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DEVELOPMENT OF ECONOMY THROUGH THE TOURISM FACILITY IN THE STATE: A CASE STUDY OF RAJASTHAN STATE

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ABSTRACT

In this paper we discussed some parameters by which satisfaction level of Tourists may be increase then it will increase the footfall of Tourists and then it will impact to increase the economy as well as the image of the state in the Country and world. For the Study we have taken the data of Rajasthan State, which involve the variation of Profession, Age, Education, Gender, Marital status, living status etc. We have used Chi Square test for the analysis of data. It may be beneficial for the society as an example of maintaining service facility for Tourists at any tourism place for the buildup good image and better economy with the development of market as the need of peoples from various places and different community. In order to identify important tourist service facilities that determine the overall tourist satisfaction or one may say that the factors or facilities that attract more number of tourist and to get an idea which facility have to be improved to attract the inflow of tourist.

KEYWORDS: Durbin-Watson, level of significance, regression coefficient, Standard error, F -test etc.

INTRODUCTION

In this paper, statistical analysis has been done in research work using the data collected with the help of Questionnaire developed as a Google form. Interpretation of the data is very important in research due to the many reasons. This study has focused on the impact of tourism on the economy of the state. The responses are from Indian as well as foreign nationality and people who have visited the state in 2022. Total sample are taken 200 people,

out of them, 55 are from Rajasthan, 111 are from other states and 34 are foreigners who make the tour in the state Rajasthan. The recent visits have been in cooperated keeping in mind the price inflation.



Distribution of sample tourists showing various categories is described through following pictures 1 to 8.

DATA ANALYSIS OF SAMPLE

Interpretation of work is taken based on the following broad parameters

- Mode of travelling from Native Place
- Mode of travelling in Tourist spot
- type of accommodation
- Pattern of expenditure

(1)Interpretation based on Expenditure per day on travel related services by sample tourist

It was observed that mean expenditure of accommodation is highest with Rs 2020 per day and standard deviation Rs 1272. The mean and standard deviation of expenditure on shopping, food and transportation is observed to be Rs.1865 and 1269, Rs. 1845 and 1096, Rs. 1640 and 1094 respectively. The mean and standard deviation of overall expenditure per day by the tourist coming to Rajasthan is observed to be Rs 12410 and Rs 7266 respectively. Also, the share of accommodation in total expenditure is highest reaching at 16 per cent, followed by food and shopping to be 15 per cent each. Transportation and recreation accounted to be 13 per cent each and least expenditure by tourist was made on tourist guide which was mainly done by the foreigners visiting the tourist destination.

(2)Interpretation of preference of local hand made products in Rajasthan

Analysis shows that almost 57 per cent people coming to the state prefer or buy the hand made stuff in Rajasthan. The percent with no also include whose origin or native state is Rajasthan and hence they do not buy much products as they are common at the place where they stay. The results revealed that the tourist buying hand made products or local products in the state are even ready to pay high price for the quality product spending on an average more than 10 thousand rupees. The responses showed that the popular items are sarees, tie and die clothing, Jewelry, bandha, shading, leharia, bagru prints clothing etc. The main focus is on the clothing, bed sheets and the hand block prints are famous for the state that can be more highlighted and that will even generate employment for locals and people working with small scale industries

(3)Interpretation of pattern of the expense by individual or organization in Rajasthan

It was almost 89 per cent people coming to the state bear their own expenditure. Only 11 per cent are coming on the expanse of organization by this we can conclude that there is much scope of developing the state as a MICA destination. The state has much options but they need to be explored more to generate income from the conferences, meetings etc.

(4)Interpretation of motivation to visit Rajasthan

It was observed that the maximum people visited Rajasthan by the influence of friends and relatives as high as 35 per cent. 20 per cent of the people visited Rajasthan because of their previous experience which is a positive part for they visited again only because they had a nice previous trip by which we can conclude that the hostility of the state is nice which attract more tourist.

(5) Interpretation of frequency of visit by sample tourist to Rajasthan and people of liking to visit the state again

More than 40 per cent of the people have visited Rajasthan more than four times concluding that Rajasthan is a very popular destination and people prefer to visit many times. The survey also revealed that most of the people asked about whether or not they would like to visit the state again more than 90 per cent said yes. That proves the fact that the tourist related services, amenities and attractions of the state are good that attract more number of tourist resulting in increasing income of the state.

(6) Interpretation of preferred destination of Rajasthan with reason

The data information that Udaipur come out to be the most preferred destination by the tourist coming in Rajasthan. In general the economy of the city to a great extend is dependent on tourism. There many old haveli's and been converted into hotels and the tourists places have been developed. The people visiting to Udaipur said they like the city because of its natural beauty, lakes, garden, Lake Palace, their monuments, City Palace, monsoon palace, lake view restaurants and nearby places such as kumbhalgarh, Ranakpur, eklingji etc.

The second most preferred destination was Jaipur. Around 26 per cent of the people said that most interesting place was Jaipur because of its historical monuments such as Hawa Mahal, City Palace, Amar etc. Some of the tourist also said they like the city for its shopping markets, food, culture of the people, local markets, clothes etc.

8 per cent people reported that they prefer Jaisalmer the most because of desert safari, local tribe culture, food, hostility, heritage beauty, deserts etc. 8.5 per cent tourist said they like Jodhpur the most because of its royal, local people, monuments and culture.

20 per cent of the tourist said that they like whole of Rajasthan giving different reasons. Tourist said that the state is full of interesting places, historical monuments, culture of the state is vibrant and amazing, shopping in local markets and said that Rajasthan is a good economic weekend gateway.

OUTCOMES IN DATA ANALYSIS

Tourist satisfaction detail about service facility at their destination is given in the following table.

Tourist service facility parameters	Excellent	Good	Satisfactory	Non Satisfactory	Rank on the basis of satisfaction scale
Accommodation	44	70	80	6	7
Behaviour of people	65	112	22	1	1

Tour guide	27	56	100	17	9
Food quality	56	67	73	4	4
Tourist safety	42	98	57	3	3
Shopping	47	75	70	8	6
Cleanliness	19	68	87	26	10
Public transport	42	95	59	4	5
Historical monuments	44	141	9	6	2
Tourist information service	19	108	63	10	8

Overall Satisfaction about Selected Tourist's Destinations

Overall Satisfaction	Excellent	Good	Satisfactory	Not Satisfactory	Total
Frequency	44	141	9	6	200
Percentage	22	70.5	4.5	3	100

Method: Pearson Chi-square test have been used testing the influence of two factors considered. This test used to check the association of two attributes. $\chi^2 = \sum \frac{(O-E)^2}{E}$

Hypothesis 1:

H_0 : There is no influence on frequency of visit to the Rajasthan and Annual Income of Respondents

	Value	df	Sig.(2-sided)
Pearson Chi-Square	30.879	12	.002
Likelihood Ratio	29.245	12	.004
Linear-by-Linear Association	3.627	1	.057
Number of Valid Cases	200		

Result: We conclude that there is strong influence of Annual Income of the respondent to frequency of visit to Rajasthan." Greater the annual income more is the frequency of visit. This destination is most popular among people having salary below 10 lakh and hence it might be concluded that it is an affordable destination.

Hypothesis:2

H_0 :There is no influence on frequency of visit to the Rajasthan and Age of the Respondents

	Value	df	Sig.(2-sided)
Pearson Chi-Square	38.551	20	.008
Likelihood Ratio	35.731	20	.017
Linear-by-Linear Association	.816	1	.366
Number of Valid Cases	200		

Result: We conclude that there is strong influence of Age of the respondent to frequency of visit to Rajasthan." The people between 25-35 years have visited the more number of times in the state by which it can be concluded it is a preferred destination for middle age group hence more policies made to attract this age group will help to generate more income.

Hypothesis 3: H_0 : There is no significant influence of Annual Income on purpose of visit i.e. leisure, business etc) to the state

Tabular values are exactly same as in the case of Hypothesis 2.

Result: We conclude that there is strong influence of annual income on purpose of visit to the state." People with a higher annual Income tend to visit the state for leisure purpose which in turn adds up to their expenditure in the state resulting in increasing the Income of the state from tourism. From the data it was also computed that the people with income 5-10 lakh have mostly visited the destination with a motive of leisure. In other words is popular or in budget for middle income people.

Similarly other parameters have been discussed.

CONCLUSION

After analyzing the data with many factors we have find the results as follows.

- The overall tourist satisfaction from different travel related facilities is found to have high influence on this expenditure and one can conclude that if a tourist gets all good facilities in a destination he is ready to spend more on accommodation for comfort.
- It is concluded that the people coming from foreign or other states prefer cabs or other means than the personal car which generates more income in the state. The people with native origin tend to spend less as compared to others.
- It can be seen that the people high educational qualification tend to spend more on food or they might be giving preference to hygienic and variety which add up to their expenditure. It is also seen that married people spend on an average spend 2000 per day on food which is more than what an un-married spend. The people coming with a purpose of leisure spend more on food in comparison to others. The mode of travelling also have high influence on expenditure on food the people with own vehicle spend less on food than one coming from taxi. That might be because people tend to get handy and dry snacks if they are travelling from own vehicle making less expense on food.
- It can be concluded that females tend to spend more on shopping than males. It can also be seen that the people in middle age group spend on an average 2000 per day on

shopping the younger and older people spend less on shopping. The people travelling by car spend more on shopping than people travelling by air and the reason might be the people with own car have more space to take things back home.

- It can be concluded that the foreigners spend more on this or people with an overall high expenditure in tourist destination.
- It can be concluded that none of the socio-demographic factors influence the expenditure pattern on recreation. It can be said that people spend high in tourist destination also tend to spend more in recreation.
- It may be concluded that people visiting in winter spend more as that is the peak season in Rajasthan in most of the places making things more expensive.
- It can be seen that the foreign based and from India outside Rajasthan tend to spend more in a tourist destination than people from Rajasthan based as the domestic trips add less to the expanses. The results show that females tend to spend more in a tourist destination as their expanse on shopping, Miscellaneous and accommodation is slightly more than males. It is quite obvious that more expenditure will be made by people with higher income and our results also prove the same. In case of accommodation staying in 4/5 star hotels spend more per day in almost everything and that is directly proportional to your purchasing power which is more of those who are ready to spend more on accommodation. It is seen that people coming on own expenditure spend more than people coming on expense of organization as mostly they are coming with family or for leisure where people tend to spend more.
- It can be concluded after seeing all the results that some variables affect the expenditure pattern of some dependent variables while the others on some different dependent variable. The overall satisfaction is one such influential independent variable which affect all the dependent variables in our case. It can be stated that if a person is satisfied with the tourism related service in any destination he is ready to spend more at that place. If all the facilities in Rajasthan are always kept updated one can, well maintained more tourists will be attracted and in turn generate more income with this sector.

By these all results, we conclude that factors such as accommodation, food quality, cleanliness and tourist safety have high impact on tourist satisfaction which proves our general perception that if a tourist coming to a place get a good accommodation, variety and hygienic food , clean place to visit and proper safety features are maintained as in they fell safe, a tourist will be more satisfied which is an important variable that in turn affects and

increases the expenditure made by tourist in a destination adding to the income by tourism sector of that place. The tourism industry in Rajasthan is a significant supporter of the state's economy

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