



TOURISM IN JAIPUR: A STUDY OF GOVERNMENT POLICIES AND TOURIST SATISFACTION

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Abstract-

Rajasthan is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological wonders and rare wild life. The forts and palaces, heritage hotels, colorful fairs and festivals, local art and handicrafts has been a unique selling proposition for tourists coming to the state. A study of tourist satisfaction plays an important role in marketing and promoting tourism. This paper established a link between customer satisfaction and service quality to motivate visitors to return to Jaipur, which was recently designated as a World Heritage Site. As a result, consumer judgment of quality should be given top priority, and hosts should respect their decision regarding the quality of service. To generate findings, a quantitative study with 162 questionnaire responses was conducted. The study's findings revealed that constructs such as destination facilities, destination attractiveness, price affordability, and staff behavior directly contribute to tourist satisfaction and their intention to return to the site. This paper also highlights the government initiative to promote tourism industry. The focus of this research is on the city of Jaipur

Keywords: Tourism, tourist satisfaction, government, Jaipur, policy, Service Quality

Introduction-

Rajasthan has a number of culture tourism destinations, including the famous pink city of 'Jaipur,' which is rich in handicraft, fairs, folk dances, music forts, palaces, museums, and

people of various religions. It is an enthralling and unforgettable experience for everyone. India is also a tourist destination with a unique blend of modernity and traditional hospitality. Jaipur has experienced phenomenal growth as a result of its abundant cultural resources and is positioned to become the ultimate destination for culture tourism.

The Rajasthan government and the private sector are both working to develop the tourism sector. In Rajasthan, the Department of Tourism primarily focuses on discovering new places, planning and developing new areas, as well as engaging in promotional and motivating activities to advance the tourism industry. In a similar vein, the private sector creates jobs by making investments in already developed and future potential areas. All of these initiatives raise societal income levels and promote economic expansion. However, it has been noted that Rajasthan's tourism industry's potential has not been fully realized as it should have been

Tourist Satisfaction-

Tourist satisfaction is determined by various factors such as overall satisfaction, performance, tourist expectation, and positive recommendation. Tourist satisfaction can be obtained by constructing a destination image, and destination competitiveness can be ensured by organizing interactions with tourists. Tourist satisfaction is also demonstrated by positive or negative recommendations about the destination. This paper demonstrates the significance of the tourism industry in economic development and in today's business environment.

Review of Literature-

Muhammad Sabbir Rahman, Hasliza Hassan, Aahad Osman-Gani, Fadi Abdel Muniem Abdel Fattah, Md. Aftab Anwar, (2017) contributes to the growing literature on education travel destination, where the researchers investigated the role of tourist satisfaction by using perception and perceived service quality towards their intention to visit a destination for education tourism.

Tz-Li Wang, Phuong Thi Kim Tran, and Vinh Trung Tran (2017) seek to identify tourist demographic characteristics such as gender and visit frequency, as well as other factors that influence tourist satisfaction and word of mouth about tourist destinations. He observes from the study that destination perceived quality has significant, positive and direct effect on tourist satisfaction.

Paper titled "Factors affecting European tourists' satisfaction in Nha Trang city: perceptions of destination quality", by Cong Chi Le, Dam Xuan Dong, (2017) reveals that, the composition of the destination quality such as accommodation, food services, the retail

and souvenir shops and destination attractions has a great impact on domestic tourist's satisfaction. As well as the other factor like friendliness and hospitality also plays a major role in tourist satisfaction.

Objectives of the study-

The main objectives of the research includes-

- To find out the Tourist Level of Satisfaction in the context of Rajasthan.
- To examine the initiative taken by Rajasthan government to promote tourism.

Methodology-

In this study primary data is used for the research which is collected virtually through google forms, with 162 questionnaire responses was conducted. The secondary data is collected from books, magazines, newspaper, articles, various journals and websites etc. Common sources of secondary data include information collected by government departments, organisational records etc.

Data Analysis and Interpretations

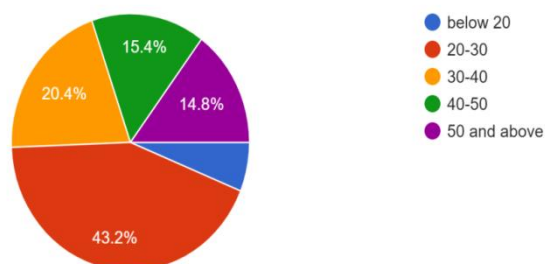
The finding of the study encompasses a detailed questionnaire that has been administered to a sample of one hundred sixty respondents .

(A)- General information

TABLE 1 GENDER OF TOURIST

S.NO.	GENDER	RESPONDENTS	TOTAL PERCENTAGE
1	Male	126	77.8%
2	Female	36	22.2%
	GRAND TOTAL	162	100%

Age Group
162 responses



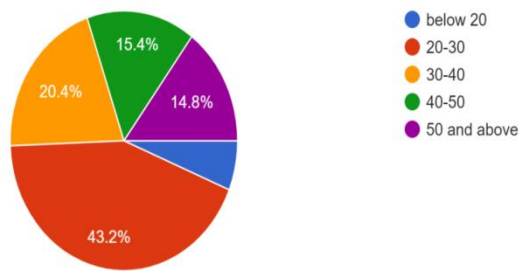
Interpretation-

Out of 162 respondents who were distributed questionnaire, 126 were male and 36 were female tourists.

TABLE 2- AGE GROUPE OF TOURISTS

S.NO.	AGE GROUP	RESPONDENT	TOTAL PERCENTAGE
1	BELOW 20	10	6.2%
2	20-30	70	43.2%
3	30-40	33	20.4%
4	40-50	25	15.4%
5	50 AND ABOVE	24	14.8%
	GRAND TOTAL	162	100%

Age Group
162 responses

**Interpretation-**

The above mentioned table and chart revealed that majority of tourists are in age group between 20-30 years which include young couple and students. Tourist above 50 traveled for leisure or medical purpose. And below 20 are mostly young children.

TABLE 3- MARITAL STATUS OF TOURISTS

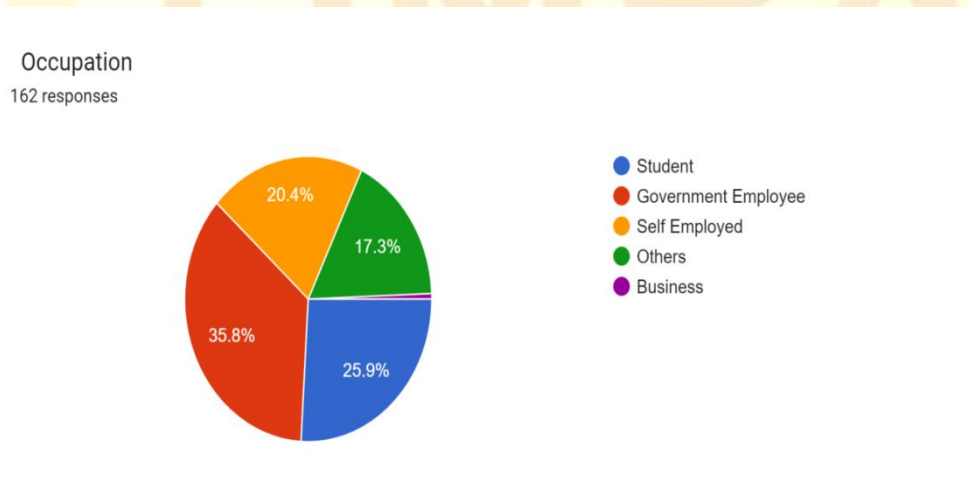
S.NO.	MARITAL STATUS	RESPONDENT	TOTAL PERCENTSAGE
1	MARRIED	110	67.90%
2	UNMARRIAD	52	32.1%
	GRAND TOTAL	162	100%

Interpretation-

The Table No. 3 discloses information pertaining with 'marital status of tourists'. It is observed that 32.1 % of tourists were unmarried who were young, small children or single individuals and 67.90 % of them were married who were travelling with their spouse or other family members and friends.

TABLE 4- OCCUPATION OF TOURISTS

S.NO.	OCCUPSTION OF TOURISTS	RESPONDENTS	TOTAL PERCENTAGE
1	STUDENT	42	25.9%
2	GOVERNMENT EMPLOYEE	58	35.8%
3	SELF EMPLOYED	33	20.4%
4	BUSINESS	1	0.6%
5	OTHER	28	17.3%
	GRAND TOTAL	162	100%

**Interpretation-**

The aforesaid table and chart represents data in relation with 'occupation of tourists'. From overall 162 respondents, 35.8% of them were employed in government sector and 20.4% of them were self employed. Rest of them were independently having their business and

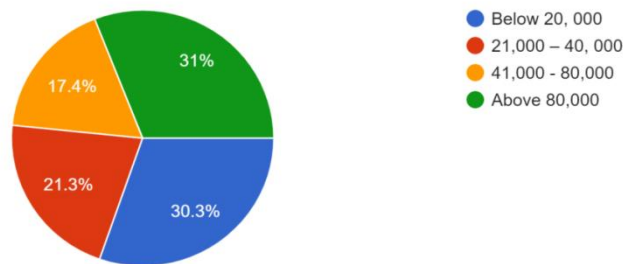
under 'other' category individuals comprises professionals such as doctors, lawyers, CAs, franchise owners, contractors, retired employees and seasonal workers, etc.

TABLE 5- MONTHLY INCOME OF TOURISTS

S.NO.	MONTHLY INCOME	RESPONDENTS	TOTAL PERCENTAGE
1	BELOW 20,000	47	30.3%
2	21,000-40,000	33	21.3%
3	41,000-80,000	27	17.4%
4	ABOVE 81,000	48	31%
	GRAND TOTAL	162	100%

Monthly Income

155 responses



Interpretation-

'Monthly income of tourists' implied 4 categories; below 20, 000 rupees were children or individuals having small amount of earnings. 31% of them has higher income then 80,000 , which includes businessmen, self employed individuals who traveled for leisure and relaxation. Monthly income is the biggest factor which effect tourism. People with higher monthly income travel more in comparison to lower income.

(B) Questions Regarding Your Jaipur Tour

TABLE 6- PURPOSE OF TOURISM

S.NO.	POURPOSE OF TOURISM	RESPONDENT	TOTAL PERCENTAGE
1	REST AND RELAXATION	31	19.1%
2	BUSINESS, CONFERENCE, SEMINAR/EDUCATION PURPOSE	26	16%
3	HISTORICAL/CULTURAL/RELIGIOUS PURPOSE	49	30.2%
4	HEALTH/MEDICAL	12	7.4%
5	MULTIPLE PURPOSE	44	27.3%
	GRAND TOTAL	162	100%

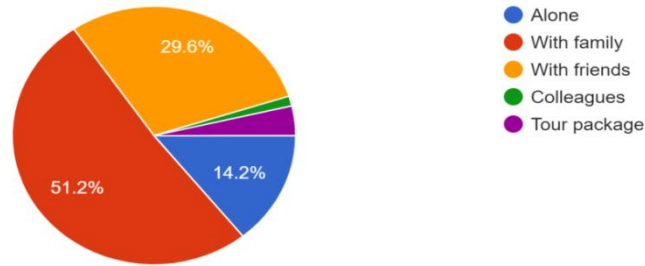
Interpretation-

When questioned for 'prime reason for tourism', tourists displayed myriad of reason for visiting Jaipur such as for attending marriage & other ceremonial rites or event occasion along with Jaipur tour, part of excursion tour, visiting festival or fair or to attend some relative hospitalized, etc. that's why 27.3% of the tourist were traveled for multiple purpose. 30.2% tourist traveled for historical and cultural reason, which includes students and couples.

TABLE 7- STYLE OF TRAVEL

S.NO.	STYLE OF TRAVEL	RESPONDENTS	TOTAL PERCENTAGE
1	ALONE	23	14.2%
2	WITH FAMILY	83	51.2%
3	WITH FRIENDS	48	29.6%
4	COLLEAGUES	2	1.2%
5	TOUR PACKAGE	6	3.7%
	GRAND TOTAL	162	100%

Travelling Style
162 responses



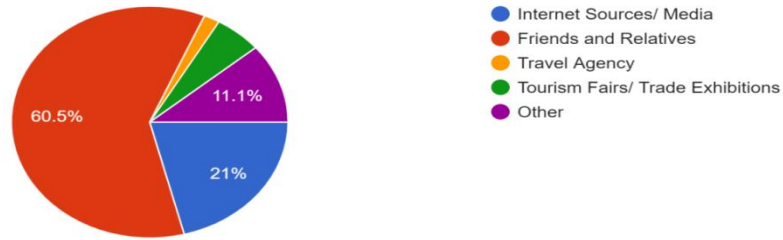
Interpretation-

Aforementioned table and chart explained information in relation with 'style of travel'. tourists primarily travel 'single' or at the most with immediate 'family members or friend'. 51.2% tourist were traveled with family and 14.2% were traveled alone most of them were students. In India people do not prefer tour packages in domestic travel but for international trips they do prefer tour packages.

TABLE 8- SOURCE OF DESTINATION INFORMETION

S.NO.	SOURCE OF DESTINATION INFORMETION	RESPONDENTS	TOTAL PERCENTAGE
1	INTERNET/MEDIA	34	21%
2	FRIENDS/RELATIVES	98	60.5
3	TRAVEL AGENCY	3	1.9%
4	TOURISM FAIRS/TRADE EXHIBITIONS	9	5.6%
5	OTHERS	18	11.1%
	GRAND TOTAL	162	100%

From where did you hear about this tourist destination?
162 responses



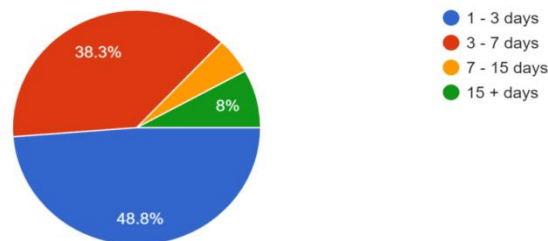
Interpretation-

Under ‘source of destination information’ tourist were very much alert and pro-active in using internet and media understanding. 21% of them used internet and social media for information. Still some of them opined that information on Jaipur tourism was conveyed to them through travel agents and friends. For 60.5% of tourists source of tourism destination information was friends/ relatives. Other source of information were website advertisement, media sources, display of tourism ads in trade fairs, local fairs, etc. after covid pandemic people mostly relay on social media and internet rather then travel agency or local fairs.

TABLE 9- DURATION OF STAY

S.NO.	DURATION OF STAY	RESPONDENTS	TOTAL PERCENTAGE
1	1-3 DAYS	79	48.8%
2	3-7 DAYS	62	38.3%
3	7-15 DAYS	8	4.9%
4	15+ DAYS	13	8%
	GRAND TOTAL	162	100%

What is the duration of your stay?
162 responses



Interpretation-

48.8% tourists just stayed 1-3 days in jaipur while expressing their 'duration of stay'. Only few of them stayed more than 15 days who was involved in some sort of mission or education work or some project to accomplish whereby tourism is a part of their stay. Most of the tourist stayed between 1-7 days which is enough to travel jaipur.

TABLE 10- MODE OF TRANSPORTATION

S.NO.	MODE OF TRANSPORTATION	RESPONDENTS	TOTAL PERCENTAGE
1	PERSONAL VEHICLE	92	56.7%
2	PUBLIC TRANSPORT	66	40.7%
3	AIRPLANE	4	2.5%
4	OTHERS	0	0
	GRAND TOTAL	162	100

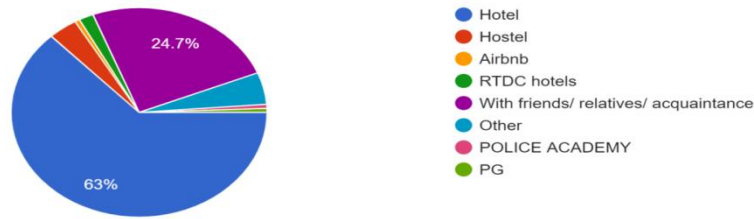
Interpretation-

Above table furnishes details for 'mode of transport'. Tourists choose their 'personal vehicle' or public transport services such as railways or State operated roadways. Under 'other' category medium of transportation for visiting and site-seeing was shared auto, local taxi, cycle rickshaw, etc. 56.7% tourist choose personal vehicle and no one choose other option.

TABLE 11- PREFERENCE OF STAY

S.NO.	PREFERENCE OF STAY	RESPONDENTS	TOTAL PERCENTAGE
1	HOTEL	102	63%
2	FRIENDS/RELATIVES	40	24.7%
3	HOSTEL	6	3.7%
4	RTDC HOTEL	3	1.9%
5	AIRBNB	1	0.6%
6	OTHER	10	6.1%
	GRAND TOTAL	162	100

Preference for your stay during visit
162 responses



Interpretation-

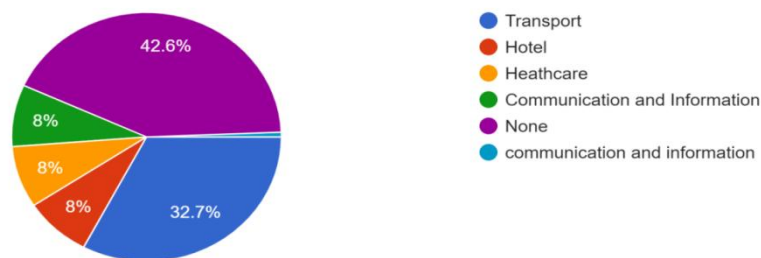
In terms of "preference of stay during tour visit," 63% of visitors chose a "star category hotel" that was accessible and affordable. Other travelers had a variety of lodging options, including staying with family and friends, in a lodge or hostel, a cheaper category of hotels, etc. Dharmshala lodging, railroad rest rooms, rented lodging for domestic tourists, camping out especially for foreign visitors, etc. are examples of "other sources."

(C) Tourist Experience Regarding Tour

TABLE 12- HARDSHIP FACED IN TOURIST INFRASTRUCTURE

S.NO.	HARDSHIP FACED IN TOURIST INFRASTRUCTURE	RESPONDENTS	TOTAL PERCENTAGE
1	TRANSPORT	53	32.7%
2	HOTEL	13	8%
3	HEALTHCARE	13	8%
4	COMMUNICATION AND INFORMATION	14	8.7%
5	NONE	69	42.6%
	GRAND TOTAL	162	100

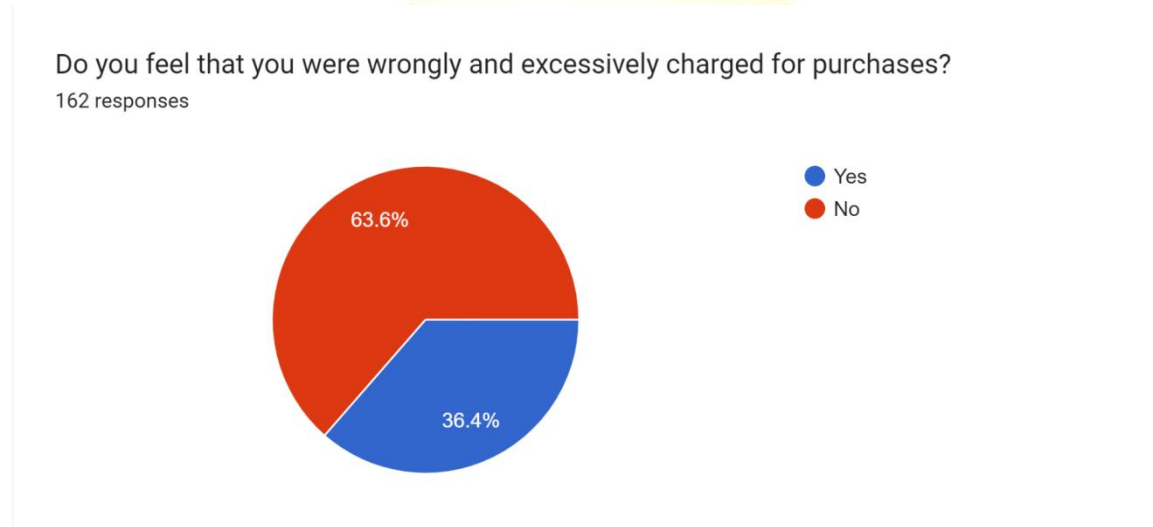
In which part of the tourist infrastructure in Jaipur did you face maximum hardship?
162 responses



Interpretation-

According to above table most of the tourists faced hardship in transport infrastructure. 42.6% tourist not faced any hardship while travelling Jaipur. 32.7% tourist faced hardship in communication and information.

TABLE 13 - WRONGLY AND EXCESSIVELY CHARGED

**Interpretation-**

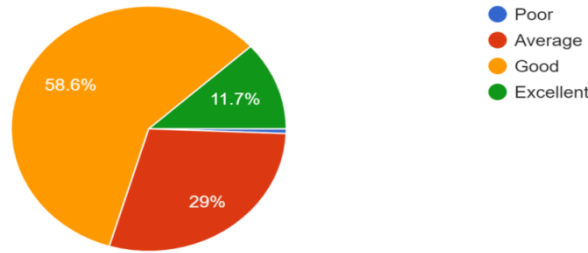
While travelling Jaipur 63.6% tourist do not feel that they were wrongly or excessively charged. 36.4% tourist felt they were overcharged for their purchases. Tourists were overcharged while shopping in old city market. Private vehicle like auto rickshaw and taxi overcharge tourists in the city.

TABLE 14- EXPERIENCE REGARDING STAY AND SERVICES

S.NO.	EXPERIENCE REGARDING STAY AND SERVICES	RESPONDENTS	TOTAL PERCANTAGE
1	POOR	1	0.6%
2	AVERAGE	47	29%
3	GOOD	95	58.6%
4	EXCELLENT	19	11.7%
	GRAND TOTAL	162	100%

Express your experience regarding your stay at RtdcHotel/hotel/hostel/Airbnb and other various services.

162 responses



Interpretation-

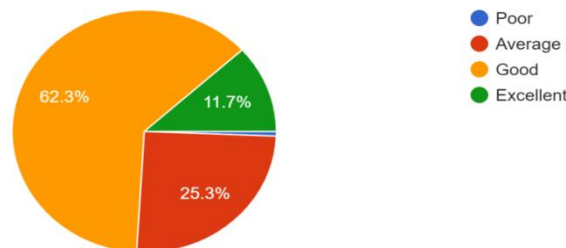
A mix reaction was generated by tourist when they were asked whether their ‘overall staying experience’ to them. 58.6% tourist found everything good and 11.7% tourist found excellent. It is easy to search hotels, hostels, airbnb in Jaipur as lots of competitive options are available.

TABLE 15- EXPERIENCE REGARDING FOOD/BAR/CAFETERIA

S.NO.	EXPERIENCE REGARDING FOOD /BAR/CAFETERIA	RESPONDENTS	TOTAL PERCANTAGE
1	POOR	1	0.6%
2	AVERAGE	41	25.3%
3	GOOD	101	62.3%
4	EXCELLENT	19	11.7%

Express your opinion on food, cafeteria or bar services provided by hotel/hostel/Airbnb/other.

162 responses



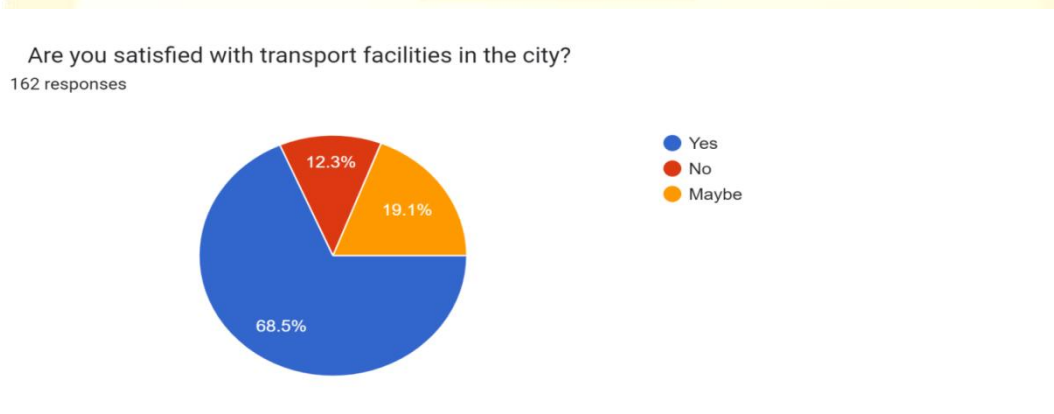
GRAND TOTAL	162	100%
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Interpretation-

When opinion over food/bar/cafeteria asked 62.3% said good, 25.3% stated average and 11.7% said excellent. On the other hand, only 0.6% said poor to food/bar. It totally shows how rich the food in Jaipur. Rajasthani food culture is something people try most when they visit and as per our survey people love it.

TABLE 15- SATISFICATION REGARDING TRANSPORT FACILITY

S.NO.	SATISFICATION REGARDING TRANSPORT FACILITY	RESPONDENTS	TOTAL PERCANTAGE
1	YES	111	68.5%
2	NO	20	12.3%
3	MAYBE	31	19.1%
	GRAND TOTAL	162	100%

**Interpretation-**

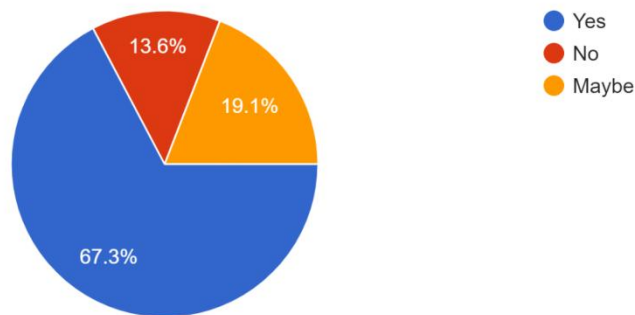
When asked about satisfaction with transport facilities 68.5% people said yes, 19.1% said maybe and 12.3% said no. We found most of the people are satisfied and found transport services in Jaipur convenient.

TABLE 16- SATISFICATION WITH CLEANLINESS AND HYGIENE AT TOURIST PLACES

S.NO.	SATISFICATION WITH CLEANLINESS AND HYGIENE	RESPONDENTS	TOTAL PERCANTAGE
1	YES	109	67.3%
2	MAYBE	31	19.1%
3	NO	22	13.6%
	GRAND TOTAL	162	100%

Are you satisfied with the cleanness and hygiene at tourist places?

162 responses



Interpretation-

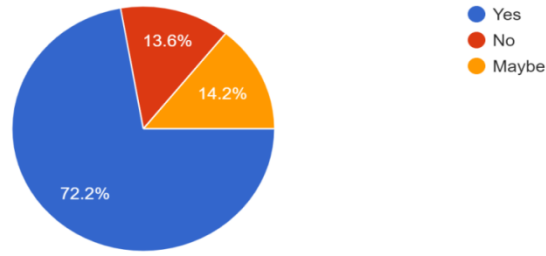
Majority of people found cleanliness and hygiene at tourist places as 67.3% found clean, 19.1% people said may be and 13.5% find problem in cleanliness. Government need to take care of some corners where people spit and fine should be imposed on them.

TABLE 17- SATISFICATION WITH THE QUALITY OF THE INFORMATION AVAILABLE RELATED TO TOURIST PLACES AND TRANSPORT

S.NO.	SATISFICATION WITH INFORMATION	RESPONDENTS	TOTAL PERCANTAGE
1	YES	117	72.2%
2	MAYBE	23	14.2%
3	NO	22	13.6%
	GRAND TOTAL	162	100%

Are you satisfied with the quality of the information available related to tourist places and transport?

162 responses



Interpretation-

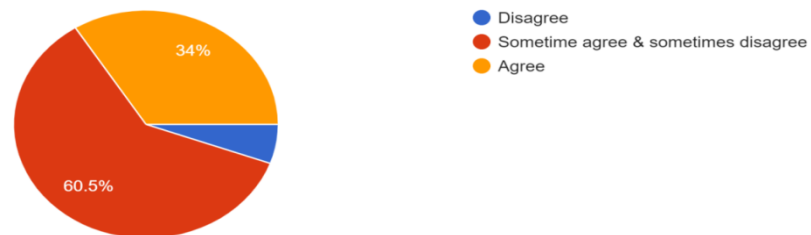
Most of the people are satisfied with the information provided related to tourist places and transport and they comprise 72.2%. 13.6% people dissatisfied and want quality of information need to be improved.

TABLE 18- AGREEING WITH THE MARKETING PROMOTIONAL S STRATEGIES FOR TOURISM DEVELOPMENT

S.NO.	AGREEING WITH MARKETING STRATEGIES	RESPONDENTS	TOTAL PERCANTAGE
1	AGREE	55	34%
2	DISAGREE	9	5.6%
3	SOMETIMES AGREE SOMETIMES DISAGREE	98	60.5%
	GRAND TOTAL	162	100%

Do you agree with the marketing promotional strategies which are needed for tourism development following by state government?

162 responses



Interpretation-

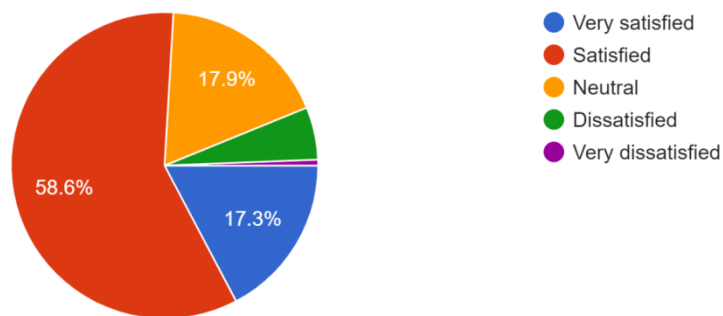
Mixed reaction of people we got when asked about their agreeing over marketing promotional strategies for tourism development by state government. 60.5% people sometimes agree and sometimes disagree, it states state government need to do more in marketing field to enhance tourism development.

TABLE 18- OVERALL EXPERIENCE AND SATISFICATION LEVEL WITH HOSPITALITY AND SERVICES PROVIDED BY THE GOVERNMENT

S.NO.	OVERALL EXPERIENCE	RESPONDENTS	TOTAL PERCANTAGE
1	VERY SATISFIED	28	17.3%
2	SATISFIED	95	58.6%
3	NEUTRAL	29	17.9%
4	DISSATISFIED	9	5.6%
5	VERY DISSATISFIED	1	0.6%
	GRAND TOTAL	162	100%

Overall experience and satisfaction level with hospitality and services provided by the government.

162 responses

**Interpretation-**

58.6% people said they are overall satisfied with hospitality and services provided by the government. Only 5.6% people are overall dissatisfied it means government is doing pretty well when it comes to hospitality and services sector.

(D) Tourists opinion regarding what should be done by the government to encourage tourism-

- A. Government should start providing good parking facilities along with it they must start some tourist booths on important places or roadside of city to enquire about transportation etc
- B. Government should develop good infrastructure, transport, hygiene to promote tourism.
- C. There should be more advertisement, more collaboration with schools, college and brands to encourage tourism.
- D. Increase metro station
- E. Create more awareness, some tour packages can be designed by the Government Tourism Mela kind of activities can also play fruitful role.
- F. Governments should emphasis on cleanliness and also provide good food in every corner of this city for tourism.
- G. Focus on culture, local cuisine and safety of the tourists.
- H. Awareness program organized in schools and College and society to promote the tourism.
- I. Proper arrangement of transport should be made and cleanliness should be taken care of at every tourist place.
- J. Improvement of hospitality, food and transportation at tourist places in Jaipur
- K. There should be dedicated and honest team for promotion of tourism and care taking of tourists so that they feel quite safe and comfortable.
- L. Transport facilities and women security may be enhanced.
- M. Be honest and develop a work culture which is still absent in Tourism Department. Improve transportation facilities and hotel infrastructure.
- N. Littering and chaotic environment reduce enthusiasm of tourists. They barely recommend others to visit again. The place must look refreshing.
- O. Cleanliness and safety is the priority and folk n cultural festivals should be organized at these sites as per schedules.
- P. Tourist help desk at different places should be there.
- Q. Transport and Parking issue especially in market must be improved.
- R. Cheep and timely available transport system for the tourist places.

Rajasthan Tourism Policy, 2020: Objectives

- a. Promote Rajasthan as a top travel brand in both domestic and foreign markets.
- b. Boost and diversify currently offered tourism products.
- c. Offer cutting-edge tourism goods and services with an emphasis on lesser-known locations, particularly in rural areas.
- d. Increase the road, rail, and air connections between popular tourist destinations
- e. Improve the infrastructure for lodging for travelers.
- f. Wide-scale marketing and promotion of travel-related goods.
- g. Encourage the development of tourism-specific skills to generate profitable self-employment.
- h. Develop efficient interdepartmental coordination promotion mechanisms.
- i. Encourage private sector investment in the State by taking appropriate action.
- j. To create a safe and secure environment for visitors, especially women travelers, and to enhance systems for resolving visitor complaints.
- k. To empower the department with suitable administrative structure for extending approvals for establishment of tourism units.
- l. Market research and developing statistics grid development framework for better policy making and forecasting.

State Government/ DoT Rajasthan Initiatives for Development of Tourism Industry-

To supplement its initiatives, the State Government has also extended various incentives for tourism industry in Rajasthan. Some of the important ones are mentioned below:

- 50% of the stamp duty on transfers of deeds relating to land purchased in municipal areas will be waived, and 100% of the stamp duty on transfers relating to land purchased in panchayat areas.
- Financial support will be offered to the entrepreneurs of the tourism and hospitality sector.
- 'Rajasthan Tourism Official' app is launched for the tourist who visits the state and they can plan their tour programs with the help of this app.
- Rajasthan rural tourism scheme- to boost rural tourism and employment.
- Refund of 75% State GST to hotel and tour operators from 1st April 2021 to 30 June, 2021.
- Invest Rajasthan Summit 2022- State government has taken this step to revive tourism industry and economic condition of state after the pandemic.

- If a hotel is located in a municipal area, land and building taxes are exempt from payment for the first five years.
- A 50% reduction in the luxury tax for five years in municipal areas and a 100% reduction for five years in panchayat areas.
- Fee reductions for bar licenses for historic hotels.
- Luxury Tax slabs will be raised from Rs. 750 to Rs. 1000 and the off-season Luxury Tax rebate will be 50%. (April- July)
- A 2% interest subsidy for tourism businesses on capital investments of 60 lakh rupees or more, subject to the requirement that at least 50% of the workforce be unskilled locals.
- The DG sets the subsidy for tourism units established in rural areas at 25% of the purchase price, up to a maximum of Rs. 2.5 lakhs.
- If 75% of the movie is filmed in Rajasthan, entertainment tax on films is exempted to 100% for a year after the film's release.
- For new multiplexes and drive-in theatres, there is a 75% first-year entertainment tax exemption, a 50% second-year exemption, and a 25% third-year exemption.
- Up to four big as of government land may be allocated in rural areas for 25% of the reserved price for agricultural land, provided that all unskilled labor is provided by local residents.

Conclusion-

In this paper we discussed about tourist satisfaction and government policies. As it is clear, growth of tourism is highly depend on government policies and environment government can provide with a vision to tourist. Tourist satisfaction is very important as satisfied tourists stay longer, spend more and revisit. They promote the provider on social media and online ratings therefore, contributing to business, they also bring friends and family on their next visit. Satisfaction with vacation time impacts their overall quality of life. We have seen through data that most of the tourists are satisfied with the facilities provided by the government. Finally this study indicates the most influential factor is hygiene and sanitation. Price variation with season and non-season is a matter which needs regularization. Controlling the price standard to be the same for both domestic and foreign tourists can increase tourist satisfaction. Aside from this factor, conserving tourist resources and improving the cleanliness of public toilets for both free and charged toilets can help the tourism industry compete with other nations. Methods of conserving tourism

resources include educating local people about the protection and wise use of natural resources, developing waste disposal habits, increasing the number of dustbins, and so on. There is also a lack of consistency in the development of government policy plans, as well as a lack of short and long-term planning. Furthermore, policy implementations are not being carried out in a systematic manner. As a result, the government will have to play a supporting role in terms of policies and fundamental infrastructure. Simultaneously, the private sector must cooperate and collaborate with the government.

With digitalization and government efforts, transportation is becoming friendly and easy with the time. This study provides information, that can be useful in the tourism industry to improve service quality in Jaipur and government policies should be improved and developed to attract and satisfy tourists. All results obtain in this study is restrict to current information only.

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