CHAPTER-VI

EPILOGUE
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Tourism sector has turned out to be a major source of revenue for the nations worldwide. Its contributions to India's GDP and employment generation in second to none. Buoyed by its tremendous growth and immense potential, all the States in India have set up their respective State Tourism Corporation to shape its economy with this booming phenomena.3 A State like Rajasthan has emerged as a very popular tourist State of India. Rajasthan has all the ingredients and element to become a model state for tourism in the country. The tourists visit the Rajasthan State with the purpose of knowledge, enjoyment, relaxation, medical, wedding, adventure, sports, cultural pilgrimage and nowadays with the purpose of MICE and literacy tourism. Tourists product of Rajasthan like Palace-On-Wheels, Royal Rajasthan-On-Wheels, Heritage Hotels, Camel Safari, Pushkar Mela, Maru Festival, Game Sanctuaries etc. have gained international fame. In view of this, RTDC is working as wholly owned government organization which aims at providing satisfaction to the tourists by providing facilities to there. But in the present study, the researcher came to know through various sources that RTDC has not been able to fulfill the satisfaction level of tourists. This present research attempts to evaluate the satisfaction level of the tourists who were staying in RTDC hotels and also those tourist who were aboard on Palace-On-Wheels & Royal Rajasthan-On-Wheels. The present study is an empirical and data based research. A well designed and structured questionnaire was administered among the various tourists (International as well as Domestic Tourists of RTDC Hotels, Tourists of Palace-On-Wheels and Royal Rajasthan-On-Wheels & also the
Administrators/Officials of RTDC). The result of the present research study reveals that the services of the RTDC are not satisfactory. Hence, it is the main cause of tourists dissatisfaction.

The present research has very specific purpose of prescribing certain changes in the system to overcome the problem faced by tourists in order to make it more result oriented. This research study has not been exception to this conception. The tourism is an important source of revenue for the Government of Rajasthan hence the need to conduct scientific research in this field was imperative.

As student of Public Administration the prime focus had been to collect process and analyse data accumulated from three different categories of target groups to draw inferences which might help policy makers and implementing authorities alike.

The research study which comprises six chapters, begins from the conceptual level i.e. the basic of tourism constituting the very foundation of the study. After the detailed discussion of tourism in Rajasthan, the different chapters related the aspects of tourism and concepts of luxury trains have been highlighted and also research questions have been constructed to find out what tourist in general think about it along with figurative representation of various facts which mostly are self explanatory. A detailed analysis of data has been presented, processed and analysed in the penultimate chapter, however this chapter reuses some of the inferences drawn earlier to come to the conclusion more inclusive and coherent. This research effort is a step further to help different stakeholders in making a more precise policy that can generate revenue and can fulfill the expectations of tourists. This chapter illustrated existing trends supported by the presentation and interpretation of data collected in all three categories of questionnaire individually and later computed cumulative to draw
inferences. The additional feature of this questionnaire is the incorporation of separate set of questions for each category of subject groups i.e. Administrators, Tourists of Palace-On-Wheels & Royal Rajasthan-On-Wheels and Tourists at RTDC Hotels (both domestic & foreign). Nevertheless, through this research study, an effort has been made to explore many latent aspects of tourism in wider perspective.

On the basis of the analysis of previous chapter, which find out the satisfaction level of Foreign and Domestic Tourists who have visited Rajasthan by Luxurious trains and also the tourists who used the facilities of RTDC, the present chapter focuses on the problems which are faced by each category of respondents.

PROBLEMS FACED BY THE TOURISTS OF PALACE-ON-WHEELS & ROYAL RAJASTHAN-ON-WHEELS -

Indeed, evolving a proper understanding about the issues and problems being encountered by the tourists who traveled aboard on Luxury Trains to visit Rajasthan was a major focus area of this study.

The tourists (foreign and domestic) of luxury trains are the most important target group of the research study hence their problems need to be understood in the right perspective. The declining number of the tourists, who visit to Rajasthan is a vital signal for the government to take note of their responses of questionnaires seriously. In the present chapter, the researcher pointed out those problems which are faced by the tourists of both the trains.

1. **Problem regarding 'Terrible rail tracks' -**

Since the finding reveals that the luxury trains of Rajasthan offers travel in royal comfort and luxury. But the tourists who aboard on that trains have faced the major problem of noise and shakiness of the train was unable to sleep restful at night for the whole week.
Itinerary was very exhaustive with long breaks mostly at nights, then too it was not possible to rest due to noise, shaking and constant horn of the train. 'Terrible rail tracks' means it is very bumpy and so hard to sleep at night. This will be the case of both the luxurious trains.

2. **Problem regarding Low Speed of Internet** -

   While the train was moving, the speed of Internet was not high at some places between each destinations. According to the respondents, they faced the problem of low speed of Internet, they had a dongle, but never worked unless they were in a town.

3. **Problem regarding to visit each destination of Rajasthan properly including Varanasi and Agra** -

   The tourists who aboard on Royal Rajasthan-On-Wheels found that they didn't actually get to go to Varanasi proper, only a boat trip on the Ganges - extremely disappointing especially as it such a long journey to get there. Whereas, the tourists who aboard on Palace-On-Wheels reveals that, during the whole trip, the worst visit was Taj Mahal, they never arrived outside of Agra until 4:30, Original arrival time was to be in morning, they never entered the Taj Mahal gate until 5:30 when they were closing it, they did see it at dusk but it was very dark and hard to see by the time they left.

4. **Problem regarding 'Enforced Shopping'** -

   During the whole trip of both the trains, the tourists found that there is too much 'Enforced Shopping’ and tired to loot money from innocent foreigners by overcharging merchandise, providing wrong information about products and wrong advertising. The shopping was also very controlled by staff as they got commissions and the shops took outrageous prices from tourists.
5. **Problem regarding 'Packed Itinerary' -**

   During the 'Packed Itinerary', the tourists of both the trains see a lot during the whole trip, but sometimes it feels like a tick in the box exercise of seeing sites and rushing on.

6. **Problem regarding 'Food Stuff' -**

   Sometimes, the tourists found during the whole trip, that the breakfast got a little repetitive by the end. The food served during aboard on train was average, nothing like royal and sometimes the food on board was bland and served lukewarm.

7. **Problem regarding lack of time -**

   Tourists of both the trains have found that during the whole day of trip, they didn't get relaxed on day time. Since they visited destinations on day time, they had lack of time to use the facilities of train like spa, massage activities, gymnasium etc. At night, they had tired and found themselves unable to use these facilities.

8. **Problem regarding 'Shortage of Staff' -**

   The study reveals, that the staff was excellent in these trains, their service was impeccable and they were very friendly and incredibly hard working. But the major problem was less number of staff which actually affects the service on board. Likewise, senior authorities concerned are not taking interest to find loopholes which are actually the passenger capacity down. Due to the shortage of staff for service on board, tourists got difficulty in matter of some issues.

9. **Problem regarding tourists being tired during the entire journey -**

   The tourists found that the journey of Rajasthan by luxurious trains sometimes got a bit tiring as they rush through one destination after another on this 8 days tour.
PROBLEM FACED BY THE TOURISTS (DOMESTIC & FOREIGN) AT RTDC HOTELS -

The problems identified by those tourists both domestic & international one who stayed at hotels of RTDC. They also constitute the important target group of the research study, hence their problems need to be understood.

1. Problem regarding accommodation & food stuff -

When the tourists went out of their homes to visit somewhere aspire for only two things, comfortable stay and good food at reasonable prices. This is some times unfortunately not happening in RTDC hotels & circuit houses. It is revealed from the responses of tourists that the rates of food items were higher in hotels, secondly the quality of food was not good and thirdly the regional specialties are not given in many cases. Moreover, at all tourist stations, as against the RTDC hotels, there is a good number of private hotels offering equally good facilities at lower rates.

2. Problem regarding poor infrastructure -

Poor infrastructure is an important factor for dismissal performance of tourism sector in Rajasthan. The study revealed that the tourists both domestic & foreign found that the Roads are potholed dusty and narrow, poor traffic and transport facility which are provided by RTDC make things worst.

3. Lack of easy & tourist friendly information -

There is absence of an up-to-date information systems with quick retrieval facilities causes inconvenience to tourists. The study revealed from the responses of tourist that they didn't aware about the luxurious trains and its facilities. There is a general lack of easy and tourist friendly information at any tourist place. Out "Tourist Information Centre" at most of the railway stations or airport are
either not manned at all or are occupied by people who are hardly visible when needed.

4. **Non-Standardization of rates and fares**

   Problem of non-standardization of rates and fares has to be a major factor just because the hotel rooms of RTDC are over priced and the charges for food, conducted tours and other services provided by RTDC are higher. This is making both the foreigners and domestic tourists felt pinched on their pockets.

   Moreover, RTDC has failed to recognized the importance of dual rate policy i.e. one for peak season and the other for off season. Already charging higher rates, the RTDC hotels become highly unpopular during off season.

5. **Improper guidance through travel agents or guides**

   Tourists while visiting Rajasthan faced the serious problems concerning the issues with the guides and duplicate travel agents. These people project an exaggerated vision of the Rajasthan and than mislead the tourist with little knowledge or wrong facts regarding the monuments which in turn creates a doubt in minds of foreign travelers.

6. **Problem regarding package tours**

   RTDC provides the facility of daily tours and package tours at various places. Most of these tours are conducted primarily for pleasure trip for the tourist. The tourists however, complain of many problems that they faced during such package tours like inadequacy of lodging, impolite behaviour of tour managers, lack of time discipline, insufficient time for sightseeing, heavy charges, non-availability of good guides etc. These are enough to cause serious problems to any tourists.
7. **Issues regarding security and harassment** -

Tourists just need a safe and peaceful time to get enjoying the tour. Now-a-days, there is no safer side to the foreigners. Tourists who visited Rajasthan are often cheated by the locals. These people can be found in everywhere, where they are physically abusing them and there is increase in assault and rape case complaint lodged, so this is majorly hindering the tourism industry in Rajasthan.

8. **Lack of sound marketing and promotion strategies** -

The study reveals from the responses of tourist, that RTDC has not its proper marketing policy on which basis it can attract more and more tourists. The maximum number of tourists who stayed in RTDC hotels, they heard about the RTDC hotels and its facilities and services from their friends and relatives. Whereas the basic publicity and promotion tools of the marketing were never there, such as advertisement, internet, travel agents, brochure and hotel directory etc.

9. **Lack of basic hygienic amenities** -

The problem faced by the tourists are plenty and they include the lack of cleanliness and hygienic amenities at various monuments. There is also lack of public conveniences at various places, which forces the people to sometimes use the very same monuments as urinals.

**PROBLEMS FACED BY ADMINISTRATORS/OFFICIALS OF RTDC** -

The response rate as far as the interview request, filling of questionnaire from the government officials and staff was not very encouraging with only 25 of them responding to the questionnaire or to interview request. From the responses the study reveals some problem identified by administrators of RTDC.
It is common for the domestic tourists and entrepreneurs to seek information from the administrators which are already available in the website. But they hardly make any attempt to visit the website and unnecessarily pester the administrators with queries. It is even uncalled for anyone to seek information which is already available in the public domain.

The officials and employees of RTDC faced the major problem regarding the decision to privatize on and off board services on the luxury train Palace-On-Wheels. According to them, the government should not go for privatization when the train is consistently making profits. They are worried and questioned that once the services are privatized where would the RTDC staff engaged on the train go?

Now, it has become a general practice to book rooms in hotels, space for stalls, book tickets for luxury trains. It has negative repercussion for the administrators when the same is cancelled or released at the last moment. By the time adequate plan has been formulated to cater them and in the end turn out to be a futile exercise consuming resources along with time. In case of booking tickets of luxury trains at the last minutes generally tend to be expensive even unaffordable. Such actions on the part of foreign tourists or other stakeholders have very much created uncomprehending problems for the administrators.

The lack of inter and inter departmental co-ordination always tend to affect the local entrepreneurs. No one shares the ownership of discharging the duty and tends to develop an escapist policy. It is very common that one departmental blaming the other and one section blaming the other within the same department.
Due to the financial constraints the administrator/official found the major problem of ruckus created by employees of RTDC for not being given salaries for the last three months. Notably, over 1000 employees working for the last three months. Official claim that they emphasis on revenue generation by units themselves, so they can meet out their expenses on their own. Sources said that the units actually don't have much to do about raising money themselves as the revenue from online bookings of most of the profit making units like Jaisalmer, Udaipur and booking of luxury trains like Palace-On-Wheels and Rajasthan Royal-on- Wheels are in account of tourism department itself, which then give funds to RTDC.

Due to shortage of skilled and trained manpower in RTDC, there is a procedural delays regarding the issues of implementing the projects. Likewise the number of staff in the train of Palace-On-Wheels is just 50 against the sanctioned number of 65. That affects the services onboard.

Sources of RTDC associated with the operation of the train attribute the falling numbers to non-aggressive marketing and lethargic publicity by the concerned offices. "It appears that the offices think that Palace-On-Wheels has become a big global brand and there is no need to go for aggressive marketing any more.

Another major problem faced by the officials of RTDC is that the tour operators authorized by Rajasthan Tourism Development Corporation have been the same for years and there is no official checking whether they are getting good bookings per season or not, said same officials of department on the condition of anonymity.
SUGGESTIONS -

The slogan "Atithi Deo Bhava" is no more observed in the desert State of Rajasthan as the problems faced by tourists remain the same every year and these is no session efforts made by the administration or government to address the same. Lodging facilities for that, the Government should take the modernization of the railways and road transport a big way. To facilitate the comfortable stay for the tourists, the hotel industry should be given all possible encouragement. To over come the problems of malpractices, Government should purchase the handicrafts and artifacts directly from the manufacturers and avoid the middlemen profiteering.

Similarly to assist tourist, literature pertaining to history, tradition, art, culture, artifacts and handicrafts can be prepared and try to give wide publicity. Government should also ensure that registered guides should be made available to the tourists, so they can enjoy the beauty and history of Rajasthan in the true sense. 'Tourists Police' should also be posted at important places, where the visitors can easily lodge their complaints and ask for help.

The present study entitled as study of suggestions with regards to the problems of tourism in Rajasthan. To solve the problems, the study suggests following recommendation on the basis of finding. This suggestions/ recommendations are based on the result computed by the researcher and on the responses of the respondents through questionnaire which are being collectively included in this section. To above statement present the analysis from the responses which were posed to find out the problems faced by each category of respondents. The result are eye open for the Government especially in the times of changing economic scenario when other countries are able to annexing larger no of tourists due to Government support and India is lagging
behind even though India has a greater potential as far as places of tourist interest with cultural lineages are concerned. In the light of the above, the following are some of the suggestions/recommendations of the researcher:

1. **Infrastructure at and around the tourist sites to be developed**

   RTDC should revamp its infrastructure as impressive infrastructure is the first impression that the customers make about an organization before availing its product/services.

   Most of the respondents have complained about the state of cleanliness and hygiene, safety and security, transportation within the centre, lack of information centres, signages, public toilets, street lighting etc. Getting the tourists to the destinations is just a part of the story but basic facilities need to be these to facilitate and make their stay comfortable. There should be proper landscaping lighting, public toilets, and information about the tourist spots available at the location.

2. **Better connectivity between the various tourist centres in the state**

   There is a need for connecting important tourist destinations by air. The most important cities in this regard would include Mt. Abu, Bikaner, Jaisalmer and Ajmer, initially. Airports at these locations need to be set up in a phased manner, as availability of air services to these cities would result in significant in travel time. It is also suggested to launch an air taxi service which will help to connect major industrial and tourism points in the state. This service will not only cut down the time, it takes to reach major destinations in Rajasthan but will also save tourists from terrible roads of the state.
With air taxi services, Rajasthan will save the tourists from such nightmares.

Besides this, road and rail connectivity for faster movement should be encouraged. Highways and expressways under PPP programmes under the national high-ways development programme and the state government should be done so that quality roads save traveling time. Gauge conversion from meter gauge to broad gauge should be taken up with co-operation of Indian railways (especially in the Shekhawati Region whose tourist potential is yet to be realized.)

3 Major make over of the popular luxury trains of Rajasthan -

The popular luxury trains of Rajasthan: Palace-On-Wheels and Royal Rajasthan on Wheels are suggested to get a major make over. Being sensitive towards the problems of the travelers, the Indian railway and RTDC need to refurbish the trains with new heritage look adorned by the finest trappings one can expert from a luxury train.

All the facilities in the trains should be modernized including water purifiers in washroom aside from superior communication and entertainment devices. Besides, the train speed should also be increased so that guests spend less time on wheels and enjoy more time at the destinations. Move over the tariff for the trains should be decreased and should also be in Indian currency so that the domestic tourists will also attract and wish to aboard on that trains.8

4 Making the overall experience of the tourists wonderful so that they became brand ambassadors of the state -

Merely offering a luxurious stay in the luxurious or heritage hotels, resorts is not enough for the tourists, the over all experience during the stay counts. If due to harassment by Lapkas (touts) over charging by the hotels, or by the auto-rickshaw drivers, nagging by beggars, filth near the major tourist attractions and lack of adequate
safety and security, tourists does not enjoy their stay and doesn't enjoy the whole experience, he/she would not only come back but also create a negative image for the state which would not be good for the growth of the sector as publicity by word of mouth is the most effective method of promotion.

5 Role and location of Tourist Reception Centres (TRCs) & Tourist Information Bureaus (TIBs)

Availability of current, timely and easily information is very important for a tourist. To get the correct information, the tourist would not like to go to information centres which are far away. Currently, TRCs/TIBs are mostly located areas within the town that are not very visible the tourist catering the town. However, since a TRC or TIB should be the first point of contact for a tourist entering the town, there is a need to ensure that these are located at important entry points/strategic locations. There is also need to ensure that the TRCs/TIBs are uniformly effective in terms of being well equipped with brochures and manned by knowledgeable personnel. It is also understood that a pilot project for privatization and computer networking of TRCs/TIBs is being considered, this could possibly be replicated across the remaining TRCs/TIBs.

6 Impetus on promotion of domestic tourism

As far as domestic tourism in Rajasthan is concerned, its share of the country's total is meagre 5% pilgrimage tourism especially at Pushkar, Ajmer Dargah is the ones drawing major domestic tourists. The foreign tourist arrivals in the state is seasonal due to it being long haul destination. Thus, the strategy requires that we need to promote the state as a 365 days destination, the way Goa and Kerela has promoted itself. There is a need to organize tourism events and organised entertainment activities to lure domestic tourism in the so
called off season & peak season. Besides pilgrim tourism, the young demographics of the country are also favorable for the growth of domestic tourism. It is necessary that these two segments of population should be offered new experiences such as adventure tourism, weekend tourism, fun experiences tourism, caravan tourism and niche products that attracts the young, a witnessing an annual growth of about thirty percent.

7 **Promotion of tourism literature and other promotional material** -

At most places there is an inadequate literature on important sites/monuments/forts etc. which is a basic requirement to promote awareness of a particular place. For the publishing and distribution of furthered and other informational material the government could hire professional advertising agencies and public relations firms as well as involve the private sector in planning and execution. It could also prepare short films on the tourist sites and broadcast these in the visual media and at other prominent places.

8 **Strengthening the Tourist Assistance Force (TAF)** -

It was found that the efficacy of the TAF varies considerably across location. This is because the local TAF field officers are under the control of the respective regional tourism department, whose effectiveness varies from location to location. There is a need to make TAF uniformly efficient across location by instituting proper performance criteria and guidelines which should be strictly enforced. Making TAF more effective would help check incidents of harassment of tourists etc. which are quite common currently.

9 **Uniform for Guides** -

At a number of tourist places, it is impossible to distinguish an accredited guide from those that are not. While the solution lies in
strict enforcement of the system of guides at tourism locations the same has been found to be ineffective. An option therefore could be to introduce a dress code for guides which help any tourist easily make out the authenticity of the guide, others helping him or her to feel more secure and helping reduce incidents of harassment, etc.

10 HRD for tourism Industry -

Tourism industry needs trained and skilled personnel at government level. To meet the demand of trained personnel in hotel and luxurious trains, RITTMAN should come forward with specialized courses for all categories of personnel working in RTDC.

NEED FOR IMPROVISATION -

The conceptual framework of this study is now complete and if the following facts are taken into consideration there will be considerable improvement in every context -

1. Renovation and reactivation of the infrastructure.
2. Declaration of tourism as a priority sector in the state development plans.
3. Government mission should be directed abroad to give a current picture.
4. Focus on road, railway and air transportation.
5. To make marketing and promotion of tourism products and tourism published material, to encourage people to stay away from home and make movements in their own country.
6. Steps should be taken to avoid any harassment and restrictions imposed on tourists.
7. Setting up tourism training institution.
8. Propagate the idea that tourism depends entirely on private public collaboration.
9. Proper steps to ensure closer collaboration between local, regional and foreign tourist offices.

10. The government should not impose visa restrictions, in reciprocation other countries doing so. It should be Visa-On-Arrival.

11. Tourist police on the line of Traffic Police in Rajasthan to grab "Lapka" looters at the tourist spot.

12. Availability of hotels at reasonable prices, so that tourist does not feel cheated as tourism is an invisible export and if there are more tourists arrival, the hotel industry is automatically benefited.

13. The government should not impose so much tax on hotel rooms, food at restaurants, etc. moreover the entry tickets for monuments, parks, garden should be minimized at tourist spots.

14. Inland tourists are mainly attracted on low cost facilities, entertainment and food, whereas foreign tourists come for leisure and pleasure and require fully modernized facilities, besides, security, peace and for the gain of knowledge. We should groom our facilities to meet their demand.

15. Employees relating to government lack in professional approach with flexibility of thought and behavior. They should be trained and groomed to personify "Padharao Mhare Desh" tradition of the State.

16. Setting of more information outlets.

17. Provide the travel packages to suit all types of pockets.

18. Use of different languages in tourist brochure.

19. Attention to the needs of old and disabled tourists.

20. Hygiene on the tourist places must be taken care.

21. Accommodation provided by RTDC must be improved -
- In RTDC hotels, there should be well trained staff, without this, RTDC hotels will never be successful.
- Hotels of RTDC should be clean, improve in housekeeping services, maintenance required, laundry services should be improved.
- Food and beverages services of RTDC hotels must also be improved.
- There is a special need to develop restaurant facilities in RTDC hotels.
- Restaurant menu should contain more variety of food and extend menu with a wide range of food.
- RTDC hotels should include Rajasthani food in their menu.
- Room service should be improved in RTDC hotels.
- Improve services in dining hall and restaurants.
- As per tourists, Gym, Spa and Internet facilities, lift facility and cloak room should be provided in RTDC hotels. Check in formalities should be improved.
- Proper power backup in hotels of RTDC and other tourists spots.
- Up-gradation of room interiors including fixture and furnishing.
- Improvement in gardens/proper landscaping and horticulture.
- Creation of recreation and wellness activities.
- Creation of conferences facility and business centre.
- Monitoring of customer service on regular basis.
- Empowerment of unit managers.
- Heavy investment of capital is the need for meeting the shortage of hotels and the number of rooms in them.
- Manpower provided by RTDC should be improved.
➢ Encourage to proficient and qualified staff by way of intradepartmental promotion scheme, special initiatives plan based on target achievement.

➢ A golden shake hand scheme to be devised to deload unskilled and ageing staff.

➢ Reverse deputation of less performing staff.

➢ A well defined transfer policy to change manpower at regular interval of 2 to 3 years.

➢ Fresh recruitment, contractual employment or manpower hiring through agency to equip with RTDC staff with skill staff.

33. Luxury trains of Rajasthan operated by RTDC must be improved-

(i) **Palace-On-Wheels** -

➢ Early bird scheme for off season at low price to fill up the seats during this period and improve over all occupancy of the train.

➢ Strategy may be devised to fill the vacant seats after the train starts by offering shorter journey.

➢ Bulk selling at higher incentive/commission on payment of assured lump sum advance before starting of the season.

(ii) **Royal Rajasthan-On-Wheels** -

➢ To sell 55% vacant seats by way of reasonably priced charters and bulk selling should be encouraged.

➢ Bulk booking should be encouraged granting higher incentive/commission on assured advance before starting of season.

➢ Itinerary should be changed from season 2015 onward with option of shorter itinerary and selective itinerary for charters.
CONCLUSION -

To sum up, it may be said that, Tourism in Rajasthan now enters in a new phase with exceptional demands and choices. As the tourist today are experienced travelers, they will not be satisfied with second rate attractions and amenities. The present study reveals that the service standard of RTDC regarding the luxury trains Palace-On-Wheels is quite good as it is running successfully since 32 years whereas the another luxury train Royal Rajasthan-On-Wheels need more improvements to be running successfully.

SWOT Analysis of Royal Rajasthan-ON-Wheels -

S. Strength -
- Globally published in the travel market.
- Includes Varanasi, Khajuraho, Jodhpur, Udaipur, Chittor, Sawai Madhopur and Jaipur as destination journeyed by this train.
- Provide best package variation in comparison to Palace-On-Wheels.

W. Weaknesses -
- Low occupancy and high haulage charges is main weakness.
- Because of various Railway Zones, the Royal Rajasthan-On-Wheels gets invariably late as other long distance trains are giving priority.
- Long distance travel of approximately 3300 kms, be comes too tiring for guests and resulting in high haulage charges.

O. Opportunities -
- Great possibilities of promoting Japanese and Indo Chinese Market.
- Possibilities of promoting cost efficient charter business.
- Possibilities trying shorter itinerary and cost efficient charters during non-operating tours.

T. Threats -
- Adverse affect on business of Palace-On-Wheels.
- Loss of goodwill of last 4 years and expected loss of credibility in global travel market.
- The business developed by Royal Rajasthan-On-Wheels based on Khajuraho and Varanasi may shift to Maharaja Express.

Although the Rajasthan Tourism Development Corporation makes the following expenditure for the promotion and marketing of this luxury trains Royal Rajasthan-On-Wheels & Palace-On-Wheels, yet it is not getting enough responses. The following some suggestion given by RTDC for promotion of these trains are -

- Charter Policy to be evolved for both the luxury trains for bulk selling with the help of experts.
- Review of marketing and sales of luxury trains including Reservation Policy and General Sales Agent (GSA) System comparing with other luxury trains.
- RTDC may consider removing Varanasi and Khajuraho in Royal Rajasthan-On-Wheels and including Jaisalmer and Gwalior in place of Varanasi and Khajuraho in consultation with GSA/TA.
- To increase viability and profitability of Royal Rajasthan-On-Wheels train, certain policy decisions are required to be taken. This includes planning of shorter journey package of 3-4 nights with a reduction in the distance covered during tours to rationalize exorbitant haulage charges. The haulage charges are main cause for poor performance of this luxury train.
- It is suggested as a marketing tool that the vacant seats in each tour should be offered on discounted price for any number of days.

Thus, the suggestion contained in the present study will go a long run long way in giving boost to this industry and will pave the way for a better future of tourism in Rajasthan.
REFERENCES -


