

Study of tourism and hospitality with reference to Sirohi Districts (Rajasthan)

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Abstract: Tourism as a domain of study has, in the main, provided descriptive analysis based on the narrow 'world view' of various early tourism authors. This author believes there is a requirement for theorists to question and change current theory. This chapter investigates the nature of tourism and hospitality. It considers both the use of tourism as a concept in contemporary definitions as well as the meanings related to tourism practice. The objective of the chapter is to identify whether current meanings of tourism are of use for this study, or whether there is a need to reformulate the meanings in the light of new understandings or insights.

Key Words: Tourism, Hospitality, sirohi culture,

1. INTRODUCTION:

While tourism represents an important development opportunity for many countries and communities, it can also have very negative impacts, such as disrupting social structures, harming the socio-cultural authenticity of host communities, and threatening natural and cultural heritage. Wise planning and management of tourism development is key to keeping it a force for good.

However, it is important to recognise that tourism as a phenomenon is based upon a social meaning system and has no substantial property, no real form, or ways of changing. Our understanding of tourism relies on theorists to attribute a particular nature, and to identify component parts. The interpretation of what tourism is, emanates from the way it has been, and continues to be constructed within our own individual meaning systems.

2. PURPOSE OF STUDY

- The purpose of the research was to study the effectiveness of tourism industry
- To knowing hospitality of Rajasthan sirohi culture
- To understand different problems find in sirohi tourism sector.
- To understand different hospitality factors effect on tourism at sirohi Rajasthan.

3. HYPOTHESIS:

H 1: There is a common set of tourist and hospitality satisfaction dimensions which is most significant.

H 2: There is significant difference between tourist and hospitality satisfaction dimensions' and demographic profile of tourists.

4. RESEARCH METHODOLOGY:

Research Instrument This study is empirical in nature and based on both primary and secondary data. Primary data was collected through structured questionnaire. The questionnaire was administrated on the various parameters of satisfactions of tourists and constructed based on an extensive literature review. A structured questionnaire was developed consisting of various questions related to demographic profile of respondents in the first part and satisfaction variables in second part.

- Primary data
- Secondary Data
- Correlation within variables

KEY AREAS OF DATA COLLECTIONS

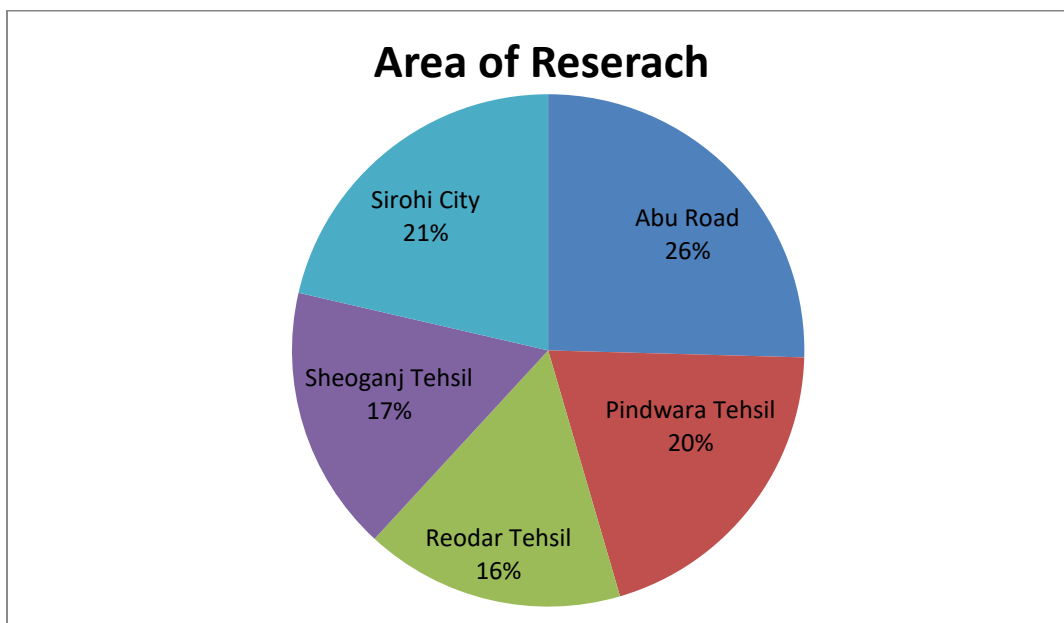
Villages in Abu Road. Akra Bhatta. Ambica Colony. Amthala., Pindwara Tehsil. Achapura. Ajari. Amlari. Basantgarh. Many others Villages in Sirohi City. Amlari. Balda. Barloot

Distribution of Respondent in Study area. (No. in absolute)

Location	Male	Percentage	Female	Percentage	Total	Percentage
Abu Road	79	25.08	53	25.98	132	25.43

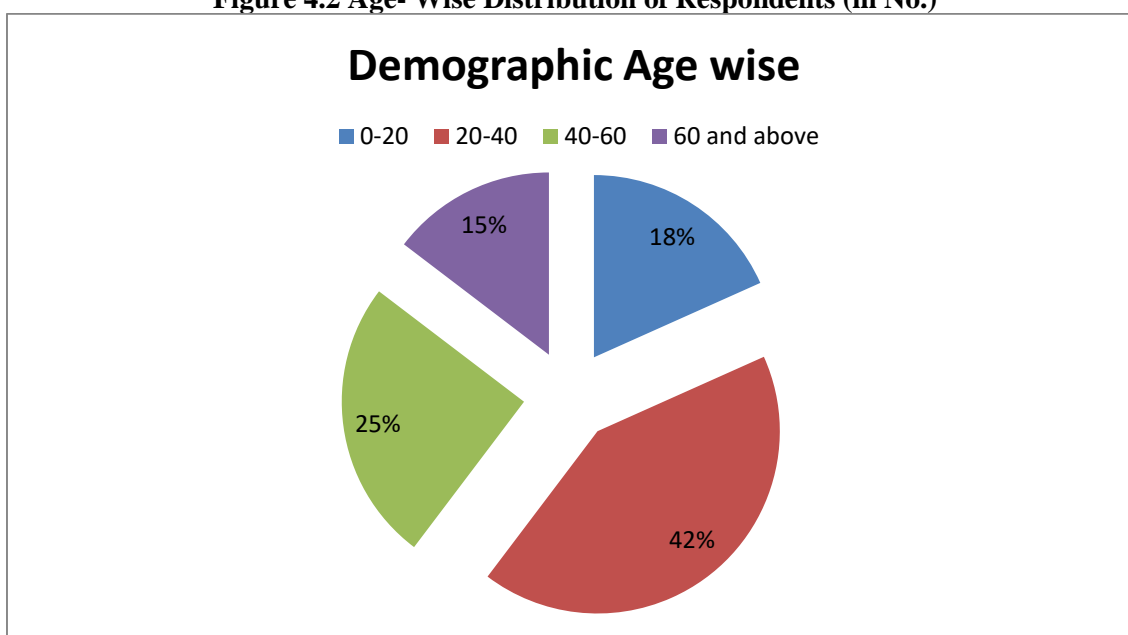
Pindwara Tehsil	61	19.37	43	21.08	104	20.04
Reodar Tehsil	56	17.78	29	14.22	85	16.38
Sheoganj Tehsil	49	15.56	38	18.63	87	16.76
Sirohi City	70	22.22	41	20.10	111	21.39
Total	315	100.00	204	100.00	519	100.00

Figure 4.1 : Distributions of Research



Analysis and interpretations: It is observed from the above circular statistical graph, which is divided into number of slices to illustrate the area of research in different locations. Total of 519 individuals, among them 315 are males and 204 are females in the distribution of area of research Each wedge represents the distribution of research at sirohi city, Abu road, Pindwara, Reodar tehsil and Sheoganj tehsil. The prevalence of area of distribution was 21%, 26%, 20%, 16% and 17% respectively.

Figure 4.2 Age- Wise Distribution of Respondents (in No.)

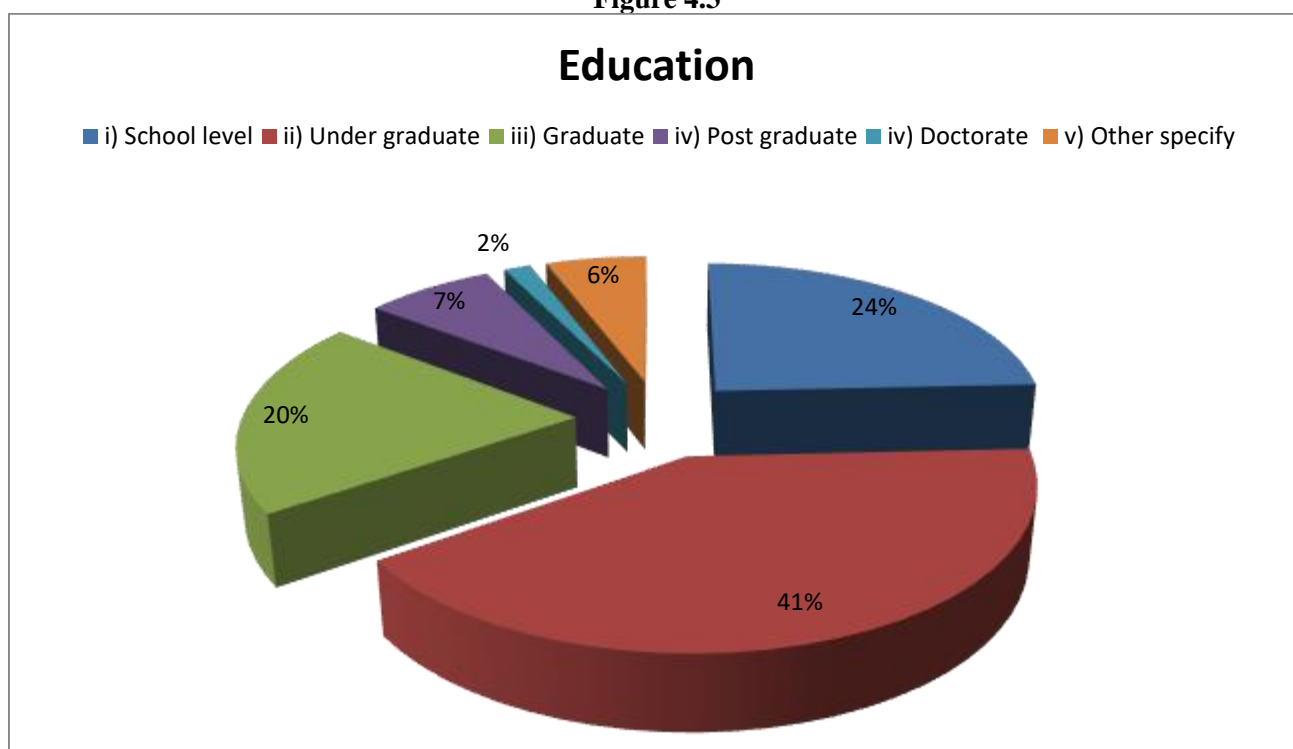


Analysis and interpretations: It is observed from the above statistical graph, which is divided into number of slices to illustrate the age wise distribution of respondents. Total of 519 individuals, among them age group between 0-20 years is 18%, 20-40 years is 42%, 40-60 years is 25%, 60 and above is 15%.

Table:4.3
Distribution of respondent as per Education. (Fig. in numbers)

Education	Number of Respondents	Percentage
i) School level	126	24.28
ii) Under graduate	213	41.04
iii) Graduate	104	20.04
iv) Post graduate	38	7.32
iv) Doctorate	8	1.54
v) Other specify	30	5.78
	519	100.00

Figure 4.3



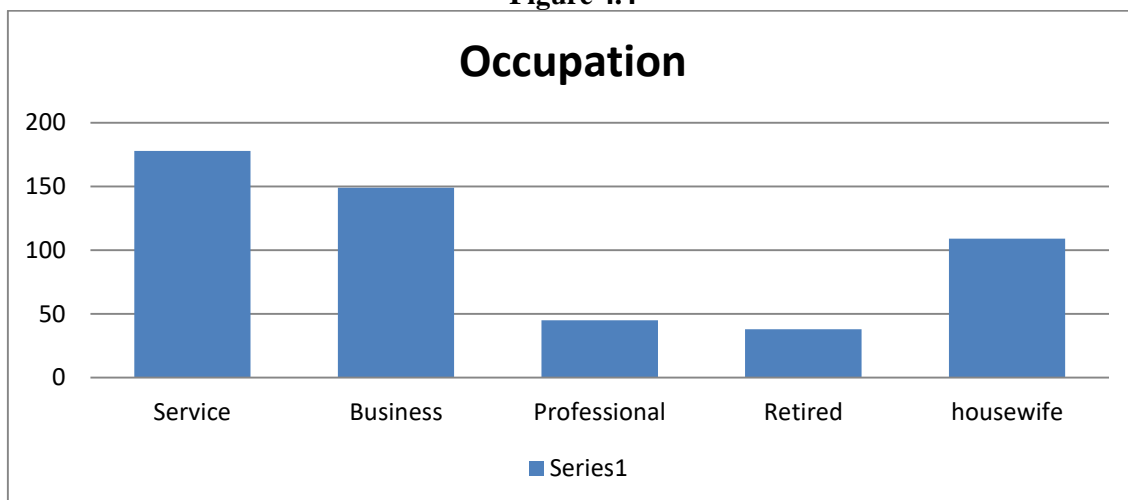
Analysis and interpretations:

It is observed from the above statistical graph, which is divided into number of slices to illustrate the Distribution of respondent as per Education. Total of 519 Number of Respondents, among them 126 belongs to school level, 213 are undergraduate, 104 respondents belong to graduate, 38 are post graduates, 8 belongs to doctorate and other respondents are 30 in number. The prevalence of respondent as per Education was 24%, 41%, 20%, 7%, 2%, 6% respectively.

Table:4.4
Distribution of respondent as per Occupation. (Fig. in numbers)

Occupation	Number of Respondents	Percentage
Service	178	34.30
Business	149	28.71
Professional	45	8.67
Retired	38	7.32
Housewife	109	21.00
Total	519	100.00

Figure 4.4



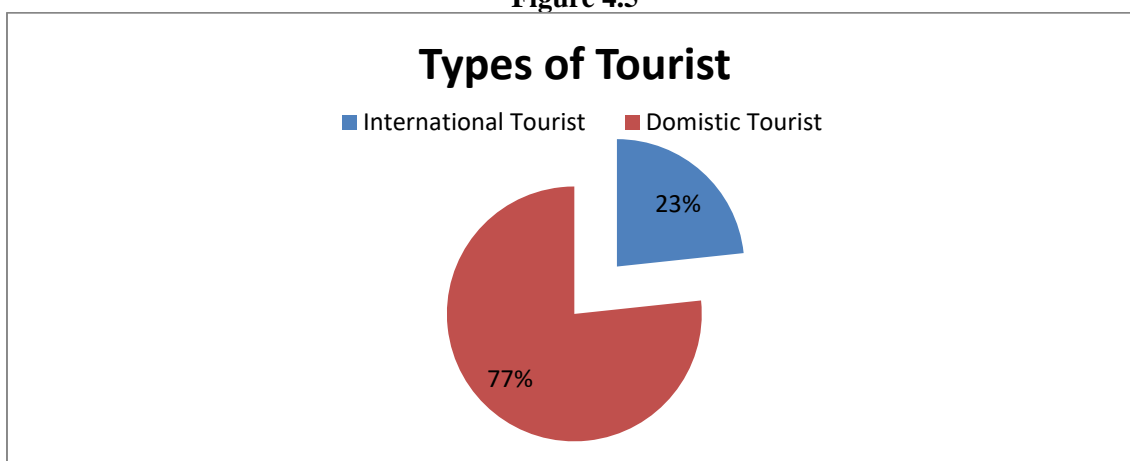
Analysis and interpretations: It is observed from the above statistical graph, which is divided into number of slices to illustrate the Distribution of respondent as per Occupation. Total of 519 Number of Respondents, among them 178 belongs to service, 149 are under business, 45 respondents belong to professional, 38 are retired and 109 belongs to housewife.

Table:4.5

Distribution of respondent as per an International tourist or Domestic tourist.
 (Fig. in numbers)

Tourism	No of Respondent	Percentage
International Tourist	121	23.31
Domestic Tourist	398	76.69
	519	100.00

Figure 4.5



Analysis and interpretations: It is observed from the above statistical graph, which is divided into number of slices to illustrate the Distribution of respondent as per an International tourist or Domestic tourist. Total of 519 Number of Respondents, among them 121 belongs to international tourist and 398 are domestic tourist. The prevalence of respondent as per International tourist or Domestic tourist was 23% and 77% respectively.

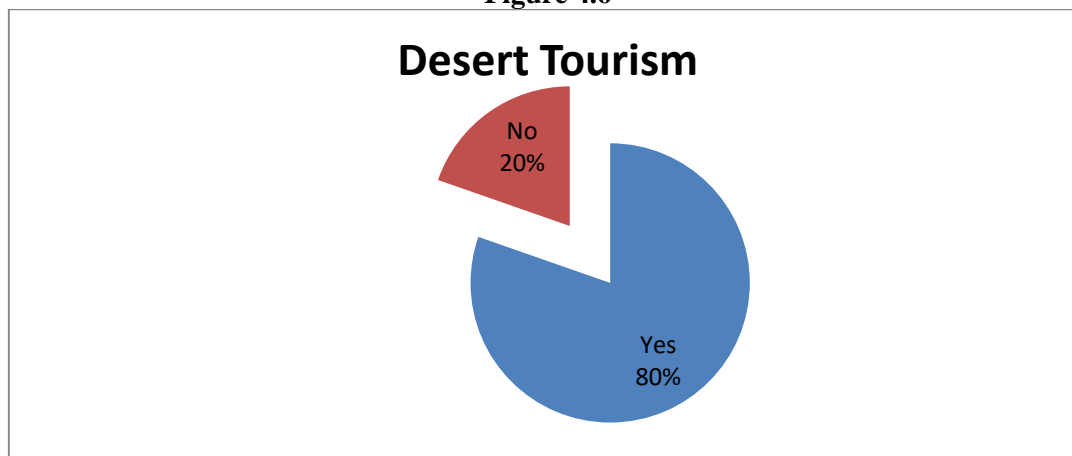
Table: 4.6

Distribution of respondent as per visited any other desert & mountain based tourist destinations

Visited Desert Tourism	Respondents	Percentage
Yes	417	80.35

No	102	19.65
Total	519	100.00

Figure 4.6



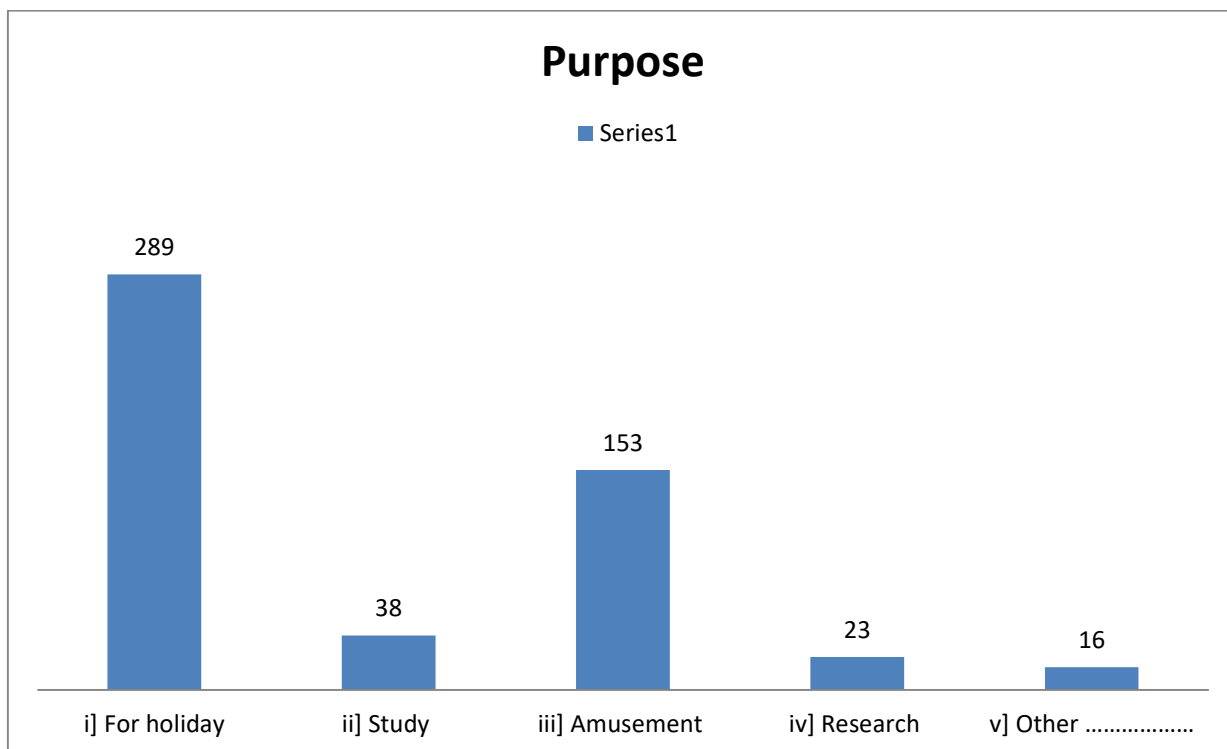
Analysis and interpretations: It is observed from the above statistical graph, which is divided into number of slices to illustrate the Distribution of respondent as per visited any other desert & mountain-based tourist destinations. Total of 519 Number of Respondents, among them 417 Visited Desert Tourism and 102 did not Visited Desert Tourism. The prevalence of respondent as per visited any other desert & mountain-based tourist destinations was 80% and 20% respectively.

Table:4.7

Distribution of respondent as per Purpose of tourist destinations

Purpose	No of Respondents	Percentage
i] For holiday	289	55.68
ii] Study	38	7.32
iii] Amusement	153	29.48
iv] Research	23	4.43
v] Other	16	3.08
Total	519	100.00

Figure 4.7



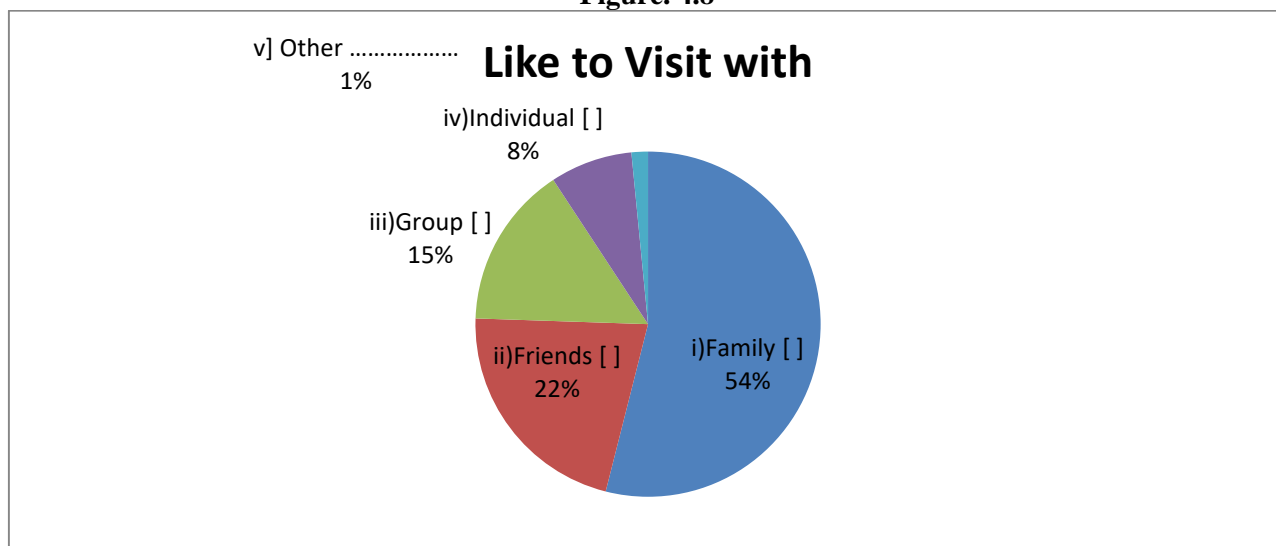
Analysis and interpretations: It is observed from the above statistical graph, which is divided into number of slices to illustrate the Distribution of respondent as per Purpose of tourist destinations. Total of 519 Number of Respondents, among them 289 respondents for the purpose of holiday, 38 under study, 153 in amusement, 23 under research and 16 belongs to other purpose.

Table: 4.8

Distribution of respondent as per like to visit with

	No of Respondents	Percentage
i)Family []	280	53.95
ii)Friends []	112	21.58
iii)Group []	79	15.22
iv)Individual []	40	7.71
v] Other	8	1.54
Total	519	100.00

Figure. 4.8



Analysis and interpretations: It is observed from the above statistical graph, which is divided into number of slices to illustrate the Distribution of respondent as per like to visit with family, friends, groups, individual and others. Total

of 519 Number of Respondents, among them 54% of the respondents like to visit with family, 22% like to visit with friends, 15% as groups, 8% as individuals and 1% belongs to others.

5. CONCLUSIONS:

It is found that there is a dearth of trained manpower in the tourism sector in the State of Sirohi (Rajasthan) to cater to the ever increasing needs of both the domestic and foreign tourists.

Considering these aspects various short term open courses should be started at the college and University levels to equip the students to involve in tourism related activities like tourist direction, development of websites importance the reputation of each locality, hospitality management, etc. to make earnings while they are learning. It will also help to reduce the unemployment problems among the educated youths in the State of Sirohi (Rajasthan) as a whole.

Many of the tourists visit Sirohi (Rajasthan) are found to be staying for a short duration in both unclassified and classified hotels due to the lack of awareness with regard tourism exposure and avenues in each locality. Hence efforts should be made at the district levels to make more avenues of entertainments by organizing local level cultural festivals, art forms, etc.

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