Evaluating the efficacy of plans and strategies for underdeveloped tourist destinations: a case study of the sustainable tourism sites of Pulwari ki Naal, Goram Hat, and Baghdar Nature Park in Southern Rajasthan

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Abstract

Tourism effectiveness is the important aspect for the measuring the effectiveness of plans and strategies for undeveloped tourist sites: a case study of Phulwari Ki Naal, Goram Ghat and Baghdara Nature Park for sustainable tourism in southern Rajasthan. For this purpose the Primary data of 435 tourists including from Phulwari Ki Naal 176, Goram Ghat 180 and Baghdara Nature Park 79 tourist were selected using convenience sampling (using a cross-sectional design). The data is analysed using the multiple regression test and revealed the variables of effectiveness of plans and strategies for selected places including Phulwari Ki Naal, Goram Ghat and Baghdara Nature Park for sustainable tourism in southern Rajasthan.

Keywords: Private and Government Sector, Promoting Tourism, Southern Rajasthan.

INTRODUCTION

Rajasthan's geographical features include the Thar Desert and the Aravalli Range, which stretches through the state from southwest to northeast, nearly from one end to the other, for more than 850 kilometres (530 mi) (Sin, 1970). Mount Abu is located at the southwestern extremity of the range, separated from the main ranges by the West Banas River, however a series of broken ridges extends into Haryana in the direction of Delhi, where it may be seen as

outcrops in the shape of the Raisina Hill and the ridges farther north. Three-fifths of Rajasthan is located northwest of the Aravallis, leaving two-fifths to the east and south.

The Aravalli Range stretches throughout the state from the southwest peak of Guru Shikhar (Mount Abu), which is 1,722 metres (5,650 feet) high, to Khetri in the northeast (Kumari et.al., 2017). This range divides the state in half, with 60% in the northwest and 40% in the southeast. The northwest portion is sandy and barren with little water, although it gradually improves from desert territory in the extreme west and northwest to more fruitful and habitable land in the east. The Thar Desert is included in the area. The landscape is quite diverse in the south-eastern section, which is higher in height (100 to 350 m above sea level) and more fruitful. The hilly region of Mewar is to the south. A wide area within the districts of Kota and Bundi creates a tableland towards the southeast. To the northeast of these districts is a rugged terrain (badlands) that follows the Chambal River's course. The terrain flattens further north; the flat plains of northeastern Bharatpur district are part of an alluvial basin. Merta City is located in Rajasthan's geographic centre.

Rajasthan has risen to become one of India's most popular tourist attractions, attracting both domestic and international visitors. The number of tourists visiting in the state has increased fourfold in the last 30 years, with the most recent increase occurring in 2001. The state is well-known for its richness, which includes natural riches, cultural history, historical and archaeological treasures, and endangered wildlife species, among other things (Holtorf & Ortman, 2008). Rajasthan's colourful fairs and festivals, forts and palaces, heritage hotels, indigenous art and handicrafts, and diverse cultural traditions, among other things, have made it a one-of-a-kind destination for travellers who come to explore the state. The desert environment found in the western portions of the state is also a key draw for travellers, particularly foreign ones, who come to see the sights.

Udaipur is a mineral-rich region known for its production of rich minerals such as zinc, lead, mica, and soapstone. Minerals such as chrysotile and felspar are also found in abundance in this location. Rather than developing individual tourist spots, Rajasthan has opted to construct tourist circuits, which distinguishes it from other states. The Department of Tourism of Rajasthan

defined nine tourist circuits based on their geographic location, attractions, and coverage by solo and group tourists, among other factors.

The selected places for the study includes The Phulwari ki Nal Wildlife Sanctuary is located in the Udaipur District of Rajasthan, in the southern Aravalli Hills, on the border with the state of Gujarat, and is home to a variety of wildlife. The Government of Rajasthan declared it a Wildlife Sanctuary on October 6, 1983, and it is still in effect today. The southernmost sanctuary, which is contiguous with the Polo woods of the Vijaynagar Range in the North Gujarat Region, serves as a link between the two forests, allowing wild animals to travel between them. It is located between 24o 00' and 24o 10'N latitude and 73o 10' and 73o 20'E longitude on the North American continent. Approximately 511.41 km2 is covered by the Phulwari ki Nal Wildlife Sanctuary, of which 365.92 km2 is Reserved Forest and 145.49 km2 is Protected Forest. The sanctuary is stretched throughout the tehsils of Kotra and Jhadol in the Udaipur district. The next destination Goram Ghat is an herbal hidden area close to the Kachhbali village in Deogarh, Rajasthan's Rajsamand country, Goram Ghat is a quiet area that is ideal for a family trip, a group picnic, or a solo vacationer in Rajasthan country. Goram Ghat is a quiet area that is ideal for a family trip, a group picnic, or a solo vacationer. It is associated with wildlife in the Aravali Hills and is popular among nature photographers and wildlife enthusiasts. A waterfall that is 50 feet broad and 500 metres high can be found deeper into Goram Ghat, in the heart of the forest. There are numerous other little waterfalls in the area that are suitable for a fun day trip or a weekend getaway. The waterfalls are divided between them by rocks and stones, which make for excellent picnic sites for those who come to visit. Trekking is a popular activity in this area, which attracts a lot of adventure seekers. The most scenic hike is from Goram ghat railway station to the peak of Gorakhnath temple and then back down towards Bagor Ki Nal bridge (Prabhu Das Ji Ki Dhuni), which is located near old Phulad village.

The third place Baghdara Nature Park is situated in the vicinity of Udaipur, Bagdarah Nature Park is located 15 kilometres away, and it is the most convenient location to appreciate the natural beauty. The natural park is well-known for having a large quantity of crocodiles in the area. It is frequently referred to as the Baghdara Crocodile Reserve, and it is well-known for the Rajasthan Crocodile Breeding Project, which is a breeding programme for crocodiles. The

word 'Bagh' is derived from the Hindi word for tiger, and according to mythology, tigers were also plentiful in this area, which is why it was given the name Bhaghdara. Baghdara Nature Park will begin offering night camping services the following month. Tourists can now stay in forest hotels for the night and experience the nightlife there. Baghdara Nature Park, which is located at 24°32'05.2"N 73°48'31.8"E and is only 20 kilometres away from the city, is setting up night halts for visitors. It is located at 24°32'05.2"N 73°48'31.8"E and is just 20 kilometres away from the city. In addition to being known for its crocodiles, the park will now be known for its overnight camping facilities.

REVIEWS OF LITERATURE

Chaudhary, S., Kumar, A., Pramanik, M., & Negi, M. S. (2021) explained that "Ecotourism is now the fastest-growing sector in the Himalayan region as well as in the Garhwal region (Uttarakhand, India) as it has negligible adverse impacts on the environment and natural resources than tourism. Ecotourism plays an important role in the protection and sustainability of natural resources. Thus, the present study attempts to identify potential ecotourism sites using the analytic hierarchy process (AHP) and Geographical Information System-Remote sensing (GIS-RS) techniques in the Garhwal Himalayan region. The study is based on the use of GIS-RS used parameter concerning landscape naturalness, climatic characteristics, topographic attributes, accessibility parameters, reserved and protected areas, and natural attractiveness using a weighted overlay method in the GIS platform. We also used expert knowledge to assign weights and then normalized them by AHP eigenvector. We used the receiver operating characteristic curve for validation, which indicates the methods are very useful in ecotourism potentiality. The results show very highly, and the highly suitable area is about 21.12%, wherein 17.40% located in the greater Himalayan region. Areas adjacent to the densely forested areas, where snow-out occurs every year, develop various grasslands, cool climate, U and V-shaped valleys, very attractive landscapes sites suitable for ecotourism, but not for all seasons. The moderately suitable areas confined in the lower dissected valleys and upper snow-covered areas and make up about 26.04% (8456.68 km2) of the region. This study can help tourism planners and the government select locations precisely and further develop ecotourism activities and release

pressures on the tourism burden in the region. The results have implications for sustainable tourism and ecotourism efforts of the United Nations Sustainable Development Goal-15 (SDG-15) of improving life on land by preserving natural heritage, wilderness areas, and culture. It can help the employment generation of the local people and direct profits to the local communities".

According to Cabral, C., & Dhar, R. L. (2020) "Ecotourism is considered a sustainable mode of tourism that provides a solution to two major issues: poverty and biodiversity degradation. This study conducts an integrative literature review on ecotourism in the Indian context to understand the various perspectives through critical analysis and identifying gaps for future research. The study achieves the research aim through two objectives. Initially, the descriptive analysis of the study was undertaken through a classification framework. Second, the study analyses research questions such as (a) what are the positive impacts of ecotourism? (b) what challenges are caused by the slow progression or non-implementation of ecotourism? (c) what measures have been implemented to rectify the challenges? The major themes of 70 studies were categorised and based on the gaps in the literature, a research framework was formulated. Research implications may help in providing guidance and formulating up-to-date research in the area".

Naithani, S., & Saha, A. K. (2019) presented "an analysis of the historical change in the local landscape of Tehri dam, the highest earth and land filled dam in India, and surroundings focusing on changes that transpired due to dam construction. Based on the qualitative data collected using interviews and participant observation, past changes in physical, economic, and social landscapes were examined from the perspective of displaced populations. The transformation involved the initial emergence of energy landscape followed by the recent development of tourist landscape in the region. This emerging tourist landscape from the existing energy landscape was found to be promising for the local economy and potential tie point for social and cultural life. Persistent efforts on part of locals, tourists, and government can effectively enhance ecotourism. There is a need of understanding the current and future landscapes in light of past, evolving the therapeutic dimensions of natural landscape".

Panigrahi, N. (2019) revealed that "Eco-tourism both at conceptual and empirical levels is significant in a number of respects. Traditionally it encapsulates scientific, aesthetic, and

philosophical approaches which reflect the structure and function of the society. Over the decades numerous changes have been observed both in the content and context of eco-tourism. With globalisation the processes of these changes not only widened and multiplied, but also gained in importance. The present research paper in observing the treasure of tourism of the Orissa region in eastern India, emphasises the potential of eco-tourism in the scheduled areas which are largely dominated by the tribal communities. It argues - and concludes by way of recommendations - that if ecotourism is properly developed it can not only attract tourists from far and near, but can also generate more revenue for the inhabitants of the region and for the state".

Brandt, J. S., Radeloff, V., Allendorf, T., Butsic, V., & Roopsind, A. (2019) "revealed that Ecotourism is developing rapidly in biodiversity hotspots worldwide, but there is limited and mixed empirical evidence that ecotourism achieves positive biodiversity outcomes. We assessed whether ecotourism influenced forest loss rates and trajectories from 2000 to 2017 in Himalayan temperate forests. We compared forest loss in 15 ecotourism hubs with nonecotourism areas in 4 Himalayan countries. We used matching statistics to control for local-level determinants of forest loss, for example, population density, market access, and topography. None of the ecotourism hubs was free of forest loss, and we found limited evidence that forest-loss trajectories in ecotourism hubs were different from those in nonecotourism areas. In Nepal and Bhutan, differences in forest loss rates between ecotourism hubs and matched nonecotourism areas did not differ significantly, and the magnitude of the estimated effect was small. In India, where overall forest loss rates were the lowest of any country in our analysis, forest loss rates were higher in ecotourism hubs than in matched nonecotourism areas. In contrast, in China, where overall forest loss rates were highest, forest loss rates were lower in ecotourism hubs than where there was no ecotourism. Our results suggest that the success of ecotourism as a forest conservation strategy, as it is currently practiced in the Himalaya, is context dependent. In a region with high deforestation pressures, ecotourism may be a relatively environmentally friendly form of economic development relative to other development strategies. However, ecotourism may stimulate forest loss in regions where deforestation rates are low".

Sahani, N. (2019) "focused on the identification of potential ecotourism site using remote sensing, geographical information system and multi-criteria decision analysis (MCDA) techniques in Great Himalayan National Park Conservation Area (GHNPCA), Himachal Pradesh, India. This research incorporates 12 thematic layers, i.e. slope, topographic roughness, vegetation, surface water accessibility, groundwater, elevation, visibility of snow peak, proximity to villages, trekking route, climatic suitability, habitat suitability and lake proximity. The analytical hierarchy process (AHP) among different MCDA techniques was used to determine the weights of various themes to identify different ecotourism potential zones. The research concluded that the southwestern and central parts of the Great Himalayan Area (GHNPCA) have high to very high ecotourism potentiality which incorporates the eco-development zone, Tirthan Wildlife Sanctuary and Sainj Wildlife Sanctuary and mid-western part of Great Himalayan National Park. Finally, a total of 77 ecotourism potential sites have been identified within very high potential zone".

Sharma, N., & Sarmah, B. (2019) examines "the unique role of local community–consumer/customer engagement in influencing consumer/customer satisfaction (reflected in terms of economic activity) and future behavioural intention (reflected in terms of tourism develop-ment) in eco-tourism context in Mawlynnong village, Meghalaya, India, which has rightfully earned for itself the title of "Cleanest village in Asia." The study builds on the contents and data from 35 in-depth researches on tourism (in the context of Mawlynnong) with the help of a content analysis (using NVivo 12) method and interaction with 8 local village families followed by structural equation modelling(SEM) analysis (using Adanco 2.0.2).The results show that factors such as cleanliness, local community–consumer/customer engagement, infrastructure, heritage and education enhance perceived trust among tourists, resulting in tourism development and enhanced economic activity by tourists. The participative service innovation behaviour (cleanliness) positively influences exploration intention (tourism) in this context. Furthermore, participative service innovation behaviour (in cleanliness) is found to mediate the relationship between its two driving factors, namely local community engagement and perceived trust in the service provider(tourism). The findings also provide various strategies tourism and hospitality firms and government tourism departments can use to prioritize factors

and co-creating a replicable model of service innovation effectively using Mawlynnong example".

Puri, M., Karanth, K. K., & Thapa, B. (2019) explained that "the India has seen remarkable growth in nature-based tourism. However, the current approach has had limited benefits to conservation, protected areas and local communities. With a surge in ecotourism initiatives, there has been a concurrent increase in associated conceptual and applied research. Based on the existing studies, quantitative and qualitative thematic analyses were conducted along with reviews of ecotourism research in India to: (1) classify broad themes under which various studies have been conducted; (2) categorize prominent reasons to adopt ecotourism; (3) evaluate whether principles of ecotourism have been incorporated in research; and (4) identify gaps in research. In general, research has exposed the negative impacts of mass tourism around protected areas, evaluated success stories and highlighted ecotourism potential. We found conservation of biodiversity and local socio-economic development to be the primary motivations for ecotourism. In addition, existing research is not comprehensive, nor does it equally address all the principles of ecotourism. We address these research gaps and provide recommendations that could help improve the existing discourse and encourage policy interventions. This can ensure socio-economic development of local communities through benefits sharing, without compromising conservation realities".

Arlym and Hermon, (2019) "Presently ecotourism activities are One of the most popular tourism activities. According to The International Ecotourism elements of Ecotourism (TIES), there are three basic elements of Ecotourism, Protect and enhance the environment;

Respect local cultures and provide tangible benefits to host communities; and be educational as well as enjoyable for the traveller."

According to Balasubrahmaniyam and Zoyasa, (2019) "Manditivu Island, Sri Lanka Ecotourism activities will have many benefits for both the village and the villagers. Diverse livelihoods and alternative options are mainly local handicrafts, guiding services, local beverages and foods indicative of ecotourism potential and can be provided by local communities. Due to lack of basic facilities, tourists are less attracted to the island of Manditivu, Sri Lanka Establishing facilities will benefit the local people and visitors of the region, thus increasing the

chances of getting livelihood opportunities for the younger generation of the region. According to them, many potential negative consequences of ecotourism have to be identified and attention paid to them".

METHODOLOGY

Sample unit: Tourists are selected from tourists of 3 study places of study i.e., Phulwari ki Naal, Goram Ghat, and Baghdara Nature Park were selected for the study.

Sample size: The study includes 435 tourists including from Phulwari ki Naal 176, Goram Ghat 180 and Baghdara Nature Park 79 tourists.

Sampling Technique: In present research, the respondents were selected using convenience sampling (using a cross-sectional design) from 3 places Phulwari ki Naal, Goram Ghat and Baghdara Nature Park from the tourists.

Data Type: For achieving the objective of this study and to conduct the investigation, data was collected from both primary and secondary sources:

Primary data source: Primary data was collected from tourists of 3 places Phulwari ki Naal, Goram Ghat and Baghdara Nature Park using structured questionnaire filled by tourists.

Secondary data source: Secondary data was collected through Books, Periodicals, Journals, Research papers, and case–study, Websites, Articles, and Newspapers.

Data Collection Tool: All selected tourists got questionnaire at the 3 selected periods received a survey questionnaire as part of data collection process.

Data Collection period: Surveys were distributed directly to employees over a six month period during August 2020 to January, 2021

Data Analysis Technique

For the current research work one sample t test were used.

ANALYSIS AND DISCUSSION

As per the analysis the views of the respondents were found significantly different related with the developed strategies, thus the same is checked with the broader hypothesis. The perceptions of the tourists were analysed with the following hypothesis:

H_0: The variables configuring development strategies is insignificant for promoting tourism through Ecotourism in southern Rajasthan.

H_1: The variables configuring development strategies is significant for promoting tourism through Ecotourism in southern Rajasthan.

To identify key variables in configuring development strategies is significant for promoting tourism through Ecotourism in southern Rajasthan multivariate regression analysis has been used with SPSS-19 software and results were shown in table 5.2 as under:

Table-1: Regression test for Developing Strategies

Descriptive Statistics			
	Mean	Std. Deviation	N
Strateg	1.2172	.41337	198
Strateg_1	1.3434	.47606	198
Strateg_2	1.3939	.48986	198
Strateg_3	1.5455	.49919	198
Strateg_4	1.4040	.49195	198
Strateg_5	1.5859	.49382	198
Strateg_6	1.5303	.50035	198
Strateg_7	1.4444	.49816	198
Strateg_8	1.5051	.50124	198
Strateg_9	1.3384	.47436	198

Correlations											
		Strateg	Strateg_1	Strateg_2	Strateg_3	Strateg_4	Strateg_5	Strateg_6	Strateg_7	Strateg_8	Strateg_9
Pearson Correlation	Strateg	1.000	.161	.327	.382	.265	.319	.324	.145	.227	.296
	Strateg_1	.161	1.000	.005	.019	-.075	-.040	.063	-.005	.035	.112
	Strateg_2	.327	.005	1.000	.632	.389	.615	.345	.444	.612	.406
	Strateg_3	.382	.019	.632	1.000	.566	.715	.665	.633	.679	.417
	Strateg_4	.265	-.075	.389	.566	1.000	.650	.507	.444	.527	.303
	Strateg_5	.319	-.040	.615	.715	.650	1.000	.729	.546	.624	.471

	Strateg_6	.324	.063	.345	.665	.507	.729	1.000	.455	.526	.395
	Strateg_7	.145	-.005	.444	.633	.444	.546	.455	1.000	.641	.628
	Strateg_8	.227	.035	.612	.679	.527	.624	.526	.641	1.000	.580
	Strateg_9	.296	.112	.406	.417	.303	.471	.395	.628	.580	1.000
Sig. (1- taile d)	Strateg	.	.012	.000	.000	.000	.000	.000	.021	.001	.000
	Strateg_1	.012	.	.474	.393	.146	.289	.190	.473	.311	.058
	Strateg_2	.000	.474	.	.000	.000	.000	.000	.000	.000	.000
	Strateg_3	.000	.393	.000	.	.000	.000	.000	.000	.000	.000
	Strateg_4	.000	.146	.000	.000	.	.000	.000	.000	.000	.000
	Strateg_5	.000	.289	.000	.000	.000	.	.000	.000	.000	.000
	Strateg_6	.000	.190	.000	.000	.000	.000	.	.000	.000	.000
	Strateg_7	.021	.473	.000	.000	.000	.000	.000	.	.000	.000
	Strateg_8	.001	.311	.000	.000	.000	.000	.000	.000	.	.000
	Strateg_9	.000	.058	.000	.000	.000	.000	.000	.000	.000	.
N	Strateg	198	198	198	198	198	198	198	198	198	198
	Strateg_1	198	198	198	198	198	198	198	198	198	198
	Strateg_2	198	198	198	198	198	198	198	198	198	198
	Strateg_3	198	198	198	198	198	198	198	198	198	198
	Strateg_4	198	198	198	198	198	198	198	198	198	198
	Strateg_5	198	198	198	198	198	198	198	198	198	198
	Strateg_6	198	198	198	198	198	198	198	198	198	198
	Strateg_7	198	198	198	198	198	198	198	198	198	198
	Strateg_8	198	198	198	198	198	198	198	198	198	198
	Strateg_9	198	198	198	198	198	198	198	198	198	198

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed
1	Strateg_3	.
2	Strateg_1	.
3	Strateg_9	.
4	Strateg_7	.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.382[a]	.146	.142	.38292	.146	33.573	1	196	.000
2	.412[b]	.170	.161	.37857	.024	5.525	1	195	.020
3	.433[c]	.188	.175	.37542	.018	4.286	1	194	.040
4	.488[d]	.238	.223	.36448	.051	12.827	1	193	.000
a. Predictors: (Constant), Strateg_3									
b. Predictors: (Constant), Strateg_3, Strateg_1									
c. Predictors: (Constant), Strateg_3, Strateg_1, Strateg_9									
d. Predictors: (Constant), Strateg_3, Strateg_1, Strateg_9, Strateg_7									

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.923	1	4.923	33.573	.000[b]
	Residual	28.739	196	.147		
	Total	33.662	197			
2	Regression	5.714	2	2.857	19.936	.000[c]
	Residual	27.947	195	.143		
	Total	33.662	197			
3	Regression	6.319	3	2.106	14.943	.000[d]
	Residual	27.343	194	.141		
	Total	33.662	197			
4	Regression	8.023	4	2.006	15.098	.000[e]
	Residual	25.639	193	.133		
	Total	33.662	197			
a. Dependent Variable: Strateg						
b. Predictors: (Constant), Strateg_3						
c. Predictors: (Constant), Strateg_3, Strateg_1						
d. Predictors: (Constant), Strateg_3, Strateg_1, Strateg_9						
e. Predictors: (Constant), Strateg_3, Strateg_1, Strateg_9, Strateg_7						

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.728	.089		8.201	.000					
	Strateg_3	.317	.055	.382	5.794	.000	.382	.382	.382	1.000	1.000
2	(Constant)	.553	.115		4.801	.000					
	Strateg_3	.314	.054	.379	5.814	.000	.382	.384	.379	1.000	1.000
	Strateg_1	.133	.057	.153	2.350	.020	.161	.166	.153	1.000	1.000
3	(Constant)	.476	.120		3.972	.000					
	Strateg_3	.263	.059	.318	4.463	.000	.382	.305	.289	.825	1.212
	Strateg_1	.120	.057	.138	2.117	.035	.161	.150	.137	.987	1.014
	Strateg_9	.129	.062	.148	2.070	.040	.296	.147	.134	.815	1.227
4	(Constant)	.537	.118		4.565	.000					
	Strateg_3	.389	.067	.470	5.792	.000	.382	.385	.364	.599	1.671
	Strateg_1	.101	.055	.116	1.829	.069	.161	.131	.115	.978	1.023
	Strateg_9	.263	.071	.301	3.691	.000	.296	.257	.232	.592	1.689
	Strateg_7	-.283	.079	-.341	-3.581	.000	.145	-.250	-.225	.435	2.297

a. Dependent Variable: Strateg

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Strateg_1	.153[b]	2.350	.020	.166	1.000	1.000	1.000
	Strateg_2	.143[b]	1.683	.094	.120	.600	1.666	.600
	Strateg_4	.072[b]	.899	.370	.064	.680	1.470	.680
	Strateg_5	.092[b]	.976	.330	.070	.489	2.047	.489
	Strateg_6	.125[b]	1.415	.159	.101	.558	1.793	.558
	Strateg_7	-.161[b]	-1.907	.058	-.135	.600	1.668	.600
	Strateg_8	-.060[b]	-.662	.509	-.047	.539	1.854	.539

	Strateg_9	.166[b]	2.308	.022	.163	.826	1.211	.826
2	Strateg_2	.145[c]	1.726	.086	.123	.600	1.666	.600
	Strateg_4	.092[c]	1.163	.246	.083	.673	1.487	.673
	Strateg_5	.110[c]	1.172	.243	.084	.486	2.059	.486
	Strateg_6	.112[c]	1.276	.204	.091	.555	1.801	.555
	Strateg_7	-.157[c]	-1.877	.062	-.134	.599	1.669	.599
	Strateg_8	-.066[c]	-.740	.460	-.053	.539	1.856	.539
	Strateg_9	.148[c]	2.070	.040	.147	.815	1.227	.815
3	Strateg_2	.114[d]	1.338	.182	.096	.575	1.739	.570
	Strateg_4	.076[d]	.964	.336	.069	.666	1.503	.613
	Strateg_5	.060[d]	.618	.537	.044	.447	2.239	.447
	Strateg_6	.084[d]	.951	.343	.068	.540	1.853	.528
	Strateg_7	-.341[d]	-3.581	.000	-.250	.435	2.297	.435
	Strateg_8	-.183[d]	-1.873	.063	-.134	.432	2.312	.432
4	Strateg_2	.102[e]	1.229	.221	.088	.574	1.742	.435
	Strateg_4	.103[e]	1.339	.182	.096	.660	1.516	.431
	Strateg_5	.069[e]	.735	.463	.053	.446	2.241	.398
	Strateg_6	.074[e]	.864	.388	.062	.539	1.855	.418
	Strateg_8	-.124[e]	-1.278	.203	-.092	.418	2.394	.418

a. Dependent Variable: Strateg

b. Predictors in the Model: (Constant), Strateg_3

c. Predictors in the Model: (Constant), Strateg_3, Strateg_1

d. Predictors in the Model: (Constant), Strateg_3, Strateg_1, Strateg_9

e. Predictors in the Model: (Constant), Strateg_3, Strateg_1, Strateg_9, Strateg_7

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Strateg_3	Strateg_1	Strateg_9	Strateg_7
1	1	1.952	1.000	.02	.02			
	2	.048	6.365	.98	.98			
2	1	2.863	1.000	.01	.01	.01		
	2	.101	5.324	.00	.42	.60		
	3	.036	8.905	.99	.57	.39		

3	1	3.789	1.000	.00	.01	.01	.01	
	2	.113	5.784	.00	.13	.61	.14	
	3	.061	7.853	.03	.48	.01	.84	
	4	.036	10.281	.96	.38	.38	.02	
4	1	4.736	1.000	.00	.00	.00	.00	.00
	2	.136	5.897	.01	.03	.51	.03	.06
	3	.061	8.778	.03	.35	.01	.61	.00
	4	.037	11.313	.90	.07	.47	.01	.12
	5	.030	12.626	.05	.54	.00	.34	.82
a. Dependent Variable: Strateg								

The regression results show that Adjusted R square 22.3 percent for Dependent Variable Strateg with Predictors of Strateg_3, Strateg_1, Strateg_9, Strateg_7 this means that the null hypothesis stands rejected. The Model fit ANOVA was 15.098 which was found Significant with $p.000^e < 0.05$ revealing that the model is fit to predict future.

CONCLUSION

Tourism development and tourism policy are two sides of the same coin. Tourism policy is crucial to the growth of the industry. Tourism is a vital component of every economy. Tourism has a huge impact on the economic growth of any country, whether developing, developed, or underdeveloped. As a result, every government in the globe has developed a variety of tourist policies to promote the sector's growth. The Indian government has also made a number of steps to attract both local and international tourists. Expansion of tourism infrastructure, growth of tourist destinations, and the emergence of new tourism goods are only a few examples of measures. As per the above result points it can be revealed that six variables The entrance charge should be modest (Strateg_3), The road and rail transportation connections to destinations should be upgraded (Strateg_1), At the tourist site, first aid and medical services are provided (Strateg_9), and Trained personnel are required to provide service in high-traffic regions (Strateg_7) are predicting the strategies development through Ecotourism in southern Rajasthan.

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