

ANALYSIS OF HOTEL INDUSTRIES POTENTIAL IN CHOMU TEHSIL

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ABSTRACT

A flourishing tourist site exist where there is an availability of accommodation facility. When this facility is in the form of a wide range of hotels the very site fetch more tourists of different taste and class. Present study focuses on the analysis of development hotel industries potential in Chomu tehsil of Jaipur district. In this paper an attempt has been made to establish a co-relation between the existence of tourist site and available hotels in an area.

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

Introduction

Chomu is located between Jaipur and Sikar district of Rajasthan. 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. Chomu tehsil has historical, religious, as well as cultural flavour to attract tourist's from the Jaipur city.

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 then any other activity on a tourist place. Development of a hotel at a tourist place boost the tourism in that area.

Scope

Chomu which is developing fast as a historical, religious, cultural and rural tourism place offers ample opportunity for the development of hotels.

Objective

To analyse the development potential 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 between **27.17° N 75.72° E**, Chomu tehsil accounts for 5.9% population and 6.1% geographical area of the Jaipur district. Having a urban population of 18.3% and rural population of 81.7% it is basically an area with a predominance of agricultural activities. The area is very much known for supplying fruits and vegetables, flowers and food grains to the Jaipur and surrounding area.

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Never the less having connectivity with Jaipur city and the Shekhawati Tourism circuit through N.H. 11 it has got its own share of tourism.

In order to check the exact potential of Chomu tehsil various factors have been analysed regarding the development of hotel industry.

Tourist Sites

Though the sites are not vibrant and renowned like those in Jaipur, but still the couple of sites which are available here help a lot to the development of tourism by increasing tourists stay in Jaipur and at Chomu tehsil.

- **Historical Sites:** Chomu palace and Samode palace are the two historical sites, which attract tourists, mainly foreigners.
 - **Chomu Palace:** Built about 300 years ago the palace is situated right in the centre of Chomu (town) and at the edge of N.H. 11. Annually thousands of foreign and domestic tourists visit this place to experience the architecture and royal comfort.

Tourist Arrival in Chomu Palace of Chomu Tehsil (2011-12)

Foreign Tourist	Domestic Tourist
3540	1500

Source: Chomu Palace

- **Samode Palace:** Located at about 20 km from Chomu town, the palace of Samode stands on a hill near Chomu-Ajitgarh road. This magnificent and charming palace is about 400 years old and is one of the best heritage properties available in entire Jaipur district. Every year thousands of foreigners and Indians visit this place to enjoy the royal legacy from past.

Tourist Arrival in Samode Palace of Chomu Tehsil (2011-12)

Foreign Tourist	Domestic Tourist
5733	2525

Source: Samode palace

The importance of Samode Palace is further highlighted by the fact that a day for village site seeing is kept near Samode palace in the tour package of tourists visiting Chomu and Jaipur tehsil.

- **Chomu Fort:** Located in the center of Chomu town this fort encompasses Chomu Palace in its premises. As the maintenance of the fort, is not proper, so there is little attraction for it among the localites.
- **Religious Sites:** Veer Hanumanji Temple at the hill top near Samode is an important site, but its attraction is for the local people of Chomu and nearby tehsils, who have faith and belief in the temple.
- **Educational Sites:** There are two government colleges, at Kala Dera and at Chomu in the tehsil but these have local importance only. In fact, the educational development in the areas has not reached to the level which can develop educational tourism.
- **Recreational And Entertainment Sites:** As the inflow of tourists in the area is too small due to the under development of the tourism and infrastructure, hence recreational sites has not been developed in the area.
 - **Entertainment:** Except for the two substandard movie theatres there is no other entertainment site in the area.
- **Health Tourism:** The available government and private medical and health facilities in Chomu tehsil are not to the mark, to attract medical tourists across the district or state borders.
- **Corporate And Business Tourism:** As there is no big company or industry of national of international reputation in Chomu tehsil, so both corporate and business tourism are in under developed stage here.

However, there is some business related to agricultural commodities. Being a fully agricultural activity-based area, the markets are specially meant for fulfilling agricultural and routine demands of rural people. Because of these markets in Chomu are known for fresh fruits, vegetables and food grains and other agricultural goods and equipment's.

The markets of Chomu have its importance for traders of Jaipur, Delhi and surrounding area who supply fruits, flowers and vegetables to meet the growing demands in metropolitan city of Jaipur and Delhi. The survey of the hotel establishment conducted in Chomu tehsil showed that most of the guests in hotels of Chomu were traders, sales persons, who were visiting the area for the purpose of whole sale supply, agricultural tools and fertilizers etc.

Composition of Guests in Hotels of Chomu Tehsil (2010-12)

Name of the Hotel	Type of Guest
Chomu Palace	Tourists
Samode Palace	Tourists
Samode Bagh	Tourists
Sagar Hotel	Social Guests and traders
Sangam Hotel	Traders
Neelam Hotel	Traders
Hotel Royal	Salesman

Source: Self surveyed

- Cultural Sites** - There is only one temple, Veer Hanuman at which fairs are organized during a year. The temple has followers across the district borders from where people pay their visit at the time of fairs and festivals. As the fairs and the festivals, are of local importance so cultural tourism was not much developed in Chomu tehsil.
 - Ethnic Tourism:** As there was dearth of tourist sites in the area, so ethnic tourism also could not develop.
- Sports Facility:** There is total absence of any type of sports facility which can attract people at district, state or national level.
- Film Shooting:** None the less the area offers scenic attraction around the Chomu and Samode Palace and around the scattered Aravalli hills and sand dunes etc. to the film maker's. Many Rajasthan and Bollywood film directors have beautifully shot in the various locations available in the area.

Thus with a limited range of historical and cultural sites as the only available sites for tourists, the tourism in Chomu tehsil is limited. Availability of markets for agricultural goods only, further shows no scope for business tourism in the area. In this way the scope for hotel industry is also quite limited in the Chomu tehsil because of limited tourist inflow.

Present development of hotels in the area shows that Chomu Palace, Samode Palace and Samode Bagh are the only luxury or heritage hotels available in the area, while the remaining four hotels belong to non star category.

Association of Hotels with Tourist Sites in Chomu Tehsil

Table below shows that due to only 6 tourist sites in the area, number of hotels were very less in Chomu tehsil. Only available luxurious hotel in Chomu were Chomu Palace, and Samode Palace, which were also the only available historical sites in the area. Lack of proper transportation facility and it's off the route location (away from varied tourist sites of Jaipur), was also responsible for the under development of tourism and hotel industry in Chomu.

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

Tourist sites	No. of sites	5 star	4 star	3 star	2 star	1 star	Heritage	Non star	Total
Historical	2						3	1	4
Recreational and Entertainment									
Corporate and Business	1							3	3
Educational									
Health									
Sport									
Cultural									
Religious	1								
Film Shooting	2								
Total	6						3	4	7

Source: Self surveyed

It is clear from the above table that there was total six tourist sites in Chomu tehsil, but hotels were found only around 2 sites i.e. around historical (4 hotels) and business (3 hotels).

Lack of historical, recreational and entertainment sites and underdeveloped corporate and business sites were the main reasons for the underdevelopment of hotel industry in Chomu tehsil.

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Tourist sites	No. of Sites	5 Star	4 Star	3 Star	2 Star	1 Star	Heritage	Non star	Total
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Recreational and Entertainment									0
Corporate and Business	1							3	3
Educational									0
Health									0
Sport									0
Cultural									0
Religious	1								0
Film Shooting	2								0
Total	6						3	4	7

Source: Self surveyed

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Infrastructural Facility in Chomu Tehsil

- **Transport:** Various means of transportation available in Chomu tehsil were roadways and railways.

(i). **Roadways:** Chomu is connected with Jaipur and rest of Rajasthan by N.H. 11 which passes through the center of Chomu town. Rajasthan roadways buses, private buses and jeeps are the main means of road transportation available here. Other parts of the tehsil like Samod etc. are connected with district highways. Such routes are generally served by taxi jeeps and roadways buses.

City bus services from Jaipur serves up to Chomu by its regular and low floor buses. Private mini bus service also maintains its connectivity with the Jaipur city.

As the town has limited sprawl so, private taxi car's and auto rickshaws are not much popular here. The tourists who visit Chomu are through the tour packages either directly from Delhi or from Jaipur city. So their movement is facilitated by the luxury cars and buses, from these tour operators.

(ii). **Railways:** Chomu has got a small railway station which is served by meter gauge trains leaving Jaipur station or those from Sikar railway station. The movement of tourists from this mode is negligible in this area.

- **Communication:** Both electronic and print media communication are available in Chomu tehsil. Chomu is well connected with modern means of communication (cell phone telephones, internet, and fax). But as there is limited urban development in the area, so the various means of modern communication and related network is unmatched to the one found in Jaipur city.
 - **Print Media:** Couple of newspapers in Hindi and English both are supplied here but within a limited area. There is dearth of national and international magazine and related good book stores.
 - **Post Offices:** These are available here but are scattered at long distances. Availability of private courier services in the area, compensate the problem to some extent.
 - **Tourist Reception Centre:** Owing to minimal tourist inflow no tourist reception center has been established here by the RTDC.

- **Banks:** As the urban and industrial development has not taken roots in the area and the area is basically an agricultural economy based so there are only few banks and credit societies to cater the needs of agrarian's people. Various banks with their ATM's available in Chomu are Bank of Baroda, SBI, HDFC, ICICI, and OBC.
- **Water Supply:** Being the agrarian area quite open and wide, the ground water table is higher than compared to Jaipur tehsil. Most of the supply in the area is through tube wells and wells.

Drinking Water Supply in Chomu Tehsil (2001)

Total No. of Household	Drinking Water Supply in %
42690	63.03 %
6694 (Urban Area)	87.68 %

Source: Census Department, government of Rajasthan

As the area is agriculture dominant, so owing to individual wells and tube wells, the drinking water supply percentage per house hold is low compared to Jaipur tehsil. At the same time it is true that the area does not enjoy the advantages like Jaipur tehsil, which has been connected to Bisalpur dam (Tonk)

- **Electricity:** Due to limited urban and industrial activities the requirement for electricity is not much in this agricultural activity dominant area except for the period when electricity is continuously required to irrigate crops in the farms.

Electricity Supply in Chomu Tehsil (2001)

Total no. of Household	Electricity Supply in %
42690	67.02 %
6694 (Urban Area)	92.0 %

Source: Census Department, Government of Rajasthan 2001

- **Security:** The situation of law and order is quite satisfactory. With the inclusion of the area in Jaipur Police Commissionerate the situation has further improved with respect to increased use of advanced police machinery and improved staff.

As per the state crime records bureau report (2011) there were least cases of dacoity, cheating, robbery, theft in this part of the district. The probable reason behind this is that the society is dominated by rural population who are quite content about their property and resources.

Considering the above factors of available tourist sites and infrastructural facility it is clear that the overall condition is not promising one in Chomu tehsil, for the development of hotel industry.

As there is dearth of diverse and potential tourist sites in the area, which can attract far off tourists, the inflow of tourists is limited in the area. Further the condition of transport and communication is not satisfactory, which remains the key factor in the development of tourism in an area. In this way, the overall environment has not developed yet, to experience flourishing hotel industry in the area.

Status of Hotels Industry in Chomu Tehsil (2010-12)

Name of hotel	Year of Establishment	Category of Hotel	Type of Guests	Occupancy	
				Season	Off Season
Chomu Palace	1966	Heritage	80% foreigners	70%	30%
Samode Palace	1982	Heritage	60% foreigners	65%	40%
Samode Bagh	1988	Non Star	50% foreigners	60%	40%
Sagar Hotel	2001	Non Star	Traders & Social	50%	20%
Sangam Hotel	2004	Non Star	Traders	40%	30%
Neelam Hotel	2000	Non Star	Business men	50%	30%
Hotel Royal	2012	Non Star	Sales man	40%	20%

Source: Self surveyed

From the above table it is clear that out of the total seven hotels in Chomu, 2 hotels belonged to heritage category. Samode Bagh was another luxury hotel but it was not under heritage category, being a part of the Samode palace property it however enjoyed the same maintenance and type of guests. Occupancy in these three hotels remained above 30% during off season and above 50% during the tourist season.

Whereas the other four hotels located in Chomu town experienced only traders, salesman, and social guests (marriage etc.) as their guests, and the occupancy in these four non star category hotels remained up to 20% during off season and up to 50% during the season. As there is no tourist arrival in these hotels so increase in occupancy during the season is the result of marriage season during winters.

Conclusion

Though the conditions at present are not favourable for developing flourishing hotel industry in Chomu tehsil but with the rapid sprawl of Jaipur's umland and related infrastructural facilities, in future there might be better chances of developing hotels in the form of way side facilities for en route tourists. Further with the development of recreation & health tourism, rural tourism, adventure and film tourism etc., will give an impetus to the development of hotels and other facilities in the area.

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