

SERIES ON FOCUSED SOCIO-ECONOMIC AND MARKET STUDIES



**PROFILE OF TOURISTS VISITING JAIPUR**

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**New Delhi**

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VisionRI is extremely thankful to the tourists who spared time to participate in the survey.

# Tourism Industry in Jaipur : Size & Status

Jaipur, the vibrant capital of Rajasthan is popularly known as “Heritage Pink City” due to the colour of buildings in its wonderful old city. The city owes its name, its foundation and its careful planning to the great warrior and astronomer Maharaja Jai Singh - II. Later, the city got established on tourist itineraries as the third corner of India's Delhi-Agra-Jaipur-Delhi Golden Triangle, just 300 km southwest of Delhi, and 200 km west of Agra. The old city of Jaipur is partially encircled with seven gates; the major ones are Chandpol, Sanganeri, and Ajmeri gates. The 'pink city' label, applies specifically, to the old walled quarter of the Rajasthani capital, while in the northeast of the town, glorious palaces and temples, in an assortment of styles, spanning centuries, are scattered throughout the predominantly urban area.

## Attractions

The capital city of Rajasthan is surrounded by rugged hills on three sides, each crowned by formidable forts, beautiful palaces and gardens dotted throughout its confines. The main tourist attractions in the Jaipur are the old city and a number of amusement parks. Visitors to Jaipur are spoilt for choice since there is so much to see. Some of the major tourist spots are:

- Amer Fort
- Hawa Mahal
- Jantar Mantar
- City Palace
- Jal Mahal
- Central Museum
- Dolls Museum
- Birla Planetarium
- Nahargarh Fort
- Sisodia Rani Garden
- Chokhi Dhani
- Fun Kingdom
- Pink Pearl Water Park

However, there are a lot of attractive excursions on the Jaipur - Amber road. Amber is situated about 11 km out of Jaipur and used to be the ancient capital of Jaipur state. The Amber Fort is a stunning piece of Rajput architecture.

The Cenotaphs of the royal family are at Gaitore, 6.5 km from Jaipur, on the road to Amber. Opposite the Cenotaphs, is the Jal Mahal Palace, in the middle of a lake, and reached by a causeway. Nahargarh Fort is 6.5 km away, and is floodlit at night. Jaigarh Fort, built in 1726, is within walking distance of Amber.

About 50 km north of Jaipur is the small village of Samode. The beautiful Samode palace located in the village is worth a visit. Other places of interest to the tourist are the Temple of Sun God at Galta, Sisodia Rani Palace and gardens, Vidyadhar's garden, Balaji and Sanganer.

Jaipur is also famous as one of the most important centers in the world for cutting and polishing of precious and semi precious stone, diamonds, gold and silver jewellery.

### **Accessibility**

Jaipur is well connected by airway, railway and roadway modes. Jaipur's Sanganer Airport is 15 km from downtown, a drive of 30 minutes from most of the hotels; whereas, the Jaipur Railway Station is in the heart of town. Trains originating from Jaipur link the city with Delhi, Bombay, Calcutta, Sawai Madhopur and Kota. Similarly, a convenient mode of travel to Jaipur is by road through fleets of tourist buses. Situated on National Highway No. 8, Jaipur is well connected to the rest of the country via road. The Sindhi Camp Bus Stand is the main bus stand. Some of the important distances are given in Table 1.

**Table 1: Connectivity with Major Cities**

<b>Sl. No.</b>	<b>City</b>	<b>Distance in Km.</b>
1	Agra	236
2	Ajmer	131
3	Bharatpur	176
4	Bikaner	321
5	Delhi	258
6	Jaisalmer	638
7	Jodhpur	316
8	Mumbai (Bombay)	1202
9	Udaipur	405

*Source: Jaipur for Aliens, Published by Hotel Pearl Palace, Jaipur*

The city has a well-established and varied public transport system. Rajasthan State Roadways runs regular buses and mini buses within the city. Besides this, government and private coaches are also available on regular basis. For personalized movement around the city, luxurious tourist taxis are also available. Finally, un-metered taxi and auto rickshaws, cycle rickshaws and tangas are easily accessible around the city area at reasonable prices.

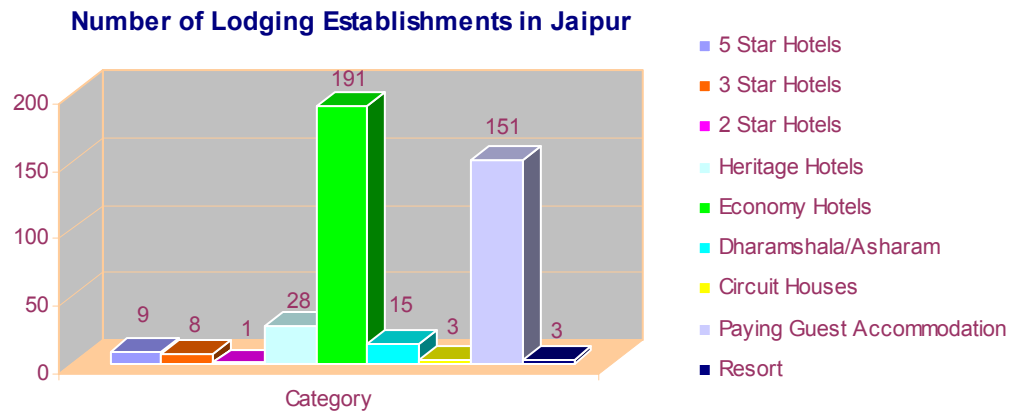
### **Accommodation**

It is noted from the available data that the government has approved of 240 hotels having different categories and 151 paying guesthouses in Jaipur. The largest number of hotels in Jaipur is concentrated in economy hotel establishments, which represent 48.85% of total lodging establishments. Five star deluxe and five star categories represent 2.3% of the total commercial lodging capacity. Other categories of three star, two star and heritage hotels represent 2.05%, 0.26% and 7.16% of total lodging facilities respectively. Apart from these establishments, about 15 Dharmashalas also exist.

**Table 2: Number of Lodging Establishments in Jaipur**

Sl. No.	Category	Number
1	Five Star Hotels	9
2	Three Star Hotels	8
3	Two Star Hotels	1
4	Heritage Hotels	28
6	Economy Hotels	191
8	Dharmashala / Ashram	15
9	Circuit House/ Tourist Bungalow	3
10	Paying Guest House	151
11	Other (Resort)	3
	<b>Total</b>	<b>409</b>

Source: Department of Tourism, Art & Culture, Jaipur

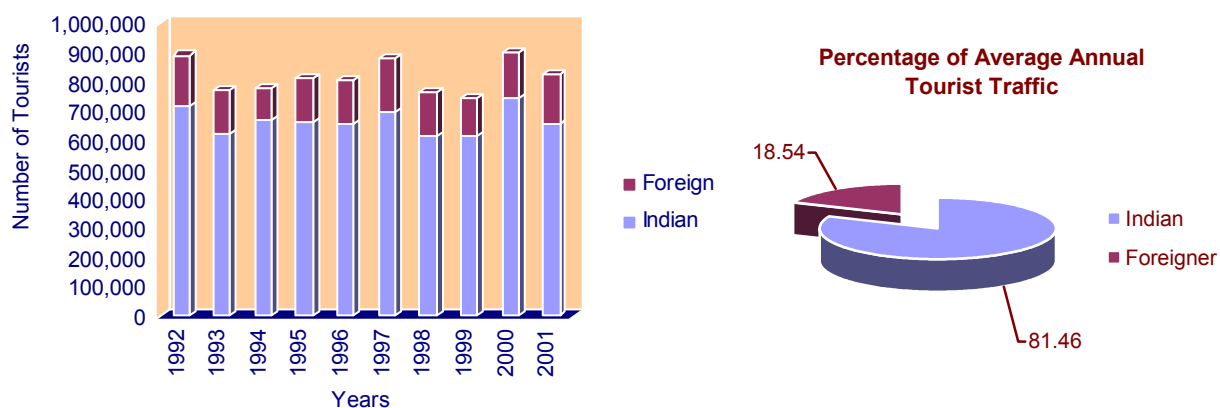


Foreign leisure travelers primarily drive demand for the premium segment hotel accommodation in Jaipur, which follows a distinctively seasonal pattern. While the peak season recorded is between October and February, the months of April till September are lean seasons. The lean season for lower occupancy between May and August is the dry summer season coupled with a shortage of water, which keeps leisure travelers away from the city. Domestic tourists account for a marginal share of demand for accommodation in the premium segment.

### **Tourist Flow**

The basic tourist composition shows that majority of tourists are domestic and only about 20% are foreign nationals. The tourist traffic inflow for the Jaipur is given in the Table 3.

### Tourist Flow in Jaipur



**Table 3: Tourist Traffic in Jaipur**

S.N.	Year	Indian		Foreign		Total	Annual Increment	% Annual Increment
		Nos.	% Total	Nos.	% Total			
1	1992	720,953	80.85	170,817	19.15	891,770	-	-
2	1993	623,578	80.97	146,555	19.03	770,133	-121,637	-13.64
3	1994	668,417	85.70	111,497	14.30	779,914	9,781	1.27
4	1995	662,879	81.50	150,497	18.50	813,376	33,462	4.29
5	1996	659,694	81.62	148,535	18.38	808,229	-5,147	-0.63
6	1997	700,358	79.18	184,112	20.82	884,470	76,241	9.43
7	1998	616,315	80.32	150,971	19.68	767,286	-117,184	-13.25
8	1999	613,511	82.52	129,955	17.48	743,466	-23,820	-3.10
9	2000	745,476	82.81	154,756	17.19	900,232	156,766	21.09
10	2001	655,715	79.13	172,950	20.87	828,665	-71,567	-7.95
11	2002	730320	80.00	182580	20.00	912,900	84,235	10.17
12	2003	780400	80.00	195100	20.00	975,500	62,600	6.86
13	2004	833840	80.00	208460	20.00	1,042,300	66,800	6.85
14	2005	891040	80.00	222760	20.00	1,113,800	71,500	6.86
15	2006	952080	80.00	238020	20.00	1,190,100	76,300	6.85
16	2007	1017440	80.00	254360	20.00	1,271,800	81,700	6.86
<b>Annual Average</b>		<b>742001.00</b>	<b>80.91</b>	<b>176370.31</b>	<b>19.09</b>	<b>918371.31</b>	<b>23751.88</b>	<b>2.62</b>

Note: Figures for 2002 to 2007 are projections.

Source: Department of Tourism, Art & Culture, Jaipur

# Profile of Tourists visiting Jaipur

In order to gather the information necessary for developing a profile of tourists visiting Jaipur a survey of tourists was conducted. A sample of 840 tourists was taken randomly with due care to keep the optimum size of the sample representative of the heterogeneous tourist traffic in the city.

Following pages contains the profile of tourists in terms of:

- Age and sex of the sampled tourists
- Income
- Tourism Expenditure
- Duration of Stay
- Profession
- Purpose of Travel
- Travel Mode

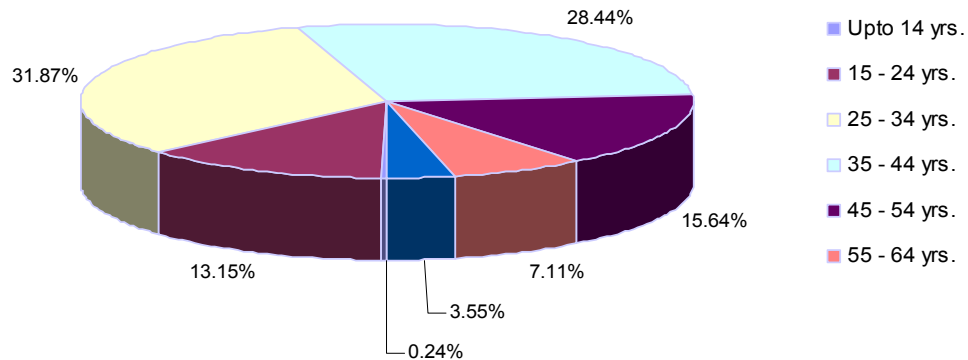
**Table 4: Percentage of Tourists by Sex in the Sample**

Gender	Male	Female	Total
Percentage of Tourists	82	18.	100

**Table 5: Age Profile of the Tourists in the Sample**

Age Group	Upto 14	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	Above 64
Percentage of Tourists	0.24	13.15	31.87	28.44	15.64	7.11	3.55

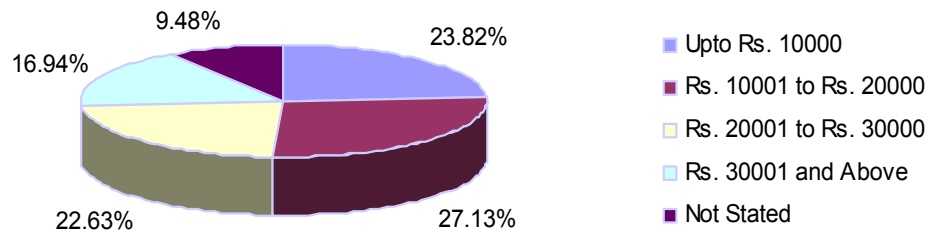
**Age Profile of the Tourists visiting Jaipur**



**Table 6: Income Profile of the Tourists visiting Jaipur**

Income Group	Upto 10000	10001 to 20000	20001 to 30000	30001 and Above	Not Stated
Percentage of Tourists	23.82	27.13	22.63	16.94	9.48

**Income Profile of the Tourists visiting Jaipur**



### Travel Spending

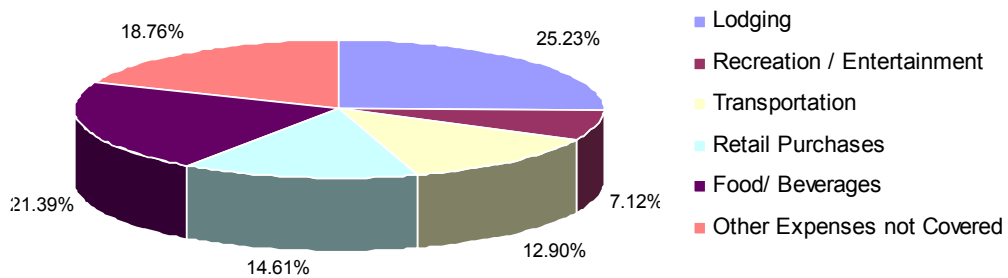
From the tourist survey, we have a break up of expenditure items of tourists and therefore an average expenditure level of a domestic and foreign tourist was estimated to be Rs. 4075 and Rs. 4472 respectively. Assuming average pattern of tourist expenditure same over a medium term of 4-5 years, annual tourist expenditure in respective years is given in Table 4.

**Table 7: Tourist Expenditure**

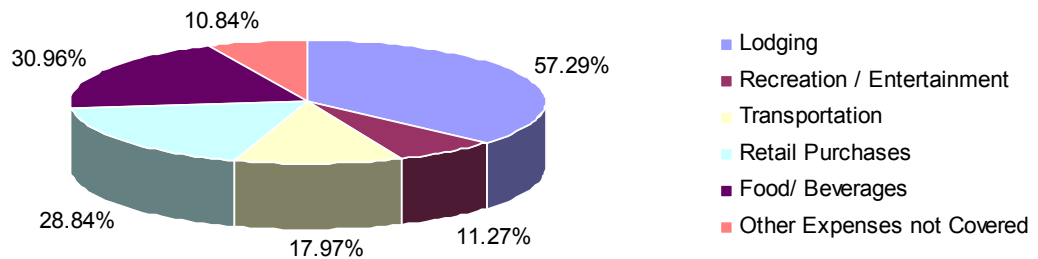
Year	Indian		Foreign		Total Expenditure	Annual Increment	% Annual Increment
	Nos.	Expenditure	Nos.	Expenditure			
1992	720,953	2937.93	170,817	763.94	3701.87	-	-
1993	623,578	2541.12	146,555	655.44	3196.56	-505.32	-13.65
1994	668,417	2723.84	111,497	498.65	3222.49	25.93	0.81
1995	662,879	2701.28	150,497	673.07	3374.34	151.85	4.71
1996	659,694	2688.30	148,535	664.29	3352.59	-21.75	-0.64
1997	700,358	2854.00	184,112	823.40	3677.41	324.82	9.69
1998	616,315	2511.52	150,971	675.19	3186.71	-490.70	-13.34

Year	Indian		Foreign		Total Expenditure	Annual Increment	% Annual Increment
	Nos.	Expenditure	Nos.	Expenditure			
1999	613,511	2500.10	129,955	581.20	3081.29	-105.42	-3.31
2000	745,476	3037.86	154,756	692.11	3729.98	648.68	21.05
2001	655,715	2672.08	172,950	773.48	3445.56	-284.41	-7.63
2002	730320	2976.10	182580	816.55	3792.65	347.09	10.07
2003	780400	3180.18	195100	872.54	4052.72	260.07	6.86
2004	833840	3397.95	208460	932.29	4330.25	277.52	6.85
2005	891040	3631.05	222760	996.25	4627.29	297.05	6.86
2006	952080	3879.79	238020	1064.49	4944.28	316.99	6.85
2007	1017440	4146.14	254360	1137.57	5283.71	339.42	6.86

**Break up of Expenditure by Domestic Tourist**



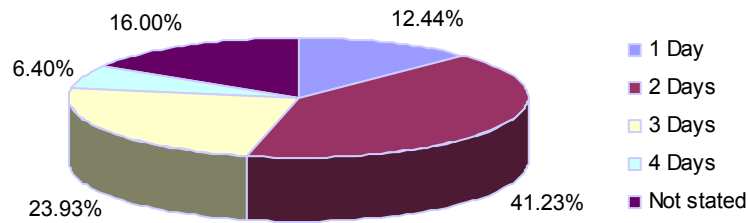
**Break up of Expenditure by Foreign Tourists**



**Table 8: Duration of Stay in Jaipur**

Duration of Stay	1 Day	2 Days	3 Days	More than 3 Days	Not stated
Percentage of Tourists	12.44	41.23	23.93	6.40	16.0

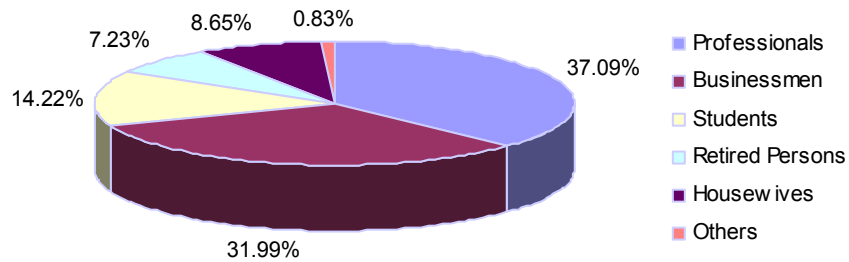
**Tourists' Duration of Stay in Jaipur**



**Table 9: Profession of Tourists visiting Jaipur**

Profession	Professionals	Businessmen	Student	Retired	Housewife	Others
Percentage of Tourists	37.09	31.99	14.22	7.23	8.65	0.83

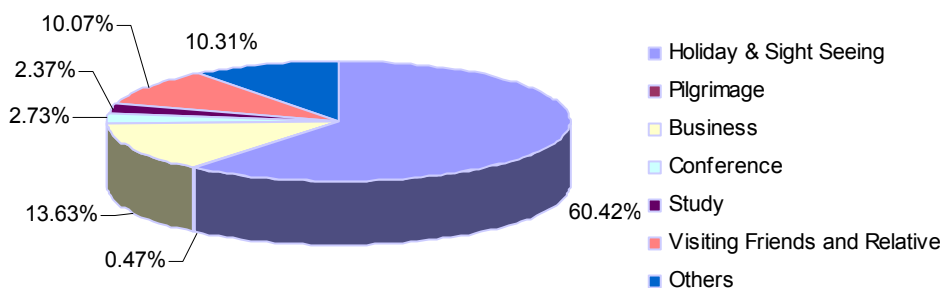
**Working Profile of Tourists visiting Jaipur**



**Table 10: Purpose of Travel to Jaipur**

Purpose of Travel	Holiday & Sight Seeing	Pilgrimage	Business	Conference	Study	Visiting Friends and Relative	Others
Percentage of Tourists	60.43	0.47	13.63	2.73	2.37	10.07	10.31

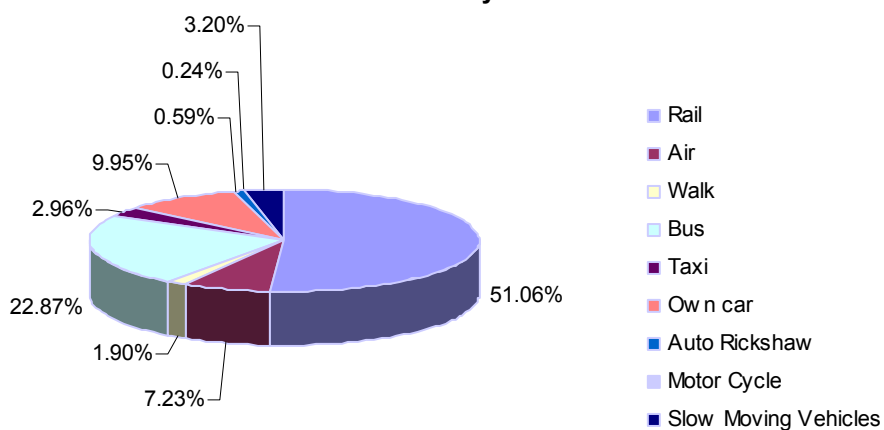
**Purpose of Travel to Jaipur**



**Table 11: Travel Mode Used**

Tourist Destinations	Mode of Travel								
	Rail	Air	Walk	Bus	Taxi	Own car	Auto Rickshaw	Motor Cycle	Slow Moving Vehicles
Jaipur	51.07	7.23	1.90	22.87	2.96	9.95	0.59	0.24	3.20

**Travel Mode used by Tourists**



# Appendix - Survey Questionnaire

## STUDY ON TRAVEL AND TOURISM INDUSTRY IN JAIPUR

### TOURIST SURVEY

Date : \_\_\_\_\_

Enumerator : \_\_\_\_\_

Location: \_\_\_\_\_

Supervisor: \_\_\_\_\_

#### Demographics

1. Name of Tourist

\_\_\_\_\_

2. Nationality :

1. Indian    2. Foreign

3. Sex

1. Male    2. Female

4. Age Group (Years)

1. Upto -14

2. 15-24

3. 25-34

4. 35-44

5. 45-54

6. 55-64

7. Above 64

5. Profession

1. Service

2. Business

3. Student

4. Retired

5. House Wife

6. Any other

6. **Income Group**  
(monthly)

1. Upto Rs. 10000
2. 10001-20000
3. 20001-30000
4. 30001 & above

**7. Travel Information**

Coming from: \_\_\_\_\_

Going to: \_\_\_\_\_

---

**About Visit**

8. **Is it Group Visit**

1. Yes

2. No.

8.1 **If yes, No. of Persons Accompanied**

1. 1-3
2. 4-5
3. 6-8
4. More than 6/ Group

9. **Travel Mode used to reach destination**

10. **Travel Mode used for local site seeing**

1. Rail, 2. Air, 3. Walk, 4. Bus, 5. Taxi, 6. Own Car, 7. Auto Rickshaw, 8. Moter Cycle, 9. Cycle rickshaw, 10. Other

11. **Place of Stay**

1. Hotel, 2. Dharamshala, 3. Ashram, 4. Paying Guest House,

5. Relative's House 6. Any other

12. **Duration of Visit**

1. Up to 2 days, 2. 3 to 5 days, 3. 6-8 days, 4. Above 8 days

13. **Purpose of Visit**

1. Holiday & Sight seeing
2. Pilgrimage
3. Business
4. Conference
5. Study
6. Visiting friends and relatives
7. Others(Please Specify)

14. Places Visited at the Centre \_\_\_\_\_

15. Places Proposed to Visit at the Center \_\_\_\_\_

**Expenditure Details**

16. Approximately how much money would you estimate was spent by your household in this destination (city) in each of the following categories for your trip ? If you made more than one trip, please indicate how much you spent on average in each category. Please do not consider the costs incurred outside of this place such as train tickets. All information will be kept confidential.

(i) Lodging	Rs.
(ii) Recreation /Entertainment	Rs.
(iii) Transportation	Rs.
(iv) Retail Purchases	Rs.

(v) Food/ Beverages	Rs.
(vi) Other expenses	Rs.
TOTAL	Rs.

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**Suggestions / Comments**

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