

**TOURISM MARKETING IN RAJASTHAN: A CASE  
STUDY OF RAJASTHAN TOURISM DEVELOPMENT  
CORPORATION**

A

Thesis

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UNIVERSITY OF KOTA

in the

Faculty of Commerce and Management

By

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MARCH, 2018

## Candidate's Declaration

I hereby certify that the work, which is being presented in the thesis, entitled **“Tourism Marketing in Rajasthan: A Case Study of Rajasthan Tourism Development Corporation”** in partial fulfillment of the requirement for the award of the Degree of Doctor of Philosophy, carried under the supervision of Dr. Anukrati Sharma and submitted to the Department of Commerce and Management, University of Kota, Kota represents my ideas in my own words and where others' ideas or words have been included. I have adequately cited and referenced the original sources.

The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any Institutions. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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## Supervisor Certificate

I feel great pleasure in certifying that the thesis entitles “**Tourism Marketing in Rajasthan: A Case Study of Rajasthan Tourism Development Corporation**” by **Wajeda Parveen** Reg. No. F6-( )/Res /UOK/2014 /24718-19 under my guidance. She has completed the following requirements as per **Ph. D.** regulations of the University.

- (a) Course work as per the University rules.
- (b) Residential requirements of the University (200 days).
- (c) Regularly submitted Annual Progress Report.
- (d) Presented his work in the Departmental Committee.
- (e) Published / accepted minimum of one research paper in a Referred Research Journal.

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## **Thesis Approval for Doctor of Philosophy**

This thesis entitled “**Tourism Marketing in Rajasthan: A Case Study of Rajasthan Tourism Development Corporation**” by Wajeda Parveen Reg. No. F6-()/Res /UOK/2014 /24718-19 Submitted to the Department of Commerce and Management, University of Kota, Kota is approved for the award of degree of Doctor of Philosophy.

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Place: Kota

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**Wajeda Parveen**

## **ABSTRACT**

As tourism is the fastest growing industry in the world, it has become one among the world's most competitive industries. The competition is increasing day by day since more and more countries seek to attract tourists and more companies and organizations become involved in the highly skilled business of transporting, accommodating and catering for tourists. Just as any other products tourism too needs to be marketed persistently, as it is an industry in which the customer still has an immense variety of choices. Tourism organizations are adopting newer methods, techniques and strategies for marking tourist destinations and the products and services associated with tourism.

The concept of tour package is one among such innovative marketing methods adopted by several organizations across the globe. At present it has become a major contributing factor to the growth of tourism industry in India as well as worldwide. The increasing growth of tourist inflows in Rajasthan is also significantly influenced by the tour packages conducted by the travel agents, tour operators and other government and private tourism organizations such as Rajasthan Tourism Development Corporation (RTDC) etc.

RTDC, the government agency to undertake tourism promotional efforts in Rajasthan, has been designing and developing varied tour packages and other tourism products in order to identify and market all the beautiful spots and destinations in the state. Even though the Corporation has undertaken several marketing and promotional effort in the state, much of Rajasthan's enchanting tourist places and spots are still remain unexposed to the nature lovers. RTDC, hence, should be very vigilant in formulating and implementing tourism marketing plans, policies and strategies for its varied tourist products and services in order to accomplish the stated objectives. The plans, policies and strategies thus formulated would be helpful to take the state to the pinnacle of socio-economic development. Through this study, therefore, the researcher made an earnest attempt to investigate the marketing strategies adopted by the Corporation for its varied tour packages offered in Rajasthan State.

For giving the study a systematic and articulate outlook, it is divided into six chapters.

Chapter one consists of the Introduction and background of tourism, its significance, scope and types of tourism along with the major efforts taken by the Rajasthan Government for the promotion of tourism in Rajasthan and their achievements and the conceptual framework, evolution of tourism in India, Rajasthan tourism, Tourism Products, Service Marketing, marketing strategies and sustainable development.

Chapter Two is throwing a light on past studies or literature (National and International) related to present research.

Chapter Three is highlighting the Profile of RTDC, its positive aspects and problems faced by the officials.

Chapter Four explains the Research methodology, problem statement, objectives, hypothesis, tools and techniques (SPSS) and data interpretation in the form of tables and graphs.

Chapter Five consists of the analysis and data interpretation as well of the testing of the hypothesis.

Chapter Six consists of the findings, recommendations, and conclusions, limitations of the study and scope for further research.

During the research work, some limitations were also there that are included in this chapter with the scope of further research.

This thesis concludes that if the State Government takes proper steps and updated marketing strategies than tourism sector will grow better and as Rajasthan is rich in cultural heritage it will attract maximum tourist visits which in turn increase foreign currency. Attractive updates for RTDC should be taken by Department of Tourism.

The main objective of this thesis is to review the prevailing Marketing strategies of Tourism adopted by the State Government and the RTDC in the context of present and future development of Tourism.

**“Tourism Marketing In Rajasthan: A Case Study of Rajasthan  
Tourism Development Corporation”**

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## CHAPTER - ONE

### CONCEPTUAL FRAMEWORK FOR TOURISM AND TOURISM MARKETING

Travel from the ancient time has held a fascination for mankind. The inclination to explore new places and look for a change isn't new. In all the epics, whether, it is "The Ramayana" or "The Mahabharata" or "The Bible", everywhere travel has been mentioned common, only reason were different. Today people have diverse motives of travelling and travel motives are shifting.

Wealthy people have always travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines.

Tourism is important, and in some cases, vital for many countries. It was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."

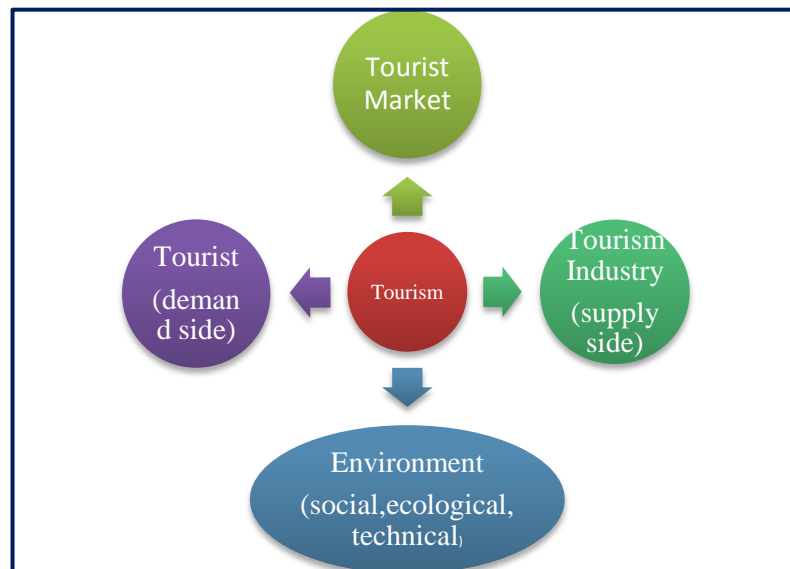
Tourism generally refers to a temporary movement of people from one place to another. Tourism industry nourishes a country's economy, stimulates development process, restores cultural heritage, and help in maintaining international peace and understanding. Tourism means the business of providing information, transportation, accommodation and other services to travelers. The travel and tourism industry is made up of companies that provide services to all types of travelers, whether travelling for business or pleasure. Tourism is unique and an important instrument for sustainable human development. It includes industry without smoke, training with classroom, integration without legal boundaries and diplomacy without formality. According to the Oxford Dictionary, "Tourism is basically travelling for pleasure." It involves a discretionary use of time and money.

### 1.1) SIGNIFICANCE OF TOURISM:

Tourism is significant to the global economy and is critical to the economy of many countries. Fig 1.1 illustrates the various components of tourists system. In other ways tourism also have another face and tourists have a variety of motives for travel such as:

- Leisure , recreation , holidays
- Visiting friends and relatives
- Business and professional
- Health treatment
- Religion pilgrimages
- Overnighters

To a greater degree than most activities, Travel and Tourism is completely depends on a various range of infrastructure services like airports, air navigation; roads, rails and ports, as well as another important basic infrastructure services required by hotels, restaurants, shops and recreation facilities (e.g. telecommunication and utilities).



*(Figure: 1.1) Various Components of Tourism System Source: Researcher*



Travel and Tourism is able to contribute to development which is economically, ecologically and socially sustainable, because it:

1. Has less impact on natural resources and the environment than most other industries;
2. Is based on leisure and enjoying the local culture , built heritage and natural environment;
3. Plays a important part in increasing consumer devotion to sustainable development principles through its indirect consumer distribution channels; and
4. Provide an economic support to protect natural environments and habitats which might otherwise be assigned to more environmentally damaging land uses, thereby, helping to maintain biodiversity.

Tourism is alive with dynamic growth, new activities, new technology, new destinations, new market and rapid changes.

## 1.2) SCOPE OF TOURISM:

Any attempt to define tourism and to describe its scope fully must consider the various groups

Their perspectives are vital to the development of a comprehensive definition.

Four different perspectives of tourism identified are:

1. **The tourist:** The tourist seeks various psychic and physical experiences and satisfactions. The nature of such experiences will determine the destinations chosen and the activities enjoyed.
2. **The business providing tourist goods and services:** Tourism industry is act as a business magnet for business people as they earn more and more profit by supplying the goods and services tourist market demands.
3. **The government of the host community or area:** The government plays an important role in tourism policy, development, promotion and implementation. Politicians view tourism as wealth factor in the economy

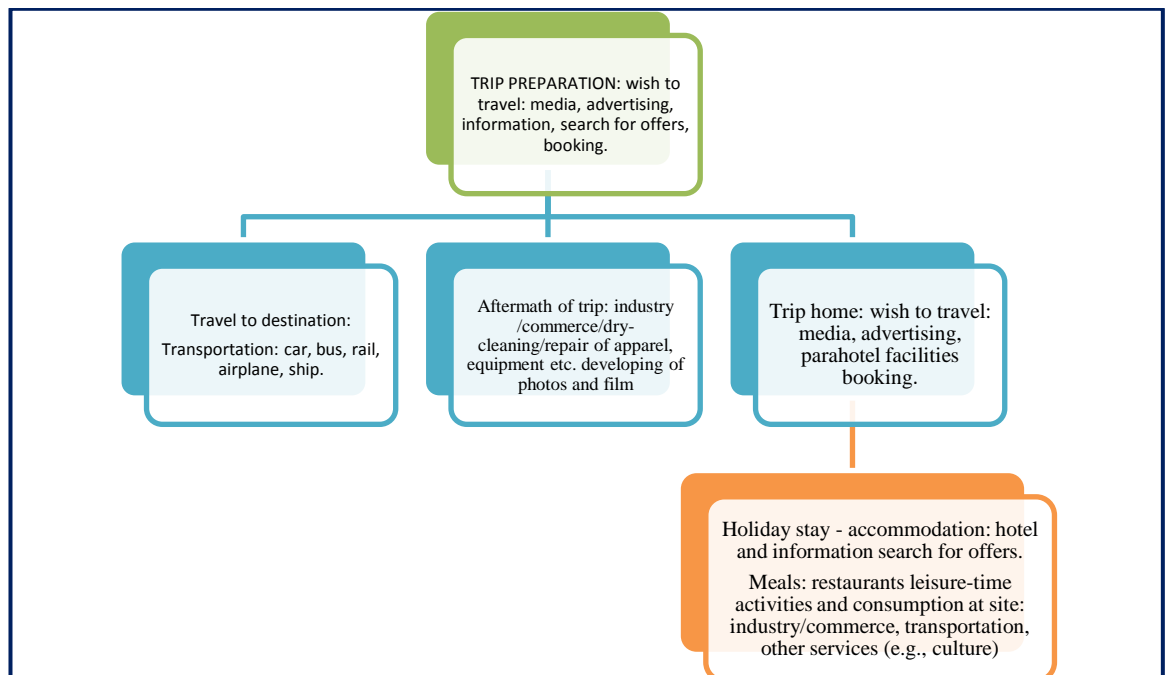
of their jurisdiction. Their perspective is related to the incomes their citizens can earn from this business.

4. **The host community:** Local people see tourism as a cultural and employment factor. And hence it is earning industry for them.

### **Tourism as ‘Multi-product’:**

Tourism is the multi-product. One has only considered the multidimensional aspects of tourism. It consists of a number of individual goods and services which are utilized in the manner of a process in various phases. Life cycle analysis can show the impact of tourism on the environment. Figure 1.2 shows the life cycle analysis of a package trip. The individual travel phases can be taken together to form a total process. There are various fields and phases which explains tourism industry and responsible for its development. Its Development depends on:

1. Uniform definitions,
2. Description,
3. Analysis,
4. Prediction, and
5. Control.



**(Figure-1.2) Life Cycle Analysis of Package Trip Source: Researcher**

### 1.3) TYPES AND FORMS OF TOURISM:

#### (1.3.1) Types of tourism:

- (A) According to time period
  - Short-term (up to 3 days)
  - Long-term (more than 7 days)
- (B) According to way of organization
  - Organized (by travel agency)
  - Individual (families on their own)
- (C) According to place of destination
  - International tourism (exploring countries other than India)
    - Inbound tourism: visits to a country by non-residents
    - Outbound tourism: visits by residents of country to another country.
  - Domestic tourism (travelling within India)
- (D) According to direction of tourist flows
  - Incoming tourism
  - Outgoing tourism

#### (1.3.2) Forms of Tourism:

Many forms of tourism classified by typical features of spending time at the destination:

- (A) **Adventure tourism :**
  - **Mountain Tourism :** Mountain hiking, climbing, biking (presently taking place in Kota and places nearby Kota like in Bundi etc)
  - **Sport Tourism:** Winter sports – skiing, snowboarding, cross-country skiing, summer sports, extreme sports (rafting, paragliding, sky diving, etc.), Sport events (world championships). Some events related to games were arranged in past months like “Run in Marathon” are recently happened and also declared to be happening again in January.

- (B) **Cultural Tourism:** Historical sites, buildings and monuments, Places of historical events, e.g. City Palace in Jaipur, Garh palace in Kota etc.
- (C) **Health Tourism:** Spas, fitness, relaxation, wellness (recently there so many ayurvedic spa centers are opened in Kota and Jaipur.
- (D) **Seaside Tourism:** Recreation by the sea, water sports (swimming, rowing, sailing, surfing, and windsurfing) for e.g.: water sports recently going on at Kishor Sagar Talab.
- (E) **Rural Tourism:** Ecotourism (besides relaxation people work in farms rearing animals, participating in farming Processes, i.e. dairying, processing of vines, taking care of horses, etc.
- (F) **Event and gastronomic Tourism:** Music, theatre or beer festivals trying wines and meals of regions abroad.
- (G) **Shopping Tourism:** To go for shopping abroad due to lower prices of goods, e.g. from India to other countries.(variety of shopping fest are conducted in every four months where goods from different regions of India along with local handicrafts are sold)
- (H) **Business Tourism:** International/national/regional/ local seminars, conferences, business trips, etc.
- (I) **Wildlife Tourism:** Visiting various wildlife sanctuaries and conservation sanctuaries. For e.g. Sorsan, Ranthambore Wildlife Sanctuary etc.
- (J) **Winter Tourism:** Some place being more attractive during winters. People love to visit such places to enjoy winters specially. E.g. Camel Fest conducted in Jodhpur and Jaisalmer in January, holy fest at Pushkar i.e. Pushkar Mela etc.
- (K) **Mass Tourism:** Mass tourism developed with improvements in technology, which allowed the [transport](#) of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

- (L) **Dark Tourism:** Travelling to the places related to death, war and in other words which are haunted. For e.g. ‘Bhangarh Ka Qila’ in Alwar, Rajasthan.
- (M) **Doom Tourism:** This emerging trend involves traveling to places that are environmentally or otherwise threatened (Chadar Trek Trail in Himalayas, valley of flowers a national park 300 kms away from Rhishikesh and Badrinath etc.)

**Other niche tourisms that emerge over the years:**

**Table 1.1: Other Types of Niche Tourism**

|                                    |                                     |
|------------------------------------|-------------------------------------|
| • <a href="#">Agritourism</a>      | • <a href="#">Nautical Tourism</a>  |
| • <a href="#">Birth Tourism</a>    | • Mice Tourism                      |
| • City Tourism                     | • <a href="#">Religious Tourism</a> |
| • <a href="#">Cultural Tourism</a> | • <a href="#">Sex Tourism</a>       |
| • Education Tourism                | • <a href="#">Slum Tourism</a>      |
| • <a href="#">Geotourism</a>       | • <a href="#">Virtual Tourism</a>   |
| • <a href="#">Ghetto Tourism</a>   | • <a href="#">War Tourism</a>       |
| • <a href="#">Heritage Tourism</a> | • <a href="#">Health Tourism</a>    |

Other terms used for niche or specialty travel forms include the term "destination" in the descriptions, such as destination weddings, and terms such as location vacation.

**1.4) TOURISM IN INDIA:**

India is one of the most popular destinations in Asia, bounded by the Himalayan ranges in the north, and surrounded on three sides by water (the Arabian Sea, Bay of Bengal, and the Indian Ocean), with a long history and diverse culture. India offers a wide array of places to see and things to do. India is also ranked among the top 3 adventure tourism destinations Asia Pacific Region. Tourism industry in India is on a great boom at the moment. It is India’s third largest export industry after Readymade Garments, Gems and Jewelry. India has strong potential to

become a developed tourist destination globally and Indian tourism industry is exploiting this potential badly. Tourism and travel industry is the second largest foreign exchange earner for the country, and the government has explain travel and tourism export house status. Today tourism is having a strong image as a maximum service generating industry in India, with a contribution of 6.23% to the national GDP and 8.78% of the overall employment. India entertained more than 5 million annual foreign tourists and 562 million domestic tourism visits. The tourism industry in India earned about US\$100 billion in 2008 and which is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodule agency for the improvement and promoting of tourism in India and maintains the "Incredible India" campaign.

According to World Travel and Tourism Council, India will be a most attractive tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to increase tourism in India further. [[www.ibef.org/industry/tourismhospitality.aspx](http://www.ibef.org/industry/tourismhospitality.aspx)] Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, [[source:www.ibef.org/industry/tourismhospitality.aspx](http://source:www.ibef.org/industry/tourismhospitality.aspx)]. Kerala has already set an example by attracting health conscious tourists and has clearly emerged in

generating maximum from medical tourism. However, it is time to move beyond Ayurveda and other alternatives medical therapies, to high level, specialized treatment like transplantation of vital organs, cancer treatment, neuron surgery, cardiac surgery and much more.[source:<http://trcollege.edu.in/articles/74-development-and-impact-of-tourism-industry-in-india>]

Travel and tourism contributed to Indian industry at very large extent. Tourism industry's contribution towards foreign exchange earnings is immense and supporting to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction. Tourism industry also contributing in increasing employment to millions of people in India both directly and indirectly through its linkage with other sectors of the economy. According to latest study total direct employment in the tourism sector is around 20 million. This boost the Indian tourism industry can be attributed to several factors.

Firstly, the high growth of Indian economy has ended in extra disposable profits in the hands of middle class, thereby boost large number of people to spend money on vacations abroad or at home. Secondly, India is attracting increasingly large number of people for business trips as it creating a strong image of having IT hub. Thirdly, continuous and evoking advertising campaign "Incredible India" by Tourism Ministry has played a major role in changing the image of India from that of the land of snake charmers to a hot and happening place and has ignite renewed interest among foreign travelers.

Travel and tourism industry in India is marked by considerable government presence. Each state has a tourism corporation, which runs a chain of hotels/ rest houses and operates package tours, while the central government runs the Indian Tourism Development Corporation (ITDC).

In the year 2002, the Government of India announced a New Tourism Policy to give boost to the tourism sector. The policy is built around the 7-S Mantra of Swaagat (welcome), Soochanaa (information), Suvidhaa (facilitation), Surakshhaa

(security), Sahyog (co-operation), Sanrachnaa (infrastructure) and Safaai (cleanliness).

The government of India has taken several measures for the promotion of tourism in the country. A multi-pronged approach has been adopted, which includes new mechanism for speed implementation of tourism projects, development of integrated tourism circuits and rural destinations, special capacity building in the unorganized hospitality sector and new marketing strategy. The outlook of the tourism industry in India looks extremely bright. India as a tourism destination is the toast of the world at the moment. JBIC (Japan Bank for International Cooperation) ranked her as the fifth most attractive investment destination. Besides, India is probably the only country that offers various categories of tourism. These include historical tourism, adventure tourism, medical tourism (Ayurveda) and other forms of Indian medications), eco-tourism, cultural tourism, rural tourism, religious/ pilgrimage tourism, spiritual tourism, and beach tourism etc.

#### **1.5) MAJOR INITIATIVES AND ACHIEVEMENTS TAKEN BY THE GOVERNMENT OF INDIA**

Ministry of Tourism, Government of India, is taking initiatives with other Central Government Ministries, such as Railways, Civil Aviation, Road Transport & Highways, Food Processing and Urban Development and also the concerned State Governments to achieve convergence and synergy with their programs so that the impact of investment on the tourist's destinations is maximized.

1. Infrastructure Development holds the key to India's sustained growth in the tourism sector. Therefore, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. The Ministry of Tourism has sanctioned 91 projects for an amount of Rs.703.56 crore for infrastructure augmentation including rural tourism projects in the year 2008-16 (up to November 16).
2. The Ministry took many steps for the betterment of nationally and internationally important destinations and circuits through various Mega Projects. 22 mega projects have already been planned and of these 17



projects have been sanctioned. In the year alone the Ministry has sanctioned 11 mega projects at Amritsar, Bhubaneswar-Puri-Chilka, Tirupati (Nellore-Chittoor), Dwarka, Haridwar-Rishikesh, Vidarbha Heritage Circuit, Hampi, Gangtok, Kadapa, Mahabalipuram and Ganga Heritage Cruise Circuit. The mega projects are a well mix of culture, heritage, spiritual and ecotourism in order to give tourists an overall perspective.

3. The Ministry has consistently been working on a two pronged strategy for marketing of Incredible India brand. The strategy includes visible branding in the outdoor media such as advertising at airports, on trams, taxis and buses and through the print, online and electronic media, as well as through participation in Travel Marts and Road Shows.
4. For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support has been extended to Indian Food Festivals organized in various countries. With a view to ensuring that limitation of language does not hamper promotional activities, publicity is being undertaken in local languages for better impact e.g. in Spanish, Chinese, French, etc.
5. The Ministry of Tourism opened its Office in Beijing on 7th April 2008. The office was inaugurated by the Minister of Tourism and Culture, Smt. Ambika Soni. To mark the occasion Incredible India Cultural Evenings were organized in Beijing on 7th April 2008 and in Shanghai on 9th April 2008, which showcased India's classical dance, music and cuisine.
6. Overseas India Tourism offices have participated in 140 Travel Fairs and Exhibitions playing an important role in generating tourist markets the world over as well as also contributes in emerging the markets to showcase and promote the tourism products of the country. These include the major international Travel Fairs such as the Arabian Travel Market (ATM) in Dubai, and World Travel Market (WTM) in London.
7. To promote domestic tourism in the country and to create social awareness among the masses, various domestic campaigns have been launched during this year in leading print publications, TV and radio channels.

Ministry of Tourism has launched four Domestic Media Campaigns viz. Adventure and Wildlife, Jammu & Kashmir, Rural Tourism and North East in this year.

8. Our Prime Minister Mr. Narendra Modi is himself a brand ambassador of the Ministry of Tourism for the Incredible India Social Awareness Campaign called "Atithi Devo Bhava".
9. The Ministry actively pursued its efforts to create institutional infrastructure for the training of manpower to meet the growing demand of the industry. The Cabinet Committee of Economic Affairs has approved the revised guidelines for the scheme of assistance to Institute of Hotel Management (IHM), Food Craft Institutes (FCIs) including setting up of 19 state IHMs and 25 state FCIs. The Ministry of Tourism has already sanctioned FCIs at Hoshiarpur in Punjab and Muzaffarpur in Bihar in the current financial year. Conde Nast Traveler, UK in its Readers Travel Awards 2008 has ranked India among the top 2 most favored countries in the world, consecutively for the second year.
10. India received the award for the leading destination at the Asia World Travel Awards 2008-"Asia and Indian Ocean" Ceremony, in Shanghai, China.
11. Bronze Lion Award was won at the 55\* International Advertising Festival held at Cannes, France for the creative on the Taj Mahal' which was used for Ministry of Tourism's Incredible India Campaign in the international market.
12. PC World adjudged the website of the Ministry of Tourism [www.incredibleindia.org](http://www.incredibleindia.org) as a winner of the *FC World Web Award* 2008.
13. The prestigious "*World Travel Award 2008*" for its role in developing and promotion of "Responsible Tourism" at 14\* World Travel Market (WTM) 2008 held at Excel, London from 10th-13th November 2008.

Finally it can be concluded that tourism is encouraged as it has the potential to provide employment, cultivate tolerance and encourage knowledge of different cultures, while aiding in the preservation of heritage and the environment. Tourism statistics show that a large amount of revenue is brought

into the country. The Ministry of Tourism (MoT) in its National Tourism Policy urges members of the industry and trade to voluntarily formulate their own codes as working principles in tourism. Ministry of tourism must hold interactive session with other industry player for the setting up ecofriendly infrastructure in India for the growth and development of tourism, so that the common effort can make tourism industry in a well position to provide a world-class infrastructure for the tourists from all over the world. The next chapter deals with the growth and development of tourism industry in Rajasthan.

There are various definitions of tourism. Theobald (1994), in his book *Global Tourism* defined that etymologically, the word tour is derived from the latin word 'tornare' and the Greek word 'tornos', meaning a lathe or circle the movement around a central point or axis'.

A more technical definition for tourism was provided by a couple of Swiss Professors- Hunziker and Krapf in the year 1942 as tourism is the totality of relationship and phenomenon arising from travel and stay of strangers, provided that stay does not imply the establishment of a permanent residence and is not connected with the remunerated activity.

The OECD (Organization of Economic Development and Cooperation Department) defined tourism as “ the recreational activities of people travelling to and staying at different places outside their usual environment for maximum suitable time for enjoyment, business and other purpose not related to the exercise of an activity remunerated from within the place visited.

Over the decades tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism has become a most highly earned and employment generating global industry along with shaping the developing countries in both positive and negative ways. No doubt it has become the fourth largest industry in the global economy.

## 1.6) DIFFERENT TYPES OF TOURISM IN INDIA

There are all types of tourist in India, projecting the country as the ultimate tourist spot. The reason why India has been doing well on this front is that it is multi-lingual, multi-cultural and multi religious country with tremendous geographical diversity, hospitality, uniqueness and charm. Different types of tourism in India are religious or pilgrimage, adventure fun/leisure (coastal and beach), archaeological, heritage, ecological (wildlife), cultural, Ayurveda and meditation and ecotourism tourism that are explained as followed.

1. **Religious or Pilgrimage Tourism:** India is famous for its temples and for this reason, among the different kinds of tourism in the country, pilgrimage tourism is increasingly most rapidly. Narayan Sarovar, Sudamas, Porbandar, Kabirwad, Shuklatirth, Kayavarohan, Bhadrakali, Haridwar, Badrinath, Kedarnath, Varanasi, Gangotri and Yamunotri, Rishikesh, Shamlaji, Bodh Gaya and Ajmer are important pilgrimage destinations, which have kept alive the religious sentiments of the people and have inspired millions of pilgrims to visit from all over the world.
2. **Adventure Tourism:** Adventure tourism in India is endless because the country is rich in diversity in terms of climate, sites and topography. The various kinds of adventure tourism in India are rock climbing, skiing, camel safari, paragliding, mountaineering, rafting in white water and trekking. The various places in India for enjoying adventure tourism are Badami, Kanheri Caves, Manori Rocks and Kabbal for rock climbing. The places for skiing are Manali, Shimla, Nanital and Musoorie. The rivers for rafting are Ganga, Alaknanda and Bhagirathi.
3. **Fun/ Leisure and Tourism:** Beaches in India provide the most perfect destination for sun, sand, sea and surf which are too hard to resist for a beach lover or a water enthusiast. In almost every part of the subcontinent, one can enjoy beach holidays. Some of the famous beaches of India are Anjuna, Bogmolo, Benaolim, Calangute etc
4. **Archaeological Tourism:** There are a number of places of archaeological importance and can be broadly classified into Stone Age, Indus Valley, Neolithic- Chalcolithic, Megalithic, Historic and Late Historic periods.

Famous archaeological sites of the stone-age are Pallavaram in Tamil Nadu, Hunsgi in Karnataka, Kuliana in Orissa, Didwana in Rajasthan and Bhimbetka in Madhya Pradesh.

5. **Heritage Tourism:** heritage tourism in India has always been famous for its ancient cultural diversity which attracts millions of tourist each year. India's rich heritage is amply reflected in various temples, palaces, monuments and forts that can be found everywhere in the country. The most popular heritage tourism destination in India include Taj Mahal in Agra, Mandwa castle in Rajasthan, Mahabalipuram in Tamil Nadu.
6. **Ecological Tourism:** India has a rich forest cover that has some beautiful and exotic species of wildlife- some of which are even endangered and very rare. Among the famous tourist wildlife destination are Bandhavgarh National Park, Corbett National Park, Pench National Park, Gir Wildlife Park, Dudhwa wildlife park, Bharatpur Bird Sanctuary etc.
7. **Cultural Tourism:** India is known for its rich cultural heritage and an element of mysticism, which is why tourist come to India to experience it themselves. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food and languages. The richness in culture goes a long way in projecting India as the ultimate cultural tourist destination.
8. **Ayurveda or Meditation Tourism:** Ayurveda and Meditation are a natural way of healing body, mind and soul. Today Ayurveda and meditation the first priority of every person all over the world not only because of their current capacity but also because they do not have any side effects, if taken under proper guidance. Tourist can visit both North and South India for meditation and ayurvedic treatment.
9. **Ecotourism:** Ecotourism supports the sustainable conservation of a naturally covered area or region while confirming not to damage the ecological balance .Places such as Kerala and Lakshdweep, The Himalayan region, Northern Eastern Region, Andaman and Nicobar Island are among the destination in India where tourist can participate in eco-tourism related activities.

10. **Education Tourism:** Every place having history and so many literatures to study containing past of these heritage places. To increase their knowledge tourists love to read such books which in turn introduce education tourism. It consists of elaborating knowledge and interesting facts and figures in front of tourists. Apart from heritage literature another type of education tourism is coaching classes in Kota for IIT and PMT.
11. **Mice Tourism:** Meetings, incentives, conferences and exhibitions, or Meetings, Incentives, Conventions, and Events (MICE) is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose.
12. **Dark Tourism:** Tourism related to haunted places and the places where some bloodshed happened in past decades. For e.g. Bhangarh Fort in Alwar.
13. **City Tourism:** According to Kerstin Bock (2015) tourism related to whole city. Tourist visiting big cities are introduced to the complete places which describe the existence of the city and interesting places contributing to the formation and development of that city in the map of tourism industry. They travelled with tourist's guides and officials.
14. **Health Tourism:** this is another type of tourism related to health and wellness centers, spas, medical facilities etc.

### 1.7) TOURISM IN RAJASTHAN

Tourism is the basic and the most desirable human activity which motivates people to travel from one place to another. It is the world's fastest growing industry, which is concerned with attracting people to a particular destination and then providing them with the transportation, housing, feeding, entertainment and other facilities upon their arrival and in return. It is therefore called a combination of interrelated industries.

It is one of the most valuable attributes to the most of the developing nations for economic growth, as it can act as a pivot of vehicle for economic development. The importance of tourism as contributor to economic growth is evident by the

fact that year after year throughout the world, a massive and growing investment continues to pour in its development. But the developing countries still have a very small fraction of total tourism turnover in the world as these countries do not have infrastructural facilities for attracting tourists and give them all the comforts which they demand. In India tourism is of great significance as it contributes to the environment and to the national integration. It also helps in the interaction amongst social and cultural life of the people.

It not only has the capacity to generate large scale employment opportunities in remote and backward areas but also provides employment to a large number of people, both educated and uneducated. In fact many people are engaged in large number of hotels, airlines, services, travel agencies, handicrafts, cultural and other tourism related activities. India has wide avenues of growth in the tourism sector with its vast cultural, religious heritage and varied natural attractions, which attract tourist from all over the world. But India's share in the world tourism is insignificant and for propelling it, the Government of India has taken a number of measures in the form of allocation of funds for the tourism development in various five years plan, Setting up of Tourism Corporation in most of the states and formulation of national tourism policies. The objective of the policy was to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India abroad as a country with glorious past, a vibrant present and a bright future.

Thus in order to achieve this six broad areas such as Welcome(Swagat), Information(Suchana), Facilitation (Suvidha), Safety(Suvidha), Cooperation (Sahyog) And Infrastructure development(Sancharan) have been taken up on priority basis. The State of Rajasthan has also adopted the policies formulated by GOI Government of India besides having its own policy for faster growth and development of tourism industry in Rajasthan.

Rajasthan is one of the most fascinating states of India with respect to culture, settlements, traditions as far as the dress, food, habits and human and economic activities are concerned. It is a queer example of natural beauty and long history.

The state is endowed with rich cultural, heritage, architecture, history, divinity of Rajputs combined together to make it a rich tourist attraction. It is a land for pleasure seekers as well as for those who are looking for solitude and tranquility. Tourism needs variety and Rajasthan with its vast dimensions and diversities caters to the needs and likings of all the classes of tourists. Rajasthan in Northern India is the home of Rajputs, a martial race, who are intensely orthodox and will fight till death for a genuine cause. They are the ancient aristocracy of India. Rajasthan has always been a subject of curiosity and attraction for the rest of India and especially for the foreigners. In this region, one can observe the beautiful and natural amalgam of mountains, deserts and plains. Since it is situated near the capital city of India, it assumes an added importance. Besides the scenic beauty marvelous temple, colours, palaces, forts and other historical and archeological monuments add to its splendor. Various schemes have been taken up with the assistance of Central Government by the State Government to improve the conditions of tourism and tourist infrastructure in the State of Rajasthan which is full of tourism potential from the earliest time. Mountains, jungles, oceans and deserts have been always been a place of curiosity for the mankind. The state government realizes that tourism is neither a compact entity nor it is cognate activity, considering the enormous tourism potential of Rajasthan. With the feeling that the multi-dimensional functions and operation of tourism necessitated a suitable organization structure which could handle its promotional as well as commercial aspects effectively, Rajasthan Tourism Development Corporation (RTDC) was set up to look after the promotion of tourism in Rajasthan. The RTDC is a pioneering and popular unit to promote tourism in the state of Rajasthan. Its primary function is to provide infrastructural and service facilities such as accommodation, transport, catering etc. Keeping in view the vast increase in tourist traffic, the corporation has palmed and commissioned new units. The work of expansion in different existing units is also undertaken and it is executed effectively and efficiently.

### **1.8) CONCEPT OF MARKETING**

The sole purpose of production is satisfaction of human desires and wants. Production of goods and services become useless, unless they are being sold to



consumers. The goods and services should be transferred to consumers at a time when they need them. Consumers can satisfy themselves only the goods and services were delivered to them at the right time. Marketing helps them in doing so. Thus marketing makes goods and services more valuable to the society by getting them where they are required and by making them available to those who want them. It is in this sense that marketing means all activities involved in the creation of place, time and possession utilities.

Place utility stands for the activities that make the product available to the target consumers. Time utility is created by making the products and services available to the consumers at the right time. And the possession utility is created by transferring the ownership and possession of goods and services from the producer to the consumer. Marketing therefore, is concerned with all activities which are involved in the process of transferring goods from the point of production to the point of consumption.

In the modern market, customer is the ruler and he is the centre of all marketing activities. The aim of marketing is to know and understand the customer and his requirements. Thus we can conclude that marketing is the process of formulating and implementing strategies and policies to satisfy needs and wants of customer in order to maximize profit.

According to **Kotler**, Marketing is a social and managerial process by which individual and groups satisfy their needs and wants through creating, offering and exchanging products of value with others. It is basically a blueprint on how to run the business successfully. This is how a management policy that contemplates on the customers to determine his needs, influence those needs and satisfy them. The concept of marketing has been evolving as multi- disciplinary and multi-dimensionally. Further marketing have enter into all the gambits of business, hence cannot be defined precisely.

### 1.8.1) SERVICE MARKETING

Marketing can be often explained in terms of both products and services. It is marketing based on relationship and values. It may be used to market a product or a service. With the increasing prominence of services in the global economy, service marketing has become a subject that need to be studied separately. Marketing services is quite different from marketing of goods because of unique characteristics of services namely, intangibility, inseparability, variability, perishability etc.

In most countries, services add more economic value than agriculture, raw material and manufacturing combined. In developed economies, employment is dominated by service jobs and most new jobs growth comes from service sector only.

A service is defined as an activity that one party or person can offer to the other party or person through intangible mode and does not result to own anything. Although the theory of marketing has been argued from the universal value in the sense that the same core concerns and principles apply whatever may be the nature of business. It is widely accepted that there exists certain differences in marketing approach for products and services.

The various characteristic to a service that has been discussed below are as follows

1. **Inseparability:** Services cannot be separated from the service providers. A product when produced can be taken away from the producer. However a service is produced at or near the point of purchase. Take visiting a restaurant you order a meal, the waiting and delivery of the meal, the service provided by the waiters is all the part of the service production process and it is inseparable.
2. **Intangibility:** You cannot hold or touch a service unlike a product. In saying that although services are intangible the experiences consumers obtain from the services have an impact on how they will perceive it, what do the customer perceive from customer service? The location, and the inner presentation or where they are purchasing the service.

3. **Variability:** Tourism services have a high level of variability, meaning that each producer consumer interaction is a unique experience that is influenced by a large number of often unpredictable human element factors. These include the mood and expectations of each participant at the particular time during which the service encounter takes place.
4. **Perishability:** Services have a high degree of perishability. Unused capacity cannot be stored for future use. If services are not used today, it is lost forever. For example, spare seats in an aeroplane cannot be transferred to the next flight. Similarly, empty rooms in five-star hotels and credits not utilized are examples of services leading to economic losses. As services are activities performed for simultaneous consumption, they perish unless consumed.

#### **1.9) TOURISM MARKETING**

Tourism is a very complex industry because of its multi-faceted activities which together produce the tourist product. It is also because of various sub-sectors such as, lodging, transporting, entertaining, etc. that are in themselves complete industries, if considered independently. Its complexity furthermore, lies in the fact that tourism promotion in its various forms has to be directed at large numbers of people in various lands of different socio-economic structures, having different needs, tastes, attitudes, expectations and behaviour patterns. It is only efficient marketing strategy that will help to understand people's taste and preference for travel and, hence the need for tourism marketing.

Tourism marketing is defined in a number of ways a few among them are given below as they seem to be important.

According to **Krippen dorf,(2004)** marketing in tourism means “systematic and coordinated execution of business policy by tourist undertaking whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return.”

**Salah Wahab(2003)** and others defined tourism marketing as “the management process through which the National Tourist Organization and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes, on local, regional national and international levels, and to formulate and adapt their tourist products accordingly in the view of achieving optimal tourist satisfaction thereby fulfilling their objectives.”

In the view of **Burkart and Medlik(1981)** “tourism marketing activities are systematic and coordinated efforts extended by National Tour Organization and/or tourist enterprises or international, national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth.”

**Lumsdon (2012)** suggests that “tourism marketing is the managerial process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations. The management of exchange is driven by profit, community again, or both; either way long-term success depends on a satisfactory interaction between consumer and supplier. It also means securing environmental and societal needs as well as core consumer satisfaction. They can no longer be regarded as mutually exclusive.

In the **WTO seminar, held at Ottawa in 1975**, defined tourism marketing as a management philosophy, which in light of tourist demand makes it possible through research, forecasting and selection to place tourism products on the market most in line with the organizations purpose for the greatest benefit.

**Bhatia, A.K. (2002)** defines tourism marketing through his book International Tourism Management as “systematic and coordinated efforts exerted by the national tourist organizations and/ or the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth.”

In view of the aforementioned definitions, tourism marketing emerges the following points:

- It consists of identifying potential and actual consumers (tourists) and to know their needs, wants, desires, preferences, and demands to satisfy them in a decent way.
- Achieving the objectives through tourists' optimum satisfaction. An integrated effort to satisfy tourists by making available to them the best possible and desired services.
- A strategy to transform the potential tourists to actual tourists.
- It helps to generate demand and expand market.
- Ensures the coordination of all stakeholders with each other in order to achieve maximum benefits and the optimum utilization of the best resources available.
- Makes possible efforts to harmony between the social interest and the interaction of tourist organizations.
- It involves in promoting business and feeling the organization necessary information for framing and revamping the marketing decisions.

### **1.9.1) FEATURES OF TOURISM MARKETING**

The marketing of tourism is different from other products as tourism is a service product where instead of selling physical products, intangible service is being sold to the consumers. The brief aspects of tourism are :

1. It is not possible to assess or exhibit the tourism product in advance. This is because the service are consumed and felt at the same time.
2. The tourist not only buys the product but also feels the product and is involved in it.
3. The tourism product cannot be stored.
4. The tourist buys the experiences and does not own the product.
5. The tourism product is a combination of several services.
6. In the designing and packaging of tourism product a number of intermediaries are involved. Bad experiences at one level can spoil the entire image of the product or service.
7. The demand in tourism is highly elastic and seasonal in nature.

## 1.9.2) TOURISM MARKETING PROCESS

The tourism marketing process involves several steps that can describe briefly as follows:

The first step in the tourism marketing process is to carry out a **Corporate Environmental Analysis**, which implies that a company should decide its vision, mission, goals and objectives. The goals are determined after conducting an objective study of the current economic and market environment, whereby, the company examines its strength and weaknesses in relation to the existing competition. It must also study the threats as well the opportunities of the business to be carried out.

The second step will be to identify the customers, who will buy the products, where they live, what they want, what are their needs, etc. These can be identified by conducting a **Market Research**, which implies that it is the systematic collection of information about the customers, competitor and product by the organization to formulate important decisions about its policies and objectives. A tourist product cannot be used by everyone, and many people cannot afford it. Therefore, marketer must understand very well about his product, its customers and the competitor's products through a market research.

The third step is to look for the type of customers to be focused. Are the customers in a particular age group? Are they professionals? Are they interested in adventure tourism or looking for cultural experience? And, who can be afforded the product? This is called **Market Segmentation**. It is the process of through which an organization is able to identify the group/groups of customers to whom the product will appeal. There are a number of ways to segment the tourist market, on the basis of age, profession, interests, sex, etc. The organization, therefore, will focus its promotional efforts on the segment identified.

The fourth step is the **Development of Product**. The organization develops the product to suit each segment of the customers. The product must meet the needs and wants of the customer in the targeted segment.

**Pricing** is the fifth step. The organization must price the product attractively to interest the customers. The price should be affordable to customers we seek.

Next step is **Distribution**. Where does the organization sell the product, in which area and through what kind of sales network? The product should be easily accessible to enable potential customers to buy it.

The last but most important part of the marketing process is to make sure that potential customers know about the product. It is called **Promotion**, which includes every aspect –mass-media, advertising, public relations, press releases, direct mail, etc., to draw the attention of customers towards the product.

### **1.9.3) TOURISM MARKETING STRATEGY: A CONCEPT**

The word strategy has been used in relation to warfare. The suitable use of ‘strategy’ is a plan to win a war. But in case of business environment, it shows the plans relating to marketing, financing and manufacturing operations and their efforts to cover the maximum possible share of the targeted market. The field of strategic planning is much deeper. It is concerned with the adjustments of controllable factors such as production, physical distribution, promotion and pricing within the environment of uncontrollable factors such as competition, economic situation, legal barriers, interference of different barriers and scientific technology differentiation.

The term strategy is defined a plan of action designed to achieve a long-term or overall aim. Therefore the word strategy means the act of the general i.e. how to make plans in the most effective manner.

However in business environment there is no specific definition assigned to strategy. It is often used to mean a number of things. The concept of strategy has been defined definitely by many experts.

#### **1.9.3. i) MARKETING STRATEGY**

Marketing strategy is the process that can supports an organization or enterprise to concentrate its available resources upon the maximum present opportunities to achieve high profit and sustainable competitive advantage and success. A

marketing strategy should focus on the main concept that customer satisfaction is the major target of a marketing plan which contains a set of specific plans required to successfully implement a marketing strategy. A strategy consists of a well thought out series of tactics to make a marketing plan more effective. It is possible to write a tactical marketing plan without a sound and well proofed marketing strategy, but without a sound marketing strategy a marketing plan has no foundation. A marketing strategy often collaborate organization marketing goals, policies and steps implementation into a cohesive whole. Marketing strategies are dynamic and interactive. They are partially planned and partially planned.

### **1.9.3. ii) TOURISM MARKETING STRATEGY**

The most important objective of any tourist enterprise is to achieve maximum return to stakeholders. This will depend on the well planned marketing strategy. In tourism marketing planning process it has been vividly described. Through the marketing segmentation process appropriate targets are identified and analyzed. The marketing strategies attempt to penetrate and persuade the target markets through the marketing strategies mix element namely promotion. Similarly the buying decision of customers will be greatly influenced by certain elements of marketing mix which include product, price, place and promotion.

### **1.9.3.iii) GENERAL MARKETING STRATEGIES FOR TOURISM INDUSTRY**

As tourism is highly competitive industry, the traveler has a wide range of choices and looks for good value for money. The lack of quality infrastructure, uncompetitive rates, indifferent or poor product quality, difficulty in getting access to information on travel and tourist destination and untrained service providers have enormously negative effect on the competitiveness of the tourism product. For all these, it is necessary for tourism industry to formulate marketing strategies that include overall business objectives; an assessment of the marketing environment, a business community profile- based marketing identification and the marketing objectives for each segment, the best combination of the 4P's for



each segment, an implementation plan, a marketing budget and a method for evaluation and change.

Some of the strategies that tourism industry should adopt need to take care of the following:

- Tourist should have access to information regarding tour operators, tour agents and tour guides.
- There is shortage of skilled manpower in the tourism industry, so some attention should be given to this area.
- Tourism business should also view their services/ products in generic terms. Thinking of products/services in this manner helps focus more attention on the experience desired by customers and also on the facilities, programmes and services that produce these experiences.
- Tourism can retain existing customers, attract new customers, increase brand awareness, build business, reduce customer's perceived risk and gain the trust of customers through promotional campaigns. The marketer should promote their product by means of appropriate media (radio, television, print) aimed at specific markets. They need to develop and maintain websites specific to tourism.
- The majority of tourist to India visit friends or relatives who live here. The local population has an important role to play in ensuring the success of the events, facilities and attractions that are promoted for tourist. Currently, there is a perception amongst stakeholders that residents lacks awareness or have negative perceptions of what is available in the country. One aspects of tourism marketing campaign should be aimed at enhancing local pride, awareness and appreciation of India's culture offering in order to ensure that residents participate in promoting Indian attribute to visitors.
- Increased understanding will kindle appreciation for and interest in collaborative activity that can benefits all parties involved. Partnerships should be encouraged between hosteliars, restaurants, retailers and cultural groups. New packages such as museum toured coupled with meals as local establishments, theatre packages with accommodations/ meals or a package of festival tickets are just some of the possibilities.

- With the evolution of tourism strategy, there is an opportunity to diversify, and expanding funding. Though it not easy to determine how much new funding might be needed in the long term, majority of stakeholders feel strongly that infrastructure and tourism marketing require more stable and sustainable funding in the future.

### **1.9.3. iv) MARKETING STRATEGIES OF TOUR PACKAGES:**

For the effective marketing of tourism products, it is essential that different segments of products are managed in tune with the changing habits and desires of users. This may be helpful in offering and marketing a package holiday tour. It is the most contributing factor to the growth of the tourism industry. Therefore a good knowledge of the Package tours will be helpful to formulate the well suited strategies for marketing the same.

### **1.9.4) TOUR PACKAGE-A CONCEPTUAL ANALYSIS**

When any one thinks of a tourist destination mainly three things will come into his mind namely attractions of the destinations, accessibility of the destination and the facilities or services available at the destination. Thus a tourist visit involves various elements such as travel, accommodation, transportation, attractions, facilities, catering etc. If these components are perceived and combined by a tour operator it is known as Tour Package. Therefore a tour package is the total tourism product which is planned, organized combined and sold as an inclusive tour at a set price by the tour operators.

### **1.9.4.i) MARKETING STRATEGIES FOR TOUR PACKAGE**

Marketing strategies support as the fundamental foundation of marketing plans designed to fulfill the marketing needs and to reach marketing objectives. A good marketing strategy should integrate an organization's marketing goals, policies and tactics into a cohesive whole. Hence every business organizations should be engaged in establishing marketing strategies suitable to their products and making alterations or new strategies in accordance with the changes in time, situation, environment and products etc. As the marketing situation once quite forever never repeat itself again as it was. Therefore, it is imperative to develop marketing

strategies based on the environmental situations and the inputs gathered and in the light of the best available information. But there are certain classical marketing strategies which are worth exploring. Important among them are:

- **Go for Growth Sector:** In this type of marketing strategy the efforts are made to highlight the growth sectors and concentrate on those products that have potential to grow more compared to other products. Answer to the question such as who has the money, and who will have more of it in future? Should it sell to youth or workers through trade unions and working men's clubs? Help to identify the growth sector and the products to be concentrated for making profit through the satisfaction of tourist.
- **Specialize:** Through this type of marketing strategies the organization or agency gives special attention to a particular segment of the market or product to serve customers in a better way. For example an organization specializing in sports tourism and can take special care of them. It further helps the agency to become an expert in a particular segment of the market and can satisfy customer by providing better services to them.
- **Develop a vigorous new product policy:** The strategy 'develop a vigorous New Product Policy' recommends developing a new tourist product that has the potential to attract tourist. There is nothing to prevent even a small organization with scarce resources from developing its own tourist products and attractions. But the product should be fit within their background.
- **Concentrate on building a brand name:** This type of marketing strategy suggests taking efforts that can help in establishing of a good name for the product in the market. The brand name with good image attracts the tourist to choose that particular and its pull effect is great.
- **Tap an Undiscovered Goldmine:** The various alternatives uses of a particular products can be popularized through this type of marketing strategy. In such marketing strategies the marketing manager takes efforts to promote the alternative uses of the same product.
- **Renovate a Decaying Product:** Through this type of marketing strategies the organization rejuvenate the existing products in market or re-invent the

past product with certain modifications. Old palaces of emperors and other historical buildings can be renovated and can be used for good quality hotels

- **Turn Clients from Ciphers into Human Beings:** This type of marketing strategy concentrated on relationship marketing where a relationship can be developed with the client by keeping him in touch with the organization. Sending a Christmas card, Birthday card or New Year card to the past clients, which helps keep the relationship for a long?
- **Go for Quality:** The emphasis of this type marketing strategy is given to the quality of the tourist product. Here the most important thing is the quality and no compromise at all, then considers all other elements.
- **Offer the Widest Possible Product Range:** Through this type of marketing strategy the agency or organization focuses to offer a widest possible range of variety products to the concentrated market segment and diversified as far as they can. This will help in attracting various interested or motivated group of tourist to the organization. People go to Thomas Cook's not only because of the vulnerable name, but they find a tour for almost every tourist destination.
- **Pull and Push Strategy:** In push strategy most of the efforts will fall on the channels of distribution, who will be encouraged morally and financially by the seller to push the products to the customers. But in a pull or consumer oriented strategy less will be spent on the distribution organization and more will be sending the message directly to the consumer, who will be encouraged to pull the products. In the first case there will be discounts for whole seller, in the second case there will be big advertising campaigns.
- **Generic Strategy Model:** Michael Porter has developed a model for managing the firm profitability and competitiveness followed by the characteristics and firm position within the industry. For analyzing this he developed a framework followed by three generic strategies cost leadership, differentiation, focus.

Under cost leadership the firm tries to be low cost producer in the market by producing the products and services for the consumer who are relatively price sensitive.

Under differentiation the firm wants to be unique in the industry with some dimension that is widely valued by customers. The firm selects one or more attributes that many buyers in an industry perceive as important, and uniquely positions itself to meet those needs and the firm is rewarded for uniqueness with a premium price. Here the firm creating a customer perception that its product is superior to those of competitors so that a premium price can be charged.

Under focus the firm selects a segment or group of segments in the industry and tailors its strategy to serve them better to the exclusion of others. By optimizing its strategy for the target segments, the firm seeks to achieve a competitive advantage in its target segment even though it does not possess a competitive advantage overall.

#### **1.9.4.ii) GENERAL MARKETING STRATEGIES**

As tourism is highly competitive industry, the traveler has a wide range of choices and looks for good value of money. The lack of quality infrastructure , uncompetitive rates, indifferent or poor product quality, difficulty of getting access to information on travel and tourist destination and untrained service providers have an enormously negative effect on the competitiveness of tourism products. To overcome these problems it is necessary for tourism industry to formulate marketing strategies which includes whole business object, an assessment of the market environment, a business based segmentation and the marketing objectives for the each segment, the best combination of 4 P's (product, price, place, promotion) for each segment, a plan to implement a marketing budget, and a method for evaluation and change.

**Some of the strategies that tourism industry should adopt need to take care of the following:**

1. Tourist should have access to information regarding tour operators, tour agents and four guides.

2. There is a shortage of skilled manpower in tourism industry. So some attention should be given to this area.
3. Tourism business should also view their services/products in generic terms. Thinking of products/services in this manner helps focus more attention on the experience desired by customers and also on the facilities, programs and services that produce these experiences.
4. Tourism can retain existing customers attract new customers , increase brand awareness, build business, reduce customers perceived risk and gain the trust of customers through promotional campaigns. These marketers should promote their product by means of appropriate media (radio, television, newspaper) aimed at specific markets. They need to develop and maintain websites specific to tourism.
5. Enhance local awareness of offerings: The majority of tourists to India visit friends or relatives who live here. The local population has an important role to play in ensuring the success of the events, facilities, and attractions that are promoted for tourists. One aspect of the tourism marketing campaigning should be aimed at enhancing local pride, appreciation and awareness of India's cultural offerings in order to ensure the residents participate in promoting Indian contributes to visitors.
6. Develop new partnership and packages for tourism: partnerships should be encouraged between hoteliers, restaurants, retailers and cultural group. New packages with accommodations/ meals or a package of festival tickets are just some of the possibilities.
7. Conduct research specific to the tourism sector: research should include quantitative information such as attendance, origin of respondents, speeding patterns and demographics as well as qualitative information such as visitor's satisfaction and accessibility and program me aspects. This results in informed decision making on operation programme and capital funding, infrastructure improvements and tourism initiatives to grow.
8. Enhancing funding for tourism development

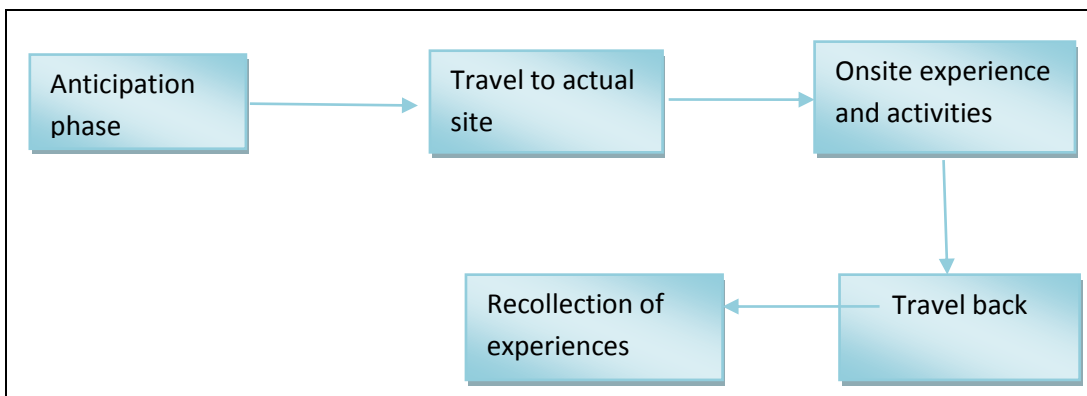
## 1.10 TOURIST CONSUMER BEHAVIOUR

Tourist consumer behavior is influenced by the attributes of the tourist's destination, communication and image of the travel destination, as also by the quality of services rendered.

The following factors have been recognized as being conducive to the growth of the tourism across the world and in continents like Europe and Asia, which have a rich tourist consumer theory:

1. Increase in the disposable income of the consumer.
2. Enhanced aircraft technology facilitating speedy travel.
3. Development of cars and rail road's giving an enhanced connectivity.
4. Education and awareness leading to the desire to see different locations.
5. Increase in leisure time of consumers.
6. Proliferation of holiday packages and tour operators in the tourism industry.

There are various challenges for the tourism in the phase of rapidly changing geopolitical and economic situations, technological innovations and demographic changes. New destination new products with prices on a level that would have been incredible some years ago compete with the established tourism offer.



*(Figure: 1.3) Phase experience model Source: Researcher*

A 5-stage travelling and recreation experience model involves modeling decisions process of travelers from macro perspective and has a following stages-

anticipation phase, travel to actual site, onsite experience and activities, travel back, recollection of experiences. This model asserts that tourism services have unique characteristics that differentiate (e.g.: intangible involve risk). Tourism firms affect tourist's behavior and the consumer in turn how firms made marketing related decisions.

Holiday demands are driven by needs, motives and expectations; its realization depends upon the individual economic situation and frees to travel. Let us try to recapitulate the changing trends in the tourism sector:

1. External factors like freedom, time money and physical fitness directly affect the ability to travel.
2. Consumer behavior depends on external factors and is driven by internal factors (e.g.: motives and abilities).
3. Tourists demand is heterogeneous in nature and may be influenced by seemingly irrational factors. E.g. fashion and trends. Tourists have various needs, desires, and motivation; both of a 'push' and 'pull' nature.

#### **1.10.1) PRODUCT RELATED SEGMENTATION:**

**The various categories under product related segmentation are:**

1. Accommodation
2. Adventure operators/organizers
3. Attractions
4. Transportation and services
5. Seasons
6. Nature of visit

#### **1.10.2) DEMAND BASED SEGMENTATION:**

Demand based segmentation involves classification on the basis of demographics and behavioral patterns of tourists:

##### **1) Life cycle segment:**

- a) Youth market(age 18 to 35 with no children under 20 living at home )
- b) Family market



- c) Mature market
- d) Senior market
- 2) Traveler profile:**
  - a) Duration of trip/stay
  - b) Destination
- 3) Socio-economic classification:**
  - a) Upper class
  - b) Middle class
  - c) Lower class
- 4) Demographics of household:**
  - a) Household marketing
  - b) Age profiles
  - c) Occupation profiles
  - d) Income
  - e) Life style and life stage profile
  - f) Race/ethnicity
  - g) Education level.

### **1.11 TOURISM CONSUMER BEHAVIOUR**

Tourism marketing is the application of the principles and techniques of marketing to the general field of tourism. The marketing is a natural complement to the marketing and tourism can be defined as a systematic strategy, built on the needs and expectation of the market , to optimize the use by local authorities , the factors and elements that contribute to the enhancement of attraction and tourist services or offered by a given territory.

Typologies of tourism roles have been defined in various ways. Some of the typologies of tourists focus on tourist's behavior, remaining other concentrate on a psychological approach.

According to Sharpley (1994), Gray was one of the pioneers in attempting to distinguish different types of tourism based on the purpose of the trip. Tourism

marketing also has to get adapted to the new consumer behavior. Individual experiencing capability:

As per early studies tourists fall into four categories based on their individual capabilities to experience and adapt to the unfamiliar environment i.e. organized mass tourist, individual mass tourist, explorers and drifters.

1. Organized mass tourist prefers to stay in familiar environment as far as possible. Thus well organized and planned are their main priorities.
2. Individual mass tourist is similar to organized mass tourist except the fact that a small percentage of personal freedom or decision making is maintained by these category of tourist.
3. Explorers are basically associated with the people of the visited destination
4. Drifters are complete wanderers. Such tourist intends to venture away from their accustomed ways of life as far as possible, so that they can immerse completely in the culture of the host destination.

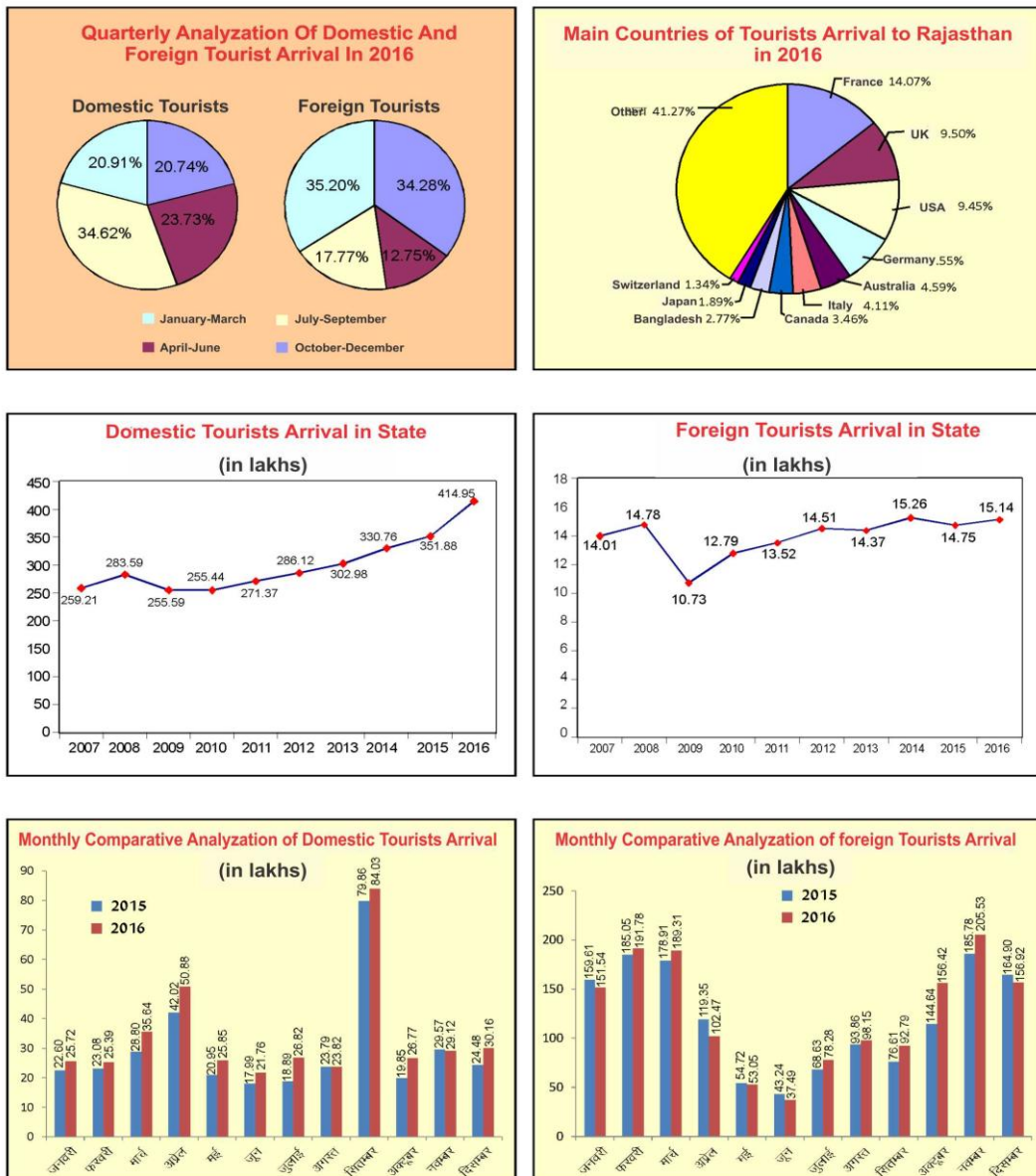
### **1.12 SUSTAINABLE DEVELOPMENT**

Sustainable development is broad concept that balances the need of economic growth with environmental protection and social equity. It is a process of change in which the misuse of resources, the way of investment, the placement of technological development, and institutional change and all in coordination and update both current and future potential to meet human needs and aspirations. Sustainable development is a broad concept and it combines economics, social justice, environmental science and management, business management and politics.

### **1.13 TOURISTS ARRIVALS IN RAJASTHAN**

Tourist arrival statistics are coordinated after collecting or scoring by tourist reception centers and tourist reception centers. In year 2016, 414.95 lakh domestic along with 15.14 lakh foreign tourists totally 430.09 arrived in the state of Rajasthan. Following are the important things related to the arrival of tourists in Rajasthan in year 2016:

- In 2016 it is found statistically that there is a increase by 10.70% in Tourist arrival in India.
- Foreign tourist arrival in Rajasthan is increased by 2.60% in 2016.
- Domestic tourist arrival is increased by 17.93% in Rajasthan in year 2016.
- Data of tourists arrived from year 2013 to 2016 at different tourists places in Rajasthan is given in fig 1.3.
- Countrywise foreign tourist arrival data in 2016 is given in fig 1.4 and fig 1.5.



(Figure No. 1.4) Source: <http://tourism.rajasthan.gov.in/>

**Table 1.2 Center wise Report of Main Tourist places in State**

| Sr. No. |                | 2013            |                | 2014            |                | 2015            |                | 2016            |                |
|---------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|
|         |                | Domestic        | Foreign        | Domestic        | Foreign        | Domestic        | Foreign        | Domestic        | Foreign        |
| 1.      | Mount Abu      | 2249322         | 9057           | 2376831         | 4376           | 2017636         | 1598           | 1983435         | 1672           |
| 2.      | Udaipur        | 662092          | 185313         | 720120          | 166936         | 727266          | 165525         | 756440          | 183964         |
| 3.      | Jaipur         | 1104905         | 566429         | 1170152         | 568234         | 1201152         | 596756         | 1544730         | 565978         |
| 4.      | Pushkar        | 2659720         | 62353          | 3234750         | 70603          | 3786360         | 69494          | 3961130         | 97651          |
| 5.      | Jodhpur        | 435919          | 119927         | 520198          | 139640         | 598967          | 126772         | 972337          | 138558         |
| 6.      | Ajmer          | 4241880         | 27016          | 4245710         | 33069          | 4546300         | 36423          | 4896070         | 41112          |
| 7.      | Jaisalmer      | 122883          | 73607          | 250716          | 91759          | 266175          | 84533          | 359497          | 90937          |
| 8.      | Nathdwara      | 638751          | 10             | 702801          | 21             | 637722          | 10             | 678006          | 0              |
| 9.      | Chittorgarh    | 521619          | 40296          | 612587          | 48374          | 640688          | 38879          | 791840          | 52340          |
| 10.     | Bharatpur      | 69370           | 43166          | 69225           | 40386          | 66322           | 39608          | 72701           | 26368          |
| 11.     | Bikaner        | 325653          | 74539          | 347294          | 67098          | 348772          | 60767          | 325244          | 60300          |
| 12.     | Ranakpur       | 573295          | 93753          | 555951          | 122403         | 532039          | 102994         | 525455          | 114806         |
| 13.     | Kota           | 63015           | 2889           | 51467           | 3516           | 90598           | 2574           | 89546           | 1778           |
| 14.     | Sawai Madhopur | 68800           | 52320          | 77800           | 61495          | 85200           | 67935          | 106000          | 51265          |
| 15.     | Jhunjhunu      | 104155          | 36136          | 126184          | 46828          | 86555           | 37420          | 127687          | 24477          |
| 16.     | Banswara       | 112155          | 75             | 114040          | 141            | 113410          | 82             | 121487          | 139            |
| 17.     | Alwar          | 97760           | 11818          | 104418          | 18650          | 95787           | 10634          | 119815          | 8524           |
| 18.     | Sariska        | 11498           | 994            | 13087           | 237            | 14487           | 150            | 10932           | 198            |
| 19.     | Rishabhdev     | 22140           | 0              | 12489           | 0              | 25800           | 0              | 26022           | 0              |
| 20.     | Bundi          | 49434           | 15739          | 49925           | 15063          | 54574           | 15290          | 59864           | 15420          |
| 21.     | Sikar          | 83012           | 0              | 116905          | 0              | 48305           | 16             | 102282          | 826            |
| 22.     | SiliSed        | 2679            | 0              | 1910            | 0              | 2071            | 0              | 1752            | 0              |
| 23.     | Bahroad        | 4863            | 34             | 4402            | 2              | 3650            | 31             | 2533            | 8              |
| 24.     | Jhalawar       | 88974           | 80             | 93344           | 108            | 92426           | 114            | 88440           | 130            |
| 25.     | Others         | 15984256        | 21611          | 17504185        | 26635          | 19105311        | 17706          | 23771870        | 37278          |
|         | <b>Total</b>   | <b>30298150</b> | <b>1437162</b> | <b>33076491</b> | <b>1525574</b> | <b>35187573</b> | <b>1475311</b> | <b>41495115</b> | <b>1513729</b> |

*Source: <http://tourism.rajasthan.gov.in/>*

**Table 1.3 Countriwise Data of Foreign Tourist in 2016**

| Sr. No. | Name           | 1 UK          |               | 2 France      |               | 3 Italy      |              | 4 Canada     |              | 5 USA         |               | 6 Germany     |               | 7 Australia  |              | 8 Switzerland |              | 9 Japan      |              | 10 Sri Lanka |             |
|---------|----------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|-------------|
|         |                | Tourist       | Night Stay    | Tourist       | Night Stay    | Tourist      | Night Stay   | Tourist      | Night Stay   | Tourist       | Night Stay    | Tourist       | Night Stay    | Tourist      | Night Stay   | Tourist       | Night Stay   | Tourist      | Night Stay   | Tourist      | Night Stay  |
| 1       | Mount Abu      | 199           | 254           | 163           | 223           | 95           | 113          | 50           | 64           | 164           | 241           | 224           | 226           | 49           | 62           | 76            | 76           | 19           | 26           | 9            | 9           |
| 2       | Udaipur        | 21298         | 37286         | 28604         | 47474         | 7249         | 12386        | 7793         | 14250        | 23111         | 41348         | 15332         | 26994         | 11935        | 20844        | 2951          | 5140         | 1380         | 2192         | 235          | 424         |
| 3       | Jaipur         | 57444         | 86172         | 51731         | 77602         | 18026        | 27047        | 18983        | 28481        | 68154         | 102241        | 31692         | 47542         | 16722        | 25089        | 3484          | 5235         | 19999        | 30006        | 1845         | 2772        |
| 4       | Pushkar        | 9945          | 10324         | 14848         | 15203         | 4427         | 4540         | 3332         | 3389         | 5478          | 5637          | 7866          | 8107          | 6022         | 6305         | 1433          | 1498         | 733          | 782          | 0            | 0           |
| 5       | Jodhpur        | 11295         | 14531         | 26343         | 33549         | 7570         | 10201        | 5248         | 7219         | 10866         | 14018         | 10225         | 13228         | 8528         | 11001        | 2320          | 3514         | 1956         | 2812         | 183          | 308         |
| 6       | Ajmer          | 1090          | 1119          | 1008          | 1084          | 253          | 265          | 377          | 393          | 786           | 821           | 664           | 719           | 402          | 429          | 172           | 183          | 106          | 120          | 0            | 0           |
| 7       | Jaisalmer      | 4141          | 8282          | 7749          | 15498         | 3688         | 7376         | 655          | 1312         | 5062          | 10124         | 4604          | 9208          | 2552         | 5104         | 396           | 792          | 755          | 1510         | 121          | 242         |
| 8       | Nathdwara      | 0             | 0             | 0             | 0             | 0            | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0            | 0            | 0            | 0            | 0           |
| 9       | Chittorgarh    | 3412          | 3717          | 2821          | 3044          | 2440         | 2768         | 2414         | 2698         | 2672          | 2901          | 2412          | 2655          | 2726         | 2948         | 58            | 75           | 52           | 72           | 0            | 0           |
| 10      | Bharatpur      | 2513          | 2702          | 2406          | 2636          | 1707         | 1918         | 2072         | 2286         | 2648          | 2872          | 3175          | 3369          | 1992         | 2163         | 1746          | 2032         | 1117         | 1268         | 0            | 0           |
| 11      | Bikaner        | 2077          | 2146          | 20961         | 21796         | 4309         | 4342         | 1151         | 1181         | 803           | 840           | 8580          | 8787          | 3112         | 3236         | 2682          | 2723         | 48           | 53           | 6            | 10          |
| 12      | Ranakpur       | 9463          | 9463          | 28665         | 28665         | 6974         | 6974         | 3496         | 3496         | 9214          | 9214          | 13451         | 13451         | 6970         | 6970         | 1466          | 1466         | 717          | 717          | 110          | 110         |
| 13      | Kota           | 110           | 117           | 158           | 158           | 69           | 71           | 59           | 60           | 162           | 173           | 291           | 291           | 59           | 64           | 49            | 51           | 41           | 41           | 0            | 0           |
| 14      | Sawai Madhopur | 11780         | 11780         | 3380          | 3380          | 1935         | 1935         | 3146         | 3146         | 9345          | 9345          | 5285          | 5285          | 3644         | 3644         | 997           | 997          | 743          | 743          | 231          | 231         |
| 15      | Jhunjhunu      | 1657          | 1865          | 9090          | 10055         | 1424         | 1605         | 656          | 818          | 463           | 606           | 3700          | 3983          | 1130         | 1327         | 601           | 668          | 78           | 87           | 0            | 0           |
| 16      | Banswara       | 7             | 8             | 1             | 3             | 1            | 7            | 10           | 10           | 36            | 72            | 8             | 367           | 7            | 7            | 0             | 0            | 3            | 6            | 0            | 0           |
| 17      | Alwar          | 614           | 614           | 664           | 664           | 354          | 354          | 506          | 506          | 625           | 625           | 451           | 451           | 384          | 384          | 285           | 285          | 620          | 620          | 0            | 0           |
| 18      | Sariska        | 7             | 7             | 9             | 9             | 9            | 9            | 0            | 0            | 4             | 4             | 36            | 36            | 11           | 11           | 0             | 0            | 23           | 23           | 0            | 0           |
| 19      | Rishabhdev     | 0             | 0             | 0             | 0             | 0            | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0            | 0            | 0            | 0            | 0           |
| 20      | Bundi          | 1721          | 2595          | 5083          | 6778          | 792          | 1128         | 581          | 850          | 603           | 1012          | 1189          | 1741          | 1125         | 1571         | 361           | 566          | 113          | 206          | 8            | 13          |
| 21      | Sikar          | 246           | 246           | 369           | 449           | 5            | 5            | 9            | 9            | 27            | 27            | 33            | 33            | 7            | 7            | 6             | 6            | 12           | 12           | 0            | 0           |
| 22      | SiliSed        | 0             | 0             | 0             | 0             | 0            | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0            | 0            | 0            | 0            | 0           |
| 23      | Bahroad        | 0             | 0             | 0             | 0             | 0            | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0            | 0            | 0            | 0            | 0           |
| 24      | Jhalawar       | 21            | 38            | 7             | 10            | 14           | 28           | 0            | 0            | 7             | 26            | 4             | 18            | 2            | 2            | 2             | 3            | 3            | 24           | 0            | 0           |
| 25      | Others         | 4844          | 4860          | 8927          | 8940          | 932          | 936          | 1844         | 1852         | 2833          | 2844          | 5013          | 5018          | 2063         | 2065         | 1146          | 1148         | 55           | 55           | 11           | 11          |
|         | <b>Total</b>   | <b>143884</b> | <b>198126</b> | <b>212987</b> | <b>277220</b> | <b>62273</b> | <b>84008</b> | <b>52382</b> | <b>72020</b> | <b>143063</b> | <b>204991</b> | <b>114235</b> | <b>151509</b> | <b>69442</b> | <b>93233</b> | <b>20231</b>  | <b>26458</b> | <b>28573</b> | <b>41375</b> | <b>2759</b>  | <b>4130</b> |

*Source : <http://tourism.rajasthan.gov.in/>*

**Table 1.3 Countrywide Data of Foreign Tourist in 2016**

| Sr. No. | Name           | 11 Pakistan |             | 12 Bangladesh |              | 13 Singapore |              | 14 Iran      |              | 15 U.A.E.  |             | 16 Saudi Arabia |             | 17 Malaysia  |              | 18 Others     |               | Total 1 to 17 |                | Total 1 to 18  |                |
|---------|----------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|-------------|-----------------|-------------|--------------|--------------|---------------|---------------|---------------|----------------|----------------|----------------|
|         |                | Tourist     | Night Stay  | Tourist       | Night Stay   | Tourist      | Night Stay   | Tourist      | Night Stay   | Tourist    | Night Stay  | Tourist         | Night Stay  | Tourist      | Night Stay   | Tourist       | Night Stay    | Tourist       | Night Stay     | Tourist        | Night Stay     |
| 1       | Mount Abu      | 0           | 0           | 1             | 1            | 8            | 9            | 3            | 3            | 0          | 0           | 16              | 16          | 30           | 30           | 566           | 694           | 1106          | 1353           | 1672           | 2047           |
| 2       | Udaipur        | 72          | 202         | 301           | 513          | 771          | 1340         | 179          | 337          | 115        | 233         | 190             | 364         | 799          | 1495         | 61649         | 104430        | 122315        | 212822         | 183964         | 317252         |
| 3       | Jaipur         | 397         | 598         | 11582         | 17377        | 4861         | 7294         | 11289        | 16939        | 507        | 764         | 1153            | 1731        | 8412         | 12626        | 239697        | 359458        | 326281        | 489516         | 565978         | 848974         |
| 4       | Pushkar        | 13          | 13          | 332           | 342          | 142          | 163          | 38           | 43           | 13         | 14          | 15              | 19          | 266          | 300          | 42748         | 53199         | 54903         | 56679          | 97651          | 109878         |
| 5       | Jodhpur        | 636         | 725         | 233           | 322          | 473          | 642          | 103          | 154          | 74         | 120         | 63              | 107         | 705          | 1028         | 51737         | 75824         | 86821         | 113479         | 138558         | 189303         |
| 6       | Ajmer          | 625         | 730         | 29363         | 38209        | 113          | 154          | 53           | 81           | 103        | 148         | 24              | 50          | 318          | 397          | 5655          | 6112          | 35457         | 44902          | 41112          | 51014          |
| 7       | Jaisalmer      | 0           | 0           | 84            | 168          | 87           | 174          | 14           | 28           | 0          | 0           | 0               | 0           | 62           | 124          | 60967         | 121392        | 29970         | 59942          | 90937          | 181334         |
| 8       | Nathdwara      | 0           | 0           | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 0             | 0             | 0             | 0              | 0              | 0              |
| 9       | Chittorgarh    | 0           | 0           | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 60           | 92           | 33273         | 36095         | 19067         | 20970          | 52340          | 57065          |
| 10      | Bharatpur      | 0           | 0           | 0             | 0            | 259          | 294          | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 6733          | 7484          | 19635         | 21540          | 26368          | 29024          |
| 11      | Bikaner        | 3           | 3           | 34            | 43           | 67           | 71           | 41           | 43           | 2          | 2           | 2               | 2           | 62           | 62           | 16360         | 30849         | 43940         | 45340          | 60300          | 76189          |
| 12      | Ranakpur       | 10          | 10          | 24            | 24           | 301          | 301          | 62           | 62           | 84         | 84          | 140             | 140         | 391          | 391          | 33268         | 33268         | 81538         | 81538          | 114806         | 114806         |
| 13      | Kota           | 0           | 0           | 1             | 1            | 7            | 7            | 0            | 0            | 3          | 3           | 0               | 0           | 1            | 1            | 768           | 812           | 1010          | 1038           | 1778           | 1850           |
| 14      | Sawai Madhopur | 0           | 0           | 10            | 10           | 112          | 112          | 15           | 15           | 2          | 2           | 0               | 0           | 16           | 16           | 10624         | 10624         | 40641         | 40641          | 51265          | 51265          |
| 15      | Jhunjhunu      | 0           | 0           | 0             | 0            | 22           | 22           | 0            | 0            | 2          | 2           | 4               | 6           | 63           | 92           | 5587          | 6799          | 18890         | 21136          | 24477          | 27935          |
| 16      | Banswara       | 0           | 0           | 1             | 1            | 0            | 0            | 0            | 5            | 5          | 0           | 0               | 0           | 0            | 0            | 60            | 865           | 79            | 486            | 139            | 1351           |
| 17      | Alwar          | 10          | 10          | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 4011          | 4011          | 4513          | 4513           | 8524           | 8524           |
| 18      | Sariska        | 0           | 0           | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 99            | 99            | 99            | 99             | 198            | 198            |
| 19      | Rishabhdev     | 0           | 0           | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 0             | 0             | 0             | 0              | 0              | 0              |
| 20      | Bundi          | 0           | 0           | 12            | 22           | 5            | 10           | 0            | 0            | 9          | 18          | 0               | 0           | 15           | 34           | 3803          | 5346          | 11617         | 16544          | 15420          | 21890          |
| 21      | Sikar          | 0           | 0           | 12            | 12           | 11           | 11           | 0            | 0            | 1          | 1           | 3               | 3           | 1            | 1            | 84            | 84            | 742           | 822            | 826            | 906            |
| 22      | SiliSed        | 0           | 0           | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 0             | 0             | 0             | 0              | 0              | 0              |
| 23      | Bahroad        | 0           | 0           | 0             | 0            | 0            | 0            | 0            | 0            | 0          | 0           | 0               | 0           | 0            | 0            | 8             | 8             | 0             | 0              | 8              | 8              |
| 24      | Jhalawar       | 0           | 0           | 2             | 16           | 4            | 32           | 0            | 0            | 0          | 0           | 0               | 0           | 2            | 16           | 62            | 148           | 68            | 213            | 130            | 361            |
| 25      | Others         | 5           | 5           | 11            | 11           | 60           | 60           | 22           | 22           | 13         | 13          | 8               | 8           | 37           | 37           | 9454          | 9469          | 27824         | 27885          | 37278          | 37354          |
|         | <b>Total</b>   | <b>1771</b> | <b>2296</b> | <b>42003</b>  | <b>57072</b> | <b>7303</b>  | <b>10696</b> | <b>11819</b> | <b>17732</b> | <b>933</b> | <b>1404</b> | <b>1618</b>     | <b>2446</b> | <b>11240</b> | <b>16742</b> | <b>587213</b> | <b>867070</b> | <b>926516</b> | <b>1261458</b> | <b>1513729</b> | <b>2128528</b> |

*Source: <http://tourism.rajasthan.gov.in/>*

## **CHAPTER - TWO**

### **REVIEW OF LITERATURE**

#### **2.1) INTRODUCTION**

The planning and execution of any research study should be preceded by a thorough review of literature in the related field since the review helps to familiarize the researcher with the work that has been done in the area of one's interest. It can also provide useful information, which could beneficially be used in the planning of the study. Keeping this in view, this chapter has been devoted to contemplate the findings of earlier study of topical interest conducted in India or abroad. The brief resume of different studies has been given as follows:

#### **2.2) STUDY OF PREVIOUS RESEARCH WORKS**

**UNWTO (1993)** had taken the concept of tourism beyond a stereotypical image of "holiday making". The officially accepted definition is: "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, businesses and other purposes." Scholar's study is somewhat related/inspired by UNWTO concept. The research is also explaining the visits of tourists for recreation activities along with enjoying food and cultural heritage.

**Filipe Rodrigues De Melo and Huger. S.S's (2004)** research publication "Factors Influencing Performance of Goa Tourism Development Corporation (GTDC): A Multiple Regression Analysis" identifies the factors that determine the level of significance of the tourists satisfaction in regard to the services offered by GTDC via Accommodation, River Cruise Tours, and Package Tours. The Multiple Regression Analysis shows that the overall impression of the hotel depends upon the impression about the staff, room services and amenities in the bathroom. The present study also explaining the given concept of GTDC connecting with RTDC. The research is also supports the concept of satisfaction

of tourists with the various facilities offered by RTDC like hygienic food, accommodation, transport, staff support, and tourist guide facility etc.

In their research paper **David Bowie and Jui Chi Chang's (2005)** "Tourist satisfaction: A View from a Mixed International Guided Package Tour" explains about the variables that are related to customer satisfaction during a guided package tour service encounter, including the role of the tour leader and the service performance by suppliers. Data were gathered through participant observation during a mixed nationality tour of Scandinavian destinations. Expectations, customer on-tour attitude and behavior and equity were identified as affecting customer satisfaction during the service encounter. The findings of the study indicate that the tour leader is a significant determinant psychologically, spiritually and practically in influencing the success of the tour packages. The result contributes to a better knowledge for the tour operator of tourism satisfaction in the international market for guided package tours. explains about the tour packages offered by RTDC to tour operators and tourists for providing information about places to visit and their timings along with required numbers.

**Joaquin Alegre Maria Sard's (2006)** working paper titled "Tour Operators' Price Strategies in the Balearic Islands" analyses the package tours' price strategies of tour operators by taking samples from British and German tour operators. The paper shows the existence of persistent differences in the mean prices from tour operators, as well as price distributions with different dispersion and shape among tour operators and markets. The time variation of these distributions seems to be linked to the market situation and structure. Although the paper is presented as an empirical investigation, the results are interpreted in the context of theoretical literature on price dispersion.

**Arabi. U (2007)** in his article "On-Line Tourism Services in Developing Countries: Need for Website Marketing Infrastructure" explains the need to maintain and increase competitiveness of online tourism through the development of websites marketing in developing countries. It analyses the objectives such as the inter relationship between tourism and internet technology, strategies towards



E-Tourism environment, destination marketing organization(DMOs) for E-Tourism, website marketing development for E-Tourism promotion and intra-regional and regional E-Tourism strategies. The article recommends that the promotion of e-tourism and innovations, development of website markets and its management is very much essential in most of the developing countries to make tourism industry more profitable. The present study also encounter the importance of online marketing strategies and other efforts taken place by the state government and RTDC to encourage the maximum tourist to visit Rajasthan. Various online services like contact numbers of tour operators, transportation facilities, extra tour packages etc. should be provided by the department of tourism, which can make tourists updated about latest changes related to fares and easily reach the desired place.

**Ljiljana Stankovic and Jelena Petrovic's (2007)** study on “Marketing of Tourism Destination of Nis” considers necessary application of marketing in the development of tourist destination offers. Special attention has been paid to the application and development of integral marketing with the aim to create and successfully manage a brand of a tourist destination with special consideration given to the city. Present study is also explains the role of marketing strategies to increase the visits of foreign tourists to India and both domestic and foreign tourists in Rajasthan. Special marketing plans should be developed by Rajasthan government which attract maximum tourists and to increase employment.

**Youcheng Wang's (2008)** paper “Web-based Destination Marketing Systems: Assessing the Critical Factors for Management and Implementation” evaluates the critical factors of the Web-based Destination Marketing System used by Destination Marketing Organizations in USA on the following five areas: website function design, website promotion, Website performance measurement, Web marketing impact assessment and organization technology environment and presents the report in a interesting way.

**Elena Matei and Tamara Simon's (2008)** research paper “India in Romania's Travel Packages – An Analysis” examines in detail that India penetrates with

difficulty in Romania's tourism market even the country possessing strong cultural heritage, icon attractions and central image in global marketing. The study reviewed several researches into the interaction between Romanian tour operating companies with India's travel packages via internet. It also analyses the demand pattern and suppliers' practice, as well as the recognition of importance in understanding of how they function. Moreover the study defines and ranges India's destinations in conventional views of tour operators as providers and tourists' expectations advantages and disadvantages of both segments which deal with marketing practices and policies.

**Stepchenkova and Morrison (2008)** explain this divergence by differentiating between the first journey to the place, which brings about the major image modification, and the subsequent visits, during which the perceptual change may be low.

**Michael Chiam, Geoffrey Soutar and Alvin Yeo's (2009)** analytical study "Online and Off-line Travel Packages Preferences: A Conjoint Analysis" examines the impacts of a number of elements such as price, package characteristics, travel agents and a seal of approval in online and off-line environments by using conjoint analysis. The findings of the study reveal that price had the biggest impact, although travel agent and airline reputation and trustworthiness also impacted on people's preferences. The study reveals that there were no significant differences in the attributes' impacts in the online and off-line environments on the travel package preferences.

**Molina (2010)** also stress the significance of tourist brochures as effective in conveying the image of a given destination. The present study also encloses the importance of printed materials and information bulletins so as to keep tourists updated.

**Kye Sung Chon (1989)** (Department of Hotel, Restaurant and Institutional Management, 13 Hillcrest Hall, Virginia Polytechnic Institute and State University Blacksburg, Virginia 24061-0429 USA). The goal of a behavior analysis approach to travel studies is to understand the psychological forces that

motivate an individual traveler, that influence the various travel- related decisions the individual makes, and that impact the level of satisfaction with a destination region (Chon, 1989). A number of tourism and recreation researchers have investigated the reasons why people travel; studied the traveler's travel purchase behavior; and emphasized the image of a tourist destination and the tourist's perception of an attitude toward a tourist destination.

**Josefin Pucher & Karin Ljungberg (2012)**, during the last decades, the tourism industry has become one of the fastest growing economic sectors in the world. The growth has in turn led to traditional marketing techniques such as branding being applied to places and destinations. Attempts a study to analyze overall activities, function and performance of RTDC. The main thrust of this research is personnel management in the RTDC and analyzing personnel policies and practices adopted by RTDC. The major problem finds in this research is that RTDC face a problem of shortage of employees, no timely recruitment and selection, lack of sound knowledge of tourism by top management officers and rate of transfer is more at highest post like chairman, managing director and executives. The major suggestions made by research is that RTDC should adopt effective policy and programme for personnel department, arrange training and refresher courses for their employees and formulate and implement effective wage and salary administration, incentive scheme and performance appraisal system. The same problem related to RTDC is encountered in the present study. It is found while research that employee problem is still faced by RTDC. And another problem is expertise or trained RTDC officials.

**Dainora Grundey's (2008)** article "Managing Sustainable Tourism in Lithuania: Dream or reality?" reviews the theoretical conception of sustainable tourism development and different points of views into it. Principles of sustainable development, forms of sustainability are discussed in detail. Sustainable concept's influence on tourism is also analyzed in the article in detail.

**Kulcsar Erika (2011)** "state about considerations on Tourist Marketing Theory and Practice in Romania "concluded in her thesis that tourism marketing

contribution to the recovery of tourism potential is manifested only when philosophy or marketing concept is assimilated and embodied by each of the entities acting in the field of tourism, when marketing becomes the determining factor for the orientation of the entire activity.

**Quian Shan (2010)** “Research on Behaviors of Government’s Tourism Marketing” concluded that, in today’s society, the government tourism marketing plays an irreplaceable role to promote the vigorous development of regional tourism, and promote tourism marketing. Government can make good use of tourism resources; provide a good hardware environment and a safe, happy and soft environment, through the regional tourism image shaping and communications to attract potential tourists. The strategies to be used are promotions, image position, destination organization and information technology support.

In his case study on “Developing a Strategic Marketing Plan in Tourism Industry” **Huijung Ping (2010)** focused on the new strategic marketing of the Henan’s tourism industry. The new strategic marketing provides the new tourism system of the tourist attractions in Henan. Furthermore, some other strategies are also provided in this new strategic marketing plan for the development of the Henan’s tourism industry. If the new strategic marketing plan accepted by The Henan Tourism Bureau, it is necessary to monitor and evaluate the performance of the new strategic marketing plan after five year.

**Singh (1995)** In his book he covers all aspects of tourism such as historical developments, Monument, Heritage sites, major challenges and key issues involved in the protection of monuments of Rajasthan tourism facilities and protective strategies for Monuments. This paper studies the ‘Land of Kings’ Rajasthan is renowned in the world for its heritage sites. The state had maximum number of heritage properties in the country and many of these buildings were converted into heritage hotels so as to maintain themselves as a new means of livelihood. It enhanced the leader’s own capabilities to take effective action and attempt to collect available information from officials working in the Department

of Archaeology and Museums and Travels. And wishes more than average tourists should know about monument. This book introduced descriptive and illustrated catalogue of Protected Monuments of Rajasthan. This study based on field work where researcher had collected answers of many questions relating to tourism in selected region. Present study is also considers the same issues as in the above book. As Rajasthan is rich in heritage and culture, it attracts maximum tourist whether they are domestic or foreign. Some of the heritage buildings are converted to heritage hotels so as to increase tourist visit and earnings. One of the example of such tourist hotel is Ummed Bhawan Palace.

**Gulab (1996)** for the research work, a clear and well throughout research methodology has been applied. The entire study was confined to the state of Rajasthan. To analysis the socio- economic impact, the research adopted the following approval. The secondary information published by DOTAC, RTDC, and news items features, article, magazines and reports during last 5 year were analyzed. For the primary information a checklist was prepared comprising some basic questions selected tourist places namely Jaipur, Ajmer, Pushkar was analyzed. The researcher asked the concerned people like government officials of men engaged in trading of goods mainly for tourists and general public around selected three places of study. Conclusions was tourism has emerged as one of the fastest growing industries in the world and shows its important in developing social and cultural linkages at the national and international level. In Rajasthan there is a ministry of tourism, Art and Culture. It has two main wings: DOTAC on promotional side and RTDC on the commercial side. The state has declared tourism as an Industry. No major prior work has been done in Rajasthan on this or related subject we had to take help from research scholars of other states which was available scanty traders and officials were hesitant to respond fully.

**Renganathan. R's (2004)** article "Positioning Tourism Destination to Gain a Competitive Advantage" looks into the different parts of the positioning process and applies it to the case of positioning destinations to visitors. The article advocates that the most effective tool in tourism marketing is positioning which evaluates a distinctive place in the minds of potential customers. It discusses the

vital role played by positioning in tourism marketing and presents various approaches to positioning a tourism destination. By considering the plethora of activities in tourism, the author suggests tourism requires professionalism in major decisions and it is governed by excellence.

**Raina A K and Agarwal S K's (2005)** book titled “The Essence of Tourism Development, Dynamics, Philosophy and Strategies” is thought provoking. The central aspect of the book revolves around planning, promotion, strategies and human resource development. It takes note of the sustainable pattern of tourism development through studies on travel motivations, financial viability and effectiveness of tourism and its socio economic impacts. The last chapter makes an analysis of the future of tourism and its growth aspects. It identifies all those constraints, if, which not removed have the potential to harm the industry considerably.

**Selvan, V (2006)** tries to look into the scope of marketing for medical tourism in India through her study on “Medical Tourism- the Next Big Opportunity to Prosperity”. The study analyses the role of private hospitals in promoting medical tourism and the impact of local health care centers on the medical tourism prospective business proposition. The author feels that the Indian healthcare industry should work more closely with the industry chambers and various government departments to spread the awareness and remove the hurdles particularly those pertaining to travel and legal formalities. The study strongly recommended to work towards getting accreditation for various hospitals to build perception of quality among the foreign tourists.

**Bhaskar Rao's (2007)** study on “Tourists Perception towards Package Tours” intends to examine the perception of tourists, domestic as well as international, towards package tours. The study identifies the motivators of tourism and the relationship between the socio-demographic factors of tourists and their preference towards package tours. It finds the propensity of pleasure of a tourist in package tour and considered it as the most important motivator of tourism. According to Rao package tour is a comprehensive programme arranged by a

single institution which takes care of the interests of tourists in terms of accessibility, amenities, attractions, accommodation and activity.

**Anil Sarin (2007)** in the article “Contemporary Issues in Service Marketing” explains the concept of service marketing by highlighting the social dimensions of the service sector in Indian context. It discusses the recent trends and issues in service marketing and the concept of painless pain in services (PPS). The article suggests ways to diagnose and treat painless pain of the consumers. It incorporates changing customer behavior in marketing strategies of different classes of service marketing.

**Ashok Pathak and Krishna Kumar (2008)** in their research paper titled “Adequacy and Effectiveness of Indian Tourism Websites for International Tourism in India” undertaken to evaluate the adequacy and effectiveness of the official websites of various tourism development corporations of India. The websites have been evaluated based on the variety of information, online accommodation, travel booking and other facilities and services offered by the websites. The study reveals startling inadequacies and gaps in the websites that need to be bridged. Given so many inadequacies observed during the study, the investigators find it difficult to measure effectiveness of the websites as they were not very sure whether the objective of the websites really was to promote tourism potential of India amongst international tourists. The study highlights the need to manage international tourism with a lot more clarity and focus if India wants to benefit from potential of International Tourism. The main finding of the study is that tourism websites are not just an online channel for providing information about tourism potential in India but also an electronic platform for generating desired tourism business.

**Vaishali Goel and Bhavna Jaiswal’s (2008)** research paper “Impact of Socio-Demographic Factors and Marketing Strategies on Tourism Industry in India” seeks to provide insights into how socio-demographic factors can complement tourism industry and how various marketing strategies help them to retain the customers. The findings of this empirical study shows that middle age, highly

educated, business and service class, males and even married couples frequently avail the services of tourism industry. The study concluded with the hope that various marketing strategies will be helpful in future to convert challenges into opportunities.

**Kanwal Kapil and Sheeba Kapil's (2009)** paper titled “Incredible India Building the Country as a Tourism Brand” gives an overview of the ‘Incredible India’ campaign undertaken by the Government of India to promote tourism in India. It highlights the measures taken by the Tourism Department in various countries across the world to promote ‘Brand India’. The success of this brand can be attributed as Digital Success since the major means of communication of this brand has been the Internet. The paper shows the need of a tourism brand arose, how was it communicated through the digital channel and how was it revamped with changing needs of the modern tourist. Yet despite all this, much smaller countries like Malaysia, Thailand, Singapore and Hong Kong get more tourist than India.

**Singh and Ahuja (2012)** in their research evaluate India’s potential in the tourism industry and especially cultural tourism development and try to compare it with Centre and State Campaigns. The problems identified during this research are that there is a lack of promotion, training and funds for the development of cultural tourism. The suggestions made for these problems are that the government should allocate more funds for safeguards of cultural heritage as well as establishing the research centers for cultural and heritage studies. Researcher also suggested that proper training and recreation programmer should be arranged for tourist guide and youth for increasing cultural and heritage tourism. The main conclusion made in this research is that all States of India had the same resources with similar culture and tradition, however, India had given more importance on highlighting some ancient tradition and fair and festivals and providing good hospitality and transportation which attract more tourists. There are immense opportunities in Indian tourism both directly as well as indirectly. It was also recommended that coordinated efforts are required amongst central, state and private authorities to establish India as a world class destination for tourism. The Methodology was



used for collection of secondary data and discursive analysis, information relevance, promotion strategy and key event. And the top ten most visited states by foreign tourists were used for the comparative analysis between centralized campaign and state wise campaign for the discussion of the research paper.

**Janger and Naik (2013)**, in their study the researcher suggested some strategies i.e. strong sustained policies, private sector involvement, liberalization of aviation, elimination of red tape and investment in human resource development to achieve sustained growth rate in tourism industry in India. The tourism had positive impacts on Indian economy. It revealed that India had a huge potential for tourism but problems like lack of airline seats, non-availability of rooms in hotels, and lack of professional expertise to handle tourists discouraged foreign tourists to choose India as tourist Destination. The study also highlighted that irrespective of the fact that India had an inadequate tourism infrastructure still the foreign tourists liked to visit India because of its rich culture. These foreign tourists directly helped the economy by staying in local hotels, eating local Food and buying local handicraft. In present study the researcher has applied a clear thought research methodology. In order to analyses the study further, some secondary sources had been used like published information, news items feature and radicals published in various leading newspaper and magazines and report during last five year wise analysis. Finally, our Indian tourism industry is on the initiation of a major variation for great financial gains.

**Singla (2014)** paper was focused on the community perceptions of the socio-cultural impact of tourism and examines the extent to which they coincide with the tourism impact literature. This paper mainly used Jaipur city as an example of the multifarious impact of tourism. The major finding of this paper reveals that impact assessment of tourism is a complex matter and contains both positive and negative elements. The findings reinforced that the residents of Jaipur has a more optimistic perspective regarding the economic impact of tourism. It was found that not only the community benefited economically from active tourism industry but also community's pride had also been enhanced. Researcher had pointed out some positive impact of tourism such as revitalization of traditional art,

handicrafts, dance, music, fairs and festivals and various aspects of traditional life style were identified by respondents and some negative impact such as adverse socio-cultural and environmental impacts of uncontrolled mass tourism. The researcher's view was that careful management plans involving the calculation of environment and carrying capacities should be used without creating damage to the resource base, so that sustainable development of economic and environmental perspective is ensured. In order to fulfill the objectives of the study, quantitative and survey method was used and data had been collected from primary and secondary source. Primary sources are 500 questionnaires and it is analysis by using SPSS 16.0 for sampling of study includes residents in rural and urban regions of Jaipur, Rajasthan. And secondary sources are Govt. records, publish reports journals, e-journals etc. and for determining the data T test, ANOVA and chi – square test is used. The result of study shown that the local resident's community of Jaipur gave both positive and negative response towards tourism. The important things which came out is that there is a strong relationship between residents and tourism perceived by social cultural impact. So we can say comparative studies in various regions can be better in order to understand the tourism of social cultural impacts.

**Pokharna Vimla (1997)** “Growth Performance of Tourism in Rajasthan and its Sustainability” suggested that there is growth of tourism in Rajasthan. Trend growth rate off foreign tourists is higher than Indian tourists in Hadoti region and Mewar region. This is good green signal for the development of tourism in Hadoti. But this growth is not sustainable as the center wise regional variation is increasing. Hence the growth of this sector should be on principal of sustainability as it has both negative and positive effects and government should weigh on both effects before taking any decision.

**Pran Seth's book(1997)** Successful tourism management is a distinguished work which contains chapters like impact of tourism', 'planning and development of tourism', 'tourism and state' and other critical issues on tourism. An interesting aspect of these chapters is that necessary comparison is made with other tourist countries of the world and thus an overview of global tourism is illustrated. He

comments further that “Destination India – a land of all seasons and for all reasons”

**Mohammad Zulfikar (1998)** in his book “Introduction to Tourism and Hotel industry makes deep insight into the ‘tourism scenario in India’, ‘tourism under five years plans and impacts of tourism. Much explanation is devoted to hotel industry and current innovations in hotel industry.

According to **Veena Chourasia and Lakmi Chand Agrawal, (2011)** “Potential of Ecotourism in Hadoti Region” Having the natural beauty , historical and religious background Hadoti region has the potential of becoming an important ecotourism centers of India. The tremendous growth of Indian economy has resulted more disposable income in the hands of middle class, thereby promoting increasingly large number of people to spend money on vacation on these places. Kota being on the main railway route of Delhi-Mumbai and having variety of spots can be well developed for ecotourism. There is a need of judicial planning, so that its potential can be properly explored, minimizing any negative effect of such tourism on the environment of Hadoti.

**Venkatachalam Balaji and Venkateshvaran R.N (2010)** “Explains about Destination Branding. He focuses on brands that are contemporary and timeless. Building brand ‘India’ is a long term effort. For brand ‘India’ to be successful the vision has to be reflected in products and services. Brand India to being winner requires a vision that is founded on intensive stakeholder, consumer and competitor’s research. There are significant and unique challenges facing Indian destination marketers, but they should not prevent them from preserving in their aims, as successful branding brings lot of benefits. India cannot afford to ignore branding as it offers an innovative and effective tool with which it can relate with the tourists. Destination Branding is a new concept which is touched nearly by present study also in the final suggestions and conclusion.

In the book “Marketing Practices of Tourism Industry” **Bisht S.S (2003)** focused some suggestions for the tourism industry that efficient system of communication and proper media planning should be ensured. There should be a word of mouth

recommendations which is the main and effective way of marketing. This comes only when the tourists have actually used the product which over takes all other marketing/promotional activities.

In the paper “Destination Marketing: Hamper of Opportunities for Tourism Industry” **Sharma Anukrati (2017)** states that destination marketing strategies can be of great help for Hadoti tourism industry. The media sources must be used in more effective and efficient manner to grab the attention and to provide knowledge to more and more potential tourists. She suggested the print material should be in regional or national language so it would be more effective and understandable for tourists. The present study also give emphasis on the gist of above paper. Marketing strategies should be updated according to the changing scenario. Special steps should be taken by Department of Tourism and RTDC for betterment of Rajasthan tourism.

### **2.3) RESEARCH GAP:**

The review of literature clearly shows that less attempt has been so far made to analyze the state and institutional support for the betterment of tourism industry. Following the research of **Quian Shan (2010)** in present study it is found that Ministry of tourism and state government would neglect the changes required for RTDC and its officials. Hence the present study is throwing light on the active scenario of Rajasthan tourism and the role of RTDC as well the suggestions which should be taken place by the government for the upliftment of tourism in Rajasthan along with reducing the shutting down of RTDC.

## **CHAPTER – THREE**

### **PROFILE OF RTDC**

#### **3.1 INTRODUCTION:**

In 1976, the Government of India in the Department of Tourism has organized a central survey team led by Ms. Kanta Thakur, the Director Government of India, Tourist Office, New Delhi for identifying the “Gaps” and “Missing Links” in the promotion and development of tourism in Rajasthan, suggested ways and means to improve the present infrastructure. The recommendation for the Central Survey Team were generally approved by the State Government. The Rajasthan Tourism Development Corporation Ltd., a company incorporated under the Companies Act, 1956 had been established with effect from 1.4.1979. With the setting up of the Corporation the responsibility for providing infrastructural facilities and services for the tourist, such as accommodation, catering, transport etc., which have a commercial base, were transferred to Rajasthan Tourism Development Corporation from the Department of Tourism. The other promotional activities was retained by the Department.

The business of the company, which is a Government company within the definition of section 617 of the Companies Act, 1956, is managed by the Board of Director. Governor of Rajasthan state appoints The Directors and one of the Directors is appointed as a Chairman of the Board of Directors on such terms and condition and such remuneration as he may consider appropriate.

Divisional Heads supervised the different day to day work under the direct control and guidance of the Managing Directors and the Chairman. The work of the Corporation is divided into the following Divisions:-

1. Personnel
2. Store
3. Operation
4. Works
5. Finance and Accounts
6. Palace on Wheels

### **3.2 OBJECTIVES OF RTDC**

The Rajasthan Tourism Development Corporation Ltd. as noted earlier has combined to organize and operate tourism on commercial lines. Travel and recreation are being given increasing recognition in government corporations and labor welfare programme. To encourage tourism, it is for the State Tourism Corporation to conduct “tours of historical places, pilgrimage centers, national monuments, places of scenic beauty and so on”. The Corporation besides this had some other important objects. It should provide a fairly good number of facilities to the tourist: “Dormitory type accommodation should be on structured at places for middle-class tourists. The tourist corporation should provide buses or mini at reasonable rates, collection of road and other taxes covered by such tours should be simplified. There should be a road every 25 km on national highways leading to places of tourist interest with the name of the place at the top and the next village or town at the bottom and the distance shown in kilometers in English and local language. Thus, the objectives of the RTDC are to make suitable arrangement of accommodation, transportation and provide such other prime facilities to the tourists. The salient objectives for which the Rajasthan Tourism Development Corporation are as follows:

1. Firstly, all assets belonging to the government, situated at any place, outside or within the state ,should be acquired by the Corporation and efforts to take over and utilize in any manner with any program scheme , activity or enterprise relating to tourism with the liability, if any and takeover all the tourist homes, holiday homes, tourist bungalows, state guest house, travelers centers, Dak bungalows , Dormitories, Circuit Houses and Pavilions together with catering establishments attached there to the Youth Hostels, Tourist Information Bureau, convention centers, water works, electric, promoting, developing tourism and run the same in the state, both at National and International levels.
2. The second object of the corporation is to carry on and successfully continue the day to day business of hotel, restaurant, canteen, motel boarding and lodging, providing liquors, light drinks, housekeeping, dealing in the textile

goods, dealing in novelty and other foods. The corporation would also see that such facilities as instructions of all kinds, tobacco and cigar merchants, and travel agents for railways and roadways.

3. The corporation would keep in view to establish develop, promote, execute, operate and otherwise carry on projects, schemes, business and such other activities as in the opinion of the corporation are likely to facilitate or promote the development of tourism in the State of Rajasthan.
4. It would also build up and maintain the Tourist Information Centers in the State and both within and outside the country.
5. The corporation would acquire by way of purchasing or on lease or otherwise land for the use of tourism development. It would maintain and develop all such lands of tourist interest like the wildlife sanctuaries, parks, scenic spots and recreational sports in the State of Rajasthan.
6. It would make efforts and try to establish and manage transport units, travel and transport counties, import, purchase, lease sell and run or otherwise operate cars, cubs, buses, coaches, trucks, vans, ropeways, aircraft, helicopters and other such modes and means of travel and transport.
7. Responsibility of the Corporation is to manage, produce, distribute, design, print, publish, and sell the tourist publicity material, bills, pictures, posters, postcards, periodicals, magazines, calendars, diaries and other material for the purpose of publicity for tourism and developing tourism in the state.
8. The corporation would also plan out to provide entertainment by way of staging cultural programme such as dramatic programme, puppet shows, fold-dances, musical concerts cabarets, ballets, film shows, games and adventure activities and such other forms of entertainment. These activities would attract the tourists in large number and would develop in them, love for literary and aesthetic tastes.
9. Looking for the convenience of the tourists, the corporation would provide shopping facilities to them, install and manage shops including the duty-free

shops, markets emporia and such other places for selling out travel requisites and other articles of tourist interest. In the open market the things of artistic interest and antiques are sold at very exorbitant prices.

10. It would be one of the motives of the corporation to promote tourism by creating interest among the tourists and by all ways and means to adopt such methods as are desirable and necessary to attract tourists both from the country and from abroad in good numbers.
11. The corporation would acquire land by way of purchasing, leasing or otherwise and construct, develop and maintain hotels, motels tourist bungalows, guest houses, cafeteria restaurants, clubs, way-side amenities and picnic spots etc.
12. The corporation would organize all inclusive tours to be performed by road, rail or sea and to go into necessary agreements for this purpose and to act as travel agents for the railways, airlines, shipping companies and the road transport operators etc.
13. The corporation would arrange to purchase, take on hire or otherwise acquire halls, theatres, concert hall or such other buildings and having renting rights in the same and to sell and give on hire or otherwise dispose of the rights so acquired. It would also enter into agreement with companies, associations, societies, organizations or persons, foreign or Indian for securing any of the objects of the company or for the purpose conducive to any objects and to import, purchase, sell and barter all goods and merchandise and open, run or manage shops.
14. The corporation guarantees the payment of money secured or unsecured by or payable under or in respect of promissory notes, bonds, debentures stocks, mortgages, contracts, cheques, instruments, obligations and securities of municipal corporation or any company, local or otherwise of any person. The corporation may also lend money or sanction loans to such persons, parties or companies and on such suitable terms and condition as may seem expedient and particularly to customers and other individual who have



dealing with the company and to guarantee the performance of contracts by such persons or companies. However, it will be binding on the company that it shall not do such banking business as is defined in the Banking Regulation Act, 1949. The corporation would have a right to sell, improve, manage, develop, exchange, lease, mortgage.

15. It would grant, advances, loans and other money on deposit or otherwise from the State Government or Central Government, associations, trusts, commissions, corporations and banks companies clubs etc. It would draw policies and plans to provide board and lodging and such other facilities to the public including tourists, visitors and other delegates coming to India from foreign countries and to the members of delegations and missions from foreign countries.
16. It would be the corporation to purchase, own, lease, establish run, alter, construct, and manage printing presses, workshops, photo studios, art studios, foundries and factories for the purpose of maintaining, repairing, servicing and altering all sorts of machinery run by power, steam, oil and gas. It would also carry on business as proprietors or publishers of newspapers, journals, magazines, books and other literary work projecting and picturing the image of the Indian culture.
17. It would conduct, participate in exhibitions and establish art galleries of paintings, engravings, sculptures, jewelry and other works of art and for the purpose of hiring or otherwise however. It would also establish and administer the Hotel Development Fund for rendering financial and other assistance to persons who are going to establish hotels, motels, and sell handicrafts, paintings and souvenirs of every description.
18. It would procure the company to be registered or recognized in any foreign country or place. It would do any carry out all or any of the above objects or things in any part of the world. It would employ or pay the staff or to remunerate any person for services rendered in the smooth conduct of the business of the concern.

Growth rate of tourists arrival (domestic and foreign both) in the state of Rajasthan has shown that increasing annually from 0.90 crore to 3.21 crore from the year 2001 to 2016. Rajasthan has spiritual and pilgrimage centers like Pushkar, Nathdwara, Ajmer, Mahveerji, etc. therefore the rate of domestic tourist arrivals is increasing from 1.77 crore to 3.55 crore and international tourists arrivals from the year 2001 to 2016 is also increasing from 0.16 corers to 1.12 corers in the state. Tourism organization is a behavioral aspect of industry which determines the goals of increasing the tourist arrivals, generate revenue, promote trade, transport, and employment and to earn foreign exchange. Tourism comprises of various segments like accommodation, marketing, transportation and trade association. In Rajasthan, **Rajasthan Tourism Development Corporation Ltd. (A Govt. of Rajasthan Undertaking)** acts as important part of tourism department and supervises the commercial side by providing infrastructural and service facilities like accommodation, transport, catering midway facilities and package tours.

**Rajasthan Tourism Development Corporation Ltd. (RTDC) (A Govt. of Rajasthan Undertaking)** is a sister concern of Department of Tourism – Rajasthan, acts as an apex body for tourism development in the state and provides various facilities for tourism development like accommodation, packages, fairs and festivals, transportation and many more. Over past 34 years RTDC play prominent role for tourism and cater incoming foreign and domestic tourists by way of providing accommodation, catering, and transport, package tours and bar facilities. At present RTDC operates 61 units which include 36 hotels, 15 motels, 7 cafeterias, and 3 independent units. Besides these, RTDC also provides temporary ‘tented’ accommodation at various tourist places, particularly during the fairs and festivals. RTDC runs 42 Tourist Reception Centers (TRCs) and Tourist Information Bureaus (TIBs) at 21 places in the state and 5 outside the state (at New Delhi, Mumbai, Kolkata, Ahmadabad and Chennai). RTDC provides transport facilities for the tourist visiting Rajasthan. It provides daily sightseeing and guided tour facility through luxury buses at important ‘tourist hubs’ like Jaipur, Jodhpur, Sariska, Chittor Garh, Jaisalmer, Udaipur and Mount Abu.

### **3.3 PROBLEMS FACED BY TOURISTS:**

- The absence of good transportation seems to be a big problem in the development of Rajasthan tourism. Parking lots are needed to work out as there is lack of proper parking areas at tourist places especially nearby historical areas. Roads are also not in good condition which in turn leads to accidents.
- Lack of proper advertising and publicity of many hotels, motels and other facilities offered by them hence tourists are not informed about tourism attractions.
- Shortage of accommodation facilities is another concerned area. Information should be available on the portal of RTDC and Rajasthan tourism website on the basis of different ranks of hotels and tourism facilities according to the financial abilities of tourists. Because of the lack of such information tourists are failed to find out suitable accommodation which reduces their stay in our state.
- There are very few Tourists reception centers in Rajasthan which provide the basic information about the tourist destination. In turn is leading the loss of revenue generation.
- Another big problem tourists are facing is higher rates and lack of proper availability of bookings and remaining vacant rooms. Because of this maximum tourists fails to have exact knowledge about availability of rooms and not able to avail the facility of advance booking and hence this reduce their stay in Rajasthan.
- Lack of proper safety and hygiene facilities laid to reduce the stay of tourists at RTDC hotels and Rajasthan.
- Insensitive tourists create problems. Many a times tourist visiting popular sites, forget the civic sense and indulge in such type of activities which seriously affect the beauty of a particular tourist destination. Some tourists behave so insensitively that other tourists even not aware of such activities.
- Each monument has separate tickets which increase irritation and waste of time.

- Beggar's problem is increasing day by day. It is act like as harassment for tourists.
- There is no effective measures are taken for speedy settlement of tourist's complaints.
- There are unhygienic toilet facilities at almost all bus terminals, railway station and hotels.
- There is no economy version of luxurious tourist train which can cater to the need of all class of tourists.

### **3.4 PROBLEMS OF THE OFFICIALS OF RTDC:**

So many problems are found during the interviews and filling the questionnaire faced by RTDC officials. They also gave some suggestions to sort out the problems.

#### **Shortage of funds**

There is a lack of proper finance to RTDC, from the government which directly affects to carry out infrastructural and developmental activities and whatever amount is allocated by the government, due to red-tapism takes a lot of time to reach RTDC.

#### **Tourism policies instability**

Rajasthan government not framing proper policies for the development of tourism which is one of the major factor responsible for the slow growth of tourism sector in Rajasthan.

#### **Lack of training for Human resource development**

RTDC don't have enough training sessions and trainers for men-power training. There are no regulations for continue upgraded courses for the staff of RTDC. Because of lack of such training programmers', the employees are unable to keep themselves active and update with the latest technology and development in the tourism sector.

#### **Lack of coordination**

There is no properly designed coordination network among various departments

of which create problems while doing some development works like lack of coordination between forest department, Public works department etc. This creates delay in implementing and executing of project .Other than this, there is public and private stakeholders are not working together in tourism development for the implementation and monitoring of the policies and their effective application.

#### **Lack of innovativeness in marketing**

Rajasthan is one of the famous tourist destinations in the world but the tourism marketing is not so developed. There is no attractive and exciting promotional marketing activity about Rajasthan tourist attractions so that tourists can be attract towards Rajasthan. There is also no holding of cultural programmers in other state and countries of the world to make people aware about Rajasthan tourism.

#### **Impediment from local people**

Corporation finds less support from the local people while doing development works at tourist sites. Couple of times local issues create problems while carrying out developmental activities.

#### **Lack of performance evaluation**

RTDC not perform their work efficiently because of no performance appraisal are taking place and no measures introduced for increasing interest and motivating the officials to work more efficiently and to make them happy.

### 3.5 LIST OF RTDC HOTELS IN RAJASTHAN

**Table 3.1 RTDC hotels in Rajasthan:**

| <b>S. NO.</b> | <b>HOTELS</b>             | <b>CITIES</b>  |
|---------------|---------------------------|----------------|
| 1             | Hotel Anand Bhawan        | Udaipur        |
| 2             | Motel Barr                | Ajmer          |
| 3             | Motel Behror              | Jaipur         |
| 4             | Bharatpur Forest Lodge    | Bharatpur      |
| 5             | Hotel Chambal             | Kota           |
| 6             | Motel Dausa               | Jaipur         |
| 7             | Motel Devgar              | Udaipur        |
| 8             | Motel Dholpur             | Agra           |
| 9             | Hotel Gangaur             | Jaipur         |
| 10            | Hotel Gavdi Talab         | Jhalawad       |
| 11            | Hotel Gavri               | Rishabhdev     |
| 12            | Hotel Ghoomar             | Jodhpur        |
| 13            | Hotel Gokul (Heritage)    | Nathdwara      |
| 14            | Hotel Haveli              | Fatehpur       |
| 15            | Motel JhalawarChandrawati | Jhalawad       |
| 16            | Hotel Jheel               | Jaipur         |
| 17            | Hotel Jhoomar Baori       | Sawai Madhopur |
| 18            | Hotel Kajri               | Udaipur        |
| 19            | Hotel Khadim              | Ajmer          |
| 20            | Hotel Khasa Khoti         | Jaipur         |

|    |                       |                |
|----|-----------------------|----------------|
| 21 | Hotel Lake Palace     | Siliser        |
| 22 | Motel Mahuwa          | Jaipur         |
| 23 | Hotel Meenal          | Alwar          |
| 24 | Hotel Moomal          | Jailsalmer     |
| 25 | Hotel Panihari        | Pali           |
| 26 | Hotel Panna           | Chittodgarh    |
| 27 | Motel Pokaran         | Jodhpur        |
| 28 | Motel Ratangarh       | Jaipur         |
| 29 | Motel Ratanpur        | Udaipur        |
| 30 | Hotel RTDC Hotel      | Jhunjhunu      |
| 31 | Hotel Sam Dhani       | Jaisalmer      |
| 32 | Hotel Saras           | Bharatpur      |
| 33 | Hotel Sarovar         | Pushkar        |
| 34 | Motel Shahpura        | Shahpura       |
| 35 | Hotel Shikhar         | Mount Abu      |
| 36 | Hotel Shilpi          | Ranakpur       |
| 37 | Hotel Swagatam        | Jaipur         |
| 38 | Hotel Teej            | Jaipur         |
| 39 | Hotel Tiger Den       | Sariska        |
| 40 | Hotel Tourist Village | Pushkar        |
| 41 | Hotel Vinayak         | Sawai Madhopur |
| 42 | Hotel Vrindawati      | Bundi          |

#### **CHAPTER - FOUR**

## **RESEARCH METHODOLOGY**

### **4.1 INTRODUCTION:**

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research. The main reason for the research is to study and understand existing unrecognized problems of any field, figure out the suitable answers for those issues to illustrate new thoughts and produce scope of further research. Among the various fields of the study, tourism raised up as a very important and attractive field of research which needs to study deeply and its various issues to be searched and then research and figure out suitable result from different aspects. This chapter details out the research methodology for the present study. It explains the research objectives and a suitable methodology to achieve those objectives.

The present research was conducted during the year 2014-15 in Jaipur and Kota cities of Rajasthan. The study is largely empirical in approach in which scientific methodology was used to answer the research questions. This chapter describes the research methodology and the process of data collection needed to empirically test the conceptual framework developed in the previous chapter. This study was aimed to identify marketing strategies for the development of tourism in Rajasthan, challenges faced by RTDC and ministry of tourism and suggestive measures to overcome the problems. To ensure the accuracy of results it is therefore important to choose an appropriate research methodology.

**The methodology used for the research has been presented under following sub headings:**

- 4.2 Research Problem
- 4.3 Brief overview of the Research Objectives
- 4.4 Hypothesis of the study
- 4.5 Research Design
- 4.6 Research methods and justification



- 4.7 Operational definition of variables
- 4.8 Sampling process
- 4.9 Data collection
- 4.10 Statistical techniques
- 4.11 Limitations of the methodology
- 4.12 Ethical consideration

#### **4.2 RESEARCH PROBLEM:**

RTDC acts as a sister concern of Department Of Tourism in Rajasthan and perform various activities of tourism as per expectation of DOT and achieving all the goals of ministry for enhancing tourism in the state, but in recent times RTDC face many problems such as decreasing number of managerial and non-managerial employees, decreasing number of tourist traffic receiving services from RTDC, declining trends of profitability and increase in operating and non-operating expenditure. RTDC also face huge expenses by operating heritage trains like Heritage on wheels, Rajasthan Royals on Wheels and Palace on Wheels. RTDC also face more personnel expenses like salary and wages, medical expenses, leave salary and gratuity. Since last few number of years RTDC also face problem of increase in borrowed funds, unproductive use of its assets and increase in current liabilities compare to current assets which makes effect on financial position and performance of RTDC. So it is a moral responsibility of Government, Department of Tourism and employees of RTDC to improve the financial soundness of RTDC by reducing its losses, improving its asset utilization, increasing its current assets and rendering services in more significant manner.

The proposed study, “**Tourism Marketing in Rajasthan: A case study of Rajasthan Tourism Development Corporation**”, throws light on the marketing strategies adopted by Rajasthan government to attract and increase the tourists visit and its drawbacks.

#### **4.3 BRIEF OVERVIEW OF THE RESEARCH OBJECTIVES**

The main objective of this study was to contribute to a superior understanding of the factors affecting the development of tourism in Rajasthan and marketing strategies needed to improve the situation. As per the literature review development of tourism in Rajasthan has received a lot of attention of researchers and writers in the past, but this relationship has not been studied in the context of efforts taken by RTDC and Ministry of tourism. This study, therefore, attempts to help fill this gap by providing empirical information that might be of interest to researcher and the stakeholders of Tourism sector. The objectives of this study are restated here more specifically, which are:

- To study the existing scenario of Tourism Industry in Rajasthan.
- To review the prevailing Marketing strategies of Tourism adopted by the State Government and the RTDC in the context of present and future development of Tourism.
- To study the role and function of the RTDC in promotion of tourism in state of Rajasthan.
- To analyze/identify the existing problems in the growth/ development of tourism in Rajasthan
- To suggest practical/remedial measures for development of tourism in the state.

The study would contribute in the upliftment of employees of RTDC, Department of Tourism of Rajasthan, for tourist, stakeholders of tourism, travel and hospitality industry & to the society at large by providing knowledge and information of the following:

- To evaluate the new areas for development of Tourism in Rajasthan through working of RTDC.
- To remove the hindrances of Rajasthan Tourism Industry.
- To find out the factors on which RTDC have to improve for the growth of Tourism in Rajasthan.
- To showcase the opportunities of tourism in Rajasthan
- To highlight the immense scope of business, entrepreneurship and employability through travel, tourism and hospitality of Rajasthan.

- The study is important for finding out and evaluates the areas of concern of tourism in Rajasthan.

#### 4.4 HYPOTHESIS OF THE STUDY

- **H<sub>0</sub>:** There is no significant relationship between the development of tourism in Rajasthan and efforts taken by the state Govt. and RTDC.
- **H<sub>a</sub>:** There is a significant relationship between the development of tourism in Rajasthan and efforts taken by the state Govt. and RTDC.
- **H<sub>0</sub>:** There is no significant relationship between the satisfaction level of tourists visiting Rajasthan and the working of RTDC.
- **H<sub>a</sub>:** There is a significant relationship between the satisfaction level of tourists visiting Rajasthan and the working of RTDC.
- **H<sub>0</sub>:** There is no significant relationship between the developments of the Rajasthan tourism and the adopted marketing strategies by Department of Tourism.
- **H<sub>a</sub>:** There is a significance relationship between the developments of the Rajasthan tourism and the adopted marketing strategies by Department of Tourism.

#### 4.5 RESEARCH DESIGN

The aim of a research design is to provide an intended and prepared way of achieving the research objectives and to augment validity and reliability. The present study is a **descriptive and analytical research** to explore an area where little is known or to investigate the possibilities of undertaking a particular research study (feasibility study/ pilot study). The study is an attempt to explore the potential growth aspects in tourism especially in Rajasthan. It is designed to obtain pertinent and precise information concerning the current status of phenomena and, whenever possible to draw valid generalizations, conclusions from the facts discovered. Survey studies are conducted to collect detailed description of existing phenomena with the intent of employing data to justify current conditions and practices or to make more intelligent plans for improving

them. Their objective is not only to analyze, interpret and report the status of an institution, group or area in order to guide, practice in the immediate future, but also to determine the adequacy of status by comparing it with established standards. This type of study requires a research that does an in-depth investigation and description of phenomena, and systematically classifies the variables of a construct and describes the attributes as accurately and precisely as possible. In order to attain the aim of the research design, it should address the relevant questions including the unit of analysis and time frame of the study. All these components are therefore discussed in the following section.

#### **4.5.1 UNIT OF ANALYSIS**

In this study the unit of analysis is tourists visiting Rajasthan. Taking into account the efforts done by RTDC and the ministry of tourism, the impact on the development of tourism in Rajasthan was a prime concern of this study. For this purpose tourists were asked to share their experiences they had about tourist places in Rajasthan, their feedback was considered important in formulating effective marketing strategies for further development of tourism. The respondents' identity was kept confidential and their privacy was strictly maintained in the study.

#### **4.5.2 TIME FRAME OF THE STUDY**

While the best alternative would be to follow a longitudinal study involving detailed records of growth of tourism over an extended time period and to observe the adopted promotional strategies in as much detail as possible and for as long as possible, and to survey or interview different participants at a series of intervals but the limits of resources, organizations privacy and time constraints preclude such an approach. However, the quantitative research method adopted for this study as it aimed at maximizing the informative power of the data gathered to gain insight about the tourists' behavior and efforts taken by RTDC and the ministry of tourism. The following section provides a detailed justification for the research methodology used in this study.

#### **4.6 RESEARCH METHODS AND JUSTIFICATION**

To make sure validity and reliability a research should make use of both quantitative and qualitative methods where it come into view appropriate (Allan, 1998). In the following sub-sections, both the qualitative and quantitative approaches are briefly evaluated:

#### **4.6.1 THE QUALITATIVE APPROACH**

Qualitative methods are more effective for seeking a thorough description within a limited area, but they are not appropriate for detection of co-variance between variables, as compared to quantitative methods (Thompson, 2003). The qualitative research method could be helpful for understanding the impact of promotional activities on development of tourism if the purpose of the research was to study the impact on few individuals over a period of time at any one particular destination. Qualitative methods provide less clarification of variance than quantitative methods, they can give only data from which process theories and rich explanations of how and why procedure and outcome crop up can be developed (Marcus and Robey 1988). Taking all of the above into account it was decided to adopt an approach for this research which can be called the quantitative method.

#### **4.6.2 THE QUANTITATIVE APPROACH**

According to Garber (1999), “Quantitative research methods put importance on the making of detailed and generalized statistical conclusion. The data composed by using the quantitative techniques be likely to be numerical and are open to explanation by use of statistics: thus the data are said to be quantitative and there is certain impartiality about actuality, which is quantifiable”.

Quantitative methodologies, however, have been criticized for their lack of notice to procedural aspects, for frequently meeting data only from the top of an organization, and for their failure to find significant relationships (King, 1990). The quantitative research method was selected for this study for the following specific reasons:

Firstly, the researcher believed that quantitative methods would be more suitable to understand in detail the nature of dealings among major variables and to provide a rich relative basis for interpreting and validating the results.

Secondly, because quantitative research consists of techniques, methodologies and activities which permit the observation of organizational phenomena in such a way that the relationship among major variables can be identified and empirically documented; Thirdly, collecting a large amount of data from structured questionnaire survey will provide a wide reporting that may result in a real picture of the entities and observable fact under study. And finally, examination of the literature on tourism and marketing strategies also provides a strong support of the empirical quantitative method as the most productive research approach in the studies of the present kind.

#### **4.7 OPERATIONAL DEFINITION OF VARIABLES**

The main aim of this research was to explore the possibilities of growth in Rajasthan tourism. The variables which have been identified in this study included development of tourism, marketing strategies adopted by RTDC, efforts by ministry of tourism in Rajasthan and demographic factors affecting tourists' preferences. Marketing strategies are viewed as independent variable and its impact on the development of tourism is taken as a dependent variable. The interaction with the antecedence of tourists' age, gender, occupation, income and nationality is hypothesized to be a cause-effect relationship. The operational definitions of the study variables, description and justification of the use of the measurement instruments are discussed below:

##### **4.7.1 RAJASTHAN TOURISM**

Tourism is a currently fast spreading worldwide industry interfacing a huge number of tourists all over the world; now perceived as a commercial enterprise and is treated as a magic section for investment for particular nation. As far as Indian tourism is concerned, India has a vast tourist attractions being rich in history, culture, art, music, dance, beaches, wildlife and fairs and festivals. Rajasthan endlessly arranged in the northwest of India is a land of majestic

Aravali Hills, detailed with sand dunes maintained from Jaisalmer and Bikaner, scenic and tranquil beauty, warrior rulers – the territory contains glorious animals and animal watchers, wildlife sanctuaries etc. Rajasthan is the largest state rich in cultural and heritage attractions with so many interesting kingship stories which continue the charm of tourist for Rajasthan and force encourage them to visit again and again. The traditions, fairs, festivals, handicrafts, craftsmanship and more music reflect exceptionally expensive range of the Rajasthani society. Rajasthan tourism offers various possibilities from enterprise through nature holidays, pilgrimage to touring. A significant number of the urban communities in Rajasthan in Jaipur, Bikaner, Jaisalmer, Udaipur advertising old architect, paintings, music, Rajasthani dresses, also nourishment makes it similarly as a standout amongst the global destinations.

#### **4.7.2 TOURISTS**

In the study, investigation was carried out with foreign and domestic tourists visiting Rajasthan particularly Jaipur and Kota. The study examined their satisfaction level with the various efforts taken by Rajasthan government and services offered by RTDC. For this purpose unstructured questionnaire is used to find out the responses.

#### **4.7.3 PROFILE OF RTDC**

Over past 34 years RTDC play prominent role for tourism and cater incoming foreign and domestic tourists by way of providing accommodation, catering, and transport, package tours and bar facilities. At present RTDC operates 61 units which include 36 hotels, 15 motels, 7 cafeterias, and 3 independent units. Besides these, RTDC also provides temporary ‘tented’ accommodation at various tourist places, particularly during the fairs and festivals. RTDC runs 42 Tourist Reception Centers (TRCs) and Tourist Information Bureaus (TIBs) at 21 places in the state and 5 outside the state (at New Delhi, Mumbai, Kolkata, Ahmadabad and Chennai). RTDC provides transport facilities for the tourist visiting Rajasthan. It provides daily sightseeing and guided tour facility through luxury buses at important ‘tourist hubs’ like Jaipur, Jodhpur, Chittorgarh, Jaisalmer, Sariska, Mount Abu and Udaipur. For this, RTDC has a fleet of 12 buses, 6 taxis and an

imported car. RTDC is a license holder of wholesale beer from June 1987 and also runs 59 beer shops in the state. Variety of Indian Made Foreign Liquor (IMFL) and beer is provided at 22 units of RTDC. Though from the year 2004 no beer shops have been running by RTDC and the Government of Rajasthan establish a separate body RSBL (Rajasthan State Beverage Corporation Ltd) to provide this service. This corporation undertakes sale of beer in the state. There are more than 1200 employees in RTDC who are highly skilled relating to tourism activities and directly engage with RTDC. One of the major Department of Tourism, Ministry of Tourism, Final Report on Perspective Plan for Tourism in Rajasthan, achievements of RTDC is that it serves more than 2 lacs domestic and foreign tourists annually.

#### **4.8 SAMPLING PROCESS**

Sampling is a fundamental method of inferring information about an entire population instead of measuring every member of the population. Developing the proper sampling technique can greatly affect the authenticity of the results. The number of respondents from each destination was not pre-determined, a questionnaire was then distributed to the respondents and they were also given detailed instructions for completing the survey in the covering letter accompanying the questionnaire (Appendix A).

##### **4.8.1 SAMPLING POPULATION AND UNIT OF ANALYSIS**

The population of the study included all tourists visiting Rajasthan. Since it would be almost impossible to reach all the tourists visiting all over Rajasthan, it was, therefore, necessary to sample the population. The locale for the study was restricted to the Jaipur and Kota cities in Rajasthan as every person who chooses to visit Rajasthan definitely visit these cities. This Survey was conducted at prime tourists destinations as well as few of the RTDC hotels in these cities. The technique of purposive random sampling was incidental or judgmental in nature. The investigator collected information from the foreign and domestic tourists who were willing to cooperate for providing information.



#### 4.8.2 SELECTION OF SAMPLE

A random sample of 200 tourists visiting Rajasthan was collected from chosen destinations of Rajasthan. The chosen destinations were from Jaipur, Kota-Bundi, Udaipur and Jodhpur cities of the state and named as follows: City palace, Amber Fort, Hawa Mahal, Jantar Mantar, Jaigarh Fort, Jal Mahal, Birla Mandir in Jaipur and Kishor Sagar, Garh Palace, Ummed Bhawan Palace, Abheda Mahal in Kota. As the results will be generalized, it is essential that the sample should be the representative of all tourists visiting Rajasthan.

**Table 4.1 Division of Number of Respondents:**

| Cities            | Number of Respondents |            | Total no of Respondents |
|-------------------|-----------------------|------------|-------------------------|
|                   | Foreign               | Domestic   |                         |
| <b>Kota-Bundi</b> | 20                    | 22         | 42                      |
| <b>Jaipur</b>     | 33                    | 39         | 72                      |
| <b>Jodhpur</b>    | 17                    | 15         | 32                      |
| <b>Udaipur</b>    | 30                    | 24         | 54                      |
| <b>Total</b>      | <b>100</b>            | <b>100</b> | <b>200</b>              |

#### 4.9 DATA COLLECTION

Inventories were selected on the basis of the objectives of the study. The study was based on primary and secondary data taken from designed questions and published annual reports of RTDC which have been collected from registered office.

Since the respondents belonged to different countries, speaking different languages, questionnaire was considered to be the most suitable instrument for the data collection. Data collection was carried out by contacting the tourists one to one to get the responses. They were approached in their leisure time at tourist places and were briefed about the nature and purpose of the research. Good rapport with tourists was established by giving introduction about the objectives of the study, importance of their co-operation and their sincere responses before the distribution of the questionnaire. After their willingness, the questionnaires were handed over to them to complete the scales in one session. The respondents

were instructed very clearly about the pattern of answering the questionnaire. They were given enough time to answer all the statements.

During the survey a total of 300 tourists were given the research questionnaires but only 200 tourists could respond. The total number of responses received was 66.67%, of them 50% belonged to foreign countries and rest 50% were from Indians. The researcher prepared structured questionnaire to get their responses. The tools used to carry out the present research included the following aspects:

### **Section- I**

It covers demographic data such as gender, age, occupation, nationality, economic status and income.

### **Section –II**

**It consists of questions regarding:**

- 1) Travelling style
- 2) Purpose of visit
- 3) Frequency of visit
- 4) Expected duration of stay
- 5) Source of information about the place of tourism

### **Section-III**

**It consists of questions seeking opinions regarding**

- 1) Agreement with marketing strategies which are needed for tourism
- 2) Feeling of encouragement through the advertisements of tourism to visit a particular destination
- 3) Priority level of accommodation at RTDC hotels/ tourist bungalows
- 4) Priority level of accommodation at RTDC hotels/ tourist bungalows
- 5) Preference to consume food at RTDC hotel only
- 6) Level of importance given to the quality of food (hygiene, taste, variety)
- 7) Level of satisfaction given to the quality of food
- 8) Level of importance given to the quality of transport facility
- 9) Level of satisfaction given to the quality of transport facility
- 10) Satisfaction with the cleanness and hygiene at RTDC hotels

- 11) Satisfaction with the quality of the information available related with RTDC hotels and restaurants
- 12) Overall experience and satisfaction level with hospitality and services at RTDC
- 13) Experience of staying at other hotels as compared to RTDC hotels/bungalows

#### **Section- IV**

It consists of questions related with attitude of local people and availability of various facilities to the tourists.

#### **Section – V**

It consists of problems faced by tourists while visiting Rajasthan.

### **4.10 STATISTICAL TECHNIQUES**

Various statistical techniques were employed to examine the data such as:

- Self-administered questionnaire includes both scale and open-ended questions. The questionnaire contains five sections with different questions regarding tourist's (foreign and domestic) visits and their satisfaction level regarding various aspects.
- Five-point Likert type numerical scales ranging from very dissatisfied to very satisfy was used. Weights had been assigned to different degrees of satisfaction as under:

|                                      |    |
|--------------------------------------|----|
| ➤ Very dissatisfied                  | -2 |
| ➤ Dissatisfied                       | -1 |
| ➤ Neither satisfied nor dissatisfied | 0  |
| ➤ Satisfied                          | 1  |
| ➤ Very satisfied                     | 2  |

The duly filled in questionnaires were edited by the researcher and in accordance with the requirements of the objectives and hypothesis, uni variant and bivariate tables were prepared.

- A variety of statistical analyses has been applied to the data, including Percentage analysis, weighted Averages, Chi- square test.
- SPSS version 22 was used for data analysis. One of the benefits of using statistical software such as SPSS is the ease of computing statistics which allows for analysis of large sets of data over multiple variables in a short amount of time (Polit & Beck, 2008). SPSS allows for separation of the data by variable or by item so that the researcher will be able to determine if there are items that have greater differences between groups. Statistical significance was set at .05. An additional benefit of utilizing SPSS software is that if a result is significant at the .01 or .001 level the software generated results at these levels of significance with appropriate notations. A statistical consultant was referred to confirm statistical analysis procedures after the researcher ran the data analysis. It was necessary for the data to be examined to ensure that underlying assumptions were met.

As these techniques are appropriate to test the internal consistency, construct validity, average, percentage, determination of cut off scores, and relationship among different variables.

The brief description of the test is as follows:

### **Chi- Square Test**

This test enables to explain whether or not two attributes are associated. In this test, Chi Square i.e.  $X^2$  is calculated as below:

$$X^2 = \sum \frac{(O-E)^2}{E}$$

Where,

O= Observed frequency

E= Expected frequency

The calculated value of  $X^2$  is compared with the corresponding Table value at given level of significance for given degree of freedom and if the calculated value is more than table value, Null hypothesis is accepted.

#### **4.10 LIMITATIONS OF THE METHODOLOGY**

The research methodology adopted for this research has certain limitations which should be taken into consideration if any generalizations or conclusions are to be drawn from the research findings. The data was collected through survey questionnaires using the quantitative approach. This approach has some limitations which can be described as follows-

- i. Standardized questionnaires impose restrictions on the depth of data, which can be collected about the phenomenon under investigation. Moreover, standardized questionnaires reflect the opinions and perceptions of only those who choose to respond.
- ii. Random Sampling approach has been used in this study, it may suffer from the limitations of the approach in general, though cross sections of tourist destinations and tourists from different places were included in the sample to ensure due representation of the population of the study.
- iii. The researcher has contacted tourists visiting Jaipur, Kota, Udaipur and Jodhpur. Hence the result of the study may not necessarily be representative of all the tourists visiting Rajasthan as a whole.
- iv. The findings may suffer from the limitations of questionnaire method. The responses to the self-reported questionnaires may have been subject to social desirability, which may have occurred when participants responded to questions the way they thought the researchers wanted them to respond.

#### **4.11 ETHICAL CONSIDERATIONS**

The ethical integrity is very important in any research because it is a probing process with the potential to infringe on participant's rights; therefore, this study has been conducted in conformity with the informed consent and concern for participant's anonymity. The participation in the study was purely on a voluntary, anonymous and confidential basis, and the privacy was strictly guarded because of the sensitivity of the nature of topic. The participants were explained about the confidentiality verbally and in writing through the survey questionnaire cover letter (Appendix).

#### **4.12 SUMMARY**

This chapter presented the research methodology used in this study and its justification. It illustrates research design of the study, the unit of analysis and operational definition of tourism, tourists, marketing strategies adopted by RTDC, demographic variables included in the study, details about research instruments used for data collection, the procedure of data collection and data analysis, and ethical considerations. The next chapter presents results of the empirical research, results related to the research hypothesis and a summary of the results.

## **CHAPTER - FIVE**

### **DATA ANALYSIS AND INTREPRETATION**

"Data analysis is the transform of bringing order, structure, and importance of the researcher's gathered information. It is a messy, ambiguous, time consuming, creative, and fascinating process. It doesn't proceed in a straight way; it is not flawless. Data analysis is a search for answers about relationships among categories of data."- Marshall and Ross man, 1990 pg. no111

Hitchcock and Hughes take this one step further: "...the ways in which the researcher moves from a description of what is the case to an explanation of why what is the case". - Hitchcock and Hughes 1995 pg. no295

#### **5.1 INTRODUCTION**

In Chapter five, researcher had discussed the research design and methodology, origin of the research, design of the research, variable of the research, population and sample of the research, tools for data collection, development stage, procedure for data collection, statistical analysis done in research work. Data analysis is considered to be important step and heart of the research in research work.

In the beginning, the information is raw but after arranging it in some logical format or a certain design alternately this crude information takes the form of valuable data. The important and supporting pillars of the research are investigation and the translation of the information. With the help of inferences one can find out the conclusion from the gathered data. Interpretation has two major aspects, that is to find out new output from gathered data and linking present concluded result and the last research related to same field. Interpretation can be defined as the tool through which those factors, which were evaluate and those which are still to relate with the present study can be easily understandable. Interpretation provides a theoretical conception which can serve as a guide for the further research work.

Interpretation of the data is become very important part of any research and hypothesis testing because of following reasons:

1. Enables the researcher to understand the deep knowledge about the objectives behind his own findings.
2. The researcher has able to find out the core of the study and the findings and the reasons behind their presence.
3. More understanding and knowledge can be obtained with the help of the further research.
4. Gives a right direction for the further research to other researchers to find out new results in the same field and to understand the past study as well.

On keeping the above information in mind an attempt has been made to analysis and interprets the results on the basis of collected data. The results have been accessible in this chapter in three major parts :

- **PART-A - Weighted value calculation & interpretations.**
- **PART-B – Hypothesis testing - Chi-square test**

**In Part -A,** weighted values are calculated on the basis of data collected through questionnaire by foreign and domestic tourists and interpretations are made through the weighted values calculated.

**In Part-B,** hypothesis testing is applied specifically on the related tables to the questions asked to Foreign and domestic tourists regarding their satisfaction levels with the tourist, marketing policies taken by the Rajasthan government, services provide by RTDC and various other aspects related to their visit.



## **SECTION 1**

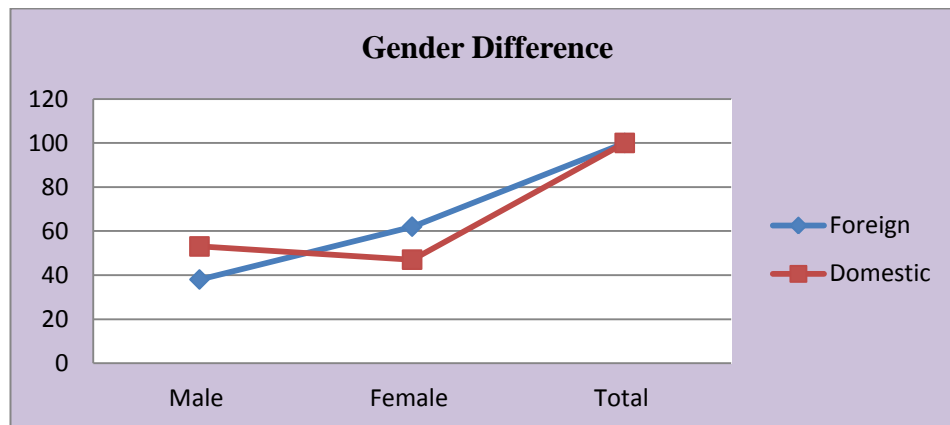
On the basis of hypothesis-

Presentation, analysis and interpretation of obtained results have 6 criteria :

- Criteria - I In context to gender difference.
- Criteria - II In context to age factor.
- Criteria - III In context to occupation.
- Criteria - IV On the basis of nationality.
- Criteria - V On the basis economic status.
- Criteria - VI On the basis income level.

**Table 5.1: Gender Difference**

| <b>Gender</b> | <b>Foreign</b> | <b>Domestic</b> |
|---------------|----------------|-----------------|
| Male          | 38             | 53              |
| Female        | 62             | 47              |
| <b>Total</b>  | <b>100</b>     | <b>100</b>      |

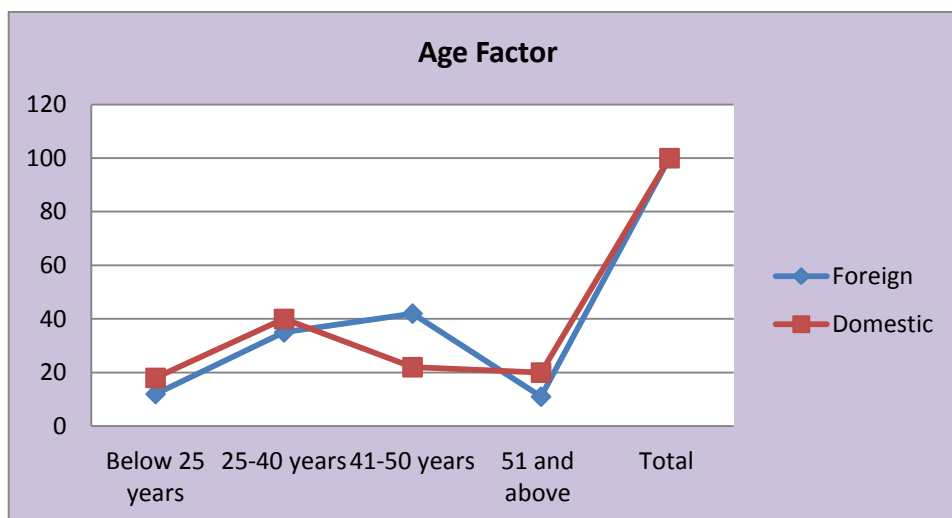


*Graph: 5.1*

**Interpretation:** It covers the general information about the tourist. Among overall tourists visited Rajasthan 53 percent were of male and 47 percent were of female. Out of which 40 percent were below 25 years, 30 percent between 25-40 years, 20 percent were of between 41-50 years while 10 percent were of above 51 years. And in case of foreign visitors 38 are male and 62 are females.

**Table 5.2: Age Factor**

| Age            | Foreign    | Domestic   |
|----------------|------------|------------|
| Below 25 years | 12         | 18         |
| 25-40 years    | 35         | 40         |
| 41-50 years    | 42         | 22         |
| 51 and above   | 11         | 20         |
| <b>Total</b>   | <b>100</b> | <b>100</b> |

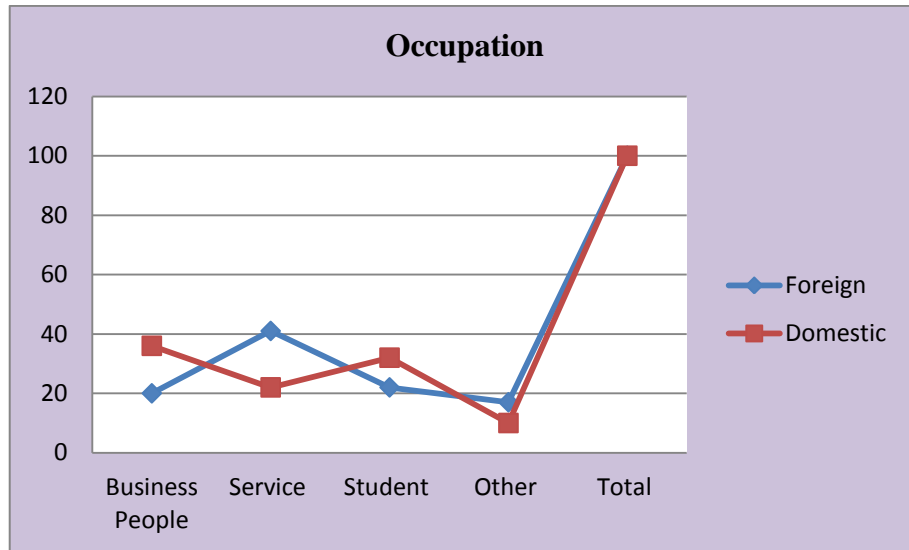


*Graph- 5.2*

**Interpretation:** In the gender based study of visitors maximum foreign visitors are females and in case of domestic tourists male are at top. But according to age discrimination research maximum visiting foreign tourists lie in the scale of 41-50 and domestic visitors belongs to the age category between 25-40.

**Table 5.3: Occupation**

| Occupation      | Foreign    | Domestic   |
|-----------------|------------|------------|
| Business People | 20         | 36         |
| Service         | 41         | 22         |
| Student         | 22         | 32         |
| Other           | 17         | 10         |
| <b>Total</b>    | <b>100</b> | <b>100</b> |

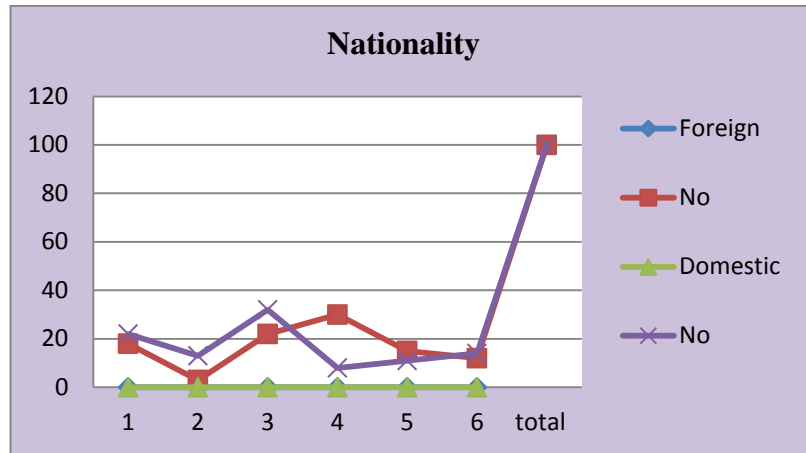


Graph - 5.3

**Interpretation:** The data collected in case of occupation related to the foreign tourist visits is maximum in service class category i.e. 41 while the maximum number of domestic tourists visited are founded as business persons who visit the new places because for their meetings and sites. Other categories are dividing accordingly and data collected is quite similar.

**Table 5.4: Nationality:**

| Nationality  | Foreign | No         | Domestic       | No         |
|--------------|---------|------------|----------------|------------|
| 1            | Germany | 18         | Jaipur         | 22         |
| 2            | Buffalo | 3          | Udaipur        | 13         |
| 3            | France  | 22         | Kota           | 32         |
| 4            | UK      | 30         | Bundi          | 8          |
| 5            | Chicago | 15         | Jhalawad       | 11         |
| 6            | Orlando | 12         | Sawai Madhopur | 14         |
| <b>Total</b> |         | <b>100</b> |                | <b>100</b> |

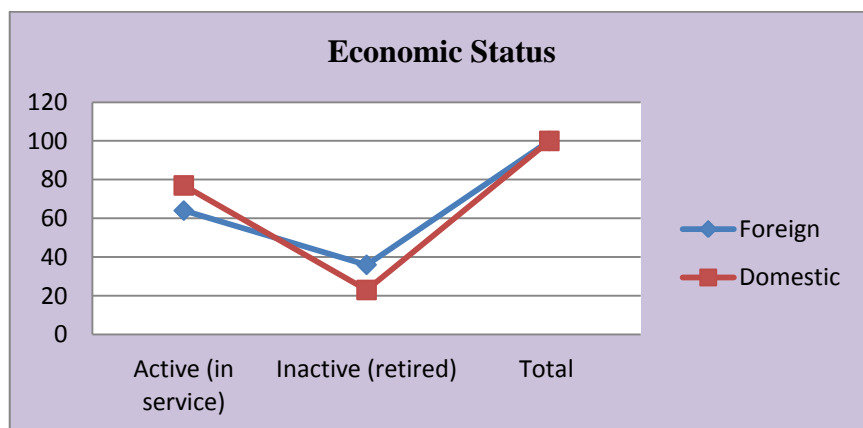


Graph: 5.4

**Interpretation:** In case of nationality of foreign and domestic tourists foreign belongs to so many countries while maximum domestic belongs to Hadoti region.

**Table 5.5: Economic Status:**

| Economic Status     | Foreign    | Domestic   |
|---------------------|------------|------------|
| Active (in service) | 64         | 77         |
| Inactive (retired)  | 36         | 23         |
| <b>Total</b>        | <b>100</b> | <b>100</b> |

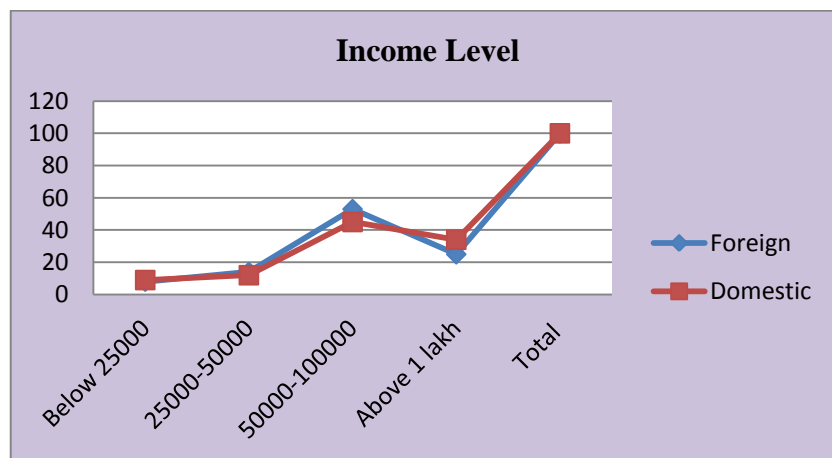


Graph- 5.5

**Interpretation:** Economic status is an important aspect to study in case to find out the purpose of visits of foreign and domestic tourists. As some tourists are retired and some are still in jobs. By study it is founded that in both cases whether they are foreign and are domestic it is founded that maximum strength belongs to active one in compared to retired one.

**Table 5.6: Income Level**

| Income Level | Foreign    | Domestic   |
|--------------|------------|------------|
| Below 25000  | 08         | 09         |
| 25000-50000  | 14         | 12         |
| 50000-100000 | 53         | 45         |
| Above 1 lakh | 25         | 34         |
| <b>Total</b> | <b>100</b> | <b>100</b> |



*Graph- 5.6*

**Interpretation:** Funds are always a most important necessity in any activity or we can say in any part of life. To visit and explore any place any one need a good amount so as to enjoy everything at its fullest. While studying it is founded that maximum tourists whether they are foreign and domestic, in income level category mostly lie in the category of 50000 to 1 lakh.

## SECTION-2

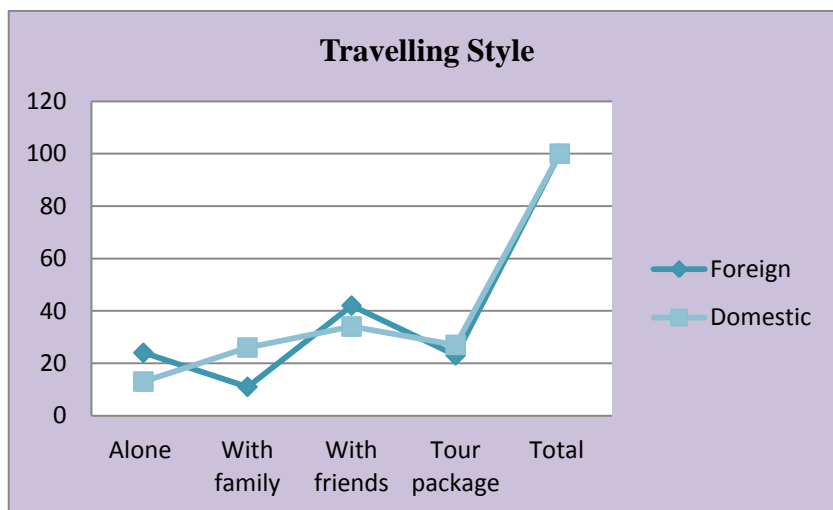
**This section includes following aspects and criteria:**

Presentation, analysis and interpretation of obtained results have five criteria:

- Criteria I In context to travelling style.
- Criteria II In context to purpose of visit.
- Criteria III In context to frequency of visit in Rajasthan.
- Criteria IV On the basis of expected duration of stay in Rajasthan.
- Criteria V On the basis of source of information about the places in Rajasthan

**Table 5.7: Travelling Style:**

| Travelling Style | Foreign    | Domestic   |
|------------------|------------|------------|
| Alone            | 24         | 13         |
| With family      | 11         | 26         |
| With friends     | 42         | 34         |
| Tour package     | 23         | 27         |
| <b>Total</b>     | <b>100</b> | <b>100</b> |

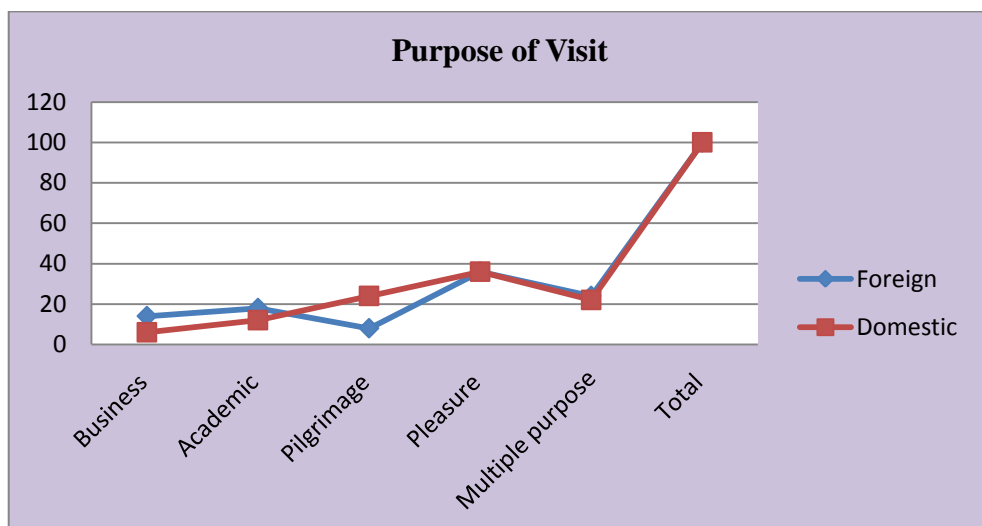


*Graph- 5.7*

**Interpretation:** Among the Indian tourist only 13 percent travel alone while 26 percent travelled with family members only 34 percent travel with friends and maximum up to 27 percent preferred tour package. In case of foreign tourists 24 percent travelled alone while 11 percent each preferred to travelled with family as well as tour package followers are 23 percent while 42 percent liked to travelled with friends.

**Table 5.8: Purpose of Visit**

| Purpose of visit | Foreign    | Domestic   |
|------------------|------------|------------|
| Business         | 14         | 06         |
| Academic         | 18         | 12         |
| Pilgrimage       | 08         | 24         |
| Pleasure         | 36         | 36         |
| Multiple purpose | 24         | 22         |
| <b>Total</b>     | <b>100</b> | <b>100</b> |

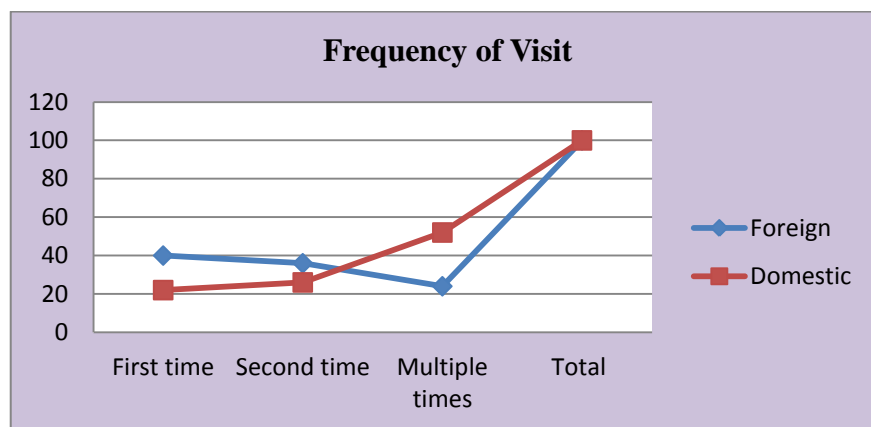


*Graph - 5.8*

**Interpretation:** Purpose of visits of each and every person is different, some visit for business and some for enjoyment and recreations, some of them are researchers and students who visit for education purpose, some of them are for “Char Dham Yatra” or any devotional need and many have multiple reasons to visits any tourist place. The data collected regarding the purpose of visits founded that maximum tourists love to explore new place and hence visit any place for enjoyment.

**Table 5.9: Frequency of visit in Rajasthan**

| Frequency of visit | Foreign    | Domestic   |
|--------------------|------------|------------|
| First time         | 40         | 22         |
| Second time        | 36         | 26         |
| Multiple times     | 24         | 52         |
| <b>Total</b>       | <b>100</b> | <b>100</b> |



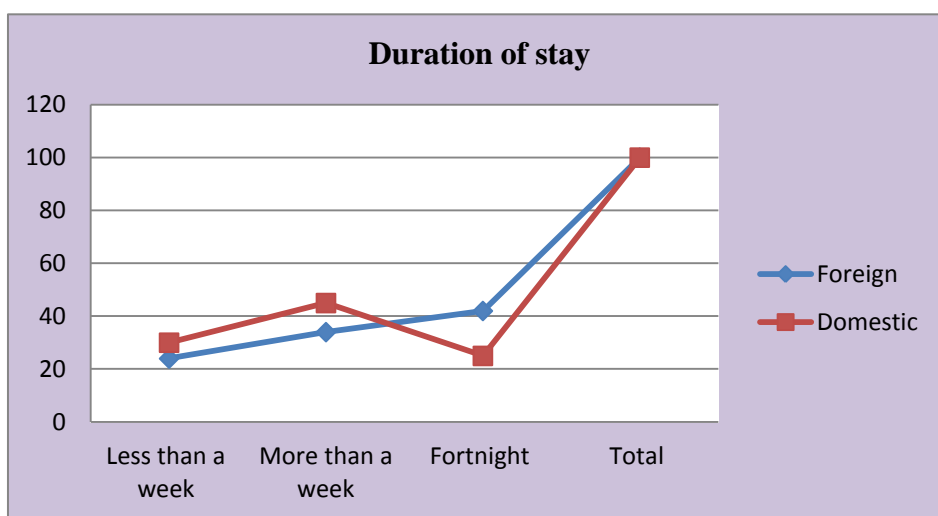
*Graph - 5.9*

**Interpretation:** According to study it is found that maximum number of domestic tourists visited Rajasthan multiple times, while for second and first time visit value recorded are 26 and 22 which is quite less than the multiple visits which proves that Rajasthan is always considered for its culture, heritage buildings and variety of local food. In case of foreign tourists first visits are 40 which is more than second and multiple visits which are collected as 36 and 24.



**Table 5.10: Expected duration of stay in Rajasthan**

| Frequency of staying | Foreign    | Domestic   |
|----------------------|------------|------------|
| Less than a week     | 24         | 30         |
| More than a week     | 34         | 45         |
| Fortnight            | 42         | 25         |
| <b>Total</b>         | <b>100</b> | <b>100</b> |

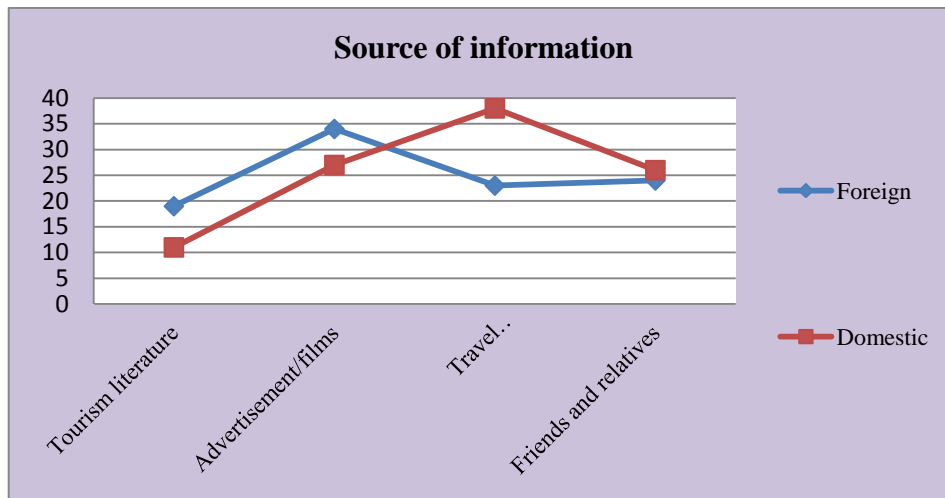


*Graph- 5.10*

**Interpretation:** Among Indian tourists 30 percent visited Rajasthan for less than a week while 45 percent for more than a week and 25 percent liked to stay Rajasthan for a fortnight. 24 foreign tourist visited Rajasthan for one week while 34 and 42 visitors stayed in Rajasthan for more than one week and a fortnight.

**Table 5.11: Source of information about Rajasthan Tourist places.**

| Source of information           | Foreign    | Domestic   |
|---------------------------------|------------|------------|
| Tourism literature              | 19         | 11         |
| Advertisement/films             | 34         | 27         |
| Travel agent/information center | 23         | 38         |
| Friends and relatives           | 24         | 26         |
| <b>Total</b>                    | <b>100</b> | <b>100</b> |



Graph -5.11

**Interpretation:** Study shows that information availability is very important necessity, whether the information seekers are domestic tourists or maybe they are foreign one. Tourism literature, advertisements/films, travel agent/information centers, friends and relatives are founded as sources of information which are varied according to tourists and it is discovered that where foreign tourists are attracted and encouraged to visit tourists places at maximum times gathered information through advertisements/films while on other hand domestic tourists follows views and experiences of their relatives and friends.

### **SECTION-3**

**This section includes following aspects and criteria:**

Presentation, analysis and interpretation of obtained results have five criteria:

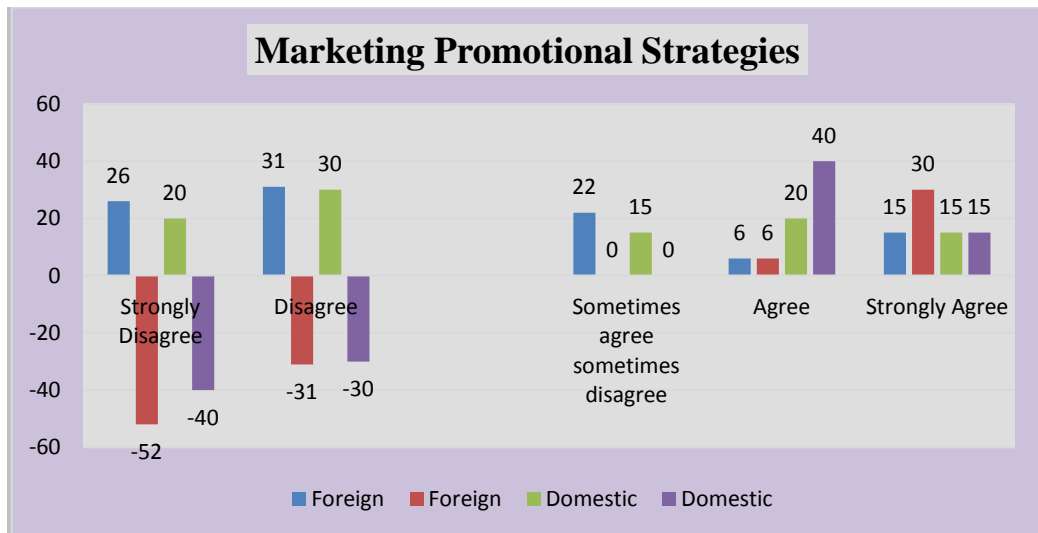
- Criteria-I- In context to marketing promotional strategies by state government.
- Criteria-II- In context to role of advertisement in encouraging tourism at particular destination.
- Criteria-III- In context to priority level of accommodation at RTDC.
- Criteria-IV- On the basis of importance given to quality of food.
- Criteria-V- On the basis of satisfaction level with food at RTDC.
- Criteria-VI- On the basis of importance of quality of transport facility.
- Criteria-VII- In context to the satisfaction level of transport facility availed by RTDC.
- Criteria-VIII- On the basis of satisfaction level of cleanliness offered at RTDC.
- Criteria-IX- In context to marketing promotional strategies by state government.
- Criteria-X- In context to role of advertisement in encouraging tourism at particular destination.
- Criteria-XI- In context to satisfaction level of information available regarding RTDC hotels and Restaurants.
- Criteria-XII- Overall experience and satisfaction level with hospitality and services in RTDC.
- Criteria-XIII- Experience and satisfaction level of staying at hotels other than RTDC hotels.

**PART-A**

**WEIGHTED VALUE CALCULATION**

**Table 5.12: Marketing promotion strategies needed for tourism development-**

| Factors                               | Tourists   |                |            |                | Total No.  | Total weighted value |
|---------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                       | Foreign    |                | Domestic   |                |            |                      |
|                                       | No         | Weighted value | No         | Weighted value |            |                      |
| Strongly Disagree                     | 26         | -52            | 20         | -40            | 46         | -92                  |
| Disagree                              | 31         | -31            | 30         | -30            | 61         | -61                  |
| Sometimes agree<br>sometimes disagree | 22         | 0              | 15         | 0              | 37         | 0                    |
| Agree                                 | 6          | 6              | 20         | 40             | 26         | 32                   |
| Strongly Agree                        | 15         | 30             | 15         | 15             | 30         | 60                   |
| <b>Total</b>                          | <b>100</b> | <b>-46</b>     | <b>100</b> | <b>-15</b>     | <b>200</b> | <b>61</b>            |

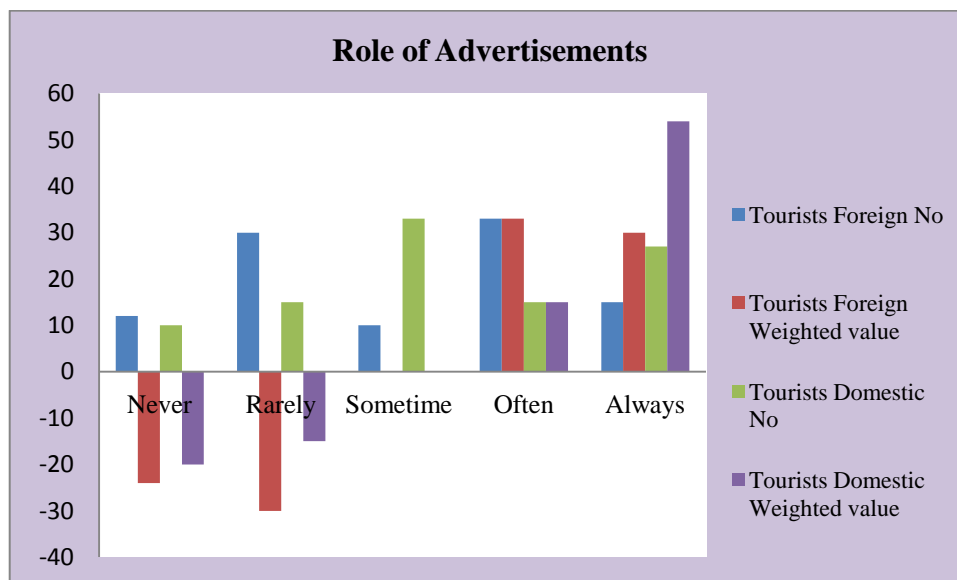


*Graph -5.12*

**Interpretation:** Among the sample collected through domestic and foreign tourists about marketing strategies taken by state government and RTDC hotels it is found that both domestic and foreign tourists are not satisfied with the promotional strategies.

**Table 5.13: Role of Advertisement in encouraging Tourism at particular destination:**

| Factors      | Tourists   |                |            |                | Total no.  | Total weighted value |
|--------------|------------|----------------|------------|----------------|------------|----------------------|
|              | Foreign    |                | Domestic   |                |            |                      |
|              | No         | Weighted value | No         | Weighted value |            |                      |
| Never        | 31         | -62            | 30         | -60            | 61         | -122                 |
| Rarely       | 22         | -22            | 20         | -20            | 42         | -42                  |
| Sometime     | 26         | 0              | 15         | 0              | 41         | 0                    |
| Often        | 6          | 6              | 20         | 20             | 26         | 26                   |
| Always       | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b> | <b>100</b> | <b>-48</b>     | <b>100</b> | <b>-30</b>     | <b>200</b> | <b>-78</b>           |

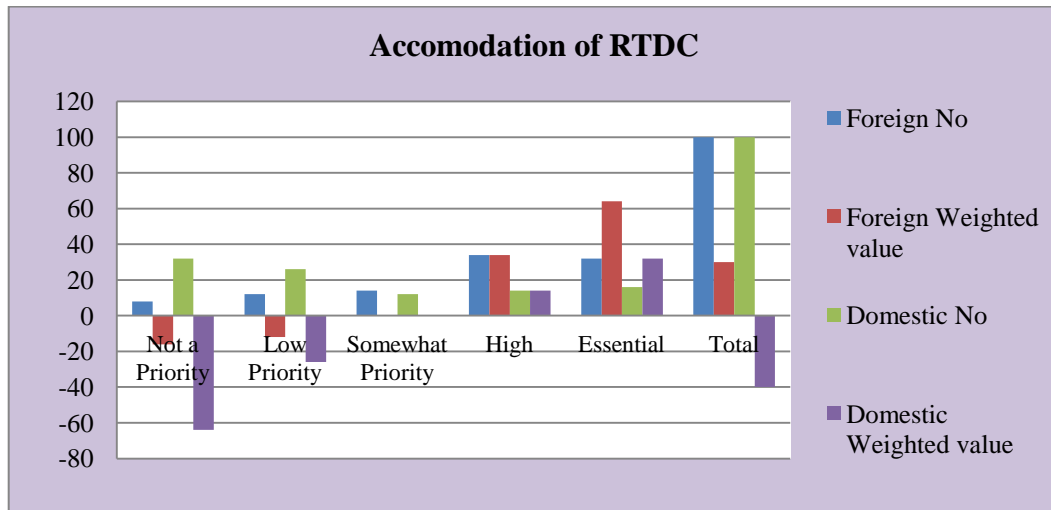


*Graph -5.13*

**Interpretation:** Data being collected from sample respondents that is domestic and foreign tourists regarding encouragement through advertisement it is found that both domestic and foreign tourists are unhappy and not at all satisfied with the advertising encouragement of tourist places as weighted value calculated for domestic is -30 and for foreign tourist is -48.

**Table 5.14: Priority level of Accommodation at RTDC:**

| Factors           | Tourists   |                |            |                | Total no.  | Total weighted value |
|-------------------|------------|----------------|------------|----------------|------------|----------------------|
|                   | Foreign    |                | Domestic   |                |            |                      |
|                   | No         | Weighted value | No         | Weighted value |            |                      |
| Not a Priority    | 8          | -16            | 32         | -64            | 40         | -80                  |
| Low Priority      | 12         | -12            | 26         | -26            | 38         | -38                  |
| Somewhat Priority | 14         | 0              | 12         | 0              | 26         | 0                    |
| High              | 34         | 34             | 14         | 14             | 58         | 48                   |
| Essential         | 32         | 64             | 16         | 32             | 48         | 96                   |
| <b>Total</b>      | <b>100</b> | <b>30</b>      | <b>100</b> | <b>-40</b>     | <b>200</b> | <b>26</b>            |



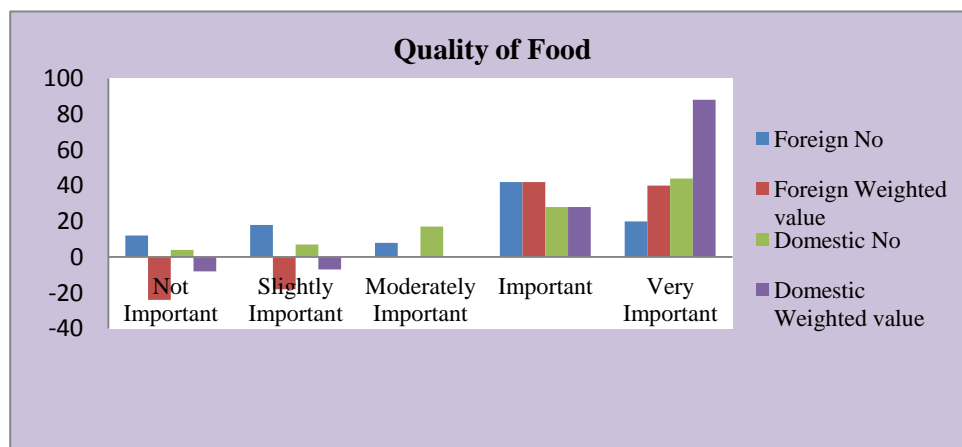
*Graph - 5.14*

**Interpretation:** Table 5.14 is about the priority level of staying at RTDC hotels /tourist bungalows. In data collected the calculate value in case of domestic tourists is -40 as domestic tourists rarely stay at RTDC hotels/bungalows but we cannot take it in a negative manner that they don't like RTDC because most of the tourist belong to local and nearby areas only and they visit the tourist places only for a day i.e. they returned in the night and some tourist have their relatives in the same city so as to save money they prefer to stay with their relatives and friends rather than going to RTDC hotels .On the other hand foreign tourist does not have any such option so they had to stay in RTDC or Hotels. Most of the foreign tourist

chooses to go for RTDC hotels because RTDC has some good packages for foreign tourist and they provide better and good facilities as well.

**Table5.15: Importance given to Quality of Food:**

| Factors              | Tourists   |                |            |                | Total no.  | Total weighted value |
|----------------------|------------|----------------|------------|----------------|------------|----------------------|
|                      | Foreign    |                | Domestic   |                |            |                      |
|                      | No         | Weighted value | No         | Weighted value |            |                      |
| Not Important        | 12         | -24            | 4          | -8             | 16         | -32                  |
| Slightly Important   | 18         | -18            | 7          | -7             | 25         | -23                  |
| Moderately Important | 8          | 0              | 17         | 0              | 25         | 0                    |
| Important            | 42         | 42             | 28         | 28             | 70         | 70                   |
| Very Important       | 20         | 40             | 44         | 88             | 64         | 128                  |
| <b>Total</b>         | <b>100</b> | <b>40</b>      | <b>100</b> | <b>103</b>     | <b>200</b> | <b>143</b>           |



*Graph - 5.15*

**Interpretation:** Food facilities have a very important role for any person or tourist stayed. Everybody wants healthy and hygienic food facilities satisfying their taste buds along with enjoyment. Weighted values calculated are 40 for domestic and 103 for foreign tourist which shows that both the tourists want good and hygienic food facilities and maximum variety of food. Hence data collected explains itself the priority level of food facilities for tourists.

**Table5.16: Satisfaction Level with the Quality of Food with RTDC:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 30         | -60            | 31         | -62            | 61         | -122                 |
| Dissatisfied                       | 15         | -15            | 15         | -30            | 30         | -45                  |
| Neither Satisfied Nor Dissatisfied | 20         | 0              | 6          | 0              | 26         | 0                    |
| Satisfied                          | 20         | 20             | 22         | 22             | 42         | 42                   |
| Very Satisfied                     | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b>                       | <b>100</b> | <b>-25</b>     | <b>100</b> | <b>-40</b>     | <b>200</b> | <b>-65</b>           |



*Graph - 5.16*

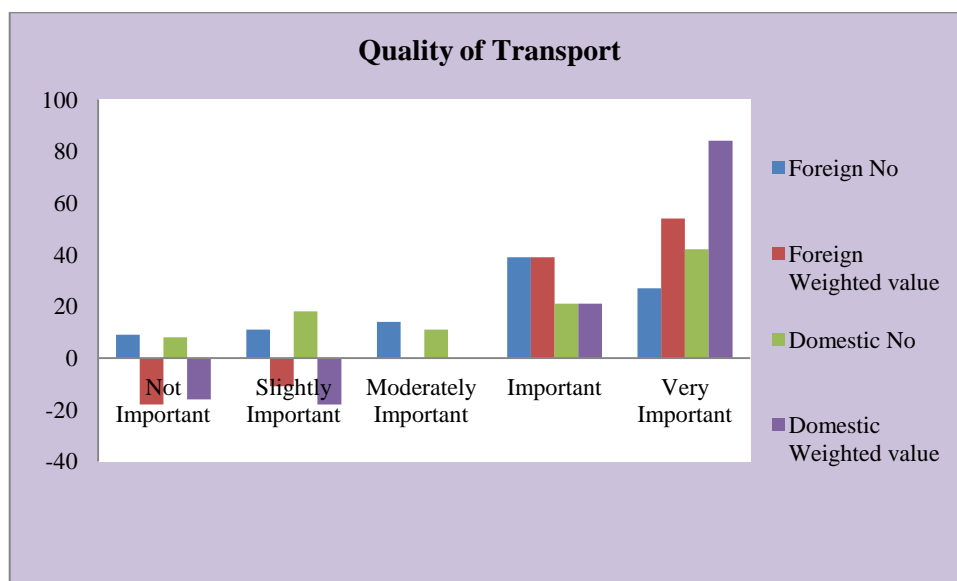
**Interpretation:** Though food facilities according to domestic and foreign tourist are very important but as per the calculated weighted value regarding quality of food providing at RTDC hotels are negative and interpretations we found are quite similar, both domestic and foreign tourists didn't satisfied with the quality of food



provided at the RTDC hotels/bungalows which in turns decreases the percentage of staying of tourist.

**Table5.17: Importance of Quality of Transport Facility:**

| Factors              | Tourists   |                |            |                | Total no.  | Total weighted value |
|----------------------|------------|----------------|------------|----------------|------------|----------------------|
|                      | Foreign    |                | Domestic   |                |            |                      |
|                      | No         | Weighted value | No         | Weighted value |            |                      |
| Not Important        | 30         | -60            | 31         | -62            | 61         | -122                 |
| Slightly Important   | 15         | -15            | 15         | -30            | 30         | -45                  |
| Moderately Important | 20         | 0              | 6          | 0              | 26         | 0                    |
| Important            | 20         | 20             | 22         | 22             | 42         | 42                   |
| Very Important       | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b>         | <b>100</b> | <b>-25</b>     | <b>100</b> | <b>-40</b>     | <b>200</b> | <b>-65</b>           |



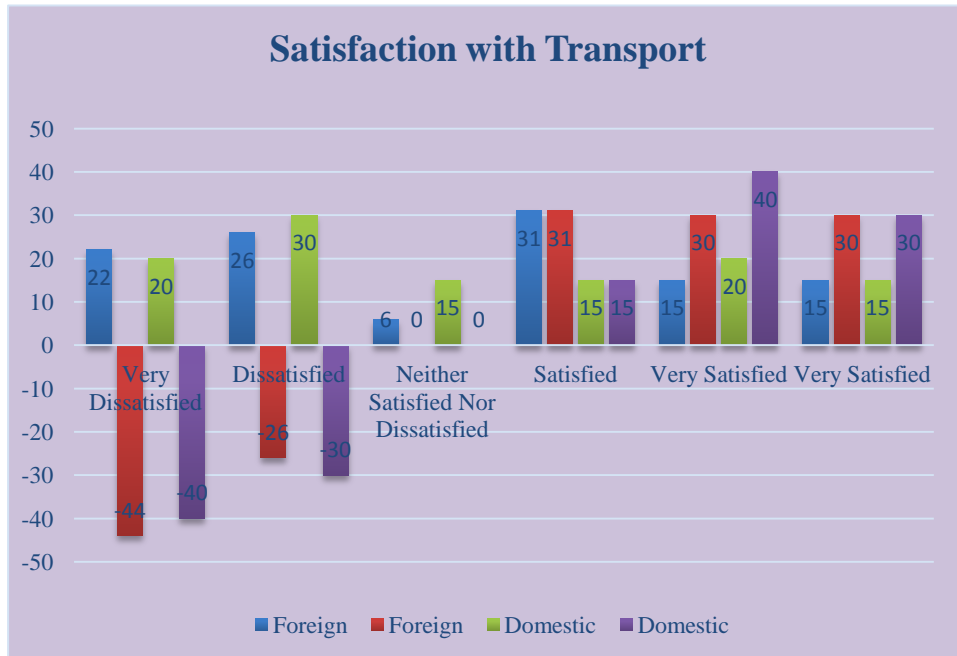
*Graph - 5.17*

**Interpretation:** Transportation is really much needed facility for tourists and local people. The values calculated i.e. 64 in case of domestic tourist and 71 for foreign tourist, which concludes that both the domestic and foreign tourist have

favorable opinion towards the transportation facilities being provided for tourist. Transportation facilities also affect the interest of tourist to visit more and more places. If the facilities provided are not adequate or proper then the tourist may change their plans accordingly and they may return back and vice-versa.

**Table5.18: Satisfaction Level with the Transport Facility offered by RTDC:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 15         | -30            | 30         | -60            | 45         | -90                  |
| Dissatisfied                       | 31         | -31            | 20         | -20            | 51         | -51                  |
| Neither Satisfied Nor Dissatisfied | 26         | 0              | 20         | 0              | 46         | 0                    |
| Satisfied                          | 6          | 6              | 15         | 15             | 21         | 21                   |
| Very Satisfied                     | 22         | 44             | 15         | 30             | 37         | 74                   |
| <b>Total</b>                       | <b>100</b> | <b>-11</b>     | <b>100</b> | <b>-35</b>     | <b>200</b> | <b>-46</b>           |

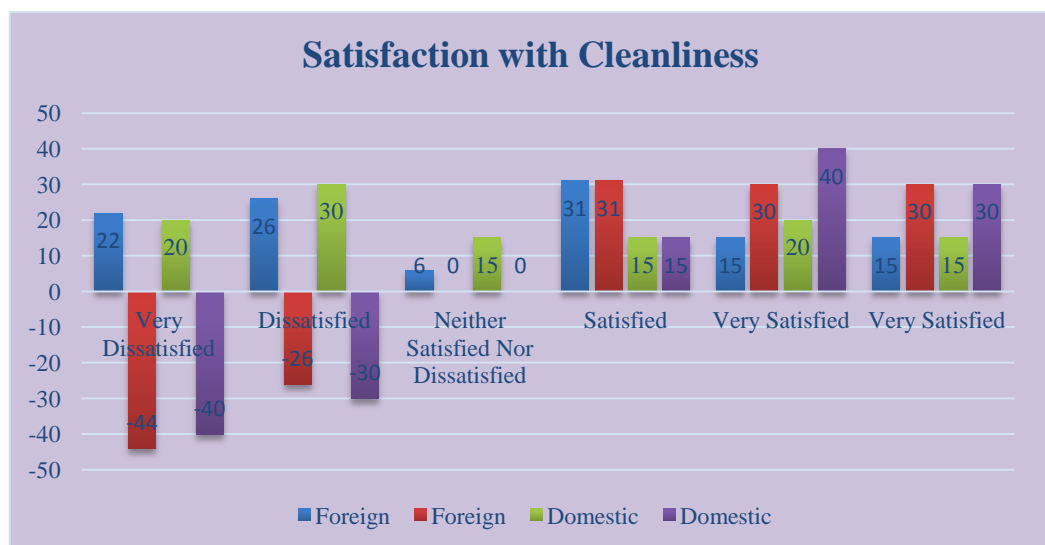


*Graph - 5.18*

**Interpretation:** Although tourists have favorable reactions towards transportation facilities availed generally. While in case of RTDC the satisfaction level calculated regarding its transport facilities is found negative for both domestic and foreign tourists. As there is insufficient communication among the RTDC and travel agencies which creates problems in further planning For example, the corporation may adjust their tour packages, tariff of hotels and luxurious trains according to the conditions every year, but some travel agencies haven't been informed, so they continuously sell the previous tourism products to the tourists

**Table 5.19: Satisfaction level with cleanliness offered by RTDC**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 22         | -44            | 20         | -40            | 42         | -84                  |
| Dissatisfied                       | 26         | -26            | 30         | -30            | 41         | -56                  |
| Neither Satisfied Nor Dissatisfied | 6          | 0              | 15         | 0              | 21         | 0                    |
| Satisfied                          | 31         | 31             | 15         | 15             | 61         | 46                   |
| Very Satisfied                     | 15         | 30             | 20         | 40             | 35         | 70                   |
| <b>Total</b>                       | <b>100</b> | <b>-9</b>      | <b>100</b> | <b>-15</b>     | <b>200</b> | <b>-24</b>           |

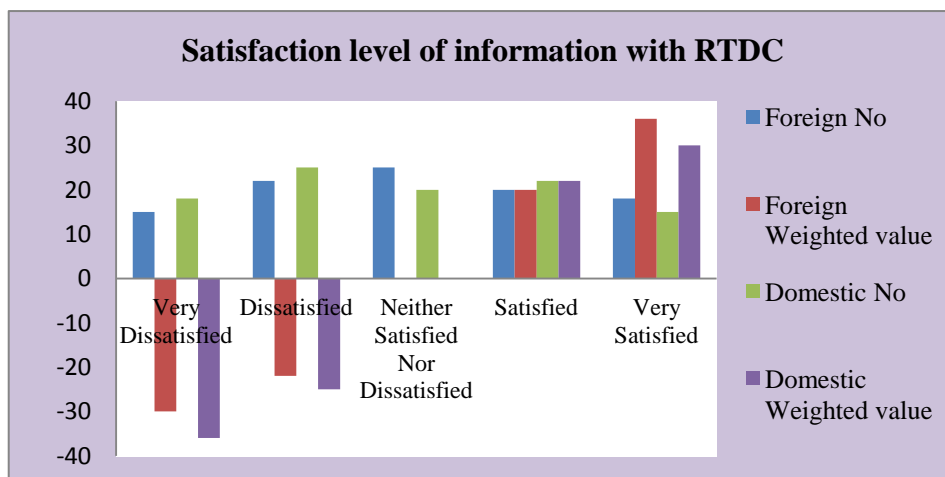


*Graph - 5.19*

**Interpretation:** Cleanness and hygiene is most important factor. As per the calculated weighted value it has been analyzed that the RTDC officials are not much concerned about the cleanliness and hygiene facilities of their hotel. It is found that most of the time the rooms and washrooms are not properly clean which can be easily understood from the responses given by the domestic respondents. However the foreign tourists have given us favorable response but the number is very less as compared to domestic ones.

**Table 5.20: Satisfaction level of information regarding RTDC hotel and Restaurants:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 20         | -40            | 26         | -52            | 46         | -92                  |
| Dissatisfied                       | 20         | -15            | 31         | -62            | 51         | -77                  |
| Neither Satisfied Nor Dissatisfied | 30         | 0              | 6          | 0              | 36         | 0                    |
| Satisfied                          | 15         | 15             | 22         | 22             | 37         | 52                   |
| Very Satisfied                     | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b>                       | <b>100</b> | <b>-10</b>     | <b>100</b> | <b>-62</b>     | <b>200</b> | <b>-57</b>           |



*Graph - 5.20*

**Interpretation:** According to the results calculated it is found the there is lack of proper information about the RTDC hotels, as there is no updated information

about tour packages available at RTDC hotels ,transportation facilities, booking providing numbers are not working some are changed and not updated so calculated weighted value in case of foreign tourists is very much negative in comparison of domestic tourists, because they also get informed by known or already visited people nearby them while foreign tourists does not have any other option other than website

**Table 5.21: Overall experience and satisfaction level with hospitality and services in RTDC**

| Factors       | Tourists   |                |            |                | Total no.  | Total weighted value |
|---------------|------------|----------------|------------|----------------|------------|----------------------|
|               | Foreign    |                | Domestic   |                |            |                      |
|               | No         | Weighted value | No         | Weighted value |            |                      |
| Very Poor     | 15         | -30            | 10         | -20            | 25         | -50                  |
| Below Average | 35         | -35            | 25         | -25            | 60         | -60                  |
| Average       | 10         | 0              | 35         | 0              | 45         | 0                    |
| Above Average | 25         | 25             | 15         | 15             | 40         | 40                   |
| Excellent     | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b>  | <b>100</b> | <b>-10</b>     | <b>100</b> | <b>20</b>      | <b>200</b> | <b>-10</b>           |

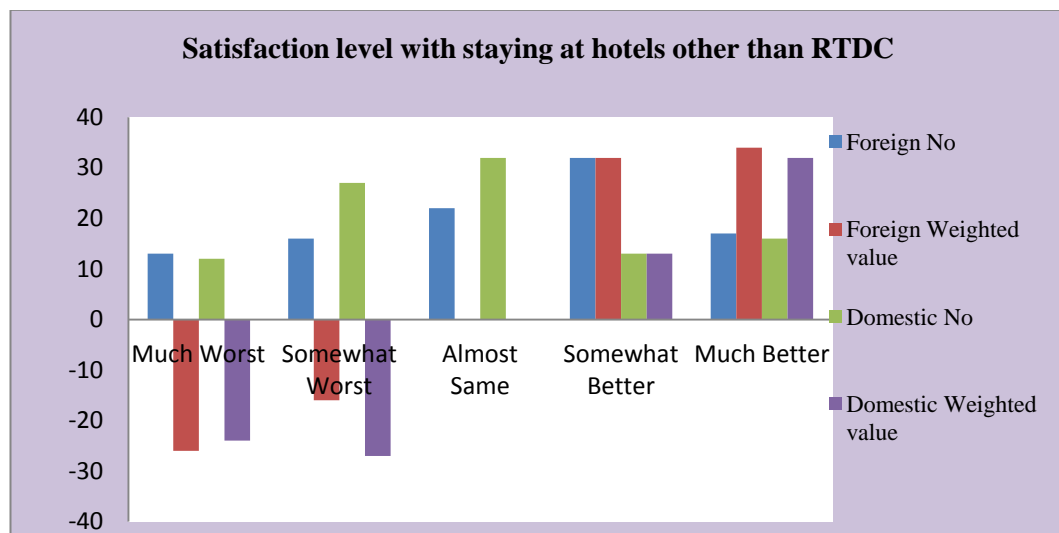


*Graph - 5.21*

**Interpretation:** The overall response regarding the satisfaction level with RTDC is not positive when compared with foreign tourist, the reason might be the number of alternatives available with them and the possibility of them in staying in RTDC bungalows like as already discussed above that they do not wish to stay for- night or they may have their relatives residing in the same city and many other reasons as well.

**Table 5.22: Experience and satisfaction level of staying at hotels other than RTDC hotels:**

| Factors         | Tourists   |                |            |                | Total no.  | Total weighted value |
|-----------------|------------|----------------|------------|----------------|------------|----------------------|
|                 | Foreign    |                | Domestic   |                |            |                      |
|                 | No         | Weighted value | No         | Weighted value |            |                      |
| Much Worst      | 13         | -26            | 12         | -24            | 25         | -50                  |
| Somewhat Worst  | 16         | -16            | 27         | -27            | 43         | -43                  |
| Almost Same     | 22         | 0              | 32         | 0              | 54         | 0                    |
| Somewhat Better | 32         | 32             | 13         | 13             | 45         | 58                   |
| Much Better     | 17         | 34             | 16         | 32             | 33         | 65                   |
| <b>Total</b>    | <b>100</b> | <b>14</b>      | <b>100</b> | <b>-6</b>      | <b>200</b> | <b>30</b>            |



*Graph - 5.22*

**Interpretation:** The overall experience of staying at other hotels other than RTDC hotels of domestic tourists is not at all positive while foreign tourists like to stay at RTDC bungalows in comparison to other hotels.

**PART-B**  
**HYPOTHESIS TESTING**

**H<sub>0</sub>:** There is no significant relationship between the developments of the Rajasthan tourism and the adopted marketing strategies by Department of Tourism.

**H<sub>a</sub>:** There is a significance relationship between the developments of the Rajasthan tourism and the adopted marketing strategies by Department of Tourism.

**Table B(i): Marketing promotion strategies needed for tourism development:**

| Factors                               | Tourists   |                |            |                | Total no.  | Total weighted value |
|---------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                       | Foreign    |                | Domestic   |                |            |                      |
|                                       | No         | Weighted value | No         | Weighted value |            |                      |
| Strongly Disagree                     | 26         | -52            | 20         | -40            | 46         | -92                  |
| Disagree                              | 31         | -31            | 30         | -30            | 61         | -61                  |
| Sometimes agree<br>sometimes disagree | 22         | 0              | 15         | 0              | 37         | 0                    |
| Agree                                 | 6          | 6              | 20         | 40             | 26         | 32                   |
| Strongly Agree                        | 15         | 30             | 15         | 15             | 30         | 60                   |
| <b>Total</b>                          | <b>100</b> | <b>-46</b>     | <b>100</b> | <b>-15</b>     | <b>200</b> | <b>61</b>            |

| Test of Significance | Calculated Value | Tabulation Value | Hypothesis |
|----------------------|------------------|------------------|------------|
| Chi Square Test      | 9.661788         | 9.49             | Rejected   |

**Interpretation:** The Chi Square results calculated by SPSS version 22 will be 9.6617 which is larger than the expected value or tabulation value 9.49. This concludes that there is a significant relationship between relationship between the development of the Rajasthan tourism and the adopted marketing strategies by Department of Tourism. Hence the null hypothesis is rejected.

**H<sub>0</sub>:** There is no significant relationship between the development of tourism in Rajasthan and efforts taken by the state Govt. and RTDC.



$H_a$ : There is a significant relationship between the development of tourism in Rajasthan and efforts taken by the state Govt. and RTDC.

**Table B (ii): Role of Advertisement in encouraging Tourism at particular destination:**

| Factors      | Tourists   |                |            |                | Total no.  | Total weighted value |
|--------------|------------|----------------|------------|----------------|------------|----------------------|
|              | Foreign    |                | Domestic   |                |            |                      |
|              | No         | Weighted value | No         | Weighted value |            |                      |
| Never        | 31         | -62            | 30         | -60            | 61         | -122                 |
| Rarely       | 22         | -22            | 20         | -20            | 42         | -42                  |
| Sometime     | 26         | 0              | 15         | 0              | 41         | 0                    |
| Often        | 6          | 6              | 20         | 20             | 26         | 26                   |
| Always       | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b> | <b>100</b> | <b>-48</b>     | <b>100</b> | <b>-30</b>     | <b>200</b> | <b>-78</b>           |

| Test of Significance | Calculated Value | Tabulation Value | Hypothesis |
|----------------------|------------------|------------------|------------|
| Chi Square Test      | 10.601313        | 9.49             | Rejected   |

**Interpretation:** The Chi Square results calculated by SPSS version 22 will be 10.61313 which is larger than the expected value or tabulation value 9.49. This concludes that there is a significant relationship between potential tourism in Rajasthan and efforts taken by state government and RTDC. Hence the null hypothesis is rejected.

**Table B (iii): Satisfaction level of information regarding RTDC hotel and restaurants:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 20         | -40            | 26         | -52            | 46         | -92                  |
| Dissatisfied                       | 20         | -15            | 31         | -62            | 51         | -77                  |
| Neither Satisfied Nor Dissatisfied | 30         | 0              | 6          | 0              | 36         | 0                    |
| Satisfied                          | 15         | 15             | 22         | 22             | 37         | 52                   |
| Very Satisfied                     | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b>                       | <b>100</b> | <b>-10</b>     | <b>100</b> | <b>-62</b>     | <b>200</b> | <b>-57</b>           |

| Test of Significance | Calculated Value | Tabulation Value | Hypothesis |
|----------------------|------------------|------------------|------------|
| Chi Square Test      | 24.386436        | 9.49             | Rejected   |

**Interpretation:** The Chi Square results calculated by SPSS version 22 will be 24.386436 which is larger than the expected value or tabulation value 9.49. This concludes that there is significant relationship between the effectiveness of the potential tourism in Rajasthan and efforts taken by the state Govt. and RTDC. Hence the null hypothesis is rejected.

**H<sub>0</sub>:** There is no significant relationship between the satisfaction level of tourists visiting Rajasthan and the working of RTDC.

**H<sub>a</sub>:** There is a significant relationship between the satisfaction level of tourists visiting Rajasthan and the working of RTDC.

**Table B (iv): Satisfaction Level with the Quality of Food with RTDC:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 30         | -60            | 31         | -62            | 61         | -122                 |
| Dissatisfied                       | 15         | -15            | 15         | -30            | 30         | -45                  |
| Neither Satisfied Nor Dissatisfied | 20         | 0              | 6          | 0              | 26         | 0                    |
| Satisfied                          | 20         | 20             | 22         | 22             | 42         | 42                   |
| Very Satisfied                     | 15         | 30             | 15         | 30             | 30         | 60                   |
| <b>Total</b>                       | <b>100</b> | <b>-25</b>     | <b>100</b> | <b>-40</b>     | <b>200</b> | <b>-65</b>           |

| Test of Significance | Calculated Value | Tabulation Value | Hypothesis |
|----------------------|------------------|------------------|------------|
| Chi Square Test      | 9.661788         | 9.49             | Rejected   |

**Interpretation:** The Chi Square results calculated by SPSS version 22 will be 9.661788 which is larger than the expected value or tabulation value 9.49. This concludes that there is a significant relationship between the satisfaction level of Rajasthan tourists and the working of RTDC. Hence the null hypothesis is rejected.

**Table B (v): Satisfaction level with the Transport Facility offered by RTDC:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 15         | -30            | 30         | -60            | 45         | -90                  |
| Dissatisfied                       | 31         | -31            | 20         | -20            | 51         | -51                  |
| Neither Satisfied Nor Dissatisfied | 26         | 0              | 20         | 0              | 46         | 0                    |
| Satisfied                          | 6          | 6              | 15         | 15             | 21         | 21                   |
| Very Satisfied                     | 22         | 44             | 15         | 30             | 37         | 74                   |
| <b>Total</b>                       | <b>100</b> | <b>-11</b>     | <b>100</b> | <b>-35</b>     | <b>200</b> | <b>-46</b>           |

| Test of Significance | Calculated Value | Tabulation Value | Hypothesis |
|----------------------|------------------|------------------|------------|
| Chi Square Test      | 13.336625        | 9.49             | Rejected   |

**Interpretation:** The Chi Square results calculated by SPSS version 22 will be 13.336625 which is larger than the expected value or tabulation value 9.49. This concludes that there is a significant relationship the satisfaction level of Rajasthan tourists and the working of RTDC. Hence the null hypothesis is rejected

**Table B (vi): Satisfaction level with cleanliness offered by RTDC:**

| Factors                            | Tourists   |                |            |                | Total no.  | Total weighted value |
|------------------------------------|------------|----------------|------------|----------------|------------|----------------------|
|                                    | Foreign    |                | Domestic   |                |            |                      |
|                                    | No         | Weighted value | No         | Weighted value |            |                      |
| Very Dissatisfied                  | 22         | -44            | 20         | -40            | 42         | -84                  |
| Dissatisfied                       | 26         | -26            | 30         | -30            | 41         | -56                  |
| Neither Satisfied Nor Dissatisfied | 6          | 0              | 15         | 0              | 21         | 0                    |
| Satisfied                          | 31         | 31             | 15         | 15             | 61         | 46                   |
| Very Satisfied                     | 15         | 30             | 20         | 40             | 35         | 70                   |
| <b>Total</b>                       | <b>100</b> | <b>-9</b>      | <b>100</b> | <b>-15</b>     | <b>200</b> | <b>-24</b>           |

| Test of Significance | Calculated Value | Tabulation Value | Hypothesis |
|----------------------|------------------|------------------|------------|
| Chi Square Test      | 10.517598        | 9.49             | Rejected   |

**Interpretation:** The Chi Square results calculated by SPSS version 22 will be 10.517598 which is greater than the expected value or tabulation value 9.49. This concludes that there is a significant relationship between the satisfaction level of Rajasthan tourists and the working of RTDC. Hence the null hypothesis is rejected.

## SECTION 4

### (Satisfaction Level of Tourist with various attributes while their visits)

1. **Language Problem:** Among the Indian tourists about 40 percent faced the language problem because they belong either to south part of the country or nor the eastern part of the country or nor the eastern part of the country. Only Hindi speaking as (North and Central Indian Tourist did not face such problems.

Among the foreign tourists maximum faced the language problem only those who have the tourist guide. But these tourist guides also have the liaison with the local people. They also misguide the tourist.

2. **Bargaining Problem in Shopping:** It is the main problem all over the India. Maximum tourist either Indian or Foreign faced this problem. Even the tourist guides had some favorable shops, from where they get the commission after buying the articles from these shops. So these guides forced the tourist to purchase the articles from these shops.
3. **Tipping Problem:** Tipping varies extensively among culture. Since it is being given to improve the services, some use it to underpay the workers with the expectation that it will make a difference. But tourist especially from outside India has to pay high tipping charges at every point to enjoy better services.
4. **Bagger's Problem:** It is also the main problem all over the India. Maximum tourist faced this problem through government agencies trying to eradicate this problem, but it will take time.
5. **Problems of touts:** This problem is common at tourist places especially for women tourist either Indian or foreign. These persons pass ugly comments on the tourist. It is also a shameful problem and black dot on the Indian tourism development.

## **SECTION-5**

### **(Various Problems and Other Issues Faced by Tourists)**

1. **Security problem/ Law and Order Problem:** In RTDC guest houses/bungalows there is no proper security and proper law and order. Only watchman is there in the name of security that is not sufficient. There should be some police watch for these in RTDC guest houses.
2. **What made disappointed/displeased:** Most of the tourists faced the accommodation problem. RTDC guest houses are not clean properly; housekeeping was very poor, bed sheets, pillow covers were not up to the mark. Toilets were also not clean. Warm water facility is not proper.
3. **What made excited/delighted:** Tourist places, temples, natural picnic spots were worth to see and feels excited.

## CHAPTER - SIX

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### **(6.1) AS PER THE HYPOTHESIS TESTED:**

- The testing of hypothesis states that there is a significant relationship between the development of tourism in Rajasthan and efforts taken by the state Govt. and RTDC.
- The result indicates that there is a significant relationship between the satisfaction level of tourists visiting Rajasthan and the working of RTDC
- The analysis proves that there is a significance relationship between the developments of the Rajasthan tourism and the adopted marketing strategies by Department of Tourism.

#### **(6.2) GENERAL FINDINGS:**

**Importance given to quality transportation facilities:** From the present research it is derived that 39% of foreign and 42% of domestic respondents found that good transport facilities really important along with complimentary tour plans.

**Satisfaction Level with the Transport Facility offered by RTDC:** The study states that most of the respondents whether they are domestic (41%) or foreign (33%) are completely dissatisfied with transportation facilities provided by RTDC, as vehicles are in very bad conditions and somewhere roads are not constructed well which shows the lack of concentration of government towards city infrastructure and have no facilities at all.

**Satisfaction level with cleanliness offered by RTDC:** It has been found that majority of the respondents agree that the cleaning and hygiene facilities provided by RTDC are not matching the standards of foreign (32%) as well as domestic tourists (27%) as room amenities are not arranged properly and the cleaning staff is not concerned about their work.

**Satisfaction level of information regarding RTDC hotel and restaurants:**

According to the calculation it is derived that foreign as well as domestic tourists are not completely satisfied with the information provided by RTDC regarding availability of tour packages, transportation facilities, and updated booking numbers etc. The dissatisfaction percentage calculated in case of foreign and domestic tourists is somewhat nearby values i.e. 22% and 25% respectively.

**Overall experience and satisfaction level with hospitality and services in RTDC:**

A majority of foreign tourists (35%) responded negatively when questioned about the overall experiences and the satisfaction level with hospitality and services in RTDC as compared to domestic ones (25%). The reason behind the reaction is careless attitude of concerned persons towards all facilities like food and transportation facility, hygiene, cleanliness etc and even they are not concerned about the problems tourists are facing.

**Experience and satisfaction level of staying at hotels other than RTDC hotels:**

The overall experience of majority of foreign tourists staying at hotels other than RTDC is positive. While overall response of most of the domestic tourists regarding other hotels and services as compared to RTDC is neutral. From study it is interpreted that tourists faces many problems during their visit to Rajasthan like begging, touts, language problem, bargaining issues, tipping problem etc. This problem arises much in case of foreign one. Domestic tourists are having some known people to them which save them from such issues. During research some of the open ended questions answered. Tourists have different views for these questions.

**6.3 SUGGESTIONS:**

To improve operational efficiency and to re-establish financial health of RTDC, a number of measures have been suggested. Most of the measures are aimed at increasing revenue, controlling cost, effective utilization of funds and improving service quality of RTDC. These initiatives are likely to have a positive impact on the performance of RTDC. The main important suggestions are:



### **6.3.1 FINDINGS BASED SUGGESTIONS:**

**On the basis of the hypothesis and findings the following suggestions are given:**

- Infrastructural development is found as the most important field required to make changes according to most of the tourists, which include transport and hotel industry and the facilities provided by them, so government, must make such plans and policies for the development of the infrastructure facilities. Accommodations facilities should be upgraded more, according to the requirement of the tourist. The public transport facility should be well maintained so that the tourists can visit the place of their choice at very low prices.
- The marketing department has to work efficiently and should work in a new way and in new directions which fetches fortunes to the corporation. New marketing strategies should be developed to sell their service to the target customer. RTDC must take effective marketing policies and publicity campaigns both within the country as well as overseas promotion so as to maintain its existing market share.
- It is suggested that the food department of the corporation should accept outdoor contracts and generate additional income. The department should prepare different dishes from various states by inviting expert chefs and also try to arrange food festivals from time to time.
- The corporation should conduct different trainings and programs where professional skills can be imparted to young graduates in order to have trained manpower and tourist guides.
- Rajasthan is famous for its heritage buildings and monuments and colorful culture of the world. Government should encourage and take proper steps for the preservation, conservation of such heritage assets. Government also persuades the private investment in developing heritage property.
- Tourist information centers should be located at maximum tourist destinations of the region and also at national and international gateways. So, the tourist specially foreigners will not be misguided by the tour or other persons and will get the right information about the places. All the

information centers should be connected with each other through systems and should be providing related literature and brochures, booking services for package tours.

- RTDC must hire the experts of tourism for the formulation and implementation of new projects for improving the quality of services. Tourism department must have coordination with the other departments of Government like Forest, Finance, Home, External affairs and Civil Aviation etc. to provide the upliftment of the tourism industry.
- RTDC must change its work culture according to the changing circumstances and growing competition and should prepare route maps, pamphlets narrating the importance of the place or tourist destination for wider publicity.
- The corporation must organize fairs and festivals in other states to promote Rajasthan as a favorite tourist destination.

### **6.3.2 OBSERVATION BASED SUGGESTIONS:**

- Rajasthan is rich in Handicrafts, so RTDC should conduct fairs in their existing properties to promote handicrafts industries.
- Strict steps should be taken place in tourist areas and places to prohibit the entry and direct contacts of all beggars, vendors, or any unwanted persons and at pick up or drop point of tourists so that there is minimum interaction of tourists with unwanted entities.
- To promote tourism, Indian government has launched many luxurious trains like Palace on Wheels, Heritage on Wheels, Royal Rajasthan on Wheels, but these are very costly and cater demands of the elite class. So as to make Rajasthan more affordable and easy to visit with these luxurious trains RTDC should make efforts to launch economy class of trains meeting to the demands of all class of tourists.
- There should be a uniform Entry fees for foreign and domestic tourists at different tourist destination.

- Corporation must create a separate Tourist Police Body, which would be trained to look into complaints of tourists and check harassment of tourist at various tourist destinations.
- More efforts should be made for the development of other sectors like roads, public utilities, civil aviation, urban development, etc. should be invested in such a manner that it helps towards integrated development of infrastructure for growth of tourism.
- Government must organize the Indian Tourism Service (ITS) exams with the help of Union Public Service Commission (UPSC). This will provide highly skilled personnel to take care of the growth of the tourism sectors.
- Rajasthan government is encouraging the adventure tourism, agritourism and night tourism in Rajasthan for tourist. For agritourism Rajasthan government organized a program named GRAM in Jaipur (2016), Jodhpur, Udaipur (2017) and Kota. And for adventure tourism the target market is young men and women so the marketing department should give wide publicity and organize campaign in the colleges/ universities for getting good business.
- Local people should also be taught, motivated as well as involved in the tourism process. The people of the region should come forward help in providing safe and secure atmosphere for the tourists.
- Limited resources of other Departments of the Central and State Governments should also be utilized in a coordinated manner so as to help development of infrastructure for growth of tourism.
- In order to attract more investment in tourism sector, the possibility of offering more incentives and concessions to private sector in the tourism sector should also be considered.
- While making plan and policy for tourism, it must include the overall development of the state and country not only the development of the tourism sector.
- Government must improve the safety and security of the tourists especially of women.

- The government introduces uniform taxation across the States and should be followed by all the cooperation strictly.
- Clearly planned, focused tour packages can be introduced which may attract the travelers, for the places and destinations which are unexplored in the state.
- Recently RTDC hotels are facing hindrances like nil promotion, poor facilities, old tariff plans, and competition with private players etc. Presently state government took a great step by launching a tag line “Jane Kya Dikh Jaye”, explaining the wide range of interesting things embossed in local culture in Rajasthan to attract maximum tourists. Government must take more steps for promoting RTDC hotels at broad carpet.
- Earlier RTDC hotels were very much inclined towards the safety and security. Now a days because of financial issue and lack of attention by government RTDC hotels are not performing well. Though these hotels are government affiliated safety and security is already be assumed by tourists and hence government must take special measures for continuing this image of RTDC, which in turn automatically increase the tourist stay.
- Government must try for infrastructural betterment by introducing vacancies for new generation and providing training to the present officials. Some new courses should be introduce to the universities for tourism studies or subjects may be added to the running syllabus. Special language classes must conduct to train and increase knowledge of present tourists guides.
- To review and renew RTDC hotels, must have contract with plenty of online websites like makemytrip, cleartrip, goibibo etc. for offering online tour packages to tourists including special packages for wildlife sanctuaries like Ranthambore wildlife sanctuary, Sorsan etc.
- Instead of shutting down the RTDC hotels government can go for charity and should offers some stage shows and skits to grab the tourist’s interest.

#### **6.4 CONCLUSION:**

In the present scenario tourism is the most vibrant continuous activity and a multibillion industry in all over the world. Tourism is known largely for its historical and cultural dimensions, but today it is highlighted for its immense business opportunities with its fruitful linkages with other sectors such as transport, hotel industry and entertainment and recreation activity industries etc. Tourism is not merely an activity for time passing, exploring and entertainment but it is an enriching and energizing activity. For a developing country like India, tourism is the right field for modern economic growth through structural and financial transformation of the economy. The tourism attractions of India include historical monuments, places of religions importance, mountain and beach resorts, wild life sanctuaries and interesting eco-systems water and winter sports and places with adventure facilities. Apart from remarkable contributions to the foreign exchange earning of the country, India's tourism is also responsible for generating major source of employment, as a labor-intensive activity in a labor-surplus economy. Tourism industry is directly linkages with a host of sectors like transport, hospitality, education, health, banking, etc., Indian tourism offer many types of tourism that attract domestic and foreign tourist both such as cultural tourism, heritage tourism, wild life tourism, medical tourism and adventure tourism, city tourism, water tourism, poverty tourism etc. India has significant potential for becoming a next major global tourist destination. It has always attracted people from all over the globe through supreme and excellent hospitality, viz. Athithi Devo Bhava (Guest is equal to God).

In India, Rajasthan has emerged as one of the leading state for tourism industry and now a days it continuously gaining the attention of maximum tourist. The major tourist attractions of Rajasthan are forts and palaces, monuments and structures, lakes and mountains, sand dunes and desert beauty, national parks and wildlife destinations. Tourism has been one of the biggest revenue generators for Rajasthan owing to its rich and varied topography, vibrant culture and attractive festivities. The Rajasthan offers various attractive tourism delights to the visitors in the state. The chief cities in Rajasthan which attract domestic and foreign

tourists are Jaipur, Jodhpur, Udaipur, Mount Abu, Bikaner, Jaisalmer, Chittod, Bharatpur and Alwar. The main reason behind tourist attraction in these cities is Rajasthani culture where a large amount of the Rajasthani thought, philosophy and culture are being represented in all over the state. In Rajasthan, tourism is the third largest employer after agriculture and textiles sector and this industry generate employment for many people directly and indirectly. Rural sector is a important part of employment as people made handicrafts, rajputi poshaks, heavy work Rajasthani outfits and jewelry at home and sometimes establish small scale industries which in turn offers maximum jobs. As a result of potential benefit of tourism in the state, government of Rajasthan had designed many tourism policies and also linked up altogether many tourism organizations that gives broaden contribution to development of tourism in the state. In Rajasthan, Rajasthan Tourism Development Corporation Ltd. (RTDC) was incorporated to promote tourism in the state and try to satisfy incoming foreign and domestic tourists by way of providing accommodation, catering, transport, package tour and bar facilities. The main objectives of RTDC are to provide various tourism facilities such as accommodation, transportation, organizing events for entertainment and providing recent information about various tourism services. The present study is an endeavor to find out the impact of tourism policies and that of RTDC on the growth and development of tourism in Rajasthan. The study also explains the problems facing by the RTDC employees and the reasons behind why RTDC are shutting down. It is evident from the study that tourism is the largest and rapidly growing industry in the world and it is a fairly established and growing industry in India, especially in Rajasthan. Tourism is also regarded as an important industry for sustainable human development, including poverty palliation, employment generation, environmental regeneration and development of remote areas, advancement and upliftment of women, and to promote social integration and international understanding, besides an important source of earning foreign exchange and also increasing advertising and selling of local products including handicrafts. Tourism industry is also one of the least polluting industries. Because of these described advantages tourism has to be given a very high priority, with continuous and regular monitoring of its effect on overall environment by taking

appropriate remedial and suitable measures. Though Rajasthan does not have snowy mountains, or vast long sea beaches, it is unique in many ways i.e. very rich in historical, cultural, architectural and natural heritage. In the western half of the state there is a vast tract of hot sandy desert (Thar), which is the most dynamic and living desert among the hot deserts of the world. Hadoti region in Rajasthan has tremendous potential of attracting foreign as well as domestic tourists; accordingly plans are being made at Government level to give a favourable boost to this industry. While planning a quantum boost in development of tourism industry, it must also be kept in mind that it is extremely important that growth of tourism sector must be compatible with overall environmental structure so as to be sustainable for long (in all respects like - ecological, cultural, ethical, hygienic, basic necessities and expectations, economic etc.). To tap the potential of tourism in Rajasthan, the Government of Rajasthan has to take important measures to retain RTDC in tourism field also to recruit potential and well trained manager and tourist guides which are licensed by the government. Tourism should be introduced as a subject in courses so as to increase the knowledge of students about the updations taken place in Rajasthan tourism. It will also increase the interest level of students in this filed which is prove to be very fruitful in future. A degree course should also introduce in education sector which will in turn generate more employment cure unnecessary crime activities laid down because of lack of employment. Special measure should also be taken to establish new RTDC hotels with modernize system at wildlife sanctuaries which increase the stay of tourists for long time and are able to enjoy the wildlife natural beauty by relaxing there. RTDC also carries out promotional activities and other marketing strategies to augment the share of tourism.

## **6.5 SCOPE FOR THE FURTHER RESEARCH**

**As no research is an end in itself. It is suggested that further researches be conducted in the respect of following:**

1. Help to decide and create new tourism and hospitality management policies
2. The study can be further continued in framing of new marketing strategies by state government.

## **6.6 LIMITATIONS OF THE STUDY**

- Repetitive visits to RTDC at Jaipur, Kota, Udaipur and Jodhpur.
- Low interest level of tourist.
- Language problem with few international tourists from Germany as they know only German language.
- It has not been possible to obtain complete information from the officials in view of secrecy.
- The study also based on secondary data and there is no adequate measure to judge their reliability.



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**QUESTIONNAIRE FOR SURVEY OF FOREIGN AND DOMESTIC  
TOURISTS VISITING RAJASTHAN**

Dear Respondents,

I am a research Scholar at Faculty of Commerce and Management, University of Kota. The Questionnaire is purely for research purpose and is a part of PhD. Dissertation; hence all the information given will be kept confidential. You are gently requested to present information as absolute as possible and help it to be of high validity.

Thanks

Wajeda Parveen

Scholar at Faculty of Commerce and Management, University of Kota. (India)

**SECTION - I**

Q1) General Information - Please indicate the place of your stay as a tourist Please tick in the relevant column-

Your answer

**Gender**

(Please tick in the relevant column)

Male

Female

**Age**

Below 25 years

25-40 years

41-50 years

51 and above

**Occupation**

Service

Professional

Student



Other

**Nationality**

Indian

Foreigner

If foreigner - Please specify your nationality

**Economic Status**

Active (in service)

Non- active (retired)

**Income Level**

Less than 25000

25000 to 50000

50000 to 1Lakh

Above 1 Lakh

**SECTION-II**

Q2) Questions regarding Your Visit in Rajasthan

**Travelling Style**

Alone

With family

With friends

Tour package

**Purpose of Visit**

Business

Academic

Pilgrimage

Pleasure

Multiple Purposes

**Frequency of your visit in Rajasthan**

I<sup>st</sup> time

II<sup>nd</sup> time

More than two times

**Expected duration of your stay in Rajasthan**

Less than a week

More than a week

Fortnight

**Your source of information about the places of tourism interest in Rajasthan**

Tourism Literature

Advertisements/Films

Travel agent/ Information centers

Friends and relatives

**SECTION III**

**Please mention your opinion regarding**

Q3) Are you agreeing with the marketing promotional strategies which are needed for tourism development following by state government?

Strongly disagree

Disagree

Sometime agree & disagree

Agree

Strongly agree

Q4) Do you feel encouraged through the advertisements of tourism to visit a particular destination?

Never

Rarely

Sometimes

Often

Always

Q5) Priority level of accommodation at RTDC hotels/ tourist bungalows.

- Not a priority
- Low priority
- Somewhat priority
- High priority
- Essential priority

Q6) If you are staying at RTDC hotels would you prefer to consume food at RTDC hotel only ?

- No
- Yes
- If yes

Q7) How much importance do you give to the quality of food (hygiene, taste, variety) during your visit?

- Not Important
- Slightly Important
- Moderately Important
- Important
- Very Important

Q8) Are you satisfied with quality of the food with RTDC accommodation?

- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied

Q9) How much importance you give to the quality of transport facility during you visit to destination?

- Not Important
- Slightly Important
- Moderately Important
- Important
- Very Important

Q10) Are you satisfied with transport facility providing by RTDC?

Very dissatisfied

Dissatisfied

Neither satisfied nor dissatisfied

Satisfied

Very satisfied

Q11) Are you satisfied with the cleanness and hygiene at RTDC hotels?

Very dissatisfied

Dissatisfied

Neither satisfied nor dissatisfied

Satisfied

Very satisfied

Q12) Are you satisfied with the quality of the information available related with  
RTDC hotels and restaurants?

Very dissatisfied

Dissatisfied

Neither satisfied nor dissatisfied

Satisfied

Very satisfied

Q13) Overall experience and satisfaction level with hospitality and services at  
RTDC.

Very poor

Below average

Average

Above average

Excellent

Q14) Have you stayed in any other hotel instead of RTDC in Rajasthan?

No

Yes

If yes then

Q15) What is your experience of staying at other hotels in compare to RTDC hotels/bungalows?

|                 |                          |
|-----------------|--------------------------|
| Much worst      | <input type="checkbox"/> |
| Somewhat worst  | <input type="checkbox"/> |
| Almost same     | <input type="checkbox"/> |
| Somewhat better | <input type="checkbox"/> |
| Much better     | <input type="checkbox"/> |

#### SECTION IV

Q16) Please tick your experience with the following.

|   | Satisfactory          | Dissatisfactory       | Good                  |
|---|-----------------------|-----------------------|-----------------------|
| 1 General attitude of local people  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 Dealing with governmental procedures<br>(Passport, visa and custom clearance etc.)                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 Dealing with bank / money changers  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 Availability of public utility services<br>(Communication, health and public transport, public security.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

#### SECTION V

Q17) Please tick any one of the problem, on the basis of severity and gravity of the problem, you experienced / observed while touring in Rajasthan.

|                                  | Tick                     |
|----------------------------------|--------------------------|
| 1 Language problem               | <input type="checkbox"/> |
| 2 Bargaining problem in shopping | <input type="checkbox"/> |
| 3 Tipping problem                | <input type="checkbox"/> |
| 4 Baggers problem                | <input type="checkbox"/> |
| 5 Problems of touts              | <input type="checkbox"/> |

Q18) Please answer in brief:

Have you experienced /observed any security problem /law and order problem during your visit in Rajasthan?

No

Yes

If yes, please specify

What made disappointed /displeased you the most?

What made excited/delighted you the most?

Please mention your valuable suggestions to improve tourism in Rajasthan.

**SUBMIT**

**Published Research papers and Paper presented in Conferences during the research work**

**PAPER PUBLISHED**

1. “An empirical study on heritage hotel: Ummed bhawan Palace” in international journal of business management & research (IJBMR); ISSN (PRINT): 2249-6920-VOL-3 AUG-2013 IMPACT FACTOR (JCC) (2013):4.8712”.
2. “Wildlife Tourism: Prominent Panorama at Hadoti Region of Rajasthan” International Journal of Advanced Research (2015), Volume 3, Issue 9, 1135-1149 (ISSN2320-5407). [www.journalijar.com](http://www.journalijar.com)
3. “Multidimensional Importance of Wildlife Tourism at Hadoti Region in Rajasthan “International Journal of Science Technology and Management- Vol no. 6: Issue No 01 January 2017-ISBN: 978-93-96171-20-7.
4. “Bhangarh Fort in Rajasthan: A Case Study of Dark Tourism” Dynamics of Commerce and Management, Archers and Elevators Publishing House, ISBN: 978-93-83241-43-9.

**PAPER PRESENTED:**

5. “The Growing Zest of Agri tourism in India: New Feature in Indian Tourism Industry held at Dr. D.Y. Patil School of management in National Conference “UTKARSH-III” held on 12<sup>th</sup> & 13<sup>th</sup> March, 2015.
6. “An Exploratory Analysis of Wedding Tourism in Rajasthan” held at Indore Indira School of Career Studies in National Conference on “Business Applications of New Inventions & Discoveries in Science and Technology “on 23<sup>rd</sup> April, 2016.