

## ANALYSIS OF HOTEL INDUSTRIES POTENTIAL IN SANGANER TEHSIL

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### ABSTRACT

*Hotels are key to tourist sites like ports are to a sailing ship. A place cannot experience flourishing tourism in the absence of hotels. Magnitude of tourism at a place affects the development of hotel industry in that area, and in turn gets an impetus from hotels also. Present study focuses on the analysis of hotel industries development potential in Sanganer tehsil of Jaipur district. This paper has been a part of the research work done by author.*

**Keywords:** *Tourism, Sites, Hotels, Foreign, Domestic.*

### Introduction

Sanganer is located at the edge of the pink city 'The Jaipur'. Annually lakhs of foreign and domestic tourists flock around tourist sites of Jaipur and surrounding area. These tourists in their quest for new experience visit the outskirts also. This in turn paves way for the development of hotels and other services in that area. Sanganer tehsil being a conurbation of Jaipur city experiences all the advantages of a Jaipur city. As the area is quite open and vacant in compare to the congested Jaipur city, it lures developers from the field of various types of industries, recreation and entertainment.

### Significance

Being a symbiotic activity tourism and hotels are important for a development of a place. Both these activities are capable of generating income in an area. Besides income these two have a far reaching social and cultural effect. Of the many associated activity hotel industry is the single activity which fetches more income than any other activity on a tourist place. Development of a hotel at a tourist place boost the tourism in that area.

### Scope

Sanganer being an uninterrupted urban sprawl of Jaipur city enjoys all the facilities and opportunities available there in. It receives the same attention and consideration in development activities as received by the Jaipur city.

### Objective

To analyse the development of hotels in the background of available tourist sites.

### Hypothesis

Diverse tourist sites favour development of diverse hotel industry.

### Data Base & Methodology

Questionnaire were filled after interviewing hoteliers in the study area. Secondary data regarding tourists arrival were collected from tourism department.

### Study Area

Located just 12 kilometer from center of Jaipur city, Sanganer tehsil is just the continuous part of Jaipur city towards south. With about 3.0% population and 6.3% of the total geographical area of Jaipur district, Sanganer tehsil is the developing part of the district. With a 15.2% population in urban area and 84.8% population in rural area, the urban area in Sanganer tehsil seems to be limited one.

However the industrial scenario is quite developed in the area and the development of educational and recreational sites during the last few decades has added much to the development of Sanganer tehsil.

Potential for hotel industry in Sanganer tehsil has been analysed under the following factors.

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### Tourist Sites

There is dearth of such sites which can attract tourists in huge numbers in the area. The limited sites, which attract tourists of varied kind are, Jain Temple (ancient religious site) industrial parks, educational institutes and recreational sites.

- **Historical Site:** Among historical sites ancient Jain temple is the only site.
  - **Jain Temple:** This 15th century Digambar Jain Temple with intricately carved figures attracts the tourists visiting Jaipur city. Annually thousands of domestic and foreign tourists visit this place.
- **Religious Site** - The Jain temple is the only site where religious tourists particularly Jains (Hindu community) has much belief. Jain community from all over India likes to visit this religious site.
- **Recreational Sites:** The number of recreational sites are limited in this area, the only recreation sites available in the area are related to theme resorts and handicraft factories.
  - **Theme Resorts:** These resorts are based on traditional life style of Rajasthan which gives glimpse of the local tradition and culture to the visiting tourists. Chokhi Dhani (5 Star resort) and Pride Amber Villas (4 Star resort) are the two resorts, which provide traditional hospitality services. In these resorts visitors are served local variety of cuisines, they are entertained through camel, horse and elephant rides, and cultural programmers of folk dance and music.

Attraction power of these resorts especially Chokhi Dhani is such that most of the tourists in Jaipur likes to experience this traditional form of hospitality again and again.

- **Sanganer Printing Site** (Handicraft): Almost 500 years old Sanganer printing and its unchanged technique of printing and dyeing with same old methods has been a special attraction for tourist since long. The block printing on textiles and clothing using wooden blocks and artificial colors is something unique to the visitors. Sanganer Hand block printing received the geographical indication (GI) tag in 2010.

For the tourists at Jaipur a day for a visit to outside attraction around Jaipur is kept, in which a visit to factories of Sanganer Block printing and dyeing is also scheduled.

- **Entertainment Sites:** Except for few multiplexes offering cinema theaters, and gaming zones for youth there is no other site for entertainment in this area. Being close to the Jaipur city the area is mostly dependent on the Jaipur city for other kinds of entertainment.
- **Cultural Activities:** There is no fair or festival of specific tourist value, nor there is any cultural center to attract tourist.
  - **Ethnic Tourism:** The area is not much developed from the point of ethnic tourism, as much of the development in this area is recent and at the same time there is shortage of tourist sites in the area.
- **Health Tourism:** The available health facilities are not specialized enough to promote health tourism in this area.
- **Educational Tourism:** Many engineering and technical institutes are found in Sanganer tehsil. Important of these are Indian Institute of Health Management Research MKM - IIM- Jaipur, NIAM Poornima Group of college, PCP, Department of Management Studies. The status of these institutes is above average for example - Poornima Group of colleges has an association with the Asian Institute of Technology Honeying University and Singapore National University.

Various other educational institutes found in Sanganer are Centurions institute of professional studies, Mahatma Gandhi Medical University, Bhagani Nivedita Vidhyapeeth Vidhani, Apex Institute of Engineering and Technology etc. ICS University and Wilfred College are important centers of education in Mansarovar (Sanganer).

These institutes cater to the higher education and job oriented demands of not only Jaipur district, but also of students from other states.

- **Corporate and Business Tourism:** With the establishment of inland container depot and Industrial Park, Sitapura, in Sanganer both corporate and business tourism has multiplied in scales. Besides the location of airport in the tehsil is additional advantage favoring both of these.

The main focus of this area is the industrial park at Sitapura developed by RIICO. It (RIICO) has developed many specialized parks in this region such as stone development Park (C-DOS), Automobiles, Information and Technology Park and EPIP. Under EPIP there are six zones (i) Gems and jewellery, (ii) Leather article, (iii) Garment / Hosiery, (iv) Engineering goods, (v) Carpets and Handicraft goods, and (vi) Electronics. The EPIP Export Import Park provides facilities of international standard to the industrialists and business men to export or import of goods and machinery with minimum formality and without wasting time with the help of cargos from inland container depot (at Sanganer).

Not only this, annually many exhibitions of international level are organized here which attracts traders' across the world, such as stone mart exhibition. In this way corporate and business men from diverse fields get attracted to this area to fulfill their specific objectives and needs, from different parts of the world.

Lastly the local production of handicraft items - Sanganeri Print textile and clothing, and handmade paper also promotes business tourism with the other states of the country and away.

- **Sport Activity:** Jagatpura is the only area which offers sports facility related to firing range, and golf course.
- **Film Shooting:** Devoid of pure tourist sites (historical and scenic) the area lacks photogenic locations, needed for film shooting.

#### Association of Hotels with Tourists Sites in Sanganer Tehsil

There are 15 sites in this area and the number of hotels around them is 45.

**Association of Hotels with Tourist Sites in Sanganer Tehsil (2010-12)**

Tourist sites	No. of sites	5 star	4 star	3 star	2 star	1 star	Heritage	Non star	Total
Historical	1								
Recreational and Entertainment	4	8	1	1				10	20
Corporate and Business	3							23	23
Educational	3				1			1	2
Health	2								
Sports	1								
Cultural									
Religious	1								
Film Shooting									
<b>Total</b>	<b>15</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>1</b>			<b>34</b>	<b>45</b>

Source: self surveyed

- **Historical Site:** Jain temple is the only site, which is of limited attraction for tourists, so no hotel is found around it.
- **Recreational and Entertainment Site:** Shopping malls at Jawahar circle, Malviya Nagar, Sanganer, and Jagatpura are the only sites which provide recreation and entertainment related to shopping, gaming zones, restaurants, and movie. Location of ten star category and ten non star category hotels in this area is not solely due to these sites, but in fact it is due to the nearness of international airport (Sanganer) and Jaipur city (10-12 kms)
- **Corporate and Business Site:** There were 23 hotels around such sites in Sanganer tehsil. It is interesting to tell here, that out of these 23 hotels maximum are near the boundary of Jaipur and Sanganer tehsil, which shows the close connection between these two.
- **Educational Site:** There are three educational sites at Sitapura, Mansarovar, and Jagatpura in Sanganer tehsil. But as these are away from Jaipur by 10 to 15 kms. So these sites have not been able to attract hotels around them. Only two hotels one of two star and another of non star category were respectively found near educational sites of Mansarovar and Sitapura.
- **Others - Health, Sports, Cultural, Religious, and Film Shooting Sites:** All these sites has not developed to the level, which can attract hotels around them.

### Infrastructural Facility in Sanganer Tehsil

The available infrastructure facility in Sanganer tehsil were of good level due to the uninterrupted spread of urban amenities from Jaipur city and because of location of airport and industrial parks in the area.

- **Transportation:** The area is served effectively by the three available means of transportation roadways, railways and airways.
  - **Roadways:** Situated on the edge of NH. 12 the various means of road transportation found are in developed state in Sanganer tehsil.

The area is efficiently served by the state and private bus service which takes off from Jaipur bus terminal and other parts of the city. The conversion of the NH 12 into four lanes has further strengthened its ties with other parts of Rajasthan state (Kota, Bundi, Jhalawar, and Tonk) in Southern direction. One of the sides of Sanganer tehsil in western direction is served by the NH 8 or the Ajmer highway. In this way these two NH 12 and NH 8 keeps the road transportation open for 24 hours a day.

The local means of transportation, auto rickshaw, mini buses, radio caller taxis, etc. are easily available in the area.

- **Railway:** There's two railway stations in Sanganer at Jagatpura and at Durgapura, while the third at Gandhinagar (Jaipur tehsil) is just five kilometers away, these adds much to the local advantage. At the same time main railway station is just 15 kms (Jaipur city) from Sanganer.
- **Airways:** The facility of airport is there in the area since long and its location in Sanganer has been of special impetus to tourism and hotel industry. With the opening of international airport, the advantages have further increased. The terminal 1 is used for both international and domestic flights while terminal 2 is reserved for domestic carriers.

#### Airlines Providing Service at Sanganer Airport

Airlines	Location	Terminal
Air Arabia	Sharjah	2
Air India	Mumbai Delhi	2
Air India Exp	Dubai	2
Go Air	Bangalore-Mumbai	2
Indigo	Ahmadabad, Bangalore	2
Jet Airways	Ahmadabad, Delhi, Chandigarh, Mumbai, Indore	2
Jet Lite	Delhi, Jammu, Indore	2
King Fisher	Currently Suspended	
Oman Air	Muscat	2
Spice Jet	Ahmadabad, Bangalore, Chennai, Delhi, Goa, Hyderabad, Jammu, Pune, Mumbai, Indore	2

Source: WWW.Airport Authority of India.

In special circumstances of bad weather viz. during winter many flights from Indira Gandhi International Airport (New Delhi) are diverted to Sanganer airport due to heavy fog. All these conditions and its connectivity with Jaipur tehsil have resulted in a favourable atmosphere for the development of elite class hotels around the airport.

The table below shows the number of star category hotel around the airport and which are within a radius of two kilometers from it.

#### Star Category Hotels Around Sanganer Airport (2010-12)

Name of Hotel	Category	Year of Est.	Location
Lalit	5 star	2012	Sanganer Tehsil
Marriott	5 star	2011	Sanganer Tehsil
Fortune Bella Casa	4 Star	2005	Sanganer Tehsil
Radisson Blue	5 star	2013	Sanganer Tehsil
Royal Orchid	5 star	2010	Sanganer Tehsil
The Fern	5 star	2009	Sanganer Tehsil
Clarks Amer	5 star	1973	Sanganer Tehsil

Source: Self Surveyed

- **Communication:** Availability of the three modes of transportation (airways, railways, roadways) has played a significant role in keeping up the area well connected and informed.

Besides, the latest means of communication are found in the area, as there are number of industrial units, private educational institutes and shopping malls in the area. There are number of cyber cafés, telephone, cell phone, satellite channel (TV) service providers in the area. The availability of large range of english and hindi newspapers and magazines is also common in the area.

Besides the government and private postal service is also well developed in the area. TRC (Tourist Reception Centre) at the airport is also very significant one in dispensing essential information among the visitors.

- **Banking Facility:** As much of the higher financial needs are served by the banking sector available in Jaipur city, so the number of available banks are limited in Sanganer. Various banks available with their ATM's in Sanganer are Bank of India, SBBJ, Central Bank of India, and State Bank of India. Besides these, industrial units including hotels rely much on financial departments of government like RFC and RIICO, which are very much interested in developing hotel and tourism activity in the area.
- **Water Availability:** The availability of water is satisfactory in the area and with the installation of water supply from Bisalpur dam (Tonk district) the situation has further improved.

The table below shows per household availability of drinking water supply in Sanganer tehsil during 2001.

**Drinking Water Supply in Sanganer Tehsil (2001)**

Total Number of Households	Drinking Water Supply in %
88541	84.95 %
71182 (Urban Area)	88.03 %

Source: Census Department 2001

The availability of fluoride in underground water at high PPM at some locations in Sanganer is a serious concern. At some locations this situation can be overcome by installing efficient water treatment plants. While at others the only solution is to use this water for non drinking purpose.

- **Electricity:** The area has easy availability of electricity being a big industrial area and due to location of airport and many educational sites and residential colonies

Table below shows the electricity supply to households in percentage during 2001 in Sanganer tehsil.

**Electricity Supply in Sanganer Tehsil**

Total Number of Households	Electricity Supply in %
88541	84.95 %
71182 (Urban Area)	88.03 %

Source: Census Department 2001

- **Security:** As per the state crime records bureau Rajasthan (2011) report there were minimum cases of dacoity, murder, attempt to murder, rape, grievous hurt, molestation in this part of the area under Jaipur South police division. However the cases of burglary and theft are on rise. In this way the overall conditions are peaceful except for the late night hours in this area.

Having 15 tourist sites and 45 hotels around them, Sanganer tehsil certainly offers a potential environment for the development of hotel industry. Among these 15 sites recreation and entertainment, and corporate and business tourist sites were the main as 43 hotels out of the total 45 were located around them.

Unbroken continuity of the Jaipur city's urban atmosphere up to the Sanganer tehsil has been one of the main reasons for the development of infrastructure and tourist sites in this area. It is because of this fact that it enjoys more benefits with respect to means of transport and communication, banking and all, then compared to Amer and Chomu tehsil. Further the location of International airport is another favourable factor in this area, for the development of most of the star category and other hotels around them.

Growth of less number of hotels around other sites of education, health and religion, sports etc. is because of the fact that, there already lies a large number of sites as well as hotels in Jaipur tehsil, which lies nearby quite attached to it.

In future however there are chances of development of more hotels around recreation and entertainment, health, and education and of course corporate and business sites in Sanganer tehsil, as Jaipur tehsil is already facing problems related to shortage of space, and high land rates.

Table below shows the status of hotels in Sanganer (2010-12).

**Status of Hotels in Sanganer (2010-12)**

Category of Hotel	5star	4star	3star	2star	1star	Heritage	Noon Star	Total
No. of hotels	8	1	1	1			34	45

Source: Self surveyed

### Conclusion

As the area is quite open and mostly untapped by the developers, land rates are comparatively low in this area. As a result of which most of the tourist sites that developed in this area are related to recreation, entertainment, corporate & business tourism. In future also this will remain the main area of development of such activities, as all these activities require huge space to develop, which is available in this part of the district at favourable location and suitable distance.

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