs 12,264 crore. Due to the efforts made by the Rajasthan government, while 33 million domestic tourists and 1.5 million foreign tourists came to Rajasthan in the year 2014, according to 10 percent annual growth, the number of domestic tourists is estimated to be 50 million and the number of foreign tourists is expected to be 2.5 million by the year 2018.

Major schemes and achievements of tourism industry in Rajasthan :-

The Tourism Department of Rajasthan has expressed the government's resolve for tourism development by giving an attractive invitation to "Visit My Country". Considering the importance of tourism industry in Rajasthan, the state government has been making appropriate efforts from time to time to attract domestic and foreign tourists. In which, firstly, by establishing the Directorate of Tourism in 1955, fairs and exhibitions started being organized to introduce tourists to music and folk arts. Rajasthan Tourism Development Corporation was established on 24 November 1978 with the objective of providing accommodation, transportation, food and entertainment facilities at tourist centers and in March 1989, the government expressed its determination for tourism development by giving tourism the status of an industry. Went . Apart from this, like the Central Government, people were motivated for tourism development by celebrating the years 1991

and 1992 as Tourism Years. In both these years, efforts were made to motivate tourists to visit Rajasthan by using slogans like "Come, visit my country, come home and Rajasthan is inviting" etc. However, tourism has been gradually developing in the state. The year 2008 has been very good from tourism point of view. This year, 283.59 lakh indigenous and 14.78 lakh foreign tourists came to Rajasthan. Overall, 298.37 lakh tourists came to visit Rajasthan, whereas in 2007 this number was 273.22 lakh. As a result of various tourism development schemes running in the state, the number of tourists coming to Rajasthan increased to 346.02 lakh by 2014, which includes 330.76 lakh indigenous and 15.26 lakh foreign tourists.

Thus, the year 2022 was very good for Rajasthan in the field of tourism industry due to which Rajasthan Tourism was awarded various awards this year. It is clear from the study that a total of 108328156 domestic tourists and 396884 foreign tourists came to Rajasthan, out of which Ajmer district had the highest percentage share of 12.83 percent domestic tourists and first rank, while Jaipur had the highest share of foreign tourists at 40.13 percent and first rank. The study area Ajmer district stood third in terms of foreign tourists with 10.11 percent. In the study area Alwar district, in the year 2022, 5133712 domestic tourists and 8112 foreign tourists came. Alwar district has been ranked seventh in terms of domestic tourists and ninth in terms of foreign tourists. In terms of foreign tourists, Udaipur district, the city of lakes, stood at the second place. Foreign tourists came to Sawai Madhopur at the third place, while in terms of domestic tourists, Sikar district of Shekhawati region stood at the second place. It is clear from the study that the least attractive districts from the tourist point of view have been Baran and Jhalawar districts of Hadoti region. Jhalawar has the least number of foreign tourists at 33rd place with 0.1 percent, whereas in terms of domestic tourists, Baran district is at 33rd place with the least number of domestic tourists at 0.1 percent. Baran's position is also backward in terms of foreign tourism, it has been ranked 32nd with 0.2 percent, while Jhalawar district has been ranked 31st among domestic tourists with 0.19 percent. It is clear from the study that the financial progress of the annual expenditure made by the



Government of Rajasthan on tourism development between the year 2010-11 to 2017-18 has been shown, where Rs 2709.12 lakh was spent on tourism development in the year 2010-11. According to Table No. 2.2, Rs 15395.26 lakh was spent from the budget in the year 2021-22, while Rs 10622.65 lakh was spent in the year 2022-23 till December 2022.

II. Conclusion :-

In the field of tourism, we also have to study the category of tourism and tourist places, because without this knowledge we can neither arrange facilities according to the tourists nor can give information about tourist places according to their interest and means. Both these things are necessary to create a tourism cycle. A different travel cycle is suggested for each level of tourist. It should be according to them. This is possible only when this cycle is created keeping these aspects in mind. Thus, from the functional point of view, today it is entering the realm of buying and selling like a deal. Therefore, it is natural for both tourists and tourism material to have mutual importance. Adequate tourism facilities are developed for tourism development in Ajmer and Alwar districts. The Tourism Department of Rajasthan has expressed the government's resolve for tourism development by giving an attractive invitation to "Visit My Country". Considering the importance of tourism industry in Rajasthan, the state government has been making appropriate efforts from time to time to attract domestic and foreign tourists. Seeing the increasing importance of tourism in Rajasthan, the central and state governments are now paying special attention to this industry. Anyway, after diamonds, gems, readymade garments and textile industry, tourism is the single biggest industry in the country from which the nation receives maximum foreign exchange. Tourism developed as an industry in the country gradually. Thus, the year 2022 was very good for Rajasthan in the field of tourism industry due to which Rajasthan Tourism was awarded various awards this year.

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