Chapter II

Research Design
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Experiments, all over the world, and resultant experiences have proved that success of a tourist destination depends upon totality of strategic efforts made by various stakeholders and careful marketing, in addition to the inherited tourismagnetism along with the uniqueness of resources, products and activities. This, obviously, requires well-conceived and effectively implemented innovative steps from all the players including planners & policy makers, practitioners, representatives from hospitality sector and media persons to even academic institutions. O’Brien -a British tea saloon owner- has rightly stated “with innovative and effective marketing, one can motivate the people to even eat hay, after the meals”. Tourism marketing, undoubtedly, is extremely complicated and challenging task, mainly due to prevalence of literally independent components of tourism product, in addition to multiplicity of regions in a tourism system that prove to be symbiotic to each other for carrying out varied tourism operations efficiently.

Diverse preferences, priorities, wide-ranging spending abilities & patterns, spectrum of motivations, varied socio-cultural linkages, ethics & ensuing values and customs etc. of the tourists further accentuate the challenges for tourism promoters, practitioners and those who are involved with the management and development of destinations. Then there is a whole set of factors like highly dynamic & capricious economic scenario, newer sets of developmental philosophies & policies, escalating competition, fast changing political equations amongst various countries, climatic catastrophes at destination, transit or tourist generating regions, having direct correlation with the performance of any tourism system. Undoubtedly, the perceptions, priorities and preferences of individuals or various groups of tourists with regard to perceived touristic appeal of resources or destinations, motivations & reasons behind visit or
repeat visits, choice of specific mode & type of transport or board & lodging facilities, shopping behaviour, and price sensitivity do vary, from season to season, circumstances to circumstances and destination to destination.

Talking in Indian context, while appreciating tourist resource potential in the country, Hinchinbrook J. (1970) in his thought-provoking article "The Myth of Tourism" observes that, "the great mass of India's potential market is still awaiting to be told what India really is". Almost similar views have been expressed by Chester Bowles (1967), in his paper "Tourism - an untapped market" - 'Why not show them the promise of India's future as well as of India's ancient glories and her varied Natural Resources?' Thus, while the earlier statement speaks of the failure of the country in terms of en-cashing her vast resource potential, the latter, in a way, is a feedback on the prevailing market awareness, about its otherwise class historical, cultural and natural tourist treasures. The observations of Singh (1974), Anand (1976), Adhikari(1984), Kaur(1985), Kalai(1985), Bagri(1992), Punia(1994), Bansal(1994), Singh(1999) and various other researchers, though made in different context of Indian tourism, are taken into consideration, the poor performance of the country can be largely attributed to the lack of an effective, long term integrative tourism planning and not its weak economic base. This conclusion is supported by the fact that there is no dearth of the tourist activities that can be promoted with little infrastructural inputs, like trekking, mountaineering and most of the water based pursuits.

Incidentally, the once existing wide tourism gap between the developed and developing countries is now narrowing down quite rapidly and the emerging tourist traffic trends are steadily favoring Asia-Oceania region. Increasing lust for adventure and fast emerging interest in old world culture and pure nature are considered to be the factors responsible for these changing trends. Since India occupies a strategic location in the Asia- Oceania region, and it has fabulous natural and cultural tourist resource wealth, it is now high time that the country prepares her to the big tourist boom that is on the cards. This, in turn, would demand for a thoroughly professional attitude and efforts on part of the tourism players of the country at micro and macro regional perspectives. Appropriate strategies to penetrate the desired "niche markets" must be taken up on a
priority basis. Accordingly, the facilities, amenities and services need to be shaped, but in the manner that the tourist plant doesn’t act *parasitically on the destination environment*. It must also not lead to the dilution or distortion of the “local values”, leave aside creating a negative image of the country. So far ‘the practice has been to create the tourist supplies on the basis of perceived perceptions and not on authentic research on the actual and potential tourist demands’ (Kandari, 1994). Equally important would be to guide the tourist expectation levels with relation to destination in realistic terms so that the expectation levels of the potential tourists are along the ground realities. Need not to say that the expectation levels have vital bearing on the ultimate satisfaction level of the tourists. It is always important to maintain a fair degree of balance between the market expectations vis-à-vis the viable supply-mix, bearing in mind that sticking to rigid destination values or going exclusively to the market demands, seldom prove to be the right approach. Before reaching to a definitive conclusion on the possible strategies, a clear perception on the inter-relationship between tourist expectations, satisfaction and motivation needs to be realistically perceived. For example, the objective/purpose to summit a complex peak is likely to put the comforts on the backseat, while the case may be vice-versa for the same person on a honeymoon trip. Motivational studies decide upon, as to which type of destination/attraction/activity is to be promoted, when, where and how, both in contemporary and future perspectives. Putting it the other way round, knowledge of tourist motivation is as much vital for the decision makers and planners as is for the private sectors enterprises. A guide can effectively satisfy the individual tourist only if she/he has some perception on the motivational psychographics of the client, in terms of his/her aptitude, interest and inclination. Going for exhaustive interpretation on the finer details of architecture to an ardent naturalist may even lead to a state of frustration. Therefore, in the present piece of research, it was considered pertinent to make an in-depth study of the Growth and Development of Tourism in Rajasthan alongside making an Assessment and Prognosis of the state of affair.

Rajasthan has emerged as an important tourist destination on the international map the same has promoted the scholar to opt this royal state of Rajasthan, which is a vibrant, exotic state where tradition and royal glory meet in a riot of colors against the vast
backdrop of sand and desert, for the purpose of study. The state has an unusual diversity in its entire forms- people, customs, culture, costumes, music, manners, dialects, cuisine and physiography. The land is endowed with invincible forts, magnificent palace havelis, rich culture and heritage, beauty and natural resources. It is a land rich in music, Dance, Art & Craft and Adventure, a land that never ceases to intrigue & enchant.

SELECTION OF PROBLEM

From the above discussions it becomes decisive for India in general and its rather the desert region of Rajasthan in particular, must strategically promote tourism, where-in an understanding of issues pertinent to growth, development and promotion etc obviously becomes so pivotal. The problem of Rajasthan becomes all the more important to this effect in view of the facts that:

- Concentrate efforts need to be made to undertake in depth and applied studies on the demand and supply perspectives in Indian context, if the country is achieve its rightful share in International tourism.

- In view of the huge geographical area of the country vis-à-vis the multitude of diversity in the tourist resources in its different geographic, culture and socio-economic sector, become imperative to confine research to limited and defined geographic and administrative region.

- The state of Rajasthan otherwise not so rich in economy, geology has a fabulous tourism resources treasure which if judiciously exploited can not only act as the mainstay for the people but may bring in overall prosperity to the state as a whole.

- Rajasthan is steadily emerging as a major destination on the international map of tourism. The fact that about 30% foreign tourist coming to India do visit one or the other destinations of Rajasthan itself speak of its being one of the leading tourism state of the country.

- However, Considering the rich touristic appeal of the state, specially its fascinated monumental heritage, alongside the unique and colourful folk art and crafts form, its market both in terms of domestic and foreign tourism is still merger as compared to the prevailing tourism magnetic appeal. Evidently a
country like, France which has less population and even lesser geographic area attracts above 79 million tourist per year whereas India despite of its rich diversity and tourism resources it receives less than 5 million International tourist.

- Therefore, if becomes imperative to critically assess the situation and cross examine the facts in the light of the tourism development, strategies adopted by the state of Rajasthan and accordingly suggest viable steps to this effect.
- Also, assessment of the considerations for tourism planning and development perspective become specifically important so as judiciously exploit the potential causing least possible damage to the resources.

STATEMENT OF THE PROBLEM

The above-cited reasons have prompted the present scholar to take up an applied research problem on Rajasthan, the statement of the problem can be stated as under-

“Growth and Development of Tourism in Rajasthan: Assessment, Prognosis and Strategic Consideration”

HYPOTHESIS

Broadly, the hypothesis taken for examination and research are as follows-

- Growth and Development of Tourism in Rajasthan in nowhere close to its rich tourism resources treasure.
- Tourism in Rajasthan has been comprehensively developed as tourism is being planned scientifically and in an integrated manner.

OBJECTIVES OF THE STUDY

The objective of the study as revealed from the research topic, is to critically assess the growth and development of tourism in Rajasthan, identify the problem areas and accordingly suggests appropriate strategies.

For convenience the objective can be divided into under mentioned sub- objectives:
• To study the tourism resources potential and existing tourist plant facilities in the study area.
• To examine the domestic and foreign tourist trends in the state of Rajasthan.
• To understand the existing gap between tourist demand and supply in both quantities and qualitative items.
• To undertake prognosis on the future tourist traffic trends and tourist demand patterns.
• To perceptualize the major constrains on the way to the development of tourism in the state and accordingly suggests some viable strategies.

SIGNIFICANCE OF THE STUDY

Though Rajasthan is a desert state but the policy makers and planners have projected the royal state effectively and brought it on the international tourist map. The state is popular among both domestic and foreign travelers, but the potential has not been fully exploited. This situation, according to many scholars, could be attributed to the lack of research-based marketing. An introspection of the situation reveals that dearth of authentic data on almost every perspective of Tourism including Human Capital, identification, documentation and mapping of tourist resource potential, existing tourist plant facilities and support infrastructure, basic facts about the destination (climatology to cultural anthropology), market and marketing perspectives, SWOT aspects, host perspectives, destination exosphere, intra-sectoral co-ordination, carrying capacity, tourism conservation aspects, and the like factors, have always been the eminent gray areas. In fact tourism in the state has, till now, been developed and promoted with an exclusively myopic profit motive. Such a developmental philosophy, however, can prove to be highly disastrous if not planned along the principle of sustainability and with in the limitations of carrying capacity. A state like Rajasthan needs to take tourism seriously, especially because this can certainly prove to be instrumental in improving the socio-economic condition of its community which is marred by the problems like marginal agricultural land, shortage of irrigation, lack of openings in Governmental sector etc., but is privileged to have an extremely rich panorama of natural resources that have potentiality to be converted into touristic appeals and, of course, a fairly large
set of educated youths. There could be no doubt about the priority being attached to
tourism under the contemporary policy of the state but if her performance is so
dismaying, lack of authentic research seems to be the major reason. Under such
circumstances, any research in tourism is vitally important and while the significance of
the present research problem particularly dealing with a very challenging and yet
applied issue related to marketing, becomes all the more essential.

The study is by and large, a qualitative and quantitative assessment of the promotional
efforts made by any destination. The results of such studies obviously highlight the
areas of improvement in the ongoing market practices, besides providing important
clues on generic level of expectations with regard to the various services available at
the destination that play the determining role in the decision making process of the
tourist vis-à-vis visiting a given destination. Lower expectation for otherwise stronger
appeal / services / facilities / amenities at the destination naturally speaks of ineffective
or weak marketing efforts. Likewise, higher expectation with regard to a destination
compared to the ground realities denotes over-enthusiastic marketing that is unwanted.
Such studies also throw light on the relative significance of various destination-related
factors (e.g., services / facilities / amenities / price / general environment) in tourists’
decision-making process.

Therefore, this research, is likely to be useful not only to those involved in destination
marketing and promotion but also to destination planners and developers, in addition to
the various tourism and hospitality enterprises/entrepreneurs. Since growth &
development of a destination is the direct reflection of the prevailing gap in the tourist
demand and supply – both in quantitative and qualitative terms, this study is likely to
provide broad assessment on the type and extent of improvement required in provision
of various amenities and facilities with reference to tourists visiting the state. The
present study can provide essential inputs to the prospective researchers interested in
similar studies either on a mountainous region or at other places. The tourism planners,
administrators, decision makers, entrepreneurs, scholars and other concerned will be
immensely benefited by the conclusion drawn out of this research to rationally perceive
the strengths and weaknesses of the destinations to accordingly act upon.
The multidimensional significance of the present study are summarized below:

- **The study would be a model for similar researches for other areas.**
- **The study would systematically enlist and map the tourism resources potential of Rajasthan, which may prove to be a ready reference for those concern with tourism.**
- **It would help the various public and private sector tourism enterprises in understanding tourist psychology, attitude and behaviour in addition to the 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 the various supply ingredients in accordance with the effective and potential tourist demands.**
- **In the study area about the actual tourist demand in both qualitative and quantities term and accordingly review their planning/ marketing strategic including repositioning of their product and their services.**
- **Study may prove particularly useful to the public sectors tourism institutions planners and policy makers to perceptualise inter relationship and accordingly reset their priorities.**
- **The study looks forward to be instrumental, to whatever extends in anticipating the growth and development of tourism, in the state in long term perspective through caution utilization of their resources and bringing a positive touristic image of Rajasthan.**
- **The study looks forward to be instrumental, to whatever extent, in expediting the growth and development of tourism in the state in long-term perspective through judicious utilization of the resources and bringing a positive touristic image of Rajasthan.**
MODUS-OPERANDI

The present piece of research is based on the cross examination of empirical and descriptive information available from such secondary sources like books, research papers, popular articles, published and unpublished reports of various institutions, findings of research projects and doctoral studies, physical observations / surveys conducted by the scholar and the responses collected from the tourists through a well structured questionnaire.

Due care has been taken to get the responses of the respondent before they actually set out for Rajasthan from their respective originating place, while the second part of the document was preferably given to them after completion of their visit. Though the researcher has spent quite a lot of time in Rajasthan during the course of this research, yet it was found to be too difficult to get the two sections of the questionnaire filled from the same set of visitors, mainly because of the good deal of investments in terms of money, time and manpower that for an individual scholar is not viable. Therefore, the only option left was to go for convenient sampling to get the responses of the tourists, irrespective of the fact whether an individual was to begin the journey for Rajasthan, or already had the cumulative experience of the state and is back to the TGR. Of course, the test questionnaire was launched successively in three phases but only to judge whether there is any gap between the intention / purpose of the question and the perception of the respondent on it.

To begin with, the scholar spent around a month at major tourist centers of Rajasthan in order to have the feel of the study area and to precisely recognize the tourism-mechanism of these places. The whole idea was to see and experience some of the available tourist resources & attractions, activities and facilities, alongside interaction with the various stakeholders of tourism including tourists, hosts, tourism professionals, as well as tourism planners. These brief orientations proved to be extremely beneficial in reviewing the entire research framework in a matter of fact manner.
The study heavily depended on wide variety of secondary sources. The information on such perspectives like historical, economic and socio-cultural personality of the conserved destinations including their architectural/monumental heritage, prevailing art forms and craftsmanship etc. from sources available in the forms of books, research papers and popular articles on history, art, architecture etc. Likewise, the sources of information for accommodation, transportation, support infrastructure, policy framework, legal and regulatory framework, tourism policy and the like areas were largely gathered from the published and unpublished reports of Ministry of Tourism (MoT), Govt. of India, state tourism bodies, Department of transport and communication, Archeological survey of India (ASI), Airport Authority of India(AAI), Indian Railway Offices, Department of Environment, City Development Boards /Authority / Municipal Corporations, and from the documents of TAAI, IATO, FHRAI and annual reports of various leading travel agencies, tour operators and hotel properties.

As regards the empirical data on tourist demography, stay, expenditure, season wise visits, motivations, mode of transport used vis-à-vis tourist visiting the Indian destinations, hotel occupancy, shopping patterns and like perspective used in the study largely are based on the reports of Central and State Department of Tourism while the international tourist traffic trends and receipt patterns cited in this research monograph are largely based on the WTO reports. A good deal of information has also been collected through on-the-spot interviews and discussions with tourists, tourism entrepreneurs, transport agencies, tour operators and hotel professionals.

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

- The study shall concentrate on selected destinations of Rajasthan belonging to three broad categories, 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 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 graphics 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 2 is aimed at understanding the attitude/aptitude/ interests/
priorities/preferences of the tourists, i.e., their preferred vacation time period,
length of stay at a destination, interest with regard to the various attractions
and activities / criteria used in selection of accommodation, transportation and
other facilities and the sources of information, generally used to select destination(s) etc.

- The third section specifically aims at getting the feedback 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.
- The last section has open-ended questions facilitating the respondents to express their views and suggestions on the core perspectives.

As such, in the questionnaire, barring last section incorporates close-ended questions largely following the principles of comparative rating scale or Likert's scale, and rarely Ladder scale. Thus, most of the time the respondents have either to put a check mark at the desired position on the 5-point scale or insert a number between -1 to +3, to indicate their desired weightage. The use of different scales has been done in the questionnaire in view of the convenience of the respondents, clarity of the message they intend to give vis-à-vis convenience in analysis and interpretation.

As regards the sample size, it was decided initially to keep it close to approximately 1000 tourists in a way that at least 50% questionnaires will be filled through mail questionnaires in view of the underlying higher reliability ratio of the later. However, subsequently the number of mail questionnaire had to be curtailed to only 100, on account of the poor responses.

While convenient sampling techniques were used in filling the questionnaires, due care was taken that the samples are taken during different seasons covering the widest possible market segments especially in terms of age, income and motivation groups. At the end a total of 780 duly completed questionnaires were received back, out of which 465 were deemed suitable to be considered for the further analysis. The cooperation from the travel agencies, hoteliers and the related units could not be achieved as per the scholar’s expectations. It was only after strong persuasion by the scholar that all the data collected in this process would solely be used for research purposes and that the research project would eventually benefit them, that the agencies provided the
information. The length of the questionnaire was specially judged at a test level and only after receiving significant views from over 84 respondents that the final questionnaire was worked out. The respondents for the test questionnaires were selected from among the fellow scholars, university/college teachers, college students, tourism professionals, secretarial staff of some public sector offices and a few domestic tourists. The general perception of the respondents about the test questionnaires was that though the questionnaire was somewhat lengthy, it was systematically planned and formatted, in order to get adequate and comprehensive responses. It was also observed that due to perceptual differences, some answers provided by the respondents had anomalies that were eliminated by using alternate words or through reformation of the queries.

Initially, the scholar had been sincerely enthusiastic to use the most modern data analysis techniques to inter-relate and co-relate the facts to reach authentic and applied conclusions. Thus, not only that the widely accepted sampling techniques for data collection was thought of, but also the most modern analytic tools were planned to be implemented. However, when it came to actual analysis of the statistics collected through 465 questionnaires; the analytical tools were further thought to be limited to T-test, Fried-Man test, Kandles – Tau coefficient, Chi-Square test, multiple regression analysis, factor analysis and Cluster analysis; however, the enormity of the variables and magnitude of diversity in the parameters vis-à-vis resulting scope for co-relationships and interrelationships compelled the scholar to apply the most conventional analytical technique of calibrations, limiting him to use the traditional statistical tabulation methods, applying simple average and percentile methods. Infact, after experimenting with various modern analytical techniques, the scholar felt that using the same may lead to series of complexities and confusion than realistic perception, especially when the universe is too huge and varied and the resulting inter-relationship/co-relationship have virtually infinite proposition.

Good deal literature now available from the available tourist resources potential; in Rajasthan through largely in fragmented from apart being incomplete and unsystematic. Therefore whenever required primary data shall be collected through on the spots visit
and other possible means. Likewise the facts readily accessible about the existing tourist plant facilities and support infrastructure shall be authenticated and upload were ever required by collecting primary information. For requisite details on planning ands policy aspects the scholars shall exclusively be depending on available published and unpublished reports of Rajasthan Tourism RTDC Govt. of India Dept. of Tourism and such other institutions.

Having had understood the state of problem the strategies shall be recommended essentially considering the viability perspective. The scholar has tried to specifically suggest model strategies for some selective destinations alongside some generic issues related to HR, Marketing, Travel trade procedures, Hoteliering, event managements and in addition to social and ecological aspects.

**STATE OF THE ART**

Rajasthan Tourism with these help of some consultancy has done a reasonably good job towards growth and development of tourism. Few studies have so far been undertaken on growth and development of tourism in Rajasthan. Despite, there is paucity of literature and information on the subject, primarily the theme identified for study being relatively new, authentic literature on tourism is rarely available, more so from the research viewpoint. The extreme paucity of literature with regard to the present research problem, particularly in terms of an effective model research had been a genuine constraint, as:

- **Hardly any research has been undertaken on the growth and development of Tourism in Rajasthan, specifically from Tourism perspective, if at all studies have been undertaken; the main focus is on geography, economics history or other allied disciplines.**

- **Even in global context, tourism market and marketing remains quite a virgin area, especially from research point of view, therefore information on such important perspectives vis-à-vis the present research problem, is all the more inadequate.**
Among of a few other studies directly or indirectly dealing with the similar perspective are John Brayden (1973), Medlik and Burkart (1976) Douglas Pearce (1989) Gearing Charled (1976). As far as the data collection and interpretation technique in the present context are concerned Bar on (1979) Graveseltor and Wallrace (1985) and Crompton (1979) are especially noteworthy considerable help can also be derived from the work of L.T. crompton (1963), H.T. Davis (1968), Michale Peters ( 1969), WTO ( 1985) in the subsequent phases of these present study.


Kamra (2001), Ryan (1995), Mill and Morrison (1985) have been invariably referred at various stages from questionnaire preparation and data collection to data interpretation phases.


LIMITATIONS OF THE STUDY

As the above discussions reveals that only a few works are available on the subject of present research. This fact obviously had actually compelled the researcher to
consistently inter-act with tourism scholars and experts from allied fields to keep on improving the data collection and interpretation techniques in order to reach to nearly authentic conclusions. Time, money and manpower were again a major constraint area in view of the comprehensively large framework of the present study.

As quoted by Singh (1999), that “Research is a dynamic process with never ending scope”, justifiably indicates that any research efforts is likely to open new vistas for further studies. The statement is all the more relevant in the milieu of tourism research where the scholars have to deal with the continuum of psychographics, demographic, geographic and environmental variables under too many limitations and that too in practically unpredictable and uncontrollable economic, political and socio-cultural proportions. Thus, apparently straightforward to deal with, tourism, infact is a taxing and intricate area of research. The widely varied psychographic vis-à-vis demographic aspects of both the demand and supply factors have to be taken into consideration, in addition the different intermediaries and conglomerates. Thus, working on even a micro aspect of the otherwise multifarious tourism phenomenon poses a big challenge to any number of the scholars despite of their multidisciplinary research acumen. Further, varied inspirations, traditions, values, interpretations, perceptions and expectations of the different groups of tourists or individuals, especially when they belong to divergent social, cultural, economic, and environmental backgrounds have been, are and will always increase complicity of the research studies related to tourism.

Keeping in mind the enormity of heterogeneity of the universe, as well as, the diversity of the variables with respect to the present study, the sample size should have been moderately larger. However, covering a fair number of samples has been a limiting factor. The same is true in selection of the sampling methods. The possibilities of bias are always prevalent in sampling and more so in convenient sampling. However, it too was not possible for the researcher to single-handedly use the other sampling methods owing to the limitations in terms of time, money, distance and manpower. Secondary data collected from various sources including the Department of Tourism reports, the WTTC and the WTO seldom be considered as technically authentic, since the methods of data collection used by the different agencies are invariables and do not match with
each other. However, the scholar had no other alternative but to rely upon the readily available statistics.

Yet another key constraint has been the dearth of model studies on the theme undertaken for study tourist visiting India, in general, and those visiting Rajasthan in particular.

**Organization of Report**

The study is organized into 9 main sections / chapters:

**Chapter I is Introduction**, which provides an overview on the contemporary tourist traffic trends in the global and Indian context. The growth patterns in international tourist traffic and tourism receipts have also been illustrated through graphics alongside using the statistical tables. It also examines the changing market destination trends and the factors responsible therein. The various implication of tourism – both positive and negative has also been briefly dealt with.

**Chapter II**, i.e, Research Design, gives an explanation as to how and why the present research problem was taken, its hypothesis, objectives and significance, alongside dealing with the methodology used for collection and interpretation of the data, the available studies and the various perspectives of the present study have also been incorporated. The section ends with the observation with respect to the constraints faced by the scholar during the course of the present study and specifically mentions the limitations of the research work.

The Third section of the monograph, **Chapter III**, unfolds the geographic personality of Rajasthan in terms of its location, topography, drainage, land forms & climate, meteorology, natural heritage, population and settlement, education, economy, and the like aspects. The account is subsequently complemented with the precise historical background of the state in chronological order.
Chapter IV aims to illustrate the tourism resource potential of the state and is devoted to enlisting the present and potential resources for tourism in Rajasthan. Having had conceptually defined tourism resources, the chapter unfolds in four sub-sections, viz. the natural assets (including faunal & floral species) that form one of the major force to attract tourists; monumental and historical heritage of the state; the religio-cultural spectrum that various places offer to the tourists and the tourist circuits developed by Rajasthan Tourism Development Corporation.

Chapter V deals with Tourism Plant Facilities and Support Infrastructure at elucidating the tourist plant facilities and support infrastructure available for tourism in Rajasthan, including discussion on road & rail network; air linkages; accommodation, restaurants & conference facilities; transportation available in the state; description of RTDC & RSTDC; major travel agencies & tour operation units functioning in the study area; guiding & escorting services; entertainment options and shopping opportunities.

Chapter VI provides an account on Tourist Traffic Trends, which includes the statistical trends that have, and might, influence the planning and development of tourism in the state. The chapter covers the domestic and international tourist traffic trends, study on the perception and observations of the tourist visiting Rajasthan. Since, satisfaction level of the tourists is the effective indicator of the quality of the tourist products in a given destination, as also the marketing efforts, the satisfaction levels has specially been assessed so as to find out the prevailing gap in terms of the existing and desired tourist plant facilities and services, quantitatively and qualitatively.

Chapter VII is the Case study of selected destinations of Rajasthan, which includes discussions on the resources, facilities, policies, infrastructures and other related areas of Jaipur, Udaipur, Ajmer and Pushkar. The four destinations have been identified for study not only because of the diverse nature of the attraction and usage but also because the needs, expectations, satisfaction levels and expenditure patterns too are vastly different in each destination.
Assessment and Prognosis of the study area’s growth and development and future potential has been provided in Chapter VIII, this chapter envisages to give an insight into the existing policy and programmes alongside making predictions of the future possibilities and problems.

Strategic recommendations and conclusion is provided in Chapter IX, which comprises of the recommendations and conclusion drawn from the whole exercise, which might be beneficial for policy makers and tourism practitioners, as well. Having had an idea on the major hurdle/ constraints/bottlenecks/limitations in terms of tourist plant facilities, marketing and human resource development strategies, state of integration/coordination between different players of tourism industry, the public sector tourism planning and policies and the requirements of the tourists visiting Rajasthan, the scholar has been able to realistically suggest priorities for actions to be adopted in short and long terms. It was observed that in certain cases, the tourism planners and policy makers already had a clear cut perception of the grey areas and have thus accordingly, thought of the possible remedial measures. As stated earlier, the implementability of the submissions had been the prime consideration for the scholar.

In the Bibliography and Referral section, special care has been taken to confine only to the studies that are genuinely related to the present research problem.

The last part of the thesis, i.e. Appendices, includes a few tables that provide significant information and insight in detail, alongside incorporating the copy of the questionnaire used by the scholar.

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