

DIMENSIONS OF SUSTAINABLE TOURISM MANAGEMENT: A CASE STUDY OF ALWAR CITY, RAJASTHAN, INDIA

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Citation: Raj Sharma, V., Kumar Sanu, S., Verma, K., & Rajput, S. (2022). DIMENSIONS OF SUSTAINABLE TOURISM MANAGEMENT: A CASE STUDY OF ALWAR CITY, RAJASTHAN, INDIA. *GeoJournal of Tourism and Geosites*, 41(2), 335–342. <https://doi.org/10.30892/gtg.41201-835>

Abstract: Tourism is one of the most emerging and widespread economic and socio-cultural activities all across the world. In the Alwar city of India, there is a great inflow of tourists from all across the world. The historical, cultural and natural richness of the city attracts thousands of tourists. Therefore the dimensions and impact analysis of tourism on the local landscape and population become an important area of research. With due consideration to the fact, this research work tried to understand various dimensions of tourism like present tourism status, causes of inflow, profile, perspectives of tourists and the major impact of tourism on the Alwar city. For this purpose based on structured questionnaires both qualitative and quantitative data was collected through the primary survey. With the help of secondary data collected from the tourist department of Rajasthan, primary data were substantiated and validated. This study find out that Alwar city is one of the preferred tourism sites in Rajasthan. People from all across the world visit the city for its historical, cultural and ecofriendly services. The inflow of tourism has both positive and negative consequences on the city. Visitors also face some problems like lack of proper parking, shortage of accommodation facilities, etc. Therefore to promote sustainable tourism there is a need to address these issues urgently.

Key words: tourism, impact of tourism, tourists perspective, environmental awareness, sustainable tourism

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INTRODUCTION

Tourism simply can be understood as travelling by a person from one place to another place for the purpose of leisure, recreation, business or any other activities. As per UNWTO "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Tourism is a big global industry. People and tourist sites play a very significant role in this process. It is an integral part of any economy (Arora et al., 2020). It's so pivotal that even a geographically and economically small region can gradually develop and become famous due to the development of tourism (Rayimovna and Shuxratovna, 2021).

Tourism also plays a crucial role in socio-cultural and environmental development of any area by providing the place of commingling of people (Lacina, 2019). Tourism is a complex industry as it involves various organizations, departments, services and agencies working together to cater for the demands of tourists (Robinson, 2012). With increasing tourism and its related activities, day by day tourism has transformed itself into one of the most widespread activities of the world that ultimately has its positive and negative prospects (Chandel, 2011; Streimikiene et al., 2019;). It inflicts changes at the tourist site in terms of physical, social, cultural and environmental prospects (Sharma and Bisht, 2019). The unplanned and unprecedented growth of tourism in any region raises various cultural and environmental concerns thus re-examination of tourist development is required (Drost, 1996). Therefore the aim of this research work is to understand various tourist-related aspects and their multidimensional impact on Rajasthan's one of the very popular tourist destination site Alwar city. Various dimensions of tourism like temporal growth and inflow of tourists, different factors of inflow, perspectives of tourists regarding Alwar on various fronts and major impact on the local milieu have been analyzed in this research work.

STUDY AREA

Alwar is a city of many tourist activities, people from different places visit here for leisure, adventure, sightseeing and for other activities (Sharma and Khare, 2021). The Alwar district is located in the north-eastern part of Rajasthan. It

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is 27°4' to 28°4' N and 76°7' to 77°13' E and covers an area of about 8400 sq km. It has 137 km length from south to north and 110 km breadth from east to west. The Aravalli Mountains extends 81 km from south to north which defines its characteristics feature. The whole of Thanagazi and Rajgarh tehsils and about one-third of Alwar Tehsils are covered by Aravalli Hills which forms an important feature in Bansur, Kishangarh and Tijara Tehsils. These large forests are largely degraded by human disturbances. However, some forest areas like Sariska Tiger Reserve forest and the Bala-Qila fort forest are still in relatively good condition. Bala Quila, Bhangarh Fort, Silserh Lake, Moosi Maharani Ki Chhatri, Sagar, Biodiversity Park, Sariska National Park, etc. are the major tourist destination of the study area. Various sports like boating, jet skiing, jeep safari, parasailing, water zorbing, Para moto ride, etc. also attracts tourists (Lata et al., 2015; Panwar and Sharma, 2017). Overall due its scenic beauty, natural heritage, historical places, reserve forest, fortress, museums, etc attracts thousands of tourism from all across the world (Sharma and Khare, 2021). The development of tourism sector in Alwar helps in protecting the national heritage and other tourism spots (Dhingra and Chattopadhyay, 2021).

LITERATURE REVIEW

The physical, cultural and environmental properties of any tourist site are affected by tourism-related activities. Sustainable tourism by understanding the environment and culture of any area help in conservation and are locally beneficial (Dowling and Newsome, 2006). In the present era of globalization, with it, exceptional growth tourism sector stimulates economic growth that also has some environmental and other consequences. For sustainable tourism development, there is a need to understand the relationship between tourism, economic growth and its impact (Danish and Wang, 2017; Gidebo, 2021). The tourism sector in recent decades has evolved as a sunlight industry and become one of the largest industries in developed and developing nations (Paramati et al., 2017). Its expansion is a key sector for economic growth in various parts of the world (Tang and Tan, 2013). The tourism industry consists of various activities that indirectly or directly have positive or negative impacts on the environment (Katircioğlu and Katircioğlu 2014; Raza et al., 2016). Market liberalization and globalization help in the development of tourism trends (Keum, 2010). Tourism flows are not just the movement of people but they have great economic, socio-cultural significance. As it allows tourists to earn in one place and spent in another that helps the locals (Boniface et al., 2016; McKercher, 2020). Tourism development has economic, socio-cultural and environmental positive effects as well as negative impacts on the local community (Uslu et al., 2020). In this way, the effects of the tourism industry are among the priority issues as this change the life of the local community in many ways (Nematpour and Faraji, 2019; Fil'a et al., 2015). Understanding the perspective of the local community on the development of tourism help in minimizing its negative impact and will maximize the benefits for them (Thetsane, 2019). It is of utmost importance to plan and develop tourism sustainably by developing a balance between environmental, economic and social goals of society. Sustainable tourism development focuses on the need of tourist, assure significant experience for consumers and try to inculcate sustainable tourism among them (Streimikiene et al., 2020). The first step for sustainable tourism or sustainability in tourism is the identification of problems, after identification of problems, there is a need to develop a plan of measures and strategy and last is its implementation of it (Murava and Korobeinykova, 2016).

DATA SOURCES AND METHODOLOGY

The main objectives of this study are to analyse various dimensions of domestic and international tourist and to assess the impact of tourism in Alwar. For this purpose, primary and secondary data sources have been used for this study. Primary data is mainly collected through the personal interview method. The Primary sources include a questionnaire survey comprising both open and close-ended questions. It also includes interviews with tourists and various authorities of the tourism department of Alwar city. Face to Face interviews was conducted with the tourism departments' various officials and staff to get a detailed understanding of various aspects of tourism activity in Alwar and how they perceive it. A total of hundred respondents were surveyed based on a random sampling method to access and understand tourism profiles in Alwar. Samples were mainly collected from Bala Qila, Sagar, Moosi Maharani ki Chhatri, Biodiversity Park and Sariska National Park. These sites were considered for sample selection because these are famous places of tourist attraction. The website of the Tourism Department of urban Alwar has been used for the secondary data source. Many published sources are referred to extract authentic data to support the study. The collected qualitative and quantitative data has been compiled, tabulated and verified. After that collected data were represented through various techniques and further analysis has been done.

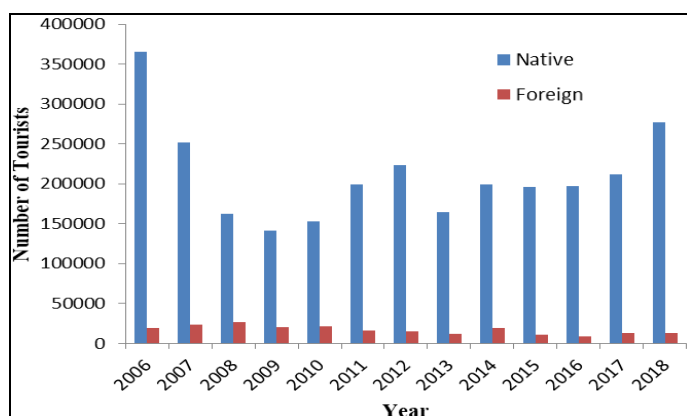


Table 1. Place of Origin of Domestic Tourists
(Source: Primary Survey, 2020)

Domestic	% of Domestic Tourists	International	% of Foreign Tourists
Jaipur	22	Germany	18
Udaipur	13	Buffalo	3
Kota	32	France	22
Bundi	8	UK	30
Jhalawad	11	Chicago	15
SawaiMadhopur	14	Others	12
Total	100	Total	100

Figure 1. Growth of tourists from 2006 to 2018
(Sources: Tourism Report, Department of Tourism, Rajasthan, 2020)

RESULTS AND DISCUSSIONS

Growth of tourists in Alwar from 2006 to 2018

Figure 1 shows the growth of tourists from 2006 to 2018 based on the source of origin of tourists coming to Alwar district of Rajasthan. It is clear that overall in last twelve years highest numbers of tourists reached in Alwar was in 2006. Afterwards, a decline in tourists' visits has been observed. That has reached to its lowest in 2009. From 2009 onward it's started showing an increasing trend and reached to its second-highest in 2018. From the year 2006 to 2018 in domestic and foreign tourism there is a decline of about 24 and 34 percent respectively. People from the local area sited decline in biodiversity due to more interference of local have adversely affected the tourist activity of Alwar.

Total number of tourists visited Alwar (2019)

The most recent data of number of tourists visited Alwar district has been taken from the Tourist Reception Centre of Alwar, 2020. This data set has broadly been divided into Indian, non- Indian and students.

The data about tourists in 2019 shows that the total number of tourists visits are highest in December month. Most of the Indian people visited Alwar in the month of March i.e. 4250 and the number of non- Indian tourists i.e. 1170 visited Alwar mostly in the month of December. The reason behind this is that the weather of Alwar in December is more comfortable for foreigners than in the summer months and the maximum number of students i.e. 1210 visited Alwar in the month of October. Mainly students' visited for knowledge and research work (Ferguson, 2020).

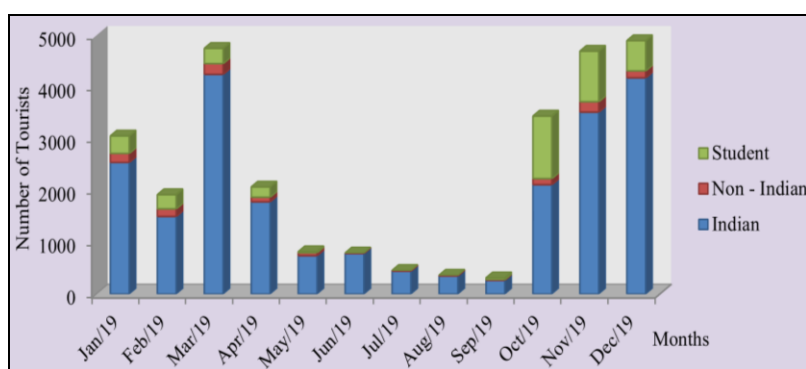


Figure 2. Total number of tourists visited Alwar (2019)
(Sources: Tourism Report, Department of Tourism, Rajasthan, 2020)

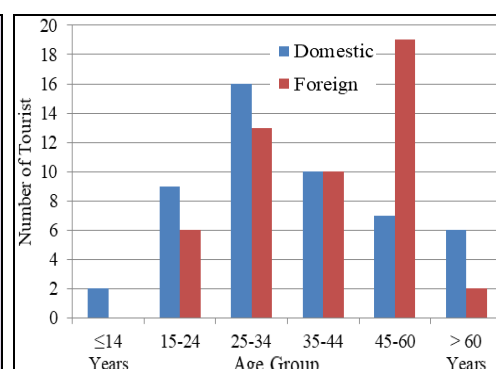


Figure 3. Age of the Respondents
(Source: Primary Survey, 2020)

Tourists on the basis of Sources of Origin

Location plays a very prominent role in analysing the types of tourists. From (Table 1) it could be understood that the highest number of tourists are from Kota city, as it is an educational hub people come to visit Alwar to have knowledge and mainly for research purposes. Kota is followed by Jaipur in context to number of tourists. Jaipur, the capital city of Rajasthan, is located near to Alwar at a distance of about 159.9 km, it has a good number of domestic tourists so the people who are travelling to Delhi from Jaipur, they usually visit Alwar on their way. Therefore, the number of visitors from Jaipur visiting Alwar is also high. In terms of foreign visitors, the maximum numbers of tourists are from the U.K. followed by France and Germany. As the per capita income is high in these countries and willingness to explore new cultures and places are high in these countries so people tend to visit places like Alwar, as it is culturally and traditionally rich. There are a good amount of visitors from other countries like Chicago and Orlando and the least amount of tourists from Buffalo.

Tourists on the basis of age group

Figure 3 shows the maximum numbers of domestic tourists are in the age-group 25-34 years. This is because young people are independent and highly inquisitive to visit new sites. While the number of foreign tourists are more in 45-60 years, this is because most of them have a good financial condition and can afford a stay in the town. The survey shows that most of them are entrepreneurs who visit with tour package provided by their companies to discover new places.

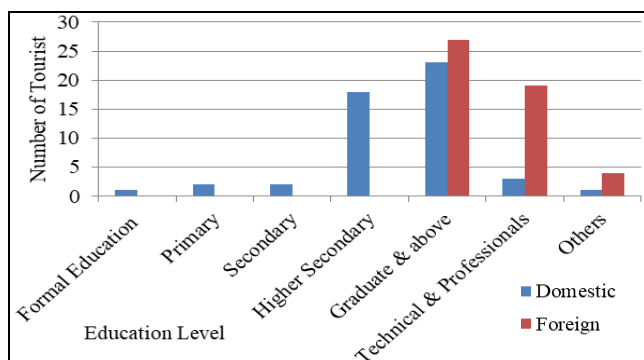


Figure 4. Level of education of tourists (Source: Primary Survey 2020)

Table 2. Occupation of the Respondents
(Source: Primary Survey, 2020)

Occupation	Domestic visitors (%)	Foreign visitors (%)
Industrialist	24	-
Self-Employed	2	34
Government Services	34	-
Private Services	8	42
Student/Researcher	6	24
Business	20	-
Agriculture	2	-
Housewife	2	-
Other	2	-
Total	100	100

Tourists on the basis of educational profile

Literacy means an ability to read, write and use numeracy in at least one method of writing. The level of literacy has a very important role in determining tourist activity. As in most cases, educated persons know about different places in a better manner as compared to those who are uneducated. The same thing has been observed during this study. In the case of domestic tourists visit it was observed that most of the tourists belong to the category of higher secondary and graduation and above. On the other hand, most of the foreign tourists fall in the category of graduation and above and technical and professionals. The tourists with secondary or lower than secondary qualifications are very negligible in number and in the case of foreign tourists, it is totally absent. There is a high level of positive correlation between the number of tourists and their educational profile.

Tourists on the basis of occupation

Occupation is an economic and one of the major factors helps in determining tourism. In terms of domestic visitor's occupation, the proportion of government service is high. This is due to the people who are in government service have sufficient money for stay, leisure and holiday. The survey shows, in domestic tourism government services dominate with the percentage share of tourists i.e 34 per cent followed by industrialist and business with 24 and 20 % respectively. As Alwar is famous for copper and other rich mineral deposits, the industrialist and businessmen travel to explore the business avenues. Minerals and jewels are being exported and imported to big business houses or entrepreneurs. Foreign visitors who travel mainly to this area belong from private sector with percentage share of 42 mainly because they get money and the travel packages from their company. Also self-employed and researcher visit in good number in Alwar to know about this site.

Tourists on the basis of income level

Money plays an important role in tourism as it depends on the affordability of tourists. So, the income level of a person determines the place of visit. It is clearly observable from figure 5 that the maximum number of tourists whether they are domestic or foreign lays mostly in the category of 50,000 to 1 Lakh monthly income group.

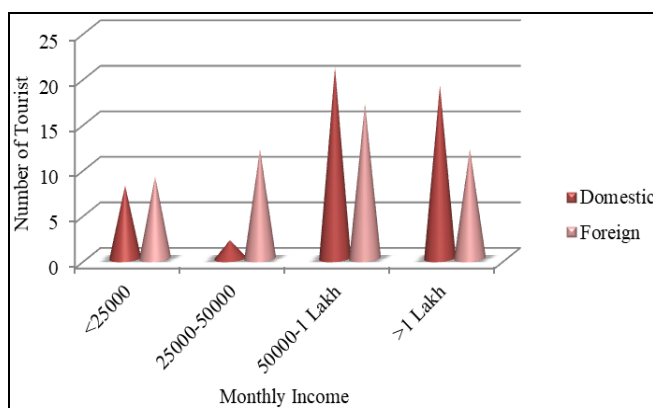


Figure 5. Income Level of the Respondents (Source: Primary Survey, 2020)

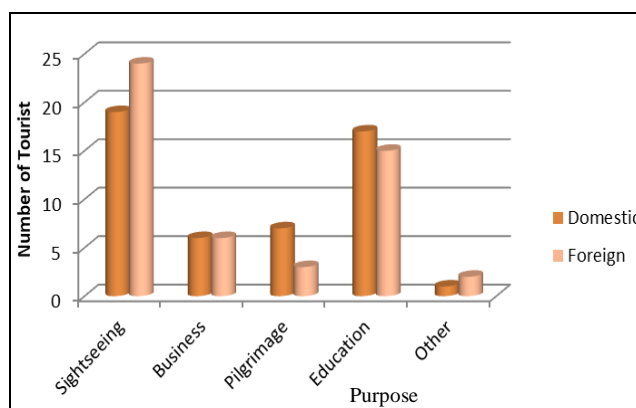


Figure 6. Tourists according to purpose (Source: Primary survey, 2020)

Tourists according to purpose

Every person has different purposes of visits for business or for work and some for enjoyment and recreation; some of them visit for research work like the school and college students who visit for educational purposes while some of them visit for pilgrimage especially the aged persons. There are multiple reasons to visit any place. From the data, it can be seen that maximum number of visitors visits for leisure and recreation purpose, both in domestic and foreign category. This shows that people like to visit and explore new places for their enjoyment.

Travelling Style

In domestic category most of the tourists reach Alwar with their family members or with friends. On the other hand maximum foreign tourists visit Alwar under the tour packages they get from their company.

Table 3. Travelling Style (Source: Primary Survey, 2020)

Travelling Style	Domestic	Foreign
Alone	3	2
With Family	22	16
With Friends	18	9
Tour Packages	7	23
Total	50	50

Frequency of visit

As per the data, we found that the maximum number of domestic tourists visit Alwar multiple times with a percentage share of 51 per cent. On the other hand, first and second time's visitor's percentage share is 22 and 27 per cent respectively.

While in case of foreign tourists visit is 75 per cent are first-timers followed by second and multiple timers with a percentage share of 18 and 7 per cent respectively.

Expected duration of stay

From the above data, we get to know that among the domestic tourists 11 visited Alwar for less than a week while 35

for more than a week and 4 stayed at Alwar for a fortnight. And in the case of foreign tourists, 5 visited Alwar for less than a week, while 17 stayed at Alwar for more than a week and 28 of foreign tourists stayed at Alwar for a fortnight.

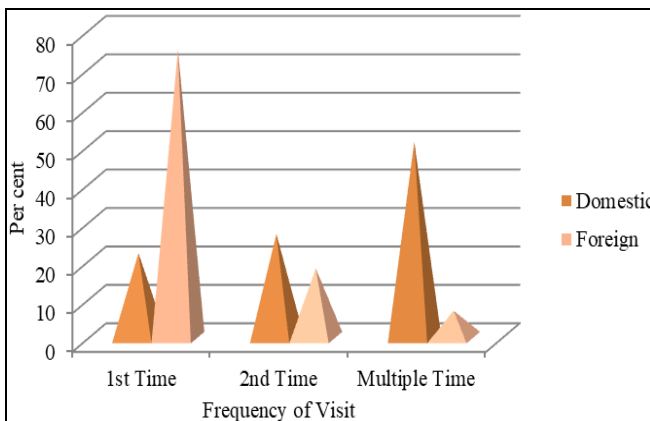


Figure 7. Frequency of Visit (Source: Primary survey, 2020)

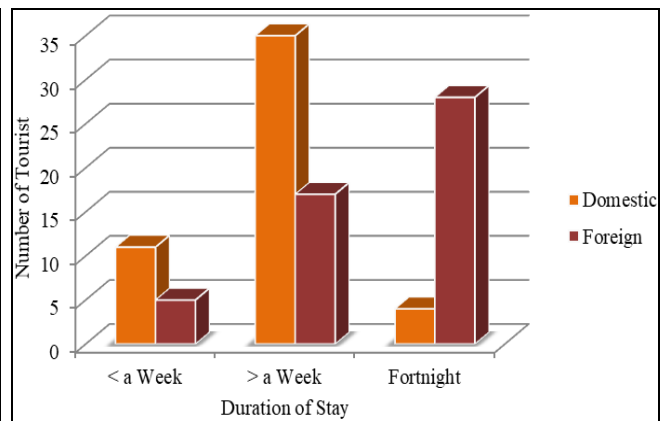


Figure 8. Expected duration of Stay (Source: Primary survey, 2020)

Source of information about Alwar tourist place

Figure 9 show that the availability of information is very important for both foreign as well as domestic visitors. Tourism literature, advertisement or film, social media, travel agent/ information centre, friends and relatives are founded as a source of information. From the above data maximum number of domestic visitors found their source of information from their friends and relatives while the foreigners get attracted to visit this place because of information through advertisements and films.

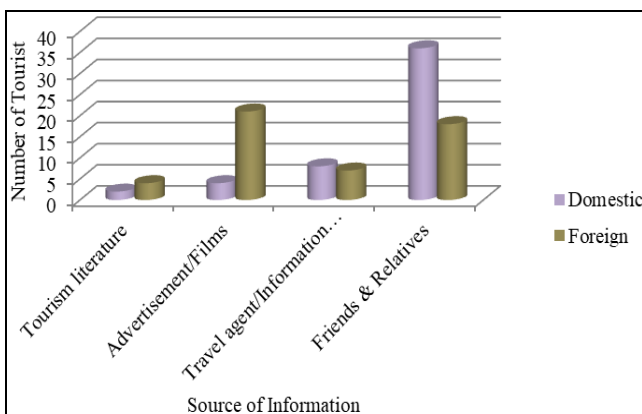


Figure 9. Sources of information (Source: Primary survey, 2020)

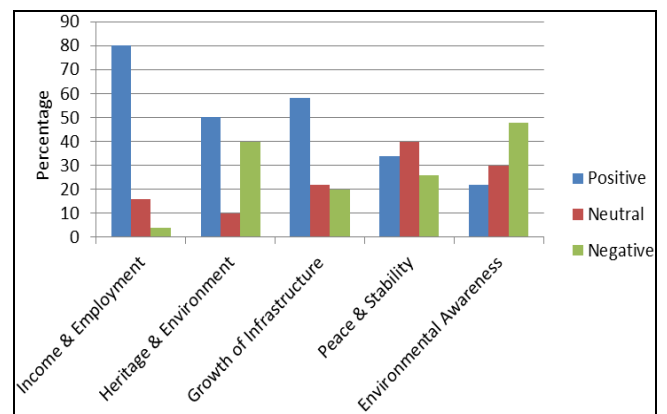


Figure 10. Perception of locals for positive impact of tourism in Alwar (Source: Primary survey, 2020)

Consequences of tourism

The industry of tourism nourishes the country's economy, invigorates the development process, restores the cultural heritage and helps in maintaining peace and understanding about any site by connecting people. It is a business of providing information, accommodation, transportation and other services to travellers. It is an industry without smoke, training without classroom, integration without legal boundaries and diplomacy without formality.

Tourism is an activity that takes place between the environment and the people and both of these are interlinked to each other (Higgins et al., 2019). These interwoven results can be seen in a destination region, where tourist interacts with the environment, culture, economy and society. The positive impacts which have been seen in Alwar help to include the revival of traditional arts, cultures, forts that help in enriching the beauty of Alwar's history and make them know about the Alwar. Tourism in Alwar also helps in revenue generation from sites of natural attraction and also helps in maintaining and restoring the attraction of a place. It also increases the interest of visitors in the importance of the natural environment and helps in supporting the measures to protect the environment.

Positive impact of tourism

Producing Income & Employment

Tourism is an instrument of income and employment generation and helps in poverty reduction (Shiji, 2016). Major sources of attraction in Alwar engage many villagers in varied works like tourist guides, security guards, shopkeepers, drivers, guest house owners, travel agents, hotel agents, tour operators, travel agents etc. Many tourists live in guesthouses that are a fair source of income for local people. Transport and travel agencies, hotels, guest houses, restaurants, shops, etc. generating employment opportunities. Jet-skiing, pedal boating and crocodile sighting are the areas of exploring tourism adventure in Alwar. This gives a different experience and helps in interacting with the natural beauty and also leading a city towards modernization. Handicrafts and traditional ornaments are also sold by various people as they denote their culture. And many foreigners who come here to visit also purchase antiques from there.

To meet the tourist demands various shops of antiques has been opened up in which many people have been employed. With the pace of more and more tourists more and more hotels and guest house has been developed which created entrepreneurship and also solve the problem of unemployment in the city. About 80 percent local population consider that tourism activities in city generate huge income opportunity and provide employment to the locals (Figure 10). Transportation in tourism plays a vital role. As it is the main element without which tourism is not possible. In Alwar many jeeps, buses and cars have been hired to make the trip easy and adventurous. Thus, in this way transport facilities not only improved the development of tourism in Alwar but also influenced people to involve in this activity. So, in this way, the employment opportunities also increases and people started opening their workshops and motor parts shops.

Protection of National Heritage & Environment

Tourism plays an important role in protecting numerous historical places and monuments. As the environment is an important source for tourists to get attracted towards the beauty of nature. Like the BalaQuila, Moosi Maharani ki Chhatri, Siliserh, Jaismandetc are the places in Alwar which have numerous natural sightseeing like the Aravalli hills, lakes, rivers and the flora and fauna makes it a more attractive place. While the Tourism Department of Alwar stimulated measures to protect the Sariska National Park, encourages conserving tigers as it is the main tourist's attraction in Alwar. There is the establishment of protected or conserved areas to meet tourist demands. Nowadays security guards in BalaQuila started checking people identity cards before entering and charges are also included. This will not only include safety and security but also revenue which they are collecting helps in ground repair and site restoration. As per the primary survey, 50 per cent of respondents consider that historical sites and tourist places are being protected by the concerned authorities. The positive impact is that the monuments and forts are preserved by the tourist department. These convey the history and their culture such as folklore, handicrafts, festivals, customs, music etc. Pottery paintings, past photos, sculptures, inscriptions, other archaeological findings and artefacts have been preserved in the museum of Alwar. This museum is located near the Moosi Maharani Ki Chhatri which shows great architectural work of the past. And it is still preserved till today because proper protection of the site has been done by the Tourism Department of Alwar.

Growth of Infrastructure

With the pace of development, more and more tourists visit the city and this leads to the development of infrastructure as well. It tends to improve various infrastructure facilities like many hotels and guest houses have been built with proper and basic facilities and at a reasonable price, you can afford it. Even 58 per cent of respondents were agreed that tourism activities lead to infrastructure development in the city. Small restaurants were also built upon the highways and on streets so that easily tourists can get them while travelling. In Alwar many hotel projects like Belore, Kana of department of tourism is going on. These hotels and guest houses provide good facilities and their prices are regulated by the development commissioner authority. Many of the healthcare facilities and sports centres have been upgraded for foreign visitors.

Promoting Peace & Stability

Tourism is a peaceful business. There is a natural link between tourism and peace. As people move around different places and learn to know different cultures, peoples, religions, languages, values etc. which helps in mutual understanding among the people who live in different regions. This helps in lessening the conflicts. 34 per cent of respondents considered that tourism help promote peace and stability. On the other hand, 48 per cent respondents were neutral (Figure 10). In the same way, tourism sites in Alwar, gives people to interact with the natural beauty, knowing the history and giving relaxation and peace to the people of Alwar. The Biodiversity Park, which has recently been made in Alwar gives much peace and relaxation; many people come for morning walks and meditation, as said by the visitors of Alwar. Tourists consider that such natural parks and spots help in promoting peace and stability.

Environmental Awareness

Only 22 per cent respondents were in favour that tourism leads to environmental awareness (Figure 10). By the way many groups in Alwar have worked to spread consciousness of ecological issues. The awareness of each and every individual especially those who are in near contact with nature and the environment help to make a Green city. This measure helps in uplifting the attention of people towards nature and exercise to safeguard the earth. Nowadays, the role of social media has become very important. The publicity on social media platforms influences people to choose the destination of their choice. Recently a new version was made by the people of Alwar i.e. Alwarian diaries page on which they are posting things related to Alwar and making aware people of what is happening in the city and they are asking as well as suggesting measures for the improvement of Alwar city and protection of its environment.

Negative consequences of tourism

Reduction of Local Resources

Tourism creates pressure on resources which will lead to a reduction in local resources (energy, food, and other raw materials) as well as their supply also gets reduced. Larger extraction and transport of these resources have a physical and morphological impact. Monsoon season is the best month to visit Alwar so local people feel that pressure on resources and available facilities also increase in this time. Tourism in Alwar has created more pressure on the local resources like energy, food, transport. People started exploiting the resources of Alwar to attract more tourists and to provide more basic facilities to foreigners but they are not concerned about protecting the natural beauty. By creating more pressure on local resources, it leads to the reduction of local resources.

Land Degradation

Minerals, fossil fuels, fertile soil, fertile wildlife and wetland are important land resources. Day by day construction of tourism and recreational facilities has created pressure on these resources as well as on the scenic landscapes. The use of land for tourism purposes like accommodation, for building material and other infrastructure caused a direct impact on natural resources, both renewable and non-renewable, it also leads to land degradation problem.

Pollution

Water Pollution is a very serious issue in Alwar. There is overuse of the water resources for the hotels, swimming pools, and personal use of water for the tourists, this lead to water shortage and decrease in water supplies and creating a great volume of wastewater. Most of the areas in Alwar like Behror and Neemrana blocks water levels reached at 40m depth. Even in Alwar, many parts do not have proper water supplies. Air pollution of Alwar is very high as compared to the state's capital i.e. Jaipur. Increasing use of transport vehicles which emit gases which are harmful to the overall city.

It also leads to smog type of situation in Alwar. Noise Pollution in Alwar destroys the peace of the area. Certain vacation spots, for example, parks and tracks experienced high levels of Noise Pollution. Such loud noise can damage the eardrums and can increase mental anxiety and affect local people adversely.

Waste Disposal Problems

Due to the high concentration of tourist activities and attractiveness of natural beauty, waste disposal has become a serious problem and improper disposal destroy the natural beauty, rivers, scenic areas, and roadsides. A very well-known issue in tourist places is the littering of debris on the landscape. It is the most common problem in Alwar forts and parks where people use to come for picnicking or celebration and makes the place dirty and do not put their waste at the proper place. Most of the wastes are from hotels, restaurants, resorts which raises the issues of sickness and contamination problem.

Destruction & Alteration of Ecosystem

An ecosystem is a geographical area that involves the interaction of organisms and the physical environment such as soil, water, air and natural cycles that sustain them. Attractive landscapes such as Sariska National Park, Sariska Palace, and Biodiversity Park are characterized by rich flora and fauna. The interference of human activities affected the biodiversity of Sariska Tiger Reserve, which is directly affected by the number of tourists.

CONCLUSION

Alwar city is one the most preferred tourist destination site in Rajasthan but the visitors encounter various kinds of issues as well. Its proper understanding and comprehensive solution are required for the sustainable tourism development in Alwar city. Some of the major issues tourists face are lack of parking lots, lack of proper advertising and publicity, shortage of accommodation facilities, lack of proper tourist reception centres, the problem of higher rates and improper system of booking, absence of proper safety and hygiene facilities, baggers issues and no speedy settlement of tourist's complaints. There is an absence of a good transportation system which seems to be a big problem in the development of tourism. There is a need to work on parking lots as there are no parking areas at tourist places especially, near historical places like in Siliserh. This is another area where there is a need to focus.

Information about tourists various facilities should be available on the portal of RTDC (Rajasthan Tourism Development Corporation) and the Rajasthan tourism website. It should be presented in ranking of orders of hotels along with the tourism facilities according to the financial abilities of tourists. This will help tourists to know about the hotels and their stay in the district will also increase. As there is only one Tourist Reception centre in Alwar district and only one person who used to be there at the reception, due to which the tourist does not get the proper information. This also leads to a loss in revenue generation therefore improvement is required in this area. There are unhygienic toilet facilities at almost all bus terminals, railway stations and hotels. This leads to reducing the stay of tourists at Alwar hotels. Day by day, there is an increase in the number of beggars. These beggars persecute the tourists and it acts like harassment for tourists. Thus for sustainable tourism management the concerned department and stakeholders of Alwar city have to work on these loopholes to improve tourist-friendly environment and sustainable tourism in the city.

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