

## A STUDY OF TOURIST PREFERENCES FOR VARIOUS PALACES TO VISIT IN RAJASTHAN STATE

**Daksh Trivedi**  
Research Scholar  
Gujarat University  
Ahmedabad  
**Dr. Mehal Pandya**  
Associate Professor  
Gujarat University  
Ahmedabad

### Abstract

Tourism is one of the important industry which contribute significantly in the economic growth. Rajasthan is a state of forts, mahels and other heritage building in the country. Rajasthan has very wide scope of developing tourism in the state. State government has developed tourist friendly policy also. In the present paper an attempt has been made to know the preference tourist in terms of places of visit, timing of visit, and other aspects. Tourists seek comfort, relaxation and enjoyment while selecting places of visit. Interconnectivity with various tourist places is playing significant role in the selection of tourist place in the state. On the basis of survey of 150 tourist of Rajasthan the said research work has been carried. We have run chi-square test to examine influence of various demographic factors on preference of places of visit.

**Key words:** Tourism, Tourist Preference, Demographic factors.

### INTRODUCTION

After independence government was focusing on development of the key areas like agriculture, industry, infrastructure, etc. in India. Tourism was never seen as a potential business, it was growing at its own space. Tourism has started receiving some attention from last decade. Worldwide tourism is ranked second highest revenue-generating industry next to the oil industry. It is necessary to differentiate between different type of tourists to understand and analyze their purpose of visit. There are different ways to attract domestic and foreign tourists, we need to understand what types of services are required to attract and retain the customers. There is a large potential market for tourism for especially for foreign tourists, which is under development because government has not taken up any systematic approach to attract foreign tourists. Tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values.

### PLACES TO VISIT RAJSTHAN

#### Jaipur

The "Pink City" of Jaipur forms part of India's renowned Golden Triangle Tourist Circuit and is one of Rajasthan's most popular tourist destinations. It has many famous forts and palaces, with most of them boasting stunning views and elaborate architecture. Staying in Jaipur is particularly enjoyable. Accommodations are reasonably priced and many have been converted from heritage properties, giving guests a very regal experience! Jaipur is an outstanding place to go shopping too.

#### Udaipur

Udaipur is often said to be the most romantic city in India, as it's filled with expansive lakes and old palaces. The exquisite City Palace Complex, which stretches along the eastern shore of Lake Pichola, dominates the city and the royal family still lives in part of it. Many personal royal heirlooms, family photos, and other memorabilia are displayed in the City Palace Museum, giving Udaipur a very regal feel. You can even stay in the City Palace! Alternatively, there are many atmospheric hotels by the lake with amazing views, such as the Jagat Niwas heritage hotel.

#### Jaisalmer

A remarkable sandstone city that rises magically from the sand dunes of the Thar desert, Jaisalmer looks like it's straight out of an Arabian Nights fable. Its mesmerizing ancient fort, built in 1156, is perched high on a pedestal overlooking the city. Inside, the fort is alive and spellbinding. It houses five palaces, several temples, and some exquisite havelis (mansions), as well as shops and other residences. These top things to do in Jaisalmer cover the best of the city and its surroundings.

### Jodhpur

Affectionately called the "Blue City" because of its blue painted buildings, Jodhpur is the second largest city in Rajasthan. The walled old part of the city is presided over by Mehrangarh Fort, which provides the best outlook across Jodhpur's blue buildings. It's one of the largest and best maintained forts in India. Inside are a number of ornate palaces, museum, and restaurant. The many inexpensive yet characterful places to stay in Jodhpur with views of the fort are really appealing. It's great to do nothing but relax on their rooftops and soak up the atmosphere.

### Pushkar

For most of the year, Pushkar is a sleepy little holy town that attracts a lot of backpackers and hippie types. However, it really comes alive for a couple of weeks in October or November, when the Pushkar Camel Fair hits town. It's a peculiar sight, and a great opportunity to witness an old traditional Indian festival. Pushkar is worth visiting at any time of year if you want to chill out. Sadly, the town isn't like it used to be though. These days Pushkar is becoming much more westernized and tourist-focused. The priests by the bathing *ghats* (steps) very forceful in demanding donations. Avoid that area, and head to the Pushkar market for some great shopping instead!

### Ranthambore National Park

Ranthambore National Park is one of the best places in India to spot a tiger in the wild. In contrast to many national parks in India, Ranthambore is also really accessible and easy to get to. This makes it very popular (and, unfortunately, it's been facing a lot of tourist pressure). As well as nature, the park is home to the formidable 10th century Ranthambore Fort. It's a huge structure that contains ruined pavilions, monuments, and three Hindu temples. The park is packed with history, having witnessed many battles played out on its land, and the rise and fall of many rulers.

### Shekhawati Region

If you're an art lover, or even someone who's into architecture and history, the Shekhawati region of Rajasthan is well worth including on your itinerary. This unique region is often referred to as the world's largest open air art gallery, with old *havelis* (mansions) having walls adorned with intricate painted frescoes. Staying in one is a highlight! Shekhawati is located in the Delhi, Jaipur and Bikaner triangle, and is refreshingly free of tourists!

### Bikaner

The remote and quaint desert town of Bikaner receives less tourists than many other prominent destinations in Rajasthan. It's a less-commercialized place to go on a camel safari, as an alternative to Jaisalmer. The main attractions are the atmospheric walled Old City and fort. Bikaner is also renowned for the infamous Karni Mata rat temple nearby. The Karni Mata Festival, held to worship the rats there, is one of the quirkiest festivals in India. A Camel Fair is also held in Bikaner every January. Stay at the exceptional Narendra Bhawan heritage hotel for an unforgettable trip! It's one of India's most beautifully restored heritage hotels.

## RESEARCH METHODOLOGY

### Nature of the Study

This has been an exploratory study which attempts to analyze various factors that affect tourism in the Places of Rajasthan and Rajasthan with the help of questionnaire. The study will basically concentrate on analyzing the tourist's **needs, preferences, perceptions and satisfaction**.

### Scope of the Study

The study has been confined to the development and marketing of tourism in Rajasthan. The study has analysed the responses provided in the questionnaires by the tourists who have visited these places. The study has analysed **satisfactions of respondents for various services received during tour in Rajasthan**.

### Objectives of the study

The broad objective of the study is to study the tourist's needs, preferences, perceptions and satisfaction in the tourism sector of the state of Rajasthan.

1. To study preference of tourists for various tourist places in the state of Rajasthan.
2. To know most preferred way of booking, internal travelling vehicles and place of stay
3. To study the relationship between demographic factors and preference of places preferred.

### Methodology

Universe of the present study is infinite. It is decided to use convenient sampling method and collect data from 150 sample respondents. The chosen sample consists of 150 sample respondents representing the tourists Sample respondents comprising both tourists from different socioeconomic category of society. The empirical

data has been collected to understand the market potential for rural tourism to evaluate its positive and negative impact on the society, especially in the area of environment, economy and socio-culture. The survey has been conducted using the convenient sampling method. Primary data has been collected from 150 respondents by administering them a detailed questionnaire. The secondary data has been collected from different sources like searching net, traveling authorities, traveling guides.

### Research Design

The data collection instruments has been developed to systematize the collection of data and to ensure that all the respondents are asked the same questions and in the same order. A survey of 150 respondents has been contacted conducted in Rajasthan. The questionnaires has been developed with close-ended questions. The questionnaire has been personally administered with the respondents.

### Sampling frame work

#### Sampling design

The 150 respondents in the sample has been be divided proportionately divided into various locations equally. The samples has been selected on the basis of convenience sampling.

A literature survey has been first conducted to identify the domains and to find out the items to be generalized for the study. A primary data required for the study has been collected through a set of standard questionnaire. The reason for conducting the study at places of Rajasthan is because it is a tourist area and the researcher is interested to find the tourist's needs, preferences of tourist of Rajasthan.

## LITERATURE REVIEW

S. S. Bisht conduct a study on "Marketing Practices of Tourism Industry: A Case Study of selected organizations", for his Ph. D. degree from Jamia Millia Islamia University, Delhi, 2003. The main objective of the study is to examine tourism marketing practices currently being followed in India, to examine the marketing mix to tourism to access the present state of tourism promotion in India and to evaluate tourism with regard to 4p's of marketing mix such as price, product, promotion mix and distribution of tourism. The main suggestion made by the researcher are that proper tourism marketing strategies adopted for marketing of tourism, effective and efficient system of communication adopted, stable price structure of various tourist product/package which is important for effective tourism marketing adopting various channel of marketing the tourism product to its potential buyers such as the travel agents, tour operators, institutions and sport organizations.

Kamalakhi M.V. conducts a study on "Hotel Industry in Kerala with Special reference to Tourism", for his Ph. D. degree from Cochin University of Science & Technology, Cochin, Kerala, 1996. The study recommends that travel and tourism industry is worldwide growing industry and accommodation industry is the most important segment of tourism industry. This research makes main focus on tourism in Kerala. The study reveals that trends in the hotel industry in Kerala shows that number of hotel are less in Kerala therefore old units increase their capacity and build comparatively large hotels. In this study, researcher also finds major problems faced by the hotel industry in Kerala such as multiplicity of product, shortage of skilled personnel, short duration of the cycle of operation, inadequate marketing, non popularization of package tours to Kerala and excessive tax burden. Researcher suggest various remedial measures for hotel industry in Kerala such as joint venture agreement are to be made with the world's well known international hotel chains, constructing new hotels close to the air ports in Kerala, and cooperation in the functioning of the various departments of the government will help in supporting the entrepreneur in the various steps taken in the promotion of hotels, to grant subsidy on the loan for construction of hotels and to promote off season tourism by offering attractive packages to domestic tourists.

Dr. Ashok T. Patil and Prof. Kailash Choubey published a research paper on "Geographical Analysis of Tourism & Concerning Problems in Goa (India)" in International Referred Research Journal, SSMRAE, Jaipur, Rajasthan, Issue - 19, August, 2010. In this research paper writers study the role of Goa tourism and identify problems faced by tourists while travelling in Goa. They conclude that now a day's Goa has a positive tourism profile and silvery beaches, waterfalls, ancient temples and churches, greenery of cashew and coconut palm, friendly and hospitable people, all these geographical factors make a variable tourist paradise. The main objective of this paper is to examine the location of tourist area and concentration of population related the tourist industry, to know the geographical features of the Goa, to examine the geographical environment and seasonal variation of tourist arrival in the area and to recommend that tourism is mostly developed the social as well as medical problems. The main findings of this paper are that government of Goa released various grants for the development of tourism industry, also give emphasis on enhancing several facilities to their citizens to travel within and outside the country, increasing number of domestic and foreign tourists, increasing development of historical and pilgrimage places especially Goa's largest churches.

Ms. Deepika Gupta made a study for Ph.D. Degree on "A Study of Evaluating Economic Impact Assessment and Physical Carrying Capacity at Tourist Destination Areas of Rajasthan", MDS University, Ajmer, 2008. The study

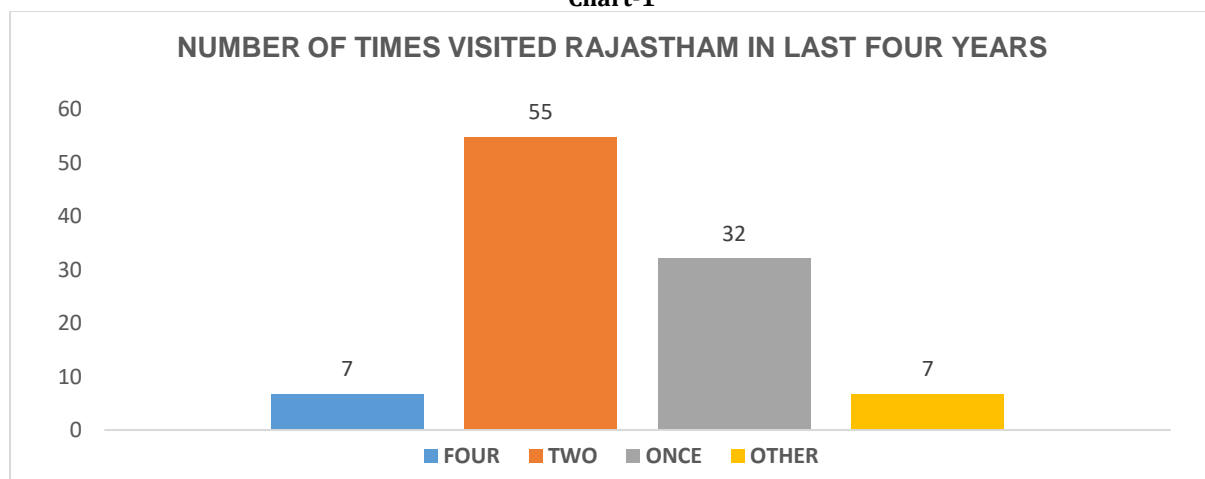
consider status of Tourism in Rajasthan, role of RTDC and various TRC (Tourist Reception Centers & Bureau), role of human resources, amusement parks, entertainment and leisure activities and national park & wild life sanctuaries. The major suggestions made in this research are that to increase tourism facilities at railway stations, bus stand and airports, to encourage role of private sector in tourism, make a development of historical monuments, wildlife parks, pilgrim centers and historical sites. An attempt was made to find the solution of problems like dirtiness at restaurants, hotels and various pilgrim places like Pushkar. The researcher also recommends that state government should enact legislation to curb the threat of touting, cheating, beggars and misguiding tourists and professional training should be provided to youth so that tourism services provided properly in the state.

Mr. Kishore Singh made a study for Ph.D. degree on “A Study of Tourism Management & Organization in State of Rajasthan”, MDS University, Ajmer, 2006. The study covers tradition, language, art and culture, literature and folk dance of Rajasthan. It also cover various tourist products like national parks, desert, pilgrims and religious places, jewellery and design which attract major domestic and foreign tourists in Rajasthan. The main suggestions made in the study are state should frame appropriate tourism policy, to appoint and train more people about various tourism services, to make emphasis on hotel and accommodation sector, to provide more services like foreign currency converter, travel, communication and healthcare in the state.

**DATA ANALYSIS**

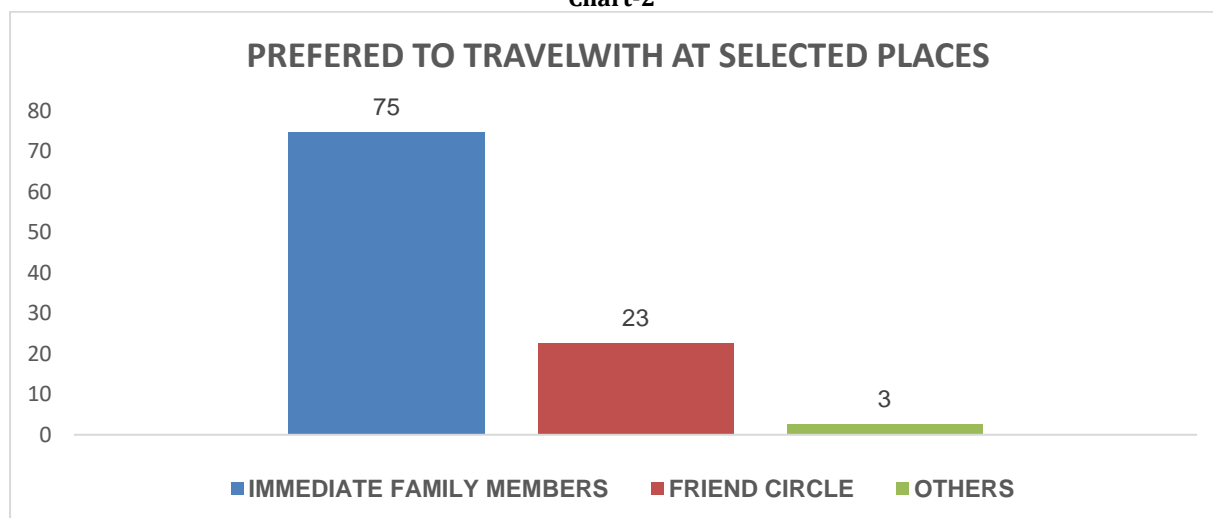
**PERCENTAGE ANALYSIS**

**Chart-1**



55% respondents have visited state for two times and nearly one third have visited just once. 7% respondents have visited state for more than four times and for higher times also. Tourists like places of Rajasthan.

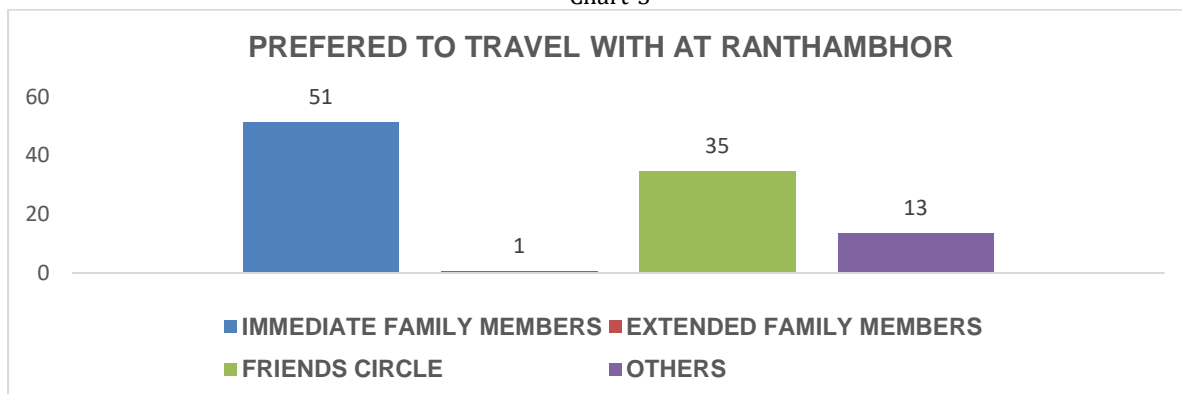
**Chart-2**



<https://www.gapgyan.org/>

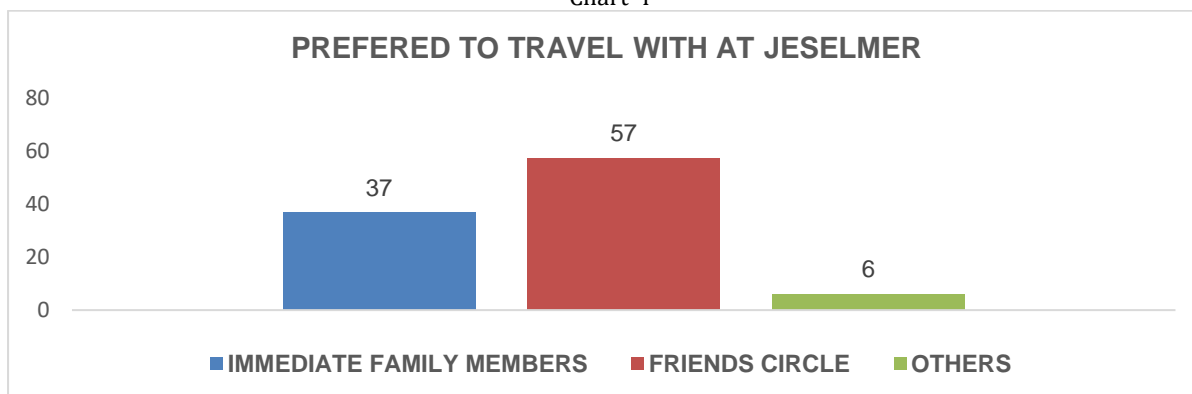
Immediate family is first choice for travelling in Rajasthan State. As 3/4<sup>th</sup> respondents preferred to go with immediate family members to visit several selected places of Rajasthan. Friends are preferred by nearly one fourth of the respondents to visit predetermined places in Rajasthan.

Chart-3



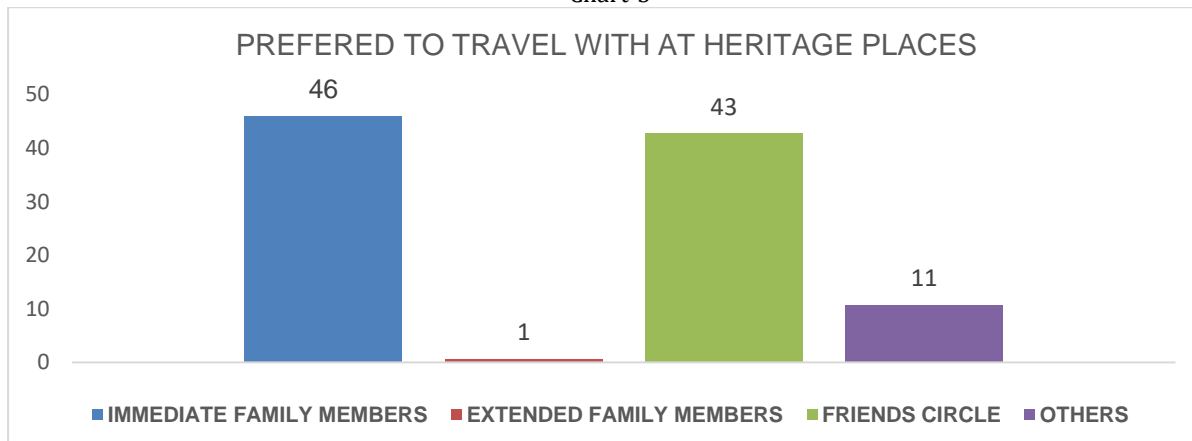
Ranthambhor is one of the national park of the country. Tiger conservation activities are going on the said national part. Nearly half of the respondents would like to visit Ranthambhor with immediate family members. 35% preferred to go with “Friends” and 13% preferred to grow in the different group all together. Just 1% respondents have preferred to go with extended family members.

Chart-4



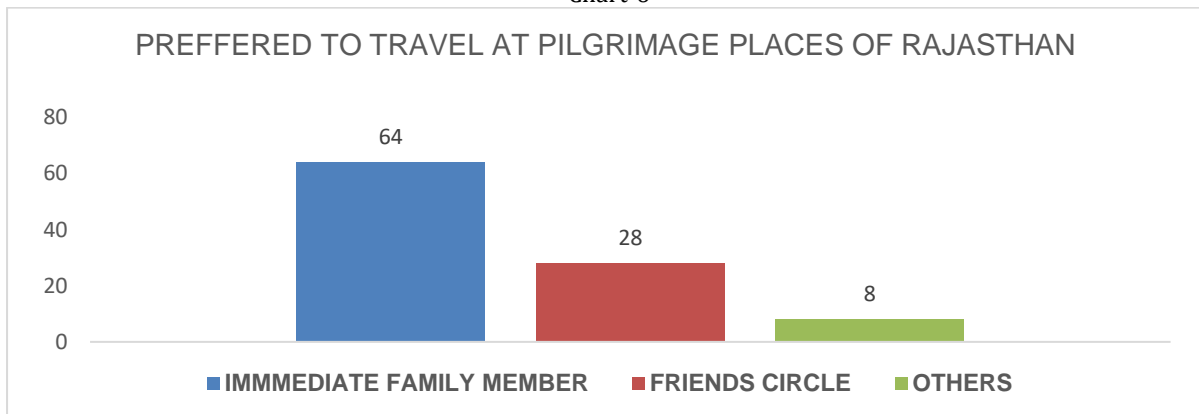
Jeselmmer is near to Pakistan border. It is desert area and many tour operators are offering tent facilities at that place. Tourist have different experience all together. 37% respondents would like to vast that place with immediate family members. 57% respondents preferred to go there with friend circle only. 6% respondents would like to vast that place with others.

Chart-5



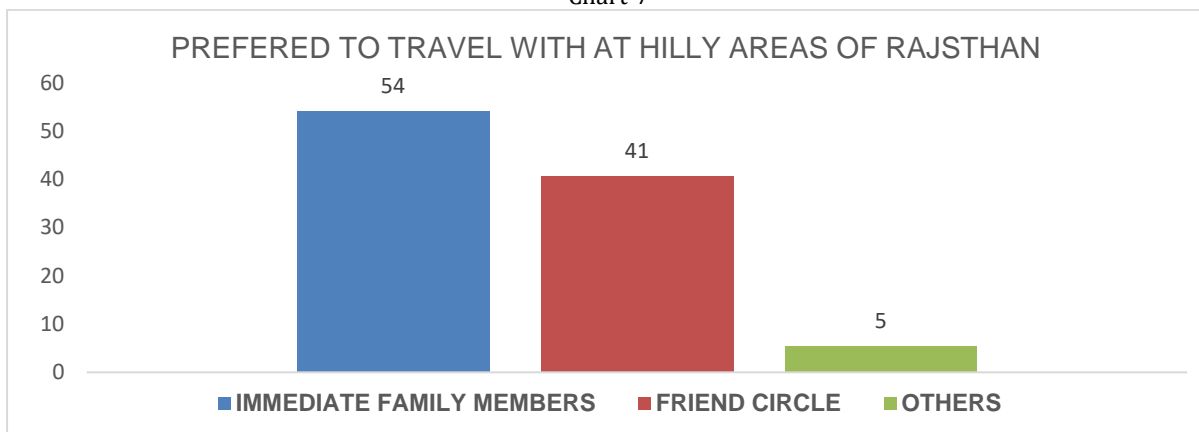
Heritage places in Rajasthan is big attraction for the tourist over there. 46% respondents preferred to travel at Heritage places with immediate family members, 43% respondents prefer "Friend Circle" and 11% prefer to go there with other groups. Just one percent respondents prefer to go to extended family members.

Chart-6



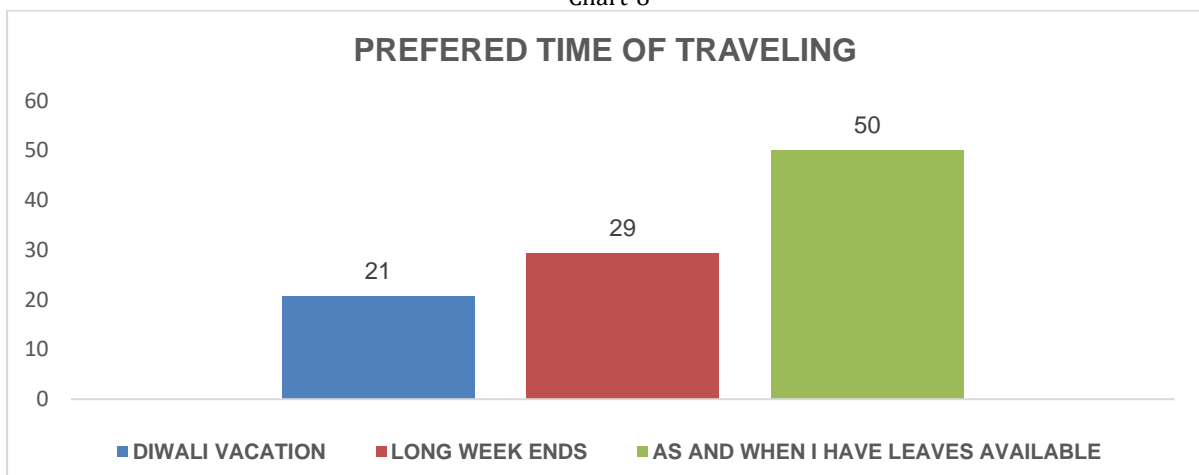
There are several pilgrimage places in the Rajasthan state. Immediate family is considered to be first preference for the travelling such place in the form of company. Followed by 28% with friend circle and 8% respondents prefer other group for such visit.

Chart-7



Hilly area of Rajasthan is known as Ghati. There are several places and places situated in the hilly areas. 54% respondents preferred to visit such places with immediate family members and 41% with friends. Extended family members are not preferred for such places for company. Just 5% respondents preferred to go such places with others.

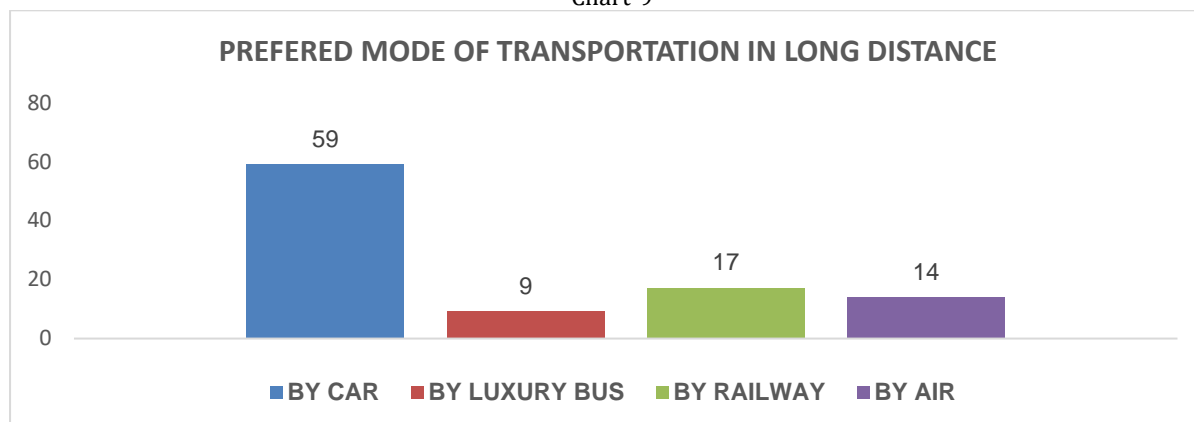
Chart-8





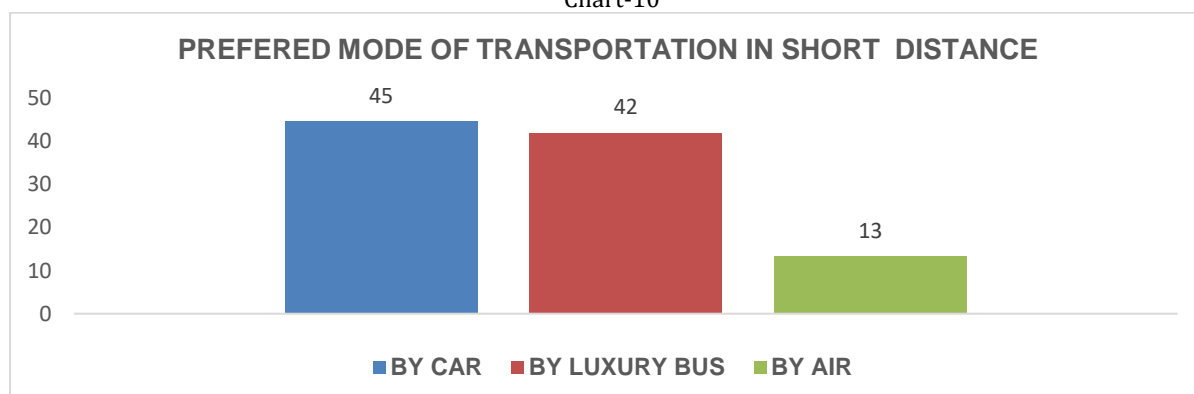
Convenience of leave to the earner of the family is considered to be one of the most important factor for determine time of traveling out of state. Half of respondents preferred to visit or visited Rajasthan at the time when they have Holidays. One fifth of the respondents preferred to visit state during "Diwali Vacation". 29% respondent's preferred to visit state in the long week end.

Chart-9



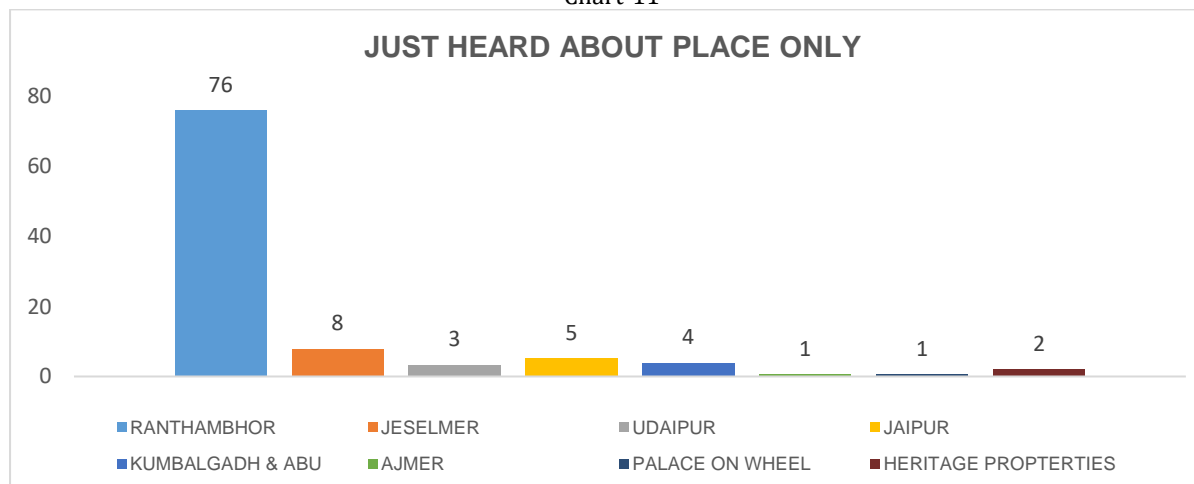
Car is most preferred mode of transportation to the state. Car Traveling Provides flexibility in the travelling as well as sense of cohesiveness so that family bonding can be maintained. 59% respondents prefer car for short distance traveling the state. 17% respondents preferred to travel by Railway for short distance places. Just 9% respondents preferred to travel by Luxury Bus. 14% respondents believe in other way of traveling to the state.

Chart-10



Even in the long distance travelling in the state Car is most preferred vehicle of transportation amongst tourist. Luxury Bus is preferred by 42% respondents and 13% respondents preferred other mode of traveling.

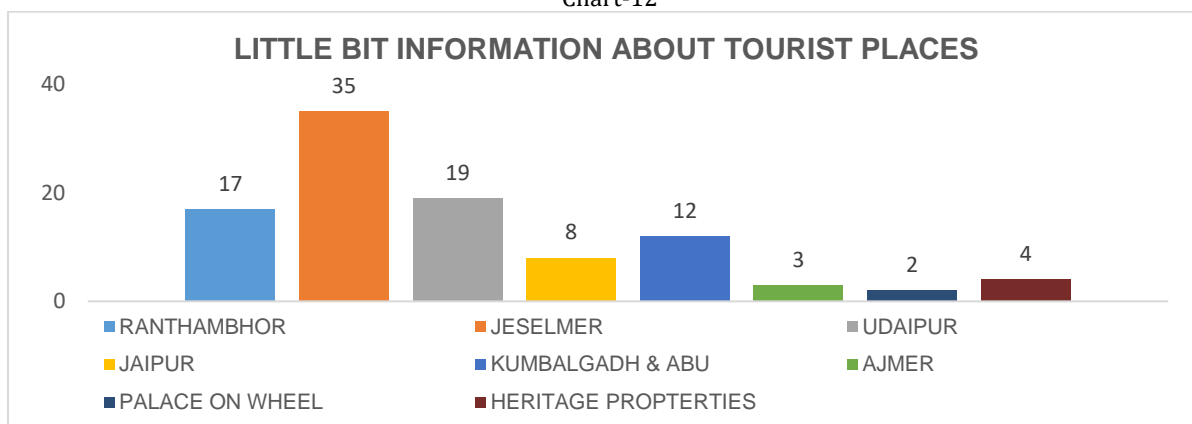
Chart-11



<https://www.gapgyan.org/>

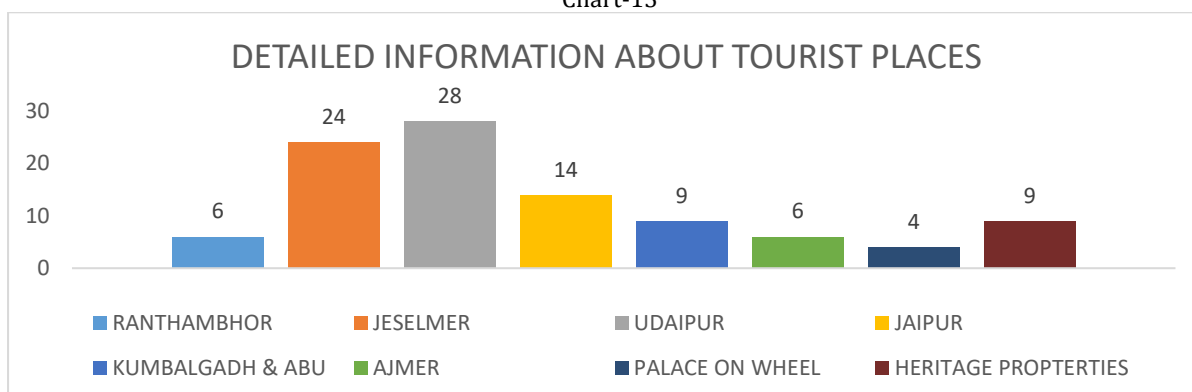
Ranthambhor is a place about which no information has been spread. Tourists of the state found lack of information about the National Park of the state. 8% respondents just know “Jeselmere” by name only and 5% respondents have similar status for Jaipur. 3% of the respondents have very less information about Udaipur.

Chart-12



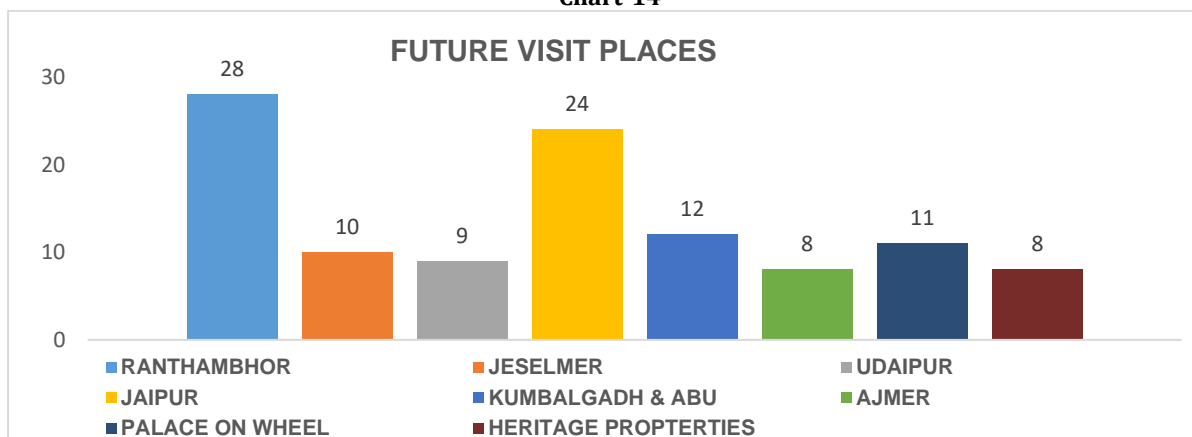
Jeselmere a border place of tourist is not so much famous amongst the respondents. 35% respondents have little bit information about it. Udaipur and Ranthambhor is places second and third for having little information amongst tourist. 12% respondents have very little information about nice hilly place of Rajasthan-Kumbalgarh. 8% respondents are of the opinion that they just heard name of Jaipur as place of visit. Information about Heritage Properties and Palace Wheel have not been informed to the tourist.

Chart-13



Amongst the tourist surveyed 28% have detailed information about Udaipur. A city known for its palaces as well as its lakes. Detailed information about Jaipur is with 14% respondents. Kumbalgarh, Heritage Places are known amongst 9% respondents respectively. 6% respondents have detailed information about Ranthambhor Ajmer respectively. Palace on wheel is the attractive the tourist whose information is least spread.

Chart-14





We make an attempt to know their future visit place in the Rajasthan state. Ranthambhor is the most preferred place for the next visit to the state for 28% respondents. Similarly one fourth of the respondents prefer to go to Jaipur. Ajmer, Palace on Wheel and Jeselmer are preferred by 12%, 11% and 10% respondents. Rest places are preferred to visit by 8% respondents.

## HYPOTHESIS TESTING

### Hypothesis: 1

**H1: There is no influence on frequency of visit to the Rajasthan state and Education of Respondents**

**H0: There is influence on frequency of visit to the Rajasthan state and Education of Respondents**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.267 <sup>a</sup>	15	.101
Likelihood Ratio	28.664	15	.018
Linear-by-Linear Association	1.242	1	.265
N of Valid Cases	150		

As the P value of Chi-square test is higher than 0.05 we can conclude that there is no significant influence of Education on frequency of visit to the state of Rajasthan.

There is no influence on frequency of visit to the state and Education of Respondent

### Hypothesis 2

**H1: There is no influence on frequency of visit to the Rajasthan state Income of Respondents**

**H0: There is influence on frequency of visit to the Rajasthan state of Income of Respondents**

Chi-Square Tests			
Result	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.535 <sup>a</sup>	12	.000
Likelihood Ratio	39.979	12	.000
Linear-by-Linear Association	15.331	1	.000
N of Valid Cases	150		

As P value is less than 0.05 we can conclude that there is significant influence on frequency of visit. As the P value is 0.00 we can conclude that there is very significant influence and hence H0 is rejected.

### Hypothesis: 3

**H0: There is no influence on frequency of visit to the Rajasthan state and Age of Respondents**

**H1: There is influence on frequency of visit to the Rajasthan state and Age of Respondents**

Chi-Square Tests			
Result	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.393 <sup>a</sup>	12	.104
Likelihood Ratio	20.853	12	.053
Linear-by-Linear Association	3.951	1	.047
N of Valid Cases	150		

As P value is higher than 0.05 we can conclude that there is no significant influence of age on number of visit to the Rajasthan State. Thus H0 is accepted here.

### Hypothesis: 4

**H0: There is no influence on frequency of visit to the Rajasthan state and Age of Respondents**

**H1: There is influence on frequency of visit to the Rajasthan state and Age of Respondents**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.731 <sup>a</sup>	10	.186
Likelihood Ratio	12.723	10	.240
Linear-by-Linear Association	.072	1	.789
N of Valid Cases	150		

As P value is higher than 0.05 we can conclude that there is no significant influence of Age on frequency of visit to the Rajasthan State. Thus H0 is accepted in above case and H1 is rejected.

### Hypothesis: 5

**H0: There is no significant influence on selection of mode of transportation in Rajasthan Tour and Income of Respondents.**

**H1: There is significant influence on selection of mode of transportation in Rajasthan Tour and Income of Respondents.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.434 <sup>a</sup>	8	<b>.018</b>
Likelihood Ratio	19.320	8	.013
Linear-by-Linear Association	.687	1	.407
N of Valid Cases	150		

As P value is less than 0.05 we can conclude that there is significant influence of Income of respondents and preferred mode of transportation in Rajasthan tour. As P value is lower than 0.05 we can say that H0 is rejected and H1 is accepted.

**Hypothesis 6:**

**H0: There is no significant influence of Age of respondents on mode of transportation for tour in Rajasthan.**

**H1: There is significant influence of Age of respondents on mode of transportation for tour in Rajasthan.**

Chi-Square Tests			
Result	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.738 <sup>a</sup>	8	<b>.000</b>
Likelihood Ratio	41.051	8	.000
Linear-by-Linear Association	6.460	1	.011
N of Valid Cases	150		

P value of chi-square test is 0. This indicate that there is significant influence of Age on selection of vehicle used for tour in Rajasthan State. Thus Age influences selection of vehicle for internal transport. Thus H0 is rejected and H1 is accepted.

**Hypothesis 7:**

**H0: There is no significant influence of Profession on selection of Vehicle selected for tour of Rajasthan.**

**H1: There is significant influence of Profession on selection of Vehicle selected for tour of Rajasthan.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.743 <sup>a</sup>	6	<b>.010</b>
Likelihood Ratio	16.678	6	.011
Linear-by-Linear Association	2.331	1	.127
N of Valid Cases	150		

As P value is less than 0.05 we can conclude that there is significant influence of Profession on selection of vehicle for transportation in the State of Rajasthan. Thus H0 rejected and H1 accepted.

**Hypothesis 8:**

**H0: There is no significant influence of Education of tourist on Highly Satisfaction for several aspects of ancillary services,**

**H1: There is significant influence of Education of tourist on Highly Satisfaction for several aspects of ancillary services,**

Chi-Square Tests			
Result	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.542 <sup>a</sup>	25	<b>.001</b>
Likelihood Ratio	52.998	25	.001
Linear-by-Linear Association	10.521	1	.001
N of Valid Cases	150		

Status of highly dissatisfied for selected sub service s of tourism services is highly influenced by Education of Tourist in the State. Thus H0 is rejected and H1 is accepted.

## FINDINGS

Majority of respondents have desired to visit Rajasthan State once again as they have not covered all the tourist spot.

Majority of respondents preferred to visit the stat with immediate family members.

Extended family members are preferred co-travellers for selected places.  
Places like hill areas, heritage property and other exotic places one fourth of the total respondents.  
Generally one satisfies his or her socialisation need in the tour.  
Convenience time for travel is crucial factor for the service class respondents. Nearly half of the respondents prefer to go nearby state as and when there is available leave from job.  
Nearly one fifth of the respondents preferred to travel in Diwali Vacation with their own vehicles.  
29% respondents prefer to go to the nearby state by own car as and where is long week end.  
Just 42% respondents preferred to travel by Luxury Bus.  
Awareness about various destination of Rajasthan.  
Ranthambhor is a place which is unaccusable for many tourist of state.  
Jesolmer is the place about which little bit information is available to the respondents. At the second place Udaipur is.  
Awareness about Heritage Places and Palace on wheel is significantly lower amongst the present tourist.  
Just 14% respondents have detail information about Jaipur. This level of awareness is very poor for bringing tourist in the state.  
Kumbalgadh is a destination about which tourist just heard the name.  
Udaipur, Ajmer and Heritage properties can't attract much number of tourists.  
Selection of mode of transportation for touring in the state is highly influenced by Income, Age, and Profession of respondent.  
Decision of Place of stay is very crucial. One need to determine on the basis of convenience in commuting as well as comfort at the place of stay. Place of stay is highly influenced by Education, Income, Age and Profession of the respondents.  
Age of the respondents have influence on Preferred time of Travelling to Rajasthan state, Type of Information obtained from Web Portal of State, Way Booking and Time Period of booking.  
Income of the tourist have influenced only Time of visiting Rajasthan state, Way of booking Hotel and Time Period of Advanced Booking.  
Education of the tourist having significant influence on every aspects of tourist preference in terms of time of visit, place of stay, way of booking and Time period of advanced booking.

## SUGGESTIONS

Marketing communication of the state owned agency called Rajasthan Tourism Department is not impression. One use 360 degree approach for the improvement in the communication.  
Preference of places to visit in the state of Rajasthan is highly depend upon aweress about places amongst tourist. Several places are not highlighted on the website as well as in the advertisement too. This result into low awareness.  
Segmentation of current market is required to be divided in to different parts. One should make it pilgrimage tourist spot, wildlife safari spots, heritage spots etc. Over and above such should be reflected in the marketing communication.  
Internal transfer must be enjoyable for the tourist. Current conditions of roads and other infrastructure is very up to the mark at several places. Much improvement is needed in such situation.  
On the basis of travel habit and preferences of the tourist one should develop policies for development of particular place in the state.  
Capacity management is one of the important issue in the state tourism. Several pilgrimage place and several heritage places are always with high traffic of tourist. State government should develop such places for giving special experience to tourist.  
Events and Festival celebration marketing is significantly lower by the state government. Such activities need to be organized as well marketed effectively for getting more tourist from the country and from outside country also.

## CONCLUSION

Rajasthan is a state with rich historical back ground. Over and above it is a state with highest number of forts, castles and mahels in the country. From tourist point of view state having unique combination of attractions which includes heritage places, wild life and pilgrimage places. However efforts of state government seems to be very insignificant. Fundamental aspects of consumer awareness, liking and indulge are ignored by the state governme/nt. Preference of tourist is highly depend upon word of mouth publicity of the past tourist and advertisement by the state government. Awareness need to be improved through past and present tourist endorsement.