



# Developing Rural Areas through Promoting Rural Tourism

## A Case Study of Samode Region of Rajasthan

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### ABSTRACT

While tourism becomes every year more important for national and local economies, the sector is facing some changes in comparison with its beginning. Mass tourism, for example, even if it keeps attracting a great amount of people and generating important revenues, is not the most attractive kind of tourism anymore. Factors such as decrease of working time, urbanization and development of communication means giving the opportunity for other kinds of tourism to develop. These factors, mixed with the willing to find means to help rural areas to get out of crisis, mark the beginning of rural tourism. People coming from the cities want to escape from their stressing daily life and to enjoy during their holidays a peaceful and good quality environment.

The countryside tries to capture these customers that can contribute to diversifying the local economy and improving the dynamism of the territory. Every agent at local and even national level says that tourism can be used as a tool for development in rural disadvantaged areas.

Emphasis on promoting rural tourism is however a comparatively recent phenomenon of the west. Rural tourism on the one hand help the urban people release their stress of city life in the midst of nature, and on the other hand, help develop the rural areas through various ways, such as, income and employment generation of the rural people, creating social and cultural awareness among them, raising demand for physical infrastructure, ICT services as well as health and educational services, and above all establishes linkages between rural and urban areas.

**Keywords-** Jaipur, Rural Tourism Samode, Tourism Demand

## INTRODUCTION

Tourism may be considered as an organized, purposeful and definite lust to wander on the part of man. Thus, human mobility and tourism have close ties since time immemorial. According to the then World Tourism Organization i.e., International Union of Official Travel Organization (IUOTO), a tourist is a person traveling for a period of 24 hours or more in a country other than that in which he usually resides. The Century Dictionary defines a tourist is one who travel for pleasure visiting a number of places to see the scenery sights etc. Whereas, most of the social scientist propounds that, 'A tourist is a person who spends money and visits another country for a period of not less than six months for legitimate, non immigrant and certain purpose such as sight-seeing, recreation, sports, health, study, pilgrimage, business, official duties, conferences, expeditions, mission, photography, shooting, film- shooting, family reasons and the like'.

Tourism in the form of travel has been an inherent nomadic urge in man. However, on account of 'antiquated means of transport', 'extreme constraints in terms of way-side facilities, safety and security', 'lack of information vis-à-vis social awareness, 'non-availability of 'discretionary money and time' during earlier phases of history, it largely remained the privilege of elite and well-to-do class of society who could afford to buy the conveniences, or those few adventurous and inquisitive souls who could brave the risks and hazards (Kandari 2004). Obviously, the number of such travelers was too meager. Middle Ages, for the first time, witnessed emergence of a new class of travelers, i.e., adventurers and explorers. Strongly motivated by 'curiosity' and 'quest for knowledge', these daring bravadoes would set-out on arduous voyages, not caring for en-route risks and discomforts. Their travel accounts induced a strong urge in the society far and wide and explore the bounties of nature and culture. *Renaissance* in Europe followed by *Grand Tours* and subsequently, the development of spas, beaches and resorts as health destinations gave further momentum to travel and tourism. As of now, "the sporadic travels of yore have now dramatically transformed into mass movement of people thereby giving way to world's fastest growing industry, namely TOURISM" (Kandari 1998).

In the modern age of science when distances are not measured in terms of kilometers but in hours, the length and breadth of the globe has been wonderfully reduced, industrialization and urbanization cultivated the opprobrium and monotony in the minds of humanity the need to understand one another has assumed great importance; 'Tourism' says **Dr. Radhakrishan**, '*widens our horizons, promotes understanding, stimulates travel and fosters friendship*'. Moreover tourism educates our minds, innovates the isolation and egotism and provides the first-hand knowledge of different nations and the people. Today, tourism constitutes an important industry that has opened up new vistas for the play of economics emancipation providing a very potent contribution and strengthening in developing the financial resources of a country. Besides, tourism fetches foreign exchange in the form of invisible export, which results in manifold progress of the nation. Thus, tourism is a process in which mutual, material and mental benefits accrue.

Globally tourism has emerged as a strong economic force with tremendous impacts on the socio-cultural perspectives, both in the host and guest environments. The Forecasts made by such premier organizations like UNWTO, WTTC, UN-ESCAP, PATA, EIU and even UNO, as well as, the predictions of majority tourism scholars unanimously indicate towards a sustained boom in international tourism which will have ever greater influence not only on

the geo-economy but on the geo-polity as well. Already this fastest growing and yet smokeless industry is widely appreciated as an effective means of earning foreign exchange, and providing tremendous employment opportunities beside, supporting protection, preservation and conservation of natural and cultural heritage, guiding modernization of infrastructure and improvement in health and hygiene conditions, helping in activation of latent entrepreneurship, motivating re-discovery and revival of lost traditions of art and craft, and acting as a catalyst in the growth of all sectors of economy, and thus proving to an agent to holistic development for the destinations. In fact, UN in one of its resolution, as early as in the year 1963, acknowledged the vital role that tourism plays in creating international understanding and world peace. The fact that international tourism acts as the single largest item of export for over three-dozen countries and that one out of every nine persons working in the service sector is employed in tourism industry, speaks of the significant contribution of this mega-business in contemporary global context.

Today, tourism constitutes an important industry that has opened up new vistas for the play of economics emancipation providing a very potent contribution and strengthening in developing the financial resources of a country. Besides, tourism fetches foreign exchange in the form of invisible export, which results in manifold progress of the nation. Thus, tourism is a process in which mutual, material and mental benefits accrue.

The development of a strong platform around the concept of rural tourism is useful for a country like India where 74% of the population resides in 7 million villages. (10<sup>th</sup> Five Year Plan). Inspired by the development of the concept and practices of rural tourism, Central as well as regional/local governments have also initiated rural tourism for several interior regions of India with each region is endowed with unique feature in terms of landscape, natural beauty, climate, heritage, culture-food, dress, festivals rituals, biodiversity- flora and fauna, and the like. Thus each local region offers ample scope of promoting rural tourism. Present study analyses the pattern of development of rural tourism, its growth potential and the constraints faced in realizing this potential and its impact on local development based on a case study of Samode region in Rajasthan. This study also comes out with a number of policy recommendations. It however needs to be mentioned that analysis of rural tourism of Samode has to be made in the context of overall tourism development in Rajasthan.

### **Geography and Socio- economic Features of Samode and of Rajasthan**

Rajasthan has emerged as one of the popular tourist destinations in India for both domestic and foreign tourists. As per the Ministry of Tourism, Govt. of Rajasthan The number of tourist arrivals in the state has increased fourfold in the last thirty years and in 2001, the state received 0.6 Million foreign tourist and over 7 Million domestic tourists (Discover Rajasthan, DoT, Govt. of Rajasthan).

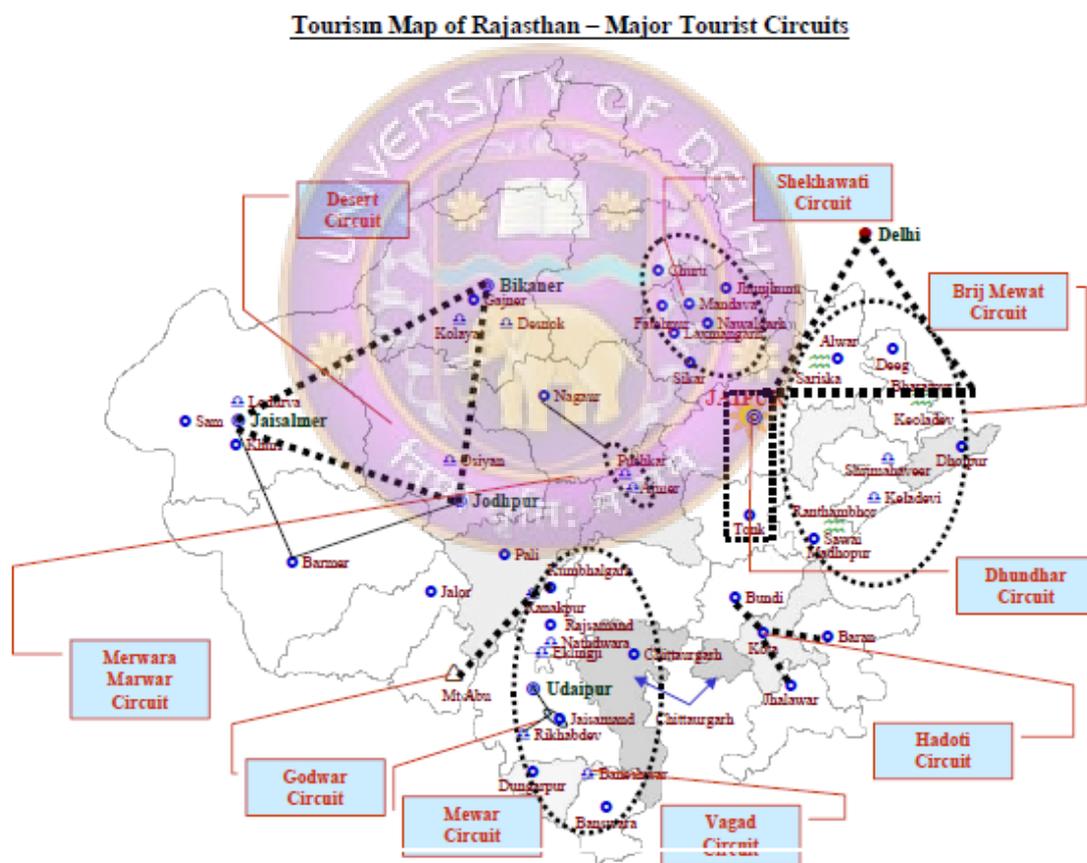
As per the 20 years perspective plan for sustainable tourism in Rajasthan report this state is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological wonders and rare wild life. The forts and palaces, heritage hotels, colorful fairs and festivals, local art and handicrafts, etc. has been a unique selling proposition for tourists coming to the state. The desert environment in the western parts of the state is also a major attraction for visitors, particularly the foreigners.

Four decades ago tourism in Rajasthan was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Jaipur, the

state capital, Udaipur and Jodhpur (for foreign tourists) and the pilgrim centers of Ajmer, Pushkar and Nathdwara (for domestic tourists). The employment in the sector and the sector's contribution to the state economy were limited, however, over the last few decades, due to the focused efforts of Rajasthan Tourism, various State Government agencies, select entrepreneurs / individuals, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map. (Report on 20 years perspective plan for sustainable tourism in Rajasthan) Also, as compared to the past, where the tourism in the state meant desert tourism, heritage tourism (forts, palaces, etc.) and pilgrim tourism, today the tourists have a wide canvas of places, attractions and activities to choose from in the state, which enhances the overall tourism experience.

**Figure-I**

**Major Tourist Destinations in Rajasthan (Circuits and Destinations) as per Department of Tourism, Govt. of Rajasthan -**

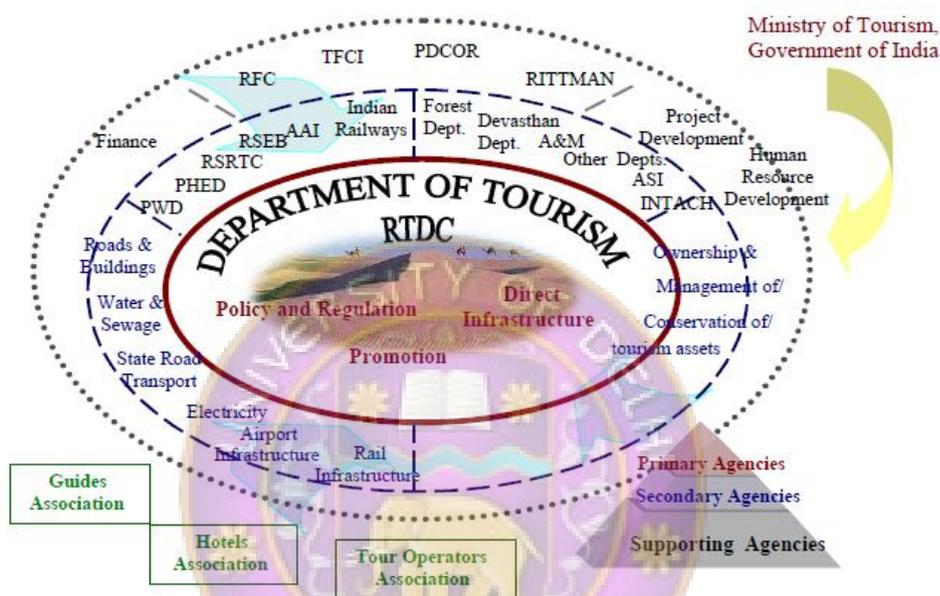


(Source- 20 year's perspective plan for sustainable tourism in Rajasthan report)

As seen above, Tourism in Rajasthan extends almost the entire state, though tourist activity is concentrated around six main cities, which serve as ‘tourist hubs’ for places of tourist attraction in and around these ‘hubs’. These tourist ‘hub’ cities are Jaipur, Jodhpur, Jaisalmer, Bikaner, Udaipur and Mount Abu. Almost every tourist (with the possible exception of pilgrim traffic) who visits Rajasthan would visit one or more of these ‘tourist hub’ locations as part of his / her tourist itinerary. Each of these hubs usually part of a Tourist Circuit as follows:-

**Figure-II**

**Institutional Framework for Tourism in Rajasthan**



(Source- 20 year’s perspective plan for sustainable tourism in Rajasthan report)

Jaipur is a part of the popular ‘Golden Triangle’ circuit (Delhi-Agra-Jaipur) that is very popular with the foreign tourists Jodhpur, Bikaner and Jaisalmer form the popular ‘Desert Circuit’ of Rajasthan

**Tourist Arrival in Rajasthan**

Rajasthan, one of the top tourist destinations in India which expects an increase of about 8 per cent in foreign tourists in 2013 .It expects an increase of around 9 per cent in foreign tourist arrivals in the current year, indicating that the state attracted nearly 30 million tourists of whom 1.5 million were foreign nationals. (Source- travel.financialexpress.com)

**Table-I**  
**The tourist arrival in Rajasthan**

<b>Tourist Arrivals in Rajasthan</b>							
S. No.	Year	No of Tourists			% Change		
		Indian	Foreigner	Total	Indian	Foreigner	Total
1	1971	880694	42500	923194			
2	1972	902769	48350	951119	2.51	13.76	3.02
3	1973	1157959	54611	1212570	28.27	12.95	27.49
4	1974	998227	55781	1054008	-13.79	2.14	-13.08
5	1975	1117663	66207	1183870	11.96	18.69	12.32
6	1976	1303633	92272	1395905	16.64	39.37	17.91
7	1977	1618822	125112	1743934	24.18	35.59	24.93
8	1978	2042586	160134	2202720	26.18	27.99	26.31
9	1979	2306550	195837	2502387	12.92	22.30	13.60
10	1980	2450282	208216	2658498	6.23	6.32	6.24
11	1981	2600407	220440	2820847	6.13	5.87	6.11
12	1982	2780109	237444	3017553	6.91	7.71	6.97
13	1983	2932622	266221	3198843	5.49	12.12	6.01
14	1984	3040197	259637	3299834	3.67	-2.47	3.16
15	1985	3120944	268774	3389718	2.66	3.52	2.72
16	1986	3214113	291763	3505876	2.99	8.55	3.43
17	1987	3424324	348260	3772584	6.54	19.36	7.61
18	1988	3495158	366435	3861593	2.07	5.22	2.36
19	1989	3833008	419651	4252659	9.67	14.52	10.13
20	1990	3735174	417641	4152815	-2.55	-0.48	-2.35
21	1991	4300857	494150	4795007	15.14	18.32	15.46
22	1992	5263121	547802	5810923	22.37	10.86	21.19
23	1993	5454321	540738	5995059	3.63	-1.29	3.17
24	1994	4699886	436801	5136687	-13.83	-19.22	-14.32
25	1995	5248862	534749	5783611	11.68	22.42	12.59
26	1996	5726441	560946	6287387	9.10	4.90	8.71
27	1997	6290115	605060	6895175	9.84	7.86	9.67
28	1998	6403310	591369	6994679	1.80	-2.26	1.44
29	1999	6675528	562685	7238213	4.25	-4.85	3.48
30	2000	7374391	623100	7997491	10.47	10.74	10.48
31	2001	7757217	608283	8365500	5.19	-2.38	4.60
32	2002	8300190	428437	8728627	6.99	-29.57	4.34
33	2003	12545135	628560	13173695	51.14	46.71	50.92
34	2004	16033896	971772	17005668	27.81	54.60	29.09
35	2005	18787298	1131164	19918462	17.17	16.40	17.13
36	2006	23483287	1220164	24703451	25.00	7.87	24.02
37	2007	25920529	1401042	27321571	10.38	14.82	10.60
38	2008	28358918	1477646	29836564	9.41	5.47	9.21
39	2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
40	2010	25543877	1278523	26822400	-0.06	19.11	0.71
41	2011	27137323	1351974	28489297	6.24	5.74	6.21
42	2012	28611831	1451370	30063201	5.43	7.35	5.52
43	2013	30298150	1437162	31735312	5.89	-0.98	5.56

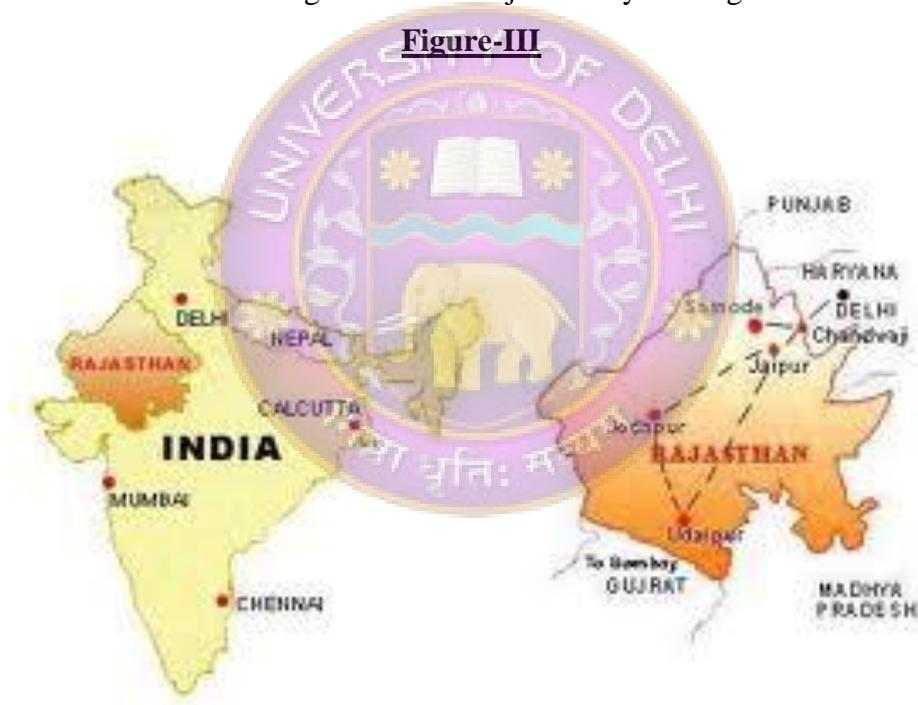
(Source –Progress Report of Dept. of Tourism, Govt. of Rajasthan year 2013-14)

## **Overview of Samode region**

Rural areas are diverse and a specific study is necessary to understand each rural area. That is why this chapter is dedicated to the study of the general characteristics of Samode region of Rajasthan. It will allow understanding the specificities of the region. This chapter aims at giving the context for tourism development in Samode region of Rajasthan. Indeed, tourism is not the only activity of the territory and it is important to have a global vision of Samode region of Rajasthan in order to realize a good tourism diagnosis.

Moreover, tourism is a cross-disciplinary sector and it influences and is influenced by all the other aspects of the territory, socio-economic, geographic or cultural issues.

Samode village is situated at a distance of 42 kms from the state capital Jaipur. This village is popular amongst the domestic as well as foreign travelers. Samode has many forts and havelis and a very famous Lord Hanuman temple. Samode is also now recognized as a rural tourist region in the map of Rajasthan. Samode village is partially dominated by sand and sand dunes. One can have a feeling of western Rajasthan by visiting the interiors of Samode.



## **People and Culture:**

Samode is a village of Rajasthan under Jaipur district has the population of approximately 8000 people as per the census of 2011. The people of this village are mostly involved in craft making, Animal Husbandry, Farming and Tourism. There are few Govt. and private schools in this region but most of the people are still illiterate and adopting their family profession.

Most of the people have their shops near the touristic areas and sell their hand made products for their livelihood. Ladies are also involved in the same business and help in making the crafts products like puppets, handmade printing materials like saree, dupattas, table cloth, bed

sheets etc. There are a lot of hotels and restaurants in Samode region which also gives employment to lots of people there. Dal Bati churama is the famous dish of Samode as well as of whole Rajasthan.

### **Tourist Traffic Trends**

As far as tourist traffic trends in concerned regarding domestic visitors for the places selected for case studies are concerned, it is quite evident from below that there had been a satisfactory rise in the number of tourist year by year. This might be due to various reasons pertaining to socio-political or economic environment of this region and nearby areas.

**Table-II  
Domestic Tourist Arrivals**

<b>Year</b>	<b>Jaipur</b>	<b>Samode</b>
2008	283589	113436
2009	255586	127793
2010	255438	153262
2011	271373	108550
2012	286118	119754
2013	297128	142622

*(Source – Rajasthan at a Glance published by RCCI, Jaipur year 2012-13)*

The above statistics revealed from figure the domestic tourists registered a growth respectively for Jaipur and Samode which undoubtedly are amazing trends considering the national and international trends. Regarding international tourist arrivals this region had been extremely promising as far as the number of tourists is concerned. The most fascinating feature is that the intensification of the quantitative figures is extremely impressive.

**Table -III  
International Tourist Arrivals**

<b>Year</b>	<b>Jaipur</b>	<b>Samode</b>
2008	147764	13230
2009	107341	9661
2010	127853	14063
2011	135197	17576
2012	145137	20319
2013	155532	24885

(Source - Statistics of the Tourist Arrivals in Rajasthan by DoT Rajasthan and Jankala Sahitya Manch, An NGO at Samode region )

### **Why there is a need of Rural Tourism Growth in Samode region?**

As Per the Tourism Strategies and Rural Development Organization report Paris 1994, rural tourism is not an accidental or temporary growth phenomenon. Although the travel trade is in some senses a "fashion" industry, subject to short term trends, the forces behind the growth of rural tourism are more long term in nature. These forces are partly connected to long term

changes in the travel market, partly to improvements in transport and communications and partly to the efforts of public agencies charged with assisting rural change. In total, the following key factors can be isolated which have been responsible for rural tourism growth in the past and which will continue that growth into the future in Samode region.

- **Enhance the levels of education** – Increased level of education amongst this region is most important part. This will help the villagers in smooth interactions with tourists. All the research which has been conducted so far shows that increasing levels of education correlates with increased income of a particular person and the clusters. (Source Alberta Tourism (1988), Community Tourism Action Plan Manual, Edmonton).
- **The expansion in heritage interest**- Over the last 20 years there is a boom in the level of interest in heritage both man-made and natural. This reflects many factors: a fear of the future, a fear of footlessness, better education, time to explore, and, not least, better heritage presentation. (Source- Freeman Tilden's pioneering book "Interpreting Our Heritage", first published in 1957) Rural areas especially Samode region well suited to heritage interpretation, possessing many historic landscapes, artifacts, and linkages, and fine settings for heritage sites.
- **Increase in leisure time**- Now a days the income level of professionals are too high and a pressure to complete the work and achieve the targets is also on them. In these cases they want a long holiday to rejuvenate their mind for peace and harmony and they can get these in the rural areas not in the city. So if rural tourism gets promotion it will help in increasing the leisure time. People not only from India but from abroad also comes and stay in rural areas
- **Transport and communications** – Better connectivity of road, rail and air transport can increase the footfall of tourists in any region. 20 years back there was lack of better transport facility in this region. Only sand dunes where so proper roads were not available in this region. Now, the Govt. has realized the need of proper transport system which will be helpful in increasing the total number of tourists in this beautiful village.
- **Health consciousness** -Samode is a village where one can have verities of outdoor recreational facilities ranging from walking, cycling, camel safaris, jeep safaris etc. Health centre should be developed and better medical professionals should be deputed in this region to counter the problems related to health.
- **Need to increase rural development agencies**- To increase the rural tourism concept in Samode regional agencies including those who are connected with arts, crafts, folk music, natural conservation etc. should be encouraged to take part in the development of this area.

**Different target segments for to promote rural tourism in Samode region**- There are many target groups whom can approach to visit Samode region which are as follows-

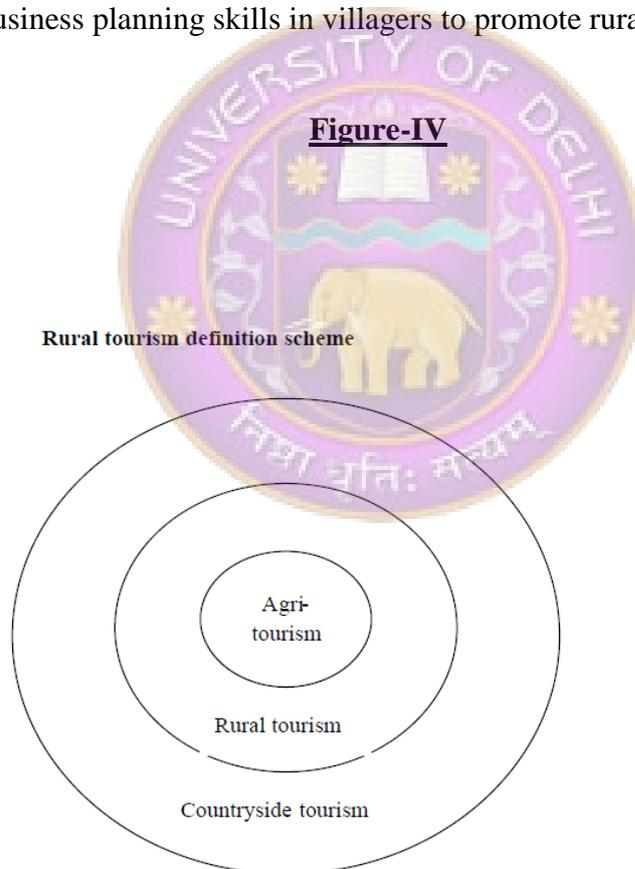
- College \ University students
- School children
- Retired persons \ senior citizens
- Family
- Artists

- Adventurous person
- Corporate
- Leisure seekers

### Challenges in promotion of rural tourism in Samode region-

Any kind of promotion have its own challenges, there are few challenges which may face during the promotion are as follows-

- Traditional belief that only agriculture can help the promotion of rural people and nothing else.
- Delay in understanding that tourism may also play an important role in developmental process of rural areas.
- Absence of supporting industry.
- No Govt. support to promote rural tourism.
- Shortage of trained and skilled manpower.
- No financial support from state and central Govt.
- Lack of proper physical communications.
- Lack of basic business planning skills in villagers to promote rural tourism



Source: author's own

**Table-IV**  
**SWOT analysis of Samode region on Tourism Potential scale**

<b>Strength</b>	<b>Weakness</b>
<p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>• Quality and preserved natural environment</li> <li>• Very attractive region in winters to attract families and for nautical sports.</li> <li>• Numerous and quality built heritage hotels and accommodation which spread in the whole region.</li> </ul> <p><b>Tourism practices and products:</b></p> <ul style="list-style-type: none"> <li>• Wide range of restaurants and fast food centres</li> <li>• Good quality of hotels/ resorts</li> <li>• Good products made by local craftsmen</li> <li>• Numerous possibilities of traditional activities.</li> </ul>	<p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>• Presence of too many forests that enclose the region cultural heritage too diffuse in the region</li> <li>• History/ culture of the region is not enough exploited.</li> </ul> <p><b>Tourism practices and products:</b></p> <ul style="list-style-type: none"> <li>• Lack of local and rural food shops.</li> <li>• lack of infrastructural development</li> <li>• No big hotel name to attract tourist groups.</li> <li>• Lack of three and four-star hotels</li> <li>• Presence of low quality of the hotels</li> <li>• Occupancy rates are not very high for hotels</li> <li>• Quality of the camping sites has to be improved</li> </ul>
<b>Opportunity</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Increasing motivation for rural tourism</li> <li>• Trend toward a classification of the accommodations</li> </ul>	<ul style="list-style-type: none"> <li>• Disappearance of the cultural heritage: living heritage and built heritage if it is not preserved</li> <li>• Fear of not doing their agro-tourism</li> <li>• Low financial helps from the governments to renovate heritage buildings.</li> </ul>

## **Objectives of the study**

The goal of this research is to understand if and how tourism can be a tool for rural development in Samode area. It first implies to find out if the region has the sufficient potential to develop rural tourism. After this research, it will be interesting to know to what extent tourism can be a tool for rural development in Samode.

### **The structure of the study**

A major objective of the study is to assess the motivations vis-à-vis expectation and satisfaction levels of tourists visiting different destinations of Samode Region of Rajasthan, for convenience, this overall objective can be divided into sub-objectives like:

- To ascertain the motivational factors, or combinations there of that work behind the visits of tourists to Samode and Rajasthan.
  - To study expectation levels of Tourists, both domestic and foreign, with regard to the various ingredients of tourists supply and determine the factors responsible there-in.
  - To measure the satisfaction level of tourists with relation to the goods, services, attractions, activities and inter-actions experienced by them,
  - To decide the gap, if any, between the expectation and satisfaction levels of tourists and identify the various factors responsible for the same,
  - To suggest possible steps towards abridging the gap between tourist expectations and satisfaction through improvement of various supply components, but strictly within the framework of socio-cultural economic and ecological norms.
- To examine tourist traffic in this region has grown slowly annually whereas; the foreign tourist arrivals have grown at a lower rate in this region.

### **Significance of the Study**

The multidimensional significance of the present study is summarized below:

- The study would be a model report for researches of other areas.
- It would help the various public and private sector tourism enterprises in understanding tourist psychology, attitude and behaviour of this region.
- This study Specific demands of different tourist segments for food, stay, communication, health & hygiene, recreation and entertainment, tourist-activities, shopping and tour packages etc. and thus enable them to create appropriate tourist supplies.
- The study would be important for tourism practitioners, planners and policy makers in framing suitable plan and policies to ensure balanced development of this region.
- This study also helps to various supply ingredients in accordance with the effective and potential tourist demands.
- The study looks forward to be instrumental, to whatever extent, in expediting the growth and development of tourism in Samode region for long-term perspective through judicious utilization of the resources and bringing a positive touristic image of Samode region, and of Rajasthan.

## METHODOLOGY

Anticipating the magnitude and complexity of the research, the following parameters were drawn:

- The study shall concentrate on selected centers of Samode and nearby areas, viz. the developed ones, the developing ones and the potential ones (where tourism is in its nascent stage).
- Responses of tourists would be taken through structured questionnaires and on the spot interviews; efforts would be made to get a specific number of responses through mail questionnaires also. .
- The survey of tourist responses shall be conducted during different tourist seasons ranging from the lean to peak periods so as to cover wider motive groups of tourists.
- Appropriate techniques would be used in sample selection so that maximum or at least the more important tourist segments in terms of their income, interest, place of origin and preferred activities for this region etc. are covered.
- In view of the size and diversity of the universe, convenient sampling method is initially aimed at but possibility of the use of one of the probability sampling methods would be explored and used if found viable.
- Suitable data interpretation techniques shall be used in evaluation of expectation and satisfaction levels and for cross-examination of the above two types of data, depending upon the amount and variety of the information gathered.
- The co-relation between expectation level of tourist vis-à-vis type and extent of information available to them shall also be explored. Likewise, the relationship between expectation and satisfaction level of tourists shall be studied in view of the vital practical significance of it.
- Results shall also be translated into chart and tables to acquire a better understanding of the same.

The questionnaire was planned in four sections:

- Respondents profile incorporating the usual questions related to tourist demographics, i.e. name, gender, age, education, income, occupation and country/place of origin etc.
- Section two is aimed at understanding the attitude/aptitude/ interests/priorities/preferences of the tourists, i.e. their preferred vacation time period, length of stay at Samode, interest with regard to the various attractions and activities of this region and criteria used in selection of accommodation, transportation and other facilities and the sources of information for this region to visit here.
- The third section specifically aims at getting the feed back of the tourists with regard to their interests, expectations and satisfaction levels, intended and actual stay at various places and the rating given by them to the various services available for them in this region.
- The last section has open ended questions facilitating the respondents to express their views and suggestions on the core perspectives to make this region more attractive and impressive for tourists.

## RESULTS AND DISCUSSION

### **Interpretation of Data and Research Findings**

The concept of customer satisfaction that comes as a tourist has a long history in the perspective of marketing thoughts and consumer behavior. However, since Cardozo's (1965) pioneering study on 'Customer Effort, Expectation and Satisfaction', the body of knowledge in the field has now considerably expanded. On account of the on-going globalization process, the business environment has become dynamically competitive where-in strategic marketing based on innovative market research particularly on demand perspective, has become key to the very sustenance.

Customer satisfaction is different from perceived service quality. Service quality is the customers' attitude or global judgment of a company's service over the time, while customer satisfaction refers to a specific business transaction (Lam and Zhang, 1999). Service management literature argues that customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs (Blanchard and Galloway, 1994; Heskett et al., 1990); relative to the value expected from transactions or relationships with competing vendors (Zeithaml et al., 1990).

Having had examined the available information on the motivation and satisfaction levels of foreign tourists visiting different parts of India, Rajasthan, Jaipur and Samode; collected and interpreted by the Department of Tourism, Government of India, and Rajasthan, the scholar has analyzed these perspectives with special reference to Indian and International tourists visiting Jaipur and Samode. Accordingly, it has been observed that transportation is a major constraint felt by a majority of the tourists, followed by quality availability of the desired food and bar provisions and, accommodation in that order.

Likewise, the views of the target samples have also been documented, analyzed and interpreted in the context of destination society, destination environment and other allied aspects which may not directly come under the gamut of tourism but have determining implications on existing tourism trends in this region. However, realistic and applied conclusions on the subject can be arrived at, only if the resultant data is further interpreted on the basis of demographic, psychographic, behavioral and particularly touristic aptitude of the respondents. (Source - shodhganga.inflibnet.ac.in.pdf)

Food and drinks emerged to be another major area of concern vis-à-vis tourists visiting Samode, whereas cleanliness, hygiene and quality of overall services are the major issues concerned with the food, the flavour, presentation and ambience are the service related points that have been highlighted by the tourists.

Interestingly, there has been rather commonality in the feedback of the respondents irrespective of age, income, motivation and occupation of the visitors. Nevertheless,

approximately half of the tourists have expressed varying degree of satisfaction in this context, which draws quite a dismaying picture which is by no standards, encouraging. Unhygienic environment prevailing in the catering units has specially emerged as one of the main point of criticism. However, better side of it is that, those keen to experiment with the local cuisine have largely appreciated the variety and exoticness of the indigenous dishes.

Nice spicy food has been the typical expression of this group of respondents, represented by about 38% of the total sample covered by the scholar. This strength certainly needs to be promoted in an effective and organized manner, simultaneously educating the concerned outlets on hygiene perspectives should be a priority concern. Non availability of the desired brands in the bar has emerged as a major bottleneck, but more in the case of the tourist belonging to high income group, professionals / industrialists / businessmen by profession; and cultural tourists / business tourists by motivation. Adventurists, naturalists, lower age group and relatively lower income group respondents have not expressed much concern in the matter.

Almost similar observations are derived in the context of accommodation. In fact, feedback on accommodation was asked along a wide range of variables including location of a given unit, availability of entertainment facilities, architecture and of course, the quality of service provided by it, while more than 55% tourists have expressed their satisfaction with regard to the existing accommodation facilities. (Reference – [www.shodhganga.inflibnet.ac.in](http://www.shodhganga.inflibnet.ac.in))

Students, adventure-seekers, naturalists, and rural / community tourists have generally rated accommodation available in region is to be highly satisfactory. Obviously, feedback on accommodation has been considerably destination specific. Thus hotels of this region have received far better ratings, particularly from those respondents who stayed in the traditional and star properties. As such, almost 75% of the respondents who stayed in budget accommodation units have strong complaints, either regarding poor maintenance of the guest rooms and public area, unprofessional services, poor quality of food and rather unethical attitude of the staff.

As regards the quality of natural / social / cultural environment at the selected destinations, more than half of the respondents have given quite a positive feedback on the attitude, behavior, cooperativeness, honesty and innocence of the resident population. Interestingly, the observations of the so called elite class tourists have been more positive than the others. The scholar feels that, this class of foreign tourists are generally not used to personalized communication with the strangers, the prevailing environment in the study area is obviously liked by them, as against the budget / lower age group tourist who perhaps have ample opportunities to extensively interact with the later and feel the overall destination environment in its entirety including living standard, quality of basic infrastructure to law and order situation. Traffic problems, parking problems, poor sanitation and hygiene conditions / provisions, polluted environment, beggars' mentality, bargaining and unethical trade practices are criticized generally by the generic cross section of the tourists.

Availability of convenient accommodation, internal transport services, recreation and entertainment amenities were not expected up to the mark by as many as 37% tourist while about 21% of the total respondents actually found them to be below their expectation. Likewise as good as 43% tourists, mainly of Indian origin, came mentally prepared for rather poor health and hygiene conditions, traffic problems due to bad roads and mud, overcrowding and lack of

professional travel trade services in this region while approximately 32% respondents found them to be below expectations, 23% to almost expected lines and 41% to slightly better than expectations.

Obviously, there has been virtually no effort to touch the nerve of the market neither in terms of demography of psychographics nor along the economic and socio-cultural parameters. Now, if the state is generally interested to reap the multifarious advantage of tourism it has to establish an institution of research, which could take care of the prognosis, priorities, problems, prospective and perspectives on development.

In this context it is recommended that a central research body/fund/group be created to take care of all the research related issues- whether planning, development, marketing, or tourism impact studies. It should be made obligatory on part of all the tourism related agencies/institutions/organizations to contribute to this body in proportion to the volume of business or magnitude of business involved.

The N.G.O.'s, individual researchers be given specific research projects, provided their progress is periodically monitored. The areas of research may range from market survey; motivation, expectation, and satisfaction levels of the effective and potential tourist, evaluation of the tourism resource potential; resource potential vis-à-vis cost effectiveness, H.R.D. perspectives, tourism impacts and carrying capacity issues; tourism vis-à-vis art, craft and traditions; tourism marketing strategies; assessment of organizational performance, and so on.

Awareness in the local community is the direct responsibility of any local regional or central body of the Government or, a social organization. An 'aware-society' is pivotal for its own development as regards the growth and prosperity of the country as a whole is concerned. In the context of tourism, role of the society in the ultimate success of a destination is neither an unknown fact to anybody nor is it difficult to ensure, obviously, socio-cultural awareness created about tourism and the tourists. Of course, it can be always made obligatory for the tourism training institutions/practicing enterprises and the tourism policy makers to effectively take charge of social awareness campaigns. Safety & security is one of the areas of the complaints from the tourists, acceptably the situation is not too bad in this regard in the state vis-à-vis others.

As of now, a destination may have been marketed by Department of Tourism and the concerned Business Corporation, beside the host of travel trade and hospitality organizations who have interest in the growth and development of tourism. This traditional practice is not only leading to multiplicity of efforts and misuse of the resources with little dissemination activity but, all the same creates varying degree of confusion in the market as the facts are put in different style and contents. 'Is it not possible to follow the British Tourist Authority model wherein the sole responsibility to promote every destination depends on the BTA' which, in turn, depends on the contribution of the member institution/organization/enterprises to ensure effective dissemination of information or say guaranteed market penetration.

## CONCLUSION

All successful tourism agencies/ industries devote resources to research and development. Rural tourism is still a relatively new area of business, and, therefore, much basic research is needed. That basic research is especially critical because of the highly competitive nature of

the free enterprise tourism market of this region. The countryside may have intrinsic advantages because of the growth of special interest, independent holiday-making, but existing resorts and mass tourism enterprises are already researching how best to improve their marketing and their products to regain market share.

In almost all business sectors research and development involves a partnership between the public and private sectors. The need for partnership is very important if rural tourism and its development are to succeed.

Rural areas and enterprises have a history of public sector intervention. Rural tourism is growing in a fragmented and ad hoc way: public sector partnerships can co-ordinate activities. Since many of rural tourism activities take place in the public domain, careful research into environmental and visitor management is necessary to maintain established community goals such as landscape, nature and heritage protection during the re-structuring of the rural economy away from primary production towards a greater reliance on the service sector. The prognosis of the contemporary demand –supply patterns with regard to tourist plant facilities and the existing attractions scattered all around the state clearly indicates that though the study area is fairing considerably well as far as tourists' expectations are concerned, yet there are chances of improvement both in qualitative and quantitative terms, which in turn seems to play a decisive role in growth and development of tourism in Rajasthan.

After receiving first hand information and conducting a careful analysis of the current tourism trends in the state vis-à-vis the grey and potential areas, activities & attractions; the scholar is submitting the following suggestions which, if implemented, can prove to be vital for the holistic development of tourism industry in Samode region and be more beneficial, socio-economically, for the indigenous population.

- ***Initiative should be taken to create rural tourism resorts/ projects/ attractions in remote villages/ tribal bases.***

Rajasthan Govt. should create master plans for effective development of its tribal and rural resources into unique and attractive rural tourism projects. Where possible and where good support at the local level is available there may be endogenous, community, based rural tourism projects. In other places where this is not possible, the state may consider bringing in private investment through a workable format to enable tourism infrastructure to be developed in these areas so as to allow tourists to come and spend time in these places.

- ***The region should prepare guidelines and implement the same for Rural Circuit.***

While rural tourism varies in their specialized connections, the two genres often go together in the nature of resources on which they are based and on their demands for sustainability and local community involvement for success. They also closely overlap in the offering and experience they offer to tourists. This would be particularly true for region lie Samode where fascinating reside within and on the fringes of beautiful forests and small deserts. Accordingly, the potential for these two have to be considered together.

- Therefore, it is proposed that the region should ideally combine the rural tourism attractions to create circuits that could synergize both their features and offer an integrated experience to lengthen the tourists' stay.

- ***The heritage experience should be made unique and one of its kind.***

As Samode region have rural and cultural experience, a unique rural tourism projects should be planned and developed to offer the wonders of heritage living like:

- Luxurious resorts amidst sand- dunes
- Therapeutic centers
- Comfortable camel rides.
- Desert safari by Jeep.
- Desert camping and tent night centers
- Exclusive desert experience.

- ***Efforts should be focused on combining pilgrimage tourism-***

With strong local, domestic and foreign tourist arrivals and an excellent tourism profile, it is natural to assume that this region should promote at pilgrimage centre due to the famous Hanuman temples and several other temples and spiritual centre in this region.

- ***The creation of a coordinating tourist board at the destination level -***

The creation of a tourist board at the local level/ tourist enquiry office is something important for Samode. Indeed, there is no coordination structure yet and no organism able to give an impulse for tourism development in this region.

- ***Coordination and partnerships between the local tourism stakeholders-***

The first aim of this coordinating tourist board would be to allow partnerships and to make people work together. Its mission would be to make local population and councilors aware of the importance of tourism for Samode and to convince them of the potential of the territory.

- ***Creation of a local tourism development plan***

The tourist board has to gather human and financial means to create tourism development plan for the region. Indeed, there is no planning and no reflection in Samode on the use of tourism as a tool for development. This plan would be realized by the different agents in order to direct all the means to one direction. Local professionals have to feel involved in the development and success of tourism in Samode and have to be informed of the trends of the sector. This plan would be the basis for a sustainable, long-term and organized development of tourism.

- ***Making local population ambassador of Samode***

One important problem for the image of Samode is that the local population has a depreciated image of its region. This mentality has to be changed since the contribution of local population is essential to transmit a good image of the region outside. People have to become proud of their region. This change in the mentalities would improve tourist experiences on the region and increase quality of life for local population. To achieve this objective, it is necessary to open the eyes of the local population about their region by showing people all the assets of the place they live in.

- ***Competition***

The solution for competing with the current competitors is to give a positioning to Samode. It is necessary to define a specific positioning for this region that could allow tourists to define easily the image of the region and to know what to do there. Some agents also suggest creating a tourist attraction center in order to specialize Samode.

- ***Improvement of quality***

Tourism agents are already organizing labels and quality criteria to improve the Qualitative accommodations in Samode region. They understood the necessity to work on quality to satisfy the tourists who visit this region. However, nothing is done for the tourist offices. It could be interesting to give them the opportunity to work together to define what are the things that they all want to improve in Samode.

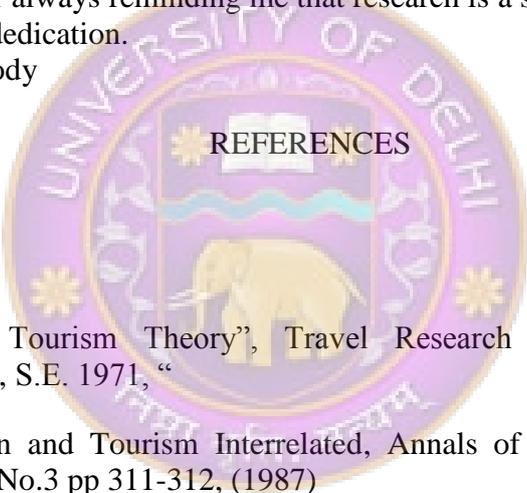
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