



Importance of Jaisalmer in the Golden Triangle of Rajasthan

Yashi Sharma^a, Prof. (Dr.) L. C. Verma^b

^a *Research Scholar, Geography, Bhagwant University, Ajmer, Rajasthan, India*

^b *Professor, Geography, Bhagwant University, Ajmer, Rajasthan, India*

ABSTRACT

Rajasthan is the 'Sunehari Dharti'. It is an incredible state of India. They believe 'Atithi Devo Bhawa'. Rajasthan welcomes by saying 'Ram Ramsa', 'Padharo Mhare Desh'. It feels truly overwhelming. Rajasthan is worldwide known for its culture and heritage. Rajasthan literally means 'Land of Maharajas'. The most favourite tourist places of the state are Jaipur, Udaipur and Jaisalmer. Each place has their own uniqueness and beauty. Jaisalmer is very different and unique because of its desert and culture. It is the land of devotion, patriotism, natural beauty, heritage beauty, desert, culture, traditions, fairs and festivals, folk arts, cuisines and many more within the place. Every year thousands of domestic and foreign tourists visit and appreciate its exquisite cultural elegance and peaceful environment of Jaisalmer.

Keywords: Heritage beauty, Desert, Culture, Traditions, Fairs and Festivals

1. Introduction

Rajasthan is one of the most popular tourist destinations in India for both domestic and international tourists. Rajasthan attracts tourists for its historical forts, palaces, art and culture with its slogan "Padharo Mhare Desh". [1] Jaipur, also known as the Pink City, is the capital of Rajasthan and a very popular tourist destination for being a part of the Golden Triangle. The Walled City of Jaipur is a UNESCO World Heritage Site [2] and only the second Indian city to be recognized after Ahmedabad.

The palaces of Jaipur, the lakes of Udaipur, the desert forts of Jodhpur, Bikaner and Jaisalmer are among the most favorite destinations of Indian and foreign tourists. Tourism accounts for about 15% of the state's domestic product. [3] In 2019, 52 million domestic tourists visited Rajasthan. [4]

2. Objectives

The main objectives of the study are as following:

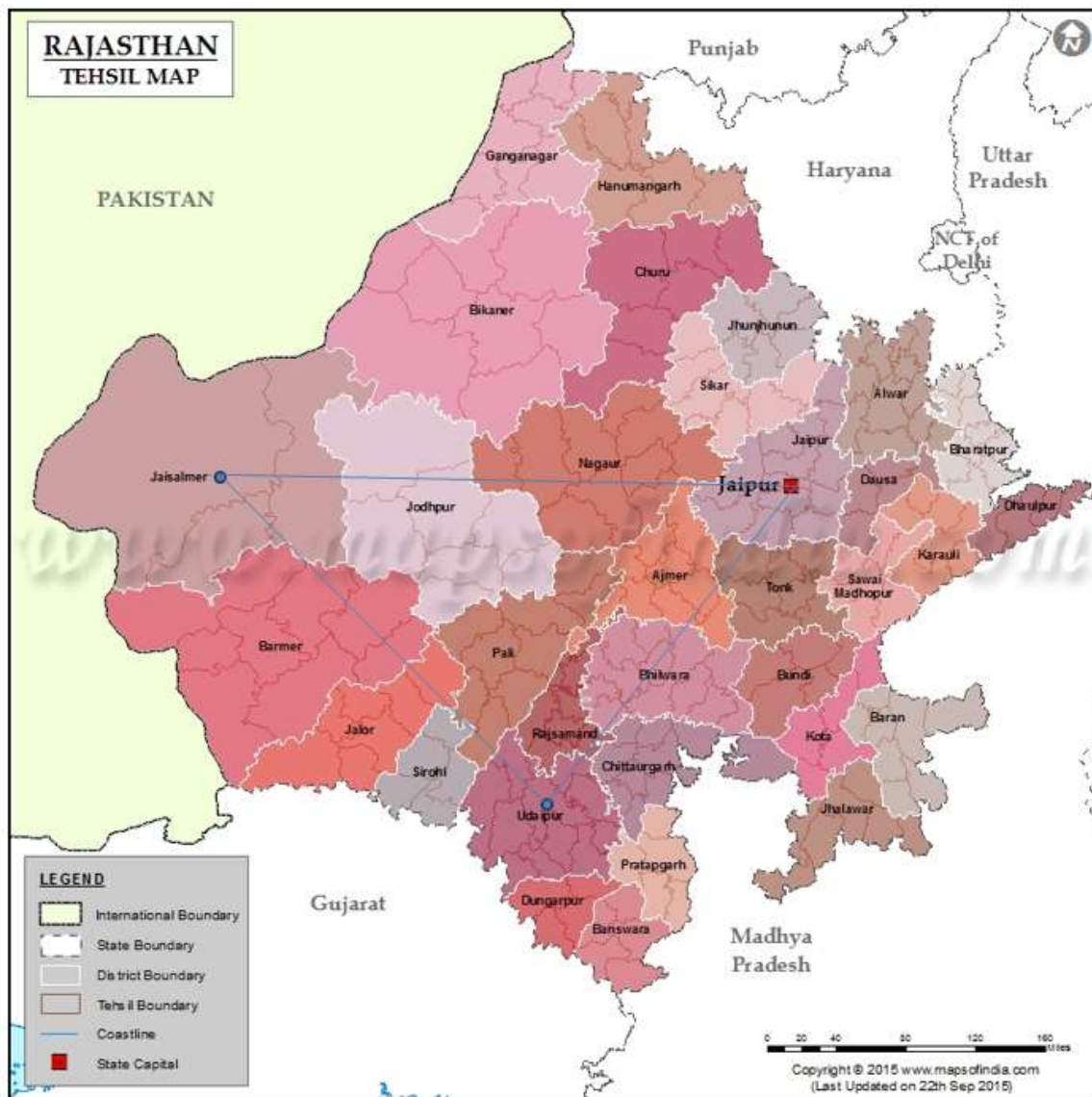
1. To explain the meaning of Golden Triangle.
2. To study the importance of Jaisalmer in the Golden Triangle of Rajasthan.

3. Hypothesis

Jaisalmer has not much importance in the golden triangle of Rajasthan.

4. Study Area

Rajasthan is the largest state of India with the total area of 3,42,239 square kilometres. Its geographical location is from 23°3' to 30°12' North latitude to 69°30' to 78°17' East longitude. Tropic of Cancer passes through the southernmost tip of the state. Jaisalmer runs from latitude 26°01' to 28°02' North to longitude 69°3' to 72°2' East or 26.8 North latitude and 70.8 East longitude. It is the largest district of Rajasthan with the area of 38,401 square kilometres.



Source: www.mapsindia.com. Maps of India

5. Methodology

The study has been done with various statistical methods of data collection and interpretation. Primary data collected through interaction and interview from tourists. Secondary data collected through articles, books, newspapers, journals, districts handbooks, R.T.D.C. Reports, etc.

6. Analysis and Discussion

The concept of golden triangle was given by the tourism department of India. Jaipur, Delhi and Agra together perfectly make the "Golden Triangle of India". They are roughly situated in a triangular shape and maximum tourists visit every year in these places. The same concept has been applied in Rajasthan where Jaipur, Udaipur and Jaisalmer together a complete example of "Golden Triangle of Rajasthan". Jaipur, Udaipur and Jaisalmer together make beautiful combination as tourist destinations. They are the top most favourite tourist places in Rajasthan where tourists visit in maximum number every year. The following are some tourist places and attractions of Golden Triangle of Rajasthan places:

JAIPUR

Jaipur is the capital of Rajasthan. It is popularly known as the 'Pink City of India', since decades the buildings are built with pink painted walls and stones from which the city looks 'Gulabi (Pink)'. Main tourist places are as follows:

Virat Ambika Shaktipeeth (Mata Mandir), Ganesh Temple, Birla Mandir, Amber Fort and palaces, Nahargarh Fort, Jaigarh Fort, Hawa Mahal (Palace of Winds), Moti Dungri, City Palace, Galta Monkey Temple, Govinddevji Temple, Jantar Mantar Observatory, Jal Mahal, Albert Hall Museum, Chowki

Dhani and many more wonderful places. The main Fairs and Festivals– Gangaur, Teej, Sheetla, Makarsankranti, Deepawali, Elephant festival, Kite festival and other are celebrated with great optimism. Folk dance – gair, ghoomar and kalbeliya, folk music and instruments, Elephant ride, flying fox, hot air balloon are the cultural activities.

UDAIPUR

Udaipur was the historic capital of the kingdom of Mewar in the former Rajputana agency. Apart from its history, culture the place is also known for its Rajput – Era Palaces. Udaipur is also known as the ‘White City’, ‘Venice of The East’ and ‘City of Lakes’. Main tourist places are as follows:

Neemach Mata Mandir, Kesariyaji Mandir, Jagdish Temple, Eklingji, Udai Bhawan, Jag Mandir, City Palace, Lake Palace, Saheliyon ki Baadi, Faheh Sagar Lake, Lake Pichola, Udai Sagar Lake, Haldighati, Ranakpur Jain Temple, Sjjangarh Wildlife Sanctuary, Bagoreki Haveli, Shilpgram, Udaipur Solar Observatory, etc. Fairs and Festivals – Gangaur, Dipawali, Mewari festival, Hariyali Amawasya and other festivals are also celebrated with love and prosperity. Folk dance – ghoomar, folk music and songs, cuisines, boating, ropeway, etc. are the tourist admiring perspective.

JAISALMER

Jaisalmer was established by Rawal Jaisal Singh in 1156 A.D. It is situated as the heart of the ‘Thar Desert’. Jaisalmer is also known as the ‘Golden City of India’ because yellow sand stone has been used in every architecture and yellow sand around gives a mesmerising yellowish golden look to the entire city. Main tourist places are as follows:

- Temples – Chundhi Ganesh Mandir, Tanot Rai Mata Mandir, Ghantiyali Rai Mata Mandir, Ludarva Jain Temple, Ramdevra, Ashapura Mata Mandir.
- Desert Villages – Sam and Khuri, etc.
- Forts – Jaisalmer Fort (Golden Fort or Sonar Kila) – Hindu Temples, Chaowks, Palaces, Jain Temples, Museum inside the fort. Khaba Fort, Mohangarh Fort, Pokaran Fort, Fatehgarh Fort.
- Lakes – Gadisar Lake, Salt Lake.
- Havelis – Patwon ki Haveli, Saalim Singh ki Haveli, Nathmal Ji ki Haveli, etc.
- Other Monuments – Mandir Palace, Bada Bagh, Gajroop Sagar, Amar Sagar, Mool Sagar, Moomal ki Meri, Kuldhara etc.
- Museum - War Memorial Museum Longewala, Maru Sanskritik Sangrhalay, Folklore Museum.
- Historical Sites – Wood Fossil Park, Akal National Park, Longewala.
- Fairs – Ganesh Chaturthi, Ramdev Jayanti. Festival – Akha Teej, Navratri, Rakshabandhan, Deepawali, Holi, Desert Festival and other festivals are also celebrated respectfully with affection.
- Folk Dances are 'Kalbeliya and Ghoomar', Folk Music and instruments, other Folk arts and Handicraft.
- Adventurous Activities – Camel safari, jeep safari, parasailing, paramotoring, hot air ballooning, quad biking, camp fire, sunrise and sunset sites and boating.
- Other tourist attractions – Traditional attire of residents, authentic cuisine. Leather and Khadi products. Colourful embroidered clothes and handbags, precious stones, traditional jewellery, etc.

Table.1: Domestic, Foreign and Total Tourist Arrivals in Jaipur, Udaipur and Jaisalmer from 2011 – 2020.

Years	Jaipur			Udaipur			Jaisalmer		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
2011	1035885	416824	1452709	575444	177699	753143	281159	122969	404128
2012	998703	534256	1532959	588239	189373	777612	126490	73299	199789
2013	1104905	566429	1671334	662092	185313	847405	122883	73607	196490
2014	1170152	588234	1738386	720120	166936	887056	250716	91759	342475
2015	1201152	596756	1797908	727266	165525	892791	266175	84533	350708
2016	1544730	565978	2110708	756440	183964	940404	359497	90937	450434

2017	1702665	633990	2336655	830784	190521	1021305	493755	122851	616601
2018	1787836	681227	2469063	929931	207016	1136947	592695	136406	729101
2019	1727695	646402	2374097	996718	188528	1185246	345524	91019	364543
2020	614514	180358	794872	355884	44588	400472	144899	26014	170913

Source: Annual Progress Report, R.T.D.C., Government of Rajasthan

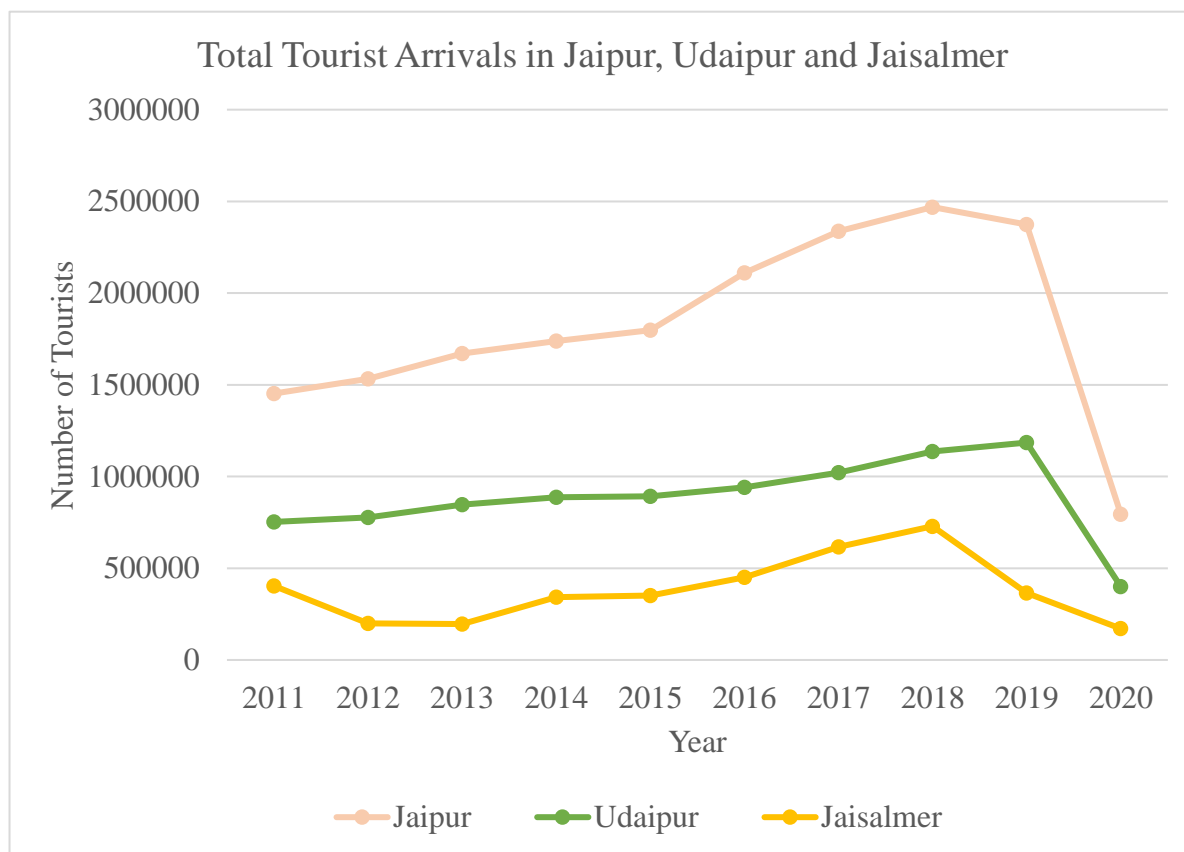


Fig.1: Graph representing the total number of tourist arrivals in Jaipur, Udaipur and Jaisalmer.

- In Jaipur, there were about 14.5 lakh total tourists in which 10.3 lakh domestic and 4.1 lakh foreign tourists in 2011. This continue increased till 2018 and recorded maximum tourist arrival of 24.6 lakh total, 17.8 lakh domestic and 6.8 lakh foreign tourists. In 2020, there were 7.9 lakh total, 1.8 lakh foreign and 6.1 lakh domestic tourists.
- In Udaipur, there were 7.5 lakh total tourists in which 1.7 lakh foreign and 5.7 lakh domestic tourists in 2011. Tourist arrivals continuously increased till 2019 and recorded maximum with 11.8 lakh total, 1.8 lakh foreign and 9.9 lakh domestic tourists. In 2020, there were 4 lakh total, 44 thousand foreign and 3.5 lakh domestic tourists.
- In Jaisalmer, there were 4 lakh total tourists in which 1.2 lakh foreign and 2.8 lakh domestic in 2011. Continuous ups and downs in the number of tourist arrivals. Tourist arrivals were maximum in 2018 with 7.2 lakh total where 1.3 lakh foreign and 5.9 lakh domestic tourists. In 2020, there were 1.7 lakh total, 26 thousand foreign and 1.4 lakh domestic tourists.
- From 2019 – 2020 minimum tourist arrivals recorded due to Corona.

Table.2: Tourist Arrivals in Jaisalmer from 2011 - 2020

Years	Foreign	Domestic	Total
2011	122969	281159	404128

2012	73299	126490	199789
2013	73607	122883	196490
2014	91759	250716	342475
2015	84533	266175	350708
2016	90937	359497	450434
2017	122851	493755	616601
2018	136406	592695	729101
2019	91019	345524	364543
2020	26014	144899	170913

Source: Annual Progress Reports, Government of Rajasthan.

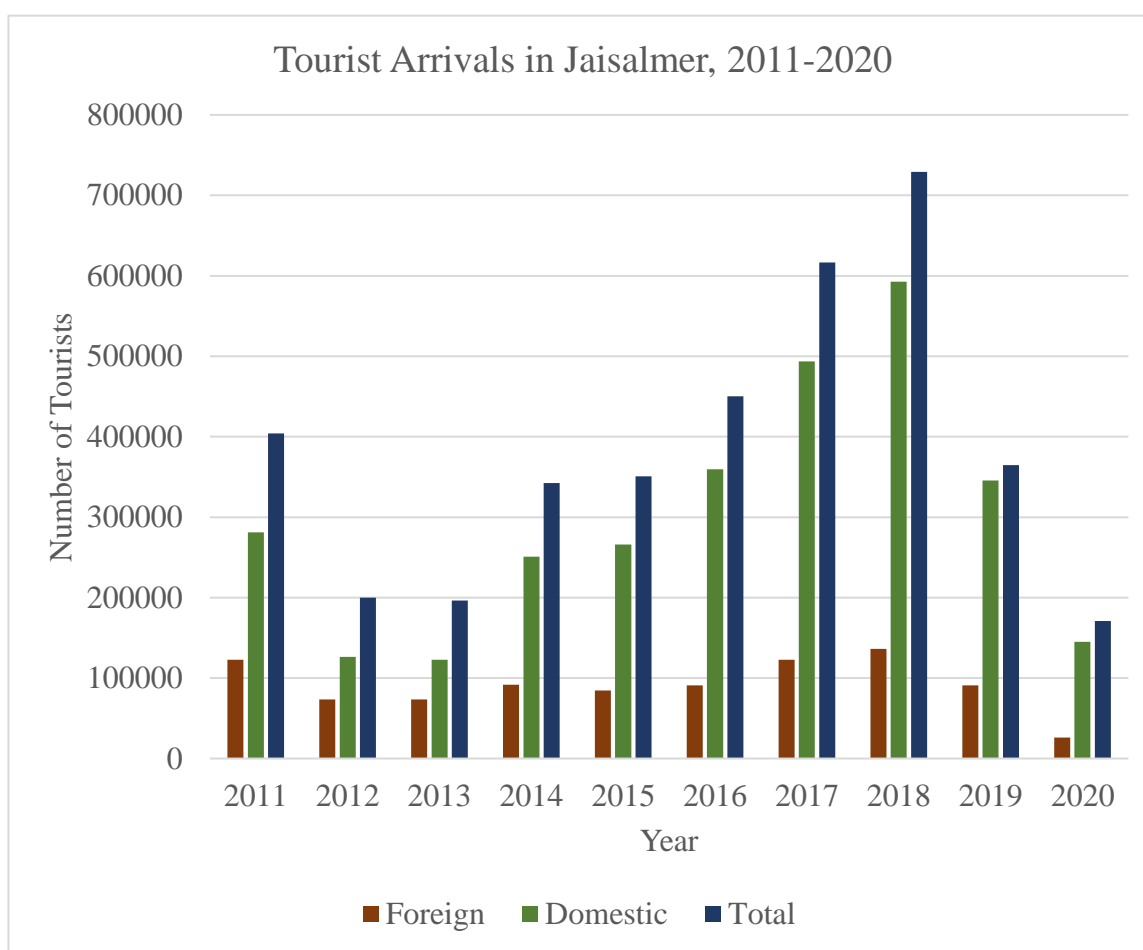


Fig.1: In 2011, there were 4 lakh total tourists in which 1.2 lakh foreign and 2.8 lakh domestic. Continuous ups and downs in number of tourist arrivals. Tourist arrivals were maximum in 2018 with 7.2 lakh total where 1.3 lakh foreign and 5.9 lakh domestic tourists. In 2020, there were 1.7 lakh total, 26 thousand foreign and 1.4 lakh domestic tourists. From 2019 – 2020 minimum tourist arrivals recorded due to Corona.

Unique features of Jaisalmer:

- The miracles of 'Tanot Mata' and 'Ghantiyali Mata'. People have great faith. Devotees from different parts of India, reach Temples for darshan specially in Navratri and worship Mata Ji. Longewala, the land of patriotism is rising as the border tourism in the study area. Hundreds of devotees reach in Ramdevra fair at Ramdevra.
- The desert is like an ocean of sand. It is one of the best experiences of mesmerising sunsets and sunrises. Camel safaris, visiting nearby villages where lifestyle is purely desertic. Spending time during nights at sand dunes and under the clear sky where we can see the uncountable stars clearly, away from pollution and crowd. It is a heaven like feeling mainly for foreigners. They appreciate and admire very much the originality.

- The Jaisalmer Fort is the pride of Jaisalmer. Superfine art done on jharokas, gokhras, chabutras, chowks, stairs, ceiling, floorings, walls of heritage monuments. The Golden Fort of Jaisalmer is one of the World Heritage Sites. The heritage monuments made up of yellow sandstone as they look golden in colour during sunrise and sunset, due to this their beauty increases. Lodurva, Grandroyal architecture of Patwon-ki – haveli is an example of excellent craftsmanship. It is one of the most beautiful havelis in India. Gadisar Lake is unique and amazing place to must visit. The hundreds of years old monuments are still standing strong.
- Maru Mahotsav (Desert Festival) held every year on 'Poornima of Magh Maha' (Full Moon in February). It is an international level function. Cultural programs, competitions arrange where tourists participate with enthusiasm. One of the best artists become part of the festival. Artists win everyone's heart with their excellent skills and art forms. Thousands of domestic and foreign tourists visit every year.
- Authentic cuisines of Jaisalmer are Bajre ka Khichda, Roti and Churma, Kadhi, Gatte ki sabzi, Daal-Baati and in Sweets Ghotwan, Peda and Churma are very delicious and famous. Cuisines from different parts of world are also been served in hotels, restaurants and residents have also started making.
- Khadi products like kurtas, hand bags, pyjamas, etc. and leather products like bags, belts, hats, etc. Traditional jewellery, colourful embroidered clothes, bags, footwear and bedsheets, shawls, etc. are famous.
- Bhadariya Library is an underground library and one of the biggest in Asia. It has treasure of knowledge.
- Heritage hotels and new hotels, are building near sandy areas. They are topographically different from others. Tourists admire very much the desert topography. They provide basic to luxurious amenities. Mohangarh Fort heritage hotel, Suryagarh, Jaisalkot, Jaisalmer Marriott Resort and Spa, Heritage Villa Resort Camp, etc. are some excellent hotels in Jaisalmer.
- Clear sky, pure drinking water, less populated, less pollutes, more safety, simplicity in residents' nature and lifestyle, peaceful atmosphere than other places in Rajasthan.

Best time to visit from mid – October to mid – March including Festival season and New Year when tourism is highest on its peak. The desert, culture and life are the main reasons for tourism and make Jaisalmer unique and exquisite in Rajasthan.

CONCLUSION

The study showing the importance of Jaisalmer in the Golden Triangle of Rajasthan. Jaipur, Udaipur and Jaisalmer have their own uniqueness and beauty. These places are different yet similar in some ways. Geographically, three of them are different from each other, all places are gifted with commendable heritage uniqueness and beauty of culture and natural environment. By studying and analysing the study came to a conclusion that even though, Jaipur and Udaipur are ahead from Jaisalmer in tourist arrivals. But what makes Jaisalmer the one of the major places/pillars of the Golden Triangle of Rajasthan is its uniqueness of natural beauty and heritage culture. Thus, the hypothesis has proved. Classical combination of desert beauty, devotion, culture, life, heritage monuments, sightseen sunrise and sunset, ancient fossils, magnificent workmanship, peace, safety, healthy environment, deserts adventures, heritage hotels, folk arts and handicrafts which are found only in Jaisalmer. Visiting and live Jaisalmer is an unforgettable experience which stays for life as golden memories of the Golden City Jaisalmer.

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