



MARKETING OF TOURISM IN RAJASTHAN – PROBLEMS AND PROSPECTS

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ABSTRACT

Tourism, basically, is an infrastructure based service product. The nature of the service marketed being highly intangible and perishable. Effective marketing of tourism needs constant gearing up of the infrastructure to international standards and pre-supposes its coordination with the tourism suppliers. In strategic terms, it calls for the adoption of an integrated approach to marketing for tourism, and in operational terms, it means the implementation of a better defined, better targeted, market driven strategy for realizing the planned societal goals as well as that of the supplier organizations.

Rajasthan offers tremendous potential and scope for tourism with its well preserved cultural heritage, ancient history and archaeological treasures. Thus state of Rajasthan is the most promising tourist place and offers tremendous tourist opportunities. A large numbers of tourists both foreigners as well as domestic visit the state every year.

To take the advantage of this opportunity, the state government has taken many initiatives. It has created a separate department of tourism and also set up the Rajasthan Tourism Development Corporation (RTDC) in the state to promote the tourist activities. In addition to caring for provision of all other facilities to the tourists, this Corporation has opened chain of hotels in the state to provide the comfortable stay to the tourists visiting the state. Although tourism has proved second highest foreign exchange earner and contributor to the Indian economy, it has not still occupied such a significant and dignified place in the economy of the state. However, in spite of all that, tourist's arrival in the state is not in such quantum as it should have been. Therefore, the researchers have prompted to study the existing scenario of tourism industry in Rajasthan in specific reference to marketing strategy



adopted for growth of tourism in Rajasthan.

The study is an exploratory study using secondary data from various available sources as well as collection of primary data from respondents (tourists) through questionnaire and observation. The study focuses on various variables of tourism like; purpose of visit of tourists, frequency of visit, duration of stay, source of tourist information, quality and easiness of availability of accommodation, food and beverages, availability of general maintenance, cleanliness and hygiene in RTDC hotels, conveyance, role of tourist guides, status of entertainment and recreation facilities available, tourists overall perceptions about quality of facilities provided by RTDC hotels/tourist bungalows and external factors affecting tourism.

INTRODUCTION

Tourism, basically, is an infrastructure based service product. The nature of the service marketed being highly intangible and perishable. Keeping in view the nature of the tourism products, a more professional approach to marketing is required by all the players in the tourism including the government, tourism Industries and the host population. In today's tourism business, marketing is not only a requirement of big players like Airlines or Hotel chains but also even the smallest enterprise requires it, since their survival and growth will depend on the type of marketing strategy they go for.

Effective marketing of tourism needs constant gearing up of the infrastructure to international standards and pre-supposes its coordination with the tourism suppliers. In strategic terms, it calls for the adoption of an integrated approach to marketing for tourism, and in operational terms, it means the implementation of a better defined, better targeted, market driven strategy for realizing the planned societal goals as well as that of the supplier organizations.

Rajasthan offers tremendous potential and scope for tourism with its well preserved cultural heritage, ancient history and archaeological treasures. Thus state of Rajasthan is the most promising tourist place and offers tremendous tourist opportunities. A large numbers of tourists both foreigners as well as domestic visit the state every year. Rajasthan is a



comparatively peaceful and crime free state and in past few years, it has proved heaven for tourists, particularly for those tourists who remain interested to visit unexplored areas and something different those found in their own countries or place of residence.

To take the advantage of this opportunity, the state government has taken many initiatives. It has created a separate department of tourism and also set up the Rajasthan Tourism Development Corporation (RTDC) in the state to promote the tourist activities. In addition to caring for provision of all other facilities to the tourists, this Corporation has opened chain of hotels in the state to provide the comfortable stay to the tourists visiting the state.

Although tourism has proved second highest foreign exchange earner and contributor to the Indian economy, it has not still occupied such a significant and dignified place in the economy of the state. However, in spite of all that, tourist's arrival in the state is not in such quantum as it should have been.

Therefore, the researchers has prompted 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 examine the marketing and promotional activities undertaken by the State Government and the RTDC to position Rajasthan as a unique tourism destination, to study the role and function of the RTDC in promotion of the tourism in the state of Rajasthan and to analyze /identify the existing problems in the growth of tourism in Rajasthan and suggest practical measures for development of tourism in the state.

REVIEW OF LITERATURE

- **Marketing Strategies in Tourism. - Parateek K. Agarwal, Mohit Publication, New Delhi 2005** : This book goes deep into the various aspects of tourism marketing strategies currently in fashion. This book has been divided into nine chapters, which deal with issues like: The Tourism Industry; The competitive Environment; Developing a Marketing Plan; Pricing and Marketing strategy; Market Intervention; the market for Tourism Products; The Travel and Tourism Organization - Products and Marketing etc.



- **Management in Tourism - Saurab Kumar Dixit, Mohit publications, New Delhi, 2005** : The book tries to come up with the various aspects of tourism management techniques and aspects. This book has been divided into twelve chapters, which deal with issues like: objectives for travel and tourism; Strategy for travel and tourism, the travel and tourism resources, Travel and tourism organization etc.
- **Tourism Promotion and Development - New Advances - G.S.Batra and R.C.Dangwal (Editors) 1999, Deep & Deep Publications Pvt. Ltd., New Delhi** : This book has a unique collection of edited articles on different aspects of tourism.
- **Tourism Marketing - M.A.Khan, 2005- Anmol Publications Pvt. Ltd New Delhi** : This book on tourism marketing goes deep into the various aspects of tourism marketing such as evolution and development of tourism, promotion of tourism product, evolution of demand etc.
- **Tourism Marketing - S.M. Jha, 2008, Himaliya Publishing House, New Delhi** : This book emphasize a deep insight into various important aspects of tourism marketing particularly tourism product planning and development, market segmentation, product strategy, Pricing strategy, distribution strategy & promotion strategy of tourism.
- **Service Marketing - P.K. Sinha, S.C. Sahoo, (Editor) 1994, Himaliya Publishing House, New Delhi** : This book has a collection of articles on different aspects of service marketing classified based on different types of services and peculiarities related to them.
- **Marketing of Services - The Indian Experience - Nishit Choudhary, Monika Choudhary, 2005 Mcmillan, New Delhi** : This book emphasizes on different aspects of marketing of services specially product, price, place, promotion, physical evidence, processes and people aspects of service marketing strategy.
- **Marketing strategy - A. Nag, 2006, Mcmillan India Ltd., New Delhi**: This book describes various aspects of marketing strategy in general i.e. internal and external environment analysis, strategy for consumer goods, services etc.
- **Tourism marketing and operations - Harish Bhatt, B.S.Badan, 2006, Crescent Publishing Corporation, New Delhi** : This book analyses the new trends in tourism marketing and operations, role of new technologies in revolutionizing all business processes, strategic relationship of tourism organizations are elaborately discussed.



- **Handbook of Hospitality and tourism - edited by Praveen Sethi, 1999, Anmol Publications, New Delhi** : This book contains well researched information on the aspects like Hospitality Industry, Tourism planning, Tourism trends, Tourism innovation, promotion, marketing, etc.

OBJECTIVES OF THE STUDY

- 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 examine the marketing and promotional activities undertaken by the State Government and the RTDC to position Rajasthan as a unique tourism destination.
- To study the role and function of the RTDC in promotion of tourism in the State of Rajasthan.
- To analyze/ identify the existing problems in the growth/development of tourism in Rajasthan and suggest practical/ remedial measures for development of tourism in the State.

METHODOLOGY THE STUDY:

The study is an exploratory study using secondary data from various available sources as well as collection of primary data from respondents (tourists) through questionnaire and observation. While framing universe of the sample, domestic as well as foreign tourists have been taken up in the sample. The size of sample has been suitably designed in order to collect the accurate representative information from sample with random convenience sampling technique. The questionnaire comprised of the questions regarding general profile of tourists as well as another questions relating to various variables of the study. The questionnaire was served to 300 tourists, out of them 150 tourists were from Indian origin and 150 tourists were from foreign origin. Out of 150 foreign tourists, 81 i.e. 54 per cent were male and remaining 69 i.e. 46% were female tourists. Similarly out of 150 domestic tourists 102 i.e. 68% of the total were male and remaining 48 i.e. 34% were female. Researchers personally contacted the tourists, staying in RTDC hotels/ tourist bungalows at



different places of tourism interest in Rajasthan. The filled-in questionnaires were collected and on the basis of the responses of tourists the data were gathered. Thereafter, on the basis of these data, the inter-relation and correlation of different variables with marketing strategy have been interpreted and analyzed as follows.

RESEARCH DESIGN : Exploratory Research Design

The objective of exploratory research is development of hypothesis rather than their testing and to focus some new ideas. Being an exploratory research design, present study is based on secondary information and data. However, the researcher has attempted to analyze and identify the problems with the support of primary data also and tried to focus new ideas to promote tourism in the state.

Universe: All tourists, foreign as well as domestic visiting state of Rajasthan.

Sample unit: Foreign and domestic Tourists.

- **Sampling Technique:** Random sampling.
- **Sampling Method :** Convenience sampling.
- **Sampling size:** 150 foreign tourists and 150 domestic tourists. (To be reached and surveyed personally by the researcher)

FINDINGS:

Tourism as an activity has been practiced with more than one objective. The data regarding **purpose of visit** of tourists conveys the notion that it is not only pleasure which motivates the tourists but many equally significant considerations like pilgrimage, business/official, academic motives may be behind tourism. However pleasure is one of the most important reasons for tourists to undertake the journey.

The data support that more foreign tourists come for the purpose of pleasure rather than other purposes, while the domestic tourists come for the purposes of pleasure as well as pilgrimage or religious purposes. This difference of purposes of visit points towards differentiation in social assumptions, values, mode of living and inclination towards religious thinking in both the types of tourists. This difference of purpose of visit can prove important in formulating suitable marketing strategy for tourism sector in Rajasthan. As we can



develop the places capable to give pleasure for foreign tourists and focus on these places while marketing tourism product to foreign countries and on another hand places of religious significance can be the best marketing product for the tourists of Indian origin.

Frequency of visit is one of the important factors to find out level of interest and attraction towards a tourist place. It has been observed that if the tourist has unforgettable pleasant memories associated with the tourist places, then there are more probabilities of repeating the visit. Hence, from the marketing point of view frequency of visit is of great importance to determine marketing strategy in tourism sector.

It is inferred from the collected data that foreign tourists have low willingness to repeat their visit in Rajasthan for the sake of tourism. We should study the reasons behind low-willingness of the foreign tourists to the state and modify our tourism marketing strategy accordingly.

There is lot of scope of improvements in marketing of tourism products to increase the frequency of foreign tourists' i.e. the improvement can be focused on better promotion, developing the tourist places and making them attractive in terms of pleasure and enhancing better tourist care in tourist places etc. Marketers should especially find out that whether this low-willingness of foreign tourists is due to their disappointment and dissatisfaction derived by them with the visit of the state? If this is so marketers should deeply analyze the reasons and try to overcome them and also formulate marketing strategies in a way which can attract more and more foreign tourists again and again. We should always remember this fact while formulating marketing strategies for tourism that foreign tourists are not only contributors to our precious foreign exchange and generators of employment but also ambassador of our credit and build or tarnish the image of the country/state in foreign countries. In nutshell we can infer that satisfied tourists are the best message carrier for promoting future tourist business.

Duration of stay of tourists has close connections with the tourists' attachment with a tourist place as well it indicates possibility of revenue from tourist visit, which is worthwhile for designing marketing strategy in tourism segment.

Data collected from respondents indicate that majority of foreign as well as domestic tourists prefer to stay less than one week, however the preference is higher side in case of



foreign tourists i.e. 90% foreign tourists expect to stay less than a week while it is 82% in the case of domestic tourists. It means foreign tourists as well as domestic tourists prefer to restrict their visit less than a week in Rajasthan.

Tourists' preference towards expected duration of stay is of great significance to design suitable marketing strategy. Time expended in visit is one of the important elements for both the type of tourists. If a tourist finds more utility in time expended during their visit than the cost of stay, then the tourist shall prefer to stay more. Hence, it signals to adopt such measures which provide 'value addition' in their trips to Rajasthan. These value additions may be created through enriching tourist products, people, price, place etc. related to tourism. Tourists' increased duration of stay shall bring more public revenue, employment generation and increased foreign receipts.

Source of tourism information is a vital element to motivate tourists to plan their journey. Tourism information satisfies tourists' curiosity on 'what, where, how and when' issues of tourism. Hence, timely and reliable flow of tourism information plays important role in promoting tourism. Researchers asked a question from tourists to indicate their source from which they received information.

Study reveals that majority of (62%) foreign tourists depend on information obtained through travel agents/tourist information centres (*formal sources*) while only a scant proportion (8%) of foreign tourists depend on information obtained through friends and relatives (*informal sources*). The situation is entirely reverse in case of domestic tourists, since 32% relied on information obtained through friends and relatives while only 18% tourists got information from tourism literature. Perusal of the table helps to strengthen the insight that foreign tourists largely prefer to rely on '*institutional source of information/formal sources*' rather than *informal sources*. They think this source of information is more reliable, dependable and authentic than informal sources. Hence it is very helpful to expand 'institutional source of tourism information' while marketing tourism product in international market and other sources of information are very helpful in indigenous market. The study also reveals that only 24 per cent of domestic tourists got information through travel agents/tourist information centers which in turn indicates tourist information centers set up by the tourist department of the state are not functioning



effectively. Formulation of marketing strategy requires special attention in this aspect.

Quality and easiness of availability of accommodation/rooms is one of the key determinants of tourists' facilities. Researchers asked tourists to indicate their view on availability of accommodation/rooms in hotels/tourist bungalows of R.T.D.C. Foreign as well as domestic tourists responded the question in varied forms and collected data points out that majority of (58%) of foreign tourists indicated that accommodation/rooms in hotel/tourist bungalows of R.T.D.C. are easily available whereas only 44% of domestic tourists responded that accommodation/rooms in hotels/tourist bungalows of R.T.D.C. are easily available. The difference of opinion is found due to the reason that foreign tourists come from distance places and intend to expend substantial money on their visit so they prefer pre-planned and booked journey and get reservation well in advance in hotels while domestic tourists pay comparatively less attention on getting advance reservation of accommodation in hotels. Another important reason found in interaction with the domestic tourists was that they prefer cheaper accommodation in comparison to foreign tourists, whereas in peak season (Oct. to March), maximum of accommodations are booked in advance for foreign tourists and/or higher class tourists of Indian origin. Hence, in the peak season period the accommodation is neither easily available for middle class tourists of Indian origin nor the charges for available accommodation are affordable for them. One more observation is that there is a shortage of economy /budget hotels and yatrikas as domestic tourist prefer to stay in economy /budget hotels.

The quality of food and beverages is an essential factor to decide tourist satisfaction staying in R.T.D.C. hotels and tourist bungalows. It involves food contents, food choices, methods and techniques of food preparation, food serving schedules and manners and total hygiene factor in food management as well an adequate blend of domestic food with continental food and beverage.

The survey data reveals that about 44% foreign tourists expressed their opinion that the quality of food and beverages served is delicious and tasty whereas 34% tourists opined it average and 22% tourists ranked the quality of food and beverages as poor. In aggregate, majority of foreign tourists are of view that quality of food and beverage served in RTDC hotels and tourists' bungalows is either average and/or of poor quality.



In contrast to this, majority of domestic tourists (54%) are of the opinion that quality of food and beverage served in RTDC hotels and tourist bungalows is of delicious and tasty and 46% of domestic tourists consider the quality of food and beverage as average and/or poor. It means the quality of food and beverage served in RTDC hotels/tourist bungalows is confined to only domestic standards and quality; it could not attend to international standards/quality. There exists a plenty of scope of improvement in quality of food and beverage segment of RTDC hotels and tourist bungalows.

General maintenance, cleanliness and hygiene are crucial factors in selection of staying venue by a tourist as well as they affect the duration of stay of the tourist. It is a basic requirement which should rather be excellent. Therefore maintenance and cleanliness of rooms, toilets, linen/ bed sheets/ pillow covers, continuous water flow in wash-basin, taps, and geysers must be checked every day. This will certainly increase satisfaction level of tourists.

General maintenance, cleanliness and hygiene aspects are concerned with interior as well as exterior of RTDC hotels and tourist bungalows. In interior segment, general condition of housekeeping (laundry services, internal facilities of rooms including cleanliness and condition of toilets, lighting, hot and cold water supplies, bed and bed sheets, audio-visual facilities, internet and communication facilities, room ventilation system, air conditioning, internal communication system, electric generator facilities etc) and in exterior segment exposure of staying places, lawn and garden including general maintenance and beautification of outer space, parking, internal security and safety etc. are included.

Researchers solicited responses over the perception about general maintenance, cleanliness and hygiene in RTDC hotels/tourist bungalows through four options. Out of total 150 foreign tourists, 50% of tourists were of the opinion that the existing general maintenance, cleanliness and hygiene in RTDC hotels/tourist bungalows are excellent and/or good quality and 28% of tourists considered it satisfactory whereas only 22% of tourists regarded it dissatisfactory.

On the other hand domestic tourists responded quite differently, since majority of domestic tourists (60%) expressed their opinion that general maintenance, cleanliness and hygiene in RTDC hotels/tourist bungalows are either excellent or good quality and 22%



thinks the quality satisfactory and rest 18% tourists defined the existing quality of maintenance, cleanliness and hygiene as ‘dissatisfactory’.

In nut shell, we can infer that there exists a vast scope of improvement in this segment as only 50% of foreign tourists and 60% of domestic tourists are entirely satisfied with the general maintenance, cleanliness and hygiene in RTDC hotels and tourist bungalows.

During interaction with the tourists and staff of RTDC hotels and tourist bungalows, it was revealed that the root cause of dissatisfaction is bureaucratic structure and governmental interference in general management of RTDC hotels and tourists bungalows. The resultant effects are that there is lack of sincerity & devotion to customer orientation and lack of personal initiatives in staff.

Conveyance is of immense importance to carry the tourists at their desired destinations. The quality of conveyance impacts tourists’ satisfaction a lot. Hence, it has been considered fit to ask question regarding quality of available conveyance facilities in RTDC hotels/tourist bungalows.

Only 44% of foreign tourists gave rating to available conveyance facility as ‘excellent and/or good’ while rests of 56% tourists consider it ‘satisfactory and/or dissatisfactory’, while 54% domestic tourists ranked existing conveyance facilities as ‘excellent and/or good’ and rest 44% think the facilities ‘satisfactory and/or dissatisfactory’. In short, it can be concluded that foreign tourists are not so satisfied with existing conveyance facilities provided by RTDC hotels and tourist bungalows as the domestic tourists are.

During observation and interaction with officials of RTDC and tourists it has been noticed that main reason of this variation in satisfaction level from conveyance facilities is found due to the fact that the foreign tourists are exclusively depend upon conveyance facilities provided by RTDC hotels and tourists bungalows whereas the domestic tourists are in position to arrange their own conveyance as per their convenience and they are accustomed to travel through roads and ways.

While visiting the place of tourism importance, researcher observed that general infrastructure of transportation (rail, road, and air connectivity and means of conveyance) are restricted to the major cities and the places of tourism importance located in remote areas are devoid of appropriate infrastructure. Up-gradation of transport infrastructure requires



government attention at policy and execution level to improve tourism in Rajasthan.

The services rendered by tourist-guides are very meaningful to quench curiosity of the tourists. Their importance increases in the case of foreign tourists since they are absolutely unknown about facts, history, importance and socio-cultural background of tourist places.

Keeping in view the importance of tourist guides in tourism, the researcher prompted to ask the question about availability of tourist guides in RTDC hotels/tourist bungalows. Tourists from both the composition responded the questions and collected data points out that majority of foreign tourists (84%) as well as domestic tourists (82%) indicated the availability of tourist-guides in RTDC hotels/tourist bungalows/package tour. The services of tourist-guides are particularly unavailable at the places of tourism importance located in remote areas.

It has also come to know to researchers that at various tourist places unauthorized/untrained/unlicensed tourist guides (*lapkas*) are in operation, who are a threat to tourists particularly in case of foreign tourists. These unauthorized guides are habitual of cheating, forcibly motivating tourists for shopping at their desired shops for the sake of earning commission, looting and misbehaving with the tourists.

The behaviour of the guides goes a long way in the mind and memory of the tourists when they return to their home. Tourists are our guests and the tourist-guides help in creating/vanishing the image of our country in the mind of tourists. So the behaviour of tourist guides is very decisive in long lasting impression of tourist place.

It has been thought pertinent to ask the question regarding behaviour aspect of tourist guides from both types of tourists. Data gathered through responses reflect, how the behaviour of tourist guides is observed by the tourists. Analysis of data obtained from responses of question shows that 34% foreign tourists consider the behaviour of tourist guides as 'good' while only 30% domestic tourists think so. The dissatisfaction level also slightly varies i.e. 18% in case of foreign tourists whereas 16% in case of domestic tourists. More or less, we can conclude that there is sufficient space of improvement in behavioural aspects of tourists guides especially in case of foreign tourists.



Entertainment and recreation facilities are one of the cores of hospitality business. Foreign tourists are particularly adventurous; they take keen interest in availing these facilities. The facilities entail audio-video, swimming pool, indoor games, gyms, bar and exposure of traditional folk, local art and culture. Quality of these services along with other related services decides the tourists' satisfaction and enjoyment of stay in hotels.

Keeping in view the significance of these facilities, researcher focused to gauge the level of satisfaction from existing facilities provided by RTDC hotels/tourist bungalows. Responses gathered through questionnaire points out that large quantum (42%) of foreign tourists rank existing entertainment and recreation facilities in RTDC hotels/ tourists bungalows as 'poor' in comparison to domestic tourists i.e. only 26%. The data incline to conclude that existing entertainment and recreation facilities in RTDC hotels/tourist bungalows are not of global standard quality. The latest improvement and innovation in these facilities have not yet been incorporated in RTDC hotels and tourist bungalows. It signals towards development of internal infrastructure of these facilities as well managing capabilities of the same.

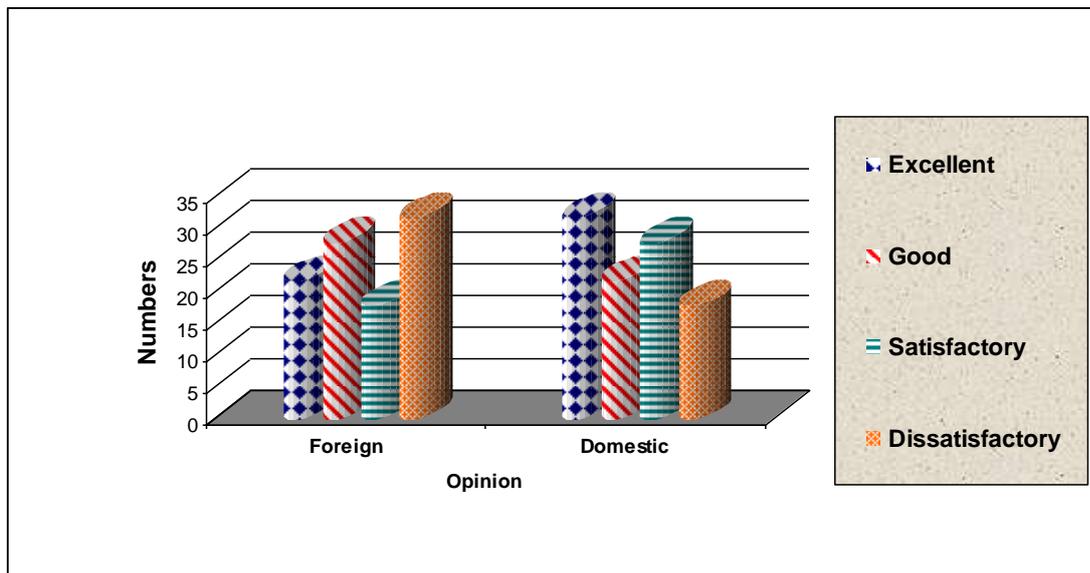
Tourists' overall perception represents their total assessment of available facilities, viz. quality of food and beverages, quality of accommodation and tourist guide services, quality of general maintenance, cleanliness and hygiene, quality of conveyance facilities and quality of entertainment and recreational facilities provided by RTDC hotels/tourist bungalows.

TOURISTS' OVERALL PERCEPTION ABOUT QUALITY OF FACILITIES PROVIDED BY RTDC HOTELS/TOURISTS BUNGALOWS

Opinion	No. of Tourist			
	Foreign		Domestic	
	No.	Per cent	No.	Per cent
Excellent	33	22	48	32
Good	42	28	33	22
Satisfactory	27	18	42	28
Dissatisfactory	48	32	27	18
Total	150	100	150	100

TOURISTS' OVERALL PERCEPTION ABOUT QUALITY OF FACILITIES

PROVIDED BY RTDC HOTELS/TOURISTS BUNGALOWS



The above Table and Figure depict the overall picture of perception of tourists towards these facilities provided by RTDC hotels /tourist bungalows. The table conveys that 32% of foreign tourists categorize available facilities as ‘dissatisfactory’ while only 18% of domestic tourists express their dissatisfaction towards overall facilities provided by the RTDC hotels/tourist bungalows. The ratio of satisfaction from overall facilities also varies significantly; it is 32% in case of domestic tourists whereas it is only 22% in the case of foreign tourists. More or less, it can be inferred that foreign tourists are comparatively less satisfied with the overall facilities available in RTDC hotels/tourist bungalows.

Researchers obtained reflections from foreign tourists about cause of their dissatisfaction from quality of the available facilities. The tourists’ points out that the existing facilities are of not up to the mark of global standards, even some of the facilities not in existence in these hotels/tourist bungalows. The interaction symbolizes towards ‘creation as well as quality up-gradation of these facilities in RTDC hotels/tourist bungalows.

There are various other **external factors**, beyond the control of hospitality business, that impact inflow and stay of tourists. These factors are related to general attitude of local people towards tourists, prevailing governmental procedures of clearances, services of banks and money changers and general status of public utility services like communication,



transport, public health and security etc. These factors also play a pivotal role in flourishing of tourist industry as a whole. Keeping in view the role and significance of these external factors, researcher inclined to ask tourists' their experience with these factors while staying in Rajasthan. Tourists replied their experience in varied forms. The responses received are tabulated in Table below.

TOURISTS' EXPERIENCE WITH DIFFERENT ASPECTS

S.No.	Aspect	Foreign Tourists				Domestic Tourists			
		Good	Satisfactory	Poor	Total	Good	Satisfactory	Poor	Total
1.	General Attitude of Local people	77	31	42	150	83	44	23	150
2.	Dealing with Governmental procedures	54	24	72	150	69	44	37	150
3.	Dealing with Banks /money changers	69	32	49	150	72	38	40	150
4.	Availability of Public Utility services	54	27	69	150	62	42	46	150
	Total	254	114	232	600	286	168	146	600
	%age	42.33	19	38.66	100	47.66	28	24.33	100

While observing Table, it emerges that foreign tourists' ranging from 46% to 48% have poor experience with governmental procedures for getting visa, custom and various another clearances and available public utility services. On looking at a glance the Table, also reflects a peculiar aspects that overall 38.66% foreign tourists consider their experience as poor towards all four aspects of experience while only 24.33% of domestic tourists have the same experience. It means foreign tourists have comparatively negative inclination regarding these aspects in relation to domestic tourists, and indirectly they recommend plenty of scope of improvements.

Some of other external factors, the products of social environment which creates general perception in the mind of tourists and develop positive and negative image of tourist



places, are also of utmost importance influencing tourism.

With a view to know the **problems pertaining to social environment**, researchers asked the tourists to mention one of the problem out of five major problems of which they experience as '*severe*'. Both the types of tourists reported the problems in very unique way as. The problems of language and touts (*lapkas* - unauthorized tourist guides) *are* the most pressing problem for foreign tourists while the problem of bargaining is the number one problem for domestic tourists. However, there are other problems which both types of tourists faced like tipping and bagging problem. The above problems are associated with the law and order governance and have roots in values and ethics of the society.

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