

Marketing Of Services – Tourism Industry – Rajasthan Tourism – Imrc 2018

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Abstract: *The Tourism Industry Is Growing At An Accelerating Pace And Indian Tourism Industry Too, Is Gaining Gradual Importance Subsequently. Increase In Share Of Domestic And International Tourism Opens Up Many Additional Avenues Of Employment, Entrepreneurship And Revenue Earnings. The World Travel And Tourism Council Forecasts Indian Tourism Sector To Grow At Annual Average Growth Rate Of 7 Per Cent Over The Next Ten Years. Total Contribution By Travel And Tourism Sector To India's GDP Is Expected To Increase From US\$ 136.3 Billion In 2015 To US\$ 275.2 Billion In 2025. India Ranked Third Among 184 Countries In Terms Of Travel & Tourism's Total Contribution To GDP In 2016. As Demand Is Growing At An Increasing Rate Annually, Tourism Industry Today Is Classified Into Various Categories Such As In-Bound & Out-Bound Tourism, Adventure Tourism, Cultural Tourism, Heritage Tourism, Health & Medical Tourism, Spiritual Tourism, Eco-Tourism And More. Ayurveda Has Gained International Prominence In The Last Two Decades And The Benefits Of Yoga & Ayurvedic Healing Are Generating Interest Of Conscious Consumers Who Are Looking For A Holistic Lifestyle Increasingly. In This Paper We Are Using Secondary Data Analysis And Focusing On Service Sector Opportunities In Tourism Sector And Its Possibilities With Focus On Rajasthan – One Of The Most Popular & Frequently Visited Tourist Destinations In India.*

I. Introduction:

In The Modern Age Of Science When Distances Are Not Measured In Terms Of Kilometers But In Hours, The Length And Breadth Of The Globe Has Been Wonderfully Reduced, Industrialization And Urbanization Cultivated The Opprobrium And Monotony In The Minds Of Humanity The Need To Understand One Another Has Assumed Great Importance; Tourism" Says Dr. Radhakrishnan, „Widens Our Horizons, Promotes Understanding, Stimulates Travel And Fosters Friendship'. Moreover Tourism Educates Our Minds, Innovate The Isolation And Egotism And Provides The First-Hand Knowledge Of Different Nations And The People.

Today, Tourism Constitutes An Important Industry That Has Opened Up New Vistas For The Play Of Economics Emancipation Providing A Very Potent Contribution And Strengthening In Developing The Financial Resources Of A Country. Besides, Tourism Fetches Foreign Exchange In The Form Of Invisible Export, Which Results In Manifold Progress Of The Nation. Thus, Tourism Is A Process In Which Mutual, Material And Mental Benefits Accrue. Globally Tourism Has Emerged As A Strong Economic Force With Tremendous Impacts On The Socio-Cultural Perspectives, Both In The Host And Guest Environments. The Forecasts Made By Such Premier Organizations Like UNWTO, WTTC, UN-ESCAP, PATA, EIU And Even UNO, As Well As, The Predictions Of Majority Tourism Scholars Unanimously Indicate Towards A Sustained Boom In International Tourism Which Will Have Ever Greater Influence Not Only On The Geo-Economy But On The Geo-Polity As Well. Already This Fastest Growing And Yet Smokeless Industry Is Widely Appreciated As An Effective Means Of Earning Foreign Exchange, And Providing Tremendous Employment Opportunities Beside, Supporting Protection, Preservation And Conservation Of Natural And Cultural Heritage, Guiding Modernization Of Infrastructure And Improvement In Health And Hygiene Conditions, Helping In Activation Of Latent Entrepreneurship, Motivating Re-Discovery And Revival Of Lost Traditions Of Art And Craft, And Acting As A Catalyst In The Growth Of All Sectors Of Economy, And Thus Proving To An Agent To Holistic Development For The Destinations. In Fact, UN In One Of Its Resolution, As Early As In The Year 1963, Acknowledged The Vital Role That Tourism Plays In Creating International Understanding And World Peace. The Fact That International Tourism Acts As The Single Largest Item Of Export For Over Three-Dozen Countries And That One Out Of Every Nine Persons Working In The Service Sector Is Employed In Tourism Industry, Speaks Of The Significant Contribution Of This Mega-Business In Contemporary Global Context. Today, Tourism Constitutes An Important Industry That Has Opened Up New Vistas For The Play Of Economics Emancipation Providing A Very Potent Contribution And Strengthening In Developing The Financial Resources Of A Country. Besides, Tourism Fetches Foreign Exchange In The Form Of Invisible

Export, Which Results In Manifold Progress Of The Nation. Thus, Tourism Is A Process In Which Mutual, Material And Mental Benefits Accrue.

India Is A Large Market For Travel And Tourism. It Offers A Diverse Portfolio Of Niche Tourism Products - Cruises, Adventure, Medical, Wellness, Sports, MICE, Eco-Tourism, Film, Rural And Religious Tourism. India Has Been Recognised As A Destination For Spiritual Tourism For Domestic And International Tourists.

Total Contribution By Travel And Tourism Sector To India's GDP Is Expected To Increase From US\$ 136.3 Billion In 2015 To US\$ 275.2 Billion In 2025. India Ranked Third Among 184 Countries In Terms Of Travel & Tourism's Total Contribution To GDP In 2016. Travel And Tourism Is The Third Largest Foreign Exchange Earner For India. A Sum Of US\$ 24.655 Billion Was Earned Under Foreign Exchange Through Tourism During January-November 2017. The Employment In The Sector Is Expected To Rise To 46.42 Million By 2026. During January – November 2017, 9.001 Million Foreign Tourists Have Arrived In India.

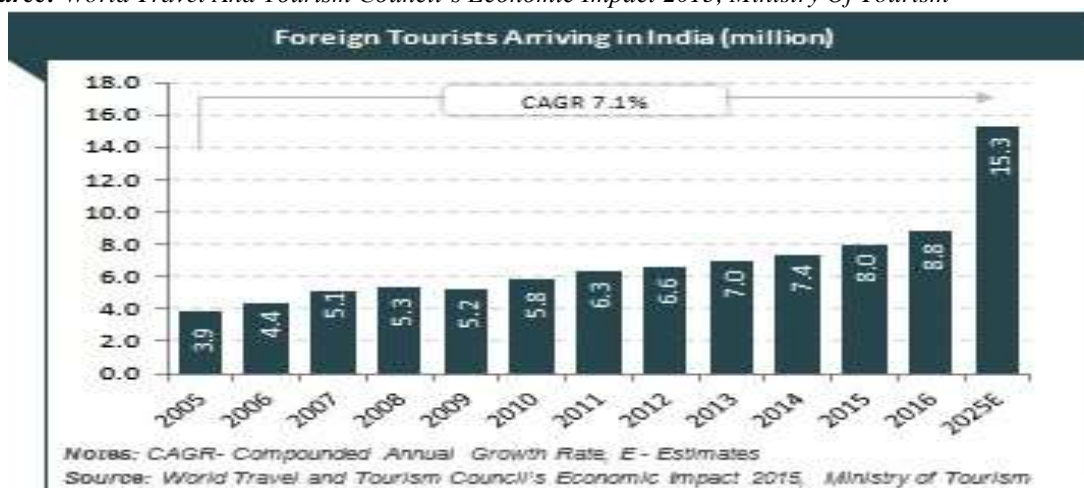
The Launch Of Several Branding And Marketing Initiatives By The Government Of India Such As 'Incredible India!' And 'Athiti Devo Bhava' Has Provided A Focused Impetus To Growth. The Indian Government Has Also Released A Fresh Category Of Visa - The Medical Visa Or M - Visa, To Encourage Medical Tourism In The Country. Incredible India 2.0 Campaign Was Launched In September 2017.

The Government Has Also Been Making Serious Efforts To Boost Investments In Tourism Sector. In The Hotel And Tourism Sector, 100 Per Cent FDI Is Allowed Through The Automatic Route. A Five-Year Tax Holiday Has Been Offered For 2, 3 And 4 Star Category Hotels Located Around UNESCO World Heritage Sites (Except Delhi And Mumbai). Total FDI Received By Indian Hotel & Tourism Sector Was US\$ 10.6 Billion Between April 2000 And September 2017.

Latest Update: January, 2018

- In 2016, Foreign Tourist Arrival In India Stood At 8.8 Million.
- By 2025, Foreign Tourist Arrivals In India Is Expected To Reach 15.3 Million, According To The World Tourism Organisation
- In December 2016, Over 1,62,250 Foreign Tourists Arrived On E-Tourist Visa, In Comparison With 103,617 Foreign Tourists In December 2015, Registering A Growth Of 56.6 Per Cent Over The Previous Year
- As Of December 2016, 8.8 Million Tourists Have Visited India, Mostly From UK, US And Bangladesh. This Has Been Due To Flexible Government Policies, Developed Rail And Road Infrastructure, Ease In Availability Of E-Visas To Foreign Tourists.
- The Number Of Foreign Tourist Arrivals (Ftas) In April 2017 Were 7.40 Lakh As Compared To Ftas Of 5.99 Lakh In April 2016 And 5.42 Lakh In April, 2015.

Source: World Travel And Tourism Council's Economic Impact 2015, Ministry Of Tourism



Rajasthan Tourism:

Rajasthan Attracts Tourists For Its Historical Forts, Palaces, Art And Culture. Every Third Foreign Tourist Visiting India Also Travels To Rajasthan As It Is Part Of The Golden Triangle For Tourists Visiting India. Endowed With Natural Beauty And A Great History, Rajasthan Has A Flourishing Tourism Industry.

Rajasthan Was Created On 1st November 1956 Constitutionally, Whereas, Its Ancient History Dates Back To 5,000 Years Ago. Known For Its Cultural Heritage And Values, Rajasthan Has Always Generated Curiosity And Interest In A Traveler's Mind. The Food, Handloom And Handicraft, Blue Pottery, Jewelry, Sand

Dune Rides, Animal Safaris, Replete With Local Flavors And Unforgettable Hospitality Make Rajasthan A Specially Rated Tourism Destination.

The Major Tourist Destinations Of Rajasthan Are:

- Alwar
- Ajmer
- Bikaner
- Bundi
- Bharatpur
- Chittorgarh
- Jaipur
- Jaisalmer
- Jodhpur
- Kota
- Mount Abu
- Ranthambore
- Shekhwati
- Udaipur
- Nathdwara
- Ranakpur

The Main Tourist Attractions In Rajasthan Are:

- Palace On Wheels
- Fairs And Festivals
- Wildlife
- Heritage
- Adventure And Sports

Growth Of Tourism In Rajasthan:

Tourism Is The Fastest Growing Industry In The State Of Rajasthan. The Industry Is Moving Fast And Generating More Avenues For The People Residing In The State. The Government And The Department Of Tourism Are Focusing A Lot On The Innovations And Development Of The Tourism Products. Tourism Is A Crucial Sector For The Economy Of Rajasthan And Can Play An Important Role In Bringing About Socio-Economic Development Of The State. Tourism Was Declared An Industry, In Rajasthan In The Year 1989, And Ever Since Rajasthan Has Emerged As The Top Tourism State Of India. Rajasthan Tourism Is Playing An Important Role In Not Only Generating Foreign Exchange But Also In Creating Opportunities Like Employment, Good Infrastructure, Developing Hotels, Communication Links, Investment Opportunities Etc. Except For A Sea Beach And Snow Clad Mountains, Rajasthan Offers Everything To Tourists. Some Of The Tourism Products Of Rajasthan Have Become Internationally Famous And Popular Among The Tourists. These Include Palace-Onwheels, Heritage Hotels, Camel Safaris, Pushkar Fair, Desert Festivals And Wild Life Sanctuaries, National Parks Etc. Tourism Industry Is Changing Rapidly Worldwide And Its Impact Also Effects India And Also Some Of The Most Important Destinations Or States Of Our Country. Rajasthan Is One Of Them. Immediately After Independence, Tourism Was Considered Useful Only For The Elite And The Pilgrims, But Now Its Meaning Has Changed. It Is Now One Of The Most Important Industries Of The State As Explained Below:

Arrival Of Tourist In State From The Year 2000 To 2012

Sr. No	Year	Number Of Tourists			Changes In % With Comparison To Last Yr.		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2000	7374391	623100	7997491	10.47	10.74	10.48
2	2001	7757217	608283	8365500	5.19	-2.38	4.60
3	2002	8300190	428437	8728627	6.99	-29.57	4.34
4	2003	12545135	628560	13173695	51.14	46.71	50.92
5	2004	16033896	971772	17005668	27.81	54.6	29.09
6	2005	18787298	1131164	19918462	17.17	16.4	17.13
7	2006	23483287	1220164	24703451	25.00	7.87	24.02
8	2007	25920529	1401042	27321571	10.38	14.82	10.60
9	2008	28358918	1477646	29836564	9.41	5.27	9.21
10	2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
11	2010	25543877	1278523	26822400	-0.06	19.11	0.71

12	2011	27137323	1351974	28489297	6.24	5.74	6.21
13	2012	28611831	1451370	30063201	5.43	7.35	5.52

Source: Tourism Annual Report 2012-2013 - Department Of Tourism, Rajasthan

Domestic Or Indian Tourists In Rajasthan

Domestic Or Indian Tourists Move Within Their Own Country. Development Of Domestic Tourism Has Important Intrinsic Value And In Economic Terms, Can Help To Build Up The Infrastructure, Necessary For Tourists.” The People Of India Being Religious And They Want To Know More And More About The Religion As Well As The History Of Our Glorious Past And For This Purpose Mainly They Like To Visit Rajasthan. The Second And Important Reason Of The Increasing Number Of Domestic Tourists In Rajasthan Is The Handicraft Work, Textiles And The Delights Of This State. For Knowing The Royal Families, About The Life Of Raja Maharajas Is The Third Main Reason For Visiting Rajasthan As It Is Well Known That Rajasthan Is A Place Of Rajas. It Has Been Famous For Its Kings And Princes And Their Heroic Deeds And Kingly Affairs. Rajasthan’s Famous Festivals Are Like Gangaur, Teej, Urs And On These Festivals, Special Arrangements Are Made By The Government For The Foreign As Well As For Indian Tourists. The Highest Foreign Tourists’ Arrival Increases Mostly In The Month Of July-September.

Foreign Tourists In Rajasthan

Foreign Tourists Are Those Who Travel Outside Their Own Countries. They Spend Their Time To Select Tourist Places, Beautiful Sights And Attractions Of Another Country That Are New To Them. In Rajasthan, There Are A Number Of Foreign Tourists That Come Every Year. “The Tourist Comes To See The Glories Of The Past And To Enjoy The Beauties Of The Present”. The More Perfectly Preserved The Monuments, The More Vital The Living Traditions And The More Pristine The Natural Environment, The More The Tourists, And More The Profits. More Profits Will Lead To More Local Motivation To Preserve The Monuments, To Keep The Traditions Alive And To Keep The Environment Pure. It Is A Benevolent Circle Of A Process In Which Both Visitors And Residents Ultimately Win. Because Of These Reasons No Other State Is As Much Famous For The Foreign Tourists As Much As Rajasthan. Almost One In Every Three Foreigners Visiting India, Comes To Rajasthan. “Rajasthan Has A Rich Heritage By Way Of Castles, Havelis, Palaces, Culture And People. Pages Of History Come Alive On Any Tour Of Rajasthan, Pageants, Palaces, Bastions And Forts, Festivals And A Celebration Of Handicrafts.

The Highest Foreign Tourists’ Arrival Increases Mostly In The Month Of October - December.

Excepted Growth Of Domestic And Foreign Tourists In Rajasthan

The Rate Of Growth Of Domestic Tourism Is Expected To Be 7% While That Of Foreign Tourist, It Is Likely To Be 5% As Per The Studies Conducted By “TCS Projections” Up To Year 2020 As Shown In

Table – Projected Tourist Growth

Year	Domestic Tourist	Foreign Tourist	Total
2000	6.67	0.56	7.23
2005	10.18	0.75	10.93
2010	14.05	0.96	15.01
2020	27.64	1.57	29.21

Secretary, Tourism, Art & Culture, Year 2000

The Department Of Tourism In Rajasthan Makes The Following Expenditure For The Promotion And Marketing Of Tourism, Yet It Is Not Getting Enough Responses. The Following Table Is Showing The Expenditure Spent For Marketing And Promotion Of Tourism In The State:

Expenditure Spent For Promotion And Marketing Of Tourism

Year	2005-06	2006-07	2007-08	2008-09	2009-2010	2010-2011	2011-2012	2012-13
Amount	1490.5 8	1853.8 2	1719.3 4	1513.6 9	1460.5 5	1905.72	1608.76	915.99

Source: Tourism Annual Report 2012-2013, Department Of Tourism, Rajasthan

Contribution Of Allied Industries:

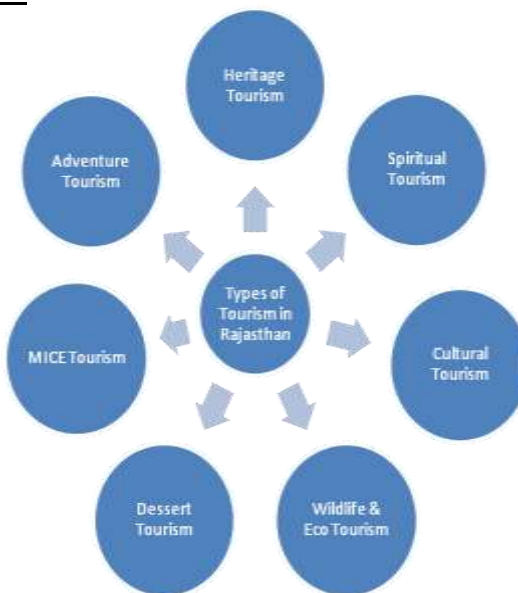
Rajasthan Accounts A Major Contributor To The Country’s Production Of Gypsum, Silver Ore, Asbestos, Feldspar And Mica And Has Rich Salt Deposits At Sambhar And Copper Mines At Khetri And Dariba. The State Is Also Famous For Production Of Building Stones Like Sandstone, Marble, Kotastone And Granite In Different Colors And In Large Quantities. Rajasthan Also Has An Emerging Industry Sector, The Main Industries Being Textiles, Manufacture Of Rugs And Woollen Goods, Vegetable Oils And Dyes. Traditional Handicrafts Such As Jewellery, Marble Work, Embossed Brass, Block Printing, Embroidery, Pottery

And Decorative Paintings Are Good Foreign Exchange Earners For The State. The State Includes Heavy Industries Such As Railway Rolling Stock, Copper And Zinc Smelting. The Chemical Industry Produces Caustic Soda, Calcium Carbides, Fertilizers, Pesticides And Insecticides. The Principal Industrial Clusters In The State Are At Jaipur, Kota, Alwar, Udaipur And Bhilwara. These Industries Too Contribute In In-Flow And Out-Flow Of Tourists From Within The Country And Outside As Well And Adds To The Arrival Of Family And Friends As Visitors To Hosts Of Rajasthani Families Or Those Settled In The State For Serving The Above Industries.

SWOT Analysis:

<p>Strengths</p> <ul style="list-style-type: none"> • The State Has Attractive Tourism Prospects. • Good Hospitality, Accommodation & Transport Services. • Good Range Of Shopping, Sight-Seeing And Relaxation For Tourists Of All Age Groups. • Products Diversity In The Tourist Destinations. 	<p>Weakness</p> <ul style="list-style-type: none"> • Lack Of Safety And Security Of Tourists. • Incidents Of Increased Pricing And Fake Products Sold To Tourists, Especially In Cases Of Saffron And Jewelry. • Lack Of Tourism Courses And Training. • Lack Of Use Of Different Languages In The Tourist Literature.
<p>Opportunity</p> <ul style="list-style-type: none"> • New Tourism Products And Innovations. • Easier Online Booking Systems And Additional Value Added Services Such As Travel Cards, Plastic Money And Courier Options. • Promotion And Marketing Strategy. • Spread Of Eco, Heritage, Spiritual Tourism. • Government Support 	<p>Threat</p> <ul style="list-style-type: none"> • Political Instability • Under-Developed Infrastructure And Hygiene Issues. • Lack Of Public Private Partnership • Dominance Of Locals In Many Sectors.

Types Of Tourism In Rajasthan:



Heritage Tourism:

The State Rajasthan Has Been Always Famous For Its Rich Heritage And Ancient Cultural Diversity With Glorious Past Which Attracts Millions Of Tourists In Each Year. Rajasthan’s Rich Heritage Is Adequately Reflected In The Various Temples, Palaces, Monuments And Forts That Can Be Found Everywhere In The State. The State Abounds With Some Of The Best Forts And Palaces In The Country Spread Throughout The State. The State Government Will Encourage The Preservation, Conservation And Upkeep Of Such Heritage Properties And Selectively Open Some Of Them For Being Developed Into Hotels And Tourist Complex.

The State Rajasthan Occupies Unique Place In Heritage Tourism Because Of Various Forts, Palaces And Monuments At Various Cities Of Rajasthan Such As Jaipur, Jodhpur, Mount Abu (Hill Station) And Udaipur Which Attract Domestic And Foreign Tourist Every Time. Rajasthan Is Also Famous For Mandawa Castle. The Government Also Invited Corporate Sector To Join Hands For Conservation Of Historical Heritage And Monuments In The State.

Spiritual Tourism:

India Is One Of The Most Spiritually Enriched Places On The Earth With Gift Of Structure Of Spirituality. India Is The Spiritual Capital Of The World Because Of The Land Of The Vedas And Temples. India, Its People, Its Infrastructure And In Fact, It's Very Soil, Encourage And Foster Spiritualism, Allowing Religions To Succeed, Flourish And Prosper. Spiritual Tours Of Rajasthan Take One On Tours To Several Spiritual Destinations Of The State Which Are Much Renowned For Their Religious And Spiritual Significance. The Major Spiritual Places Visited In The State Are Khwaja Saheb Dargah (Ajmer), Eklingji Temple In Udaipur, Govind Devji Temple At Jaipur, Dilwara Temples In Mount Abu And Jain Temples In Ranakpur Where Tourist Receives The Peace Of Mind, Refresh Their Essence, Body And Mind.

Cultural Tourism:

India Is Known For Its Rich Cultural Heritage And An Element Of Mysticism, Which Is Why Tourists Come To India To Experience It For Themselves. One Can See The Influence Of Various Cultures In Dance, Music, Festivities, Architecture, Traditional Customs, Food And Languages. This Richness In Culture Goes A Long Way In Projecting India As The Ultimate Cultural Tourism Destination. Among The Various States For Cultural Tourism In India, Rajasthan Is The Most Popular State For Its Cultural Tourism. Rajasthan Is Famous For Its Rich Cultural Heritage And Renowned For Many Magnificent Palaces And Forts Which Showcase The Rich Cultural Heritage Of Rajasthan. The Various Folk Songs And Music Also Reflect The Cultural Heritage Of Rajasthan. A Large Number Of Fairs And Festivals Held In Rajasthan Such As The Camel Festival, Marwar Festival And Pushkar Festival Which Shows Image Of Rajasthan Culture. All These Fairs And Festivals Attract Many Tourists To Rajasthan So That They Get To See The Rich Culture Of The State.

Wild Life & Eco-Tourism:

Wild Life And Eco- Tourism Involves Personal Growth And Learning New Ways To Live On The Planet And Enjoying Company Of Nature Without Harming It. The Conceptual Experience Of Eco-Tourism Is For The Travelers Who Research And Understand The Environmental Phenomena Around Them. Rajasthan Is A Hot Destination For Eco Tours. Rajasthan Is Proud For Being A Responsible Ecotourism Place And It Includes Programs To Minimize The Negative Aspects Of Traditional Tourism On The Environment And Gives Immense Possibilities To Relate With The Local People. Hence, In Addition To Environmental And Cultural Features, Eco-Tourism In Rajasthan Is Also A Promotion Of Recycling, Energy Efficiency, Water Conservation And Creation Of Economic Opportunities For The

Local Communities. Tourist Will See Solar Panels For Hot Water Provision, Biogas And Solar For Cooking Purpose. The Clean Ambiance, Bio Degradable Utensils Like Leaf Plates, Glass Bottles Are Some Of The Characteristics Of Rajasthan Eco-Tours. The Numbers Of Eco Parks Are Here For Attraction Of Tourists And They Also Preserve And Restore The Endangered Wildlife. The Wild Life Parks Provide A Natural Habitat To A Plentiful Species Of Wild Animals, Birds, Reptiles And Floral Kingdom. The Most Notable Wild Life Parks In Rajasthan Are Bharatpur Bird Sanctuary, Ranthambore Tiger Reserve, Sariska Tiger Reserve And Keoladeo Ghana National Park Which Gives An Immense Picture Of Wildlife Tourism.

Desert Tourism:

The Thar Desert In Rajasthan Also Known As The Great Indian Desert, The Thar Desert Extends Into Two States Of North West India (Rajasthan And Gujarat) And In The Eastern Region Of The Neighboring Country, Pakistan. The Desert Environment In The Western Parts Of The State Is A Major Attraction For Visitors, Particularly The Foreign Tourist. Rajasthan Receives A Great Gift In The Form Of Thar Desert Where Various Desert Festivals Are Celebrated To Attract Tourists To Visit This Colorful Festival. The Major Desert Cities In Rajasthan Are Jaisalmer, Bikaner And Jodhpur Where Tourism Development Corporation Arranges Many Desert Festivals. The Golden City Of Jaisalmer, Which Lies Courageously As The Western Guard Of India, Is A Place Worth Visiting. The Jaisalmer Fort Provides A Delicate Backdrop To The Annual Desert Festival. This Festival Is Sponsored By The Rajasthan State Tourism Corporation, Which Is A Joyful Celebration Of The Traditional Performing

Arts And Creative Crafts Of Rajasthan. Jaisalmer Is The Place Where This Desert Festival Is Celebrated With Great Passion And Enthusiasm. The Grand Part Of This Festival Is To Enjoy Pleasure Of A Camel Ride.

MICE Tourism:

India Is A Perfect Destination For Hosting Meetings, Incentives, Conferences And Exhibitions. This Makes MICE Tours India Very Exciting. India Offers Excellent Business Opportunities For Business Houses Such As IT, Medical, Telecommunications, Tourism, Textiles, Media, Banking, Insurance, Oil And Petroleum, Sporting And Healthcare, Pharmaceuticals, Agriculture And Food Products.

With An Impressive Combination Of Accommodation And Other Conference Support Amenities, Rajasthan Is A Perfect Venue To Hold Successful Conferences And Business Meetings. The State Offers A Lot Of Groundwork That Is Involved While Executing The Conferences And Business Trips Successfully. The Hotels And Resorts Of Rajasthan Are Good In Terms Of Budget, Accommodation And Other Basic Facilities That Make A Business Trip Successful. The Five Star Hotels, Heritage Hotels, Village Resorts And Other Venues Are Equipped With All Modern Facilities To Provide The Businessmen High Quality Service. Dotted With Business Hotels And Resorts, Rajasthan Is Proud For Its MICE Infrastructure. Some Of The Services Offered For MICE Tours In Rajasthan Include Reception, Hotel Accommodation, Land And Air Transport, Information And Hospitality And Technical Visits.

Adventure Tourism:

As A Kind Of Tourism, Adventure Tourism In India Is Endless Because The Country Has A Rich Diversity In Terms Of Climate And Topography. The Various Kinds Of Adventure Tourism In India Are Rock Climbing, Skiing, Camel Safari, Para-Gliding, Mountaineering, Rafting In White Water And Trekking. The Various Places In India Where Tourists Can Go For Adventure Tourism Are Badami, Kanheri Caves, Manori Rocks And Kabbal For Rock Climbing. The State Rajasthan Provides A Great Attraction To Foreign And Domestic Tourists For Adventure Tourism In The State. Most Of The Tourist Shows Their Preference For Adventure Activities Like Trekking, Horse And Camel Safaris, Polo And Golf. Apart From The Desert, There Are Numerous Lakes In All Over The State Where

Water Sports Would Be Developed In A Phased Manner. The Major Water Sport Activities Are Yachting, Canoeing, Kayaking And Water Sports Would Be Launched In Collaboration With The Department Of Sports. River Cruises Would Be Launched In Perpetual Rivers Like Chambal And

Possibilities Of Launching Canal Safaris And Canal Cruises In The Indira Gandhi Canal Would Be Explored In Consultation With Authorities Of Indira Gandhi Nahar Project (IGNP). The Efforts Also Made To Procure Houseboats From The States Of Jammu And Kashmir And Kerala And Secure Them In Big Lakes Of Rajasthan Under The Brand Name Of Palace-On-Waves. These Houseboats Would Have Facades In Typically Rajasthan Style. These Activities Will Not Only Provide Recreation To The Tourists But Also Help In Extending The Period Of Stay Inside The State And Would Generate A Lot Of Employment Opportunities For The Local Residents.

RAJASTHAN TOURISM DEVELOPMENT CORPORATION Ltd. - RTDC

(A Government Of Rajasthan Undertaking)

The Rajasthan Tourism Development Corporation Ltd. (RTDC) Is A Company Registered Under Companies Act 1956 With Its Head Quarter At Jaipur. The Rajasthan Tourism Development Corporation Ltd. (RTDC) Was Incorporated On 24th November, 1978 As A Wholly Owned Government Company To Promote Tourism In The State Of Rajasthan And To Cater Incoming

Foreign And Domestic Tourists By Way Of Providing Accommodation, Catering, Transport, Package Tour And Bar Facilities. The State Government Has Initiated The Development Of Hotel Infrastructure By Establishing RTDC Hotels At All The Major Tourist Centers In Rajasthan. In Order To Cater The Needs And Requirements Of Incoming Tourists, The State Government Has Provided Financial Support To The Developmental Activities Of RTDC. The Central Government Also Provides Financial Assistance For The Tourism Development Projects Under The Centrally Sponsored Schemes.

Since The Inception Of RTDC, The Tourism Industry In The State Got A Forward Motion. The Tourism Sector In The State Has Progressed Well With The Diverse Products, Launched By The Tourism Department. RTDC Has Tried To Achieve Its Objectives By Establishing A Network Of Tourist Accommodation In All The Important Tourist Centers, Providing The Midway, Cafeterias And Yatrikas Facilities Along The Important National Highways And The Major Link Roads.

RTDC Acts As A Catalyst To Establish, Develop And Executes Project And Scheme That Accelerate Tourism In The State By Managing Numerous Restaurants, Cafeterias, Motels And Bars. To Enhance The Experience Of The Tourists The Corporation Also Organizes Package Tours, Fairs, Festivals And Entertainment, Shopping And Transport Services. RTDC Through Its Well Established Marketing Network In India And Abroad Plays A Vital Role In Promoting The Tourism In Impact Services Markets At Domestic And International Level. RTDC Has Successful History Of Public Private Partnership (PPP) In Jal Mahal Tourism Project With 100 Acres Of Land At The Threshold Of

Jaipur City In Which A Multi Component Tourism Product Having Hotels, Convention Centre For Above 1500 People With Food Courts, Craft Bazaar And Recreational Centre Are In Course Of Implementation. Yet Another Successful PPP Is Done For Tijara Fort, A Nazool Property Of Government Of Rajasthan. RTDC Gives The Opportunity To Experience The Charm Of The Most Exotic Destination Of Rajasthan In Most Refined Lodging And Cuisine At Budgeted Price.

Services Provided By Rtdc

In Rajasthan, RTDC Provides Various Types Of Services To Facilitate All Domestic And Foreign Tourists So That Corporation Can Enhance Its Role In Tourism Sector And Increase Revenue For Corporation And Government. The Major Services Provided By RTDC Are:

- RTDC Chain Of Hotels And Motels,
- Package Tours - Rajasthan Bhraman,
- Pink - City By Night Tour (Jaipur),
- City Sight Seeing,
- Boating,
- Luxury Trains - Palace On Wheel & Royal Rajasthan On Wheels,
- Fairs & Festivals,
- Sound & Light Show And
- Camping In Fairs.

Hotels Under RTDC:

Rajasthan Tourism Development Corporation Ltd. (RTDC) Is A Well Established Brand Name In Tourism Industry, Operating 33 Hotels, 10 Motels And 1 Restaurant In Rajasthan. RTDC Also Set Up Tourist Villages During Important Fairs And Festivals To Provide Cultural Tourism Experience.

RTDC Has Classified Its Properties In Various Categories Such As:

** Heritage * Classic * Comfort * Motels * Wildlife Resorts * Tourist Villages.*

The Hotels Of RTDC Are Strategically Situated With Its Praise Presence In The State. Motels Offer A Refreshing Break On The Important State And National Highways. Hotels And Motels Provide An Experience Of Rajasthan With Safety And Security To The Traveler. Variety Of Rooms Such As Suite, AC And Non-AC, Standard And Tents Provide Rests To Traveler. These Hotels Serve Variety Of

North And South Indian Dishes, Continental And Chinese Cuisine Along With Traditional Rajasthani Dishes. The RTDC Hotels And Motels Are Recently Renovated And Upgraded To Provide Better Facilities And Services Such As New Furnishings, Furniture And Linen To The Guests. The Hotels And Motels Are Standardized For Categorization In Three To One Star And Heritage Category. These Hotels Provide Facilities Of Travel Counters, Shopping Arcades, Indoors And Out Door Games For Children And City Sight Seeing Tours Which Make The Stay In RTDC Hotel A Complete Experience.

The Major Heritage Properties Are Laxmi Vilas Palace, Bharatpur, Bhanwar Niwas, Bikaner, Bissau Palace, Jaipur, Ajit Bhawan, Jodhpur, Connaught House, Mount Abu, Basant Vihar Palace, Bikaner And Balsamand Lake Palace, Jodhpur.



The Above Map Of Rajasthan Indicates International Boundary, State Boundary, District Boundary, State Headquarter & District Headquarter Of RTDC. Also Indicating Places Of Tourist Interest And Connecting Destinations And Routes.

Palace On Wheels:

The Palace On Wheels Travel Package Takes Tourists To A Vibrating Journey To The Royal Land Of Sand Dunes And Regal Palaces. Visit The Majestic Expanse Where Royal Rajputs Lived In A Grand Style. Explore This Imperial Land On The Palace On Wheels, The Luxurious Train Of India That Carries With It An Intrinsic Ambience That Goes Perfectly Well With The Majestic Charm And Beauty Spread So Lavishly Here And There In Rajasthan.

The Palace On Wheels Is Rated As One Of The Top Ten Luxury Train Journeys In The World. It Offers You A Heart-Rending Trip To The Splendid Forts And Palaces Of Rajasthan In Just Seven Days.

The Name Palace On Wheels Was Derived From It's Royal Background Of The Coaches. Gradually State Govt. And Railway Department Brought Many Infrastructural Changes In The Coaches While Keeping The Same Aesthetics Of The Interiors Alive, Matching The Interiors Of The Royal State. In Late 1980s -The Original Passengers Saloon Of Ex Maharajas Were Replaced By Metre Gauge Train & Having AC Cabins With Sharing Bathrooms. Due To Rail Track Conversion In India-A Broad Gauge Version Palace On Wheels Was Introduced In 1996, Where All The Cabins Had Private Attached Bathrooms.

On The Palace On Wheels The Journey Is Full Of Exuberance And Luxurious Feeling. A Perfect Chance To Relive The Era When Kings And Queens Ruled, When Royalty Spelt Magic. When Charm And Mysticism Was In Air. The Train Is Completely Self- Sufficient And Is Fully Air-Conditioned, Comprising Of 14 Deluxe Saloons. Especially Facilitated For You With All Modern Amenities Of Everyday Life, You Would Find The Royal Past Haunting You In The Historical Coaches. The Two Dining Cars Are Decked Up In True Rajasthani Style And Each Saloon Has Personal Attendants, Khidmatgars, For Your Service. Step Aboard For A Journey Into The Past On A Luxury Train.

There Are 39 Deluxe Cabins & 2 Super Deluxe Cabins On New Train (Total Passenger Capacity Is Of 82 Passengers) & You Have Option To Book On Single Or Double Occupancy. There Are Two Resto-Bar Lounges On The Train & Aryurvedic Spa Facility. Complimentary Wi-Fi Services Are Also Made Available Through Sharing Dongles.

The Size Of Deluxe Cabins Are Of 140 Square Feet & Super Deluxe Cabins Are Of 190 Square Feet. Sightseeing Arrangements For Guests Booked In Super Deluxe Cabins Is By Private AC Car With Guide The Deluxe Cabins Are Twin Bedded (Each Bed Size 6 Ft 6 Inches x 3 Ft) & Super Deluxe Have Single Large Bed (Size 6 Ft x 6 Inches x 5 Ft) All The Passenger Have Richly Furnished Sleeping Chambers Have Ensuite Bathrooms. There Is Writing Desk, Small Cupboard & Safe Facility In Each Cabin & Extra Arm Chairs In Super Deluxe Cabin. Each Passenger Saloon Is Serviced By Two Exclusive Attendants, Attired In Traditional Rajasthani Uniforms.

The Electric Supply On The Train Is 110/230 AC Volt With Multiple Plug Points In Both Cabins & Bathrooms And Depending Upon Your Electronic Equipment You May Choose To Carry Your Own Adaptors .Laundry Services Are Made Available On Limited Days .There Is Limited Storage Space Available In The Cabins & Guests Are Advised To Carry Soft Topped Luggage & Of Size As Carried In International Airlines. The Train Is Centrally Air-Conditioned & Onboard Temperature Maintained At 22 Degree Celcius (Viz 72 Degrees Fahrenheit). Smoking Is Not Allowed Onboard The Train.

There Are Three Deluxe Cabins In One Passenger Saloon/Carriage & Interiors Of Cabin Are In Hues Of Either Pearl, Ruby Or Sapphire The Passenger Saloons Are Named After Famous Palaces Of Rajasthan Viz Chandra Mahal,Hawa Mahal,Jai Mahal,Jogi Mahal,Kishori Mahal,Kumbha Palace,Moti Mahal,Suvarna Mahal(Dining Car I) ,Sheesh Mahal (Dining Car-II) ,Taj Mahal,Padmini Mahal,Phool Mahal,Sukh Mahal,Surya Mahal & Umed Palace

The Dining Cars & Spa Saloon Are In Centre Of Train & Six Passenger Saloon On Either Side Allotment Of Saloon Carriage & Cabins Only Done At Time Of Check-In ,Though You May Put In Your Specific Request In Advance

Over 7 Nights/8 Days Palace On Wheels Luxury Train Crosses Over 3000 Kilometres (Viz Appx 1850 Miles) Of Forts & Palaces Of Rajasthan Including Visit To The Taj Mahal, Agra, India.

Problems Faced By Tourists:

Transportation Problems:

The Absence Of Good Transportation System Is A Big Problem In The Development Of Tourism In Rajasthan. Most Of The Public Transportation Are In Very Poor Conditions And Require Immediate Attention.

The Other Problems Related With Transportation Are:

- (i) There Is A Lack Of Parking Around The Tourism Attraction Like Historical Places Etc.
- (ii) Dangerous Positions Of Many Roads Of Rajasthan, Which Can Cause Accidents.

Poor Advertisement For The Publicity Of Tourism:

One Of The Fundamental Problems In Tourism In Rajasthan Is Shortage Of Specialised Advertisement And Publicity Of Many Significant Attractions. Tourism Information About Tourism Attractions, Hotels, Tourism Facilities Can Promote Tourism In Rajasthan, But Due To Lack Of Advertisement Tourists Are Not Informed About Tourism Attractions.

Problems Of Shortage Of Accommodation:

Different Ranks Of Hotels And Tourism Facilities According To The Financial Abilities Of Tourists Are A Very Important Factor In Tourism Development. Due To Lack Of Such Facility A Numbers Of Tourists Have Problems Of Availability Of Hotels At A Cheaper Rate And This Causes Many Tourists To Have A Very Short Stay In Rajasthan. There Is Also Lack Of Quality Three-Star Hotels As The Tourism Policy Provides Higher Tax Incentives To Setting Up Five-Star Hotels Than To Three Star Hotels.

Higher Tax:

Higher Taxes Are Charged To Tourist At Various Stages Right From Their Entry In Rajasthan. Taxes Are Charged On Airport, Food Provided Hotel Accommodation. This Has Cumulative Impact On The Overall Expenses. These Are Fairly High Compared To Other Countries. This Has Negative Impact On The Growth Of Tourism As It Demotivates Tourists From Visiting India.

Lack Of Tourists Reception Centers (TRC):

There Is A Lack Of Tourists Reception Centers In Rajasthan Which Provide The Basic Information About The Tourist Destination In Rajasthan. The Absence Of This Important Centre, Leads To Loss In Revenue, As Tourists Visiting Rajasthan Do Not Move To All Places Of Tourists Attraction.

Discrimination Pricing:

There Is Discriminating Pricing For Foreign Tourists. In Most Of The Historical Monuments There Is Different Pricing For Domestic And Foreign Tourist. This Generates A Feeling Of Alienation Among The Visiting Tourists .

Lack Of Safety And Security:

Due To Continuous Terror Attacks On Tourism Destinations In Different Parts Of The Country, Tourists Are Worried About Their Safety And Security In Rajasthan.

Lack Of Hygienic Food:

Food Service Is Also One Of The Major Problem In The State. Food Served Is Either Unhygienic Or Served Under Unclean Conditions. Non-Availability Of The Regional And Continental Dishes Is Also A Big Problem Alongwith Spicy & Oily Food Which Does Not Suit Many Foreign Travelers.

Overcrowding:

Unplanned Promotion Of Tourism Has Increased Pressure On The Infrastructural Facilities, The Development Of Which Has Not Been Commensurate With The Growing Demand. Most Of The Tourism Sites Are Overcrowded In Rajasthan. This Makes Tourists Uneasy And Unsafe As They Feel Prone To Many Types Of Air-Borne Diseases And Also To Various Kinds Of Risk Like Pick Pocketing, Snatching And Other Heinous Crime. It Too Has An Impact On The Conservation Of The Environment And Preservation Of Scenic Beauty Become Difficult Due To Large Number Of Tourists.

Insensitive Tourists Create Problems:

Many A Times Tourist Visiting Popular Sites, Forget The Civic Sense And Indulge In Activities Which Seriously Hamper The Beauty Of A Particular Tourist Destination. This Problem Has Been Further Aggravated With A Considerable Increase In The Number Of Tourists Who Are Either Not Aware Of Or Are Indifferent To The Ecologically Fragile Nature Of The Tourist Sites. They Show Scant Regard To Cleanliness, Tourists Eat In Public Places And Convert Roads, Including The Main Approach To Popular Spots Like The Historical Sites Where Tourists Often Scratch On The Walls And Write Their Names, Thus Destroying The Natural Fabric Of The Sites.

Visa Facilities:

Visa Facilitation Is Yet Another Problem. There Is No System Of Single Window Clearance For Obtaining Tourist Visa. Tourists Visiting India Has To Go Through Various Clearance System And Other Formalities To Obtain Tourist Visa. This Prevents Them For Planning Their Tour To India. Stringent Eligibility Requirements And Cumbersome Procedure Put Off Many Visitors From Visiting India.

Lack Of Better Communications Facility:

In Rajasthan There Are Poor Telecommunication Infrastructures In Terms Of Limited Internet Accessibility And Difficulty Of International Calling. This Often Creates A Sense Of Isolation Amongst The Tourist As They Feel Being Deprived Or Cut Off From Their Near And Dear Ones. It May At Times Lead To Home Sickness And Force Them To Leave Their Tour Without Completing It.

Lack Of Healthcare Facilities:

In Rajasthan There Is Lack Of Proper Healthcare Facilities At Tourist Destinations. There Are No Facilities Provided By RTDC. There Is Lack Of Medical Facilities At Various Tourist Destinations. The Elderly People And Chronically Ill People Who Visit Certain Destination For Refreshment Often Find Themselves In Awkward Situation Due To Absence Of Proper Medical Facilities.

Seasonality:

The Hot Weather Of Rajasthan Creates A Lot Of Problem For Visiting Tourists. Many Tourists, Who Not Used To Such Types Of Climatic Conditions, Find Their Stay Very Tough. Added To This The Public Transport System Have Very Few Air Conditioned Carrier Which Make Travel From One Destination To Another Very Tough.

Other Problems:

1. Every Monument Has Separate Tickets, Which Results In Lots Of Haggling And Wasting Of Time.
2. Obsolete And Non Interesting Tourism Itinerary That Does Not Provide Value For Money.
3. Inadequate Updated Tourist Information Is Provided By Tlie Department Of Tourism And Rajasthan Tourism Development Corporation.
4. There Are Unhygienic Toilet Facilities At Almost All Bus Terminals, Railway Station And Hotels.
5. There Is No Effective Measure For Speedy Settlement Of Complaints Of The Tourists.

II. Conclusion:

Rajasthan Is A Popular Tourist Spot In North India And Emerged As One Of The Popular Tourist Destinations In India For Both Domestic And Foreign Tourists. The Royal Land Dotted With Numerous Tourist Attraction Sites.

The Rich Tourist Attractions Of Rajasthan Includes Numerous Forts And Palaces, Monuments And Structures, Lakes And Mountains, Sand Dunes And Desert Beauty, National Parks And Wildlife Destinations. Even The Cities And Towns Of Rajasthan Are Worth Exploring.

The State 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, Colourful Fairs And Festivals, Local Art And Handicrafts Has Been A Unique Selling Proposition For Tourists Coming To The State.

The State Has Made Many Efforts To Increase Tourism In The State Additionally To Provide Tourist Facilities Government Of Rajasthan Establish Department Of Tourism (Dot), Rajasthan Tourism

Development Corporation Ltd. (RTDC), Rajasthan Institute Of Travel And Tourism Management (RITTMAN) And Many Other Organizations Which Play A Vital Role For Increasing Tourism In The State.

The Government Of Rajasthan Has Undertaken Many Steps For The Improvement And Development Of Tourism Trade In The State Yet There Is A Room To Think, To Plan And To Implement New And Attractive Way To Give A Further Boost To This Trade. In Connection To This The Major New Dimensions For The Advancements Of Tourism Suggested Are Improvement In Transportation Network By Rail, Road And Air Connectivity, Adequate Fund Allocation To Tourism Sector And Free Loans To Tourism Projects, Human Resource Development, Increasing Private Sector Participation,

Preservation Of Rich Heritage Palaces, And Encouraging New Area Of Tourism Such As MICE Tourism, Rural Tourism, Adventure Tourism. The Desert Environment In The Western Parts Of The State Is Also A Major Attraction For Visitors, Particularly For Foreign Tourist. Rajasthan Has Emerged As One Of The Leading State In India And Rajasthan Was The Third Preference Of Tourist After Goa And Kerala As Travel Destination In India.

Case Study: Indian Couple From Sydney, Australia.

We Spent The Month Of March In The Primary Tourist Destinations In Rajasthan (Udiapur, Jodhpur, Jaipur, As Well As Ranthambore), This Was Our Fourth Trip To Rajasthan, So Obviously We Like It. Rajasthan Offers Some Of The Most Amazing Sights And Traveler's Experiences That The World Has To Offer. Fascinating Culture And History; Interesting, Exotic, And Generally Friendly People; Amazing Forts And Palaces; Great Food; Colorful Markets And Scenery; And Exotic Wildlife. There's No Place Like It. In Jodhpur We Hired A Car And Driver (With Much Trepidation - We Have Always Previously Travelled By Public Transport) . During The Next 10 Days We Travelled To Jaisalmer, Pushkar, Bundi, Jaipur, Agra And Delhi. The Highlights Were:

The Car Hire:- Having A Car Made It Possible To Visit Wonderful Places Like Bundi And Jaisalmer. We Selected Rajasthan Four Wheel Drive (-) From Positive Comments From Other Reviewers On Tripadvisor. An Excellent Choice.

The Car Was An Immaculate Toyota Innova - At \$94 Aus A Day It Was The Most Expensive Option But OK When Shared Among 4 People - And It Gave Us Room To Stretch On The Long - But Amazing Drives. Life On Indian Roads Is A Non-Stop Happening

We Had Heard Horror Stories About Drivers Insisting On Shopping Excursions To Specific Locations, Places To Stay Etc. Rafiq (Rafiq_Sheikhudr@Yahoo.Com) Was A Dream - A Very Courteous Person And A Very Safe Driver - A Major Plus On Indian Roads.

(The Owner Of The Company Anil Sinha Who Met & Gave Us Dinner At His Home In Jaipur Insists That All The Drivers Focus On Safe Driving).

Rafiq Also Knew His Way Around Each Place We Visited - A Major Plus - Demonstrated An Understanding Of Our Needs And Respect For Our Wishes Including Our Itinerary Changes. Our Friends Had Bought Some Of Their Favourite Cds - Sharing Music With Rafiq Was Another Plus.

We Booked Our Own Accommodation - Usually One Or Two Days Ahead - And Varied Our Itinerary To Fit In Jaisalmer And Bundi (Both Musts To Visit).

Bundi Is A Magical Place To Visit - Fewer Tourists Than The Other Places We Visited (Even In November), Very Little Hassle And Lots To See - A 14th Century Fort - Overgrown, Deserted Except For Scampering Monkeys, Magnificent Views Over The Countryside - The Recently Opened Garh Palace With Its Beautiful Murals, Intricately Carved Stepwells, Friendly Villagers & Good Budget Accommodation - Our Favourite Place. Accommodation Highlights:

Jodhpur: Singhvi's Haveli (A Lonely Planet Recommendation) - Range Of Options In This Beautiful Red Sandstone Haveli In The Old City With Views - And Within Walking Distance Of - The Magnificent Mehrangarh Fort. Beautiful Rooms, Good Food. Run By The Singhvi Brothers, Darpunand Arpun. They Arranged An Excellent Bishnoi Village Tour For Us - We Had Read That These Tours Could Feel A Bit Touristy - Depended On The Guide - Ours -Vikram Singh Was Great - Very Informed And Fun To Be With. We Were Tempted By Their Osyan Tours Of The Jain Temples But Opted To Detour To Jaisalmer Instead.

Jaisalmer: Hotel Moti Palace - Kailash_Bissa@Yahoo.Co.Uk Tel: 02992 254693 Its In The Walls Of The Fort City. We Stayed In A Room With A Mud Floor- Over 500 Years Old - Separate Loo And Shower - Very Basic But Spacious With Amazing Views From The Cushioned Window Seat Down Into The Fort And Across The City. Meals Were Served In A Curved Open Space On The Wall - A Favourite Viewing Spot For For Tourists Visiting The Fort. A Magical Place - We Needed Longer Than Two Days.

Bundi: We Stayed At Haveli Braj Bhushanjee -A Mid-Range 250 Yr Old Haveli But Ate All Our Meals At The Nearby Haveli Kathoun Guest House Raghunandansingh@Yahoo.Com Tel: 0747 2444311. Major Singh And His Family Are Very Friendly And Their Courtyard Is A Lovely Place Place To Sip A Ginger Andlemon Tea - Or A Beer. There We Met Monty (Dheeras Bhati) Monty_Lovescoins@Yahoo.Com - Who Took Us On A Fascinating Guided Tour Of A Nearby Pottery Village, Thikarda.

Agra: We Stayed At Hotel Sheela - Very Basic Rooms Smelling Strongly Of Disinfectant, Pleasant Outdoor Eating Area But Superb Location - 5 Minutes Walk From The East Gate Of The Taj Mahal - We Walked To The Gates And Were There When They Opened At 6:00am - Very Beautiful Seeing The Taj In The Pre-Dawn

Gloom, And Then The First Rays Of Sun Striking The Inlaid Semi-Precious Stones On The Facade (The Sheela Was One Place Our Driver Had Problems Locating- It Is In The No-Car Zone Which Surrounds The Taj Mahal).

Delhi: Master Paying Guest Residential Accommodation (-) - Three Metro Stops Away From Chandni Chowk (The Recently Opened Metro Is An Excellent Way Of Travelling Around Delhi). Would Definitely Stay Here Again Even Though Our First Night Was Spent On The Floor Of The Dining Room. The Second Night Was Spent In One Of The Three Very Comfortable, Elegant Rooms Which Open Out Onto The Roof Garden. Whole Establishment Run Very Efficiently By The Lady Of The House. Avnish The Effervescent Erudite Husband Runs Tours Of Hidden Delhi Twice A Week. We Missed Out But Our Friends Said It Was Fascinating - Next Time!

By The Way - We Are Both In Our Sixties (Although Not Sure Whether This Is Relevant To Anything).
Happy Travelling!

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Notes: CAGR – Compound Annual Growth Rate, E - Estimates, GDP Stands For Gross Domestic Product,