CHAPTER 4

PATTERN OF EXPENDITURE BY TOURISTS AT THE DESTINATION
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Tourism has come a long way since the early ages. It has evolved from the state of explorations in ancient times to the state of a luxury in medieval times and finally reached the state as a source of economic prosperity and development. It is considered a tool to fight against poverty in developing countries and more specifically in the least developed countries. However, this potential is closely linked to the accessibility to financial sources. This is the latest version of tourism. 'Tourism has transcended its early form and now has become a commodity traded internationally (an export/import from a receiving/generating country’s point of view), although its goods and services do not cross borders in a physical sense'\(^{79}\).

Both highly praised and reviled as a development option, tourism is increasingly viewed as a panacea, increasing the economic viability of marginalised areas, stimulating social regeneration and improving the living conditions of rural communities. Places like Rajasthan, afflicted by horrendous rural poverty, have considerable potential in attracting tourists in search of new, authentic experiences in areas of unexploited natural and cultural riches. 'The clustering of activities and attractions and the development of rural tourism routes, stimulate co-operation and partnerships between local areas.'

Meaningful community participation, together with public sector support, presents opportunities for the development of small-scale indigenous tourism projects in less developed areas.\(^80\)

Tourism is considered to be having a potential to fight the economic problems of the developing nations because, unlike many other imports, tourism services are bought at the point of supply (destination, or within the host country). Consequently, transport costs and accommodation form a large proportion of the expenditure associated with this consumption. 'Destination choice and the quantity of what is demanded (consumed) are influenced by the cost of transport as well as the cost of such services. Second, many international tourists include multiple destinations in their itinerary. This has important implications for the level of demand for a given destination. For example, higher than expected prices in one destination may result in the consumption of fewer tourism services with compensating or offsetting amounts being consumed in another destination'.\(^81\) Alternatively, tourists may avoid visiting a high cost destination altogether. Therefore, the desire for tourism of a given destination must be derived by considering simultaneously the demand for probability of competing and complementary destinations.\(^82\) The destination should be competent enough to cater to all types of the tourists ranging from the budget category to luxury tourists.

\(^{80}\) Jenny Briedenhann and Eugenia Wickens, (2004), Tourism Routes as a Tool For The Economic Development of Rural Areas—Vibrant Hope or Impossible Dream?, Tourism Management, Volume 25, Issue 1 Feb, Page 71-79


\(^{82}\) Divisekera, Sarath, (2003), op cit.
'Declining economic activity, restructuring of the agricultural sector, dwindling rural industrialisation and out-migration of higher educated youth, has led to the encouragement of tourism, in the study area, as an alternative development strategy for the economic and social regeneration of the indigenous masses. Tourist visiting a destination gets influenced by the cultures and tradition of the place visited and at the same time; it also leaves an imprint at the destination visited. This is a two way cycle and both the components i.e. the host and the visitors play an important part.

'The natural resources that often characterize the rural landscape offer struggling communities an option for economic development and inject population and money into an area. Yet, relying solely on amenity and tourism-based growth can create its own vulnerabilities and risks. Without strong community engagement and a participatory approach that includes all voices from the outset of the planning process, rural communities can risk losing their sense of culture and community. 'In addition, simply replacing one dominant industry for another, rather than working to diversify the economic base, leaves the community similarly exposed to potential instability. This chapter addresses the few key issues in the study area associated with host guest relationship. 'Although an increasing body of tourism research has taken

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85 ibid
into consideration the economic issues surrounding the role of small businesses in rural development, relatively less importance have been given to the host guest relationship\textsuperscript{86}. Government has introduced new “Paryatan Gram Yojana”, so that tourists can come to the villages and stay with the local people in their houses. It is this “key experience” which is being bought and sold in small hosted accommodations in rural areas. Thus, major emphasis is given on the expectations of the tourists from a destination and their experiences there off.

In this chapter, an attempt has been made to explore the implications that stem, in particular from the social exchange that takes place in this setting, thereby making the host guest relationship a focal point in addressing tourism. The following discussion explores these issues drawing upon findings from research undertaken in the three districts Jaisalmer, Jodhpur and Bikaner. This research is based primarily on participant observations and in-depth interviews conducted with the tourists visiting these destinations. Main focus of the research was to know the expectations of the tourists regarding the sites, services and guest host relationship.

The basic function of tourism is hospitality. And it aims at establishing a relationship or promotes an already established relationship. That is, the giving and receiving of the hospitality (food & drinks, accommodation& entertainment), engages principles of reciprocity between hosts and guests and thus a complex set of interaction rules involving shared values and trust evolve.

\textsuperscript{86} Tucker, Hazel, (2005), The Host Guest Relationship & Its Implications In Rural Tourism, Chapter 6, In the Book “New Directions in Rural Tourism”, Derek(Edt), Hall, Lesley (Ed), Roberts, Morag (Ed), Mitchel, Ashgate publication, pp 80-86
'Hospitality is thus a transformation process, wherein the key transformation taking place is that from a set of strangers into friends'.

4.1 Weighing the Pros and Cons of Tourism-Based Economies

Economic development in rural areas is at the crossroads. As the larger economy has moved inexorably towards globalization, rural areas have sometimes faced difficulty maintaining viable economies. The promise of a revitalized economy through tourism is certainly a strong attraction for struggling communities. However, communities that transform themselves into a tourist attraction often face several potential trade-offs. Although new jobs may be created as tourism grows, they are often low-wage, service-sector, and part-time jobs. They may represent important employment options for some, but they may not generate incomes high enough to support a family. In addition, complete economic dependence on tourism can lead to hardship should the national economy suffer, as in the case of Tsunami in Indonesia.

In Rajasthan, at the moment, foreign tourists are mostly interested in three types of tourism: first, in accommodation in a heritage hotel, in the vicinity of popular tourist destinations (being motivated by the much lower prices), second, in folklore programs and the indigenous handicrafts of the villages, and thirdly the Camel Safaris in the desert tracts. The developments of all the other types of rural tourism are still in an early stage.

87 Ibid
Not only the tourist arrival in the rural region helps to sustain local ways of living art, music, dance and culture, it also allows the village community to pride in these practices. These can be packaged by an entrepreneur as part of camping tours or heritage tours, with a feel of rural communities through the use of local means of transport, camel rides, composite cuisine, and participation in music and dance soirees and in festivals.

Considering still further development of rural tourism, the question arises as to whose interests should be prioritised. At first glance, it seems to be obvious that one of the preconditions of sustainable tourism development is the long-term consideration of local resident’s interests. From this point of view, the process of modernisation, urbanisation and agricultural change should be supported also by tourists, since local residents have all the right to acquire the same level of infrastructural development and comfort as people living in urban areas. ‘But if this argument is accepted and rural areas develop the similar way as cities, this kind of development means changes in the overall landscape, the settlements’ visual image and in the way of life of local residents, and these changes are not always welcome by tourists. We can experience that tourists are looking for the traditional village atmosphere which, for them is small thatched houses with white walls, wooden huts, domestic animals, etc., so they prefer the conservation of the traditional village life even against local communities wishes for development’ 88.

These theoretical arguments can be supported with the practical observations at the desert triangle. With regard to meeting the tourists at the destination, there

was one major bottleneck during the survey, that is, most of the respondents were approached in the hotels or their place of accommodation. Therefore the tourists who had come for only the day time were not interviewed. This problem arose as at the tourist destinations most of them were too busy to respond and they were also skeptical talking to a stranger. Thus the survey samples comprise the one who stayed at least one night at the destination.

Table: 4.1

LENGTH OF STAY OF THE TOURISTS AT VARIOUS DESTINATIONS
(Primary Survey)

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Destination</th>
<th>% of tourists spending one night at the destination to the total tourists</th>
<th>% of tourists spending two nights at the destination to the total tourists</th>
<th>% of tourists spending three nights at the destination to the total tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>Jaisalmer</td>
<td>81.82 (9)</td>
<td>9.09 (1)</td>
<td>9.09 (1)</td>
</tr>
<tr>
<td></td>
<td>Jodhpur</td>
<td>50.00 (15)</td>
<td>33.33 (10)</td>
<td>16.67 (5)</td>
</tr>
<tr>
<td></td>
<td>Bikaner</td>
<td>63.16 (12)</td>
<td>36.84 (7)</td>
<td>0.00 (0)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>60.00 (36)</td>
<td>30.00 (18)</td>
<td>10.00 (6)</td>
</tr>
<tr>
<td>Foreign</td>
<td>Jaisalmer</td>
<td>31.11 (14)</td>
<td>55.56 (25)</td>
<td>13.33 (6)</td>
</tr>
<tr>
<td></td>
<td>Jodhpur</td>
<td>20.00 (05)</td>
<td>64.00 (16)</td>
<td>16.00 (4)</td>
</tr>
<tr>
<td></td>
<td>Bikaner</td>
<td>55.56 (20)</td>
<td>44.44 (16)</td>
<td>0.00 (0)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>36.79 (39)</td>
<td>53.77 (57)</td>
<td>9.43 (10)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

Figures in parenthesis show total count of the tourists

Among the total (60) Indian tourists, (36) 60% of them stayed for one night and (18) 30% stayed for two nights and only (6) 10% stayed for three nights at all the three destinations. As per the trend, most of the Indian tourists stayed for one night whereas the trend for foreign tourists is different from the one observed for the foreigners. Among the 106 foreign tourists 57 (53.77%) stayed for two nights at a destination. The percentage of tourists staying for one night was 36 and the ones who stayed for three nights was even lesser i.e. 9.43%.
While explaining the district wise trend of the tourist's length of stay, we find that in Jaisalmer of the total 11 Indian tourists 9 stayed for one night. Whereas at the same point of time the 56% of the total foreigners (45) in Jaisalmer stay at least for two nights and 31% for one night. However very few foreign tourists (6) 13% and (1) 9% Indian respondents said they plan to stay for three nights.

In Jodhpur among the Indian tourists, (15) 50% stayed for one night and (10) 33% stayed for two nights. Of the total 30 Indian tourists (5) 16% stayed for 3 nights. Among the 25 foreign tourists, 64% stayed for two nights and (5) 20% stayed for one night. Remaining 16% stayed for three nights.

In Bikaner (19) tourists responded, 63% stayed for one night and 36% stayed for two nights, here none of the tourists stayed for three nights. However here, among the total (36) foreign tourists maximum (20) 55% stay for one night, as compared to other two destinations the number of tourists staying for two nights is minimum (16) i.e. 44.44% here. There were no tourists among the ones interviewed who planned to stay for three nights. This is mainly due to the tourists sites being in close vicinity to the city and can be covered within a day or two. Most important of all, there is no such site where you have to be present in the city to see the rising sun or the sunset. So the tourists cover the sites in a day and do not plan to stay longer.

4.2 Tourist's Source of Information about the Destinations

One of the pertinent questions is about the way the tourists get information about the destinations and get attracted. The survey also included questions about this and the information collected has been presented in the table 4.2 below.
Table 4.2

SOURCE OF INFORMATION ABOUT THE DESTINATIONS

<table>
<thead>
<tr>
<th></th>
<th>Books and Literature</th>
<th>Travel agencies</th>
<th>Media</th>
<th>Friends and Relatives</th>
<th>Own previous experience</th>
<th>Literature from the Cultural Department of Indian Embassy</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Tourists</td>
<td>21% (4)</td>
<td>3% (1)</td>
<td>40% (23)</td>
<td>81% (29)</td>
<td>60% (3)</td>
<td>0% (0)</td>
<td>36% (60)</td>
</tr>
<tr>
<td>Foreign Tourists</td>
<td>79% (15)</td>
<td>97% (37)</td>
<td>60% (34)</td>
<td>19% (9)</td>
<td>40% (2)</td>
<td>100% (11)</td>
<td>64% (106)</td>
</tr>
<tr>
<td>Total</td>
<td>11% (19)</td>
<td>23% (38)</td>
<td>34% (57)</td>
<td>22% (36)</td>
<td>3% (5)</td>
<td>7% (11)</td>
<td>100% (166)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Parenthesis indicate the actual number of tourists

Of the total 166 persons interviewed, 57 (34.3%) said they got information about these destinations from the Media i.e. News papers, TV, Magazines and Internet. Among these 57 tourists, 23 (40.35%) respondents were Indian and 34 (59.65%) were foreigners. The Travel agencies also make significant contribution in attracting tourists to these destinations. However, these agencies are more popular among the foreigners. Among the 38 (22.9%) respondents who came to know about these destinations through travel agencies, 37 (97.37%) were foreigners. Words of appreciation from the friends and relatives inspired 36 (21.7%) of the tourists to these destination. However in this category Indians 29 (80.56%) fairly outnumber the Foreign tourists 7 (19.44%). Besides this 19 (11.4%) tourists among the respondents came to know about these places through books and literature about them. However foreign tourists 15 (78.95%) rely on the books more than the domestic tourists 4 (21.05%). Only a meager percent of the tourists come with a previous experience (3%) and few gather their information from the material provided
by the Indian Embassies (6.6%), in their respective countries. Thus the above discussion suggests that more our destinations shift to marketing through the media more it will be advantageous for them, in terms of attracting more tourists. Especially the domestic tourists collect their information through the media. Foreign tourists also depend hugely on the information provided by the travel agencies. This may be due to the presence of their own countrymen in between the trip organizers and the tourist. The figure 4.1 gives a graphical representation of the above discussion.

Figure 4.1

**SOURCE OF INFORMATION OF THE TOURISTS ABOUT THE DESTINATION**

![Graph showing source of information for tourists]

Source: Computed from the primary survey conducted at the three destinations in 2005
Table 4.3
TYPES OF TRIPS UNDERTAKEN BY THE VISITORS

<table>
<thead>
<tr>
<th>Organization of the Trip</th>
<th>Number of Tourists</th>
<th>% of the Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agency</td>
<td>68</td>
<td>40.96</td>
</tr>
<tr>
<td>Self</td>
<td>52</td>
<td>31.33</td>
</tr>
<tr>
<td>Business Trip</td>
<td>22</td>
<td>13.21</td>
</tr>
<tr>
<td>Company's Incentive</td>
<td>20</td>
<td>12.05</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
<td>2.41</td>
</tr>
<tr>
<td>Total</td>
<td>166</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

When interviewed about the trip, 41% of the tourists informed that their trip was organized through a travel agency and 31% told that they planned their trip themselves. The number of tourists planning their trip through the travel agency was mostly foreigners. 13% of the tourists were on a business trip and 12% were visiting these places as a company’s incentive for its employees. While only 2.4% of the respondents said they had come to meet friends and relatives or with some other work.

An attempt was made to understand the role of the trip organizers in the purchase of handicrafts. With the help of bivariate analysis it was found that maximum foreign tourists who were coming to these destinations through a travel agency were among the ones who purchased the handicrafts. The table 4.4 and figure 4.2 below shows the relationship between the trip organizers and the purchase of handicrafts.
Table 4.4
TRIP ORGANISERS AND THE PURCHASE OF HANDICRAFT

<table>
<thead>
<tr>
<th>Trip Was Organized by</th>
<th>Tourists Who Purchased the Handicrafts</th>
<th>Tourists Who Did Not Purchase the Handicrafts</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel agency</td>
<td>(52) 44%</td>
<td>(16) 34%</td>
<td>(68) 41%</td>
</tr>
<tr>
<td>Self</td>
<td>(41) 35%</td>
<td>(11) 23%</td>
<td>(52) 31%</td>
</tr>
<tr>
<td>Business trip</td>
<td>(17) 14%</td>
<td>(5) 11%</td>
<td>(22) 13%</td>
</tr>
<tr>
<td>Incentive From the Company</td>
<td>(9) 8%</td>
<td>(11) 23%</td>
<td>(20) 12%</td>
</tr>
<tr>
<td>Others</td>
<td>(0) 0%</td>
<td>(4) 9%</td>
<td>(4) 2%</td>
</tr>
<tr>
<td>Total</td>
<td>(119) 100%</td>
<td>(47) 100%</td>
<td>(166) 100%</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Parenthesis represents absolute number of the tourists

Of the total 166 tourists 72% purchased the handicrafts from these three destinations whereas only 28% were amongst those who were not convinced to buy the stuff. But yes they definitely inquired about the artifacts they wanted but their demand was not fulfilled (this has been discussed separately later in the chapter). Out of the 72% tourists buying the handicrafts 44% had come through the travel agencies and 35% were the ones who have designed their trip on their own. There is a visible positive relationship between those coming to a destination through a travel agency and purchase of handicrafts. It can be mainly because of two reasons; firstly, the travel agencies have their fixed commission with the shopkeepers who sell the handicrafts. So they design the trip of their clients such that they have ample time to buy the local artifacts. Secondly, the ones who architect their own trip, leave enough time at their disposal to shop at the local markets, thus these two categories are the ones amongst the tourists who become the major buyers of the handicrafts.
Figure 4.2

RELATIONSHIP BETWEEN THE PURCHASE OF HANDICRAFTS BY THE TOURISTS & ORGANISATION OF THEIR TRIP

Source: Computed from the data generated by the primary survey

4.3 Expenditure on the Purchase of Handicrafts by the Tourists in the study area

It is clear from the above discussion that 72% of the interviewed tourists purchase handicrafts, or it can also be said that these tourists create demand for the local handicrafts.

Table 4.5

<table>
<thead>
<tr>
<th>Reasons for the Tourist’s not buying the Handicrafts</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor quality of products</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>No Variety/ new designs</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Price seemed too high</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>72%</td>
</tr>
<tr>
<td>Expansive to carry back home</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Total</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

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Even those tourists who did not buy the products, it was not because they never wanted to buy the handicrafts here but since they couldn’t get the desired products because of one or the other reasons. The table 4.5 above justifies the aforesaid statement. Thus these 28% of the respondents injects more competition and technological up gradation and innovation within the products. This issue of innovation and technological up gradation has been further discussed in details in the next chapter.

4.4 Comparison of the Purchase of Handicrafts by the Indian and Foreign Tourists

There is a common notion amongst the masses; foreign tourists are more interested in buying local handicrafts than the domestic tourists. That is why shopkeepers also pay more attention on the foreigners visiting their shops\(^{89}\). However there is also an inherent belief that foreigners might pay higher prices for the products. While comparing the purchase of handicrafts by the foreigners and the domestic tourists, it was found that among the 119 buyers of the items 33.61% were the Indians and 66.39 % were the foreign tourists. Of the total 47 (28%) respondents who did not buy the handicrafts at any of the three destinations 42.55% (20) were Indians and 57.45% (27) were foreign tourists (Table 4.6). The above discussed trend of tourist’s purchase of handicrafts justifies the notion amongst the shopkeepers that foreigners spend more on handicrafts than the domestic tourists. This may be due to many reasons; firstly

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\(^{89}\) While interacting with the domestic tourists during the field survey 2005, they complained that the shopkeepers were more interested in dealing with the foreign tourists than the domestic tourists. When asked the shopkeepers also confirmed saying domestic tourists haggle a lot for prices of the products and buy very little, whereas since the foreign tourist’s schedule is generally tight they tend to pay higher prices for the products.
the products are also available in the respective cities from where these domestic tourists are arriving. Secondly, the place being a famous tourist destination the artifacts are more expansive than in the other cities, or as discussed earlier they didn’t get the desired product.

<table>
<thead>
<tr>
<th>Table 4.6</th>
<th>PURCHASE OF HANDICRAFTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic Tourists</td>
</tr>
<tr>
<td>Tourists Purchasing the Handicrafts</td>
<td>40</td>
</tr>
<tr>
<td>(33.61)*</td>
<td>(66.39)*</td>
</tr>
<tr>
<td>Tourists who did not Purchase the Handicrafts</td>
<td>20</td>
</tr>
<tr>
<td>(42.55)#</td>
<td>(57.45)#</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

*: % of the total tourists who bought the handicrafts

#: % of the total tourists who did not buy handicrafts

However the trend of purchase of the handicrafts is not similar at all the three destinations. If we compare the three destinations and the purchase of the handicrafts by the tourists (domestic and foreign) it is observed that although in Jaisalmer and Jodhpur the trend for the purchase of handicrafts is more or less similar, in Bikaner the number of the tourists shopping is less compared to the other two as in the table 4.7. However at all the three destinations the foreign tourists outnumber the domestic tourists in the purchase of handicrafts.
Table 4.7
PURCHASE OF HANDICRAFTS BY THE TOURISTS AT VARIOUS DESTINATIONS

<table>
<thead>
<tr>
<th>Destination Visited</th>
<th>Type of Tourist</th>
<th>Tourists who Purchased the Handicrafts</th>
<th>Tourists who Did Not Purchase the Handicrafts</th>
<th>Total Tourists at Various Destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jaisalmer</td>
<td>Domestic</td>
<td>9</td>
<td>2</td>
<td>11 (100)</td>
</tr>
<tr>
<td></td>
<td>Foreign</td>
<td>35</td>
<td>10</td>
<td>45 (100)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>44</td>
<td>12</td>
<td>56 (100)</td>
</tr>
<tr>
<td>Jodhpur</td>
<td>Domestic</td>
<td>21</td>
<td>9</td>
<td>30 (100)</td>
</tr>
<tr>
<td></td>
<td>Foreign</td>
<td>20</td>
<td>5</td>
<td>25 (100)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>41</td>
<td>14</td>
<td>55 (100)</td>
</tr>
<tr>
<td>Bikaner</td>
<td>Domestic</td>
<td>10</td>
<td>9</td>
<td>19 (100)</td>
</tr>
<tr>
<td></td>
<td>Foreign</td>
<td>24</td>
<td>12</td>
<td>36 (100)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>34</td>
<td>21</td>
<td>55 (100)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Parenthesis represents the percentages of the respective categories

Still, within the three destinations, it was in Jaisalmer (79%) and in Jodhpur (75%) of the tourists who visited the city purchased the handicrafts. Whereas in Bikaner only (62%) of the tourists showed affinity towards buying of products. This can also be because of the shorter length of stay of the tourists at this destination. Visitors coming to Bikaner prefer to stay for one night, which is shorter duration as compared to the other two destinations (table 4.7). The figure 4.2 also gives a graphical representation to the above discussion.

Out of the total 166 respondents, 56 (33.73%) spent 10-30% of their expenditure on the purchase of handicrafts and 43(26%) of the total tourists spent 30-50% of their expenditure. Although the tourists create demand for the local products, still the percentage of them spending almost 50-70% of their total expenditure is very less i.e. only 10 tourists (6%) of the total 166 tourists come under this category. It was found that 8 out of these 10 tourists were on a
business trip, and were in touch with the shopkeepers selling the handicrafts through internet services.

Figure 4.3

PURCHASE OF HANDICRAFTS BY THE TOURISTS

Source: Computed from the data generated by the primary survey

Table 4.8

TOTAL EXPENDITURE INCURRED ON HANDICRAFTS AT DIFFERENT DESTINATIONS

<table>
<thead>
<tr>
<th>Destination Visited</th>
<th>10 to 30% of the Total Expenditure</th>
<th>30 to 50% of the Total Expenditure</th>
<th>50 to 70% of the Total Expenditure</th>
<th>No Spending</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jaisalmer</td>
<td>41.1% (23)</td>
<td>25.6% (11)</td>
<td>20.0% (2)</td>
<td>35.1% (20)</td>
<td>33.7% (56)</td>
</tr>
<tr>
<td>Jodhpur</td>
<td>32.1% (18)</td>
<td>30.2% (13)</td>
<td>80.0% (8)</td>
<td>28.1% (16)</td>
<td>33.1% (55)</td>
</tr>
<tr>
<td>Bikaner</td>
<td>26.8% (15)</td>
<td>44.2% (19)</td>
<td>0.0% (0)</td>
<td>36.8% (21)</td>
<td>33.1% (55)</td>
</tr>
<tr>
<td>Total</td>
<td>100.0% (56)</td>
<td>100.0% (43)</td>
<td>100.0% (10)</td>
<td>100.0% (57)</td>
<td>100.0% (166)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Parenthesis indicate the actual number of respondents/tourists

188
Of the 56 tourists in Jaisalmer 23 (41%) spent 10-30% of their expenditure on buying the handicrafts. Only 11(26%) said they spent 30-50% of their expenses on handicrafts. In Jodhpur, however the number of the tourists spending under both the categories of 10-30% as well as 30-50% on handicrafts is almost same i.e. 32% and 30% respectively. Here the percentage of tourists spending a huge portion of their expenses on handicrafts is much higher. Out of the total 55 tourists interviewed here, 8(14.5%) spend 50-70% of their spending on handicrafts. However none among the interviewed tourists fell under this category in Bikaner. It is clearly visible that maximum tourists spend 10-30% of their expenditure on handicrafts.

**Figure 4.4**

**EXPENDITURE ON HANDICRAFTS BY THE TOURISTS**

![Chart showing expenditure on handicrafts by tourists in various locations.]

Source: Computed from the data generated by the primary survey

The location of the market also becomes very important when tourists visit the city. Jaisalmer market has that locational advantage; it has developed around the main tourist attraction site i.e. the Fort (Sonar Qila). Whereas in Bikaner the
tourist sites lie far from the market area, thus the difference in the purchase of
the products from these three cities is evident.
The figure 4.4 further provides the graphical picture of the tourist’s expenditure
at the various destinations. The 28% of the tourists who did not purchase
handicrafts at any of the three destinations have not been shown in the figure.

4.5 Acquisition of the handicrafts by tourists at all the three destinations

Above discussions gave a glimpse of the trend of tourist arrivals (chapter 3),
their duration of stay at the destinations and finally the demand generated by
them for the local handicrafts. Although it is clear that tourists purchase the
local products spending almost 10-30% of their total expenditure, their source
of acquisition of these products connects them directly to the local population.
The table 4.8 and the figure 4.4 below give a glance of the intricate relationship
between the travel agents, tourist guides, shopkeepers and the artisans.

Table 4.9

<table>
<thead>
<tr>
<th>Source of Purchase of the Products</th>
<th>Identification of the destination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jaisalmer</td>
<td>Jodhpur</td>
</tr>
<tr>
<td>Local shopkeepers</td>
<td>43% (24)</td>
<td>31% (17)</td>
</tr>
<tr>
<td>Shop Your Tourist Guide Showed</td>
<td>23% (13)</td>
<td>18% (10)</td>
</tr>
<tr>
<td>Local Artisans Who Made The Products</td>
<td>9% (5)</td>
<td>13% (7)</td>
</tr>
<tr>
<td>Curio Shop in the hotel</td>
<td>4% (2)</td>
<td>13% (7)</td>
</tr>
<tr>
<td>Did Not Purchase the Handicrafts</td>
<td>21% (12)</td>
<td>26% (14)</td>
</tr>
<tr>
<td>Total</td>
<td>100% (56)</td>
<td>100% (55)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Parenthesis indicate the actual number of tourists/respondents
The above table highlights one of the major problems of the handicraft sector i.e. no or negligible direct contact between the consumers (tourists) and the producers (artisans). The tourists acquire the handicrafts mainly from the local shopkeepers in the market or from particular shops their guides show them. The guides who take tourists or ‘Party’ as they are generally called to definite shops get paid good amount in form of commission. This trend is similar for all the three destinations.

In the selected sample 33% tourists buy handicrafts from the local shopkeepers and 23% buy them from specific shops mentioned by their guides. Only 8% of them make an effort to buy the products from the artisans themselves.

Figure 4.5

**SOURCE OF ACQUISITION OF HANDICRAFTS**

Source: Computed from the data generated by the primary survey
At the three destinations also maximum number of tourists purchased the goods from the local shopkeepers (43% of total 56 tourists in Jaisalmer, 31% in Jodhpur and 25% in Bikaner of total 55 tourists at each of the two destinations). This percentage was followed by the fixed shops to which their tourist guide took them. In Jaisalmer 7%, in Jodhpur 6% and in Bikaner 5% of the total 166 tourists, did their shopping from the shops referred to them by their Guide. Only 14 tourists of the total 166 went personally to purchase the products and meet the local artisans, who actually produced the goods. The number of tourists buying the artifacts from the shops within their hotel premises is also very less 7%. The tourists want to be a usual customer in the city, who pays the average price for the local products. They do not want to pay more prices for any item just because they are the tourists. That is why they shop maximum from the open market shops, where other customers also purchase things. So that they can understand the price of the commodity they are purchasing.

4.6 UNACCOUNTABILITY OF THE HANDICRAFT MERCHANTS AND THE TOURIST’S RESPONSE

Although the policies of the government has been inclined to attract maximum tourists to the destinations (as discussed in chapter 1). Still the visitors coming to these destinations feel being deceived. As discussed earlier in Table 4.5, only (47) 28% tourists did not buy handicrafts among the total 166 respondents. 72% (34) of them did not buy the products because they were not satisfied with the price quoted for the products. During the dialogue with the tourists it was found that not only these 28% tourists were dissatisfied with the
price quoted, but a total of 59% (98) tourists found the prices unsatisfactory. Thus 31% (51) tourists of the 166 were those who purchased the handicrafts in spite of their being discontented with prices quoted. The table 4.10 & 4.11 justifies the aforesaid statements.

Table 4.10

<table>
<thead>
<tr>
<th>OPINION OF THE TOURISTS REGARDING THE PRICE OF THE HANDICRAFTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Tourists Satisfied With the Price Quoted for the Handicrafts</td>
</tr>
<tr>
<td>Tourists Not Satisfied With the Price Quoted for the Handicrafts</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

Among the 60 domestic tourists 53% (32) believed that the shopkeepers at these three destinations quote higher prices than the other big cities because of its status of major tourist attraction site. Domestic tourists can very well compare the prices of the goods in the tourist city and the same at some other city. Whereas, at the same time foreign tourists believe that because of their being foreigner they are asked to pay higher than normal prices.

Table 4.11

<table>
<thead>
<tr>
<th>RATIONALE BEHIND THE UNSATISFACTORY PRICE QUOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quoting Higher Prices From Tourists</td>
</tr>
<tr>
<td>Domestic Tourist</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>26% (16)</td>
</tr>
<tr>
<td>Other Destinations are Charging Lesser Price</td>
</tr>
<tr>
<td>Domestic Tourist</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>53% (32)</td>
</tr>
<tr>
<td>Not Applicable</td>
</tr>
<tr>
<td>Domestic Tourist</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>20% (12)</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Domestic Tourist</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>100% (60)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Thus it becomes important for the government to intervene and develop a system that makes shopkeepers accountable for the goods that they sell to the customers, especially in terms of prices. The worst part of shopping at the tourist destination is; you cannot get your things replaced, because it takes a lot of effort to come back to the same destination just for the purpose of searching the shopkeeper who tricked them. That is what makes tourists skeptical regarding buying expansive goods while on their trip.

While conferring the place of purchase of the handicrafts it was established that the tourists who stayed for longer duration shopped more at a destination. Otherwise their main preference is to visit the city and if the time permits they would shop also. Most of them said that they can shop in Delhi or Jaipur also but they won’t be able to enjoy the culture of this city anywhere else.

4.7 EXPENDITURE PATTERN OF THE TOURISTS AT VARIOUS DESTINATIONS

It has been established many a times that tourists create demand at the tourist sites and this demand ranges from simple consumable things like mineral water to infrastructural facilities of roads, means of transportation, restaurants and accommodation. Not only these visitors create pressure on the Government to generate facilities at these sites the money spent by them also has a trickle down effect, which moves from the tourist sites to the surrounding rural areas. This issue has been dealt with in detail in the next chapter; here we are focusing our study on the expenditure pattern of the tourists at these destinations.

90 While interviewing the tourists these views were expressed by the domestic as well as foreign tourists.
The pattern of expenditure of the tourists on handicrafts has already been discussed at length. What else becomes the major investment for the tourists at the destination they visit? Three sections in which they make their expenditure are the accommodation, tourist sites that they visit (entrance fee) and other investments like transportation within the city, eating out in restaurants and other things of basic needs.

The pattern of expenditure on the same amenities differs for the domestic and foreign tourists. Figure 4.6 and Table 4.12 justify the above statement.

Figure 4.6

EXPENDITURE PATTERN OF DOMESTIC & FOREIGN TOURISTS

Source: Computed from the data generated by the primary survey
If we compare the expenditure on Food/accommodation by the tourists, it is realized that 76% (22) of the tourists spending 10-30% of their expenditure in this category are the domestic tourists. Whereas, 92% (51) tourists spending, 50-70% of their total expenditure on food and accommodation are foreigners. At the same time tourists who spend less that 10% of their total expenditure are only Domestic tourists, who either stay in friend or relatives place or sometimes in very cheap dharamshalas. The table further justifies the statement.

Table 4.12
EXPENDITURE PATTERN OF THE TOURISTS AT THE DESERT TRIANGLE

<table>
<thead>
<tr>
<th>Type of Tourist</th>
<th>Expenditure on Food/Accommodation</th>
<th>Expenditure for Visiting Tourist Sites</th>
<th>Expenditure Other Than the Above Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10 to 30% of Total Expenditure</td>
<td>30 to 50% of Total Expenditure</td>
<td>50 to 70% of Total Expenditure</td>
</tr>
<tr>
<td>Domestic</td>
<td>76% (22)</td>
<td>35% (26)</td>
<td>7% (4)</td>
</tr>
<tr>
<td>Foreign</td>
<td>24% (7)</td>
<td>65% (48)</td>
<td>92% (51)</td>
</tr>
<tr>
<td>Total</td>
<td>100% (29)</td>
<td>100% (74)</td>
<td>100% (55)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>69% (20)</td>
<td>0% (0)</td>
<td>0.00% (0)</td>
</tr>
<tr>
<td>Foreign</td>
<td>31% (9)</td>
<td>100% (54)</td>
<td>100% (42)</td>
</tr>
<tr>
<td>Total</td>
<td>100% (29)</td>
<td>100% (54)</td>
<td>100% (42)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>41% (34)</td>
<td>38% (5)</td>
<td>NA</td>
</tr>
<tr>
<td>Foreign</td>
<td>59% (49)</td>
<td>62% (8)</td>
<td>NA</td>
</tr>
<tr>
<td>Total</td>
<td>100% (83)</td>
<td>100% (13)</td>
<td>NA</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

Maximum expenditure of the foreign tourists goes into Accommodation and food followed by the entrance fees of the monuments. Whereas, the domestic tourists pay least at the tourist sites followed by food/accommodation.
When we compare the expenditure pattern of the tourists at the three destinations the trend is more or less similar to the above discussion. At all the three destinations maximum expenditure is incurred on food and accommodation followed by handicrafts and tourist sites (table 4.13).

Figure 4.7

EXPENDITURE PATTERN OF THE TOURISTS AT ALL THE THREE DESTINATIONS

![Expenditure Pattern Graph]

Source: Computed from the data generated by the primary survey

197
Table 4.13

SPENDINGS OF THE TOURISTS AT THE THREE DESTINATIONS

<table>
<thead>
<tr>
<th>Destination</th>
<th>Tourist Sites</th>
<th>Food/Accommodation</th>
<th>Handicrafts</th>
<th>Other Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jaisalmer</td>
<td>36% (20)</td>
<td>18% (10)</td>
<td>0% (0)</td>
<td>47% (26)</td>
</tr>
<tr>
<td></td>
<td>7% (4)</td>
<td>50% (28)</td>
<td>43% (24)</td>
<td>0% (0)</td>
</tr>
<tr>
<td></td>
<td>41% (23)</td>
<td>20% (11)</td>
<td>4% (2)</td>
<td>36% (20)</td>
</tr>
<tr>
<td></td>
<td>29% (16)</td>
<td>4% (2)</td>
<td></td>
<td>68% (38)</td>
</tr>
<tr>
<td>Jodhpur</td>
<td>20% (11)</td>
<td>16% (9)</td>
<td>0% (0)</td>
<td>64% (35)</td>
</tr>
<tr>
<td></td>
<td>36% (20)</td>
<td>36% (20)</td>
<td>18% (10)</td>
<td>9% (5)</td>
</tr>
<tr>
<td></td>
<td>33% (18)</td>
<td>24% (13)</td>
<td>15% (8)</td>
<td>29% (16)</td>
</tr>
<tr>
<td></td>
<td>38% (21)</td>
<td>4% (2)</td>
<td></td>
<td>58% (32)</td>
</tr>
<tr>
<td>Bikaner</td>
<td>14% (8)</td>
<td>46% (25)</td>
<td>0% (0)</td>
<td>40% (22)</td>
</tr>
<tr>
<td></td>
<td>9% (5)</td>
<td>47% (26)</td>
<td>38% (21)</td>
<td>6% (3)</td>
</tr>
<tr>
<td></td>
<td>84% (46)</td>
<td>16% (9)</td>
<td>0% (0)</td>
<td>0% (0)</td>
</tr>
<tr>
<td></td>
<td>27% (15)</td>
<td>35% (19)</td>
<td>0% (0)</td>
<td>38% (21)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

In Jaisalmer and Jodhpur more or less a similar trend is observed in terms of expenditure, whereas in Bikaner maximum expenditure is done on the things other than the ones mentioned above. However this may be attributed to lack of public transportation system, so visitors are forced to board taxies or the autos. Besides, the state of amenities is also least developed as per the tourists perception at this destination (discussed later in the chapter) which add on to the expenditure of the tourists.
4.8 EVALUATION OF BASIC AMENITIES AT THE DESTINATIONS BY THE TOURISTS AND THE PROBLEMS FACED BY THEM

Tourist arrivals in Rajasthan have increased 13% within one year (2005-06). One of the major considerations of the conservationists is the increasing pressure on the basic infrastructural facilities due to the raise in the tourist arrivals. However another school of thought believes, these visitors bring prosperity as they create demand for the consumable products in the destination visited. Although the debate continues, an attempt was made to evaluate the basic facilities provided at the destination from the tourist’s perspective (Table 4.14).

In terms of facilities for the tourists, 106 (64%), tourists said they were satisfied with the varied facilities provided to them at all of the three destinations. However 60 (36%), respondents had complaints with the services available for the tourists.

Table 4.14

<table>
<thead>
<tr>
<th>Whether satisfied with the facilities at this destination</th>
<th>Jaisalmer</th>
<th>Jodhpur</th>
<th>Bikaner</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>(42.8%)</td>
<td>(78%)</td>
<td>(71%)</td>
<td>39 (64%)</td>
</tr>
<tr>
<td>No</td>
<td>(57.14%)</td>
<td>(22%)</td>
<td>(29%)</td>
<td>16 (36%)</td>
</tr>
<tr>
<td>Total</td>
<td>(100%)</td>
<td>(100%)</td>
<td>(100%)</td>
<td>55 (100%)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey
Figures in parenthesis show the percentages of the total respondents / tourists

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In Jaisalmer out of the 56 tourists only (24) 43% told they were satisfied with the amenities available whereas 57% told they were not pleased with the facilities available here. However the scenario for the other two cities was better than that observed here. In Bikaner, of the 55 respondents, 71% (39) were satisfied with the city’s facilities but at the same time 29% (16) tourists told they weren’t. In Jodhpur the situation was much better as, 78% (43) of the 55 respondents were happy with the amenities the city has to offer.

As Government is trying its level best to attract maximum tourists at these destinations, it becomes essential to understand the problems these tourists face during their trip. Besides the problems of basic amenities, security issue was also discussed with the tourist in detail.

<table>
<thead>
<tr>
<th></th>
<th>Poor quality</th>
<th>Cleanliness</th>
<th>Overcharge from tourists</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>26% (15)</td>
<td>32% (17)</td>
<td>38% (12)</td>
<td>67% (16)</td>
<td>36% (60)</td>
</tr>
<tr>
<td>Foreigner</td>
<td>74% (42)</td>
<td>68% (36)</td>
<td>62% (20)</td>
<td>33% (8)</td>
<td>64% (106)</td>
</tr>
<tr>
<td>Total</td>
<td>100% (57)</td>
<td>100% (53)</td>
<td>100% (32)</td>
<td>100% (24)</td>
<td>100% (166)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

As the above table 4.15 suggests, it was the foreign tourists who had major problems regarding the sanitation, quality of food as well as over charges from the tourists. 34.34% (57) tourists have complained regarding the poor quality of food and water facilities, among these 73.68% (42) were foreign tourists and only 26.32% (15) were Indians. Similarly out of 53 tourists who complained for the problem of cleanliness/sanitation in the city, 68% (36) were foreigners and only 32% (17) were domestic tourists. At the same time the foreign tourists also faced the problem of paying extra for the goods. This is a major problem
which needs to be taken care of especially. As this industry is a hospitality industry, if a tourist visiting a place feels cheated then it becomes difficult to make him/her revisit the destination. The problems registered by the tourists are regarding the basic amenities, if these cannot be resolved then to attract around 1% of the world tourist traffic to India will remain a dream only. The figure 4.8 below gives a graphical representation of the above discussion.

Accommodation sector/hotel industry in the state has been given maximum benefits by the government, to attract huge investments from outsiders. Still the problem of availability of rooms during the peak season (Oct-March) is acute. The table 4.16 discusses the problems faced by the tourists at the three destinations.

**Figure 4.8**

![Bar chart showing problems faced by tourists regarding food and water]

Source: Computed from the data generated by the primary survey

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91 Tourism Policy of Rajasthan, 2001, Ministry of Tourism, Rajasthan
Table 4.16
Problems Faced by the Tourists: Accommodation Facility

<table>
<thead>
<tr>
<th>Nature of Problem</th>
<th>Jaisalmer</th>
<th>Jodhpur</th>
<th>Bikaner</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non Availability of the Desired Hotels</td>
<td>(28)</td>
<td>(15)</td>
<td>(25)</td>
<td>(68)</td>
</tr>
<tr>
<td></td>
<td>41.18%</td>
<td>22%</td>
<td>7%</td>
<td>100%</td>
</tr>
<tr>
<td>Rates of Good hotels are Too High to Afford</td>
<td>(22)</td>
<td>(17)</td>
<td>(27)</td>
<td>(66)</td>
</tr>
<tr>
<td></td>
<td>33.33%</td>
<td>26%</td>
<td>41%</td>
<td>100%</td>
</tr>
<tr>
<td>Lack of Basic Facilities in Hotel</td>
<td>(3)</td>
<td>(2)</td>
<td>(3)</td>
<td>(8)</td>
</tr>
<tr>
<td></td>
<td>37.50%</td>
<td>25%</td>
<td>37%</td>
<td>100%</td>
</tr>
<tr>
<td>Others</td>
<td>(3)</td>
<td>(21)</td>
<td>(0)</td>
<td>(24)</td>
</tr>
<tr>
<td></td>
<td>12.50%</td>
<td>87%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>(56)</td>
<td>(55)</td>
<td>(55)</td>
<td>(166)</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>33%</td>
<td>33%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

While 50% (28) of the tourists visiting Jaisalmer and 45% in Bikaner complained about the non availability of the hotels they wanted to stay into. The situation was a bit better in Jodhpur still 15 out of 55 tourists registered the same complaint. Followed by this one problem was of a very expansive stay at these destinations. Almost 39% of the tourists complained the same. However this was most severe problem in Bikaner as 49% of the 55 tourists were not satisfied with the higher prices of the rooms in hotels.

In Jodhpur, the other problems associated with the accommodation have been registered more in number than any other issue.

As the figure 4.9 shows various problems associated with the accommodation sector. This is the fastest growing and one of the most subsidized sections in the tourism industry in Rajasthan, still the presence of so many complaints is an issue of concern.
Figure 4.9

PROBLEMS FACED BY THE TOURISTS AT VARIOUS DESTINATIONS (ACCOMMODATION)

Source: Computed from the data generated by the primary survey

This problem can be addressed by the Government by introducing paying guest schemes even at the urban centers as well as encouraging hotels which has multi utility. Which could be used as hotels during the peak season and for some other purpose (like training centers for the artisans) in the lean season.

The importance of the connectivity of the tourist centre with other cities has been given due importance in the policies of the Rajasthan Government. However the visitors interviewed have rated the means of transportation within the city as equally important. Besides, the condition of the roads, local means of public conveyance and other issues are of major concern for the tourists comfort, the table 4.17 and the figure 4.10 gives details.

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When inquired about the transportation problems tourists face in these cities, 57 (34%) of the 166 tourists criticized the problem of haggling with the auto drivers at all the three destinations as they had problems with the prices quoted by auto drivers. 54 (32%) complained about bad condition of the roads in the city, 24(14%) tourists had the problem of conveyance to and fro the tourists sites,. However, 31 (18%) tourists had problems with the transportation other than the ones mentioned.

Comparing the problems regarding transportation, faced in the three districts, in Jaisalmer the major difficulty for the tourists was the bad condition of the roads (40% respondent complaint about it) and the high price quoted by the auto drivers. Whereas in Jodhpur 40% of the respondent had problems of transportation other then the mentioned above. The tourists (43% of 166) complained about the bad road condition in Bikaner. On the other hand, 25% tourists had major difficulty in traveling to and from the hotels to the tourist sites in Bikaner.
Thus we can say that both the destinations Bikaner as well as Jaisalmer are having problem of intra-city transportation facility as well as the maintenance of the roads. This may also be due to the unavailability of local public transportation facilities in these cities. The tourist sites are also located very far off from the main cities, which result in high price quoted by the auto drivers.

This problem can easily be tackled by introducing the city tour busses especially for the tourists by the government. So that when there will be a fixed price to be paid to visit the sites then, the visitors won’t feel being cheated in the new city. Besides, few pre-paid booth should also be installed at major tourist sites in all the cities for the convenience of the tourists.
Table 4.18

PROBLEMS FACED BY THE TOURISTS: SANITATION

<table>
<thead>
<tr>
<th></th>
<th>No Facility Near the Tourist Site</th>
<th>Public Toilets are Very Dirty</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jaisalmer</td>
<td>35.71% (20)</td>
<td>64.29% (36)</td>
<td>0.00 (0)</td>
<td>100% (56)</td>
</tr>
<tr>
<td>Jodhpur</td>
<td>43.64% (24)</td>
<td>32.73% (18)</td>
<td>23.64% (13)</td>
<td>100% (55)</td>
</tr>
<tr>
<td>Bikaner</td>
<td>0% (0)</td>
<td>56.36% (31)</td>
<td>43.64% (24)</td>
<td>100% (55)</td>
</tr>
<tr>
<td>Total</td>
<td>26.5% (44)</td>
<td>51.20% (85)</td>
<td>22.29% (37)</td>
<td>100% (166)</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

The above table 4.18 suggests that step needs to be taken to overcome this problem of availability of sanitation facilities for the tourists. This is one of the most basic facilities that any city can offer to its visitors, especially the ones who do not prefer staying overnight to make their trip economical. Of the total 51% tourists complained about the poor condition of public utilities available at the tourists sites. 26% even criticized the absence of basic sanitation facilities at the tourist sites visited. Sometimes these sites are very far away from the habitation, under such circumstances it becomes essential to take an initiative to provide the basic infrastructural facilities for the visitors.

The figure 4.11 provides a graphical representation of the above table, and it is obvious that the problem is more pronounced in the Jaisalmer district followed by Jodhpur and Bikaner. Within the last few years there have been incidences with the tourists that prove them to be most vulnerable targets for loot and killings. Although the Rajasthan Government has come up with the idea of Tourist Police, still its presence could hardly be felt at the various tourist sites in all the three destinations.
On being asked about their opinion on the security of the visitors to a completely new city, the domestic tourist seemed more confident than the foreign tourists. The table 4.19 gives a detailed version of the concept of security among the tourists.

### Table 4.19

**OPINION OF THE TOURISTS ON THE ISSUE OF SECURITY**

<table>
<thead>
<tr>
<th></th>
<th>Indian Tourists</th>
<th>Foreign Tourists</th>
<th>Total Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tourists who feel secure at a destination as a tourist</td>
<td>(42) 70%</td>
<td>(49) 46%</td>
<td>(91) 54.8%</td>
</tr>
<tr>
<td>Number of tourists who do not feel secure at a destination as a tourist</td>
<td>(18) 30%</td>
<td>(57) 54%</td>
<td>(75) 45.2%</td>
</tr>
<tr>
<td>Total</td>
<td>(60) 100%</td>
<td>(106) 100%</td>
<td>(166) 100%</td>
</tr>
</tbody>
</table>

Figures in parenthesis represent absolute number of the respondents
Source:Computed from the data generated by the primary survey
Of the total Indian tourists (60), 70% said that they felt safe roaming in the new city as a tourist, whereas 30% said they were skeptical and did not feel safe. Out of the 106 foreign tourists, 49 (46%) said they felt safe roaming around as a tourist and 57 (54%) said they felt unsafe. Of the total 166 tourists interviewed, 91 (55%) felt safe and 75 (45%) felt it was not safe to roam as a tourist in any unknown city.

Table 4.20

<table>
<thead>
<tr>
<th>Reason for the feeling of insecurity</th>
<th>Number of respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heard about such incidents happening to other tourists</td>
<td>51</td>
<td>30.72</td>
</tr>
<tr>
<td>Warned about it by your friends and relatives</td>
<td>21</td>
<td>12.66</td>
</tr>
<tr>
<td>Witnessed such incident yourself</td>
<td>1</td>
<td>0.60</td>
</tr>
<tr>
<td>Other reasons</td>
<td>2</td>
<td>1.20</td>
</tr>
<tr>
<td>Ones who feel safe</td>
<td>91</td>
<td>54.82</td>
</tr>
<tr>
<td>Total</td>
<td>166</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Computed from the data generated by the primary survey

The reasons given by the tourists for feeling unsafe were varied. 30% of the respondents, who felt unsafe, said that they have heard of several bad incidences happening with the tourists in the city. Whereas 12% said they were warned by their friends and relatives. It was only one (0.6%) of all the 166 tourists, who has personally witnessed any such terrorizing incident herself. Thus we can say media is a very important instrument in spreading the information about a region. People believe what media confirms; hence it plays a major role in establishing region’s image. Besides this, people are more afraid of roaming around because they do not know the routes to be followed, and because of this they might fall prey to the anti social elements in the city.
While evaluating various facilities at the three destinations, tourists have found Jodhpur as best place for shopping and the railway facility over here has been graded to be average by most of the tourists. In Jaisalmer most of the tourists have found the tourist attraction sites to be best among the three destinations. However at Bikaner all the facilities discussed i.e. the railways, shopping facility and the tourists’ attraction and accommodation were praised as well as criticized equally by the tourists who visited these sites.
Thus in the end we can conclude that in spite of governments efforts to attract private investments for the development of the infrastructure facilities (Tourism Policy, Rajasthan 2001), tourists visiting these destinations face several problems. One of the major problems faced by them was the availability of the hotels in the peak season. Most of the foreign tourists said they planned their tour an year before and still it was just three days before departure they got the accommodation confirmed. There is a great stress on the accommodation availability. For example in 2005 Jaisalmer received as many as 26,000 foreign tourists and 20,000 domestic tourists in the month of October. If the number of arrivals and the number of beds (4,814) available in the 120 hotels in Jaisalmer are compared, the ratio was found to be extremely inadequate\textsuperscript{92}. The chi square test also reveals that there is no association between the level of satisfaction of the tourists and the services available at a destination (the chi square value is 0.867 at the .05\% level and is insignificant). This clearly shows the increasing pressure on the services available for the tourists especially the infrastructural facilities. Thus while concluding we can say that government should emphasize more on the development of basic infrastructural facilities instead of stressing on inviting more and more tourists at these destinations. The basic facilities like good drinking water, local transportation, sanitation and above all comfortable and accountable accommodation should be available for all the tourists coming to these destinations.

\textsuperscript{92} Primary survey information gathered from the Tourist Reception Centre, Jaisalmer
destinations. Large number of the tourists has complained of unavailability of desired hotels and also their price seemed to them to be quiet high.

It has been proved aptly that these incoming visitors create demand for the infrastructural facilities, consumable goods as well as the local handicrafts. 72% of the tourists interviewed have purchased the handicrafts from these destinations. A high degree of association was observed between the purchase of handicrafts by the tourists and the availability of desired products at the three destinations ($\chi = 31.23$ at .05% level of significance) (Appendix V). They have played a crucial role in transforming the status of these artifacts from that of items of household to the international markets and the artisans are also producing the goods that are desired by the tourists. This shows the direct influence of the tourist arrivals on the handicraft production. Thus the demand of the products by these tourists creates opportunities for the rural population which in turn empowers them.

After discussing the needs of the tourists, their expectations and their experiences at the three destinations, now it is the turn of the host population. What benefits these visitors bring with them. Does this tourist introduce prosperity in the homes of the local people? Or their contribution is limited only to the few English or French words. The next chapter deals with the impact of the short visits of these tourists on the host population day to day life. It discusses at length the new opportunities generated in their locality because of tourism.