

Tourist Circuit for Alwar-2031

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Abstract— Alwar is place of natural heritage , scenic beauty with lush green mountains ,waterfall ,lake ,fortress, historical temples ,reserve forest ,museum etc. But due to lack of maintenance and ignorance the district cannot shows up its full potential in tourism. Even after laying under National Capital Region and its location between golden triad development in tourism is quite not satisfactory. The purpose of this paper is to explore the significance of tourism of Alwar district by proposing tourist circuits and marketing based solutions for district tourism. Moreover this research paper aims to promote tourism industry in Alwar and preserving national heritage and environment. The study is focus on the current scenario and conditions of tourist places in Alwar district with reference to the information gathered from the Primary and Secondary data available for study, in accordance with the same relevant planning proposals, recommendation of conservation and preservation will be given.

Index Terms— natural heritage, tourism, tourist circuit, environment, conservation, preservation

I. INTRODUCTION

Tourism is the activities of persons visiting to and resides in places outside their usual environment for not more than one successive year for recreation, business and other purposes not related to the exercise of an activity compensation from within the place visited.^[1] As per United Nations World Tourism organization “Tourism is a societal, cultural and economic experience which require the travel of people to countries or places outside their usual circumstances for personal or business/professional purposes. These people are called visitors (which may be either traveler or vacationer; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.”^[2]To enhance the Tourism government has been launched “Swadesh Darshan Scheme” in 2015. It directs to boost, establish and govern the probable of tourism in India. Tourist Circuit is defined as a journey having at least three major tourist stops which are distinct and apart. Circuits should have well characterized entrance and exit points.^[3] Tourism will lead to development of that area; to develop it socially and economically. Tourism also increases GDP of nation and provides employment opportunities to local people.

Tourism can be classified as several types as per interest like religious, cultural, leisure, business etc.

Rajasthan has a major tourism- market. Rajasthan has always been famous for its rich heritage and ancient culture. A visit to Rajasthan has registered significant growth over the past few years. So within the tourism industry events are becoming more and more popular.

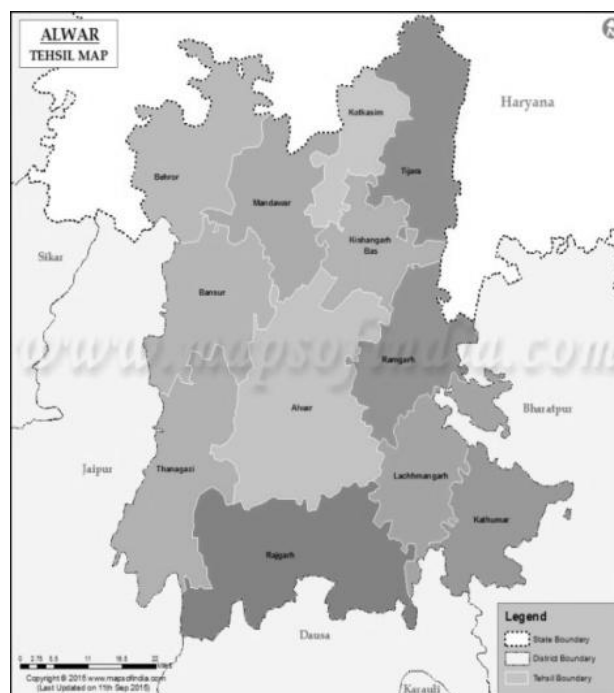
A. Aim and Objectives of the study

The main objective of this paper is to introduce a framework of tourism in Alwar district as a tourism circuit. More over this research paper also aims to:

- Considering the potential for tourism in the district.
- Anticipate the vision plan for tourism development.
- Determine the infrastructure requirements.
- Marking of imperative tourist circuits.

- ### B. Introduction to Alwar

(a)



(b)

Fig. 1 (a) Map Showing Location of Alwar District (b) Alwar District Map

Location of Alwar district lies between Golden triangle circuit which is an important point in the perspectives of Tourism as most of the visitors visit here are from Delhi and Jaipur.

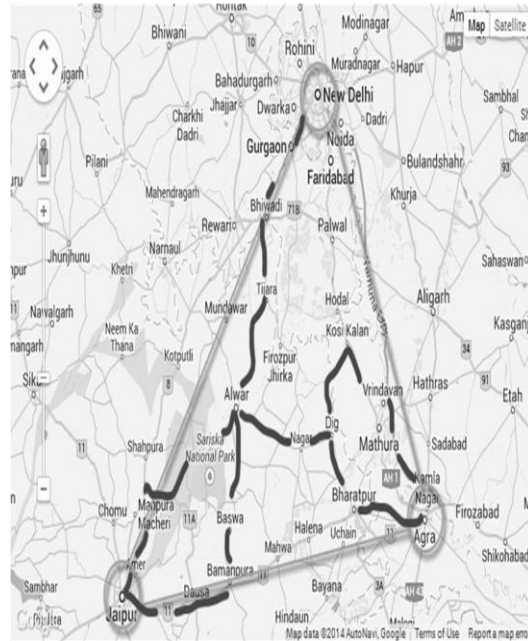


Fig. 2 Regional connectivity of Alwar from Jaipur, Delhi and Agra

II. TOURISM IN ALWAR

Alwar has rich natural and heritage tourist places. Among them four comes under Centrally Protected and fourteen comes under State protected Monuments by ASI. List of these monuments are given below –

TABLE 1 LIST OF CENTRALLY PROTECTED MONUMENTS IN ALWAR^[5]

S.No.	Name of Monument/ Site	Location
1	Shiva temple	Nelkanth
2	Ancient Site	PanduPol
3	Ancient remains	Bhangarh
4	Lal Maszid	Tijara

TABLE 2 LIST OF STATE PROTECTED MONUMENTS IN ALWAR^[5]

S. No.	Name of Monument/Site	Location
1	Alwar Palace (including Govt. offices, Govt. Museum private parts of Maharaja and Zenana Palaces)	Alwar
2	Tripoliya	Alwar
3	Fateh Ganj Gumbad	Alwar
4	Krishna Kunda	Alwar
5	Raj Garh Fort	Rajgarh
6	Bhartrhari Gumbad	Tijara
7	Nau Gaja	Neelkantha
8	Fort Indore	Indore (Locality within Alwar Town)
9	Khan Zada ki Kabaren	Indore (Locality within Alwar Town)
10	Ancient Palace of Bada Guja	Rajgarh
11	Someshwar Mahadev Temple	Bhangarh
12	Pathan Kabaren	Tijara
13	Cenotaph of Musi Maharani	Alwar
14	Bala Kila	Alwar

TABLE 3 LIST OF NATURAL HERITAGE IN ALWAR^[5]

S. No.	Name of Monument/Site	Location
1	Sariska National Park	Special Protected Area
2	Aravalli Hills	Hilly Areas

3	All natural and man-made water bodies including village ponds	River systems, wetlands and water bodies e.g. Siliserh Lake, Jaisamand Lake, Vijay Sagar Bund are major water bodies which are also famous picnic spots.
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A. Fairs and Festivals

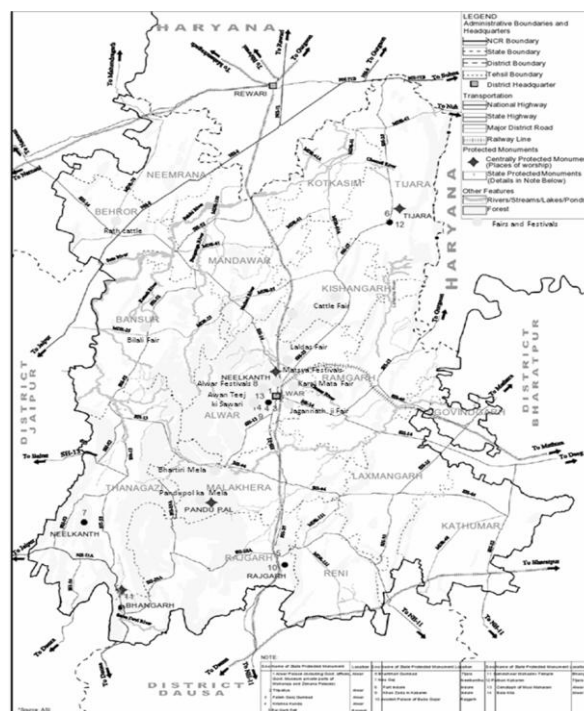


Fig. 3 Mapping of major Fairs and Festivals of Alwar

B. Tourist Arrivals

Tourist on most of the Places in Alwar has been decreased due to lack of infrastructure facilities and maintainance and no proper marketing of these Places.

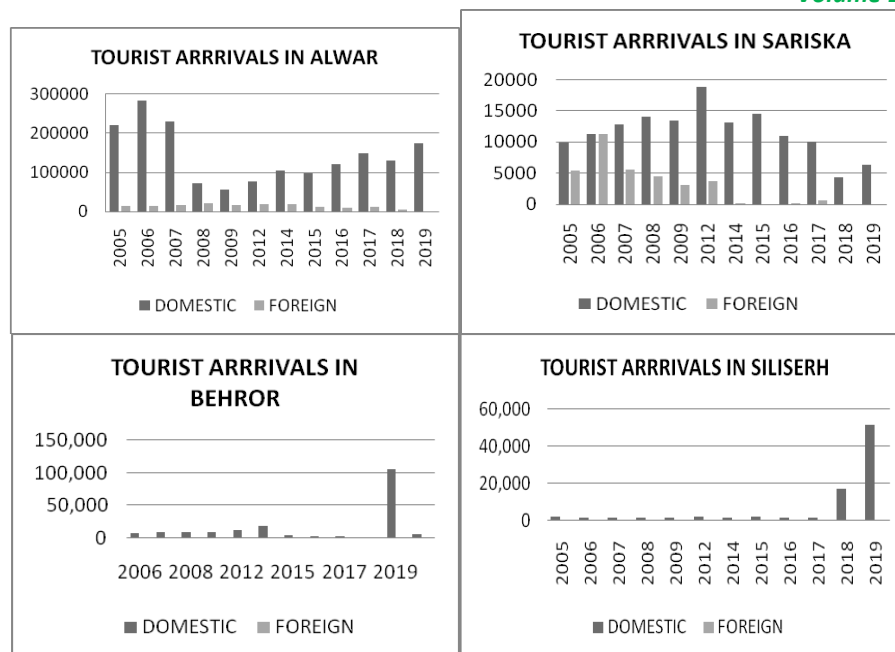


Fig. 4 Graph showing Tourist Arrivals in major centres in the Alwar District, 2005 – 2020

TABLE 4 TABLE SHOWING NUMBERS OF BEDS PER 1000 TOURISTS IN 2019^[5]

Location	Tourists in 2019	No. of Beds	Number of Beds per 1000 tourists
Alwar	173358	36880	212.73
Sariska	6311	310	49.12
Behror	160275	4783	29.84
Siliserh	51138	23	0.4
Bhiwadi	4,974	3030	609.16
Total	396056	45026	

III. TOURIST PLACES IDENTIFIED IN ALWAR

There are so many Tourist places of different meaning like Eco tourism, Business Tourism, Religious tourism, Heritage Tourism in Alwar. Map shown below is demarking mapping of tourist spots identified which an addition to those is given in Rajasthan Sub-Region of NCR-2021.

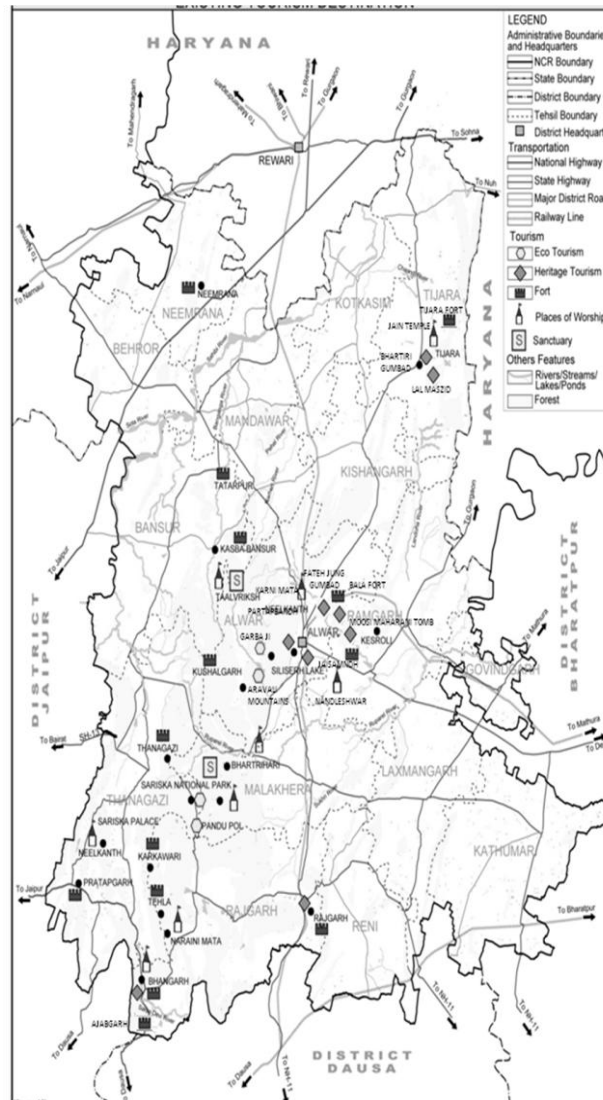


Fig. 5 Mapping of Tourist places in Alwar

A. Future Tourist arrivals in Alwar

For better Tourism development Plan for Alwar here we calculated Tourist Arrivals in 2031 so that we can identifies how many beds needed for tourists in next ten years. Table showing below Tourist Arrivals in Alwar till 2031.

TABLE 5 PROPOSED TOURISTS IN SELECTED SPOTS IN ALWAR

Hence Beds needed for next ten years for major tourist Places has been calculated as per the tourist population derived for 2031. Although there was no exact formula for calculations of Beds quantity for future so we derived it from number of beds for 1000 tourists at each places.

Year	Type of Tourist	Alwar	Sanskra	Behror	Sliserh	Total
2022	Domestic	217459	9916	225173	64146	516694
	Foreign F	6166	92	7986	4	14248
Total		223625	10008	233159	64150	530942
2024	Domestic	272780	12437	282456	80364	648037
	Foreign	6758	100	8753	4	15615
Total		279538	12537	291209	80368	663652
2026	Domestic	342174	15600	354312	91087	803173
	Foreign	7407	108	9594	4	17113
Total		349581	15708	363906	91091	820286
2028	Domestic	429222	19568	444448	114259	1007497
	Foreign	8119	118	11010	4	19251
Total		437341	19686	455458	114263	1026748
2030	Domestic	538415	24545	557514	143326	1263800
	Foreign	8899	128	11527	4	20558
Total		547314	24673	569041	143330	1284358

TABLE 6 ADDITIONAL REQUIREMENTS FOR BEDS IN SELECTED SPOTS IN ALWAR

	Tourists Estimated 2021	Number of Beds per	Beds Required	Available beds	Additional
Alwar	547 314	2 1 2 . 7 3	11 64 35	3 6 8 8 0	7 9 5 5 5
Sariska	246 73	4 9 . 1 2	1, 21 1	3 1 0	9 0 1
Behror	569 041	2 9 . 8 4	16 98 1	4 7 8 3	1 2 1 9 8
Silis erh	143 330	0 . 4	64	2 3	4 1
Tot al	128 435 8	1 0 7 . 3 8	13 46 91	4 1 9 9 6	9 2 6 9 5

IV. ISSUES IDENTIFICATION & POTENTIAL

Various infrastructure and management related issues found on tourist places like lacking of parking places , connectivity ,water ,sanitation etc.

Major issues and challenges find on tourist places of Alwar are

- Public transports are not available for most of the places.
- Inadequate Infrastructure facilities
- Weak Heritage Protection.
- Lack of Public Awareness.
- Inconsequential marketing exercise for betterment of tourism in Alwar.
- Inadequacy of domestic tourist arrivals

- Tourists restrained to Sariska
- Need to explore unexplored places for cultural and archaeological heritage.

A. Tourism Potential in the city

- Protected monuments and heritage sites attract not only local tourists but also foreign tourists, which contributes to economic growth in the region.
- In addition, the ancient remains of Bangarh occur as one of the oldest ghost fort in Alwar. The castle and its surroundings are battered walls, baazars, havelis, temples, royal palaces, bowls, maqbara, and other features. Bhangarh is a haunt of ghosts and ASI has instructed tourists to stop at Bhangarh only between sunrise and sunset. The popularity of this area has grown significantly in the past.
- Natural heritage sites are a major destination for nature and adventure tourist these include the following:

I. Sariska Natural Park

II. Aravalli hills

III. Major lakes like Siliserh lake and Jaisamund lake

IV. Sariska Wildlife Sanctuary ^[5]

TABLE 7 TABLE SHOWING TOURISM POTENTIALS IN ALWAR

S. No.	Location	Heritage tourism	Leisure tourism	Cultural tourism	Eco tourism	Business	Adventure tourism
Existing Tourism Centres:							
1	Alwar						
2	Sariska						
3	Neemrana, Behror						
4	Siliserh						
Other places of interest:							
5	Tijara						
6	Bhangarh						
7	Rajgarh						

V. SWOT ANALYSIS FOR ALWAR

SWOT analysis for alwar district related to tourism is identified for better understanding of issues and solutions.

STRENGTH 1. Alwar is a part of Delhi NCR so having better connectivity from Delhi . 2. Alwar is situated between Golden triangle also very well connected to Delhi , Jaipur , Agra . 3. District having four centrally protected and fourteen state protected monuments also Sariska and Aravali mountains are counted under Natural Heritage.	WEAKNESS 1. Poor Infrastructure facilities for tourist 2. Lack of Public Transport on Tourist places. 3. Tourists are limited to only some places. 4. Lacking in Tourist marketing and management.
SWOT Analysis	
OPPORTUNITY 1. Alwar is a place of scenic beauty, District having various kinds of tourist and tourist places which contribute in their GDP. So district have major opportunity in tourism sector ,which also strengthen employment opportunities in the district.	THREAT 1. Air and water Pollution due to environmental degradation. 2. Non-statutory mining causes degradation of Aravali hills and spoiling the natural beauty of the district.

Fig. 6 Table showing SWOT Analysis for tourism in Alwar district

VI. VISION

Vision statement for better tourism in Alwar district are given below

“To bring out tourism activity build up the tourism potential of the Alwar district for expanding the number of tourist arrivals from distant areas of the country in turn providing employment and economic opportunities for its native populace. “

VII. PROPOSED TOURIST CIRCUITS FOR ALWAR

A tourist circuit has been designed according to regional connectivity of the district with nearby area, time, and accommodation.

Tourist circuits have been designed on one day and two day basis from Jaipur and Delhi.

An interested based tourist circuit has been designed for local tourists of Alwar.

- (1) 6:00 AM - Jaipur – Arrival
- (2) 8:30 AM- Sariska Palace (Breakfast) and stay to the Royal Palace , 12:00PM - (Lunch)
- (3) 1:30 PM – Departure to Sariska National park for Tiger Safari including Kankwari fort and Pandupol Temple
- (4) 6:30 PM – Back to Sariska Palace for snacks
- (5) 7:15 PM – Depart for Jaipur

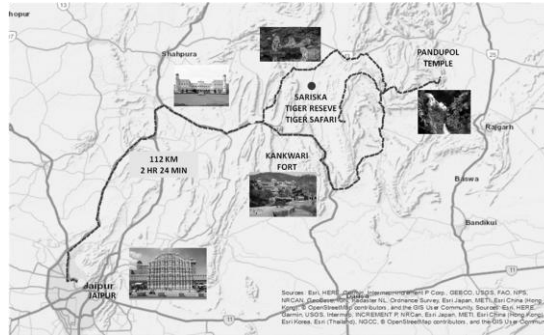


Fig. 7 One day tourist circuit from Jaipur

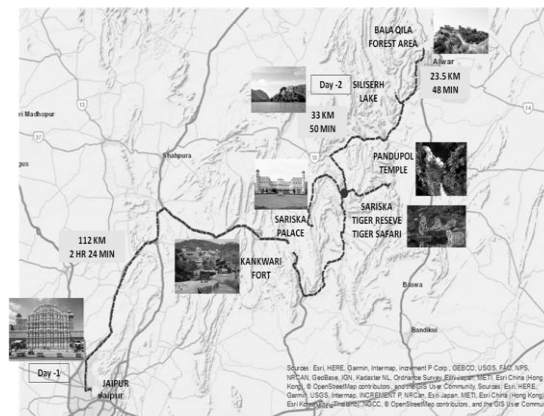


Fig. 8 Two day tourist circuit from Jaipur

DAY -1

- (1) 6:00 AM - Jaipur – Arrival
- (2) 8:30 AM- Sariska Palace (Breakfast) and stay to the Royal Palace , 12:00PM - (Lunch)
- (3) 1:30 PM – Departure to Sariska National park for Tiger Safari including Kankwari fort and Pandupol Temple.
- (4) 6:30 PM – Back to Sariska Palace for snacks
- (5) 7:15 PM – Depart for Siliserh Palace for Night water Show , Dinner and Stay

DAY -2

- (1) 7:00AM – Breakfast and water sports in Siliserh Lake
- (2) 1:00PM – Lunch and Depart for Bala Qila for Jungle safari
- (3) 6:00PM – Leave Alwar for Jaipur

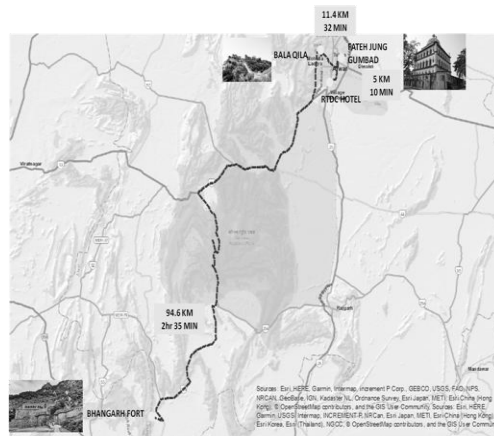


Fig. 9 One day Heritage circuit

- (1) 6:00 AM – RTDC ,Hotel , Alwar – Arrival- Breakfast
- (2) 7:00 AM- Fateh Jung Gumbad , Alwar
- (3) 8:00 AM –Bala Quila
- (4) 9:30 AM – Depart for Bhangarh Fort
- (5) 12:05 PM –Bhangarh , Lunch at Resort then visit to most hunted place of world
- (6) 5:00 PM – Refreshment at Resort then Back to Alwar city

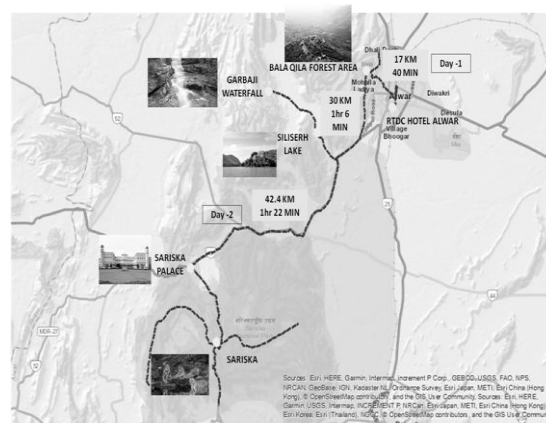


Fig. 10 One day Eco circuit

Day -1

- (1) 5:30 AM – RTDC ,Hotel , Alwar – Arrival- Breakfast
- (2) 6:30 AM- Bala Quila Forest area for Forest Safari
- (3) 10:30 AM – Depart for Siliserh Lake
- (4) 11:30 AM – Stay at Siliserh Place , Lunch
- (5) 3:00 PM –Visit to Garba ji Waterfall
- (6) 5:00 PM – Back to Hotel and Refreshment ,Night stay

Day -2

- (1) 6:00 AM – Reach Sariska tiger reserve for tiger Safari
- (2) 10:30AM – Reach Sariska Palace ,Lunch

(3) 1:00 PM – Lunch and back to Alwar City

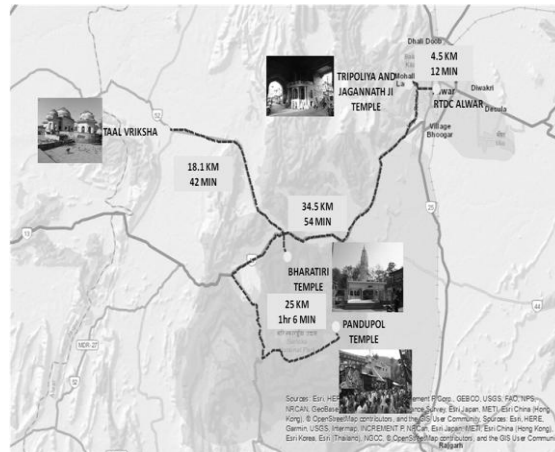


Fig. 11 One day Spiritual circuit

Day -1

- (1) 6:30 AM – RTDC ,Hotel , Alwar – Arrival- Breakfast
- (2) 7:30 AM- Tripoliya & Jagannath Temple
- (3) 10:00 AM – Reach Bharatiri Temple
- (4) 12:00 AM – Reach Talvriksha & Lunch at Kushalgarh
- (5) 3:00 PM –Reach Pandupol Temple , Refreshment
- (6) 5:00 PM – Depart for Alwar city

DAY -1

- (1) 6:00 AM - Delhi – Arrival - Breakfast
- (2) 10:00 AM- Tatarpura fort
- (3) 11:30 AM – Departure to RTDC hotel, Alwar for lunch
- (4) 1:30 PM – Bala quila for Jungle safari , Refreshment
- (5) 7:00 PM – Reach Siliserh Palace for Night water Show , Dinner and Stay

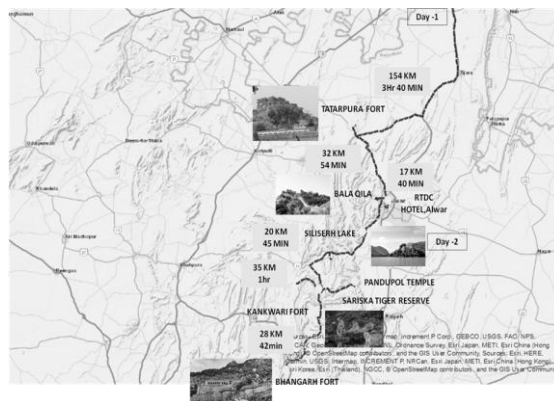


Fig. 12 Two day Tourist Circuit from Delhi

DAY -2

- (1) 6:00AM – Sariska tiger reserve for morning safari , Breakfast
- (2) 11:00AM – Reach Sariska palace for lunch

- (3) 1:00PM – Depart for Bhangarh Fort
- (4) 4:00 PM – Refreshment at resort and depart for Delhi
- (5) 10:00 PM- Reach Delhi

VIII. MARKETING LEVEL SOLUTIONS FOR DISTRICT TOURISM

The private sector is often committed to selling individual properties and projects, and the government is left with the responsibility of marketing the region. This could change so that the private sector can participate in the marketing of the region as well, perhaps through the Tourism Promotion Board established in the integrated sector. However, the government will have to continue to coordinate marketing efforts to promote and nurture the umbrella symbol for the region.

Preparing a promotional program, a variety of methods used to market tourism products and services, including paid media advertising, brochures and other printed material distributed by tourism professionals and information centers, presentations to trade and consumer exhibitions, orientation, writers, tourists and staff. Providing tourism information services, such as the environment, history, and local culture; attractions, services and services and their costs; the location of the embassy, and other specific details. It is also important to inform visitors about local customs, dress and grooming, safety issues they should be aware of, etc.

- The Graphic Program and the Corporate Identity program will be developed by a professional advertising agency
- 250 Familiarized trips will be organized
- 1 direct mail will be sent over the next six years
- Incoming. 1000 tissues / folders will be distributed on trains per day
- Incoming. 10000 brochures for some tourist areas and 10000 brochures for circuits will be printed
- Capacity building program for directors, hotel staff etc.
- Also follows Marketing and branding as per Rajasthan tourism Policy 2020^[6]

IX. CONCLUSION

In this paper Tourist Circuit for Alwar is proposed to enhance systematic way to have an experience of Eco, Heritage, and religious based tourism in district. Tourist circuits should be implemented by urban local bodies for large number of tourists and this will end to a great revenue generation for the district. It can also help to increase socio-economic development of areas, local employment generation and indirectly boost up the standard of living and economic status and enhancing the tourist attractiveness by developing the planned circuit. By enforcing better marketing solutions tourism industry will be boost up. For betterment of tourism in the district a detailed policy level solution needed from government level also detailed tourism development plan should be developed for each tourist places. This paper also provide lack of infrastructure facility information for major tourist places in Alwar so that it can be further develop by local government for better of tourist places. For designing and implementing tourist circuit “Swadesh Darshan” scheme will be followed.

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