

## **City Tourism as Destination Motivator to the Cultural and Heritage City of Kota for Promising Future**

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### **Abstract**

Kota City of Rajasthan State has encountered a decrease in tourism, especially in the number of international tourists. The Department of Tourism of Rajasthan, local bodies and the stakeholders of tourism industry need to observe the region in new directions keeping in mind the end goal to advance growth outside of the domestic tourism, for generating more revenues. The city has enough resources to develop education tourism, film tourism, food tourism, MICE tourism, Textile tourism, sports and adventure tourism. The city has ample assets of heritage but only promoting culture and heritage alone will not work for the sustainable development of tourism in the city. There is a high need to focus upon the innovations in tourism industry rather than adopting the traditional patterns. This study makes a framework for identifying, evaluating, highlighting and supporting city tourism opportunities from the perspectives of tourism stakeholders and tourists. This paper expects to better comprehend the basic reasons for the changing way of city tourism and how this change could affect the future improvement of urban communities. It is contended that the expansion of ICTs, the wonders of experiential travel and social acceleration have added to the ascent in popularity of city tourism and in addition to changes in tourist conduct. Conceivable ramifications for the future advancement of cities coming out because of this new sort of tourism. It turns out to be clear that an interdisciplinary methodology will be required with a specific end goal to completely understand the difficulties faced in developing city tourism. This study suggests city tourism is a package for “All”, it is a tourism sustainability factor, a source of redefining cultural activities in the city and the most dynamic segment. The paper also stress upon the challenges and issues in developing City Tourism at Kota City.

**Keywords-** City Tourism, Nature Sports Tourism, Religious Tourism, Film Tourism, Strategies, ICTs.

### **Introduction**

In present scenario cities on the globe are facing tremendous competition in creating a brand as Tourist destination. In the state like Rajasthan many of the cities are not mentioned in terms of tourists' destination. Kota is among one of them which is not very well known for its tourism products in compare with other cities of the state. It is even more important to highlight the tourist products of a city like Kota which is attracting number of students from all over India. To make a distinct image the city needs to do branding in this area. City tourism, instead of other tourism items, is less seasonal, which is an additional advantage. Another vital purpose behind examining city tourism is its economical and social importance. Along with this in the cutting edge competition tourism can't sustained without developing and promoting city tourism.

City tourism as a network that gets community jointly in an urban surroundings (Edward et al 2008). Many of the researchers, authors and tourism experts are in the favour of city tourism. City tourism is growing speedily. Law, 2002; Ashworth, & Page, 2011; Garbea, 2013 argued that the requirement of city tourism has swiftly enlarged and it is probably to grow more in the coming years. According to Paskaleva-Shapira (2003) for a city, city tourism is like a "expansion policy". Kota city can be developed as a tourism destination. The main tourism attractions of Kota are its natural beauty, its enriching heritage, textile and cuisine. It has been also observed by researchers in the field of city tourism that city tourism is a source that facilitates growth of a city and its local economy simultaneously it gives respect and conserves its heritage and cultural prosperity (Law 1993).

Research Methodology– This paper comprises the following sections: Aims behind pushing City tourism at Kota, Film Tourism, Nature sports Tourism, Religious Tourism, Adoption of ICT for City Tourism, Benefits of developing City Tourism, Strategies to develop city tourism and resources of city tourism at Kota. This paper reveals the hidden and unexplored tourists product of Kota city of Rajasthan. The paper approaches how to use the available resources of tourism i.e. tourism products for the betterment and development of tourism in Kota city. This study also strongly recommends coming out from the Myth that Kota is only a Coaching and Educational hub.

### **Aims behind Pushing City Tourism at Kota**

The first and the foremost requirement to attract any visitor /tourist at a certain destination is to create its image. When we discuss about a city like Kota of Rajasthan state the first thing strikes in our minds is an "Educational Hub". Certainly too some extent it's true but to see a city only from one purpose or in a centric way makes it's in losses at times. People are not visiting this city for tourism or for tourist activities they are coming to the city for admissions of their children in coaching centers for preparation of Medical and Engineering entrance test/examinations. As it is very well known that every coin has two faces and it has been proved absolutely correct in context of the development of Kota city tourism. One side of the coin is that the city is educational hub but at the same time the hidden side of the coin it is a city with immense tourism products. The aim to push the city towards making an image as of a tourist city is to generate more income, create employment opportunities, to build up an image as Tourist Destination and to explore the unexplored tourist products.

Film Tourism vs. Kota City -Film and tourism go hands in hands have benefited both the industries. Undoubtedly promotion of destination through films and television shows is something remarkable and remembered for a long by viewers. At the time when persons are looking for tourist attractions seen on the screen, they are film activated tourists (Busby and Klug, 2001).The Kota city has number of beautiful places from the aspect of film shoots. Places like Seven Wonders, Kishore Sagar ,Abhedha Mahal, Garadia Mahadev,Jag Mandir, Kansua Temple are the perfect places for film shoots. To encourage film tourism at Hadoti greater identification of the film shoot locations is the initial and the foremost requirement (Sharma 2017). Kota city has a lot of coaching centres with huge and spectacular buildings which may be used for education scene shoots. If planned properly with the Government support these film shoots can works wonder as Virtual promotional tools for the city.

Religious Tourism and Kota City - The potential of Kota City for Religious tourism is incredible. The association between tourists place i.e. any Holy site and emotions of tourist in this type of tourism are always high. At Kota city Religious tourism by the concern persons are not attended with sufficient attention and care. As they are providing the services from their point of view rather than focusing to the desires of tourists. There is an inequality in the observation of the quality of service provided to religious tourists. A number of services seems acceptable by the supplier are in fact deemed the reverse by the tourist. Keeping in mind the perspectives of tourist religious tourism services require more expansion at Kota city. A city having rich resources in religious tourism but not providing the proper facilities to tourists could not be able to attract tourists and repeat visits to such city. It is important to see the problems of religious tourism for developing city tourism and provide quality services at the Kota city which is rich in religious tourism sites. As this will not only build an image of the city as religious tourism site but also generate profits, employment and business opportunities for the local people.

Cultural, Heritage Tourism vs. City Tourism of Kota -Kota city is so rich in its Culture and Heritage that it needs not to create any new avenues to attract the tourists towards the city. The city has beautiful museum, different sites at the nearby places likewise Alynia caves, Abhedha Mahal/Palace. Cultural and Heritage tourism gives many types of benefits to Kota city. Cultural and Heritage products of the city are the main forces behind the economical development.

Adoption of ICT for City Tourism -Growing ratio of tourists can be seen in many cities of the state of Rajasthan. “*Local to Global*” is a buzz word to develop city tourism. Thus, it is vital to execute the usages of information and communication technology for city tourism development. Social media, Bloggers, Websites and Content marketing added value in popularity of city tourism. Unfortunately, Kota city is lacking behind in the adoption of new tools and techniques of information and communication for promoting city tourism. In present era if we wish to sell something it is a must to showcase it first in the right way to the prospective buyers. The city tourism is not getting pace in Kota because of the important factor that the Government as well as the private players is not focusing upon the marketing and promotion of the tourist products through ICT. To make a city distinct on the globe in terms of tourism it is a must to first interconnect its different stakeholders which ICT can do.

### **Benefits of Developing City Tourism**

Cities cannot survive without the help of tourism in this cut throat era. As well as tourism cannot survive in a city which has no resources or lack of tourist resources .Thus, it goes in both ways for

City Tourism it is important that the city have something to offer to tourist visa versa it is all together important that tourism provides economical and social gains to city. City tourism is not generating economical profits to a city but it also connects people from different backgrounds to the culture of the particular city. Developing city tourism indirectly impacts on the development of the infrastructure and amenities of city. City tourism added a quality life to its residents as well. City tourism is mutually beneficial for tourist and local people. It has been represented through the following figures-

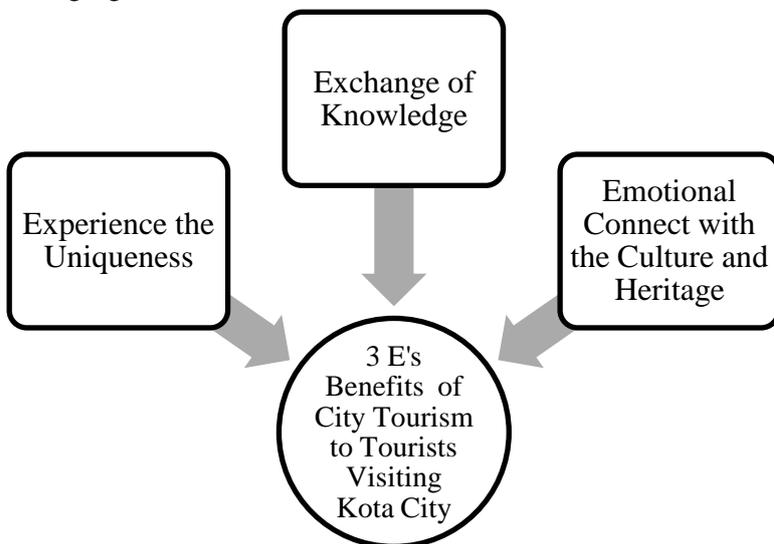


Figure 1: Benefits to Tourists

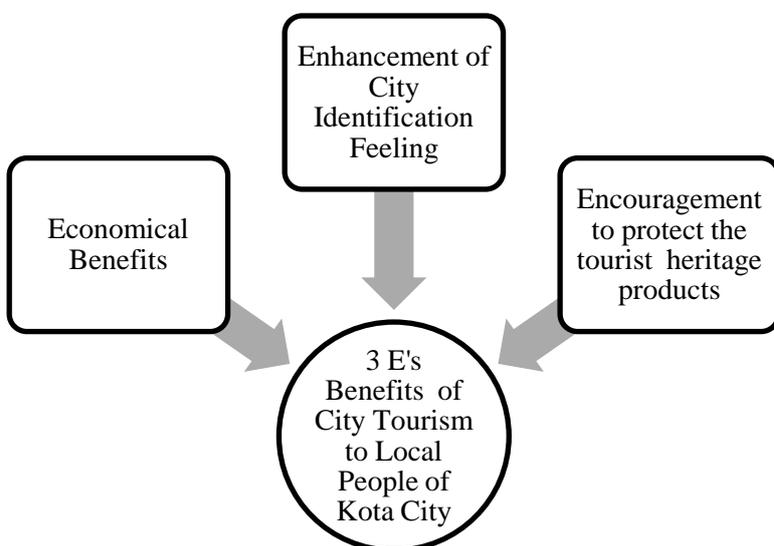


Figure 2: Benefits to Local People

The aforesaid two figures reveal that City tourism is beneficial in not only for economical gains but also for improvement of quality life.

#### Strategies to Develop City Tourism

Cities include a number of features which became the attraction points to the tourists. These attractions are the basic elements which work as prominent source to impact their decision making while selecting a city to visit. City tourism is closely associated with the exchange of knowledge, culture, traditions and what not. Kota city has to work upon marketing and promotion of its tourist products. The city need specialized plan to stay ahead in competition with other cities in context of tourism. While developing City tourism at Kota the following points could be ponder upon:

- What the city has to offer tourists?
- What are the market trends to find out the tourist's demands?
- Who could be the possible segment of tourist who can visit the city? A detailed plan of the prospective tourist likewise age group, gender, educational level, preferences, food choices etc.
- How to arrange better quality and stuff for tourists?
- What is needed to be done for making City tourism as a part of development plan on Government level?
- How the Public Private Partnership can be introduced into City tourism development?
- What can be the possible usages of ICT and social media in the promotion of city in terms of tourism?
- What can be the possible strategies of marketing, promotion and branding of Kota city as a Tourist city?
- Find out the possible contributions by adopting and developing City tourism?

#### **Immense Resources at Kota for City Tourism**

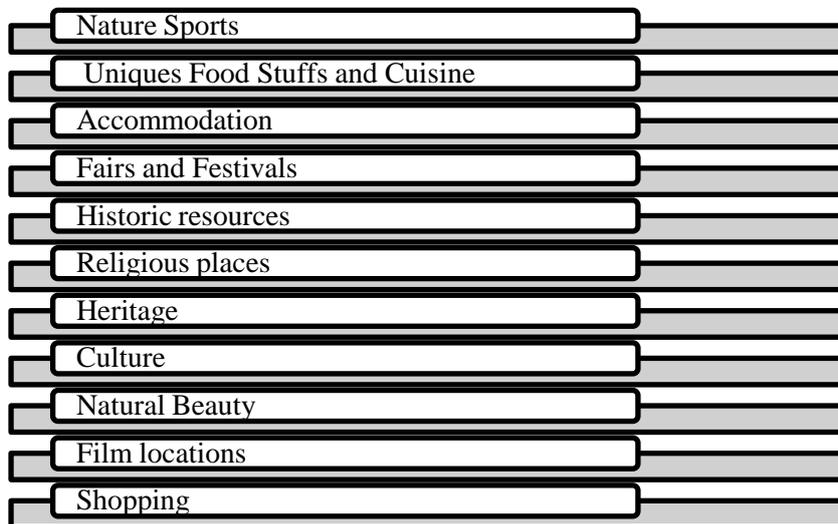


Figure 3: City Tourism Resources at Kota

For the betterment of City tourism it has been suggested to develop more tourists' activities likewise music concerts, food festivals, dance shows, outdoor activities. Special tours at the tourists places of historical interest and archeological sites. Nature sports can be focused upon as Kota city is rich in water bodies and other natural resources. Mountaineering, cycling, fishing, photography are few activities which can be easily developed to attract tourists.

The first and the foremost requirement for developing city tourism are Creativity and Innovations. The below mentioned figure describes how using creativity and innovation can bring changes in the growth and development of City tourism-

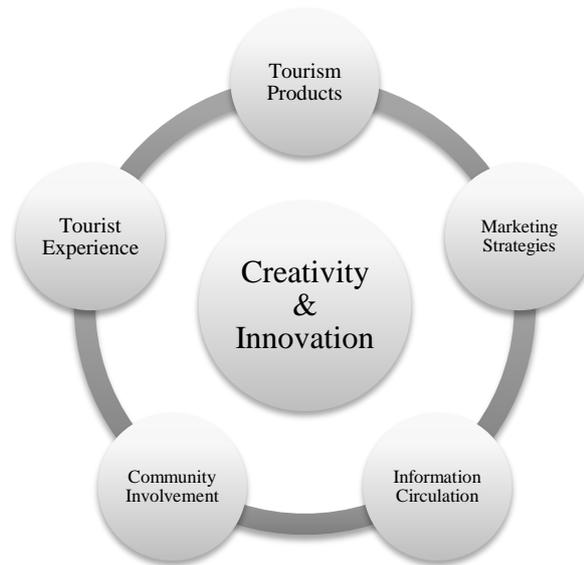


Figure 4: Creativity and Innovation as a Key Tool for City Tourism

### **Conclusion**

City tourism can be helpful in many ways for the entire state. It is a must to know what are the tourists are expecting from a particular city in terms of tourism. A clear set of the tourism products to offer tourists that too on different segments. To develop city tourism it is needed to be aware about the tourist preferences and behavior. To overcome from the problem of lack of tourists the Kota city must have to adopt a strategic planning to develop city tourism. Moreover it is an undeniably need to make a plan to find out the satisfaction level of the tourist in terms of amenities and tourist products. Innovation can be done in presenting the tourist products by using content marketing and other social media tools.

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