

Tourism in Mewar Region of Rajasthan

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Tourism is unique. It involves industry without smoke, education without classroom, integration without legislation and diplomacy without Formality. This study is carried out in Udaipur, a Mewar region of Rajasthan, where some foreign nationals came to Udaipur as tourist but settle down here. People from various countries are the sample of this research paper. All the respondents are categorized in four categories, on the basis of the motivations to live in Udaipur. It was found that almost all of them find Udaipur a very relaxing and calm city. They live in Udaipur 75-80 percent of the year. The striking emotional feelings and expressions of the respondents were, they identify themselves as a part of the city and do not want to be categorized as tourists anymore. Most of the tourist always participate in local and regional festivals and like to eat Indian foods.

Tourist is the actor in the system. According to World Tourism Organization, "A foreign tourist is a person visiting a country other than that in which he usually resides, for a period of at least 24 hours (Ghosh, 2003).

If we elaborate these basic motivators and analyze them, we can say that people engage in tourism mostly for eight reasons. Pleasure, relaxation or rest and recreation, health, participation in sports, spiritual and religious and the last reason could be professional or business (Singh, 2000).

To obtain a real and reliable record of personal experiences, Five case studies were included. The case study method is a form of qualitative analysis where in careful and complete observation of an individual or a situation is done. Efforts are made to study each and every aspect of the concerning problem.

CASE STUDY ONE (NAMES HAVE BEEN CHANGED)

Johnson-41Years (A French national, well qualified, master in law, specialized in companies acquisitions, came to visit India as tourist but impressed by culture of Rajasthan specially Udaipur.)

My first visit to Udaipur was in 1994 to see one of the most beautiful cities in India. I found Udaipur a quite unique place. It is a lovely white city on shore of lakes. Lake Palace looks as a white pearl floating over the water. That is giving such a relaxing mood and atmosphere. So, I had decided to live and settle down here. I found here more interesting projects than Paris to do as well. I visited Udaipur four times before deciding to settle down. Now my work is here, I am engaged in hotel business. In addition to this I teach in colleges and universities about environment. I live in Udaipur 85 percent time of the year and I go once a year for about two months to my home country.

I interact with many people regarding my work. To communicate I use only English as I can't understand local language. Sometimes body language also work or helpful to convey my message. I always participate in local and regional festivals. I like to eat Indian foods if it is not too spicy. Living in Udaipur is sometimes like flying back 100 years and more. Cows and dogs in the street, women carrying water pot on their head, people walking everywhere, tonga, massy traffic, it is like an incredible journey back into time.

The ancient culture of the city is amazing. Old buildings and palaces are telling about its royal past. But a part of the heritage is vanishing now very fast. I am really worried about it. I do not have any relative in India. My father passed away when I was 8 years old. My mother educated me alone, teaching me the fundamental values as honesty, loyalty, generosity, family care, love and work.

I expect from the administration for the development and betterment of tourism, that collapsing old houses should be stopped, the electrical lines should be in a better way, more elephants, camels, tongas and less autorikshaws should be here, and should take interest to protect the heritage value of the city.

CASE STUDY TWO

Emely - 31 years (A Israeli women married with an Indian, came for higher studies and settled in Udaipur)

I heard about Indian culture from my grandpa who was a teacher of History in a college in my country. I am also student of History. After my graduation, I have decided for further studies in Indian History and culture and got admission for M.A. History. During my studies I met a local boy who is my houseowners' son. He was kind and helpful

enough, he helped me in many ways because I didn't know Hindi that fine. That boy. 'Ajay' is now my husband. We got married 5 year back, have a male child 'Dev'.

We are running a hotel and restaurant. I can speak and write Hindi. My son Dev is very good in Hindi and sometimes he corrects me. We are happy here. I want to suggest Indian govt. to protect its heritage property which cannot be replaced once get destroyed. Streets of the old city should be broad as the city is very much liked by the tourist. I also feel concern about the development and beautification of Udaipur because I know that I am a part of this city through I am not an Indian but my family is Indian and I love my family.

CASE STUDY THREE

Madam Fee (Her real name)-62 Years (Though a native of Germany, consider Udaipur her permanent home base since 1987 and engaged in art and jewellery business)

Born Sorice but widely and affectionately known in Udaipur as Madam Fee. I am an artist and jewelry designer. Since 1978 I have travelled extensively in many Asian and South-East Asian countries, but now settled in Udaipur with the garden and studio at home. In 1987 the motto brought me to Rajasthan, "A desert state in Northwestern India". There, life touched my soul deeply, and it was love at first sight, when I discovered the enchanting city of Udaipur with its lakes and palaces. Since 28 years Udaipur has become my new base and it is more than a second home for me now. Here I can give praise to mother earth, plant trees and flowers, and motivate children and everyone else to plant trees as well. Since 1995 it gives great satisfaction to me to design and create gardens here in Udaipur. In these Garden under the trees and among this diversity of flowers my work of art come into life and dreams can be visualised and made real. This is a place where small miracles may grow.

CASE STUDY FOUR

Mary - 60 years (An American lady engaged social service currently running an animal aid society)

I and my family reside in Udaipur since 1999. My first visit to Udaipur was in 1992. I came in the advice of a mere guide book and was eager to see a smaller Indian city. Initially I used to come to Udaipur about twice a year, now I am virtually here all the time since 1999. Udaipur is a good combination between Historic preservation and modernity. I love Indian culture including art, music, but mostly love its animal life. I am running an animal hospital and hostel for ownerless animals. To do animal serve I help many more animal lovers in Udaipur. I contact daily with many levels of society including neighbour, city officials, business people, staff and people from whom we need help for funding animal aid charitable trust's expenses. I can speak a little local language but fairly Hindi. My daughter can translate mewari (local dialect) pretty well. I am very close to several Bhil (Tribe) families and participate at their village level occasions.

They also invite me in wedding festivals and religions occasions I like DalBati the most. I like to wear Sari most of the days and sometimes western clothes. I am now strict vegetarian even do not eat dairy products. Most of my friends are lower and middle class. We enjoy folk music and dance because of easy understanding and participation.

Classes in some schools have been conducted by our efforts to give compassion education to kids about to how to help animals. We got a great response surprisingly people do often call us when they see injured and ill animals. I want to suggest govt. of Udaipur for traffic management, Voice control in inner city should be considered and fireworks should be outlawed because these are terrible for the animal and tourists.

CASE STUDY FIVE

Phillipe 45 years (An American artist, photographer, working with local craftsmen in a collaborative and creative way)

I came India first time in 1993. Through lonely planet guide book I knew about this city Udaipur. The picture I had in my mind was that it would be peaceful and beautiful and somewhat exotic but when I came here, Udaipur captured me with its beauty. Also, it seemed an ideal place to make studio photography and work with local craftsman in a creative way. I found it sometimes like Venice of Italy, when I look at the Lake Palace, city palace and mansoon palace they capture my eyes.

I was landlord in USA but now I am only an artist. Nearly all of my interactions is with local people, I have mostly Indian friends. I can understand and speak Hindi but I communicate mostly in English, sometimes through sign language. I enjoy Holi and Diwali and sometime to watch other festivals I like local dishes specially Rajasthani Thali, enjoy more spicy now and eat what before I could not. I wear chappals as they are more practical and comfortable and enjoy to wear Kurta.

On the basis of the study, it has been found that almost all of them find Udaipur a very relaxing and calm city. They live in Udaipur 75-80 percent of the year and visit once or twice a year for about one-two months to their home country.

Most of the tourist always participate in local and regional festivals and like to eat Indian foods. According to them the arrival of international tourists has been increased because of hospitality industry has aligned itself to global standards and prices; We need to complement this image with better ground infrastructure in terms of safe road and railway transport, medical facilities and connecting domestic flights. All these factors will help to increase the arrival of international tourist. Good things sound in culture and society of Udaipur that there is a general friendship and freedom here that is lacking in the USA. Local people are in general very kind and helpful.

It was also suggested by the respondents, the more would be seriously done to preserve the old city and the natural environment. It is time that Udaipur should take a look at pedestrian zones as have been created in old cities in Europe and Enforce the preservation of agriculture and forest land

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