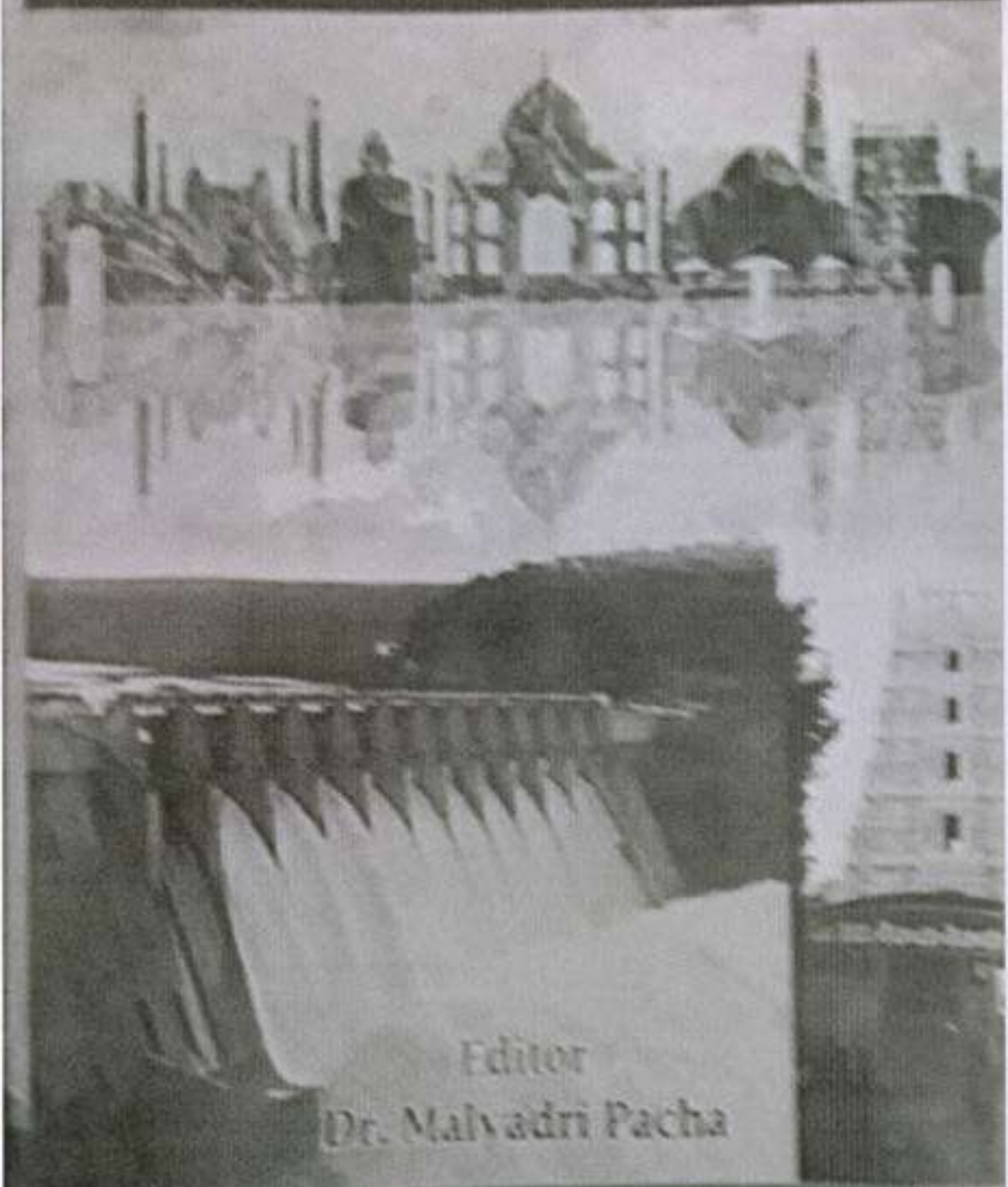


Challenges and Opportunities of Indian Tourism



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SL.No.	Title of the Paper	Page No.
13.	Growth and Performance of Tourism Sector in India - <i>B. Nagalaxmi</i>	54
14.	Impact of Foreign Tourism Arrivals and Foreign Exchange Earnings on Gross Domestic Production: A Regression Analysis from India - <i>DR. Sanjay Joshi, DR. Gunjan Shah & MR. Manish Pathak</i>	58
15.	Cultural, Heritage Tourism as a tool for socio-economic development in India - A Special Reference to Odisha - <i>Dr.B Swajan</i>	66
16.	Tourists' Satisfaction in Jaipur City - An Analytical Study - <i>Dr. Surabhi Sharma & Manish Kumar Sharma</i>	70
17.	Emotional, Intelligence & Wildlife Tourism - An insight - <i>Ms.Jivita & Dr. S. Poongavanam</i>	75
18.	Wildlife Tourism: Gift or Curse - <i>T.Ramakrishnudu & E.V.Bhaskar Reddy</i>	78
19.	Tourism and Development Coast of India - <i>Dr.S.Ramachandran & Mr.A.Thileepan</i>	81
20.	Role of Tourism Industry in India's Economic Development - <i>B. Rajeswar Reddy</i>	85
21.	Potentiality of Telangana Cultural Tourism - <i>Dr. L. Indira Devi</i>	90
22.	Growth and Performance of Tourism Industry in India - <i>Dr. G.Tirumalaiah</i>	94
23.	Indian Tourism & Incredible India - <i>Dr.V.D.Santosh Kumar & Dr.P.Malyadri</i>	99
24.	Role of Ecotourism in Sustainable Development - <i>T.S. Rajendra Kumar</i>	103
25.	Role of Travel agents in the promotion of Tourism - <i>DR. B. Sakunthala & P. Revathi Reddy</i>	106
26.	Tribal Tourism Circuit - Jayashankar Bhupalapally District- Telangana state - <i>Dr. B. Somulu</i>	109
27.	Economic Impact of Tourism in India - <i>S. Vidya Sagar</i>	113
28.	The wonder of Visakhpatanm - An Incredible - <i>Dr. Ganesh Lekkala</i>	117

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Tourists' Satisfaction in Jaipur City - An Analytical Study

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Abstract

In India, Tourism creates huge employment opportunities and provides equitable distribution of wealth to local community. Hence, it is significance role-play in economic development and employment generation. Planned by Vajradhar Bhattacharya, Jaipur holds the distinction of being the first planned city of India. Renowned globally for its coloured gems, the capital city of Rajasthan combines the allure of its ancient history with all the advantages of a metropolis. The bustling modern city is one of the three corners of the golden triangle that includes Delhi, Agra and Jaipur. For the present study, total sample was taken as 200 tourists out of which majority of tourists were male. This study is to highlight the reasons which attracts the tourist destination and also focus on tourist's satisfaction regarding various parameters such as hospitality, heritage, life style, Culture, Infrastructure, stay experience at tourist place, behavior & nature of public in Jaipur city. It was found that the main attraction of tourist was Culture, Heritage/Monuments/ palaces in Jaipur city.

Keywords: - Hospitality, Heritage, Life Style, Culture, Infrastructure, Stay Experience

Introduction

India is a land of endless fascination. Tourism is one of the world's fastest and growing industries as well as the major source of foreign exchange and employment generation. Tourism in India is emerged most booming industry. The reason is that India is glowing in the information Technology industry and has become the IT center and aggressive advertising campaign "Incredible India" by the Govt. has also had in changing India's image from that of a land of snake charmers and sparking new interest among foreign travelers. "Atithi Devo Bhava" (Guest is God) has been the tradition of India. India has great tourism potentials for it is our unique diversification of cultural and natural attractions which contribute the resources for this industry. By 2025, foreign tourist arrivals in India are expected to reach 15.3 million, according to the World Tourism Organization.

Rajasthan means 'Land of Royalty'. Twenty two princely states where Their Rajput Majesties had held sway were merged together at Independence to form the modern state of Rajasthan. Rajasthan happens to be the largest state of India with an area of 3.42 lakh sq. km. which boasts of

being the only desert of the Sub-continent, namely the Great Indian Desert in combination with the Aravali mountain range. Situated in the northwestern part of the Indian subcontinent (23 39' and 30 11' North latitude and 69 29' and 78 17' East longitude), Rajasthan is bordered on the west and northwest by Pakistan, on the north and northeast by the Indian states of Haryana Punjab, and Uttar Pradesh, on the east and southeast by Madhya Pradesh and Uttar Pradesh and on the southwest by the state of Gujarat. The enchanting sound of 'padhara mile dekh' or 'welcome to my country' reverberates through this land of chivalry and romance. It is just not a welcome call or a greeting, but, is the spirit of Rajasthanal culture where a guest is considered next only to the God and even enemies are given due regard on this soil. It is indeed a land of paradoxes and has an unusual diversity in all its forms- people, customs, culture, costumes, music, manners, dialects, cuisine, and physiography. The state is known for the chivalry of its rulers; the palaces as evidence of the royalty that reigned for centuries. Rajasthan is also known as the abode of the kings, that is, Rajasthan (place). One can still get a revisiting experience and the royal treatment through the many heritage hotels in the State and the Palace of 'Wheels'- the best luxury train in the world.

Review of literature

Chand and Dahiya (2014) proposed a conceptual framework to investigate the impact of tourists' perceived service quality, on satisfaction and loyalty. To test the conceptual framework, structural equation modeling (SEM) has been used to analyse the data collected from 558 tourists visiting in India. The results of the study indicate that tourist satisfaction is significantly and positively related to loyalty. Tourist satisfaction has found to be an important mediator between perceived service quality and tourist loyalty.

Bagri and Kala (2015) investigated tourists' satisfaction by inspecting the association between destination characteristics significance and performance at spiritual and adventure tourist destination Trijuginarayan, situated in Garhwal Himalaya in Uttarakhand. They revealed that traits related to spiritual and cultural tourism nature, atmosphere and weather, a variety of tourist activities, hospitality and safety are important aspects in defining tourist satisfaction, whereas basic facilities such as accommodation, transportation, tourism infrastructure and hygiene and cleanliness at destination are of significant prominence in tourists' satisfaction assessment. They found that the core products delivered positive magnitude of satisfaction to the tourists while basic tourists' amenities failed to deliver positive magnitude of satisfaction which caused dissatisfaction with them. They suggested tourism stakeholders to develop effective strategies for steady development and to enhance destination performance for positive magnitude of tourists' satisfaction.

Chand and Kaule (2016) examined the magnitude of tourist's satisfaction transversely with particular nationality features using both quantitative and qualitative research methods. They discovered that the tourists had higher expectations than perceived magnitude of satisfaction in all groups of variables and tourists perceived poor performance values which caused somehow dissatisfaction with them. They found that demographic aspects such as gender and age had no influence on the magnitude of satisfaction whereas the nationality of tourists had impact on the level of satisfaction. They described also that the performance value of various amenities at Indian destinations had the highest impact on tourists' behavior intentions for future trips.

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