Chapter 20

Tourist Experience in Smart City Destination of Jaipur (Rajasthan)

Lakhvinder Singh
Government College, Kaithal, India

Kamal Kumar
Pt. Chiranji Lal Sharma Government P. G. College, Karnal, India

ABSTRACT

Smart city concept is emerging as a new venture in the tourism sector especially in a country like India. This chapter analyzes the tourist experience in Jaipur city of Rajasthan which is emerging as a popular tourist destination taken over for development under smart city mission. The chapter adopted empirical approach, but to some extent it also used secondary data sources. The authors analyzed tourist experience by using smart attraction, smart mobility, smart amenities, smart ancillary, smart safety, and smart available packages as important dimensions of smart tourism destination. Regarding tourist experience, the chapter noticed smart available packages, smart safety, and smart attractions are providing a pleasant experience to tourists in contrast with remaining aspects of smart tourism destination. The result of the study provides implication for tourism marketer and policy maker to take appropriate steps to enhance the tourist experience by improving smart facilities & services.

INTRODUCTION

The increasing strength of urban population has elicited the growth of tourism throughout the world. Popular cities of the world are large multifunctional entities into which tourists can be effortlessly absorbed and thus largely becoming the major tourist hubs (Falconer & Mitchell, 2012). Hence, due to increased urbanization and demand for travel to cities has been resulted in to continuous enhancement of facilities and services for transformation of urban areas in to smart cities. Therefore, it is necessary to be smart in order to survive in the tourism industry as to facilitate the products, actions, processes and services in real-time, by engaging different stakeholders simultaneously to optimize the collective performance and competitiveness and generate solutions and value for all.

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Although, this is very emerging concept but the coverage and consideration received by this is not sufficient, so, it is of paramount importance to go through the meaning of smart city. The meaning and definition of this emerging phenomenon is perceived differently by scholars. As far as, Indian scenario is concerned it is described as a place equipped with ample infrastructural and super structural facilities catering to the needs of citizens and visitors. The government of India also launched Smart City Campaign for promoting towns of the country in order fulfill the infrastructural requirement, improved living conditions, hygienic atmosphere and implementation of latest technology. The Government of India (Ministry of Urban Development, Government of India, 2015) through its campaign intends to develop model cities in the country and identified major facilities and components of increasing smartness in cities are:

1. Supplying sufficient water
2. Ensured Power availability
3. Cleanliness, disposal of litter
4. Improved connectivity and government transportation
5. Economic house availability
6. Strong information technology
7. Better government administration
8. Ecological sustainability
9. Safe & Secure living environment
10. Better healthcare and educational services.

This phenomenon is widely visible during the commencement of 20th century due to rapid urbanization & to find a durable solution to this, many experiments was carried out (Kumar, 2016) especially the smart city phenomena. With the rapid development of the Indian economy, the requirement of urban culture facilities has raised a demand of sustaining the growing population. The concept of smart city is a new phenomenon in developing countries like India. India is moving towards becoming the worlds’ most emerging nation with growing urbanization from 37 million in 2015 to 590 million in 2030. By considering this scenario, the Indian Government put emphasis on urbanized areas of the country for development. As a leading step in this line, the smart city concept was introduced and launched in 2015 in India. The mission aims to overall development of urban cities through smart solutions such as growing economy, infrastructural enhancement, technological enhancement and sustainable development (Government of India, 2015). Rajasthan, one of the most coveted travel destinations in India and worldwide, is the land of glistening sandy deserts, multi-colored fabrics, dulcet folk songs and sprightly dances, ancient traditions and rich handicrafts. It is a state with less than 25% of its population living in urban areas. However, the rate of urbanization in the last decades has increased considerably and has witnessed a 29% growth. The identified smart cities in the states are very well connected with all the major transportations means, equipped with sufficient boarding and lodging facilities. As far as the attraction at selected smart cities is concerned, the capital city of Jaipur is a place you can plan for a weekend leisure trip from any point of the country. Jaipur featured with monuments, palaces, variety of foods, shopping avenues and so on. The smart city of Jaipur has huge potential and prospects for tourism and continuously moving towards receiving increasing tourists’ footfalls both domestic tourists visits (DTV) as foreign tourist arrivals (FTA) as presented in the table 1 indicated that tourists in selected destinations are growing year by year which