



Impacts Of Heritage Hotels In Country ~ Focus On Rural Area



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Chapter – 1

1.1 Introduction

In India, the Hotel Industry comprises a major part of the Tourism Industry. The industry provides hospitality services to the visitors, earn valuable foreign exchange for the country and provide direct employment to around 0.15 million people. Prior to 1980 the hotel industry was a slow growing industry and owned by single hotel companies. Since the holding of ASIAD in 1982 the industry has started moving up. After the economic liberalization of nineties the demand for hotels in India has been rising continuously at a galloping rate. Today, there are single hotel companies as well as hotels with multiple owners, often owned by multinational companies.

Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange Earnings. With its backward and forward linkages with other sectors of the economy like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc.; tourism has the potential to not only be the economy driver but also become an effective tool for poverty alleviation and ensuring growth with equity. In the year 2010, the tourism sector witnessed substantial growth as compared to the year 2009. The Foreign Tourist Arrivals (FTAs) in India during the year 2010 were 5.58 million as compared to the FTAs of 5.17 million during the year 2009, showing a growth of 7.9 %. The growth rate during the year 2009 over the year 2008 was (-) 2.2 %.

The Foreign Exchange Earnings (EEE) from tourism during 2010 were Rs. 64889 crore as compared to Rs. 54960 crore during the year 2009, registering a growth rate of 18.1 %. The growth rate in FEE from tourism during 2009 over 2008 was 8.3 %.

The Ministry of Tourism has classified the hotels in seven categories viz., Five Star Deluxe, Five Star, Four Star, Three Star, Two Star, One Star and heritage hotels. The classification of hotels is based on general features and facilities offered by the hotels. The rating is reviewed after every five years.

1.2 Heritage Hotels

For the past four decades, certain architecturally distinctive properties such as palaces and forts built prior to 1950, have been converted into hotels. The Ministry of Tourism, Government of India has classified these hotels as Heritage hotels.

1.3 Classification of Heritage Hotels

Ministry of Tourism, Government of India has classified the Heritage Hotels into following three categories:

a) Heritage Basic

The Heritage basic hotels are those hotels which are located in Residences/Havelies /Hunting Lodges/Castles/ Forts/Palaces built prior to 1950. These hotels must possess a minimum of 5 rooms (10 beds).

b) Heritage Classic

All those hotels located in Residences/Havelies/Hunting Lodges/Castles/Forts/ Palaces and built prior to 1935 are called Heritage Classic. These hotels must possess a minimum of 15 rooms (30 beds). Further, general features and ambience of the hotel must conform to the overall concept of heritage and architectural distinctiveness. Lastly, the hotel must provide at least one sporting facility like Swimming Pool, Health Club, Lawn Tennis, squash, Riding, Golf Course etc.

c) Heritage Grand

These categories of hotels are located in Residences/Havelies/Hunting Lodges/Castles/Forts/ Palaces built prior to 1935. The hotel must own 15 rooms (30 beds with following special features:

- i. All public and private areas including rooms, must have superior appearance and decor.
- ii. At least 50 percent of the rooms should be air-conditioned (except in hill stations where there should be sufficient heating arrangements)
- iii. The hotel must provide at least two sporting facilities like Swimming Pool, Health Club, Lawn Tennis, squash, Riding, Golf Course.
- iv. The hotel may also have supplementary sporting facilities such as Golf, Boating, Sailing, Fishing or other adventure sports such as Ballooning, Parasailing, Wind-surfing, Safari excursions, Trekking etc. and indoor games
- v. The hotel must offer traditional and continental cuisine to the tourists.

1.4 Impact of Heritage Hotels in India – Focus on Rural Areas

Of late the Ministry of Tourism, Government of India has decided to undertake a study on 'Impact of Heritage Hotels in India with focus on rural areas' by outsourcing the services of an outside agency. The Ministry of

Tourism has assigned DMG Consulting Private Ltd. to undertake the study.

1.5 Terms of Reference

Scope of the Study:

1. To ascertain the number of Heritage Hotels¹ in the Country.
2. To identify the Rural Areas in the vicinity (restricted to 5 km) of these Hotels.
3. To list the Tourist Destinations in these areas.
4. To assess the economic impact of Heritage Hotels (all classifieds hotels and 50 unclassified on representative basis), with reference to :-
 - increase in the inflow of visitors;
 - changes in employment pattern in and around the Hotel area; and
 - changes in level of income of local population;
5. To estimate the number of Guests (Domestic and Foreign) checked in at the Heritage Hotels during the last five years or since the setting up of the Heritage Hotel, whichever is less.
6. To estimate the growth in the number of Guests staying at Heritage Hotels during the last five years.
7. To estimate the revenue earned by the Heritage Hotels during the last five years or since the setting up of the Heritage Hotel, whichever is less.
8. To ascertain the actions taken by the Heritage hotel for recruiting the locals in the hotels as well as promoting local art and craft.
9. To ascertain the employment pattern (with Functional Domain wise Break – up) of the Heritage Hotels.
 - a. Total Employment
 - b. Employment to local / rural persons
 - c. Average Salary of the employees
 - d. Average Salary of the local / rural employees
 - e. Average period of retention of local / rural employee vis-a-vis other employee.
10. To ascertain whether the Heritage Hotels offers the following to their Guests:
 - a. Display of traditional performing arts as entertainment.
 - b. On the Premises facility of shopping for traditional handicrafts.
 - c. Local Cuisines.
 - d. Tours to Destinations including visit to rural areas.
11. To ascertain the employment generated and revenue earned by the activities at 10 above.
12. Recommendation for Policy intervention to ensure healthy growth of Heritage Hotels and Their enhanced contribution for
 - a. Employment Generation
 - b. Creation of Art, Craft and Cuisine
 - c. Revival of skills related to heritage conservation
13. To estimate the following:
 - a. The Average Room Rent of the Heritage Hotels.
 - b. Average Duration of Stay of the Guests staying at Heritage Hotels.
 - c. Average Expenditure of the Guests on:
 - i. Accommodation at Heritage Hotels
 - ii. Other Touristic Activities like:
 1. Local Sightseeing.
 2. Shopping from Local Market
 3. Shopping from the shops in the premises of Heritage Hotels
 4. Entertainment from local arts
 5. Local Cuisines
 - d. General profile of the guest, particularly relating to income level, country / state of residence etc.
- 1.6 Geographical Coverage :All the States and Union Territories where heritage hotels are located, are under the coverage of the study.

Chapter – 2

2.1 Approach of Study

DMG has adopted the following approach in undertaking the study:

- a) Literature study
- b) Collection of Secondary data for all types of heritage hotels
- c) Planning of the field survey
- d) Recruitment of field staffs
- e) Training of Field personnel
- f) Identification of impact area with the help of GIS tool
- g) Identification of villages in the impact area with the help of Satellite Imaginary and Tope Sheets.
- h) Preparation of list of all classified and non-classified heritage hotels in India
- i) Preparation of list of tourists destinations
- j) Formulation of survey instruments
- k) Census survey of all classified heritage hotels in India
- l) Selection of 50 non-classified heritage hotels on representative basis
- m) Sample Survey of selected non-classified heritage hotels
- n) Survey of visitors/tourists in the heritage hotels
- o) Survey of households in the villages (rural area) identified in the impact area
- p) Survey of shops and restaurants in the villages (rural areas) in the impact area
- q) Collection of information from the tour operators in the impact area
- r) Preparation of Manual Scrutiny Program for pre-data entry scrutiny of data
- s) Preparation of Computer Scrutiny Program
- t) Preparation of tabulation plan as per TOR of the study
- u) Data entry and validation of data through Computer Scrutiny Program
- v) Generation of tables as per the tabulation plan
- w) Data analysis based on tables generated and feedback from the field
- x) Preparation of Report on impact of heritage hotels.

2.2 Methodology

The methodology of the study consists of following steps:

2.3 Preparation of up to date list of Heritage Hotels

DMG has prepared two lists of heritage hotels – (1) classified and (2) non-classified. The classified heritage hotels are further classified into following three categories:

- a) Heritage Basic
- b) Heritage Classic
- c) Heritage Grand.

Both the lists of heritage hotels have the following information:

- i. Name of heritage hotel
- ii. Location
- iii. Category (only for classified heritage hotels).

The list of non-classified heritage hotels has been used as sampling frame for drawing the sample of non-classified heritage hotels for survey.

2.4 List of classified Heritage Hotels

As on 20th April 2012 there are 59 classified heritage hotels in the country. Of these 51 are Heritage hotels, 5 Grand Heritage hotels and 3 Heritage Classic hotels. The state wise number of classified heritage hotels is shown in the table below:

Table 1: State wise number of classified heritage hotels in India

Sr. No.	State	Number of Classified Heritage Hotels			
		Heritage	Heritage Classic	Heritage Grand	Total
1	Goa	1	-	-	1
2	Gujarat	3	-	-	3
3	Haryana	1	-	-	1
4	Himachal Pradesh	2	-	1	3
5	Jammu & Kashmir	-	-	1	1
6	Karnataka	1	-	1	2
7	Kerala	11	1	-	12
8	Madhya Pradesh	6	1	-	7
9	Pondicherry	2	-	-	2
10	Rajasthan	18	-	1	19
11	Sikkim	1	-	-	1
12	Tamil Nadu	2	-	1	3
13	Uttarakhand	3	-	-	3
14	West Bengal	-	1	-	1
	Total	51 (86.4)	3 (5.1)	5 (8.5)	59

Note: Figures in parenthesis indicate percentage to the total number of classified heritage hotels in India.

Source: Website of Ministry of Tourism.

It is observed from the above table that out of 59 classified heritage hotels about 86 percent are 'Heritage hotels', 9 percent are 'Heritage Grand' and the remaining (5 percent) are 'Heritage Classic'. Further, nearly 32 percent of the classified heritage hotels are concentrated in Rajasthan followed by Kerala (20 percent). A list of classified Heritage Hotels is annexed (Annex 1).

2.5 List of non-classified Heritage Hotels

There are in all 209 non-classified heritage hotels in the country. The state-wise number of non-classified heritage hotels is given in the following table:

Table 2: State wise number of non-classified Heritage Hotels in India

Sr. No.	State/UT	Number of hotels	% to total
1	Rajasthan	70	33.5
2	Uttarakhand	19	9.1
3	Himachal Pradesh	17	8.1
4	Kerala	20	9.6
5	Gujarat	11	5.3
6	Maharashtra	9	4.3
7	West Bengal	8	3.8
8	Andhra Pradesh	6	2.9
9	Punjab	2	1
10	Jammu Kashmir	3	1.4
11	Pondicherry	4	1.9
12	Karnataka	4	1.9
13	Madhya Pradesh	4	1.9
14	Assam	4	1.9
15	Uttar Pradesh	3	1.4
16	Sikkim	3	1.4
17	Jharkhand	3	1.4
18	Orissa	3	1.4
19	Chhattisgarh	3	1.4
20	Delhi	2	1
21	Tamil Nadu	3	1.4
22	Tripura	1	0.5
23	Goa	1	0.5
24	Haryana	1	0.5
25	Andaman Nicobar Islands	1	0.5
26	Nagaland	1	0.5
27	Bihar	1	0.5
28	Arunachal Pradesh	1	0.5
29	Meghalaya	1	0.5
	Total	209	100

It is observed from the above table that the non-classified heritage hotels are spread over 29 states/UTs. The largest number of heritage hotels are located in Rajasthan (70) followed by Kerala (20), Uttarakhand (19), Himachal Pradesh (17) and so on. A list of non-classified heritage hotels is enclosed at Annex 2.

2.6 Identification of Study Area

The study area known as impact area, has been defined as the sum total of core area/project area and buffer area, within a radius of five kilometres from the periphery of the core area/project area. The study area includes all the land marks both natural and manmade, falling therein.

The study area of each heritage hotel has been identified with the help of GIS system. During field operations the study area of each heritage hotel has been checked whether the study area is wholly located in the rural area or urban area, or partly in the urban area and partly in the rural area. If the study area of the heritage hotel is entirely in the urban area, it has not been excluded from the survey for collection of data/information. However, the heritage hotel and the tourists staying therein have been surveyed for collection of data/information. On the other hand if the study area is wholly in the rural area it has been invariably covered in the survey for collection of data. Further, if the study area is partly in the urban area and partly in the rural area, only the rural part of the study area has also been included for the survey. In this case also the heritage hotel and the tourists staying therein have been surveyed for collection of data/information.

2.7 Data Collection Instruments

- i. Following Schedules have been developed for collection of information during the field survey:
- ii. Schedule 1: Collection of Information from Heritage Hotel Owners
- iii. Schedule 2: Collection of Information from Tourists
- iv. Schedule 3: Village Schedule
- v. Schedule 4: Collection of Information from Tour Operators & Travel Agents

These Schedules are at Annex 4 Annex 5, Annex 6 and Annex 7 respectively.

2.8 Survey of Heritage Hotels

2.8.1 Census survey of classified Heritage Hotels

Out of 59 classified heritage hotels (Annex 1) in all 56 have been surveyed for collection of data/information through Schedule 1. Three classified heritage hotels could not be surveyed as they are closed due to renovation. Besides the survey of classified heritage hotels, at least one tourist staying in the hotel has been surveyed through Schedule 4.

2.8.2 Sample survey of non-classified Heritage Hotels

A one-stage sample design has been adopted for selection of sample. The sample has been selected from a list frame which contains the name and address of all the non-classified heritage hotels in the country. As stated above, the list has been prepared from secondary sources, while preparing the list it has been ensured that the list is complete and there is no missing/duplication of any non-classified heritage hotel.

2.8.3 Selection of non-classified heritage Hotels

As stated above, there are in all 209 non-classified heritage hotels in India. Out of which 68 non-classified heritage hotels have been selected. These include 50 for conducting survey and 18 as reserve for likely substitution due to closure, renovation, shifting to a new place and/or refusal by the hotel management to give information. Dual approach has necessitated selecting the sample heritage hotels as auxiliary information (number of rooms) is not available for all the 209 non-classified hotels. While the auxiliary information is available in respect of 125 non-classified heritage hotels, no such information is available for the remaining 84 hotels. Hence, a combination of two statistical methods for selection of sample viz. sampling by Probability Proportion to Size (PPS) method and method of simple random sampling without replacement (SRSWOR), has been adopted to selecting 68 sample hotels from the list of 209 non-classified heritage hotels. Of the 68 selected sample heritage hotels 35 have been selected by PPS method size being the number of rooms a hotel has, and the remaining 33 by the method of simple random sampling without replacement (SRSWOR). A sample list containing the name and address of 68 selected non-classified hotels is at Annex 3.

2.8.4 Survey of non-classified Heritage Hotels

In all 50 non-classified heritage hotels from the list of 68 non-classified heritage hotels (Annex 3) have been surveyed for collection of data/information through Schedule 1.

Besides the survey of selected non-classified heritage hotels, at least one tourist staying in a selected hotel has been surveyed through Schedule 4.

2.8.5 Survey of Tour Operators

A tour operator is a firm that arranges travel and accommodation for a tourist. At least one tour operator serving the selected heritage hotel has also been surveyed through Schedule 2. The tour operator has been identified with the help of Hotel Management. In case a tour operator is serving more than one selected heritage hotel, it has been interviewed only once.

2.8.6 Survey of villages in Study Area

In the study area 3 villages – one close to heritage hotel, one within 2 to 3 kilometres from the heritage hotel and one at a distance 4 to 5 kilometres from the heritage hotel; has been selected at random and surveyed for collection of primary data/information through Schedule 3. Besides the above, two villages outside the study area i.e. located beyond 5 kilometres from the heritage hotel, have also been surveyed as control sample to ensure that the impact of heritage hotel in the study area is due to Heritage Hotel or due to Government interventions or any other factor. No such survey has been conducted if the entire study area is in the urban area.

2.8.7 Survey of Households

In each selected village under the study area 12 households have been selected at random covering the entire village, and surveyed through Schedule 3.

2.8.8 Survey of Shops & Restaurants

In each selected village a minimum of 4 shops and restaurants have been interviewed to know if they have got any business connection with the management of selected Heritage Hotel. If the number of shops and restaurants in the village are less or equal to 4, all shops and restaurants in the village have been surveyed. Otherwise, the required number of shops and restaurants has been selected at random and surveyed through Schedule 3. However, the nature of business of selected shops and restaurants varies among each other.

2.8.9 Control Sample

A material of known composition that is analyzed along with test sample in order to evaluate the accuracy of an analytical procedure is known as control sample. It is also known as check sample. Two villages outside the study area i.e. located beyond 5 kilometres from selected heritage hotel, have also been surveyed through Schedule 3 as control sample to ensure that the impact of the heritage hotel in the study area is due to heritage hotel or due to Government interventions or any other factor. No such survey has been conducted if the entire study area is in the urban area.

Chapter – 3

3.0 Findings of Study

The findings of the study are presented first for the states having significant number of heritage hotels, and thereafter, the findings are discussed for the group(s) of the states/UTs having few number of heritage hotels.

3.1 Rajasthan

3.1.1 Coverage

In all 36 heritage hotels were surveyed in the state of Rajasthan. The number of heritage hotels covered under census survey and sample survey is as under:

1. Census survey (complete enumeration) of classified heritage hotels

2. Sample survey of non-classified heritage hotels – 17.

The names of heritage hotels surveyed in the state of Rajasthan are given in the table below:

Table3.A Names of Heritage Hotels surveyed in Rajasthan

Heritage Basic	1. Singhasan Haveli Goenka Chowk, Mandawa Dist., Jhunjhunu, Rajasthan
	2. Hotel Neemrana Fort Palace, Village Neemrana, Alwar, Rajasthan
	3. The Sawai Madhopur Lodge Ranthambore National Park Road, Sawai Madhopur, Rajasthan
	4. Bal Samand Lake Place, Mandore Road, Jodhpur, Rajasthan
	5. Fateh Prakash Palace, City Palace, Udaipur, Rajasthan
	6. Hotel Indra Villas, A unit of Desert Heritage Resorts Pvt. Ltd. Ward No.2, Village Alsisar, Jhunjhunu, Rajasthan
	7. The Laxmi Niwas Palace (A Unit of Golden Triangle Fort and Palace Pvt. Ltd.) Dr. Karni Singhji Road, Bikaner, Rajasthan
	8. Karni Bhawan Palace, Gandhi Colony Bikaner , Bikaner, Rajasthan
	9. Hotel Samode Palace, Samode Dist. Jaipur, Rajasthan
	10. Hotel Castle Mandawa Pvt.Ltd. Mandawa, Jhunjhunu Rajisthan
	11. Chomu Palace Near Main Chomu Bus Stand, Chomu, Rajasthan
	12. Fort Khejarla (A unit of Bhandari Heritage Pvt. Ltd.), Village Khejarla via Bilara, Distt. Jodhpur, Jodhpur, Rajasthan
	13. Bissau Palace Outside Chandpole Gate, Jaipur, Rajasthan
	14. Raj Niwas Palace, National Highway-3, Dholpur, Rajasthan
	15. The Bagh, Agra Achnara Road, Pucca Bagh Bharatpur, Bharatpur, Rajasthan
	16. Hotel Grand Haveli &Resort Nawalgarh Bawari Gate, Near Old Bus Stand Nawalgarh, Jhunjhunu, Rajasthan
	17. Castle Mandwa, Shekhawati region, Rajasthan
	18. Sardargarh Heritage Hotel, Sardargarh Fort, Village-Lawa Sardargarh, Sardar- garh, Rajsamand, Rajasthan

Heritage Grand	Shiv Niwas Palace, The City Palace Complex Udaipur, Rajasthan
Non-classified Heritage Hotel	1. Dundlod Fort, P.O. Dundlod, Distt. Jhunjhunu, Rajasthan
	2. Ghanerao Royal Castle, Post Office Ghanerao, Dist. Pali, Rajasthan
	3. Rohet Garh, Rohet, District Pali, Rajasthan
	4. Sirsi Haveli, Village Sirsi, Dist. Jaipur, Rajasthan
	5. Royal Camp, Nagaur Fort, Nagaur, Rajasthan
	6. Mandir Palace, Jaisalmer, Rajasthan
	7. Chodbar Haveli, Mandwa, Jhunjhunu
	8. Castle Bijapur, V.P.O. Bijaipur, Chittorgarh Rajasthan
	9. Bassi Fort Palace, Bassi, Chittorgarh, Rajasthan
	10. Hill Fort Kesroli Near M.I.A, P.O. Bahala, Alwar, Rajasthan
	11. Mandwa Haveli, Mandwa
	12. Hotel Shekhawati
	13. Gajner Palace, P.O. Gajner, Tehsil: Kolayat, Bikaner,
	14. Rajasthan Khimsar Fort, Khimsar, Dist. Nagaur, Rajasthan
	15. Narayan Niwas Palace, Jaisalmer, Rajasthan
	16. Fort Chanwa Jodhpur
	17. Bhadrawati Palace, village Bhandarej, Dist. Dausa, Rajasthan.

3.1.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified during field investigations with the management of heritage hotels covered under the study and are given in the following table:

Table 3.1B: Tourist Spots identified during survey

District	Tourist Spots
Jodhpur	1. Bidhri temple, 2. Khidi resort, 3. Soloums, 4. PVS, 5. Mehronjosh, 6. Joraunt Bhawan palace, 7. Mundra Garden, 8. old market Jodhpur, 9. Sunder garden.
Jhunjunu	1. Gulabrai Ladia haveli, 2. Snehiram Ladia haveli, 3. Chokhani haveli, 4. Harlalka Wall, 5. Harlalka haveli, 6. Harlalka Chatri, 7. Shiv temple, 8. Nevtia haveli, 9. Murmuria haveli, 10. Sonthala Gate, 11. Noval garden, 12. Mukangarh, 13. Fetehpur, 14. Hehonsar, 15. Bisou, 16. Bawdi, 17. Silaserdlake, 18. Sauska Sometury, 19. Mountneering chatri, 20. Jhunjunu Haveli, 21. Ramdev haveli, 22. Satyanarayan haveli, 23. Stepwell Sati temple, 25. Raghunath temple and fort, 26. Menasara and Bikhensar (village for clay modeling), 27. Bisau haveli and fort.
Chhitorgarh	1. Place of intent, 2. Bassi valley “Handi craft of Wooden”, 3. Kaved Unique Chowki, “Palki Work mainly Wooden work”, 4. “old temple step well “ Lake, 5. Wild life Centuary, 6. Tribal valley, 7. Menal waterfall, 8. Wagri, 9. Chittorgarh STC Fort.
Jaisalmer	1. Jaisalmer fort, 2. Pataudi haveli, 3. Laxman ki haveli, 4. Saleem Singh Haveli, 5. Gadasagar Lake, 6. Amar Sagar, 7. Pagwon ki Haveli, 8. Nathmal ji ki haveli, 9. Tazia Tower (Badal Mahal), 10. Thar Desert Safari, 12. Sam Village, 13. Former of Hadda, 14. Shri Mohangarh Fort.
Jaipur	1. Sanganer, 2. Samode Palace, 3. Ramgarh Lake, 4. Bairath, 5. Sambhar, 6. Abhaneri, 7. Jaisinghpura Khor, 8. Madhogarh- Tunga, Karauli.
Alwar	1. Bawdi, 2. Silserk, 3. Sariska, 4. Mata ji ki nishaniyan, 5. Jagannath Temple, 6. Jain Temple of Tijara, 7. Sagar

Bikaner	1.Junagarh Fort, 2.Hoveles, 3. Kon in Bagh, 3.Jain ki bagh,4. Pulyer Haveli, 5.Camel riding, 6. Laxmiath temple 5.Gujner Palace 6. Museum 7. Bhandasar temple 8. Haqulis old city 9.Bikaji ki tikri10.Karnimata temple
Bharatpur	1. Kanha sanctuary, 2.Diggi Palace, 3.Naura ki Bawadi.
Dholpur	1.Muchhkund, 2.Laswari, 3.Shergarh Fort.
Dausa	1.Harshat Mata Temple, 2.Neelkanth.
Nagaur	1.Tar Kizhan ji ki Dargah, 2.Bansi wale Mandir, 3.Amar Singh Circle, 4. Jain Mandir, 5.Cattle Fair, 6.Sant Likhmi das mandi (Amarpura Nagaur), 7.Mundyar ganesh mandi , 8.Brani mata ka mandir, 9.Veerteja ji ki Mandi, Kharnal, Jodhpur, 10 Karni Mata mandir, 11.Shhetla mata, 12.Baasni Chowk Bypass Road, 13.Dhaggi mata mandir, 14.Hanuman ji ki mandi, Hanuman Bagh.

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3.1C: Distribution of surveyed Heritage Hotels by number of rooms

Sl. No.		Number of Heritage Hotels surveyed						
	Type of Heritage Hotel	Number of rooms (size class) in Heritage Hotel						
		1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	-	1	5	10	2	-	18
2	Heritage Classic	-	-	-	-	-	-	-
3	Heritage Grand	-	-	-	1	-	-	1
4	All classified	-	1	5	11	2	-	19
	(census survey)							
5	Non-classified	1	5	3	4	4	-	17
	(sample survey)							
6	All Heritage Hotels	1	6	8	15	6	-	36

It is observed from the above table that the most of the Heritage Basic surveyed (56 percent) have 31 to 50 rooms followed by 28 percent having 21 to 30 rooms, 11 percent 'more than 50' rooms and only 5 percent 11 to 20 rooms. In case of non-classified hotels surveyed about 29 percent have 11 to 20 rooms, 24 percent each have 31 to 50 and 51 to 100 rooms and the remaining 23 percent have rooms either 21 to 30 or less than 10. Further, of the total 36 heritage hotels surveyed about 42 percent have 31 to 50 rooms, 17 percent have 51 to 100 rooms and the remaining 41 percent have rooms less than 30.

The results of the survey are based on 19 classified heritage hotels covered under census survey (complete enumeration) and 17 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.1.3 Tourists checked Heritage Hotels -in

The survey revealed that there has been consistent increase in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, the decrease in the flow of tourists in a few cases has been observed due to recession. Further, about 85 percent of the tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12 were foreigners. The number of tourists checked - in Heritage Basic hotels with number of rooms 21 to 30 and 31 to 50 during last five years is comparatively more. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table 3.1D: Distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2007-08	-	375	6056	5350	7200	-	18990
		2008-09	-	384	5902	5480	6800	-	18566
		2009-10	-	365	6839	5621	6954	-	19779
		2010-11	-	350	7208	6352	7056	-	20966
		2011-12	-	385	7288	6510	7135	-	21318
		Total	-	1859	33302	29313	35145	-	99619
2	Heritage Classic		No Hotel						
3	Heritage Grand	2007-08	-	-	-	500	-	-	-
		2008-09	-	-	-	480	-	-	-
		2009-10	-	-	-	510	-	-	-
		2010-11	-	-	-	540	-	-	-
		2011-12	-	-	-	560	-	-	-
		Total	-	-	-	2590	-	-	-
4	All classified	2007-08	-	375	6056	5850	7200	-	19490
		2008-09	-	384	5902	5960	6800	-	19046
		2009-10	-	365	6839	6131	6954	-	20289
		2010-11	-	350	7208	6892	7056	-	21506
		2011-12	-	385	7288	7070	7135	-	21878
		Total	-	1859	33302	31903	35145	-	102209
5	Non-classified (surveyed)	2007-08	310	4425	7160	20800	9750	-	42445
		2008-09	315	4311	6766	19200	9330	-	39922
		2009-10	290	4230	6400	19000	8882	-	38802
		2010-11	340	4288	6495	19020	9375	-	39518
		2011-12	360	4327	6962	20900	10130	-	42679
		Total	1615	21581	33783	98920	47467	-	203366
6	All Heritage Hotels (sur- veyed)	2007-08	310	4800	13216	26650	16950	-	61935
		2008-09	315	4695	12668	25160	16130	-	58968
		2009-10	290	4595	13239	25131	15836	-	59091
		2010-11	340	4638	13703	25912	16431	-	61024
		2011-12	360	4712	14250	27970	17265	-	64557
		Total	1615	23440	67085	130823	82612	-	305575

The survey revealed that there has been significant growth in the number of tourists checked – in heritage hotels during last four years viz. 2008-09 to 2011-12. However, in a few cases the inflow of tourists has shown negative growth over previous year which may be due to recession. The annual growth of tourists checked - in Heritage Basic hotels with number of rooms 21 to 30 and 31 to 50 during last four years is comparatively more. The overall annual growth of tourists checked – in all type of heritage hotels varies from 0.2 % to 5.8 % during last four years. However, a negative annual growth of 4.8 % has been observed in the year 2008-09. The following table presents the annual growth of tourists checked – in heritage hotels during last five years by number of rooms in the hotel:

Table 3.1E: Annual growth rate of Tourists checked - in Heritage Hotels during last five years by number of Rooms.

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2008-09	-	2.4	-2.5	2.4	-5.6	-	-2.2
		2009-10	-	-4.9	15.9	2.6	2.3	-	6.5
		2010-11	-	-4.1	5.4	13	1.5	-	6
		2011-12	-	10	1.1	2.5	1.1	-	1.7
2	Heritage Classic	No Hotel							
3	Heritage Grand	2008-09	-	-	-	-4	-	-	-4
		2009-10	-	-	-	6.3	-	-	6.3
		2010-11	-	-	-	5.9	-	-	5.9
		2011-12	-	-	-	3.7	-	-	3.7
4	All classified	2008-09	-	2.4	-2.5	1.9	-5.6	-	-2.3
		2009-10	-	-4.9	15.9	2.9	2.3	-	6.5
		2010-11	-	-4.1	5.4	12.4	1.5	-	6
		2011-12	-	10	1.1	2.6	1.1	-	1.7
5	Non-classified	2008-09	1.6	-2.6	-5.5	-7.7	-4.3	-	-5.9
	(surveyed)	2009-10	-7.9	-1.9	-5.4		-4.8	-	-2.8
		2010-11	17.2	1.4	1.5	0.1	5.6	-	1.8
		2011-12	5.9	0.9	7.2	9.9	8.1	-	8
6	All Heritage Hotels (surveyed)	2008-09	1.6	-2.2	-4.1	-5.6	-4.8	-	-4.8
		2009-10	-7.9	-2.1	4.5	-0.1	-1.8	-	0.2
		2010-11	17.2	0.9	3.5	3.1	3.8	-	3.3
		2011-12	5.9	1.6	4	7.9	5.1	-	5.8

3.1.4 Employment generated through Heritage Hotels

The survey revealed that in all 1433 persons have been deployed in heritage hotels, 883 in classified hotels and 550 in non-classified hotels. Of the 883 persons deployed in classified hotels about 46 percent belong from rural areas and 44 percent are within the vicinity of the hotel (5 km), and 39 percent of employees have skill and the remaining 61 percent are unskilled. The corresponding figures in non-classified hotels are 57%, 42%, 30% and 70% respectively and in all heritage hotels surveyed (classified and non-classified) are 50%, 43%, 36% and 65% respectively. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 3.1F: Distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within the vicinity of Heritage Hotel	(skilled and un-skilled) employed	skilled	unskilled	from rural areas
	-2	-3	-4	-5	-6	-7
1	Heritage Basic	344	789	300	489	391
2	Heritage Classic	No Hotel				
3	Heritage Grand	44	94	44	50	16
4	All classified	388	883	344	539	407
% of total employment (col.4)		43.9	100	39	61	46.1
5	Non-classified	232	550	165	385	312
	(surveyed)					
% of total employment (col.4)		42.2	100	30	70	56.7
6	All Heritage Hotels	620	1433	509	924	719
	(surveyed)					
% of total employment		43.3	100	35.5	64.5	50.2

3.1.5 Revenue earned by Heritage Hotels

The study revealed that the average annual revenue earned by a heritage hotel generally increases with respect to number of rooms the hotel has, except in Heritage Basic with number of rooms 31 to 50 and non-classified hotels having number of rooms 51 to 100. Further, the growth of the average annual revenue earned by a heritage hotel varies from 1.5% to 8% except in the years 2008-09 in the case of Heritage Basic and 2011-12 for Heritage Grand and 2008 – 09 and 2009-10 in case of non-classified hotels when the growth of the average annual revenue earned is negative. The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 3.1G: Average annual revenue earned by Heritage Hotel during last five years

Sl. No.	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							
			Number of rooms (size class) in Heritage Hotel							
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All	Growth (%)
1	Heritage Basic	2007-08	-	53	197	153	766	-	227.8	-
		2008-09	-	55	192	157	724	-	224.1	-1.6
		2009-10	-	52	223	161	740	-	236.5	5.6
		2010-11	-	50	235	187	751	-	255.4	8
		2011-12	-	55	238	188	799	-	262.4	2.7
2	Heritage Classic									
		No Hotel								
3	Heritage Grand	2007-08	-	-	-	280	-	-	280	-
		2008-09	-	-	-	268	-	-	268	6.3
		2009-10	-	-	-	285	-	-	285	6
		2010-11	-	-	-	302	-	-	302	3.6
		2011-12	-	-	-	313	-	-	313	-4.3
4	All classified Heritage Hotels	2007-08	-	53	197	433	766	-	385.9	-
		2008-09	-	55	192	425	724	-	375.7	-2.7
		2009-10	--	52	223	446	740	-	397.5	5.8
		2010-11	-	50	235	489	751	-	426.6	7.3
		2011-12	-	55	238	501	799	-	439.7	3.1
5	Non-classified	2007-08	40	76	321	378	315	-	244.4	-
	(surveyed)	2008-09	39	73	297	349	301	-	229.1	-6.3
		2009-10	38	71	273	348	287	-	220.7	-3.7
		2010-11	42	77	285	349	303	-	228.8	3.7
		2011-12	46	75	313	380	327	-	246.4	7.7
6	All Heritage Hotels	2007-08	40	129	518	811	1081	-	655.8	-
	(surveyed)	2008-09	39	128	489	774	1025	-	624.4	-4.8
		2009-10	38	123	496	794	1027	-	633.8	1.5
		2010-11	42	127	520	838	1054	-	662.7	4.6
		2011-12	46	130	551	881	1126	-	700.1	5.6

3.1.6 Income from Heritage Hotels

The survey revealed that the average monthly salary of an employee of heritage hotel is Rs. 6575/- which is about 71 % more as compared to that of its local/rural employee i.e. Rs. 3850/-. However, the difference is about 57 percent in case of classified hotels. The average monthly salary of an employee of non-classified hotels is double

as compared to that of its local/rural employee. Further, the average period of retention of local/ rural employee in Heritage Basic and non-classified heritage hotel is 90 days and in case of Heritage Grand it is 60 days. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel.

Table 3.1H: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

Heritage Hotel Type	Average monthly salary (in Rs.) of employee		% increase in average monthly salary of an employee over that of local/rural employee	Average period of retention of local/ rural employee (in days)
	Skilled	local/ rural employee		
Heritage Basic	7000	4000	75	90
Heritage Classic	No Hotel			
Heritage Grand	7000	5000	40	60
All classified	7000	4473	56.5	88.4
Non-classified (surveyed)	6000	3000	200	90
All Heritage Hotels	6575	3850	70.8	89.2

3.1.7 Display of Traditional Arts, on premises facility for shopping of Traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional arts, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that out of 19 classified heritage hotels about 95 % are providing on premises facility for local cuisines, 84% are displaying traditional performing arts as entertainment, again 84 % have revival of skills related to heritage conservation, 58 % are conducting tours to destinations including visit to rural areas, 26% have on premises facility for shopping of traditional handicrafts and only 5% have creation of art, craft and cuisine. The corresponding figures in case of non-classified heritage hotels are 100%, 94%, 100%, 94%, 18% and 94% respectively and for heritage hotels are 97%, 89%, 92%, 75%, 22% and 47% respectively. However, the overall performance of non-classified heritage hotels in these fields is better as compared to that of classified heritage hotels. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation:

Table 3.1I: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotels	No. of Heritage Hotels displaying traditional performing arts as entertainment	No. of Heritage Hotels having on premises facility for		No. of Heritage Hotels conducting tours to destinations including visit to rural areas	No. of Heritage Hotels having creation of art, craft and cuisine	No. of Heritage Hotels having revival of skills related to heritage conservation
				shopping of traditional handicrafts	local cuisines			
1	Heritage Basic	18	15	4	17	10	-	15
2	Heritage Classic	No Hotel						
3	Heritage Grand	1	1	1	1	1	1	1
4	All classified	19	16	5	18	11	1	16
5	Non-classified	17	16	3	17	16	16	17
	(surveyed)							
6	All Heritage Hotels	36	32	8	35	27	17	33

The survey revealed that the heritage hotels covered under the study, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities

3.1.8 Tariff of duration of stay in Heritage Hotels

The study revealed that the average tariff of Heritage Grand is Rs. 50,378/- which is highest as compared to that of Heritage Basic (Rs.9716/-) and non – classified heritage hotel (Rs. 5892/-). However, the average tariff of Heritage Hotel is Rs. 9040/-. Further, average duration of stay of tourist is 2 days each of Heritage Basic and non-classified heritage hotel; and 1.9 days in classified heritage hotel and 1 day in Heritage Grand. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table:

Table 3.1J: Average room rent and duration of stay of tourist in Heritage Hotels.

Sl. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration of stay of the tourist (in days)
1	Heritage Basic	9716	2
2	Heritage Classic	No Hotel	
3	Heritage Grand	50378	1
4	All classified	11856	1.9
5	Non-classified (surveyed)	5892	2
6	All Heritage Hotels	9040	1.9

3.1.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels. The study revealed that out of 36 tourists contacted for collection of information 34 were foreigners (32 male and 2 female) and only 2 (both male) were domestic. The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 3.1K: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
1	Heritage Basic	1		1	17		17
2	Heritage Classic	No Hotel					
3	Heritage Grand				1		1
4	All classified	1		1	18		18
5	Non-classified (surveyed)	1		1	14	2	16
6	All Heritage Hotels	2		2	32	2	34

The study revealed that out of 36 tourists surveyed 34 foreigners belong to countries viz. Australia (5), Belgium (4), France (17), Italy (3) and USA (5) and only 2 domestic, one to Punjab and another to Gujarat. The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table 3.1L: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Hotel Type	Domestic	Foreign
		Names of States and Number of Tourists	Names of Countries and Number of Tourists
1	Heritage Basic	Punjab-1	France-8, Belgium-3, Australia-2, Italy-2, USA -2
2	Heritage Classic	No Hotel	
3	Heritage Grand	-	USA-1
4	Non-classified	Gujrat-1	Belgium-1, Australia-3, France-9, Italy-1,

The study revealed that out of 34 foreign tourists of the heritage hotels about 65 % are educated up to Graduate, 26 % above Graduate and only 9 % up to High School. Both the domestic tourists of the heritage hotels are educated up to Graduate. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

Table 3.1M: Distribution of surveyed tourists staying in Heritage Hotels by educational level

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiterate	Up to High School	Up to Graduate	Above Graduate	Illiterate	Up to High School	Up to Graduate	Above Graduate
1	Heritage Basic	-	-	1	-	-	1	10	6
2	Heritage Classic	No Hotel							

3	Heritage Grand	-	-	-	-	-	-	-	1
4	All classified	-	-	1	-	-	1	10	7
5	Non-classified (surveyed)	-	-	1	-	-	2	12	2
6	All Heritage Hotels	-	-	2	-	-	3	22	9

The study revealed that out of 34 foreign tourists of the heritage hotel about 88 % have monthly income more than US\$ 10,000 and the remaining 12 % have monthly income US\$ 5000 to 10000. Further, both the domestic tourists have monthly income Rs. 1 to 5 lakhs. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table 3.1N: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
1	Heritage Basic	-	-	1	-	-	2	15
2	Heritage Classic	No Hotel						
3	Heritage Grand	-	-	-	-	-	-	1
4	All classified	-	-	-	-	-	-	-
5	Non-classified (surveyed)	-	-	1	-	-	2	14
6	All Heritage Hotels	-	-	2	-	-	4	30

The study revealed that the average expenditure of tourist on accommodation in Heritage Grand is highest (Rs. 50,000/-) followed by Heritage Basic (Rs. 23,000/-). The average expenditure of a tourist on accommodation in heritage hotel is Rs. 17,611/-. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market and shops in the premises of the heritage hotel, entertainment from local arts, local cuisines is between Rs. 1,500/- to 10,305/-. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 3.10: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sightseeing	Shopping from local market	Shopping from the shops in the premises of the Heritage Hotel	Entertainment from local arts	Local cuisines
1	Heritage Basic	23000	6500	12500	5100	7500	-
2	Heritage Classic	No Hotels					
3	Heritage Grand	50000	4000	10000	6000	4000	-

4	All classified	24421	6368	12368	5147	7315	-
5	Non-classified (surveyed)	10000	3500	8000	2000	5000	1500
6	All Heritage Hotels	17611	5013	10305	3065	6221	1500

3.2 Kerala

3.2.1 Coverage

In all 15 heritage hotels were surveyed in the state of Kerala. The number of heritage hotels covered under census survey and sample survey is as under:

1. Census survey (complete enumeration) of classified heritage hotels

2. Sample survey of non-classified heritage hotels -

During field survey out of 11 classified heritage hotels in Kerala one Heritage Basic named “Hotel Cherthala House” located at Court Junction, East of P.M.C. - 5, Cherthala, Kerala was found not to be a Heritage Hotel as per the concept of ‘Heritage Hotel’ so it was not covered under the study. Another hotel named “Malabar Resort” discovered in the district Kasaragod (P.O.Ozhinavappu) was found to be Classic Heritage, was covered under the study.

3.2.2 Tourist Spots

The names of heritage hotels surveyed in the state of Kerala are given in the table below:

Table 3.2A: Names of Heritage Hotels surveyed in Kerala

Heritage Basic	1. Beach Heritage, Beach Road, Calicut].
	2. Cocun Lagoon, Kumarakom, Kottayam, Kerala. 3. Raheem Residency
	xx/1100, Beach Road, Alleppey-688011 4. Kunnathur Mana Ayurveda
	Heritage, Door no: v111/666, Punneyurkulam, Trissur, Kerala.
	5. Heritage Methanam, Kumbalanghi-Perumpadapur Road Kumbalanghi
	6. Koder House, Koder house, Fort Cochin, Cochin, Kerala 7. Chengara
	Heritage, Near Railway gate Angadipuram 8. Le Colonial, 1/315, Church
	Road, Fort Cochin
	9. Old Harbour Hotel, Fort Kochi.
	10. Old Light House Bristow Hotel Fort Cochin
Heritage Classic	Malabar House, 1/269, Parade Road, Fort Kochi.
Non-classified Heritage hotel	1 Emerald Isle, Chathurthiakary P.O-Alappuzha-688511, Kerala.
	2 Spice Village, Thekkady. 3. Tharakani Heritage
	3, Pultanveetil, Parayal, Ezhupunna Kerala.
	4 Keraleeyam, Keraleeyam, Ayurvedic Resorts, Avlukunnu, Alleppey

Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified during field investigations with the management of heritage hotels covered under the study and are given in the following table:

Table 3.2B. Tourist Spots identified during survey

District	Tourist Spots
Ernakulum	1. Vascodagama Square, 2.St. Francis church, 3.Santa Cruz Basilica, 4.Dutch palace, 5. Chinese Fishing nets, 6. Dutch cemetery , 7. Jew town, 8. Chinese fishing nets, 9. Chicuens park,
	10. St. Francis Xavier's church, 11. Princess street, 12. Marine drive, 13.hezai palace, 14.Dutch Palace, 15.Dutch palace Fort kochi
	16. Dutch Cemetery Fort kochi, 17.Jews synogoe fort kochi, 18.St.francis church fort kochi, 19.Basilica church fort kochi, 20. Chinese fishing net Fort kochi, 21 Crab farm Kumbalanghi , 22. Oyster farm Kumbalanghi, 23. Toddy tapping Kumbalaghi, 24. Fish Auction centre ,kumbalanghi , 25. Coir Spinning, 26 Chinese fishing net , 27. St. Francis church , 28. Dutch cemetery, 29 . Santorum Basirica, 30. Pardesi , 31. Synagogue , 32. Dutch palace fort cochin Beach , 33 Indo portugo Museaum , 34. beach boating, 35. Chinese Fishing nets, , 36 Dutch cementry , 37 Santacruz basilica, 38 Dutch Palace 39 Fort kocji beach ,40. Indo portugete Museaum, 41. Back Waters
Trissur	1. Punnathur Kotta,2. Guruvayur Temple, 3. Beyam Lake,
	4. Vadakumnatha Temple,5. Thriprayar Temple,6. Kerala Kala,7. Shiv temple
kottayam	1 Kumarakam,
Alapuzha	1. st. Rapehad church, 2. paaragil church ,3. Kumarakum, 4. Thekkady, 5. Periyar, 6. Munnar, 7. Kovalam, 8. ChambakalamChurch 9.SnakeBoat ,10. Allepey backwaters,11. Kumarkom,12. Vackala, 13. Kovalam, 14. Thekkedy, 15. Fort Kochi,16. Munnar
Kozhikode	1. Beypore, 2. Manachira Square, 3. S.M. Street, 4.Sarovarm park, 5. Kapad Beach,
malapuram	1. Silent Valley
Iddukki	1. Periyar Tiger Reserve.

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3.2C: Distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	7	2		1			10
2	Heritage Classic		1					1
3	Heritage Grand	No Hotel						
4	All classified	7	3		1			11
5	Non-classified (surveyed)	2	1			1		4
6	All Heritage Hotels	9	4		1	1		15

It is observed from the above table that the most of the Heritage Basic surveyed (70 percent) have 1 to 10 rooms followed by 20 percent having 11 to 20 rooms, 10 percent have 31 to 50 rooms. In case of non-classified heritage hotels surveyed 50 percent have 1 to 10 rooms, 25 percent each have 11 to 20 and 51 to 100 rooms. Further, of the total 15 heritage hotels surveyed about 60 percent have 1 to 10 rooms, 27 percent have 11 to 20 rooms and 7 percent each have 31 to 50 and 51 to 100 rooms.

The results of the survey are based on 11 classified heritage hotels covered under census survey (complete enumeration) and 4 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.2.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been consistent increase in the number of tourists checked – in heritage hotels during last five years viz. 2007- 08 to 2011-12. The number of tourists checked - in Heritage Basic hotels with number of rooms 11 to 20 and 31 to 50 during last five years is comparatively more. However, there is decrease in flow of tourists checked - in non-classified heritage hotels in the years 2008-09, 2010-11 and 2011-12. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table 3.2D: Distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2007-08	3265	1025	-	4000	-	-	8290
		2008-09	3592	1120	-	4250	-	-	8962
		2009-10	3867	1180	-	4460	-	-	9507
		2010-11	4185	1200	-	4760	-	-	10145
		2011-12	4260	1210	-	4980	-	-	10450
		Total	19169	5735		22450			47354
2	Heritage Classic	2007-08	-	422	-	-	-	-	422
		2008-09	-	480	-	-	-	-	480
		2009-10	-	512	-	-	-	-	512
		2010-11	-	540	-	-	-	-	540
		2011-12	-	580	-	-	-	-	580
		Total	-	2534	-	-	-	-	2534
3	Heritage Grand	No Hotel							
4	All classified	2007-08	3265	1447	-	4000	-	-	8712
		2008-09	3592	1600	-	4250	-	-	9442
		2009-10	3867	1692	-	4460	-	-	10019
		2010-11	4185	1740	-	4760	-	-	10685
		2011-12	4260	1790	-	4980	-	-	11030
		Total	19169	8269		22450	-	-	49888
5	Non-classified	2007-08	130	210	-	-	18141	-	18481
	(surveyed)	2008-09	144	250	-	-	16716	-	17110
		2009-10	148	280	-	-	22273	-	22701
		2010-11	175	310	-	-	19681	-	20166
		2011-12	210	340	-	-	18081	-	18631
		Total	807	1390	-	-	94892	-	97089

6	All Heritage Hotels (surveyed)	2007-08	3395	1657	-	4000	18141	-	27193
		2008-09	3736	1850	-	4250	16716	-	26552
		2009-10	4015	1972	-	4460	22273	-	32720
		2010-11	4360	2050	-	4760	19681	-	30851
		2011-12	4470	2130	-	4980	18081	-	29661
		Total	19976	9659	-	22450	94892	-	146977

The survey revealed that there has been significant growth in the number of tourists checked – in heritage hotels during last four years viz. 2008-09 to 2011-12. The annual growth of tourists inflow during the years 2008-09 to 2011-12 in Heritage Basic hotels varies from 3.0% to 8.1%, and in Heritage Classic hotel it varies between 5.5% to 13.7%. However, the annual growth of tourists inflow in non-classified heritage hotels in the year 2009-10 is 32.7% and in non-classified heritage hotels during the years 2008-09, 2010-11 and 2011-12 it is negative (– 7.4% to -11.2%). The following table presents the annual growth of tourists checked – in heritage hotels during last five years by number of rooms in the hotel:

Table 3.2E: Annual growth rate of Tourists checked-in in Heritage Hotels during last five years by number of rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2008-09	10	9.3	-	6.3	-	-	8.1
		2009-10	7.7	5.4	-	4.9	-	-	6.1
		2010-11	8.2	1.7	-	6.7	-	-	6.7
		2011-12	1.8	0.8	-	4.6	-	-	3
2	Heritage Classic	2008-09	-	13.7	-	-	-	-	13.7
		2009-10	-	6.7	-	-	-	-	6.7
		2010-11	-	5.5	-	-	-	-	5.5
		2011-12	-	7.4	-	-	-	-	7.4
3	Heritage Grand	No Hotel							
4	All classified	2008-09	10	10.6	-	6.3	-	-	8.4
		2009-10	7.7	5.8	-	4.9	-	-	6.1
		2010-11	8.2	2.8	-	6.7	-	-	6.6
		2011-12	1.8	2.9	-	4.6	-	-	3.2
5	Non-classified	2008-09	10.8	19	-	-	-7.9	-	-7.4
	(surveyed)	2009-10	2.8	12	-	-	33.2	-	32.7
		2010-11	18.2	10.7	-	-	-11.6	-	-11.2
		2011-12	20	9.7	-	-	-8.1	-	-7.6
6	All Heritage Hotels (surveyed)	2008-09	10	11.6	-	6.3	-7.9	-	-2.4
		2009-10	7.5	6.6	-	4.9	33.2	-	23.2
		2010-11	8.6	4	-	6.7	-11.6	-	-5.7
		2011-12	2.5	3.9	-	4.6	-8.1	-	-3.9

3.2.4 Employment generated through Heritage Hotels

The survey revealed that in all 345 persons have been deployed in heritage hotels, 238 in classified hotels and 97 in non-classified hotels. Of the 238 persons deployed in classified hotels 64 percent belong from rural areas and about 59 percent are within the vicinity of the hotel (5 km), and about 64 percent of employees have skill and the remaining 36 percent are unskilled. The corresponding figures in non-classified hotels are 66%, 51%, 59% and 41% respectively and in all heritage hotels surveyed (classified and non-classified) are 65%, 57%, 63% and 37% respectively. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 3.2F: Distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within vicinity of Heritage Hotel	skilled and unskilled	skilled	un-skilled	from rural areas
	-2	-3	-4	-5	-6	-7
1	Heritage Basic	120	225	147	78	133
2	Heritage Classic	27	25	14	11	27
3	Heritage Grand	No Hotel				
4	All classified	147	250	161	89	160
	% of total employment (col.4)	58.8		64.4	35.6	64
5	Non-classified	49	97	57	40	64
	(surveyed)					
	% of total employment (col.4)	50.5		58.8	41.2	66
6	All Heritage Hotels	196	347	218	129	224
	(surveyed)					
	% of total employment (col.4)	56.5		62.8	37.2	64.6

3.2.5 Revenue earned by Heritage Hotels

The study revealed that the average annual revenue earned by a heritage hotel increases with respect to number of rooms the hotel has. The growth of the average annual revenue earned by a heritage hotel during the years 2008-09, 2009-10, 2010-11 and 2011-12 over previous year was from 6.2%, 10.7%, 3.1% and 2.1% respectively. The corresponding figures in case of classified heritage hotel was 10%, 4.4%, 7.5% and 3.8% respectively. Further, the growth of the average annual revenue earned by a non-classified heritage hotel in the year 2009-10 was 31.8% whereas in the years 2008-09, 2010-11 and 2011-12 it was negative (viz. - 6.7%, -10.3% and - 6.5% respectively). It was observed that the growth of the average annual revenue earned was exceptionally high both for classified heritage hotel in the year 2008-09 and non-classified heritage hotel in the year 2009-10. The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 3.2G: Average annual revenue earned by Heritage Hotel during last five years

Sl. No.	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							Growth
			Number of rooms (size class) in Heritage Hotel							
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All	(%)
1	Heritage Basic	2007-08	67	139	-	360	-	-	110.7	-
		2008-09	74	152	-	382	-	-	120.4	8.8
		2009-10	75	160	-	401	-	-	124.6	3.5
		2010-11	86	163	-	428	-	-	135.6	8.8
		2011-12	88	165	-	448	-	-	139.4	2.8
2	Heritage Clas- sic	2007-08	-	129	-	-	-	-	129	-
		2008-09	-	147	-	-	-	-	147	14
		2009-10	-	157	-	-	-	-	157	6.8
		2010-11	-	166	-	-	-	-	166	5.7
		2011-12	-	178	-	-	-	-	178	7.2
3	Heritage Grand	No Hotels								
4	All classified	2007-08	67	268	-	360	-	-	148.5	-
		2008-09	74	299	-	382	-	-	163.4	10
		2009-10	75	317	-	401	-	-	170.6	4.4
		2010-11	86	329	-	428	-	-	183.4	7.5
		2011-12	88	343	-	448	-	-	190.3	3.8
5	Non-classified	2007-08	10	15	-	-	676	-	177.8	-
	(surveyed)	2008-09	11	18	-	-	623	-	165.8	-6.7
		2009-10	12	20	-	-	830	-	218.5	31.8
		2010-11	14	22	-	-	734	-	196	-10.3
		2011-12	17	25	-	-	674	-	183.3	-6.5
6	All Heritage Hotels (surveyed)	2007-08	77	283	-	360	676	-	190.7	-
		2008-09	85	317	-	382	623	-	202.5	6.2
		2009-10	87	337	-	401	830	-	224.1	10.7
		2010-11	100	351	-	428	734	-	231.1	3.1
		2011-12	105	368	-	448	674	-	235.9	2.1

3.2.6 Income from Heritage Hotels

The survey revealed that the average monthly salary of an employee of heritage hotel is Rs. 9733/- which is about 43 % more as compared to that of its local/rural employee i.e. Rs. 6832/- However, the difference is about 44 per cent in case of classified hotel and 39 percent for non-classified hotel. Further, the average period of retention of local/ rural employee is 90 days both in classified and non-classified hotels. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel:

Table 3.2H: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

Sl. No.	Heritage Hotel Type	Average monthly salary (in Rs.) of		% increase in average monthly salary of an employee over that of local/rural employee	Average period of retention of local/ rural employee (in days)
		employee	local/ rural employee		
1	Heritage Basic	10000	7000	42.9	90
2	Heritage Classic	10000	6500	56	90
3	Heritage Grand	No Hotel			
4	All classified	10000	6954	43.9	90
5	Non-classified (surveyed)	9000	6500	38.5	90
6	All Heritage Hotels	9733	6832	42.5	90

3.2.7 Display of Traditional Arts, on premises facility for shopping of Traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional arts, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that all the 11 surveyed classified heritage hotels are providing on premises facility for local cuisines, displaying traditional performing arts as entertainment and conducting tours to destinations including visit to rural areas. Of these about 82% have creation of art, craft and cuisine; and revival of skills related to heritage conservation and 64% have on premises facility for shopping of traditional handicrafts. Further, all the 4 surveyed non-classified heritage hotels are displaying traditional performing arts as entertainment, conducting tours to destinations including visit to rural areas, have creation of art, craft and cuisine; and revival of skills related to heritage conservation. Of these about 75% are providing on premises facility for local cuisines and have on premises facility for shopping of traditional handicrafts. However, the overall performance of non-classified heritage hotels in these fields is better as compared to that of classified heritage hotels. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Table 3.2I: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	No. of Heritage Hotels displaying traditional performing arts as entertainment	No. of Heritage Hotels having on premises facility for shopping of traditional handicrafts	No. of Heritage Hotels having on premises facility for local cuisines	No. of Heritage Hotels conducting tours to destinations including visit to rural areas	No. of Heritage Hotels having creation of art, craft and cuisine	No. of Heritage Hotels Having revival of skills related to heritage conservation
1	Heritage Basic	10	6	10	10	8	8
2	Heritage Classic	1	1	1	1	1	1
3	Heritage Grand	No Hotel					
4	All classified	11	7	11	11	9	9
5	Non-classified (surveyed)	4	3	3	4	4	4
6	All Heritage Hotels	15	10	14	15	13	13

The survey revealed that the heritage hotels covered under the study, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

3.2.8 Tariff of duration of stay in Heritage Hotels

The study revealed that the average tariff of Heritage Classic is Rs. 15,373/- which is highest as compared to that of Heritage Basic (Rs.7121/-) and non-classified heritage hotels (Rs.9212/-). However, the average tariff of a heritage hotel is Rs. 8228/-. Further, average duration of stay of a tourist in both Heritage Basic and Heritage Classic is 3 days; and in non-classified heritage hotel 2 days. The average duration of stay of a tourist in heritage hotel is 2.7 days. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table:

Table 3.2J: Average room rent and duration of stay of tourist in Heritage Hotels

Sl. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration (in number of days) of stay of the tourists
1	Heritage Basic	7121	3
2	Heritage Classic	15373	3
3	Heritage Grand	No Hotel	
4	All classified	7871	3
5	Non-classified (surveyed)	9212	2
6	All Heritage Hotels	8228	2.7

3.2.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels. The study revealed that out of 15 tourists contacted for collection of information only one was foreigners (male) and 14 (13 male and 1 female) were domestic (13 male and 1 female). The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 3.2K: Distribution of surveyed tourist staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
1	Heritage Basic	10	-	10	-	-	-
2	Heritage Classic	-	1	1	-	-	-
3	Heritage Grand	No Hotel					
4	All classified	10	1	1	-	-	-
5	Non-classified	3	-	3	1	-	1
	(surveyed)						
6	All Heritage Hotels	13	1	14	1	-	1

The study revealed that out of total 15 tourists surveyed 1 foreigner belongs to UK and of 14 domestic belong to states viz. Tamil Nadu (5), Karnataka (4), Andhra Pradesh (2) and Maharashtra (1), Delhi (1) and Rajasthan(1). The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table 3.2L: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Hotel Type	Names of States and Number of Tourists	Names of Countries and Number of Tourists
1	Heritage Basic	Tamil Nadu-3, Maharashtra-1, Delhi-1, Karnataka-3, Andhra Pradesh-2	-
2	Heritage Classic	Rajasthan-1	-
3	Heritage Grand	No Hotel	
5	Non-classified	Tamil Nadu-2, Karnataka -1	U.K-1

The study revealed that all the surveyed 15 tourists of the heritage hotels, 1 foreigner and 14 domestic are educated up to Graduate. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

The study revealed that the foreign tourist of the heritage hotel have monthly income more than US\$ 10,000. Further, of the 14 domestic tourists of the heritage hotels about 64 % have monthly income Rs. 50,000 to 1 lakh and the remaining 36% have monthly income Rs. 1 to 5 lakhs. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table 3.2N: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
1	Heritage Basic		6	4				
2	Heritage Classic			1				
3	Heritage Grand	No Hotel						
4	All classified		6	5				
5	Non-classified		3					1
	(surveyed)							
6	All Heritage Hotels		9	5				1

The study revealed that the average expenditure of tourist on accommodation in Heritage Classic was the highest (Rs.48,000/-) followed by Heritage Basic (Rs.25,000/-). The average expenditure of a tourist on accommodation in heritage hotel is Rs.27,867/-. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market and shops in the premises of the heritage hotel, entertainment from local arts, local cuisines is between Rs. 2200/- to 6,667/-. However, the average expenditure of the tourist of classified heritage hotel on local cuisines is nil. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 3.2O: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sight-seeing	Shopping from local market	Shopping from shops in the premises of the Heritage Hotel	Entertainment from local arts	Local cuisines
1	Heritage Basic	25000	3000	5000	2000	2000	-
2	Heritage Classic	48000	10000	4,000	10000	5000	-
3	Heritage Grand	No Hotel					
4	All classified	27091	3636	4909	2727	2273	-
5	Non-classified	30000	15000	1000	3000	2000	5000
	(surveyed)						
6	All Heritage Hotels	27867	6667	3867	2800	2200	5000

3.3 Himachal Pradesh

3.3.1 Coverage

In all 7 heritage hotels were surveyed in the state of Himachal Pradesh. The number of hotels covered under census survey and sample survey is as under:

3. Census survey (complete enumeration) of classified heritage hotels

4. Sample survey of non-classified heritage hotels – 4

The names of heritage hotels surveyed in the state of Himachal Pradesh are given in the table below:

Table 3.3A: Names of Heritage Hotels surveyed in Himachal Pradesh

Heritage Basic	1	Clarkes Hotel, The Mall road, Shimla,
	2	The Judges Court, Heritage village. Paragrur, Kangra
Heritage Grand		The Oberoi Cecil
		Chaura Maidan, Shimla
Non-classified Heritage hotel	1.	Taragarh Palace Hotel, Kangra
	2.	The Fort Resort Nalagarh
	3.	Hotel Castle, Naggar, District Kullu
	4.	Springfields, Chhota Shimla

3.3.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified during field investigations with the management of heritage hotels covered under the study and are given in the following table

Table 3.3B: Tourist Spots identified during survey

District	Tourist Spots
Shimla	1. Kufri, 2. Naldehra, 3. Chail, 4. Summer Hill, 5. Narkanda, 6. Jkahoo Temple
Kangra	1. Tashi Jong, 2. Baijnath, 3. Bir Serabling 4. Billing (Paraglides) 5. Andretta Village. 6. Palampur Tea Garden, 7. Chamunda Temple 8. Dharamshala, 9. Chintpurni, 10. Jawala ji 11. Barote (Fishing) 12. Paragpur heritage village 13. Garli village 14. Beas river spot (Chamba pattian) 15. Kaleshwar Temple 16. Spring pond (Panch tirath) 17. Dada siba (Kangra wall painting) 18. Sanskrit vidyapeeth (University) Blahar, 19. Kangra Fort, 20. Ahanour (Water Mill) 21. Maharana Pratap Sagar Reservoir (near Dehras Early Morning Sybiran Bird Watching)
Solan	1. Anandpur khalsa Resort, 2. Boat club Ropar 3. Fishing Ropar 4. Bhakara Dam, 5. Pinjour Garden, 6. Kausauli, 7. Naina Devi, 8. Rock Garden, 9. Geological Park, 10. Sukhna Lake, 11. Govinda Sagar
Kullu	1. Vishnu Temple Nagrol, 2. Sri Krishna Temple 3. Gauri Shankar Temple 4. Ari-Necoler Roder, 5. Chandra Khani Malla Janna Village (Traditional village mini waterfall) 6. KIS Monestry, 7. Fish farm

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3.3C: Distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	1	-	-	1	-	-	2
2	Heritage Classic	-	-	-	-	-	-	-
3	Heritage Grand	-	-	-	-	1	-	1
4	All classified	1	-	-	1	1		3
5	Non-classified (surveyed)	-	2	1	1	-	-	4
6	All Heritage Hotels (surveyed)	1	2	1	2	1	-	7

It is observed from the above table that the of the two Heritage Basic hotels surveyed one has 01 to 11 rooms and another is having 31 to 50 rooms; and 1 Heritage Grand surveyed has 51 to 100 rooms. Of all the 4 non-classified heritage hotels surveyed 2 (50 percent) have 11 to 20 rooms, 1 (25 percent) each has 21 to 30 and 31 to 50 rooms. Further, of the total 7 heritage hotels surveyed about 29 percent each have 11 to 20 rooms and 31 to 50 rooms, 14 percent each have 01 to 10 rooms, 21 to 30 rooms and 51 to 100 rooms.

The results of the survey are based on 3 classified heritage hotels covered under census survey (complete enumeration) and 4 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.3.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been increase in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, the decrease in the flow of tourists in a few cases has been observed due to recession. The number of tourists checked - in Heritage Basic with number of rooms 1 to 10 during the years 2007-08 to 2010-11 is more as compared to that in Heritage Basic with number of rooms 31 to 50. The number of tourists checked - in non-classified heritage hotels having 11 to 20 rooms. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table 3.3D: Distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

Sl. No	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	11-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2007-08	2100	-	-	1945	-	-	4045
		2008-09	2372	-	-	2133	-	-	4505
		2009-10	2657	-	-	2449		-	5106
		2010-11	2518	-	-	2317	-	-	4835
		2011-12	2200	-	-	2414	-	-	4614
		Total	11847	-	-	11258	-	-	23105
2	Heritage Classic	No Hotel							
3	Heritage Grand	2007-08	-	-	-	-	4645	-	4645
		2008-09	-	-	-	-	5280	-	5280
		2009-10	-	-	-	-	6510	-	6510
		2010-11	-	-	-	-	6052	-	6052
		2011-12	-	-	-	-	6324	-	6324
		Total	-	-	-	-	28811	-	28811

4	All classified	2007-08	2100	-	-	1945	4645	-	8690
		2008-09	2372	-	-	2133	5280	-	9785
		2009-10	2657	-	-	2449	6510	-	11616
		2010-11	2518	-	-	2317	6052	-	10887
		2011-12	2200	-	-	2414	6324	-	10938
		Total	11847	-	-	11258	28811	-	51916
5	Non-classified (surveyed)	2007-08	-	3900	1129	1930	-	-	6959
		2008-09	-	4100	1320	1905	-	-	7325
		2009-10	-	4440	1620	2104	-	-	8164
		2010-11	-	4300	1292	2050	-	-	7642
		2011-12	-	4280	1074	2031	-	-	7385
		Total	-	21020	6435	10020	-	-	37475
6	All Heritage Hotels (surveyed)	2007-08	2100	3900	1129	3875	4645	-	15649
		2008-09	2372	4100	1320	4038	5280	-	17110
		2009-10	2657	4440	1620	4553	6510	-	19780
		2010-11	2518	4300	1292	4367	6052	-	18529
		2011-12	2200	4280	1074	4445	6324	-	18323
		Total	11840	21020	6435	21278	28811	-	89391

The survey revealed that there has been growth in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, in a few case the flow of tourists has shown negative growth which may be due to recession. The overall growth of tourists checked – in heritage hotels was 8.6% and 15.6% during the years 2008-09 and 2009-10 respectively and (-) 6.3% and (-) 1.7% in the year 2010-11 and 2011-12 respectively. The following table presents the growth of tourists checked – in heritage hotels during last five years by number of rooms in the hotel:

Table3.3E: Annual growth rate of Tourists checked-in in Heritage Hotels during last five years by number of Rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2008-09	13	-	-	9.7	-	-	11.4
		2009-10	12	-	-	14.8	-	-	13.3
		2010-11	-5.2	-	-	-5.4	-	-	-5.3
		2011-12	-12.6	-	-	4.2	-	-	-4.6
2	Heritage Classic								
		No Hotel							
3	Heritage Grand	2008-09	-	-	-	-	13.7	-	13.7
		2009-10	-	-	-	-	23.3	-	23.3
		2010-11	-	-	-	-	-7	-	-7
		2011-12	-	-	-	-	4.5	-	4.5
4	All classified	2008-09	13	-	-	9.7	13.7	-	12.6
		2009-10	12	-	-	14.8	23.3	-	18.7
		2010-11	-5.2	-	-	-5.4	-7	-	-6.3
		2011-12	-12.6	-	-	4.2	4.5	-	0.5

5	Non-classified	2008-09	-	5.1	16.9	-1.3	-	-	5.3
	(surveyed)	2009-10	-	8.3	22.7	10.4	-	-	11.5
		2010-11	-	-3.2	-20.2	-2.6	-	-	-6.4
		2011-12	-	-0.5	-16.9	-0.9	-	-	-3.4
6	All Heritage Hotels (surveyed)	2008-09	13	5.1	16.9	4.2	13.7		8.6
		2009-10	12	8.3	22.7	12.8	23.3		15.6
		2010-11	-5.2	-3.2	-20.2	-4.1	-7		-6.3
		2011-12	-12.6	-0.5	-16.9	1.8	4.5		-1.7

3.3.3 Employment generated through Heritage Hotels

The survey revealed that in all 321 persons have been deployed in heritage hotels, 209 in classified hotels and 112 in non-classified hotels. Of the 209 persons deployed in classified hotels about 12 percent belong from rural areas and 45 percent are within the vicinity of the hotel (5 km), and 66 percent of employees have skill and the remaining 34 percent are unskilled. The corresponding figures in non-classified hotels are 31%, 48%, 61% and 39% respectively and in all heritage hotels surveyed (classified and non-classified) are 19%, 46%, 64% and 36% respectively. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table3.3F: Distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within vicinity of Heritage Hotel	skilled and unskilled	skilled	unskilled	from rural areas
	-2	-3	-4	-5	-6	-7
1	Heritage Basic	53	91	54	37	10
2	Heritage Classic	No Hotel				
3	Heritage Grand	40	118	83	35	15
4	All classified	93	209	137	72	25
% of total employment (col.4)		44.5	100	65.6	34.4	12
5	Non-classified (surveyed)	54	112	68	44	35
% of total employment (col.4)		48.2	100	60.7	39.3	31.2
6	All Heritage Hotels (surveyed)	147	321	205	116	60
% of total employment		45.8	100	63.9	36.1	18.7

3.3.4 Revenue earned by Heritage Hotels

The study revealed that the average annual revenue earned by a heritage hotel generally increases with respect to number of rooms the hotel has. The growth of the average annual revenue earned by a heritage hotel during the years 2008-09 and 2009-10 is 1.5% and 9.2% respectively and in the years 2010-11 and 2011-12 it is (-) 3.4% and (-) 0.6% respectively. Almost similar trend in the growth of the average annual revenue earned is observed in case of classified heritage hotels i.e. 3.7% and 11.9% in first two years (2008-09 and 2009-10), and (-) 4.5% and (-) 1.2% in last two years. However, the growth of the average annual revenue earned in case of non-classified heritage hotels is (-) 1.5%, 10.4%, (-) 3.1% and (-) 0.7% in the years 2008-09, 2009-10, 2010-11 and 2011-12.

The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table3.3G: Average annual revenue earned by Heritage Hotel during last five years

Sl. No.	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)								
			Number of rooms (size class) in Heritage Hotel								
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All	Growth (%)	
1	Heritage Basic	2007-08	86	-	-	1540	-	-	1626	-	
		2008-09	93	-	-	1570	-	-	1663	2.3	
		2009-10	97	-	-	1600	-	-	1697	2	
		2010-11	95	-	-	1575	-	-	1670	-1.6	
		2011-12	91	-	-	1590	-	-	1681	0.7	
2	Heritage Classic	No Hotel									
3	Heritage Grand	2007-08	-	-	-		1560	-	1560	-	
		2008-09	-	-	-		1640	-	1640	5.1	
		2009-10	-	-	-		2000	-	2000	22	
		2010-11	-	-	-		1860	-	1860	-7	
		2011-12	-	-	-		1807	-	1807	-2.8	
4	All classified Heritage Hotels	2007-08	86	-	-	1540	1560	-	1062	-	
		2008-09	93	-	-	1570	1640	-	1101	3.7	
		2009-10	97	-	-	1600	2000	-	1232	11.9	
		2010-11	95	-	-	1575	1860	-	1177	-4.5	
		2011-12	91	-	-	1590	1807	-	1163	-1.2	
5	Non-classified (surveyed)	2007-08	-	86	640	754	-	-	392	-	
		2008-09	-	90	632	733	-	-	386	-1.5	
		2009-10	-	96	700	810	-	-	426	10.4	
		2010-11	-	93	677	789	-	-	413	-3.1	
		2011-12	-	92	675	781	-	-	410	-0.7	
6	All Heritage Hotels (surveyed)	2007-08	86	86	640	2294	1560	-	7046	-	
		2008-09	93	90	632	2303	1640	-	7151	1.5	
		2009-10	97	96	700	2410	2000	-	7809	9.2	
		2010-11	95	93	677	2364	1860	-	7546	-3.4	
		2011-12	91	92	675	2371	1807	-	7499	-0.6	

3.3.5 Income from Heritage Hotels

The survey revealed that the average monthly salary of an employee of heritage hotel is Rs. 9714/- which is about 55 % more as compared to that of its local/rural employee i.e. Rs. 6285/-. However, the difference is about 52 percent in case of classified heritage hotel 50 percent in case of non-classified heritage hotel. Further, the average period of retention of local/ rural employee in Heritage Basic and non-classified heritage hotel is 90 days and in case of Heritage Grand it is 120 days. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel:

Table 3.3H: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

Sl. No.	Heritage Hotel Type	Average monthly salary (in Rs.) of Employee		% increase in average monthly salary of an employee over that of local/ rural employee	Average period of retention of local/ rural employee (in days)
		Skilled	local/ rural employee		
1	Heritage Basic	11000	7000	57.1	90
2	Heritage Classic	No Hotel			
3	Heritage Grand	10000	7000	42.9	120
4	All classified	10667	7000	52.4	100
5	Non-classified (surveyed)	9000	6000	50	90
6	All Heritage Hotels	9714	6285	54.6	94

3.3.6 Display of Traditional Arts, on premises facility for shopping of Traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional arts, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that out of total 3 classified heritage hotels about 67 % are providing on premises facility for local cuisines and shopping of traditional handicrafts, and have creation of art, craft and cuisine; and 33% are conducting tours to destinations including visit to rural areas and have revival of skills related to heritage conservation. However, none of the classified heritage hotels is displaying traditional performing arts as entertainment. Further, of total 4 non-classified heritage hotels 75% are providing on premises facility for local cuisines, 25% are conducting tours to destinations including visit to rural areas and 50% have creation of art, craft and cuisine. However, any of the non-classified heritage hotels is neither displaying traditional performing arts as entertainment nor having revival of skills related to heritage conservation. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Table 3.3I: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotels	No. of Heritage Hotels displaying traditional performing arts as entertainment	No. of Heritage Hotels having on premises facility for		No. of Heritage Hotels conducting tours to destinations including visit to rural areas	No. of Heritage Hotels having creation of art, craft and cuisine	No. of Heritage Hotels having revival of skills related to heritage conservation
				Local Craft	Local Cuisine			
1	Heritage Basic	2	-	1	2	1	1	1
2	Heritage Classic	No Hotel						
3	Heritage Grand	1	-	1	-	-	1	-
4	All classified	3	-	2	2	1	2	1
5	Non-classified(surveyd)	4	-	-	3	1	2	-
6	All Heritage Hotels	7	-	2	5	2	4	1

The survey revealed that the heritage hotels covered under the study, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities

3.3.7 Tariff of duration of stay in Heritage Hotels

The study revealed that the average tariff of Heritage Grand is Rs. 16,000/- which is highest as compared to that of Heritage Basic (Rs.4,900/-) and non-classified heritage hotel (Rs.5,250/-). However, the average tariff of Heritage Hotel is Rs.6,686/-. Further, average duration of stay of a tourist is 1.6 days in Heritage Basic and 2.3 days both in Heritage Grand and non-classified heritage hotel; and 2.1 days in heritage hotel. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table:

Table 3.3J): Average room rent and duration of stay of tourist in Heritage Hotels

Sl. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration of stay of the tourists (in days)
1	Heritage Basic	4900	1.6
2	Heritage Classic	No Hotel	
3	Heritage Grand	16000	2.3
4	All classified	8600	1.8
5	Non-classified (surveyed)	5250	2.3
6	All Heritage Hotels	6686	2.1

3.3.8 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels. The study revealed that out of 14 tourists contacted for collection of information 7 is foreigners (all male) and 7 (all male) are domestic. The table below shows the number of surveyed tourists of the heritage hotels by sex.

Table3.3K: Distribution of surveyed tourists staying in Heritage Hotels by sex:

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
1	Heritage Basic	1	-	1	2	-	2
2	Heritage Classic	No Hotel					
3	Heritage Grand	-	-	-	2	-	2
4	All classified	1	-	1	4	-	4
5	Non-classified(surveyed)	6	-	6	3	-	3
6	All Heritage Hotels	7	-	7	7	-	7

The study revealed that out of 14 tourists surveyed 7 foreigners belong to countries viz. France (2), UK (3), Singapore (1) and Australia (1); and 7 domestic to states viz. Punjab (4) and Delhi (3). The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table3.3L: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Hotel Type	Domestic	Foreign
		Names of States and Number of Tourists	Names of Countries and Number of Tourists
1	Heritage Basic	Delhi-1	Singapore -1, Australia-1,
2	Heritage Classic	No Hotel	
3	Heritage Grand	-	UK-2
4	Non-classified	Delhi-2,Punjab-4	UK-1, France-2,

The study revealed that out of 7 foreign tourists of the heritage hotels about 43 % are educated up to Graduate, the remaining 57% are above Graduate. Again of the 7 domestic tourists of the heritage hotels 29% are educated up to Graduate, the remaining 71% are above Graduate. The table below presents the number of surveyed tourist of the heritage hotels by educational level:Omaionontemus patiocus cor

Table 3.3M: Distribution of surveyed tourists staying in Heritage Hotels by educational level

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiter-ate	Up to High School	Up to Graduate	Above Graduate	Illiter-ate	Up to High School	Up to Gradu-ate	Above Gradu-ate
1	Heritage Basic	-	-	1		-	-	1	1
2	Heritage Classic	No Hotel							
3	Heritage Grand	-	-	-	-	-	-	-	2

4	All clas- sified	-	-	1			-	1	3
5	Non- classified (sur- veyed)	-	-	1	5	-	-	2	1
6	All Heritage Hotels	-	-	2	5	-	-	3	4

The study revealed that out of 7 foreign tourists of the heritage hotel about 43 % have monthly income US\$ 5,000 to 10,000 and the remaining 57 % have monthly income more than US\$10,000. Further, of the 7 domestic tourists about 71% have monthly income Rs.50,000 to 1 lakh and the rest 29% have 1 to 5 lakhs. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table 3.3N: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
1	Heritage Basic	-	1	-	-	-	1	1
2	Heritage Clas- sic	No Hotel						
3	Heritage Grand	-	-	-	-	-	-	2
4		-	-		-	-		
4	Non-classified (surveyed)	-	4	2	-	-	2	1
5	All Heritage Hotels	-	5	2	-	-	3	4

The study revealed that the average expenditure of tourist on accommodation in Heritage Grand is highest (Rs.35,000/-) followed by Heritage Basic (Rs.11,000/-). The average expenditure of a tourist on accommodation in heritage hotel is Rs.16,143/-. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market and shops in the premises of the heritage hotel, local cuisines is between Rs. 1.643/- to 3500/-. However, the average expenditure of the tourist of the heritage hotel on entertainment from local arts is nil. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 3.30: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sight-seeing	Shopping from local market	Shopping from the shops in the premises of the Heritage Hotel	Entertainment from local arts	Local cuisines
1	Heritage Basic	11000	1800	4500	2000	-	1000
2	Heritage Classic	No Hotels					
3	Heritage Grand	35000	2500	3500	2000	-	1500
4	All classified	19000	2033	4167	2000	-	1167
5	Non-classified (surveyed)	14000	3000	3000	-	-	2000
6	All Heritage Hotels	16143	2586	3500	2000	-	1643

3.4 Madhya Pradesh

3.4.1 Coverage

In all 8 heritage hotels were surveyed in the state of Madhya Pradesh. The number of hotels covered under census survey and sample survey is as under:

1. Census survey (complete enumeration) of classified heritage hotels

2. Sample survey of non-classified heritage hotels – 1

Table 3.4A: Names of Heritage Hotels surveyed in Madhya Pradesh

Heritage Basic	1. Hotel SheeshmahalMPSTDC,
	Orchha Tikamarg
	2.Jehan Numa Palace,
	Bhopal,
	3.Jhira bagh Palace,
	Mandu Road, Dhar,
	4.Satpura Retreat,
	Panchmarhi, District Hoshangabad,
	5 Hotel Rock End Menor,
	Panchmarhi, District Hoshangabad
	6 Ahilya Fort Maheshwar Nimra Bhopal
Heritage classic	Noor Us Sabha Palace
Non-classified Heritage hotel	The Golf Veiw , Panchmari, District Hoshanga bad

3.4.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified during field investigations with the management of heritage hotels covered under the study and are given in the following table:

Table 3.4B: Tourist Spots identified during survey

District	Tourists Spots
Maheshwar	1. Mandu, 2. Pakkawa, 3. Omkareshwar, 4. Badwani, 5. Indore,
Dhar	1. Mandu, 2. Meheswar
Hoshangabad	1 Jateshwar, 2. Mahadev Bada, 3. Mahadev Bada, 4. Chaurajhad, 5. Nagdwari, 6. Chote Mahadev, 7. Pandav Caves, 8. Christ Church, 9. Rock Shelter Painting, 10. Dhop Ghar (High Peak of M.P), 11. Beefall, 12. Dutchfall, 13. Fasry poll, 14. Iron poll, 15. Siwer Fall, 16. Sangam, 17. Sangam, 18. Denvadarshan, 19. Butterfly park, 20. Wild life safari park, 21. Mandi Khup, 22. Priyadarshni, 23. Jateshwar, 24. Mahadev Bada, 25. Gupt Mahadev, 26. Chaurajhad, 27. Nagdwari, 28. Chote Mahadev, 29. Pandav Caves, 30. Christ Church, 31. Rock Shelter Painting, 32. Dhop Ghar (High Peak of M.P), 33. Beefall, 34. Dutchfall, 35. Fasry poll, 36. Iron poll, 37. Siwer Fall, 38. Sangam, 39. Jamshdeep, 40. Denvadarshan, 41. Butterfly park, 42. Wild life safari park, 43. Mandi Khup, 44. Priyadarshni
Bhopal	1. Taj-ul-Masjid, 2. Moti Masjid, 3. Saukat Mahal, 4. Lakshmi Narayan Temple, 5. Sadar Manzil, 6. Bharat Bhavan, 7. Lower Lake, 8. Upper Lake, 9. Van Vihar Zoo, 10. Rastriya Manav,
	11. Sangrahalaya, 12. National Archive Museum
Tikamgarh	1. JEHANGIR MAHAL, 2. Rai Praveen Mahal, 3. Chaturbhuj Temple, 4. Laxmi Narayan Temple, 5. Phool Bagh, 6. Sunder Mahal, 7. Chhatari, 8. Shahid Samarak, Ram Raja Temple

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3.4C: Distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	3	2	-	-	1	-	6
2	Heritage Classic	-	-	-	-	-	-	-
3	Heritage Grand	-	-	-	-	1	-	1
4	All classified	3	2	-	-	2		7
5	Non-classified (surveyed)	-	1	-	-	-	-	1
6	All Heritage Hotels	3	3	-	-	2	-	8

It is observed from the above table that out of the 6 Heritage Basic hotels surveyed (50 percent) have 01 to 10 rooms followed by about 33 percent having 11 to 20 rooms and 17 percent with 51 to 100 rooms. Besides, the heritage hotels surveyed include one Heritage Grand and one non-classified hotel having 51 to 100 rooms and 11 to 20 rooms respectively. Further, of the total 8 heritage hotels surveyed 37.5 percent each have 01 to 10 rooms and 11 to 20 rooms and 25 percent have 51 to 100 rooms.

The results of the survey are based on 7 classified heritage hotels covered under census survey (complete enumeration) and 1 non-classified heritage hotel covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotel are the sample values and no estimation to inflate the sample values to total population has been made.

3.4.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been consistent increase in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, the decrease in the flow of tourists has been observed in Heritage Basic and non-classic hotels in the year 2009-10 and in Heritage Grand in the years 2008-09 and 2009-10. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table3.4D: Distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel							
		Year	1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic								
		2007-08	2505	3205	-	-	16450	-	22160
		2008-09	2630	3280	-	-	16990	-	22900
		2009-10	2610	3180	-	-	16260	-	22050
		2010-11	2750	3300	-	-	17850	-	23900
		2011-12	2870	3320	-	-	18980	-	25170
		Total	13365	16285	-	-	86530	-	116180
2	Heritage Classic		No Hotel						
3	Heritage Grand	2007-08	-	-	-	-	17210	-	17210
		2008-09	-	-	-	-	16890	-	16890
		2009-10	-	-	-	-	16480	-	16480
		2010-11	-	-	-	-	17520	-	17520
		2011-12	-	-	-	-	18824	-	18824
		Total	-	-	-	-	86924	-	86924
4	All classified	2007-08	2505	3205	-	-	33660		39370
		2008-09	2630	3280	-	-	33880		39790
		2009-10	2610	3180	-	-	32740		38530
		2010-11	2750	3300	-	-	35370		41420
		2011-12	2870	3320	-	-	37804		43994
		Total	13365	16285	-	-	173454		203104

5	Non-classified	2007-08	-	1806	-	-	-	-	1806
	(surveyed)	2008-09	-	1840	-	-	-	-	1840
		2009-10	-	1780	-	-	-	-	1780
		2010-11	-	1860	-	-	-	-	1860
		2011-12	-	1910	-	-	-	-	1910
	Total	-	-	9196	-	-	-	-	9196
6	All Heritage Hotels (surveyed)	2007-08	2505	5011	-	-	33660	-	41176
		2008-09	2630	5120	-	-	33880	-	41630
		2009-10	2610	4960	-	-	32740	-	40310
		2010-11	2750	5160	-	-	35370	-	43280
		2011-12	2870	5230	-	-	37804	-	45904
		Total	13365	25481	-	-	173454	-	212300

The survey revealed that there has been growth in the number of tourists checked – in heritage hotels during last four years viz. 2008-09 to 2011-12. However, negative annual growth in the flow of tourists has been observed in Heritage Basic and non-classic hotels in the year 2009-10 and in Heritage Grand in the years 2008-09 and 2009-10. The overall annual growth of tourists checked – in all type of heritage hotels varies from 1.1 % to 7.4 % during the years 2008-09, 2010-11 and 2011-12; and negative annual growth of 3.2 % has been observed in the year 2009-10. The following table presents the annual growth of tourists checked – in heritage hotels during last five years by number of rooms in the hotel:

Table 3.4E: Annual growth rate of Tourists checked - in Heritage Hotels during last five years by number of rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2008-09	5	2.3	-	-	3.3	-	3.3
		2009-10	-0.8	-3	-	-	-4.3	-	-3.7
		2010-11	5.4	3.8	-	-	9.8	-	8.4
		2011-12	4.4	0.6	-	-	6.3	-	5.3
2	Heritage Classic	2008-09							
		2009-10	No Hotel						
		2010-11							
		2011-12							
3	Heritage Grand	2008-09	-	-	-	-	-1.9	-	-1.9
		2009-10	-	-	-	-	-2.4	-	-2.4
		2010-11	-	-	-	-	6.3	-	6.3
		2011-12	-	-	-	-	7.4	-	7.4
4	All classified	2008-09	5	2.3	-	-	0.7	-	1.1
		2009-10	-0.8	-3	-	-	-3.4	-	-3.2
		2010-11	5.4	3.8	-	-	8	-	7.5
		2011-12	4.4	0.6	-	-	6.9	-	6.2
5	Non-classified	2008-09	-	1.9	-	-	-	-	1.9
	(surveyed)	2009-10	-	-3.3	-	-	-	-	-3.3
		2010-11	-	4.5	-	-	-	-	4.5
		2011-12	-	2.7	-	-	-	-	2.7

6	All Heritage Hotels (surveyed)	2008-09	5	2.2	-	-	0.7		1.1
		2009-10	-0.8	-3.1	-	-	-3.4		-3.2
		2010-11	5.4	4	-	-	8		7.4
		2011-12	4.4	1.4	-	-	6.9		6.1

3.4.4 Employment generated through Heritage Hotels

The survey revealed that in all 400 persons have been deployed in heritage hotels, 384 in classified hotels and 16 in non-classified hotels. Of the 384 persons deployed in classified hotels about 69 percent belong from rural areas and 77 percent are within the vicinity of the hotel (5 km), and 52 percent of employees are skilled and the remaining 48 percent are unskilled. The corresponding figures in non-classified hotels are 69%, 63%, 250% and 75% respectively and in all heritage hotels surveyed (classified and non-classified) are 69%, 76%, 51% and 49% respectively. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 3.4F: Distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within the vicinity of Heritage Hotel	(skilled and unskilled) employed	skilled	un-skilled	from rural areas
	-2	-3	-4	-5	-6	-7
1	Heritage Basic	132	204	61	143	146
2	Heritage Classic					
3	Heritage Grand	162	180	140	40	120
4	All classified	294	384	201	183	266
	% of total employment(col.4)	76.6	100	52.3	47.7	69.3
5	Non-classified	10	16	4	12	11
	(surveyed)					
	% of total employment	62.5	100	25	75	68.8
	(col.4)					
6	All Heritage Hotels	304	400	205	195	277
	(surveyed)					
	% of total employment	76	100	51.3	48.7	69.3

3.4.5 Revenue earned by Heritage Hotels

The study revealed that the average annual revenue earned by heritage hotel generally increases with respect to number of rooms the hotel has. The average annual revenue earned by a Heritage Basic having 51-100 rooms is comparatively more.

Further, it is observed that the growth of the average annual revenue earned by heritage hotel during the last four years varies from 2.1 % to 9.9 % except in the year 2009-10. In classified heritage hotel it varies from 2.1 % to 9.5 % and in non-classified heritage hotel it varies from 2.3 % to 4.6 %. However, In the year 2009-10 the average annual revenue earned both by classified and non-classified heritage hotels is negative (-4.4 % and -3.3 % respectively).

The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 3.4G: Average annual revenue earned by Heritage Hotel during last five years

Sl. No.	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							
			Number of rooms (size class) in Heritage Hotel							
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All	Growth (%)
1	Heritage Basic	2007-08	65	164	-	-	3240	-	1626	
		2008-09	68	169	-	-	3350	-	1663	3.4
		2009-10	67	163	-	-	3207	-	1697	-4.2
		2010-11	71	170	-	-	3528	-	1670	9.7
		2011-12	74	171	-	-	3746	-	1681	5.9
2	Heritage Classic									
		No Hotel								
3	Heritage Grand	2007-08	-	-	-	-	1205	-	1205	
		2008-09	-	-	-	-	1185	-	1185	-1.7
		2009-10	-	-	-	-	1125	-	1125	-5.1
		2010-11	-	-	-	-	1245	-	1245	10.7
		2011-12	-	-	-	-	1285	-	1285	3.2
				-						
4	All clas- sified Heritage Hotels	2007-08	65	164	-	-	4445	-	1345	
		2008-09	68	169	-	-	4535	-	1373	2.1
		2009-10	67	163	-	-	4332	-	1313	-4.4
		2010-11	71	170	-	-	4773	-	1443	9.9
		2011-12	74	171	-	-	5031	-	1518	5.2
				-	-	-		-		
5	Non- classified	2007-08	-	176	-	-	-	-	176	
		(sur- veyed)	2008-09	-	180	-	-	-	-	180
		2009-10	-	174	-	-	-	-	174	-3.3
		2010-11	-	182	-	-	-	-	182	4.6
		2011-12	-	187	-	-	-	-	187	2.7
6	All Heritage Hotels (surveyed)	2007-08	65	340	-	-	4445	-	1263	
		2008-09	68	349	-	-	4535	-	1290	2.1
		2009-10	67	337	-	-	4332	-	1235	-4.3
		2010-11	71	352	-	-	4773	-	1352	9.5
		2011-12	74	358	-	-	5031	-	1420	5

3.4.6 Income from Heritage Hotels

The survey revealed that the average monthly salary of an employee of heritage hotel is Rs. 5875/- which is about 49 % more as compared to that of its local/rural employee i.e. Rs. 3937/-. However, the difference is about 47 percent in case of classified hotel and 71 percent in case of classified hotel. Further, the average period of retention of local/ rural employee in Heritage Basic and Heritage Grand is 2 years, in non-classified heritage hotel it is 1.5 years and in all classified heritage hotel it is 1.9 years. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel:

Table 3.4H: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

					% increase in average monthly salary of an employee over that of local/rural employee	Average period of retention of local/ rural employee
Sl. No.	Heritage Hotel Type	Average monthly salary (in Rs.) of				(in years)
		employee	local/ rural			
			employee			
1	Heritage Basic	5166	3666		40.9	2
2	Heritage Classic	No Hotel				
3	Heritage Grand	10000	6000	66.7		2
4	All classified	5857	3999	46.5		2
5	Non-classified	6000	3500	71.4		1.5
	(surveyed)					
6	All Heritage Hotels	5875	3937	49.2		1.9
	(surveyed)					

3.4.7 Display of Traditional Arts, on premises facility for shopping of Traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that out of 7 classified heritage hotels about 86 % are providing on premises facility for local cuisines, 72 % are conducting tours to destinations including visit to rural areas, 57 % have creation of art, craft and cuisine; and revival of skills related to heritage conservation. The corresponding figures in case of heritage hotels are 88%, 75%, 50% and 50% respectively. There is only one non-classified heritage hotel which is providing on premises facility for local cuisines and has revival of skills related to heritage conservation. However, none of the heritage hotel is displaying traditional performing arts as entertainment and has on premises facility for shopping of traditional handicrafts. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation:

Table 3.4I: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotel	No. of Heritage Hotels displaying traditional performing arts as entertainment	No. of Heritage Hotels having on premises facility for		No. of Heritage Hotels conducting tours to destinations including visit to rural areas	No. of Heritage Hotels having creation of art, craft and cuisine	No. of Heritage Hotel having revival of skills related to heritage conservation
				shopping of traditional handicrafts	local cuisines			
1	Heritage Basic	6	-	-	5	5	4	3
2	Heritage Classic	-	No Hotel					
3	Heritage Grand	1	-	-	1	-	-	1
4	All classified	7	-	-	6	5	4	4
5	Non-classified	1	-	-	1	1	-	-
	(surveye)							
6	All Heritage Hotels	8	-	-	7	6	4	4

The survey revealed that the heritage hotels covered under the study, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

3.4.8 Tariff of duration of stay in Heritage Hotels

The study revealed that the average tariff of Heritage Grand is Rs. 13,500/- which is highest as compared to that of Heritage Basic (Rs. 6299/-) and non – classified heritage hotel (Rs. 7800/). However, the average tariff of heritage hotel is Rs. 7387/-. Further, average duration of stay of tourist is 2.4 days in Heritage Basic, 2.0 days in Heritage Grand and 2.5 days in non-classified heritage hotel. The average duration of stay of tourist is 2.3 days in heritage hotel. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table:

Table 3.4J: Average room rent and duration of stay of tourist in Heritage Hotels

Sl. No.	Heritage Hotel Type	Average room rent	Average duration of stay of the tourists (in days)
		(in Rs.)	
1	Heritage Basic	6299	2.4
2	Heritage Classic	No Hotel	
3	Heritage Grand	13500	2
4	All classified	7328	2.3
5	Non-classified (surveyed)	7800	2.5
6	All Heritage Hotels (surveyed)	7387	2.3

3.4.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels. The study revealed that out of 8 tourists contacted for collection of information only 2 (25 percent) were foreigners (both male) and 6 (75 percent) (all male) were domestic. The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 3.4K: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
1	Heritage Basic	5	-	5	1		1
2	Heritage Classic	No Hotel					
3	Heritage Grand				1		1
4	All classified	5		5	2		2
5	Non-classified (surveyed)	1		1	-		-
6	All Heritage Hotels	6		6	2		2

The study revealed that out of 8 tourists surveyed 2 foreigners belong to countries viz. Japan (1) and UK (1) and 6 domestic, 1 to Maharashtra, 2 to Rajasthan, 2 to Madhya Pradesh and 1 to Delhi. The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table 3.4L: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Hotel Type	Domestic	Foreign
		Names of States and Number of Tourists	Names of States and Number of Tourists
1	Heritage Basic	Maharashtra-1, Rajasthan-2 Madhya Pradesh-2	Japan-1,
2	Heritage Classic	No Hotel	
3	Heritage Grand		UK-1

The study revealed that both the foreign tourists of the heritage hotels are educated above Graduate. Of the 6 domestic tourists of the heritage hotels 2 (about 33 percent) are educated up to Graduate and 4 (about 67 percent) are educated above Graduate. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

Table 3.4M: Distribution of surveyed tourists staying in Heritage Hotels by educational level :

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiter-ate	Up to High School	Up to Gradu-ate	Above Gradu-ate	Illiter-ate	Up to High School	Up to Gradu-ate	Above Gradu-ate
1	Heritage Basic	-		1	4				1
2	Heritage Classic	No Hotel							
3	Heritage Grand								1
4	All classified			1	4				-
5	Non-classified (surveyed)			1	-			-	-
6	All Heritage Hotels(survey)			2	4				2

The study revealed that both the foreign tourists of the heritage hotel have monthly income more than US\$ 10,000. Further, of the 6 domestic tourists 50 percent have monthly income Rs. 1 to 5 lakhs, about 33 percent have monthly income Rs. 50,000 to 1 lakh and 17 percent have monthly income less than Rs. 50,000. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table 3.4N: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
1	Heritage Basic	1	1	3			-	1
2	Heritage Classic	No Hotel						
3	Heritage Grand							1
4	All classified	1	1	3				2
5	Non-classified (surveyed)		1					
6	All Heritage Hotels	1	2	3				2

The study revealed that the average expenditure of tourist on accommodation in Heritage Grand is highest (Rs. 28,000/-) followed by Heritage Basic (Rs. 20,000/-) and non-classified heritage hotel (Rs. 18,000/-). The average expenditure of a tourist on accommodation in heritage hotel is Rs. 20,750/-. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market, entertainment from local arts, local cuisines is between Rs. 1,087/- to 4,187/-. However, the average expenditure of the tourist of the heritage hotel on shopping from shops in the premises of the heritage hotel is nil. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 3.40: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sight-seeing	Shopping from local market	Shopping from the shops in the premises of the Heritage Hotel	Entertainment from local arts	Local cuisines
1	Heritage Basic	20000	3000	4500	-	2200	1000
2	Heritage Classic	No Hotel					
3	Heritage Grand	28000	2500	3500	-	2500	1500
4	All classified	21143	2929	4357	-	2243	1071
5	Non-classified (surveyed)	18000	3000	3000	-	1500	1200
6	All Heritage Hotels	20750	2938	4187	-	2150	1087

3.5 Uttarakhand

3.5.1 Coverage

In all 7 heritage hotels were surveyed in the state of Uttarakhand. The number of heritage hotels covered under census survey and sample survey is as under:

Census survey (complete enumeration) of classified heritage hotels:

Sample survey of non-classified heritage hotels – 4.

The names of heritage hotels surveyed in the state of Uttarakhand are given in the table below:

Table 3.5A: Names of Heritage Hotels surveyed in Uttarakhand

Heritage Basic	1.Hotel fairhavens holiday home, Malital , Nanital
	2.The haveli hari ganga (pilibhit House),Bamghat Haridwar
Non-classified Heritage hotel	3.The Naini treat Ayarapatta slp[ope , Nanital
	4.Balrampur house , Malital , Nanital
	1. Chevron Rosemount , Ranikhet
	2. Cloud End , Mussoorie,
	3. The Retreats , Jones' Estate Bhimtal

Table 3.5B: Tourist Spots identified during survey	
District	Tourists Spots
Nanital	1. Naini Lake 2.Nain Temple 3.High attitude Zoo 4.Snow View Tiffin Top 5.Tibetan market
Almora	1. Chanbatiya Garden, 2. Army Museum, 3.Golf Course,4.Tweet Factory
Haridwar	1.Har ki pauri, 2.Mansa Devi mandir , 3.Cheela dham 4. Other temples
Mussoorie	1. Lake Mist, 2. Mussoorie Lake, 3.Bhatta Fall, 4.jhariapani fall,5.Jawalaji Temple,6. Nag devta Temple

3.5.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified during field investigations with the management of heritage hotels covered under the study and are given in the following table:

Table 3.5B: Tourist Spots identified during survey

District	Tourists Spots
Nanital	1. Naini Lake 2.Nain Temple 3.High attitude Zoo 4.Snow View Tiffin Top 5.Tibetan market
Almora	1. Chanbatiya Garden, 2. Army Museum, 3.Golf Course,4. Tweet Factory
Haridwar	1.Har ki pauri, 2.Mansa Devi mandir , 3.Cheela dham 4. Other temples
Mussoorie	1. Lake Mist, 2. Mussoorie Lake, 3.Bhatta Fall, 4.jhariapani fall,5.Jawalaji Temple,6. Nag devta Temple

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table3.5C: Distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	-	1	1	1	-	-	3
2	Heritage Classic	-	-	-	-	-	-	-
3	Heritage Grand	-	-	-	-	-	-	-
4	All classified	-	1	1	1	-	-	3
5	Non-classified (surveyed)	1	2	1	-	-	-	4
6	All Heritage Hotels	1	3	2	1	-	-	7

It is observed from the above table that each of the 3 Heritage Basic hotels surveyed has 11 to 20 rooms, 21 to 30 rooms and 31-50 rooms. Of the 4 non-classified hotels surveyed 2 (50 percent) have 11 to 20 rooms, 1 (25 percent) each has 01 to 10 and 21 to 30. Further, of the total 7 heritage hotels surveyed about 43 percent each have 11 to 20 rooms and 29 percent have 21 to 30 rooms, 14 percent each have 01 to 10 rooms and 31 to 50.

The results of the survey are based on 3 classified heritage hotels covered under census survey (complete enumeration) and 4 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.5.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been consistent increase in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, decrease in the flow of tourists has been observed in Heritage Basic hotels in the year 2011-12. The number of tourists checked - in Heritage Basic hotels having number of rooms 21 to 30 and 31 to 50 during last five years is comparatively more. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table3.5D: Distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2007-08	-	5345	16100	18947	-	-	40392
		2008-09	-	5839	16990	19129	-	-	41848
		2009-10	-	6354	17876	19927	-	-	44127
		2010-11	-	6958	18010	20976	-	-	45944
		2011-12	-	6788	17520	20388	-	-	44696
		Total	-	31284	86496	99227	-	-	217007
2	Heritage Classic								
3	Heritage Grand	No Hotel							

4	All classified	2007-08		5345	16100	18947	-	-	40392
		2008-09		5839	16990	19129	-	-	41848
		2009-10		6354	17876	19927		-	44127
		2010-11		6958	18010	20976	-	-	45944
		2011-12		6788	17520	20388	-	-	44696
		Total		31284	86496	99227		-	217007
5	Non-classified (surveyed)	2007-08	236	3400	3060				6696
		2008-09	260	3560	3150				6970
		2009-10	285	3668	3246				7199
		2010-11	320	3718	3346				7384
		2011-12	356	4285	3486				8127
		Total	1457	18631	16288				36376
6	All Heritage Hotels (surveyed)	2007-08	236	8745	19160	18947			47088
		2008-09	260	9399	20140	19129			48785
		2009-10	285	10022	21122	19927			51326
		2010-11	320	10676	21356	20976			53328
		2011-12	356	11073	21006	20388			52823
		Total	1457	49915	102784	99227			253383

The survey revealed that there has been significant growth in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, the inflow of tourists has shown negative growth (-2.7 %) in Heritage Basic hotels in the year 2011-12. The overall growth of tourists checked – in all type of heritage hotels varies from 3.9% to 5.2% during the years 2008-09 to 2010-11. However, the growth of tourists checked-in heritage hotels is (-) 1.0% during the year 2011-12. The following table presents the growth of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table 3.5E: Annual growth rate of Tourists checked - in Heritage Hotels during last five years by number of Rooms:

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2008-09	-	9.2	5.5	1	-	-	3.6
		2009-10	-	8.8	5.2	4.2	-	-	5.4
		2010-11	-	9.5	0.7	5.3	-	-	4.1
		2011-12	-	-2.4	-2.7	-2.8	-	-	-2.7
2	Heritage Classic								
3	Heritage Grand	No Hotel							
4	All classified	2008-09	-	9.2	5.5	1	-	-	3.6
		2009-10	-	8.8	5.2	4.2	-	-	5.4
		2010-11	-	9.5	0.7	5.3	-	-	4.1
		2011-12	-	-2.4	-2.7	-2.8	-	-	-2.7

5	Non-classified	2008-09	10.2	4.7	2.9	-	-	-	4.1
	(surveyed)	2009-10	9.6	3	3	-	-	-	3.3
		2010-11	12.3	1.4	3.1	-	-	-	2.6
		2011-12	11.3	15.3	4.2	-	-	-	10.1
6	All Heritage Hotels (surveyed)	2008-09	10.2	7.1	5.1	1	-	-	4.6
		2009-10	9.6	7	4.9	4.2	-	-	5.2
		2010-11	12.3	6.5	1.1	5.3	-	-	3.9
		2011-12	11.3	3.7	-1.6	-2.8	-	-	

3.5.4 Employment generated through Heritage Hotels

The survey revealed that in all 118 persons have been deployed in heritage hotels, 64 in classified hotels and 54 in non-classified hotels. Of the 64 persons deployed in classified hotels about 64 percent belong from rural areas and 81 percent are within the vicinity of the hotel (5 km), and 31 percent of employees have skill and the remaining 69 percent are unskilled. The corresponding figures in non-classified hotels are 85%, 80%, 46% and 54% respectively and in all heritage hotels surveyed (classified and non-classified) are 74%, 81%, 38% and 62% respectively. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 3.5F: Distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type		Number of persons employed /recruited					
			within the vicinity of Heritage Hotel	(skilled and un-skilled) employed	skilled	unskilled	from rural areas	
	-2		-3	-4	-5	-6	-7	
1	Heritage Basic		52	64	20	44	41	
2	Heritage Classic							
			No Hotel					
3	Heritage Grand							
4	All classified		52	64	20	44	41	
% of total employment			81.2	100	31.2	68.8	64.1	
(col.4)								
5		Non-classified	43	54	25	29	46	
		(surveyed)						
% of total employment			79.6	100	46.3	53.7	85.2	
(col.4)								
6	All Heritage Hotels(surveyed)		95	118	45	73	87	
% of total employment			80.5	100	38.1	61.9	73.7	

3.5.5 Revenue earned by Heritage Hotels

The study revealed that the average annual revenue earned by a heritage hotel generally increases with respect to number of rooms the hotel has. Further, the growth of the average annual revenue earned by Heritage Basic during the years 2008-09 to 2010-11 varies from 4.0 % to 5.1% and in the year 2011-12 it is negative (-1.9%). The growth of the average annual revenue earned by non-classified heritage hotel during the years 2008-09 to 2011-12 varies from 2.1 % to 9.9 %. The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 3.5G: Average annual revenue earned by Heritage Hotel during last five years

Sl. No.	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)									
			Number of rooms (size class) in Heritage Hotel									
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All	Growth (%)		
1	Heritage Basic	2007-08	-	360	1045	2560	-	-	2258			
		2008-09	-	385	1123	2596	-	-	2373	5.1		
		2009-10	-	415	1210	2610	-	-	2495	5.1		
		2010-11	-	440	1241	2745	-	-	2596	4		
		2011-12	-	423	1216	2725	-	-	2547	-1.9		
2	Heritage Classic											
3	Heritage Grand	No Hotel										
4	Allclassified Heritage Hotels	2007-08	-	360	1045	2560	-	-	2258			
		2008-09	-	385	1123	2596	-	-	2373	5.1		
		2009-10	-	415	1210	2610	-	-	2495	5.1		
		2010-11	-	440	1241	2745	-	-	2596	4		
		2011-12	-	423	1216	2725	-	-	2547	-1.9		
				-								
5	Non-classified	2007-08	7	137	246	-	-	-	132			
	(surveyed)	2008-09	8	143	254	-	-	-	137	4		
		2009-10	8	148	261	-	-	-	141	3.1		
		2010-11	8	150	269	-	-	-	144	2.1		
		2011-12	9	172	281	-	-	-	159	9.9		
6	All Heritage Hotels (surveyed)	2007-08	7	497	1291	2560	-	-	949			
		2008-09	8	528	1377	2596	-	-	992	4.5		
		2009-10	8	563	1471	2610	-	-	1036	4.4		
		2010-11	8	590	1510	2745	-	-	1078	4.1		
		2011-12	9	595	1497	2725	-	-	1073	-0.4		

3.5.6 Income from Heritage Hotels

The survey revealed that the average monthly salary of an employee of heritage hotel is Rs. 8429/- which is about 36 % more as compared to that of its local/rural employee i.e. Rs. 6214/-. However, the difference is about 39 percent in case of Heritage Basic hotels. The average monthly salary of an employee of non-classified hotels is Rs. 8000/- which is about 33 % more as compared to that of its local/rural employee. Further, the average period of retention of local/ rural employee in Heritage Basic hotels is 2 years and in case of non-classified hotels it is 1.5 years. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel

Table3.5H: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

Sl. No.	Heritage Hotel Type	Average monthly salary (in Rs.) of		% increase in average monthly salary of an employee over that of local/ rural employee	Average period of retention of local/ rural employee (in years)
		employee	local/ rural		
			employee		
1	Heritage Basic	9000	6500	38.5	2
2	Heritage Classic				
3	Heritage Grand	No Hotel			
4	All classified	9000	6500	38.5	2
5	Non-classified (surveyed)	8000	6000	33.3	1.5
6	All Heritage Hotels	8429	6214	35.6	1.7

3.5.7 Display of Traditional Arts, on premises facility for shopping of Traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that all the 3 classified heritage hotels are providing on premises facility for local cuisines and of these about 67% are having creation of art, craft and cuisine and 33% are displaying traditional performing arts as entertainment and conducting tours to destinations including visit to rural areas. Out of 4 non-classified heritage hotels 75% are providing on premises facility for local cuisines and having creation of art, craft and cuisine; and 50 % conducting tours to destinations including visit to rural areas and 25 % conducting tours to destinations including visit to rural areas. However, none of the Heritage Basic and non-classified heritage hotels is having on premises facility for shopping of traditional handicrafts and having revival of skills related to heritage conservation. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation:

Table3.5I: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

			No. of Heritage Hotel	No. of Heritage Hotel having on premises facility for		No. of Heritage Hotel conducting tours to destinations including visit to rural areas	No. of Heritage Hotel having creation of art, craft and cuisine	No. of Heritage Hotel having revival of skills related to heritage conservation
Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotel	conducting tours to destinations including visit to rural areas					
				shop-ping of tradi-tional handi-crafts	local cuisines			
1	Heritage Basic	3	1	-	3	1	2	-
2	Heritage Classic	No Hotel						
3	Heritage Grand							
4	All classified	3	1	-	3	1	2	-
5	Non-classified (surveyed)	4	1	-	3	2	3	-
6	All Heritage Hotels(surveyed)	7	1	-	6	3	5	-

The survey revealed that the heritage hotels covered under the study, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

Tariff of duration of stay in Heritage Hotels

The study revealed that the average tariff of Heritage Basic is Rs. 9666/- which is more as compared to that of non – classified heritage hotel (Rs. 5562/-). However, the average tariff of heritage hotel is Rs. 7320/-. Further, average duration of stay of tourist is 2 days in each of Heritage Basic and non-classified heritage hotel. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table:

Table3.5J): Average room rent and duration of stay of tourist in Heritage Hotels

Sl. No.	Heritage Hotel Type	Average room rent	Average duration of stay of the tourists (in days)
		(in Rs.)	
1	Heritage Basic	9666	2
2	Heritage Classic	No Hotels	
3	Heritage Grand		
4	All classified	9666	2
5	Non-classified (surveyed)	5562	2
6	All Heritage Hotels	7320	2

3.5.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels. The study revealed that out of 9 tourists contacted for collection of information 7 (all male) were domestic and only 2 were foreigners (1 male and 1 female). The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 3.5K: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
1	Heritage Basic	3	-	3	1	1	2
2	Heritage Classic						
3	Heritage Grand	No Hotel					
4	All classified	3	-	3	1	1	2
5	Non-classified (surveyed)	4	-	4	-	-	-
6	All Heritage Hotels	7	-	7	1	1	2

The study revealed that out of 9 tourists surveyed 2 foreigners belong to Poland country and 7 domestic, 2 belong to Punjab, 2 to Delhi, one each to Punjab, Gujarat and Uttarakhand. The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table3.5L: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Hotel Type	Domestic		Foreign
		Names of States and Number of Tourists		Names of States and Number of Tourists
1	Heritage Basic	Delhi-1, Haryana -1, Punjab -1		Poland-2
2	Heritage Classic			
3	Heritage Grand	No Hotel		
4	Non-classified	Delhi-1, Punjab-1,	-	

The study revealed that of the 2 foreign tourists of the heritage hotels one is educated up to Graduate and another is educated above Graduate. Out of the 7 domestic tourists of the heritage hotels 3 are educated up to Graduate and 4 are educated above Graduate. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

Table3.5M: Distribution of surveyed tourists staying in Heritage Hotels by educational level

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiterate	Up to High School	Up to	Above	Illiterate	Up to High School	Up to	Above
				Graduate	Graduate			Graduate	Graduate
1	Heritage Basic	-	-	2	1	-	-	1	1
2	Heritage Classic								
		No Hotel							

3	Heritage Grand								
4	All classified	-	-	2	1	-	-	1	1
5	Non-classified (surveyed)	-	-	1	3	-	-	-	-
6	All Heritage Hotels(surveyed)	-	-	3	4	-	-	1	1

The study revealed that both the foreign tourists of the heritage hotel have monthly income US\$ 5000 to 10,000. Further, of the 5 domestic tourists 2 have monthly income Rs. 50,000 to 1 lakh and 5 have monthly income Rs. 1 to 5 lakhs. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table3.5N: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
1	Heritage Basic	-	1	2	-	-	2	-
2	Heritage Classic	No Hotel						
3	Heritage Grand							
4	All classified	-	1	2	-	-	2	-
5	Non-classified (surveyed)	-	1	3	-	-	-	-
6	All Heritage Hotels	-	2	5	-	-	2	-

The study revealed that the average expenditure of tourist on accommodation in Heritage Basic is Rs. 20,000/- followed by non-classified heritage hotel (Rs. 13,000/-). The average expenditure of tourist on accommodation in heritage hotel is Rs. 16000/-. The average expenditure of the tourist of the heritage hotel on local sightseeing, shopping from local market and local cuisines is Rs.1886/- , Rs. 3643/- and Rs. 1429/- respectively. However, the average expenditure of the tourist of the heritage hotel on shopping from the shops in the premises of the heritage hotel and entertainment from local arts is nil. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 3.50: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sight-seeing	Shopping from local market	Shopping from the shops in the premises of the Heritage Hotel	Entertainment from local arts	Local cuisines
1	Heritage Basic	20000	2000	4500	-	-	2000
2	Heritage Classic						
3	Heritage Grand	No Hotels					
4	All classified	20000	2000	4500	-	-	2000
5	Non-classified (surveyed)	13000	1800	3000	-	-	1000
6	All Heritage Hotels	16000	1886	3643	-	-	1429

3.6 Gujarat

3.6.1 Coverage

In all 5 heritage hotels were surveyed in the state of Gujarat. The number of hotels covered under census survey and sample survey is as under:

Census survey (complete enumeration) of classified heritage hotels:

Sample survey of non-classified heritage hotels – 2

The names of heritage hotels surveyed in the state of Gujarat are given in the table below:

Table 3.6A: Names of Heritage Hotels surveyed in Gujarat

Heritage Basic	The House of MG
	Nilambag Palace Hotel
	Balaram Palace Resort
Non-classified Heritage hotel	Garden Palace Hotel
	Darbargadh Poshina

3.6.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified during field investigations with the management of heritage hotels covered under the study and are given in the following table:

Table 3.6B: Tourist Spots identified during survey

District	Tourist Spots
Ahmedabad	1. Sidi Mosque
	2. Bhadr Fort
	3. Gandhi ashram

Bhavnagar	1 Palitanu
	2 Sihor parbargarh
	3 “Velavada black bull Sancthuary”
	4 “Alang ship breaking yard”
	5 Junagarh Fort
	6 Raipur
	7 Piram Island
Kheda	1 “Raiyoli Dinosaurs Fossil Excavation Site” 2 Wanak beridon Timbu Tuvaor
	3 Lasundra Hot Water Springs
	, 4 Gatteshwar shiva temple,
	5 Champaner, 6 Ratan mahal slot
	7 Bear sanctuary 8 Amul Plant tour
	9 Old temple in Balasenor”
	10 Royal maisceuleunvillage
Sabarkantha	1.Amba Ji temple, 2 Gabber, 3 Kotteshwar, 4. Jessor sloth bear sanctuary, 5 Poshina Heritage Tribble village, 6 Mangalya Van
Banaskantha	1 Jain temple of Taranga, 2 Holy Temple of Ambaji, 3 The sun Temple of modhera” 4 Patam, 5 Aravali Hills
	6 Jessore Sloth BearSanctuary”

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3.6C: Distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Type of Heritage Hotel	Number of rooms (size class) in Heritage Hotel						
		1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	-	1	1	1	-	-	3
2	Heritage Classic							
3	Heritage Grand	No Hotel						
4	All classified	-	1	1	1	-	-	3
5	Non-classified	1	-	-	1	-	-	2
6	All Heritage Hotels	1	1	1	2	-	-	5

It is observed from the above table that out of the 3 Heritage Basic hotels surveyed, one has 11 to 20 rooms, another with 21 to 30 rooms and third one is having 31 to 50 rooms; and of the 2 non-classified hotels surveyed one has 01 to 10 rooms and another is having 31 to 50 rooms. Further, of the total 5 heritage hotels surveyed 40 percent have 31 to 50 rooms, 20 percent each have 01 to 10 rooms, 11 to 20 rooms and 21 to 30 rooms.

The results of the survey are based on 3 classified heritage hotels covered under census survey (complete enumeration) and 2 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.6.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been increase in the number of tourists checked – in heritage hotels during last five years viz. 2007-08 to 2011-12. However, the decrease in the flow of tourists in a few cases has been observed due to recession. The number of tourists checked - in Heritage Basic and non-classified hotels having 31 to 50 rooms during last five years is comparatively more. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table 3.6D: Distribution of Tourists checked-in Heritage Hotels

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
				Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2007-08	-	240	320	980	-	-	1540
		2008-09	-	216	310	1000	-	-	1526
		2009-10	-	220	340	1020	-	-	1580
		2010-11	-	230	360	1050	-	-	1640
		2011-12	-	250	380	1100	-	-	1730
		Total	-	1156	1710	5150	-	-	8016
2	Heritage Classic	No Hotel							
3	Heritage Grand								
4	All classified	2007-08	-	240	320	980	-	-	1540
		2008-09	-	216	310	1000	-	-	1526
		2009-10	-	220	340	1020	-	-	1580
		2010-11	-	230	360	1050	-	-	1640
		2011-12	-	250	380	1100	-	-	1730
		Total	-	1156	1710	5150	-	-	8016
5	Non-classified (surveyed)	2007-08	50	-	-	1100	-	-	1150
		2008-09	60	-	-	1150	-	-	1210
		2009-10	80	-	-	1120	-	-	1200
		2010-11	70	-	-	1250	-	-	1320
		2011-12	100	-	-	1280	-	-	1380
		Total	360	-	-	5900	-	-	6260
6	All Heritage Hotels (surveyed)	2007-08	50	240	320	2080	-	-	2690
		2008-09	60	216	310	2150	-	-	2736
		2009-10	80	220	340	2140	-	-	2780
		2010-11	70	230	360	2300	-	-	2960
		2011-12	100	250	380	2380	-	-	3110
		Total	360	240	1710	11050	-	-	14276

The survey revealed that there has been significant growth in the number of tourists checked – in heritage hotels during last four years viz. 2008-09 to 2011-12. However, in a few cases the inflow of tourists has shown negative growth over previous year which may be due to recession. The annual growth of tourists checked - in Heritage Basic hotels with number of rooms 21 to 30 and 31 to 50 during last four years is comparatively more. The overall annual growth of tourists checked – in heritage hotels varies from 1.6 % to 6.5 % during last four years. The following table presents the annual growth of tourists checked – in heritage hotels during last five years by number of rooms in the hotel:

Table 3.6E: Annual growth rate of Tourists checked - in Heritage Hotels during last five years by number of Rooms

Sl. No.	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All
1	Heritage Basic	2008-09	-	-10	-3.1	2	-	-	-0.9
		2009-10	-	1.9	9.7	2	-	-	3.5
		2010-11	-	4.5	5.9	2.9	-	-	3.8
		2011-12	-	8.7	5.6	4.8	-	-	5.5
2	Heritage Classic								
3	Heritage Grand	No Hotels							
4	All classified	2008-09	-	-10	-3.1	2	-	-	-0.9
		2009-10	-	1.9	9.7	2	-	-	3.5
		2010-11	-	4.5	5.9	2.9	-	-	3.8
		2011-12	-	8.7	5.6	4.8	-	-	5.5
5	Non-classified	2008-09	20	-	-	4.5	-	-	5.2
	(surveyed)	2009-10	33.3	-	-	-2.6	-	-	-0.8
		2010-11	-12.5	-	-	11.6	-	-	10
		2011-12	42.9	-	-	2.4	-	-	4.5
6	All Heritage Hotels (surveyed)	2008-09	20	-10	-3.1	3.4	-	-	1.7
		2009-10	33.3	1.9	9.7	-0.5	-	-	1.6
		2010-11	-12.5	4.5	5.9	7.5	-	-	6.5
		2011-12	42.9	8.7	5.6	3.5	-	-	5.1

3.6.4 Employment generated through Heritage Hotels

The survey revealed that in all 159 persons have been deployed in heritage hotels, 130 in classified hotels and 29 in non-classified hotels. Of the 130 persons deployed in classified hotels about 69 percent belong from rural areas and 62 percent are within the vicinity of the hotel (5 km), and 39 percent of employees have skill and the remaining 61 percent are unskilled. The corresponding figures in non-classified hotels are 69%, 52%, 79% and 21% respectively and in all heritage hotels surveyed (classified and non-classified) are 69%, 60%, 46% and 54% respectively. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 3.6F: Distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within the vicinity of Heritage Hotel	(skilled and unskilled) employed	skilled	un-skilled	from rural areas
	-2	-3	-4	-5	-6	-7
1	Heritage Basic	80	130	50	80	90
2	Heritage Classic	No Hotel				
3	Heritage Grand					
4	All classified	80	130	50	80	90
% of total employment (col.4)		61.5	100	38.5	61.5	69.2
5	Non-classified (surveyed)	15	29	23	6	20
% of total employment (col.4)		51.7	100	79.3	20.7	69
6	All Heritage Hotels (surveyed)	95	159	73	86	110
% of total employment		59.7	100	45.9	54.1	69.2

3.6.5 Revenue earned by Heritage Hotels

The study revealed that the average annual revenue earned by a heritage hotel generally increases with respect to number of rooms the hotel has. Further, the growth of the average annual revenue earned by a heritage hotel varies from 0.5% to 4.5% during last four years. The corresponding variation in case of classified heritage hotel is from 2.3% to 4.4%. However, the growth of the average annual revenue earned by a non-classified heritage hotel during years 2008-09, 2009-10, 2010-11 and 2011-12 is 4.8%, 6.2%, (-) 2.9% and 7.5% respectively. The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 3.6G: Average annual revenue earned by Heritage Hotel during last five years

Sl. No.	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							
			Number of rooms (size class) in Heritage Hotel							Growth
			1-Oct	Nov-20	21-30	31-50	51-100	100+	All	(%)
1	Heritage Basic	2007-08	-	25	42	91	-	-	52.7	-
		2008-09	-	27	43	93	-	-	54.3	3
		2009-10	-	28	46	96	-	-	56.7	4.4
		2010-11	-	29	48	97	-	-	58	2.3
		2011-12	-	30	49	101	-	-	60	3.4

2	Heritage Classic									
3	Heritage Grand	No Hotel								
4	All classified	2007-08	-	25	42	91	-	-	52.7	-
		2008-09	-	27	43	93	-	-	54.3	3
		2009-10	-	28	46	96	-	-	56.7	4.4
		2010-11	-	29	48	97	-	-	58	2.3
		2011-12	-	30	49	101	-	-	60	3.4
5	Non-classified	2007-08	7	-	-	55	-	-	31	-
	(surveyed)	2008-09	8	-	-	57	-	-	32.5	4.8
		2009-10	10	-	-	59	-	-	34.5	6.2
		2010-11	9	-	-	58	-	-	33.5	-2.9
		2011-12	11	-	-	61	-	-	36	7.5
6	All Heritage Hotels (surveyed)	2007-08	7	25	42	146	-	-	73.2	-
		2008-09	8	27	43	150	-	-	75.6	3.3
		2009-10	10	28	46	155	-	-	78.8	4.2
		2010-11	9	29	48	155	-	-	79.2	0.5
		2011-12	11	30	49	162	-	-	82.8	4.5

3.6.6 Income from Heritage Hotels:

The survey revealed that the average monthly salary of an employee of heritage hotel is Rs. 7600/- which is about 58 % more as compared to that of its local/rural employee i.e. Rs. 4800/-. However, the difference is 60 % in case of classified hotels and 56 % for non-classified heritage hotel. Further, the average period of retention of local/rural employee in Heritage Basic and non-classified heritage hotel is 90 days. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel:

Table3.5H: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

Sl. No.	Heritage Hotel Type	Average monthly salary		% increase in average monthly salary of an employee over that of local/ rural employee	Average period of retention
		(in Rs.) of			(in days) of locals/ rural employee
		employee	local/ rural employee		
1	Heritage Basic	8000/-	5000/-	60	90
2	Heritage Classic	No Hotel			
3	Heritage Grand				
4	All classified	8000	5000	60	90
5	Non-classified	7000/-	4500/-	55.6	90
	(surveyed)				
6	All Heritage Hotels(surveyed)	7600	4800	58.3	90

3.6.7 Display of Traditional Arts, on premises facility for shopping of Traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional arts, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that all the 3 classified heritage hotels are providing on premises facility for local cuisines, displaying traditional performing arts as entertainment and have revival of skills related to heritage conservation. Of the 3 classified heritage hotels 2 (67 percent) are having on premises facility for shopping of traditional handicrafts and 1 (33 percent) is conducting tours to destinations including visit to rural areas and having creation of art, craft and cuisine. Further, all the 2 non-classified heritage hotels are having on premises facility for local cuisines, conducting tours to destinations including visit to rural areas, have creation of art, craft and cuisine; and revival of skills related to heritage conservation and of the 2 non-classified heritage hotels 1 (50 percent) is displaying traditional performing arts as entertainment arts and has on premises facility for shopping of traditional handicrafts. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation:

Table 3.6I: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

			No. of Heritage Hotels	No. of Heritage Hotels having on premises facility for		No. of Heritage Hotels conducting tours to destinations including visit to rural areas	No. of Heritage Hotels having create-on of art, and craft	No. of Heritage Hotels having revival of skills related to heritage conservation
Sl. No.	Heritage Hotel	No. of Heritage Hotels	displaying traditional performing arts as entertainment					
	Type			shopping of traditional handicrafts	local cuisines			
1	Heritage Basic	3	3	2	3	1	1	3
2	Heritage Classic	-	-	-	-	-	-	-
3	Heritage Grand	-	-	-	-	-	-	-
4	All classified	3	3	2	3	1	1	3

5	Non-classified (surveyed)	2	1	1	2	2	2	2
6	All Heritage Hotels(surveyed)	5	4	4	5	3	3	5

The survey revealed that the heritage hotels covered under the study, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

3.6.8 Tariff of duration of stay in Heritage Hotels

The study revealed that the average tariff of Heritage Basic is Rs. 8,349/- which is more as compared to that of non – classified heritage hotel (Rs. 5,300/-). However, the average tariff of heritage hotel is Rs. 7,129/-. Further, average duration of stay of a tourist is 3 days in Heritage Basic, 2 days in non-classified heritage hotel and 2.6 days in heritage hotel. The average room rent and duration of stay of tourist in heritage hotels are given in the following table:

Table3.6J: Average room rent and duration of stay of tourist in Heritage Hotels

Sl. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration of stay of the tourists (in days)
1	Heritage Basic	8349/-	3
2	Heritage Classic		
3	Heritage Grand	No Hotel	
4	All classified	8349/-	3
5	Non-classified (surveyed)	5300/-	2
6	All Heritage Hotels	7129	2.6

3.6.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels. The study revealed that all the 5 tourists contacted for collection of information were foreigners (4 male and 1 female). The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table3.6K: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
1	Heritage Basic	-	-	-	2	1	3
2	Heritage Classic						
3	Heritage Grand	No Hotel					
4	All classified	-	-	-	2	1	3
5	Non-classified (surveyed)	-	-	-	2		2
6	All Heritage Hotels	-	-	-	4	1	5

The study revealed that all the 5 foreign tourists surveyed belong to countries viz. Australia (2), Netherland (1), Canada (1) and France (1). The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table3.6L: State of residence of surveyed tourists staying in Heritage Hotels

		Domestic	Foreign
Sl. No.	Heritage Hotel Type	Names of States and	Names of States and
		Number of Tourists	Number of Tourists
1	Heritage Basic	-	Australia-2, Netherland-1
2	Heritage Classic		
3	Heritage Grand	No Hotel	
4	Non-classified	-	Canada-1, France-1

The study revealed that of the 5 foreign tourists of the heritage hotels surveyed 2 (40 percent) are educated up to High School and 3 (60 percent) educated up to Graduate. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

Table3.6M: Distribution of surveyed tourists staying in Heritage Hotels by educational level

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiterate	Up to High School	Up to Graduate	Above Graduate	Illiterate	Up to High School	Up to Graduate	Above Graduate
1	Heritage Basic	-	-	-	-	-	1	2	-
2	Heritage Classic								
3	Heritage Grand	No Hotel							
4	All classified	-	-	-	-	-	1	2	-
5	Non-classified (surveyed)	-	-	-	-	-	1	1	-
6	All Heritage Hotels	-	-	-	-	-	2	3	-

The study revealed that all the 5 foreign tourists of the heritage hotel surveyed have monthly income more than US\$ 10,000. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table3.6N: Distribution of surveyed tourists of Heritage Hotels by monthly income .

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	More than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
1	Heritage Basic	-	-	-	-	-	-	3
2	Heritage Classic							
3	Heritage Grand	No Hotel						
4	All classified	-	-	-	-	-	-	3
5	Non-classified	-	-	-	-	-	-	2
	(surveyed)							
6	All Heritage Hotels	-	-	-	-	-	-	5

The study revealed that the average expenditure of tourist on accommodation in Heritage Basic is Rs. 25,000/- followed by non-classified heritage hotel (Rs. 20,000/-). The average expenditure of a tourist on accommodation in heritage hotel is Rs. 23,000/-. Further, the average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market and shops in the premises of the heritage hotel, entertainment from local arts and local cuisines is between Rs. 2,800/- to 13,800/-. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table3.60: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sight-seeing	Shopping from local market	Shopping from shops in the premises of heritage hotel	Entertainment from local arts	Local cuisines
1	Heritage Basic	25000	6000	15000	15000	5000	3000
2	Heritage Classic						
3	Heritage Grand	No Hotel					
4	All classified	25000	6000	15000	15000	5000	3000
5	Non-classified	20000	4000	12000	10000	4000	2500
	(surveyed)						
6	All Heritage Hotels	23000	5200	13800	13000	4600	2800

3.7 Northern states

In this section the findings of the study in five northern states viz. Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh excluding Himachal Pradesh and Uttarakhand, are presented.

3.7.1 Coverage

In all 7 heritage hotels have been surveyed in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh. The state-wise distribution of the hotels is given in the table below:

State	Classified Heritage Hotels			Non-Classified Heritage Hotels	All Heritage Hotels
	Heritage Basic	Heritage Classic	Heritage Grand		
Delhi	-	-	-	1	1
Haryana	1	-	-	1	2
Jammu & Kashmir	-	-	1	1	2
Punjab	-	-	-	1	1
Uttar Pradesh	-	-	-	1	1
All States	1	-	1	5	7

The number of heritage hotels covered under census survey and sample survey is as under:

1. Census survey (complete enumeration) of classified heritage hotels:
 - Heritage Basic- 1
 - Heritage Grand -1
2. Sample survey of non-classified heritage hotels – 5.

List of heritage hotels surveyed in above six states is given in the table below:

Table 1: List of Heritage Hotels surveyed

State / type of Heritage Hotel	Name of Heritage Hotels
Delhi	
Non-classified	The Imperial, Janpath, New Delhi.
Haryana	
Heritage Basic	The Fort Ramgarh, Ramgarh, Panchkula , Haryana
Non-classified	Heritage Village Resort & Spa, Manesar, Haryana
Jammu & Kashmir	

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Heritage Grand	The Lalit Grand Palace, Gupkar Road, Srinagar
Non-classified Punjab	Hari Niwas Palace, Jammu Tavi, jammu
Non-classified Uttar Pradesh	Kikar Lodge, Ropar
Non-classified	The Mud Fort, Village Kuchesar, Bulandshahar

3.7.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified through interaction with the management of heritage hotels covered under the study, during field investigation and are given in the following table:

Table 2: Tourist Spots identified during the survey

State/ District	Tourist Spots
Delhi	1. India Gate , 2. Purana Quila, 3. Red Fort, 4. Chandani Chowk, 5. Lotus Temple, 6. Qutub Minar, 7. Lal Quila, 8. Akshar Dham
Harayana	
Manesar	1. Sultanpur Lake, 2. Bird Sanctuary, 3. Patavali Palace.
Panchkula	1. Rock Garden, 2. Lake, 3. Water Park, 4. Zoo, 5. Morni Hill, 6. Boating, 7. Adventure Park
Jammu& Kashmir	
Srinagar	1. Dal Lake, 2. Hari Parbat, 3. Shankaracharyssa Temple, 4. Mughal Gardens, 5. Pari Mahal
Jammu	1. Amar Mahal Museum, 2. Bahu Fort, 3. Mubarak Mandi Palace, 4. Mansar Lake, 5. Surinsar Lake, 6. Bawey Wali Mata Temple, 7. Peer Baba Dargah, 8. Peer Kho Cave Temple, 9. Raghunath Mandir, 10. Vaishno Devi
Punjab	
Ropar	1. Anandpur sahib, 2. Naina Devi, 3. Bhakhara Dam, 4. Ropar Museum, 5. Kiratpur Sahib, 6. Ropar (Ranjeet Singh Bagh)
Uttar Pradesh	
Bulandshar	1. Garh Mukteswar, 2. Mathura, 3. Vrindavans, 4. Kala Aam Chauraha, 5. Khurja, 6. Kar Navas

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3: State-wise distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		01-10	11-20	21-30	31-50	51-100	100+	All
Delhi								
1	Non-classified (surveyed)	-	-	-	-	-	1	1
Haryana								
1.	Heritage Basic	-	1	-	-	-	-	1
2	Non-classified (surveyed)	-	-	-	-	-	1	1
Jammu & Kashmir								
1.	Heritage Grand	-	-	-	-	-	1	1
2.	Non-classified (surveyed	-	-	-	1	-	-	1
Punjab								
1.	Non-classified (surveyed)	-	-	-	1	-	-	1
Uttar Pradesh								
1.	Non-classified (surveyed)	1	-	-	-	-	-	1
All States								
1.	Heritage Basic	-	1	-	-	-	-	1
2.	Heritage Grand	-	-	-	-	-	1	1
3.	Classified	-	1	-	-	-	1	2
4.	Non-classified (surveyed)	1	-	-	2		2	5
5.	All Heritage Hotels (surveyed)	1	1	-	2	-	3	7

In all 7 heritage hotels have been surveyed in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh out of which 1 (about 14 percent) is Heritage Basic having 11 to 20 rooms in Haryana, 1 (about 14 percent) is Heritage Grand with more than 100 rooms in Jammu & Kashmir and 5 (72 percent) are non-classified heritage hotels: one each having more than 100 rooms in Delhi and Haryana; one each with 31 to 50 rooms in Jammu & Kashmir and Punjab; and one having 1 to 10 rooms in Uttar Pradesh.

The results of the survey are based on 2 classified heritage hotels covered under census survey (complete enumeration) and 5 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.7.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been more or less increase in the number of tourists checked – in heritage hotels in 5 states viz. Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh during last five years viz. 2007-08 to 2011-12. The number of tourists checked – in non-classified hotel one each in Delhi and Haryana, having more than 100 rooms are comparatively more. Similarly, the number of tourists checked – in Heritage Basic with 11 to 20 rooms in Haryana and non-classified hotel having 31 to 50 rooms in Jammu & Kashmir are also comparatively more. However, there has been decrease in the flow of tourists checked in non-classified hotels during the years 2008-09 and 2009-10 in Delhi, Heritage Basic in the years 2009-10 and 2010-11 in Haryana, Heritage Grand in the years 2008-09 and 2009-10 and non-classified hotel during the years 2010-11 and 2011-12 in Jammu & Kashmir and non-classified hotel during the years 2008-09, 2009-10 and 2010-11 in Uttar Pradesh. The following table shows the number of tourists checked-in heritage hotels during last five years by number of rooms in the hotel:

Table 4: State-wise distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

State	Heritage Hotel Type	Year	Number of room (size class) in Heritage Hotel						All
			01 to 10	11 to 20	21 to 30	31 to 50	51 to 100	100+	
Delhi									
1	Non-classified (surveyed)	2007-08						21000	21000
		2008-09						20500	20500
		2009-10						19000	19000
		2010-11						21500	21500
		2011-12						22000	22000
		Total						104000	104000
Haryana									
1	Heritage Basic	2007-08		2625					2625
		2008-09		3365					3365
		2009-10		2900					2900
		2010-11		3100					3100
		2011-12		4240					4240
		Total		16230					16230

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1	Non-classified (surveyed)	2007-08						11625	11625
		2008-09						12365	12365
		2009-10						13900	13900
		2010-11						14100	14100
		2011-12						15240	15240
		Total OK						67230	67230
Jammu & Kashmir									
1	Heritage Grand	2007-08						985	985
		2008-09						825	825
		2009-10						890	890
		2010-11						1110	1110
		2011-12						1440	1440
		Total						5250	5250
2	Non classified (surveyed)	2007-08				2200			2200
		2008-09				2650			2650
		2009-10				3000			3000
		2010-11				2700			2700
		2011-12				2550			2550
		Total				13100			13100
Punjab									
1	Non classified (surveyed)	2007-08				1188			1188
		2008-09				1890			1890
		2009-10				1998			1998
		2010-11				2106			2106
		2011-12				2160			2160
		Total				9342			9342
Uttar Pradesh									
1	Non-classified (Surveyed)	2007-08	370						370
		2008-09	325						325
		2009-10	300						300
		2010-11	350						350
		2011-12	400						400
		Total	1745						1745
All States									
1	Heritage Basic	2007-08		2625					2625
		2008-09		3365					3365
		2009-10		2900					2900
		2010-11		3100					3100
		2011-12		4240					4240
		Total		16230					16230

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2	Heritage Grand	2007-08						985	985
		2008-09						825	825
		2009-10						890	890
		2010-11						1110	1110
		2011-12						1440	1440
		Total						5250	5250
3	Non - classified (surveyed)	2007-08	370			3388		32625	36383
		2008-09	325			4540		32865	37730
		2009-10	300			4998		32900	38198
		2010-11	350			4806		35600	40756
		2011-12	400			4710		37240	42350
		Total	1745			22442		171230	195417
4	All Heritage Hotel								
		2007-08	370	2625		3388		33610	39993
		2008-09	325	3365		4540		33690	41920
		2009-10	300	2900		4998		33790	41988
		2010-11	350	3100		4806		36710	44966
		2011-12	400	4240		4710		38680	48030
		Total	1745	16230		22442		176480	216897

The survey revealed that there has been growth in the number of tourists checked – in heritage hotels in 5 states viz. Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh during last four years viz. 2008-09 to 2011-12. The overall annual growth of tourists checked – in all types of heritage hotels varies from 0.2 % to 7.1 % during last four years. However, the negative growth over previous year has been observed in non-classified heritage hotel in the years 2008-09 and 2009-10 in Delhi, Heritage Basic in the year 2009-10 in Haryana, Heritage Grand in the year 2008-09 and non-classified hotel in the years 2010-11 and 2011-12 in Jammu & Kashmir and non-classified hotel in the years 2008-09, 2009-10 in Uttar Pradesh. Further, more than 10 % annual growth in the number of tourists checked – in has been observed in non-classified heritage hotel in the year 2010-11 in Delhi, Heritage Basic in the years 2008-09, 2011-12 and non-classified heritage hotel in the year 2009-10 in Haryana, Heritage Grand in the years 2010-11 and 2011-12 and non-classified hotel in the years 2008-09 and 2009-10 in Jammu & Kashmir; and non-classified heritage hotels one each in Punjab in the year 2008-09 and in Uttar Pradesh in the years 2010-11 and 2011-12. The following table presents the annual growth of tourists checked – in heritage hotels during last four years by number of rooms in the hotel:

Table 5: State-wise annual growth rate of Tourists checked - in Heritage Hotels during last four years by number of rooms

State	Heritage Hotel Type	Year	Number of rooms (size class) in Heritage Hotel						
			01 to 10	11 to 20	21 to 30	31 to 50	51 to 100	100+	All
Delhi									
	Non-classified (surveyed)	2008-09						-2.4	-2.4
		2009-10						-7.3	-7.3
		2010-11						13.2	13.2
		2011-12						2.3	2.3
Haryana									
	Heritage Basic	2008-09		28.2					28.2
		2009-10		-13.8					-13.8
		2010-11		6.9					6.9
		2011-12		36.8					36.8
	Non-classified (surveyed)	2008-09						6.4	6.4
		2009-10						12.4	12.4
		2010-11						1.4	1.4
		2011-12						8.1	8.1
Jammu & Kashmir									
	Heritage Grand	2008-09						-16.2	-16.2
		2009-10						7.9	7.9
		2010-11						24.7	24.7
		2011-12						29.7	29.7
	Non -classified (surveyed)	2008-09				20.5			20.5
		2009-10				13.2			13.2
		2010-11				-10.0			-10.0
		2011-12				-5.6			-5.6
Punjab									
	Non classified (surveyed)	2008-09				59.1			59.1
		2009-10				5.7			5.7
		2010-11				5.4			5.4
		2011-12				2.6			2.6

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Uttar Pradesh									
	Non-classified (Surveyed)	2008-09	-12.2						-12.2
		2009-10	-7.7						-7.7
		2010-11	16.7						16.7
		2011-12	14.3						14.3
All States									
	Heritage Basic	2008-09		28.2					28.2
		2009-10		-13.8					-13.8
		2010-11		6.9					6.9
		2011-12		36.8					36.8
	Heritage Grand	2008-09						-16.2	-16.2
		2009-10						7.9	7.9
		2010-11						24.7	24.7
		2011-12						29.7	29.7
	Non - classified (surveyed)	2008-09	-12.2			34.0		0.7	2.8
		2009-10	-7.7			10.1		0.1	1.3
		2010-11	16.7			-3.8		8.2	6.6
		2011-12	14.3			-2.0		4.6	3.8
	All Heritage Hotel	2008-09	-12.2	28.2		34.0		0.2	4.8
		2009-10	-7.7	-13.8		10.1		0.3	0.2
		2010-11	16.7	6.9		-3.8		8.6	7.1
		2011-12	14.3	36.8		-2.0		5.4	6.8

3.7.4 Employment generated through Heritage Hotels

The survey revealed that in all 895 persons have been deployed in 7 heritage hotels in 5 states viz. Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh; 141 in 2 classified hotels (51 in Heritage Basic having 11 to 20 rooms in Haryana and 90 in Heritage Grand with more than 100 rooms in Jammu & Kashmir) and 754 in 5 non-classified hotels. Of the 141 persons deployed in classified hotels about 39% belong

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from rural areas and 46% are within the vicinity of the hotel (5 km), and 67% of employees are skilled and the remaining 33% unskilled. The corresponding figures in non-classified hotels are 17%, 14%, 76% and 24% respectively and in all heritage hotels surveyed (classified and non-classified) are 24%, 19%, 75% and 25% respectively. It is also observed that about 46 percent of the employees have been deployed within the vicinity of the hotels (5 km), and 39 percent from rural areas in classified hotels; and 76% of the employees are skilled in non-classified hotels. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 6: State-wise distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within the vicinity of Heritage Hotel	(skilled and unskilled) employed	skilled	unskilled	from rural areas
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Delhi						
1.	Non-classified (surveyed)	12	300	265	35	20
Haryana						
1.	Heritage Basic	20	51	39	12	25
1.	Non-classified (surveyed)	30	269	215	54	45
J&K						
1.	Heritage Grand	45	90	55	35	30
1.	Non-classified (surveyed)	38	100	40	60	36
Punjab						
	Non-classified (surveyed)	20	73	49	24	24
Uttar Pradesh						
	Non-classified (surveyed)	4	12	4	8	6
All states						
1.	Heritage Basic	20	51	39	12	25
	% of total employment	39.2	100.0	76.5	30.8	208.3
2.	Heritage Grand	45	90	55	35	30
	% of total employment	50.0	100.0	61.1	38.9	33.3
3.	Classified	65	141	94	47	55

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	% of total employment	46.0	100.0	66.7	33.3	39.0
4.	Non-classified (surveyed)	104	754	573	181	131
	% of total employment	13.8	100.0	76.0	24.0	17.4
5.	All Heritage Hotels (surveyed)	169	895	667	228	186
	% of total employment	18.9	100.0	74.5	25.5	23.6

3.7.5 Revenue earned by Heritage Hotels

The study revealed that there has been increase in the revenue earned by a heritage hotel during last five years in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh. The revenue earned by non-classified hotel having 31 to 50 rooms during last five years in Punjab is comparatively more. The growth in the average annual revenue earned by a heritage hotel in the above 5 states during last four years varies from 3.0% to 7.1% except in the year 2009-10 when there is negative growth of (-) 2% over the year 2008-09. However, the negative growth in the annual revenue earned has been observed in non-classified hotel in the years 2008-09 and 2009-10 in Delhi, Heritage Basic in the year 2009-10 in Haryana, Heritage Grand in the year 2008-09 and non-classified hotel in the years 2010-11 and 2011-12 in Jammu & Kashmir and non-classified hotel in the year 2008-09 in Uttar Pradesh. Further, more than 10 % growth in the annual revenue earned has been observed in Heritage Basic in the years 2008-09, 2011-12 and non-classified hotel in the year 2009-10 in Haryana, Heritage Grand in the year 2010-11 and non-classified hotel in the years 2008-09 and 2009-10 in Jammu & Kashmir; and non-classified hotel in the year 2008-09 in Punjab. The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 7: Average annual revenue earned by Heritage Hotel during last five years

State	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							Annual Growth (%)
			Number of rooms (size class) in Heritage Hotel							
			01-10	11-20	21-30	31-50	51-100	100+	All	
Delhi										
1.	Non-classified (surveyed)	2007-08						7400	7400	
		2008-09						7200	7200	-2.7
		2009-10						7000	7000	-2.8

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		2010-11						7600	7600	8.6
		2011-12						7800	7800	2.6
Haryana										
1.	Heritage Basic	2007-08		900					900	
		2008-09		1200					1200	33.3
		2009-10		960					960	-20.0
		2010-11		1000					1000	4.2
		2011-12		1500					1500	50.0
2.	Non –classified (surveyed)	2007-08	-	-				1040	1040	
		2008-09	-	-				1110	1110	6.7
		2009-10	-	-				1250	1250	12.6
		2010-11	-	-				1300	1300	4.0
		2011-12	-	-				1350	1350	3.8
Jammu & Kashmir										
1.	Heritage Grand	2007-08						128	128	
		2008-09						107	107	-16.4
		2009-10						115	115	7.5
		2010-11						144	144	25.2
		2011-12						157	157	9.0
2.	Non-classified (surveyed)	2007-08	-	-	-	118		-	118	
		2008-09	-	-	-	143		-	143	21.2
		2009-10	-	-	-	162		-	162	13.3
		2010-11	-	-	-	145		-	145	-10.5

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		2011-12	-	-	-	137		-	137	-5.5
Punjab										
1.	Non-classified (surveyed)	2007-08	-	-		1000	-	-	1000	
		2008-09	-	-		1140	-	-	1140	14.0
		2009-10	-	-		1200	-	-	1200	5.3
		2010-11	-	-		1250	-	-	1250	4.2
		2011-12	-	-		1300	-	-	1300	4.0
Uttar Pradesh										
1.	Non-classified (surveyed)	2007-08	27	-	-	-	-	-	27	
		2008-09	25	-	-	-	-	-	25	-7.4
		2009-10	26	-	-	-	-	-	26	4.0
		2010-11	28	-	-	-	-	-	28	7.7
		2011-12	30	-	-	-	-	-	30	7.1
All States										
1.	Heritage Basic	2007-08		900					900	
		2008-09		1200					1200	33.3
		2009-10		960					960	-20.0
		2010-11		1000					1000	4.2
		2011-12		1500					1500	50.0
2.	Heritage Grand	2007-08						128	128	
		2008-09						107	107	-16.4

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		2009-10						115	115	7.5
		2010-11						144	144	25.2
		2011-12						157	157	9.0
3.	Non-classified (surveyed)	2007-08	27			559		4220	1917	
		2008-09	25			642	-	4155	1924	0.1
		2009-10	26			681	-	4125	1928	0.4
		2010-11	28			698	-	4450	2065	7.1
		2011-12	30			719	-	4575	2124	2.8
5.	All Heritage Hotels (surveyed)	2007-08	27	900		559		2856	1516	
		2008-09	25	1200		642		2806	1561	3.0
		2009-10	26	960		681		2788	1530	-2.0
		2010-11	28	1000		698		3015	1638	7.1
		2011-12	30	1500		719		3102	1753	7.0

3.7.6 Income from Heritage Hotels

The survey revealed that in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh the average monthly salary of an employee of heritage hotel is Rs. 7643/- which is about 49 percent more as compared to that of its local/rural employee i.e. Rs. 5143/-. However, the difference is about 50 percent in case of Heritage Basic, 56 percent in Heritage Grand and 47 percent in non-classified hotels.

Further, the average period of retention of local/ rural employee in Heritage Basic, Heritage Grand, non-classified and all heritage hotels is 12, 8, 9.3 and 9.5 months respectively. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel:

Table 8: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

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No.	Heritage Hotel Type	Average monthly salary (in Rs.) of		% increase in average monthly salary of an employee over that of local/rural employee	Average period of retention of local/ rural employee (in months)
		employee	local/ rural employee		
Delhi					
1.	Non-classified (surveyed)	10000	6000	66.7	18
Haryana					
	Heritage Basic	9000	6000	50.0	12
	Non-classified (surveyed	8000	5000	60.0	9
Jammu & Kashmir					
1.	Heritage Grand	7000	4500	55.6	8
1	Non-classified (surveyed)	5000	4000	25.0	6
Punjab					
6	Non-classified (surveyed	8000	5000	60.0	6
Uttar Pradesh					
	Non-classified (surveyed	6500	5500	18.2	7.5
All States					
1.	Heritage Basic	9000	6000	50.0	12
2.	Heritage Grand	7000	4500	55.6	8
3.	Non-classified (surveyed)	7500	5100	47.1	9.3
4.	All Heritage Hotels (surveyed)	7643	5143	48.6	9.5

3.7.7 Display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that of the 7 heritage hotels surveyed in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar

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Pradesh about 71 percent are conducting tours to destinations including visit to rural areas, 57 percent are displaying traditional performing arts as entertainment and also have on premises facility for local cuisines, 43 percent are having revival of skills related to heritage conservation, 29 percent have on premises facility for shopping of traditional handicrafts and 14 percent are having creation of art, craft and cuisine. However, the overall performance of 5 non-classified heritage hotels in these areas is good. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine and revival of skills related to heritage conservation:

Table 9: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotel	No. of Heritage Hotel displaying traditional performing arts as entertainment	No. of Heritage Hotel having on premises facility for		No. of Heritage Hotel conducting tours to destinations including visit to rural areas	No. of Heritage Hotel having creation of art, craft and cuisine	No. of Heritage Hotel having revival of skills related to heritage conservation
				shopping of traditional handicrafts	local cuisines			
Delhi								
1.	Non-classified (surveyed)	1	-	-	-	-	1	1
Haryana								
1.	Heritage Basic	1	1	1	-	-	-	-
1	Non-classified (surveyed)	1	1	-	1	1	-	1

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Jammu & Kashmir								
1.	Heritage Grand	1	1	-	1	1	-	-
1.	Non-classified (surveyed)	1	-	-	1	1	-	1
Punjab								
1.	Non-classified (surveyed)	1	-	1	-	1	-	-
Uttar Pradesh								
1.	Non-classified (surveyed)	1	1	-	1	1	-	-
All States								
1.	Heritage Basic	1	1	1	-	-	-	-
2.	Heritage Grand	1	1	-	1	1	-	-
3.	Non-classified (surveyed)	5	2	1	3	4	1	3
4.	All Heritage Hotels (surveyed)	7	4	2	4	5	1	3

The study revealed that the heritage hotels covered under the survey, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

3.7.8 Tariff of duration of stay in Heritage Hotels

The study revealed that among the heritage hotels in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh the average tariff is the highest for non-classified hotel in Delhi (Rs. 24000/-) followed by Heritage Grand in Jammu & Kashmir (Rs. 13000/-) and then by non-classified hotel in Haryana (Rs. 9000/-). However, the average tariff is the lowest for non-classified hotel in Uttar Pradesh (Rs. 3500/-). The average tariff of heritage hotel, classified hotel and non – classified hotel is Rs. 9425/-, Rs. 8500/- and Rs. 9800/- respectively.

Further, average duration of stay of tourist is 2 days each in Heritage Basic and Heritage Grand and 1.7 days in non-classified hotel. The average room rent and

duration of stay of tourist in Heritage Hotels are given in the following table.

Table 10: Average room rent and duration of stay of tourist in Heritage Hotels

S. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration of stay of the tourists (in days)
Delhi			
1.	Non-classified (surveyed)	24000	1.0
Haryana			
1.	Heritage Basic	4000	2.0
2.	Non-classified (surveyed)	9000	1.5
Jammu & Kashmir			
1.	Heritage Grand	13000	2.0
2.	Non-classified (surveyed)	4500	2.0
Punjab			
1.	Non-classified (surveyed)	8000	2.0
Uttar Pradesh			
1.	Non-classified (surveyed)	3500	2.0
All States			
1.	Heritage Basic	4000	2.0
2.	Heritage Grand	13000	2.0
3.	Classified	8500	2.0
4.	Non-classified (surveyed)	9800	1.7
5.	All Heritage Hotels (surveyed)	9425	1.8

3.7.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels in the states of Delhi, Haryana, Jammu & Kashmir, Punjab and Uttar Pradesh. The study revealed that out of 14 tourists contacted for collection of information about 73 percent (11 - 8 male and 3 female) were domestic and the rest 27 percent (4 - 3 male and 1 female) foreigners. The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 11: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
Delhi							
1.	Non-classified (surveyed)	-		-	1	-	1
Haryana							
1.	Heritage Basic	2	-	2	1	-	1
2.	Non-classified (surveyed)	1	1	2	-	-	-
Jammu & Kashmir							
1.	Heritage Grand	1	-	1	1	1	2
2.	Non-classified (surveyed)	1	1	2	-	-	-
Punjab							
1.	Non-classified (surveyed)	2	-	2	-	-	-
Uttar Pradesh							
1.	Non-classified (surveyed)	1	1	2	-	-	-
All States							
1.	Classified	3	-	3	2	1	3
2.	Non-classified (surveyed)	5	3	8	1	-	1
3.	All Heritage Hotels (surveyed)	8	3	11	3	1	4

The study revealed that out of 15 tourists surveyed 4 foreigners belong to countries viz. USA (1), UK (1) and France (2); and 11 domestic to Delhi (4), Punjab (3), Uttar Pradesh (1), Himachal Pradesh (1) and Haryana (2). The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table 12: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Type	Hotel	Domestic Tourist	Foreign Tourist
			Names of States	Names of Countries
Delhi				
1.	Non-classified (surveyed)	-		USA-1
Haryana				
1.	Heritage Basic		Delhi-1, Punjab -1	UK-1

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2.	Non-classified (surveyed)	Delhi-1, Uttar Pradesh-1	-
Jammu & Kashmir			
1	Heritage Grand	Himachal Pradesh -1	France-2
2.	Non-classified (surveyed)	Haryana -2	-
Punjab			
1.	Non-classified (surveyed)	Punjab-2	-
Uttar Pradesh			
1.	Non-classified (surveyed)	Delhi-2	-

The study revealed that out of 4 foreign tourists of the heritage hotels 50 percent (2) are above Graduate, 25 percent (1) each is educated up to Graduate and High School. Further, of 11 domestic tourists of the heritage hotels about 55 percent (6) are educated up to Graduate, 36 percent (4) are above Graduate and the rest 9 percent (1) is educated up to High School. The table below presents the number of surveyed tourist of the heritage hotels by educational level.

Table 13: Distribution of surveyed tourists staying in Heritage Hotels by educational level

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiterate	Up to High School	Up to Graduate	Above Graduate	Illiterate	Up to High School	Up to Graduate	Above Graduate
Delhi									
1.	Non-classified (surveyed)	-	-	-	-	-		-	1
Haryana									
1.	Heritage Basic			1	1				1
2.	Non-classified (surveyed)		1	1					
Jammu & Kashmir									
1.	Heritage Grand				1		1	1	

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2.	Non-classified (surveyed)			1	1				
Punjab									
1.	Non-classified (surveyed)			1	1				
Uttar Pradesh									
1.	Non-classified (surveyed)	-	-	2	-	-	-	-	-
All States									
1.	Classified	-	1	2	-	1	1	1	
2.	Non-classified (surveyed)	-	1	5	2	-	-	-	1
3.	All Heritage Hotels (surveyed)	-	1	6	4	-	1	1	2

The study revealed that out of 4 foreign tourists of the heritage hotel 75 percent (3) have monthly income US\$ 5000 to 10,000 and the remaining 25 percent (1) has monthly income more than US\$ 10,000. Further, of 11 domestic tourists of the heritage hotels about 73 percent (8) have monthly income Rs. 50,000 to 1 lakh and the rest 27 percent (3) have monthly income Rs. 1 to 5 lakhs. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table 14: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less	50,000	1 to 5	more	Less	5000	More

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		than 50,000	to 1 lakh	lakhs	than 10 lakhs	than 5000	to 10,000	than 10,000
Delhi								
1.	Non-classified (surveyed)	-	-	-	-	-	1	-
Haryana								
1.	Heritage Basic	-	2	-	-	-	-	1
2.	Non-classified (surveyed)	-	-	2	-	-	-	-
Jammu & Kashmir								
1.	Heritage Grand	-	-	1	-	-	2	-
2.	Non-classified (surveyed)	-	2	-	-	-	-	-
Punjab								
1.	Non-classified (surveyed)	-	2	-	-	-	-	-
Uttar Pradesh								
1'	Non-classified (surveyed)	-	2	-	-	-	-	-
All states								
1.	Classified	-	2	1	-	-	2	1
2.	Non-classified (surveyed)		6	2	-	-	1	-
3.	All Heritage Hotels (surveyed)		8	3			3	1

The study revealed that the average expenditure of a tourist on accommodation is the highest in non-classified heritage hotel in Delhi (Rs. 50,000/-) followed by Heritage Grand in Jammu & Kashmir (Rs. 30,000/-). The average expenditure of a tourist on accommodation in classified heritage hotel, non-classified heritage hotel and both types of heritage hotel is Rs. 20,000/-, Rs. 22,600/- and Rs. 21,857/- respectively. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market and shops in the premises of the heritage hotel, entertainment from local arts, local cuisines is between Rs. 429/- to 2,357/-. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 15: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sightseeing	Shopping from		Entertainment from local arts	Local cuisines
				local market	shops in the premises of the Heritage Hotel		
Delhi							
1	Non-classified (surveyed)	50000	5000	10000	-	2000	1500
Haryana							
1	Heritage Basic	10000	2500	5000	-	2500	-
1	Non-classified (surveyed)	16000	-	-	-	1500	2000
Jammu & Kashmir							
1.	Heritage Grand	30000	3000	6000	3000	2000	3000
2.	Non-classified (surveyed)	15000	2500	5000	-	1500	1000
Punjab							
1	Non-classified (surveyed)	20000	2500	-	-	-	2000
Uttar Pradesh							
1	Non-classified (surveyed)	12000	1000	-	-	-	1000
	All States						
1.	Heritage Basic	10000	2500	5000	-	2500	-

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3.	Heritage Grand	30000	3000	6000	3000	2000	3000
4.	All classified	20000	2750	5500	1500	2250	1500
5.	Non-classified (surveyed)	22600	2200	3000	-	1000	1500
6.	All Heritage Hotels (surveyed)	21857	2357	3714	429	1357	1500

3.8 Southern states

In this section the findings of the study in six southern states viz. Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu excluding Kerala and Madhya Pradesh, are presented.

3.8.1 Coverage

In all 13 heritage hotels have been surveyed in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu. The state-wise distribution of the hotels is given in the table below.

State	Classified Heritage Hotels			Non-Classified Heritage Hotels	All Heritage Hotels
	Heritage Basic	Heritage Classic	Heritage Grand		
Andhra Pradesh	-	-	-	1	1
Chhattisgarh	-	-	-	1	1
Goa	1	-	-	1	2
Karnataka	1	-	1	-	2
Maharashtra	-	-	-	2	2
Tamil Nadu	2	-	1	2	5
Total	4	-	2	7	13

The number of heritage hotels covered under census survey and sample survey is as under:

3. Census survey (complete enumeration) of classified heritage hotels:

- Heritage Basic- 4
- Heritage Grand -2

4. Sample survey of non-classified heritage hotels – 7.

List of heritage hotels surveyed in above six states is given in the table below:

Table 1: List of Heritage Hotels surveyed

State / type of Heritage Hotels	Name of Heritage Hotels
Andhra Pradesh	
Non-classified	1. Pragati Resort, Chilur Temple, Produttur village, Hyderabad
Chhattisgarh	
Non-classified	2. Kawardha Palace, Kawardh
Goa	
Heritage Basic	3. Panjim Inn, Panjim, Goa
Non-classified	4. Fort Tiracol, Tarakhhol, Goa
Karnataka	
Heritage Basic	5. Jayamahal Palace, Jayamahal Road , Bangalore

Heritage Grand	6. Hotel Metropole, Jhansi Laxami Road , Mysore
Maharashtra	
Non-classified	1. 7. Pratap Heritage , Mahabalashwer 2. 8. Hotel Prospect, Panchgani
Tamil Nadu	
Heritage Basic	9. Sterling Swamimalal, Abiramapuram, Chhenai 10. Visalam Kanaddukathan, Karaikiudi
Heritage Grand	11. Savoy Hotel Ootacamund
Non-classified	12. Anandham Swamimalai, Thimmakudy, Tanjore District, Kumbakonam 1. 13. Fernhills palace , Nilgiri, Ooty

3.8.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified through interaction with the management of heritage hotels covered under the study, during field investigation and are given in the following table.

Table 2: Tourist Spots identified during the survey

State/ District	Tourist Spots
Andhra Pradesh	
Hyderabad	1. Balaji Temple, 2. Golconda Fort, 3. High Tells, 4. Gandhi Pet, 5. Char Minar, 6. Birala Mandir, 7. Salar Jung Museum, 8. AP State Archaeological Museum, 9. Hussainsagar Lake, 10. Hussainsagar Lake, 11. Durgam Cheruvu, 12. KBR National Park, 13. Mrugavani National Park, 14. Hyderabad Botanical Gardens, 15. Osmansagar Lake, 17. Shamirpet.
Chhattisgarh	
Kawarda	1. Baramdev Temple, 2. Kamah National Park, 3. Panch Mukhi Budh Maha Dev Mandir, 4. Kawardha Place, 5. Saroda Reservior, 6. Radha Kisan Temple.
Goa	
Panjim	1. Mary Immaculate Conception Church, 2. Old Churches Goa, 3. Casino, 4. Reis Magos Fort, 5. Mahalaxmi Temple, 6. Jain Temple, 7. Jama Masjid
Tirakhol	1. Beach, 2. Tiracol Museum, 3. Archaeological Museum, 4. Cabo Place, 5. Bigfoot Art Gallery.
Karnataka	
Mysore	1. Mysore Maharaja Palace, 2. Brindavanam Garden, 3. Bandipur National Park, 4. Chamundi Hills, 5. St. Philomena 's Church , 6. Rail Museum, 7. Chamundi Temple 8. Mysore Zoo.
Bengaluru	1. Brindavanam Garden, 2. Jayamahar Heritage Centre, 3. Lal Bag Botanical Garden, 4. Bangalore Palce, 5. Gandhi Bhavan, 6. Big Banayan Tree, 7. Butterfly Park, 8. Banarghata National Park.
Maharashtra	

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Mahabaleshwar	1. Moraji Castle, 2. Mount Malcolam, 3. Bombay Point, 4. Dobhi Waterfall, 5. Lord Kartikeya Temple, 6. Mahabaleshwar Temple.
Tamil Nadu	
Kanchipuram	1. Mahabalipuram, 2. Shore Temple, 3. Five Salhas, 4. Arjuna Pennance, 5. Krishna Butter Ball, 6. Tiger Café, 7. Tea Factory, 8. Pykara (Water Facs & Boating), 9. Kumbakonam, 10. Dharasuram , 11. Navaranga Temples, 12. Tanjavar.
Nil Giri	1. Botanical Garden, 2. Rose Garden, 3. Dodarita, 4. Lake (Boat House), 5. Thread Garden, 6. Jodabetta Peak, 7. Coonoor (Sin's Park, Land's Rock, Tea Garden), 8. Tea Factory.
Siva Ganga	1. Thirumayam Fort, 2. Cheltined Raja Palace, 3. Dillaiarpatti Temple, 4. Kundrakudi Temple, 5. A Palatial House in Chettinad, 6. Vettangudi Bird Sanctuary, 7. Chettinad Cuisine, 8. Kaleeswarar Temple, 9. Idaikattur Church.

The number of heritage hotels covered under census survey and sample survey is given in the table below.

Table 3: State-wise distribution of surveyed Heritage Hotels by number of rooms

Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		01-10	11-20	21-30	31-50	51-100	100+	All
Andhra Pradesh								
1.	Non-classified (surveyed)	-	-	-	-	1	-	1
Chhattisgarh								
1.	Non-classified (surveyed)	1	-	-	-	-	-	1
Goa								
1.	Heritage Basic	-	-	1	-	-	-	1
2	Non-classified (surveyed)	1	-	-	-	-	-	1
	Total	1	-	1	-	-	-	2
Karnataka								
1.	Heritage Basic	-	-	-	1	-	-	1
2.	Heritage Grand	-	-	1	-	-	-	1
	Total	-	-	1	1	-	-	2
Sl. No.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel						
		01-10	11-20	21-30	31-50	51-100	100+	All
Maharashtra								
1.	Non-classified (surveyed)	-	1	1	-	-	-	2
Tamil Nadu								
1.	Heritage Basic	-	1	1	-	-	-	2
2.	Heritage Grand		-	-	1	-	-	1
3.	Non-classified	-	-	2	-	-	-	2

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	(surveyed)							
	Total	-	1	3	1	-	-	5
All States								
1.	Heritage Basic	-	1	2	1	-	-	4
2.	Heritage Grand	-	-	1	1	-	-	2
3.	Classified	-	1	3	2	-	-	6
4.	Non-classified (surveyed)	2	1	3	-	1	-	7
5.	All Heritage Hotels (surveyed)	2	2	6	2	1	-	13

In all 13 heritage hotels have been surveyed in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu, out of which 4 (about 31 percent) are Heritage Basic: 2 (about 15 percent) in Tamil Nadu having 11-20 and 21-30 rooms, 1 (about 8 percent) each in Goa with 21-30 rooms and Karnataka having 31-50 rooms; 2 (about 15 percent) Heritage Grand: 1 (7.5 percent) each in Karnataka and Tamil Nadu having 21-30 and 31-50 rooms respectively; and 7 (about 54 percent) non-classified heritage hotels: 1 (7.5 percent) each in Andhra Pradesh having 51-100 rooms, Chhattisgarh with 01-10 rooms and Goa having 01-10 rooms; 2 (about 16 percent) each in Maharashtra having 11-20 and 21-30 rooms, and Tamil Nadu both with 21-30 rooms.

The results of the survey are based on 6 classified heritage hotels covered under census survey (complete enumeration) and 7 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.8.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been consistent increase in the number of tourists checked – in heritage hotels in 6 states viz. Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu during last five years viz. 2007-08 to 2011-12. The number of tourists checked – in Heritage Basic with 21-30 rooms and non-classified hotel having 01 -10 rooms in Goa are comparatively more. However, there has been decrease in the flow of tourists checked in non-classified hotels in Maharashtra and in Heritage Basic hotels in Tamil Nadu during the years 2009-10 and 2010-11 respectively. The following table shows the number of tourists checked–in heritage hotels during last five years by number of rooms in the hotel:

Table 4: State-wise distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

State	Heritage Hotel Type	Year	Numbers of Rooms(Size class) in Heritage Hotel						
			01 - 10	11 - 20	21 - 30	31 - 50	51 - 100	100 +	All

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Andhra Pradesh									
1	Non-classified (surveyed)	2007- 08					12436		12436
		2008-09					12910		12910
		2009-10					13550		13550
		2010-11					13850		13850
		2011-12					14400		14400
		Total					67146		67146
Chhattisgarh									
1	Non-classified (surveyed)	2007-08	190						190
		2008-09	220						220
		2009-10	240						240
		2010-11	260						260
		2011-12	310						310
		Total	1220						1220
Goa									
1	Heritage Basic	2007-08			2230				2230
		2008-09			2290				2290
		2009-10			2360				2360
		2010-11			2410				2410
		2011-12			2450				2450
		Total			11740				11740
2	Non-classified (surveyed)	2007-08	1100						1100
		2008-09	1210						1210
		2009-10	1300						1300
		2010-11	1340						1340
		2011-12	1410						1410
		Total	6360						6360
Karnataka									
1	Heritage Basic	2007-08				3900			3900

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		2008-09				4100			4100
		2009-10				4440			4440
		2010-11				4500			4500
		2011-12				4560			4560
		Total				21500			21500
2	Heritage Grand	2007-08			2100				2100
		2008-09			2240				2240
		2009-10			2360				2360
		2010-11			2450				2450
		2011-12			2530				2530
		Total			11680				11680
Maharashtra									
1	Non - classified (surveyed)	2007-08		2750	3200				5950
		2008-09		2810	3250				6060
		2009-10		2690	3150				5840
		2010-11		2730	3290				6020
		2011-12		2790	3320				6110
		Total		13770	16210				29980
Tamil Nadu									
1	Heritage Basic	2007-08		1895	6560				8455
		2008-09		1940	6620				8560
		2009-10		2020	6700				8720
		2010-11		1970	6650				8620
		2011-12		2043	6760				8803
		Total		9868	33290				43158
2	Heritage Grand	2007-08				6580			6580
		2008-09				6640			6640
		2009-10				6700			6700
		2010-11				6753			6753
		2011-12				6865			6865
		Total				33538			33538

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3	Non-classified (surveyed)	2007-08			12000				12000
		2008-09			12400				12400
		2009-10			12800				12800
		2010-11			13000				13000
		2011-12			13300				13300
		Total			63500				63500
All States									
1.	Heritage Basic	2007-08		1895	8790	3900			14585
		2008-09		1940	8910	4100			14950
		2009-10		2020	9060	4440			15520
		2010-11		1970	9060	4500			15530
		2011-12		2043	9210	4560			15813
		Total		9868	45030	21500			76398
2.	Heritage Grand	2007-08			2100	6580			8680
		2008-09			2240	6640			8880
		2009-10			2360	6700			9060
		2010-11			2450	6753			9203
		2011-12			2530	6865			9395
		Total			11680	33538			45218
3.	Non - classified (surveyed)	2007-08	1290	2750	15950		12436		32426
		2008-09	1430	2810	16300		12910		33450
		2009-10	1540	2690	16450		13550		34230
		2010-11	1600	2730	16510		13850		34690
		2011-12	1720	2790	16810		14400		35720
		Total	7580	13770	81990		67146		170486
4.	All Heritage								

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	Hotel	2007-08	1290	4645	2684 0	1048 0	1243 6	-	5569 1
		2008-09	1430	4750	2742 0	1074 0	1291 0	-	5725 0
		2009-10	1540	4710	2787 0	1114 0	1355 0	-	5881 0
		2010-11	1600	4700	2802 0	1125 3	1385 0	-	5942 3
		2011-12	1720	4833	2855 0	1142 5	1440 0	-	6092 8
		Total	7580	2363 8	138700	5503 8	6714 6	-	29210 2

The survey revealed that there has been growth in the number of tourists checked – in heritage hotels in 6 states viz. Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu during last four years viz. 2008-09 to 2011-12. The overall annual growth of tourists checked – in all types of heritage hotels varies from 2.7% to 3.8% % during last four years. The annual growth of tourists checked – in is 5% or more in non-classified hotels in Chhattisgarh during last four years and in Goa in the years 2008-09 and 2009-10; and in Heritage Basic and Heritage Grand in Karnataka during the years 2008-09 and 2009-10; and in non-classified hotel in Maharashtra in the year 2011-12. However, the annual growth of tourists checked – in non-classified hotels in Maharashtra during the years 2009-10 and 2010-11 is negative. The negative growth is also observed in Heritage Basic and non-classified hotels in Tamil Nadu in the years 2010-11. The following table presents the annual growth of tourists checked – in heritage hotels during last four years by number of rooms in the hotel.

Table 5: State-wise annual growth rate of Tourists checked - in Heritage Hotels during last four years by number of rooms

			Numbers of Rooms(Size class) in Heritage Hotel						
State	Heritage Hotel Type	Year	01 - 10	11 - 20	21 - 30	31 - 50	51-100	100 +	All
Andhra Pradesh									
1.	Non-classified (surveyed)	2008-09					3.8		3.8
		2009-10					5.0		5.0
		2010-11					2.2		2.2
		2011-12					4.0		4.0
Chhattisgarh									
1.	Non-classified	2008-09	15.8						15.8
		2009-	9.1						9.1

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	(surveyed	10							
		2010-11	8.3						8.3
		2011-12	19.2						19.2
Goa									
1.	Heritage Basic	2008-09			2.7				2.7
		2009-10			3.1				3.1
		2010-11			2.1				2.1
		2011-12			1.7				1.7
2.	Non-classified (surveyed	2008-09	10.0						10.0
		2009-10	7.4						7.4
		2010-11	3.1						3.1
		2011-12	5.2						5.2
Karnataka									
1.	Heritage Basic	2008-09				5.1	-	-	5.1
		2009-10				8.3	-	-	8.3
		2010-11				1.4	-	-	1.4
		2011-12				1.3	-	-	1.3
2.	Heritage Grand	2008-09			6.7	-	-	-	6.7
		2009-10			5.4	-	-	-	5.4
		2010-11			3.8	-	-	-	3.8
		2011-12			3.3	-	-	-	3.3
Maharashtra									
1.	Non - classified (surveyed)	2008-09	-	2.2	1.6	-	-	-	1.8
		2009-10	-	-4.3	-3.1	-	-	-	-3.6
		2010-11	-	-2.8	1.2	-	-	-	-0.7
		2011-12	-	3.7	5.4	-	-	-	4.6
Tamil Nadu									
1.	Heritage Basic	2008-09	-	2.4	0.9		-	-	1.2
		2009-10	-	4.1	1.2		-	-	1.9

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		2010-11	-	-2.5	-0.7		-	-	-1.1
		2011-12	-	3.7	3.0		-	-	2.1
2.	Heritage Grand	2008-09	-	-		0.9	-	-	0.9
		2009-10	-	-		0.9	-	-	0.9
		2010-11	-	-		0.8	-	-	0.8
		2011-12	-	-		1.7	-	-	1.7
3.	Non-classified (surveyed)	2008-09	-	-	2.1	-	-	-	2.1
		2009-10	-	-	2.2	-	-	-	2.2
		2010-11	-	-	-0.6	-	-	-	-0.6
		2011-12	-	-	2.0	-	-	-	2.0
All States									
1.	Heritage Basic	2008-09		2.4	1.4	5.1			2.5
		2009-10		4.1	1.7	8.3			3.8
		2010-11		-2.5	0.0	1.4			0.1
		2011-12		3.7	1.7	1.3			1.8
2.	Heritage Grand	2008-09			6.7	0.9			2.3
		2009-10			5.4	0.9			2.0
		2010-11			3.8	0.8			1.6
		2011-12			3.3	1.7			2.1
3.	Non-classified (surveyed)	2008-09	10.9	2.2	2.2		3.8		3.2
		2009-10	7.7	-4.3	0.9		5.0		2.3
		2010-11	3.9	1.5	0.4		2.2		1.3
		2011-12	7.5	2.2	1.8		4.0		3.0
4.	All Heritage Hotels	2008-09	10.9	2.3	2.2	2.5	3.8	-	2.8
		2009-10	7.7	-0.8	1.5	3.7	5.0	-	2.7
		2010-11	11.9	-1.1	2.2	4.8	7.3	-	3.8
		2011-	11.7	2.6	2.4	2.6	6.3	-	3.6

		12							
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3.8.4 Employment generated through Heritage Hotels

The survey revealed that in all 793 persons have been deployed in 13 heritage hotels in 6 states viz. Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu; 436 in 6 classified hotels and 357 in 7 non-classified hotels. Of the 436 persons deployed in classified hotels about 59 percent belong from rural areas and 72 percent are within the vicinity of the hotel (5 km), and 28 percent of employees are skilled and the remaining 72 percent are unskilled. The corresponding figures in non-classified hotels are 36%, 43%, 37% and 63% respectively and in all heritage hotels surveyed (classified and non-classified) are 48%, 59%, 32% and 68% respectively. It is also observed that about 78 percent of the employees have been deployed within the vicinity of the hotels (5 km), and 63 percent from rural areas in Heritage Basic hotels; and 37% of the employees are skilled in non-classified hotels. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 6: State-wise distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within the vicinity of Heritage Hotel	(skilled and unskilled) employed	skilled	unskilled	from rural areas
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Andhra Pradesh						
1.	Non-classified (surveyed)	30	170	80	90	45
Chhattisgarh						
1.	Non-classified (surveyed)	10	15	6	9	13
Goa						
1.	Heritage Basic	20	30	12	18	10
1.	Non-classified (surveyed)	6	10	4	6	7
Karnataka						
1	Heritage Basic	73	97	12	85	60
2.	Heritage Grand	46	65	17	48	40
Maharashtra						
	Non-classified (surveyed)	32	40	20	20	24
Tamil Nadu						
1	Heritage Basic	55	64	45	19	50
2.	Heritage Grand	120	180	37	143	95
3.	Non-classified	76	122	22	100	60

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	(surveyed)					
All States						
1.	Heritage Basic	148	191	69	122	120
	% of total employment	77.8	100.0	36.1	63.9	62.8
2.	Heritage Grand	166	245	54	191	135
	% of total employment	67.8	100.0	22.0	88.0	55.1
3.	Classified	314	436	123	313	255
	% of total employment	72.0	100.0	28.2	71.8	58.5
4.	Non-classified (surveyed)	154	357	132	225	129
	% of total employment	43.1	100.0	37.0	63.0	36.1
5.	All Heritage Hotels (surveyed)	468	793	255	538	384
	% of total employment	59.0	100.0	32.2	67.8	48.4

3.8.5 Revenue earned by Heritage Hotels

The study revealed that in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu the average annual revenue earned by a heritage hotel during last five years generally increases with respect to number of rooms the hotel has, except in non-classified hotel having 21 to 30 rooms in Maharashtra. The average annual revenue earned by a heritage hotel during last five years is comparatively more in non-classified hotel in Andhra Pradesh and Heritage Grand in Tamil Nadu. Further, the annual growth of the average revenue earned by a heritage hotel during last four years varies from 2.1% to 5.5%. However, the annual growth in revenue earned by non-classified hotel in the year 2009-10 in Maharashtra is (-) 7.8% and the annual growth in revenue earned by Heritage Basic in the year 2010-11 and by non-classified hotel in the year 2011-12 in Tamil Nadu (-) 2.4% and (-) 17.7% respectively. The table below shows the average annual revenue earned by a heritage hotel during last five years.

Table 7: Average annual revenue earned by Heritage Hotel during last five years

State	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							Annual Growth (%)
			Number of rooms (size class) in Heritage Hotel							
			01-10	11-20	21-30	31-50	51-100	100+	All	
Andhra Pradesh										
1	Non-classified (surveyed)	2007-08					480		480	-
		2008-09					515		515	7.3
		2009-10					545		545	5.8
		2010-11					580		580	6.4

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		2011-12					650		650	12.1
State	Heritage Hotel Type	Year	1-10	11-20	21- 30	31-50	51-100	100+	All	
Chhattisgarh										
1.	Non-classified (surveyed)	2007-08	13						13	
		2008-09	15						15	15.4
		2009-10	16						16	6.7
		2010-11	18						18	12.5
		2011-12	20						20	11.1
Goa										
1.	Heritage Basic	2007-08	-	-	136				136	
		2008-09	-	-	143				143	5.1
		2009-10	-	-	148				148	3.5
		2010-11	-	-	150				150	1.4
		2011-12	-	-	155				155	3.3
2.	Non-classified (surveyed)	2007-08	108						108	
		2008-09	114						114	5.6
		2009-10	121						121	6.1
		2010-11	128						128	5.8
		2011-12	135						135	5.5
Karnataka										
1.	Heritage Basic	2007-08	-	-	-	312		-	312	
		2008-09	-	-	-	320		-	320	2.6

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		2009-10	-	-	-	332		-	332	3.8
		2010-11	-	-	-	350		-	350	5.4
		2011-12	-	-	-	365		-	365	4.3
2.	Heritage Grand	2007-08	-	-	268		-	-	268	
		2008-09	-	-	275		-	-	275	2.6
		2009-10	-	-	280		-	-	280	1.8
		2010-11	-	-	300		-	-	300	7.1
		2011-12	-	-	320		-	-	320	6.7
Maharashtra										
1.	Non-classified (surveyed)	2007-08		144	102		-	-	123	
		2008-09		147	108		-	-	128	4.1
		2009-10		141	95		-	-	118	-7.8
		2010-11		143	105		-	-	124	5.1
		2011-12		146	108		-	-	127	2.4
	Tamil Nadu									
1.	Heritage Basic	2007-08	-	141	160		-	-	151	
		2008-09	-	150	165		-	-	158	4.6
		2009-10	-	158	172		-	-	165	4.4
		2010-11	-	154	168		-	-	161	-2.4
		2011-12	-	160	180		-	-	170	5.6
2.	Heritage Grand	2007-08	-	-		786		-	786	
		2008-09	-	-		810		-	810	3.1

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		2009-10	-	-		815		-	815	0.6
		2010-11	-	-		826		-	826	1.3
		2011-12	-	-		850		-	850	2.9
3.	Non-classified (surveyed)	2007-08	-		305	-	-	-	305	
		2008-09	-		314	-	-	-	314	3.0
		2009-10	-		319	-	-	-	319	1.6
		2010-11	-		395	-	-	-	395	24.0
		2011-12	-		325	-	-	-	325	-17.7
All States										
1.	Heritage Basic	2007-08		141	148	312			187	
		2008-09		150	154	320			195	3.9
		2009-10		158	160	332			203	4.1
		2010-11		154	159	350			206	1.5
		2011-12		160	168	365			215	4.7
2.	Heritage Grand	2007-08			268	786			526	
		2008-09			275	810			543	3.2
		2009-10			280	815			548	0.9
		2010-11			300	826			563	2.8
		2011-12			320	850			585	3.9
3.	Non-classified (Surveyed)	2007-08	61	144	237		480		243	
		2008-09	65	147	245		515		254	4.8
		2009-10	69	141	244		545		259	1.9

		2010-11	73	143	298		580		294	13.4
		2011-12	78	146	253		650		285	-3.1
	All Heritage Hotel (Surveyed)	2007-08	61	143	213	549	480		251	
		2008-09	65	149	220	565	515		261	4.0
		2009-10	69	150	222	574	545		266	2.1
		2010-11	73	149	225	588	580		273	2.5
		2011-12	78	153	236	608	650		288	5.5

3.8.6 Income from Heritage Hotels

The survey revealed that in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu the average monthly salary of an employee of heritage hotel is Rs. 6231/- which is about 31 percent more as compared to that of its local/rural employee i.e. Rs. 4748/. However, the difference is about 31 percent in case of Heritage Basic, 19 percent in Heritage Grand and 33 percent in non-classified hotels.

However, the average monthly salary of an employee is same that of its local/rural employee in Heritage Grand in Karnataka. Further, the average period of retention of local/ rural employee in Heritage Basic, Heritage Grand, non-classified and all heritage hotels is 8.0, 7.0, 7.3 and 7.5 months respectively. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel.

Table 8: Average monthly salary of employee and period of retention of local/ Rural employee in Heritage Hote

No .	Heritage Hotel Type	Average monthly salary (in Rs.) of		% increase in average monthly salary of an employee over that of local/rural employee	Average period of retention of local/ rural employee (in months)	Average monthly salary (in Rs.) of Control Area
		Employee	Local/Rural Employee			Control Area Local/Rural Employee
Andhra Pradesh						
1.	Non-classified	8000	5000	60	9	4000
Chhattisgarh						
1.	Non-classified	6000	4000	50	6	3100
Goa						

1.	Heritage	8500	5500	54.5	12	5000
2.	Non-classified (surveyed)	7000	5000	40.0	9	4800
Karnataka						
1.	Heritage Basic	6000	4000	50.0	8	4000
2.	Heritage Grand	4500	4500	00.0	8	3800
Maharashtra						
1	Non classified (surveyed)	5000	4000	25.0	6	4000
Tamil Nadu						
1.	Heritage Basic	6000	5400	13.4	6	5250
2.	Heritage Grand	6000	4000	50.0	6	3000
3.	Non-classified (surveyed)	6500	5500	18.2	9	3200
All States						
1.	Heritage Basic	6625	5057	31.0	8.0	4350
2.	Heritage Grand	5250	4250	18.8	7.0	3800
4.	Non-classified (surveyed)	6286	4714	33.3	7.3	4500
5.	All Heritage Hotels (surveyed)	6231	4748	31.2	7.5	4150

3.8.7 Display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels.

The study reveals that all the 13 heritage hotels surveyed in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu are having on premises facility for local cuisines, of which about 46 % are conducting tours to destinations including visit to rural areas, 38 % are displaying traditional performing arts as entertainment, 23% have on premises facility for shopping of traditional handicrafts and also have creation of art, craft and cuisine; and only 8% have revival of skills related to heritage conservation. However, the overall performance of 7 non-classified heritage hotels in these areas is good.

The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural

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areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation:

Table 9: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotels	No. of Heritage Hotel displaying traditional performing arts as entertainment	No. of Heritage Hotel having on premises facility for		No. of Heritage Hotel conducting tours to destinations including visit to rural areas	No. of Heritage Hotel having creation of art, craft and cuisine	No. of Heritage Hotel having revival of skills related to heritage conservation
				shopping of traditional handicrafts	local cuisines			
Andhra Pradesh								
1.	Non-classified (surveyed)	1	-	-	1	1	-	-
Chhattisgarh								
1	Non-classified (surveyed)	1	1	-	1	1	-	1
Goa								
1.	Heritage Basic	1	-	-	1	1	-	-
1.	Non-classified (surveyed)	1	-	-	1	1	1	-
Karnataka								
1.	Heritage Basic	1	1	-	1	-	1	-
2.	Heritage Grand	1	-	1	1	-	1	-
Maharashtra								

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1.	Non-classified (surveyed)	2	-	-	2	2	-	-
Tamil Nadu								
1.	Heritage Basic	2	2	1	2	-	-	-
2.	Heritage Grand	1	-	-	1	-	-	-
3.	Non-classified (surveyed)	2	1	1	2	-	-	-
All States								
1.	Heritage Basic	4	3	1	4	1	1	-
2.	Heritage Grand	2	-	1	2	-	1	-
3.	Non-classified (surveyed)	7	2	1	7	5	1	1
4.	All Heritage Hotels (surveyed)	13	5	3	13	6	3	1

The study revealed that the heritage hotels covered under the survey, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

3.8.8 Tariff of duration of stay in Heritage Hotels

The study revealed that among the heritage hotels in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu the average tariff is the highest for Heritage Grand in Karnataka (Rs. 9500/-) followed by non-classified heritage hotel in Goa (Rs. 9000/-). However, the average tariff is the lowest for Heritage Basic in Goa (Rs. 3000/-). The average tariff of heritage hotel, classified heritage hotel and non – classified heritage hotel is Rs. 6199/-, Rs. 6833/- and Rs. 5657/- respectively. Further, average duration of stay of tourist is 2 days each in Heritage Basic and Heritage Grand and 1.9 days in non-classified heritage hotel. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table.

Table 10: Average room rent and duration of stay of tourist in Heritage Hotels

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Sl. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration of stay of the tourists (in days)
Andhra Pradesh			
1.	Non-classified (surveyed)	5000	1.0
Chhattisgarh			
1.	Non-classified (surveyed)	4000	1.5
Goa			
1.	Heritage Basic	3000	2.0
2.	Non-classified (surveyed)	9000	2.0
Karnataka			
1.	Heritage Basic	8000	2.0
2.	Heritage Grand	9500	2.0
Maharashtra			
1.	Non-classified (surveyed)	3500	2.0
Tamil Nadu			
1.	Heritage Basic	7500	2.0
2.	Heritage Grand	5500	2.0
3.	Non-classified (surveyed)	7300	2.2
All states			
1.	Heritage Basic	6500	2.0
2.	Heritage Grand	7500	2.0
3.	Classified	6833	2.0
4.	Non-classified (surveyed)	5657	1.9
5.	All Heritage Hotels (surveyed)	6199	1.9

3.8.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels in the states of Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu. The study revealed that out of 13 tourists contacted for collection of information about 62 percent (8 - 7 male and 1 female) were domestic and only the rest 38 percent (5 - 3 male and 2 female) foreigners. The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 11: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Femal e	Total
Andhra Pradesh							
1 .	Non-classified (surveyed)	1		1	-	-	-
Chhattisgarh							
1 .	Non-classified (surveyed)	1		1	-	-	-
Goa							
1 .	Heritage Basic				1		1
1 .	Non-classified (surveyed)	1		1			
Karnataka							
1 .	Heritage Basic	1		1			
2 .	Heritage Grand					1	1
Maharashtra							
1 .	Non-classified (surveyed)	1	1	2			
Tamil Nadu							
1 .	Heritage Basic	1		1	1		1
2 .	Heritage Grand					1	1
3 .	Non-classified (surveyed)	1		1	1		1
All States							
1 .	Classified	2	-	2	2	2	4
2 .	Non-classified (surveyed)	5	1	6	1	-	1
3 .	All Heritage Hotels (surveyed)	7	1	8	3	2	5

The study revealed that out of 13 tourists surveyed 5 foreigners belong to countries viz. France (1), UK (1), U.S.A (1), Singapore (1) and Germany (1); and 8 domestic to Andhra Pradesh (1), Madhya Pradesh (1), Gujarat (1), Kerala (1), Maharashtra (2) and Tamil Nadu (2). The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table 12: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Hotel Type	Domestic Tourist	Foreign Tourist
		Names of States	Names of Countries
Andhra Pradesh			
1.	Non-classified (surveyed)	Andhra Pradesh -1	-
Chhattisgarh			
1	Non-classified (surveyed)	Madhya Pradesh -1	-
Goa			
1	Heritage Basic	-	France -1
2.	Non-classified (surveyed)	Gujarat-1	-
Karnataka			
1.	Heritage Basic	Kerala-1	-
2.	Heritage Grand		UK-1
Maharashtra			
1	Non-classified (surveyed)	Maharashtra-2	-
Tamil Nadu			
1.	Heritage Basic	Tamil Nadu-1	U.S.A-1
2.	Heritage Grand	-	Singapore -1
3.	Non-classified (surveyed)	Tamil Nadu-1	Germany-1

The study revealed that out of 5 foreign tourists of the heritage hotels 60 percent (3) are educated up to Graduate, 20 percent (1) up to High School and 20 percent (1) above Graduate. Further, of 8 domestic tourists of the heritage hotels 50 percent (4) are educated up to Graduate, about 38 percent (3) above Graduate and the rest 12 percent (1) up to High School. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

Table 13: Distribution of surveyed tourists staying in Heritage Hotels by educational level

Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiterate	Up to High School	Up to Graduate	Above Graduate	Illiterate	Up to High School	Up to Graduate	Above Graduate
Andhra Pradesh									
1	Non-classified (surveve				1				

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	d)								
Chhattisgarh									
1	Non-classified (surveyed)			1					
Goa									
1.	Heritage Basic							1	
2.	Non-classified (surveyed)			1					
Karnataka									
1.	Heritage Basic				1				
2.	Heritage Grand							1	
Maharashtra									
1	Non-classified (surveyed)			1	1				
Tamil Nadu									
1.	Heritage Basic			1					1
2.	Heritage Grand							1	
3.	Non-classified (surveyed)		1				1		
All States									
1.	Classified			1	1			3	1
2.	Non-classified (surveyed)		1	3	2		1		
3.	All Heritage Hotels (surveyed)		1	4	3		1	3	1

The study revealed that out of 5 foreign tourists of the heritage hotel 60 percent (3) have monthly income US\$ 5000 to 10,000 and the remaining 40 percent (2) have monthly income more than US\$10,000. Further, of 8 domestic tourists of the heritage hotels 75 percent (6) have monthly income Rs. 1 to 5 lakhs and the rest 25 percent

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(2) have monthly income Rs. 50,000 to 1 lakh. The table below shows the number of surveyed tourists of heritage hotels by monthly income.

Table 14: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
Andhra Pradesh								
1	Non-classified (surveyed)			1				
Chhattisgarh								
1	Non-classified (surveyed)		1					
Goa								
1.	Heritage Basic						1	
2.	Non-classified (surveyed)			1				
Karnataka								
1.	Heritage Basic		1					
2.	Heritage Grand						1	
Maharashtra								
1	Non-classified (surveyed)			2				
Tamil Nadu								
1.	Heritage Basic			1				1
2.	Heritage Grand							1
3.	Non-classified (surveyed)			1			1	
All States								
1.	Classified		1	1			2	2
	Non-classified (surveyed)		1	5			1	-
1.	All Heritage Hotels (surveyed)		2	6			3	2

The study revealed that the average expenditure of a tourist on accommodation is the highest in Heritage Grand in Karnataka (Rs. 22,000/-) followed by Heritage Basic (Rs.20,000/-) also in Karnataka. The average expenditure of a tourist on accommodation in classified heritage hotel, non-classified heritage hotel and both

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types of heritage hotel is Rs. 16,167/-, Rs. 12,429/- and Rs. 14,154/- respectively. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market and shops in the premises of the heritage hotel, entertainment from local arts, local cuisines is between Rs.1,692/- to Rs.5,192/-. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 15: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accomm-odation	Local sight-seeing	Shopping from		Entertain-ment from local arts	Local cuisin es
				Local market	shops in premises of Heritage Hotel		
Andhra Pradesh							
1	Non-classified (surveyed)	9000	2000	2000	-	-	-
Chhattisgarh							
1	Non-classified (surveyed)	10000	2500	3500	-	1500	1000
Goa							
1.	Heritage Basic	11000	1800	4500	2000	-	1000
2.	Non-classified (surveyed)	18000	3000	5000	-	2000	1500
Karnataka							
1.	Heritage Basic	20000	2000	5500	-	-	2500
2.	Heritage Grand	22000	2500	6000	-	2200	2000
Maharashtra							
1	Non-classified	10000	3500	6500	-	1500	2500
Tamil Nadu							
1.	Heritage Basic	16000	2000	4500	2000	3500	1000
2.	Heritage Grand	12000	2500	6000	-	2200	2000
3.	Non-classified	15000	3000	6500	-	3000	2500
All States							
1.	Heritage Basic	15750	1950	4750	2000	1750	1375
2.	Heritage Grand	17000	2500	6000	-	2200	2000
4.	All classified	16167	2133	5167	2000	1900	1583
5.	Non-classified (surveyed)	12429	2929	5214	-	1786	1786
6.	All Heritage Hotels (surveyed)	14154	2562	5192	2000	1838	1692

3.9 Eastern states

In this section the findings of the study in four eastern states viz. Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal in which the heritage hotels are located, are presented.

3.9.1 Coverage

In all 7 heritage hotels have been surveyed in the states of Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal. The state-wise distribution of the hotels is given in the table below.

State	Heritage Basic	Heritage Classic	Heritage Grand	Non-classified Heritage Hotel (surveyed)	All Heritage Hotels
Assam	-	-	-	1	1
Arunachal Pradesh	-	-	-	1	1
Bihar	-	-	-	1	1
Sikkim	1	-	-	1	2
West Bengal	-	1	-	1	2
All States	1	1	-	5	7

The number of heritage hotels covered under census survey and sample survey is as under:

1. Census survey (complete enumeration) of classified heritage hotels:
 - Heritage Basic- 1
 - Heritage Classic -1
2. Sample survey of non-classified heritage hotels – 5.

List of heritage hotels surveyed in above five states is given in the table below

Table 1: List of Heritage Hotels surveyed

State/Type of Hotel	Name of Hotel
Assam	
Non-classified	1. Welcome Heritge Pemaling Hotel
Arunachal Pradesh	
Non-classified	2. Welcome Heritage Banyan Groove
Bihar	
Non-classified	3. Hotel Heritage Bodhgaya
Sikkim	
Heritage Basic	4. Norkhill Hotel
Non-classified	5. Welcome Denzog Cherry Banks Retreat

West Bengal	
Heritage Classic	6. Hotel New Eglin, Darzling
Non-classified	7. Hotel Windermere

3.9.2 Tourist Spots identified during survey of Heritage Hotels

Tourist spots have been identified through interaction with the management of heritage hotels covered under the study, during field investigation and are given in the following table:

Table 2: Tourist Spots identified during the survey

District/State	Tourist Spots
Assam	
Jorhat	1.Gibbon Wildlife Sanctuary, 2.Bilvesvar Siva Temple, 3.Burigosain Devalay, 4.Cinnamora Tea Estate, 5.Dhekiakhowa Barnamghar Gazpur, 6.Purnananda Buragohain Maidam
Arunachal Pradesh	
West Kameng	1. Hot water springs, 2.Nyukmading, 3. Sangli valley. 4.Rinkhing apple garden, 5. Selapass, 6.Tomhill new point,
Bihar	
Gaya	1.Ajapala Nigrodha Tree, 2.Great Buddha Statue, 3.Rajayatna Tree. 4.Bodhi Tree, 5.Muchalinda Lake, 6.Animesh Lochana Chaitya, 7.Cankamana, 8.Chinese Temple. 9.Indosan Nippon Japanese Temple, 10.Mahabodhi Temple (Main Temple), 11.Ratnaghara, 12.Royal Bhutan Monastery, 13.Thai Monastery.
Sikkim	
Gangtok	1. Thakri falls, 2.Ropeway Cabler, 3.Runtek Mumentry.
West Bengal	
Darjeeling	1.Raj Bhawan, 2.Darjeeling Planters Club, 3. Zoological park. 4.Choarasta, 5.Himalyan Mountaineering Institute, 6.Tibetan self-help centre, 7.Darjeeling Gymkhana, 8. Shrubbery, 9. Leborg Race Course, 10.Burdwan Palace, 11. The Mall, 12. Tiger hill, 13. Loyats Botanical Garden, 14. Makal Mande, 15. Padmaja Naidu Himalyan, 16. Lehong Palace.

The number of heritage hotels covered under census survey and sample survey is given in the table below:

Table 3: State-wise distribution of surveyed Heritage Hotels by number of rooms

Sl. N o.	Heritage Hotel Type	Number of rooms (size class) in Heritage Hotel 01-						
		10	11-20	21-30	31-50	51-100	100+	All
Assam								
1.	Non-classified (surveyed)	1		-	-	-	-	1

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Arunachal Pradesh								
1.	Non-classified (surveyed)	-	1	-	-	-	-	1
Bihar								
1.	Non-classified (surveyed)	-	-	-	1	-	-	1
Sikkim								
1.	Heritage Basic			-	1			1
2.	Non-classified (surveyed)	-	-	1	-	-	-	1
West Bengal								
1.	Heritage Classic			1				1
2.	Non-classified (surveyed)	-	-	-	1	-	-	1
All states								
1.	Heritage Basic	-	-	-	1	-	-	1
2.	Heritage Classic	-	-	1	-	-	-	1
3.	Classified	-	-	1	1	-	-	2
4.	Non-classified (surveyed)	1	1	1	2		-	5
5.	All Heritage Hotels (surveyed)	1	1	2	3	-	-	7

It is observed from the above table that only two classified heritage hotels - one Heritage Basic having 31 to 50 rooms in Sikkim and another Heritage Classic with 21 to 30 rooms in West Bengal, have been surveyed. Further, of 5 non-classified hotels surveyed 40 percent (2) have 31 to 50 rooms, one each in Bihar and West Bengal; 20 percent (1) each having 1 to 10 rooms in Assam, 11 to 20 rooms in Arunachal Pradesh, 21 to 30 rooms in Sikkim. In all 7 heritage hotels have been surveyed in 5 states viz. Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal out of which about 43 percent (3) have 31 to 50 rooms, 29 percent (2) are with 21 to 30 rooms and 14 percent (1) each has 1 to 10 rooms and 11 to 20 rooms.

The results of the survey are based on 2 classified heritage hotels covered under census survey (complete enumeration) and 5 non-classified heritage hotels covered under sample survey selected from the list of non-classified heritage hotels given at Annex. 3. The results in respect of non-classified heritage hotels are the sample values and no estimation to inflate the sample values to total population has been made.

3.9.3 Tourists checked-in Heritage Hotels

The survey revealed that there has been increase in the number of tourists checked – in heritage hotels in 5 states viz. Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal during last five years viz. 2007-08 to 2011-12. The number of tourists checked – in Heritage Classic having 21 to 30 rooms in West Bengal is comparatively more. However, there has been decrease in the flow of tourists in non-classified hotels during last three years both in Assam and Sikkim. The following table shows the number of tourists checked-in heritage hotels during last five years with number of rooms:

Table 4: State-wise distribution of Tourists checked-in Heritage Hotels during last five years by number of rooms

State	Heritage Hotel Type	Year	Numbers of Rooms (size class) in Heritage Hotel						
			01 - 10	11 - 20	21 - 30	31 - 50	51 - 100	100+	All
Assam 1.	Non-classified (surveyed)	2007-08	715						715
		2008-09	735						735
		2009-10	710						710
		2010-11	685						685
		2011-12	705						705
		Total	3550						3550
		Arunachal Pradesh							
1.	Non-classified (surveyed)	2007-08		1250					
		2008-09		1270					3365
		2009-10		1300					2900
		2010-11		1350					3100
		2011-12		1380					4240
		Total		6550					16790
		Bihar							
1.	Non-classified (surveyed)	2007-08				2400			2400
		2008-09				2450			2450
		2009-10				2500			2500
		2010-11				2600			2600

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		2011-12				2750			2750
		Total				12700			12700
Sikkim									
1.	Heritage Basic	2007-08				2600			2600
		2008-09				2650			2650
		2009-10				2720			2720
		2010-11				2760			2760
		2011-12				2830			2830
		Total				13560			13560
2.	Non classified (surveyed)	2007-08			2200				2200
		2008-09			2250				2250
		2009-10			2000				2000
		2010-11			2100				2100
		2011-12			2160				2160
		Total			10710				10710
West Bengal									
1.	Heritage Classic	2007-08			6000				6000
		2008-09			6800				6800
		2009-10			7200				7200
		2010-11			7350				7350
		2011-12			7500				7500
		Total			34850				34850
2.	Non-classified (Surveyed)	2007-08				1290			1290
		2008-09				1300			1300
		2009-10				1340			1340
		2010-11				1380			1380
		2011-12				1400			1400

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		Total				6710			6710
All States									
1.	Heritage Basic	2007-08				2600			2600
		2008-09				2650			2650
		2009-10				2720			2720
		2010-11				2760			2760
		2011-12				2830			2830
		Total				13560			13560
2.	Heritage Classic	2007-08			6000				6000
		2008-09			6800				6800
		2009-10			7200				7200
		2010-11			7350				7350
		2011-12			7500				7500
		Total			34850				34850
3.	Non classified (surveyed)	2007-08	715	1250	2200	3690			7855
		2008-09	735	1270	2250	3750			8005
		2009-10	710	1300	2000	3840			7850
		2010-11	685	1350	2100	3980			8115
		2011-12	705	1380	2160	4150			8395
		Total	3550	6550	10710	19410			40220
4.	All Heritage Hotel	2007-08	715	1250	8200	6290			16455
		2008-09	735	1270	9050	6400			17455
		2009-10	710	1300	9200	6560			17770
		2010-11	685	1350	9450	6740			18225
		2011-12	705	1380	9660	6980			18725
		Total	3550	6550	45560	32970			88630

The survey revealed that there has been growth in the number of tourists checked – in heritage hotels in 5 states viz. Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal during last four years viz. 2008-09 to 2011-12. The overall annual growth of tourists checked – in all types of heritage hotels varies from 1.8 % to 6.1% during last four years. However, the negative growth (over previous year) has been observed in non-classified hotels in the years 2009-10 and 2010-11 in Assam; also in the year 2009-10 in Sikkim. Further, more than 10 % annual growth of tourists checked – in Heritage Classic in the year 2008-09 has been observed in West Bengal. The following table presents the annual growth of tourists checked – in heritage hotels during last four years by number of rooms in the hotel:

Table 5: State-wise annual growth rate of Tourists checked - in Heritage Hotels during last four years by number of rooms

Sta te	Heritage Hotel Type		Numbers of Rooms (size class) in Heritage Hotel						
		Year	01 - 10	11 20	21 - 30	31 - 50	51 - 100	100+	All
Assam									
1.	Non- classified (surveyed)	2008-09	2.8						2.8
		2009-10	-3.4						-3.4
		2010-11	-3.5						-3.5
		2011-12	2.9						2.9
Arunachal Pradesh									
1.	Non- classified (surveyed)	2008-09		1.6					1.6
		2009-10		2.4					2.4
		2010-11		3.8					3.8
		2011-12		2.2					2.2
Bihar									
1.	Non- classified (surveyed)	2008-09				2.1			2.1
		2009-10				2.0			2.0
		2010-11				4.0			4.0

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		2011-12				5.8			5.8
Sikkim									
1.	Heritage Basic	2008-09				1.9			1.9
		2009-10				2.6			2.6
		2010-11				1.5			1.5
		2011-12				2.5			2.5
2.	Non-classified (surveyed)	2008-09			2.3				2.3
		2009-10			- 11.1				-11.1
		2010-11			5.0				5.0
		2011-12			2.9				2.9
West Bengal									
1.	Heritaae Classic	2008-09			13.3				13.3
		2009-10			5.9				5.9
		2010-11			2.1				2.1
		2011-12			2.0				2.0
2.	Non-classified (Surveyed)	2008-09				0.8			0.8
		2009-10				3.1			3.1
		2010-11				3.0			3.0
		2011-12				1.4			1.4
All States									
1.	Heritage Basic	2008-09				1.9			1.9
		2009-10				2.6			2.6
		2010-11				1.5			1.5
		2011-12				2.5			2.5

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2.	Heritage Classic	2008-09			13.3				13.3
		2009-10			5.9				5.9
		2010-11			2.1				2.1
		2011-12			2.0				2.0
3.	Non - lassified (surveyed)	2008-09	2.8	5.1	2.3	1.6			1.9
		2009-10	-3.4	- 1.9	- 11.1	2.4			-1.9
		2010-11	-3.5	3.4	5.0	3.6			3.4
		2011-12	2.9	3.5	2.9	4.3			3.5
4.	All Heritage Hotel (surveyed)	2008-09	2.8	5.1	10.4	1.7			6.1
		2009-10	-3.4	- 1.9	1.7	2.5			1.8
		2010-11	-3.5	3.4	2.7	2.7			2.6
		2011-12	2.9	3.5	2.2	3.6			2.7

3.9.4 Employment generated through Heritage Hotels

The survey revealed that in all 179 persons have been deployed in 7 heritage hotels in 5 states viz. Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal; 51 in 2 classified hotels (36 in Heritage Basic having 31 to 50 rooms in Sikkim and 15 in Heritage Classic with 21 to 30 rooms in West Bengal) and 128 in 5 non-classified hotels. Of the 51 persons deployed in classified hotels about 51% belong to rural areas and 61% are within the vicinity of the hotel (5 km), and 57% of employees are skilled and the rest 43% unskilled. The corresponding figures in non-classified hotels are 34%, 47%, 41% and 59% respectively and in all heritage hotels surveyed (classified and non-classified) are 39%, 51%, 45% and 55% respectively. It is also observed that about 67% of the employees have been deployed within the vicinity of the hotels (5 km) and equal percent of the employees from rural areas in Heritage Classic in West Bengal; and 61% of the employees are skilled in Heritage Basic in Sikkim. The number of persons (skill and unskilled) employed within the vicinity of heritage hotels and from rural areas in heritage hotels is given in the table below:

Table 6: State-wise distribution of persons (skill and unskilled) employed within the vicinity of Heritage Hotels and from rural areas in Heritage Hotels

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Sl. No.	Heritage Hotel Type	Number of persons employed /recruited				
		within the vicinity of Heritage Hotel	(skilled and unskilled) employed	skilled	unskilled	from rural areas
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Assam						
1.	Non-classified (surveyed)	4	12	7	5	6
Arunachal Pradesh						
1.	Non-classified (surveyed)	8	17	10	7	5
Bihar						
1.	Non-classified (surveyed)	20	34	18	16	10
Sikkim						
	Heritage Basic	21	36	22	14	16
	Non-classified (surveyed)	16	30	10	20	13
West Bengal						
	Heritage Classic	10	15	7	8	10
	Non-classified (surveyed)	12	35	7	28	9
All states						
1.	Heritage Basic	21	36	22	14	16
	% of total employment	58.3	100.0	61.1	38.9	44.4
2.	Heritage Classic	10	15	7	8	10
	% of total employment	66.7	100.0	46.7	53.3	66.7
3.	Classified	31	51	29	22	26
	% of total employment	60.8	100.0	56.9	43.1	51.1
4.	All non-classified (surveyed)	60	128	52	76	43
	% of total employment	46.9	100.0	40.6	59.4	33.6
5.	All Heritage Hotels (surveyed)	91	179	81	98	69
	% of total employment	50.8	100.0	45.3	54.7	38.5

3.9.5 Revenue earned by Heritage Hotels

The study revealed that there has been increase in the average annual revenue earned by a heritage hotel during last five years in the states of Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal.

The revenue earned by Heritage Basic having 31 to 50 rooms during the year 2011-12 in Sikkim is comparatively more. The growth in the average annual revenue

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earned by a heritage hotel in the above 5 states during last four years varies from 0.8% to 2.9%. However, the negative growth in the annual revenue earned has been observed in non-classified hotels in the years 2009-10 and 2010-11 in Assam and in the year 2009-10 in Sikkim. Further, more than 10 % growth in the annual revenue earned has been observed in non-classified hotel in the year 2011-12 in Bihar. The table below shows the average annual revenue earned by a heritage hotel during last five years:

Table 7: Average annual revenue earned by Heritage Hotel during last five years

State	Heritage Hotel Type	Year	Average annual revenue earned (Rs. in lakhs)							Growth (%)
			Number of rooms (size class) in Heritage Hotel							
			01-10	11-20	21-30	31-50	51-100	100+	All	
Assam										
1.	Non-classified (surveyed)	2007-08	30						30	
		2008-09	32						32	6.7
		2009-10	31						31	-3.1
		2010-11	28						28	-9.7
		2011-12	29						29	3.6
State	Heritage Hotel Type	Year	1-10	11-20	21-30*	31-50	51-100	100+	All	
Arunachal Pradesh										
1.	Non Classified –	2007-08		75					75	
		2008-09							78	4.0
		2009-10		80					80	2.6
		2010-11		85					85	6.3
		2011-12		87					87	2.4
Bihar										
1.	Non Classified –	2007-08	-	-		90			90	

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		2008-09	-	-		95			95	5.6
		2009-10	-	-		98			98	3.2
		2010-11	-	-		100			100	2.0
		2011-12	-	-		115			115	15.0
Sikkim										
1.	Heritage Basic	2007-08				234			234	
		2008-09				240			240	2.6
		2009-10				248			248	3.3
		2010-11				257			257	3.6
		2011-12				260			260	1.2
2.	Non-Classified (Surveyed)	2007-08	-		170				170	
			2008-09	-		175				175
		2009-10	-		160				160	-8.6
		2010-11	-		165				165	3.1
		2011-12	-		168				168	1.8
West Bengal										
1	Heritage Classic	2007-08	-		720				720	
		2008-09	-		740				740	2.8
		2009-10	-		748				748	1.1
		2010-11	-		755				755	0.9
		2011-12	-		760	-	-	-	760	0.7
2.	Non-classified	2007-08		-		150	-	-	150	

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	(surveyed)									
		2008-09		-		152	-	-	152	1.3
		2009-10		-		158	-	-	158	3.9
		2010-11		-		160	-	-	160	1.3
		2011-12		-		165	-	-	165	3.1
	All States									
1.	Heritage Basic	2007-08				234			234	
		2008-09				240			240	2.6
		2009-10				248			248	3.3
		2010-11				257			257	3.6
		2011-12				260			260	1.2
		Total				234			234	
2.	Heritage Grand	2007-08	-		720				720	
		2008-09	-		740				740	2.8
		2009-10	-		748				748	1.1
		2010-11	-		755				755	0.9
		2011-12	-		760	-	-	-	760	0.7
		Total					-	-		
3.	Non-classified (surveyed)	2007-08	30	75	170	120			103	
		2008-09	32	78	175	123.			106	3.1
		2009-10	31	80	160	128			105	-0.8

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		2010-11	28	85	165	130			108	2.1
		2011-12	29	87	168	140			113	4.8
4.	All Heritage Hotels (surveyed)	2007-08	30	75	445	177			218	
		2008-09	32	78	457	182			224	2.9
		2009-10	31	80	454	188			226	0.8
		2010-11	28	85	460	194			231	2.0
		2011-12	29	87	464	200			235	1.8

3.9.6 Income from Heritage Hotels

The survey revealed that in the states of Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal the average monthly salary of an employee of heritage hotel is Rs. 6500/- which is about 14 percent more as compared to that of its local/rural employee i.e. Rs. 4571/-. However, the difference is about 56 percent in case of Heritage Basic, 50 percent in Heritage Classic and 38 percent in non-classified hotels.

Further, the average period of retention of local/ rural employee in Heritage Basic, Heritage Classic, non-classified and all heritage hotels is 12, 12, 9.4 and 10.1 months respectively. The table below presents the average monthly salary of an employee and period of retention of local/rural employee of heritage hotel:

No.	Heritage Hotel Type	Average monthly salary (in Rs.) of		% increase in average monthly salary of an employee over that of local/rural employee	Average period of retention of local/ rural employee (in months)
		employee	local/ rural employee		
Assam					
1.	Non-classified (surveyed)	8000	5000	60.0	18
Arunachal Pradesh					

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	Non-classified (surveyed)	7000	5000	40.0	9
Bihar					
1.	Non-classified (surveyed)	5000	3000	66.7	6
Sikkim					
1.	Heritage Basic	7000	4500	55.6	12
2.	Non-classified (surveyed)	6000	5000	20.0	6
West Bengal					
1.	Heritage Classic	6000	4000	50.0	12
2.	Non-classified (surveyed)	6500	5500	18.2	8
All States					
1.	Classified	6500	4250	52.9	12
2.	Non-classified (surveyed)	6500	4700	38.3	9.4
3.	All Heritage Hotels (surveyed)	6500	4571	14.2	10.1

Table 8: Average monthly salary of employee and period of retention of local/ rural employee in Heritage Hotel

3.9.7 Display of traditional performing arts as entertainment, on premises

facility for shopping of traditional handicrafts and local cuisines, conducting tours, creation of art, craft and cuisine; and revival of skills related to heritage conservation

During field survey information on display of traditional performing arts as entertainment, on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation was collected from heritage hotels. The study reveals that of the 7 heritage hotels surveyed in the states of Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal about 86 percent have on premises facility for local cuisines and conducting tours to destinations including visit to rural areas, 57 percent are displaying traditional performing arts as entertainment, 43 percent are having revival of skills related to heritage conservation and 29 percent having creation of art, craft and cuisine. However, the overall performance of 5 non-classified heritage hotels in these areas is good. Further, none of the heritage hotels surveyed is having on premises facility for shopping of traditional handicrafts. The table below presents number of heritage hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation:

Table 9: Number of Heritage Hotels displaying traditional performing arts as entertainment, having on premises facility for shopping of traditional handicrafts and local cuisines, conducting tours to destinations including visit to rural areas, having creation of art, craft and cuisine; and revival of skills related to heritage conservation

Sl. No.	Heritage Hotel Type	Total No. of Heritage Hotel	No. of Heritage Hotel displaying traditional performing arts as entertainment	No. of Heritage Hotel having on premises facility for		No. of Heritage Hotel conducting tours to destinations including visit to rural areas	No. of Heritage Hotel having creation of art, craft and cuisine	No. of Heritage Hotel having revival of skills related to heritage conservation
				shopping of traditional handicraft	local cuisine			
Assam								
1.	Non-	1	1	-	1	-	1	1

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	classified (surveyed)							
Arunachal Pradesh								
1	Non-classified (surveyed)	1	1	-	1	1	-	1
Bihar								
1.	Non-classified (surveyed)	1	-	-	1	-	-	-
Sikkim								
1.	Heritag Basic		1	-	1	1	-	- e
2.	Non-classified (surveyed)	1	-	-	1	1	-	-
West Bengal								
1	Heritage Classic	1	-	-	1	1	1	1
	Non-classified (surveyed)	1	1	-	1	1	-	-
All States								
1.	Heritage Basic	1	1	-	1	1	-	-
2.	Heritage Classic	1	-	-	1	1	1	1
3.	Non-classified (surveyed)	5	3	-	4	4	1	2
4.	All Heritage Hotels (surveyed)	7	4	-	6	6	2	3

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The study revealed that the heritage hotels covered under the survey, do not generally deploy any exclusive staff for undertaking the above activities in their hotels and also do not earn any specific revenue from these activities but there is indirect income in terms of increase in the tourist flow in these hotels due to attraction of these activities.

3.9.8 Tariff of duration of stay in Heritage Hotels

The study revealed that among the heritage hotels in the states of Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal the average tariff is the highest for Heritage Basic in Sikkim (Rs. 10,000/-) followed by Heritage Classic in West Bengal (Rs. 9,500/-). The average tariff of heritage hotel, classified hotel and non-classified hotel is Rs. 7,128/-, Rs. 9,750/- and Rs. 6,080/- respectively. However, the average tariff is the lowest for non-classified hotels both in Arunachal Pradesh and Bihar (Rs. 4500/-). Further, average duration of stay of a tourist is 1.5 day in Heritage Basic and 3.5 days in Heritage Classic, 2.1 days in 5 non-classified hotels and 2.2 days in 7 heritage hotels in the above 5 states. The average room rent and duration of stay of tourist in Heritage Hotels are given in the following table:

Table 10: Average room rent and duration of stay of tourist in Heritage Hotels

Sl. No.	Heritage Hotel Type	Average room rent (in Rs.)	Average duration of stay of the tourists (in days)
Assam			
1	Non-classified (surveyed)	6000	2.0
Arunachal Pradesh			
1	Non-classified (surveyed)	4500	2.5
Bihar			
1	Non-classified (surveyed)	4500	2.0
Sikkim			
1.	Heritage Basic	10000	1.5
2.	Non-classified (surveyed)	7400	2.0
West Bengal			
1.	Heritage Classic	9500	3.5
2.	Non-classified (surveyed)	8000	2.0
All states			

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1.	Heritage Basic	10000	1.5
2.	Heritage Grand	9500	3.5
3.	Classified	9750	2.5
4.	Non-classified (surveyed)	6080	2.1
5.	All Heritage Hotels (surveyed)	7128	2.2

3.9.9 Profile of tourists of Heritage hotel

During field survey an attempt was made to collect the information about the profile of the tourists of the heritage hotels in the states of Assam, Arunachal Pradesh, Bihar, Sikkim and West Bengal.

The study revealed that out of 14 tourists contacted for collection of information about 64 percent (9 - 6 male and 3 female) were domestic and the rest 36 percent (5 - 3 male and 2 female) foreigners. The table below shows the number of surveyed tourists of the heritage hotels by sex:

Table 11: Distribution of surveyed tourists staying in Heritage Hotels by sex

Sl. No.	Heritage Hotel Type	Domestic Tourist			Foreign Tourist		
		Male	Female	Total	Male	Female	Total
Assam							
1.	Non-classified (surveyed)	-		-	1	-	1
Arunachal Pradesh							
1.	Non-classified (surveyed)	1	1	2	-	-	-
Bihar							
1.	Non-classified (surveyed)	1	-	1	1	1	2
Sikkim							
1	Heritage Basic	1	1	2	-	-	-
1.	Non-classified (surveyed)	2	-	2	-	-	-
West Bengal							
1.	Heritage Classic	-	-	-	1	1	2
1.	Non-classified (surveyed)	1	1	2	-	-	-
All States							
1.	Classified	1	1	2	1	1	2
2.	Non-classified (surveyed)	5	2	7	2	1	3
3.	All Heritage Hotels	6	3	9	3	2	5

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	(surveyed)						
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The study revealed that out of 14 tourists surveyed 5 foreigners belong to countries viz. USA (1), UK (2) and Tibet (2); and 9 domestic to Delhi (2), Punjab (2), Uttar Pradesh (1), West Bengal (2) and Mizoram (2). The table below shows the state of residence of surveyed tourists of the heritage hotels:

Table 12: State of residence of surveyed tourists staying in Heritage Hotels

Sl. No.	Heritage Type	Hotel	Domestic Tourist	Foreign Tourist
			Names of States	Names of Countries
Assam				
1.	Non-classified (surveyed)	-		USA-1
Arunachal Pradesh				
2.	Non-classified (surveyed)	West Bengal-2		-
Bihar				
2.	Non-classified (surveyed)	Uttar Pradesh-1		Tibet-2
Sikkim				
1.	Heritage Basic	Mizoram-2		-
1.	Non-classified (surveyed)	Punjab-2		
West Bengal				
1.	Heritage Cassic	-		UK-2
3.	Non-classified (surveyed)	Delhi-2		-

The study revealed that out of 5 foreign tourists of the heritage hotels 60 percent (2) are up to Graduate, 20 percent (1) each is educated up to High School and above Graduate. Further, of 9 domestic tourists of the heritage hotels about 67 percent (6) are educated up to Graduate,

22 percent (2) are above Graduate and the rest 11 percent (1) is educated up to High School. The table below presents the number of surveyed tourist of the heritage hotels by educational level:

Table 13: Distribution of surveyed tourists staying in Heritage Hotels by educational level

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Sl. No.	Heritage Hotel Type	Domestic Tourist				Foreign Tourist			
		Illiterate	Up to High School	Up to Graduate	Above Graduate	Illiterate	Up to High School	Up to Graduate	Above Graduate
Assam									
1	Non-classified (surveyed)	-	-	-	-	-	-	1	-
Arunachal Pradesh									
1.	Non-classified (surveyed)			1	1				-
Bihar									
1.	Non-classified (surveyed)			1	-		1	1	
Sikkim									
1	Heritage Basic		1	1					
2	Non-classified (surveyed)			1	1				
West Bengal									
1.	Heritage Classic	-	-	-	-	-	-	1	1
2.	Non-classified (surveyed)		-	2	-	-	-	-	-
All States									
1	Classified	-	1	1	-	-	-	1	1
2.	Non-classified (surveyed)	-	-	5	2	-	1	2	-
3.	All Heritage	-	1	6	2	-	1	3	1

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Hotels (surveyed)									
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The study revealed that out of 5 foreign tourists of the heritage hotel 80 percent (3) have monthly income US\$ 5000 to 10,000 and the remaining 20 percent (1) has monthly income less than US\$ 5,000. Further, of 9 domestic tourists of the heritage hotels about 78 percent (7) have monthly income Rs. 50,000 to 1 lakh and the rest 22 percent (2) have monthly income Rs. 1 to 5 lakhs. The table below shows the number of surveyed tourists of heritage hotels by monthly income:

Table 14: Distribution of surveyed tourists of Heritage Hotels by monthly income

Sl. No.	Heritage Hotel Type	Income of Domestic Tourist (in Rs.)				Income of Foreign Tourist (in US\$)		
		Less than 50,000	50,000 to 1 lakh	1 to 5 lakhs	more than 10 lakhs	Less than 5000	5000 to 10,000	More than 10,000
Assam								
1	Non-classified (surveyed)	-	-	-	-	-	1	-
Arunachal Pradesh								
1.	Non-classified (surveyed)	-	2	-	-	-	-	-
Bihar								
1.	Non-classified (surveyed)	-	-	1	-	-	2	-
Sikkim								
1.	Heritage Basic	-	1	1	-	-	-	
2.	Non-classified (surveyed)	-	2	-	-	-	-	-
West Bengal								
1,	Heritage Classic		-	-	-	1	1	-
	Non-classified (surveyed)	-	2	-	-	-	-	-
All states								
1.	All Classified	-	1	1	-	1	1	-
3.	Non-classified (surveyed)		6	1	-	-	3	-
1.	All Heritage Hotels (surveyed)		7	2	-	1	4	-

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The study revealed that the average expenditure of a tourist on accommodation is the highest in Heritage Basic in Sikkim (Rs. 25,000/-) followed by Heritage Classic in West Bengal (Rs. 20,000/-). The average expenditure of a tourist on accommodation in classified heritage hotel, non-classified heritage hotel and heritage hotel (classified and non-classified) is Rs.22,500/-, Rs.15,600/- and Rs.17,571/- respectively. The average expenditure on the other activities of the tourist of the heritage hotel viz. local sightseeing, shopping from local market, entertainment from local arts and local cuisines is between Rs.1,786/- to Rs. 8,357/-. However, the average expenditure of a tourist on shopping from the shops in the premises of the Heritage Hotel is nil. The table below shows the average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities:

Table 15: Average expenditure of tourist of Heritage Hotel on accommodation and other tourist activities

Sl. No.	Heritage Hotel Type	Accommodation	Local sightseeing	Shopping from local market	Shopping from the shops in the premises of the Heritage Hotel	Entertainment from local arts	Local cuisines
Assam							
1	Non-classified (surveyed)	15000	5000	10000	-	2000	1500
Arunachal Pradesh							
1	Non-classified (surveyed)	12000	4000	6000	-	1500	2000
Bihar							
1.	Non-classified (surveyed)	15000	2500	5000	-	1500	1000
Sikkim							
1	Heritage Basic	25000	8000	10000	-	2000	2500
1	Non-classified (surveye	18000	7000	8000	-	2500	2000

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	d)						
West Bengal							
1	Heritage Classic	20000	6000	12000	-	3000	2500
2	Non-classified (surveyed)	18000	5000	7500	-	2000	1000
All states							
1.	Heritage Basic	25000	8000	10000	-	2000	2500
3.	Heritage Classic	20000	6000	12000	-	3000	2500
4.	All classified	22500	7000	11000		2500	2500
5.	Non-classified (surveyed)	15600	4700	7300		1900	1500
6.	All Heritage Hotels (surveyed)	17571	5357	8357		2071	1786

Chapter – 4

4.1 Case Study: Rajasthan

Overview:

The project was carried out with the idea of assessing the impact of heritage hotels in rural areas, as well as, the behaviour and socio-economic condition of the people associated with hotels in village premises. In villages, heritage hotels play an important role in the overall development of the area because these hotels have been created within the premises of buildings which have a royal history associated with them. Earlier, the host of forts, royal palaces within and outside the cities, shikar badis or hunting palace outhouses, water palaces, mountain and beach houses began to be neglected and fall into disrepair. For most of the erstwhile rulers, this change was not easy to accept and it seemed to be a matter of pride to hold on to these properties rather than to think of doing something constructive with them.

When Maharaja Man Singh (II) of Jaipur (1922-1949) first toyed with idea of shifting out of the sprawling Rambagh Palace to a smaller one in which the British Resident used to be live, he was sure that it would be met with strong opposition, even from within his family. On 8 December 1957, the Ram Bagh Palace Hotel was formally opened and the Maharaja of Jaipur became the first active princely hotelier in India, setting a trend which has continued to the present day. Udaipur followed the same path and from 1961 to 1969, the crumbling Jag Niwas Palace was restored to its original splendour. The same approach has been adopted by various owners and groups of heritage buildings like Nagaur Fort, Khimsar Fort, Fort of Jaisalmer and Narayan Niwas. Similarly, the old and magnificent havelies in Jaisalmer Fort, Mandawa and Jhunjhunu have been conserved as heritage buildings and converted into hotels.

This project aims to examine the aspects of the relationship between heritage hotels and the socio-economic impact they have on the surrounding villages in Rajasthan. This relationship is considered in terms of its cultural and natural aspects, facilities and infrastructure development, providing employment, decreasing migration etc. Each heritage hotel impacts its surroundings directly or indirectly, and while a few of them carry out corporate social responsibilities, others may provide the means of overall development and improvement of the surrounding region.

Location: Nagaur Fort, Nagaur

Name of the Hotel: Royal Camp, Nagaur Fort

Name of the owner: Mehrangarh Museum Trust

Property Description:

Nagaur Fort, in the Nagaur district of Rajasthan, which is at one end of the Thar Desert and is located midway between Jodhpur and Bikaner. One of the ancient monuments in India, the fort was constructed in the fourth century and has innovative and significantly important architectural elements. It is run by the Mehrangarh Museum Trust while The Royal Camp is coordinated by Jodhana Heritage Resorts Pvt. Ltd. Nagaur fort got the Excellence Award from UNESCO in 2002 and the “DOMAS Award” in Italy for conservation and preservation of the fort.



History:

Nagaur Fort is one of the oldest forts in India. The local people narrate stories about the royal and ancient history associated with it. As the manager enlightened us, the Nagavanshis built Ahichhtragarh Fort during the fourth century as a mud fort. Later it was rebuilt in stone by Mohammed Bahlim, the governor of Ghaznavites. Many, including the Chauhans, Chalukayas, Ghazani, Allaudin Khilji and others from the Lodhi Dynasty, have held the fort.

Maharaja Amar Singh got many mahals constructed in the fort, including Hadi Rani Mahal. After him, his son Maharaja Bhakt Singh added many more important monuments in the fort like Jal Mahal and Deepak Mahal.

Unique Feature of The Hotel:

Royal Camp Hotel, located within the premises of Nagaur Fort, offers royal hospitality.

It has temples, a mosque, gardens, fountains and open terraces. Hadi Rani Mahal, Bhakt Singh Mahal, Deepak Mahal, Amar Singh Mahal, Shah Jahani Mosque, Krishna Mandir and Ganesh Mandir are some of the beautiful palaces and temples within the fort.

The fort walls are decorated with paintings and murals depicting the cycle of life - a combination of paintings of human beings and the natural vegetation found in that area.

All the walls of the fort have water channels inside it to maintain the temperature from within.

The fort has lush green grass around the built-up area with several water bodies like Bawadi Pond, wells, bathing ponds and pools.

The garden, which has paths to walk on intersecting at the centre and fountains alongside, depicts a combination of contemporary Mughal and Hindu landscaping architecture.

Centrally located in the town with good connectivity from state highway 19 from the east to the west, along the boundary of the fort.

Salient Feature of Rural Heritage Tourism and Revenue:

The majority of the income is generated through foreign tourists.

The annual occupancy rate is 20-30 per cent, out of which 90 - 95 percent tourists are from overseas.

Out of the domestic tourists, 5-10 per cent is mainly from the states of Maharashtra, Delhi, Gujarat and West Bengal.

The average annual tourist flow is 800-900 and the occupancy rate is 20-30 per cent.

Of the tourists who visit Nagaur, 80-90 percent comes through agents or promoters of associated hotels, while the others come directly according to their interest in visiting historical and heritage places. Thus, the average trend of the commission to the mediator is 10-20 per cent of the tariff earned.

In the case of the Royal Camp (Nagaur Fort), which is usually held from October to March, the maximum number of tourists comes through the promoters associated with Jodhana Heritage Resorts and they give 10 per cent of the tariff to the agents.

Around 40-45 people are working in the fort in different managerial positions and security staff divisions. Except four or five technical staff, all of them belong to the adjoining villages.

The hotel, managed by Mehrangarh Resort Pvt Ltd., Jodhpur, has appointed architects, Ms Meenakshi Jain and Mr. Kulbhushan for technical support and assistance for conservation of the fort. The other expertise comes in from Jaipur and Delhi from time to time, and as and when required.

Major Tourist Destinations:

Nagaur is a historical town which houses palaces, shrines and a fort. It is one of the popular tourist destinations in Rajasthan and it is famous for the colourful lifestyle of its people. One of the biggest cattle fairs in the state is held here. People from all over the country come to enjoy the fair and buy cattle. Attractions for the entertainment of the crowd include stalls selling cattle and locally produced hand crafted ware and fun filled activities like cockfights, camel races, etc. Thus, the fair gives visitors a glimpse of the culture of the region. In addition, there is a lot of dancing and singing which is an integral part of Rajasthani culture.

Events and Functions in Nagaur

- **Nagaur Cattle Fair**

The Nagaur fair or the cattle fair of Rajasthan is held in the month of January-February every year. The fair, which goes for eight days, is the second largest cattle fair in India, and boasts of the trading of about 70,000 bullocks, camels and horses every year. Nagaur, where the fair is organised, is one of the most charming towns in Rajasthan.

- **Sufi Festival**

Almost every year, a world class Sufi festival is organised here. In February 2013, a World Sufi Spirit Festival is going to be held in Nagaur and Jodhpur. Some of the main attractions of this function are:

Darbar Morchand Party with Wang Li

Deba Ritual – Mayotte (Sufi rituals by the Indian Ocean)

Fareed Ayyaz Party (The art of qawali)

The Musician of Nile (Rababah and gypsy songs)

Mehardeen Khan Langa (The art of the flute in Rajasthan)

Mtendi Mauldi Ensemble - Zanzibar (Sufi rituals by the Indian Ocean)

Prem Sanyas - The light of Asia (live orchestral screening)

Tanourah Sufi Dance – Egypt (The Tanourah Dance)

Nearby tourist destinations

Khimsar Fort and Sand Dunes Villages (42 km)

Mundiyad Ganesh Mandir (25 km)

Sant Likhmi Das Mandir (7 km, Amarpura)

Veer Teja Ji Mandir (14 km)

Hanumanji ka Mandir (Hanuman Baag) (1 km)

Dhaggi Mata Mandir (42 km)

Amar Singh Circle (1 km)

Karni Mata Mandir (1 km)

Tarkeen Dargah

Phalvardhika Mata Mandir (11 km)

Meera Bai Temple

Connectivity:

- **By air:** Nagaur can be reached from Jaipur Airport which lies at a distance of 293 km, while Jodhpur Airport is 135 km away.
- **By rail:** Jaipur is the convenient rail head from Nagaur from where excellent connections are available to major destinations in India. Some important train connections are - Ranakpur Express from Bikaner to Ratanagarh via Nagaur.
- **By road:** Rajasthan Roadways connects the place to every corner of the state, while chauffeur-driven air-conditioned cars can be hired for local sight seeing. Jodhpur, at a distance of 135 km, is the nearest by road.

Distances from major cities:

Name of the city	Distance (in km)
Bikaner	156
Jodhpur	101
Ajmer	197
Jaisalmer	287
Jaipur	285
Delhi	499

Availability of Infrastructure:

Two major roads, National Highway-65 and NH-89, intersect through the city, resulting in its organic growth. The main and the old city is concentrated around the Fort which is congested near Gandhi Chawk. Transportation includes cars, auto rickshaws and two wheelers. Some of the significant points related to the existing infrastructure in the town are:

Rail and road connectivity with major cities like Jaipur, Jodhpur, Bikaner, Ajmer and Fatehpur.

Though it is not functioning currently, the presence of the airport in the town itself shows the importance of Nagaur Fort.

The initiatives and encouragement of the organisation associated with the fort has resulted in tourist flow to

Socio Economic Impact of the Heritage Hotel:

Direct:

The people associated with the hotel reside in the villages nearby. Their average income is approximately between Rs.4,000 to Rs.6,000 per month. Thus, since the number of workers is around 40–50, it clearly indicates that more than 40 families directly benefit by being employed by the hotel. In addition to this, all the raw materials like vegetables, fruits, and grains are procured from the local markets and villages.

Procurement of the Jal Bhagirathi Yojana scheme for the city;

Creation of Amar Udyan near the fort;

Implementaion of training sessions for employees in order to increase their efficiency and improve the services and hospitality of the Fort Hotel.

Indirect:

Since the whole city has grown around the Fort, the major commercial activities are dominant along State Highway 19 near Gandhi Chowk, which is just in front of the main eastern entrance of the Fort. This has resulted in direct benefit for all the shops around the chowk as well as along the road. The presence of the Fort has given the city national and international recognition. The flow of tourists from all around world benefits the economy of the local market.

World-wide recognition of the town.

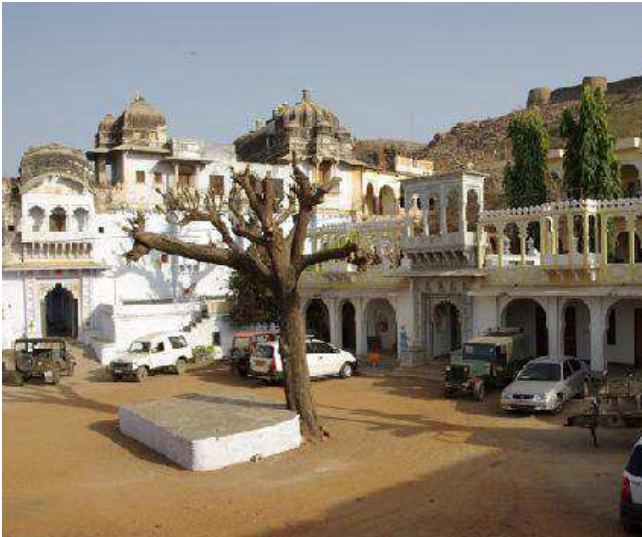
Availability of various modes of transport within the city as well as improved connectivity with the neighbouring towns of Jodhpur, Bikaner, Jaipur, Ajmer, Jaisalmer etc., by rail and by road.

Tourists from all over the world visit the city. This exposure and interaction creates awareness for the villagers, which in turn, leads to an improved standard of living for the local people.

Though the villages around the fort are not directly impacted, yet the villagers are aware about the value of heritage monuments in their town as most of them have their general stores near the fort and are thus associated with market activities.

Villagers are trained to escort tourists. Tourism provides an opportunity to the local communities to exhibit their cultural events.

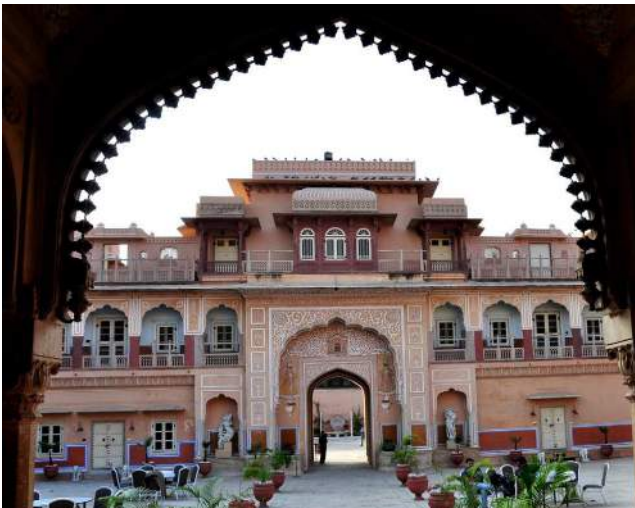
Creation of the tourism circuit: Jodhpur-Bikaner-Jaisalmer-Nagaur.



Bassi Fort



Bijapur Palace



Chomu Palace



Narayan Palace

Photo Inventory: Rajasthan



Singhasan Haveli



Sand Dune Village, Khimsar

Location: Khimsar, Nagaur

Name of the Hotel: Khimsar Fort

Name of the owner: Welcome Heritage Group

Property Description:

Khimsar Fort, which has been awarded the “National Grand Heritage Award for Excellence” by the Department of Tourism, India, is situated in the middle of the Thar Desert. The Fort is 42 km away from Nagaur on National Highway No. 65, in the direction of the town of Jodhpur. According to local history, the Mughal emperor Aurangzeb used to stay here. This historical 500 year old fort has now been turned into a hotel with modern facilities. Khimsar town is also famous for its 25 small temples. Among other popular tourist attractions is the rare sight of black deer roaming in herds.



History:

Founded in the early 16th century, the Karamsot Rathore dynasty has a long lineage of capable rulers who fought hard battles but “lived with grace and dignity”. The founder of Jodhpur, Rao Karamsiji was the eighth son of Rao Jodhaji. He established his kingdom between the kingdoms of his brothers - the Maharajas of Jodhpur and Bikaner. The construction of the fort commenced in 1523 A.D. amidst other majestic forts and palaces.

Unique Feature of The Hotel:

Each thatched hut is spacious and comfortable. Local material, mirror work, handicrafts, rustic iron, and wood furniture have been used to create a unique ambience consisting of independent courtyards, open-air showers and double decker huts.

The Fort, spread over eleven acres of sprawling lawns, orchards and open courtyards is well preserved. Visitors can swim, sunbathe or laze around the swimming pool which is set amidst the turrets, ruins and stables of the Fort.

The Fort has 19 Standard Rooms and 19 Preferred Rooms, 29 Superior Rooms and 16 luxury huts with royal facilities in Sand Dunes Village. The royal garage has an impressive collection of vintage cars.

Camel Safaris and desert adventure at the Sand Dunes village nearby.

Located near the intersection of National Highway 65 and Major District Road 37B connecting the neighbouring towns of Nagaur, Jodhpur, Khajwana, Bikaner and Phalodi.

Salient Feature of Rural Heritage Tourism and Revenue:

People from European countries are interested in the historical aspects of monuments and their heritage. Tourists are mainly from France, Germany, Spain, Italy, Holland, Denmark, Switzerland, America, Belgium, Australia, Russia etc. Usually, delegates, teams or groups of visitors come under special package tours booked through agents.

Many agents and promoters are associated with the heritage hotels.

There is a discount of 10-20 per cent on the room tariff for trips arranged by agents. The usual discount in season is 10 per cent, while during off season, hotels offer up to 30 per cent discount on their tariff rates.

Occupancy in hotels varies from season to season. Discussions with hotel managers reveal that the average annual flow is around 4,000 – 5,000 tourists. In season, tourist movement about 70 per cent while in the off season, it reduces to around 30 per cent.

The number of employees varies in proportion to the annual tourist flow and the trend of occupancy. Accordingly, in season, it is around 70 per cent while in the off season, it is 30 per cent. The average manpower of the Fort hotel is around 80 (according to figures given by the manager) and their monthly wages vary from Rs.2,000 to Rs.10,000.

Since location of the Fort comes under the Cancer line which results in hot climate during summer so the sea-son usually starts from July to April with an annual occupancy rate of 30-40 percent.

Major Tourist Destinations:

Nagaur Fort:

Built in the 10th century, it is larger than the Mehrangarh Fort of Jodhpur. Recipient of the UNESCO international award for restoration, Nagaur Fort is 40 km away from Khimsar.

Osian

Beautifully restored Jain temples belonging to the 8th century, 62 km by road.

Nila Moti Trust

A handicraft institute established and run by Mrs. Monica Matter from Switzerland for the upliftment of rural women. The products are sold exclusively in Khimsar Fort.

Wildlife Tours

The Panchla Black Buck Safari takes tourists 16 km by open jeep to see herds of black buck, Chinkara and blue bull antelope. Kheenchan, 120 km away, offers the rare sight of thousands of Demoiselle cranes which migrate from southern Europe and north Asia between October and March.

Jeep or camel safaris into the village or sand dunes nearby.

Religious Sites

There are various temples and dargahs which are visited by hundreds of visitors. Some of the important ones are: Hanumanji Temple at Salasar, Karni Mata Temple at Deshnoke, Brahma Temple at Pushkar, Ramdevra, Jain and Mataji Temples at Osian, Tarkistan Dargah at Nagaur, Charbhuj Temple at Merta.

Connectivity:

- **By air:** Nagaur can be reached from Jaipur Airport which is at a distance of 293 km, while Jodhpur Airport is at a distance of 135 km
- **By rail:** Nagaur Station is the nearest railway station, around 42 km from the fort
- **By road:** Khimsar town is located on National Highway 65 which connects Fatehpur with Jodhpur via Nagaur by road

Availability of Infrastructure:

Khimsar Fort is located on Major District Road 37B, which connects State Highway 63 from Khajwana to State Highway 61 (east to west) and intersects National Highway 65 from Nagaur District Headquarters (from the north-east). Khimsar is a small town and the Fort is situated to the south of the town. The town has its own pattern of organic growth along the major district road.

Narrow concrete roads along the commercial corridor of the town near the Fort.

The old essence of the city is struggling to keep up and be compatible with the required infrastructure development in order to support the tourism due to the presence of the Fort.

No bus stand within the town premises. Buses are available from the intersection of NH 65 and Major District Road 37B, which is one km away from the Fort.

Socio Economic Impact of the Heritage Hotel:

The restoration of the Fort as a heritage hotel, its historical value, the royal hospitality it extends and the other facilities it provides has given it global recognition. Khimsar Hotel has given exposure to the local art and culture of the villages and local tourist destinations, resulting in their social and economic development. Some of the adjoining villages are Mespura, Aakhla, Bhado ki Rani and Jala ki Rani which are within four to five km radius of the Fort.

Direct:

- Around 80 per cent of the total workforce in the hotel is recruited from the town and adjoining villages. The average monthly wages range from Rs.2,000 – Rs.5,000, which clearly indicates that around 50-60 families are supported by the hotel.
- The Nila Moti Trust has been created to enhance the earning potential of women so that they are able to contribute to the economy. The trust provides opportunities such as stitching and weaving etc., for the welfare of the women in the town.
- Total expenditure of around Rs.20 lakhs for the renovation of the two secondary schools has been incomplete.
- Construction of seven bus stops cost approximately Rs.10 lakhs.
- Excavation of two ponds in Sand Dunes Villages cost Rs.15 lakhs.

Indirect:

- Due to worldwide recognition, the flow of foreign tourists is higher as compared to domestic tourists. Higher revenue is generated by providing various means of leisure, entertainment and other hospitality features like folk dances, cultural events and art and craft exhibitions.
- Additional revenue is generated by the local market from the supply of vegetables, fruit, grains, grocery and other general items etc.
- Excavation of ponds to create an ecosystem for aquaculture has been beneficial for the survival of wildlife near the villages.
- Utilization of barren unused land and using it to generate revenue by creating Sand Dunes Villages is also encouraging tourism in the area.
- Improving the standard of living of villagers to attract a greater flow of foreign tourists and giving them the opportunity to see and learn about life and culture of rural India.

Location: Jaisalmer

Name of the Hotel: Mandir Palace

Name of the owner: Dr. Jitendra Singh

Property Description:

The palace is centrally located in the heart of the city. From the terrace of the palace, one can get a clear vision of Jaisalmer Fort. It is also in close proximity to the other important sightseeing places in Jaisalmer, which makes it convenient for tourists. Due its prime location, it affords proximity to various modes of transport within a three km radius of the palace. The railway station and the airport are 2.5 km away, while the bus stand is at a distance of one km. The palace was awarded a Quality Control Award by the Welcome Heritage Group in 2012 and the Trip Advisory Site has rated it as the No. 1 Heritage Hotel in Rajasthan.



History:

Over two centuries ago, the foundation stone of Mandir Palace was laid by Maharawal Moolrajji when the temples of Shri Ram and Shri Girdhariji were built along with the palace complex around the temples. He and his successors subsequently made several additions to this magnificent palace.

Jawahir Vilas, which is the latest and the most beautiful portion of Mandir Palace, was built by Maharawal Jawahir Singhji in the beginning of the twentieth century. Mandir Palace is well-known for its fine stone carvings. Its architecture is Indo- Saracenic, which is a blend of the Rajput style and Islamic patterns that had been carried to Jaisalmer when the caravans came in from Afghanistan and Persia.

Unique Feature of The Hotel:

The palace has 20 Deluxe Rooms, four Golden Suites (dating back to 1770 and 1850 with sand stone interiors), two Surya Mahal Suites (dating back to 1914, with private balconies) and one swimming pool with royal facilities.

An in-house museum exhibiting kitchen-ware and weapons, in addition to other equipment used by the rulers of Jaisalmer.

Well-known for its fine stone carvings, its architecture is Indo- Saracenic, a blend of Rajput style and Islamic patterns carried to Jaisalmer by caravans all the way from Afghanistan and Persia.

Baadal Vilas, a unique tower like structure at Mandir Palace, is the tallest structure below the hill-top city fort, which reminds us of the immense historical importance attached to both the Palace as well as the city of Jaisalmer.

It has skilled, well educated and well trained staff from the disciplines of management and hospitality, recruited from the local and the national level.

Salient Feature of Rural Heritage Tourism and Revenue:

Tourists come in mainly from France, Germany, Italy, Australia and America. Now even people from other countries like South Africa, Japan etc., are showing their interest in heritage and historical values. Domestic tourists are mainly from Gujarat, Maharashtra, West Bengal, Madhya Pradesh, Tamil Nadu, Karnataka, Assam.

The average annual tourist flow in the hotel is around 2,000-3,000 while the annual occupancy rate is 30-40 per cent, out of which, 70 per cent of the total number comes in season and the balance 30 per cent comes in the off-season (April-September)

For maintenance and renovation, the total investment made is around Rs.2 crores while for the training sessions of employees (to improve their skills and efficiency), an annual investment of Rs.1 to 2 lakhs is usually made.

Hotel tariff is revised each year and raised by 20-30 per cent.

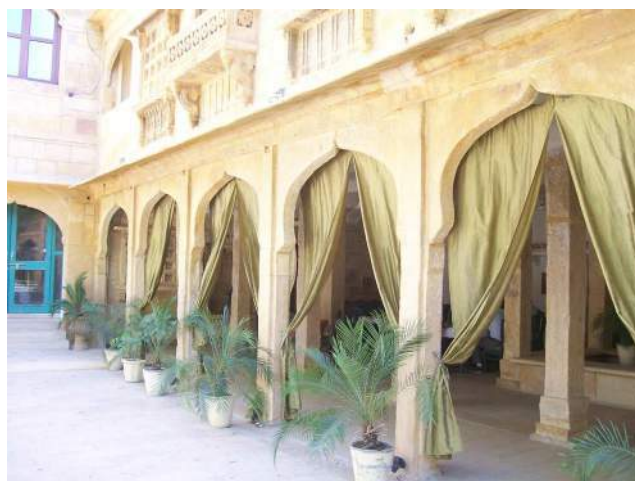
Location: Jaisalmer

Name of the Hotel: Narayan Palace

Name of the owner:

Property Description:

The palace is centrally located, adjoining the premises of Jaisalmer Fort. Narayan Niwas Palace, the only classified heritage hotel in the heart of the golden city of Jaisalmer, stands tall as the “Flagship” of the hospitality industry. This nineteenth century ancestral property was restored and converted into a hotel in 1982. Its golden sandstone structures and intricate carvings are a tribute to the talent of the master craftsmen of the bygone era.



History:

Established in 1980 by Maharaj Mahendra Singh Bhati, Narayan Niwas Palace is an architectural masterpiece in yellow sandstone boasting of intricate craftsmanship and exquisite beauty. This hotel is a fine combination of luxury and old world charm.

Born in 1949 in the Royal family of Jaisalmer, Maharaj Mahendra Singhji pursued his vision of developing the beautiful town of Jaisalmer as an attractive tourist destination. He converted his residence Jaisal Castle, situated inside the Golden Fort of Jaisalmer, into the first hotel in the town.

Unique Feature of The Hotel:

First heritage hotel in Jaisalmer to encourage the hospitality business. The management has taken many initiatives to improve and develop tourism in the city.

In order to maintain an authentic historical ambience, certain rooms are not provided with modern facilities like television, DVD players etc.

The palace has a big courtyard and magnificent interiors with period furniture and services to create an ambience of the royal era.

Contemporary equipment and modern facilities to provide comfortable stay for guests.

Air channels inside the walls of the villas maintain the temperature of the rooms.

Indoor swimming pool with a well maintained garden outside.

Terrace restaurant which is a perfect place for a panoramic view of the fort as well as of the whole city.

The palace uses a non-conventional source of energy like solar panels which are attached to water tanks on the roof to heat water.

Well educated and well trained staff, including students and interns from various hotel management colleges.

Salient Feature of Rural Heritage Tourism and Revenue:

Tourists are mainly from France, Germany, Italy, Australia and America. Now people from other countries like Israel, China, Korea and Japan are also showing keen interest in heritage and historical places. Domestic tourists are mainly from Delhi, Maharashtra, West Bengal, Gujarat, Haryana and Karnataka.

Average annual tourist flow to the hotel is around 4,000 – 5,000 visitors. The annual occupancy rate is 20-25 per cent, of which 70 per cent of the total comes in season and the balance 30 per cent comes during the off-season (April-September).

Total investment for maintenance and renovation, thus far, is around Rs.7-8 crores while Rs.25 lakh approximately has already been invested for the training sessions of employees (to improve their skills and efficiency).

Major Tourist Destinations:

Sam and Khuri Sand Dunes Villages (45 km)

Camel and jeep safaris in the dunes.

Shri Mohangarh Fort (65 km): The youngest Fort of India situated near the Indira Gandhi Canal, famous because Hindi films like Sarfarosh and Tashan were shot there.

Fortress of Hadda (25 km): Situated between Jaisalmer and Mohangarh Fort, it falls into the category of a fortress and not a fort because of its small size.

Desert National Park (65 km): Along Ramgarh Road near Mokal village.

In Jaisalmer :

Jaisalmer Fort and its temples

Patwon ki Haveli

Nathmal ki Haveli

Salim Singh ki Haveli

Gadisar Lake

Tazia Tower

Connectivity:

Jaisalmer is the last city in the western part of the Rajasthan near the Pakistan border. All major cities or towns towards the eastern side like Jodhpur and Ajmer are connected via Pokhran and Barmer by NH 114 and NH 15 respectively towards the south-east of the town, then directly connected with Nagaur via Phalodi by NH 114 and SH 19 towards the east and with Bikaner via Phalodi through the National Highway towards the north-east of the city.

By air: The domestic airport is three km away from the city centre.

By rail: The railway station 0.5 km away from the city centre.

By road: The main bus stand, which is near the intersection of Gadisar Road and Mohangarh Road, is at a distance of one km.

Distances from major cities:

Name of the city	Distance (in km)
Bikaner	331
Jodhpur	271
Ajmer	491
Jaipur	571
Delhi	779

Availability of Infrastructure:

Jaisalmer is the part of Desert Tourist Circuit in the state. Jodhpur is the major entry point for the circuit, especially for tourists coming from Udaipur.

Jaisalmer is directly connected with some of the main cities in Rajasthan like Jodhpur, Bikaner, Sri Ganga Nagar etc., by all three modes of transportation. Some of the important roads are MDR 53, Ram Ganganagar Road, Mohangarh Road and National Highway 15.

The old city within the fort is not well planned or laid out and has very narrow streets. Moreover, it lacks important signage by which visitors may identify or be directed to interesting points within the fort.

The drainage system in the city is in a poor condition with most of the drains still open.

As per the census of 1991, the main employment is provided by transport services, with trade and commerce contributing around 24 per cent to the total work force in the town. Around eight per cent is employed in industry. This clearly indicates that the tourism based segment supports the economic infrastructure of the town.

Socio Economic Impact of the Heritage Hotel:

Since Jaisalmer is very small town which has a high historical importance but low productivity in terms of resources and economy. It is completely dependent on the revenue generated through tourism. The historical importance of the town and the presence of various tourist destinations have an indirect impact on the economy and society. The inflow of the tourists from around the globe results in an impact on various sectors like entrepreneurship, market potentiality, financial and educational institutions, health and physical infrastructure.

Direct:

Discussions with managers of both the hotels reveal that they have not taken any action to improve the infrastructure facilities or any action for community welfare though it is in process.

Around 35 people are employed in Narayan Niwas while the manpower in Mandir Palace is around 80, clearly indicating the impact on at least 100 families in the adjoining villages.

Indirect:

Due to extreme climatic conditions and limited sources of employment, artisans are encouraged to set up small scale industries in order to gain from the tourist flow to the town.

Revenue earned by performing folk dances, songs and other cultural events.

The percentage of the market profitability has improved, as the main market has grown around the fort and hotels. The retail market of consumer products has grown because of the flow of tourists.

Various financial institutions like Thar Anchalik Gramin Bank, Jaisalmer Central Co-operative Bank and Jaisalmer Bhoomi Vikas Co-operative Bank, along with 44 national banks have been set up.

Being recognised as one of the important tourist destinations has given an opportunity to people to learn about and adopt the positive aspects of various cultures around the globe. It has also lead to a strong belief in improving the education and health sectors of this town.

Location: Mandawa

Name of the Hotel: Castle Mandawa

Name of the owner: Thakur Kesri Singh

Property Description:

The Castle is located in the Shekhawati region, along State Highway 41, connecting the two nearest towns of Jhunjhunu and Fatehpur. Like many historic homes, Castle Mandawa, Shekhawati is a curious mixture of the old and the new. Medieval turreted towers and palanquin-roofed balconies blend with modern comforts in old-world rooms. Family portraits, antique canons and arms add to the charm of this family-run resort where tradition still runs strong. Even time is measured by a different clock... a huge brass gong struck by the resident timekeepers at the Fort every hour! The castle won an award at the national level for conservation and preservation.



History:

Established in 1980 by Maharaj Mahendra Singh Bhati, Narayan Niwas Palace is an architectural masterpiece in yellow sandstone boasting of intricate craftsmanship and exquisite beauty. This hotel is a fine combination of luxury and old world charm.

Born in 1949 in the Royal family of Jaisalmer, Maharaj Mahendra Singhji pursued his vision of developing the beautiful town of Jaisalmer as an attractive tourist destination. He converted his residence Jaisal Castle, situated inside the Golden Fort of Jaisalmer, into the first hotel in the town.

Unique Feature of The Hotel:

One of the biggest hotels in town which has conserved the royal and original splendour of the fort, while being equipped with modern facilities at the same time.

The Fort, with a painted arched gateway adorned with Lord Krishna and his cows, is the most prominent monument in the town.

Built in a medieval style, Mandawa castle is adorned with beautiful frescoes. The palace rooms are decorated with paintings of Lord Krishna, intricate carvings and exquisite mirror work.

The Durbar Hall in the Palace houses a number of antiques and paintings.

The hotel has 82 rooms with 35 Deluxe Rooms, 35 Standard Rooms and 12 Suites equipped with modern facilities in addition to a verandah, a bar, conference facilities and an ayurvedic centre.

No two rooms are alike, one room offers antique murals, another has a marble fountain while the turret room boasts walls that are seven feet thick.

The hotel also organises camel and horse rides, jeep safaris, gala dinners, puppet shows and folk dances, traditional welcome with tilak and garlands, theme weddings, turret dinners and a heritage walk of Mandawa.

Well designed interiors with wall paintings, antique furniture and a swimming pool with yoga and spa facilities, lush green lawn adding to the royalty of the castle.

The interiors of Mandawa Fort are influenced by Seesh Mahal of Amber Fort, with exquisite mirror work on the walls and the ceiling. The Durbar Hall is a grand section of the Fort.

Salient Feature of Rural Heritage Tourism and Revenue:

Most of the foreign tourists come from France, Germany, Spain, and Italy as well as from Britain, USA and Australia. The usual trend of flow of domestic tourists is from Delhi, Gujarat, Maharashtra and West Bengal.

Annual flow of tourists is around 3,000 – 4,000 visitors with 30-40 per cent room occupancy rate.

The hotel has completed many projects for the welfare of society. Around Rs.2 to Rs.3 lakhs are spent every year for infrastructure improvements.

Location: Mandawa

Name of the Hotel: Heritage Mandwa

Name of the owner: Mr. Madhusudan Kheman and Mr. Arvind Parikh

Property Description:

The hotel is located at the south-east of the town which is situated at the centre of five cities: Churu in the north, Fatehpur in the south-west, Jhunjhunu in the north-east and Lakshmangarh and Sikar in the south. The hotel is constructed in an area of around 3,000 sq. yards. The building has two floors, the ground floor and the first floor. It has large rooms, divided into categories of suites, deluxe rooms and standard rooms.



History:

This haveli was built by the Poddars at the turn of the 19th century. It was purchased from them in 1996 and in 2000. It was converted into a hotel after renovating it, keeping in mind the ethnicity of the structure. In 2005, a few more rooms were added and currently, it has 30 rooms.

Unique Feature of The Hotel:

The hotel has 30 rooms, well equipped with necessary facilities and services, with grounds for camping and show arrangements.

The decor of these rooms has been created in Rajasthani style and is steeped in history.

Various programmes including folk music and dance, camel/jeep safari, horse riding etc., are organised for the entertainment of the guests.

It has a library cum book store with a large inventory of Indian history books.

The hotel walls are adorned with miniature paintings depicting romantic couples or incidents from Indian history.

The main attraction of the palace is the Sheesh Mahal where the walls and the ceiling are decorated with hundreds of tiny mirrors and paintings.

Salient Feature of Rural Heritage Tourism and Revenue:

People from European countries are keenly interested in the history and heritage of a place.

Tourists are mainly from France, Germany, Spain and Italy as well as from Australia and New Zealand. Domestic tourists are mainly from Maharashtra, Gujarat and West Bengal.

The annual flow of tourists is 2000 with about 20 per cent of the rooms occupied annually. Out of the tourists, 30 per cent come in the off season (April-September) while the rest come during peak season.

Many agents and promoters are associated with heritage hotels. Usually delegates, teams or groups of visitors come under certain packages through agents.

In this hotel, a 10 per cent discount is given to agents who bring tourists. Throughout the year, the usual discount offered to guests is around 20 per cent.

Since 1996, Rs. 20-30 lakhs have been invested for the maintenance of the hotel.

Almost every year, the hotel invests around Rs.10 lakhs on training and capacity improvement of the employees.

Location: Mandawa

Name of the Hotel: Madawa Haveli

Name of the owner: Mr. Dinesh Dhawai

Property Description:

Mandawa Haveli is located in the centre of the town near the prominent Sonthaliya gate in the Shekhawati region. The haveli has been restored to its original majesty and is equipped to welcome visitors from India and abroad for a comfortable stay. Mandawa haveli has got an Excellence Award through the reviews of Trip Advisory site portal.



History:

The mystic magic of the post-medieval era comes alive in the frescoed and painted havelis of Shekhawati, Rajasthan. Built in the 18th century by a Marwari jeweller for his family, the haveli is an architectural jewel with its fresco paintings in shades of blue. The inner courtyard walls portray legends of Lord Krishna's life. The jeweller believed in Lord Krishna, so the rooms are named after the various names of Krishna.

Unique Feature of The Hotel:

Mandawa Haveli is a piece of architectural marvel, the first frescoed haveli en-route to the old town. Named after the different names given to Lord Krishna, its rooms are decorated with legendary paintings which enhance the majestic look of the haveli and provide an experience reminiscent of a bygone era, especially for overseas visitors. The spacious rooms offer a climate controlled comfortable stay for guests. There are 26 well appointed rooms with intricately carved wooden beds, a swimming pool and a beautiful dining hall overlooking one of the terraces.

The hotel welcomes its guests with the traditional tilak and garlands and makes special arrangements for gala evenings with folk dances, music and puppet shows. Visitors are offered Rajasthani lunches and dinners and sightseeing trips are organised to Mahinsar Fort, Fatehpur Haveli and to some of the villages nearby.

Salient Feature of Rural Heritage Tourism and Revenue:

More than 90 per cent of the tourists come from abroad, especially from European countries like France, Italy, Spain, Germany and Holland and also from Australia, , USA and Japan. Domestic tourists are mainly from Delhi and Gujarat.

The annual flow of tourists is around 1,500 – 2,000, out of which 30 per cent come during the off season, the rest of the tourists visiting during peak season. Hence, the annual occupancy rate of the hotel rooms is 18-20 per cent.

The hotel has invested around Rs.50 lakhs for conservation and maintenance till now, while Rs.3-4 lakhs have been invested per year on the training sessions of the hotel workers to improve their services.

The wages of the 13-15 employees vary between Rs. 2,000 - Rs.5,000 per month.

Location: Mandawa

Name of the Hotel: Hotel Shekhawati

Name of the owner: Smt. Vimla Devi

Property Description:

A hundred year old two storey luxury hotel built by Mandawa rulers, Hotel Shekhawati is located within the town, near Mukundgarh Road.



History:

This old haveli, built by Mandawa rulers for their musician's family, has now been converted into a hotel. It is well constructed and decorated with Rajasthani frescoes from the last century.

Unique Feature of The Hotel:

The outer walls are covered with brightly coloured murals in the traditional Shekhawati style. The rooms are decorated with colourful wall paintings depicting scenes from the life of a typical noble family of the area.

It has 30 rooms equipped with modern amenities.

The main attraction of the hotel is the roof top restaurant and the open courtyard which is used for cultural events.

There are facilities for out-door camping and tours to the nearest destinations.

Salient Feature of Rural Heritage Tourism and Revenue:

The foreign tourists come from France, Spain, Germany, Italy, Taiwan, Korea and Malaysia while the domestic tourists are mainly from Maharashtra, Delhi, Gujarat and West Bengal.

The average annual flow of tourists is around 1,000 – 2,000 visitors, the average trend of room occupancy being 15-20 per cent.

Approximately, one crore of rupees has been spent on renovation, conservation and maintainence of the haveli.

Around seven to eight people are currently working in the haveli. The number employed by the hotel varies as per the requirement or flow of tourists.

Location: Mandawa

Name of the Hotel: Singhasan Haveli

Name of the owner: Mr. Pratap Singh

Property Description:

Located on the main Fatehpur Road in Mandawa, a place made famous by its havelis. In this part of Rajasthan, havelis indicated the social and financial status of the Marwari merchants.



History:

Built in the 18th century, Singhasan Haveli, formerly known as Goenka Haveli, belonged to a Marwari merchant who had been awarded the title of Rai Bahadur. It is a traditional haveli with exquisite painted frescoes on its walls, ceilings and courtyard.

Unique Feature of The Hotel:

Two of the three storeys, built around the inner courtyard, have jharokas, galleries and painted walls.

The design of the traditional architecture equips the building to give it the benefits of seasonal climatic conditions and brave the harsh summer heat.

The walls of the haveli are painted in the traditional style depicting the royal lives of the rulers of that era.

The main charm of the haveli is the central big open courtyard and the chhajjas and jharokhas which are unique to the architecture of Rajasthan.

Frescos in all shades of earthen colours on the courtyard and the walls portray mythological and local legends, hunting scenes, portraits and drawings of everyday life.

Equipped with four suites, a decorated memorial hall and 41 rooms, the haveli offers warm hospitality and luxurious comfort to its visitors from India and abroad.

Salient Feature of Rural Heritage Tourism and Revenue:

Foreign tourists come mainly from France, Germany, Italy, Spain and USA while the domestic tourist flow is mainly from West Bengal, Gujarat, Delhi and Maharashtra.

The annual tourist flow is 2,000 – 3,000 visitors with an annual occupancy rate of 15-20 per cent.

Of the total number of tourists, 70-80 per cent of them visit the place during peak season months.

The hotel offers a tariff rebate of 20 per cent to the agents but if tourists directly get in touch with them, the hotel then gives a 30-35 per cent discount.

The annual investment on the training of the employees is around Rs.25,000 – Rs.30,000. There are about 12-15 employees on the pay roll, though the number varies according to the tourist flow.

Location: Mandawa

Name of the Hotel: Chobdar Haveli

Name of the owner: Mr. Amit Chobdar

Property Description:

Chobdar Haveli, one of the finest examples of unique haveli architecture of the Shekhawati region, is located next to famous historical tourist spots. The pristine white colour of the haveli contrasts with the sandstone yellow of the other buildings. A traditional Rajasthani method (aala geela) has been used to give a glass finish to the walls on which the original floral patterns have been restored.

Guests are received in the first of the two courtyards in the haveli. Steps lead to a large, metal studded doorway which opens into the main and private courtyard enclosed by tibaris or three arches and is used traditionally by the family. There is a large sitting room and veranda on one side and a little lawn bordered by flower beds on the other. Staircases lead up to the first floor bedrooms and terraces.



History:

A classical example of a haveli in the Shekhawati region, Hotel Chobdar Haveli was built by the “Saha” Marwari merchant family in the late 19th century.

Unique Feature of The Hotel:

The haveli is in pristine white, a pleasing contrast to the sandstone yellow of the buildings around.

It is built in the unique style of the Shekhawati region.

The walls are carefully burnished by agate, a traditional Rajasthani method to give a glass like finish.

The exquisite design and craftsmanship of the fittings and furniture have been created by the well known designer, sculptor and artist Mr. Ram Ratan Sharma. Beautiful Rajasthani objects d’ art complete the beauty of the rooms.

The old-world ambience has been painstakingly and lovingly restored. Each room of the haveli contains original furnishing and fixtures. The specially designed and handcrafted accessories create a distinctive mood for each room.

Salient Feature of Rural Heritage Tourism and Revenue:

At present, the haveli has suites, two double rooms and two single rooms. Construction is taking place, at the end of which it will have a total of 12 rooms re-created in the same regal style but with modern amenities.

Tourists from France, Italy, Spain, Switzerland, Germany, Russia, Japan, Australia and USA visit the hotel and the domestic tourist flow is mainly from Delhi and Maharashtra.

Since it was started only recently in 2008 as a hotel, the annual flow of tourists is very low, which is around 400-500 with an occupancy rate of 15 per cent.

The tariff has increased by 30 per cent after revision.

The hotel has invested more than Rs.5 lakhs for social welfare through charity programmes.

Major Tourist Destinations:

Mandawa town was one of the thikanas of the Bhojraj ji clan of Shekhawat in the mid 18th century. Thus, like other towns of Shekhawati, it is rich by the presence of many havelis and palaces. Every street and house in this region is painted with colourful frescoes which makes it the “largest open art gallery of Rajathan”.

Some of the important tourist spots and destinations that may be seen from here are mentioned below:

Shivmandir (Fatehpur stand) (6 -7 km)

Desert Sunset (1-2 km)

Bawadi Alina Joda (1-2 km) Teej Festival is held here every year

Step Wells and Temples, Jhunjhunu (20 km)

Manesar and Bikhensar Villages (4-5 km): Tourists come here to see the lives of villagers and their livelihood (handicrafts, clay modelling, cultural events etc.,)

Fatehpur Haveli (30 km)

Mahinsar Fort (20-25 km)

Dundlod Fort (20 km) near Mukundgarh

In Mandawa Town:

Chowkhani Haveli

Goenka Haveli

Saraf Haveli

Gulabrai Ladiya Haveli

Raghunath Temple

Connectivity:

Though the town is rich in heritage and has important historical monuments, yet unfortunately, it has very poor connectivity with other cities. Mandawa is directly connected with the district head quarters of Jhunjhunu and Fatehpur by State Highway 41. Jaipur is 198 km away by National Highway 65 via Sikar and Fatehpur.

By air: Jaipur Airport is 198 km away from the town.

By rail: The railway station is 15 km away in Mukundgarh.

By road: The bus stand is near Goentra Chawk, within the town.

Distances from major cities:

Name of the city	Distance (in km)
Churu	80.1
Bikaner	189
Hisar	164
Jodhpur	351
Jaipur	183
Delhi	258

Availability of Infrastructure:

Mandawa is a part of the Shekhawati Tourist Circuit in the state, which covers Sikar, Jhunjhunu, Udaipurwati, Fatehpur, Mandawa, Nawalgarh, Harsha and Khatu Shyamji.

The town has many havelis and kothis belonging to rich Marwari merchants.

Roads within the town are very narrow and congested.

Poor development and maintenance of existing infrastructure, probably because of the uneven topography of the town.

Lack of transport makes it difficult to reach Mandawa. Buses are available mainly from Fatehpur, Jhunjhunu or Bisau.

The settlements seem isolated.

Villagers are totally dependent on cultivation.

The economic structure is strong. The town was developed by rich merchants in the early 19th century and the havelis in the town were owned by them and their successors.

High density of built up area, the town seems condensed within one km radius.

Socio Economic Impact of the Heritage Hotel:

The town has an ancient and rich background and it is known for its fort and havelis. Mandawa was made a thikana by the Bhojrajji clan of Shekhawat Rajputs. Some of the palaces and havelis have been converted into the heritage hotels, resulting in the town receiving global recognition. This, in turn, has led to the awareness of conserving and preserving the heritage monuments and other properties.

Direct:

In all, the six heritage hotels in the town have employed many people from the town and nearby villages. More than 100 employees have been recruited from the village nearby or from the town itself; this clearly indicates that 100 families are dependent on the hotels for their livelihood.

Castle Mandawa has discharged its corporate social responsibility by taking up projects in the town like construction of roads, parks, pavements along the road, bus stops etc.

Hotel Chobdar Haveli has constructed rooms in temples, constructed gaushalas (centre for homeless or unwanted cattle), taken up renovation of schools apart from supporting many charitable programmes for the social welfare of the villages nearby.

Trips arranged for tourists to adjoining villages to show them a traditional way of life, the way villagers earn their livelihood and organisation of cultural events lead to income generation for villagers.

Castle Mandawa has a showroom to display and sell handlooms, handicrafts and other local items prepared by local artisans.

Indirect:

Revenue earned by performing folk dances, songs and other cultural events.

Market profitability is increased and the retail market for consumer products is definitely impacted due to tourism.

Being recognised as a tourist destination leads to exposure which gives the local people an opportunity to learn about a different way of life and other cultures, which in turn, leads to improvement in education and health facilities for the people.

Potential for development of the tourism circuit in the Shekhawati region.

Tourism gives an opportunity to tour and travel agents, raw material suppliers, local merchants etc., to earn a better livelihood

Location: Jhujhunu

Name of the Hotel: Dundlod Fort

Name of the owner: Mr. Raghavendra Singh Dundlod

Property Description:

Dundlod was a thikana of the Shekhawat rulers. The village of Dundlod lies in the heart of the Shekhawati region. Dundlod Fort, a blend of Rajput and Mughal art and architecture, was built by Keshari Singh, the fifth son of Sardul Singh in 1750 A.D. and the present Dundlod family are his descendents. The Diwan-e-khas (hall for private audience) has stained glass windows, fine antiques and an impressive library. The zenana quarters are on the first floor featuring exquisite decor and furniture. The Fort has been converted into a heritage hotel offering a comfortable stay to visitors.



History:

The fort was built in 1750 by Keshari Singh, the fifth and youngest son of a Rajput ruler Sardul Singh. Further additions were made in the early 19th century by his descendant Sheo Singh.

Unique Feature of The Hotel:

Dundlod Fort is a blend of the Rajputana and Mughal schools of art and architecture.

The motifs of flowers and foliage on the Fort walls, its minarets, mythological paintings, antiquated furniture, wall hangings of arrows and shields have remained unchanged till today.

At Dundlod Fort, special horse, camel and jeep safaris are arranged. Visitors also go sightseeing on camel back.

The Diwan Khana, built in Mughal architectural style, is furnished with Louis the XIV furniture. It has a magnificent library, with a rich collection of rare books on Indian history.

Rasila Camp provides a range of adventurous events like horse safaris and visits to Ballabgarh Fort. Visitors stay in royal tents with modern facilities.

The Bhagirath Mal Goenka Haveli is a fine example of mirror work on the windows of the upper walls of the inner courtyard. Notable are delicately preserved paintings, mostly in round frames.

Salient Feature of Rural Heritage Tourism and Revenue:

The thikana of Dundlod had its own risala (cavalry) of 200 horses till 1920. This is because of the present Thakur Lt. Col. Raghuvir Singhji's close association of with the tradition of horsemanship. He has had the honour of being cavalry officer with the Jaipur Lancers, Rajendra Hazari Guards, Kachawa Horse, Gwalior Lancers and the 61st Cavalry of the integrated Indian Army.

Foreign tourists are mainly from Europe, USA and UK while domestic tourists are from Gujarat, Maharashtra, Delhi and West Bengal.

A total of 12 people are working in the Fort though the number may vary during season.

The average wages given to the employees range between Rs. 3,000 – Rs.4,000.

The Fort hotel has invested for the renovation and construction of the schools and given donations to improve the infrastructure in the nearby villages like Sakhu, Dundlod, Baleria etc.

The hotel has invested around Rs. 2 Crores for the renovation of the fort.

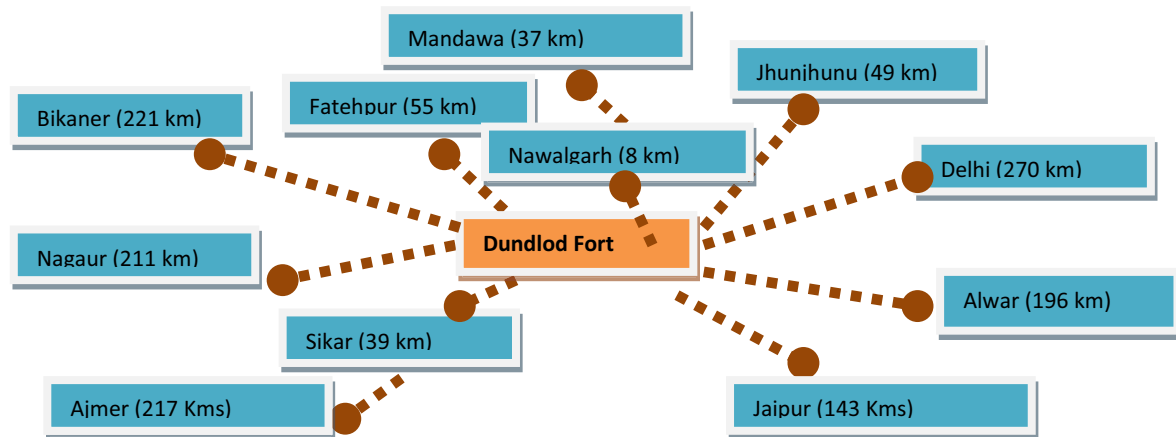
crores for the conservation and preservation of the Fort and to improve the skills and efficiency of the people working in the fort.

Major Tourist Destinations:

Visit to Shekhawati Heritage: Dundlod, Mandawa, Mehansar, Alisar, Badalgarh, Nawalgarh, Lohargal, Pachar.

Goenka Haveli, Goenka Chhatris, Shiv Mandir are within the premises and transportation facilities are available in the Fort.

Connectivity:



Availability of Infrastructure:

The Fort is located in a rural area with poor connectivity. Nawalgarh is the nearest town from where one can get access to the fort.

The presence of this heritage monument has been responsible for the development and establishment of infrastructure in some of the villages around the Fort like Dundlod, Sakhu and Baleria.

The condition of the interior roads is far from satisfactory. Apart from this, maintenance of the local destinations is not up to the mark.

Socio Economic Impact of the Heritage Hotel:

Direct:

The 12-15 people employed in the Fort are mainly recruited from the adjoining villages, which is one way of supporting rural income.

There is a strong bond with the villagers based on a longstanding relationship between the local people and the ancestors of the owners of the Fort. This leads the management to conduct and support many social welfare activities for the local people.

Investment has been made for the construction and renovation of educational institutions and other religious places.

Indirect:

Local culture and traditional skill sets receive encouragement in order to fulfill tourism demands for local hand crafted items and entertainment in the form of folk dances, music etc.

Supplies to the Fort from the local market provides the required impetus for a higher production of raw materials like vegetables, fruits etc.

Exposure over a period of time to foreign tourists visiting villages to get a first hand experience of rural India educates the villagers, while making them aware of cultural differences. This exposure leads to improvement of the standard of living in rural areas.

Location: Luni, Jodhpur

Name of the Hotel: Fort Hotel Chanwa

Name of the owner: Mr. K. D. Singh

Property Description:

The Fort is located in Chanwa village at a distance of 30 km from Jodhpur.



History:

Fort Chanwa was built by Kaviraj Muraridanji in 1894 in the hamlet of Chanwa. After his death, however, it went back to the state as he had no male successor. In 1948 it was granted in jagir to Maharaj Dalip Singh, the youngest son of Maharaj Umaid Singh, who was the direct descendent of Rao Jodha - ruler and founder of Jodhpur in the 15th century. Over time and without maintenance, the fortress fell into neglect and decay. In 1992, inspired by the success of other forts and palaces in Rajasthan being run as heritage hotels, Maharaj Dalip Singh decided to get the “fortified haveli” restored to its original grandeur and run it in the best tradition of heritage hotels.

Unique Feature of The Hotel:

Carved in the famous red sandstone of Jodhpur, Chanwa Fort is a masterpiece of Indian architecture. It has beautifully designed courtyards, towers, waterwheels, passages to secret pavilions set in a place that is verdant-green, peaceful, secluded and beautiful. An old haveli adds to the experience of the heritage hotel.

With its ornately carved lattice work friezes and intricate jharokas, it captures the romance and grace of a bygone age.

From the roof top, the Fort affords a panoramic view of the village below and the Thar Desert in the horizon beyond.

Guests are looked after in the finest royal tradition while they enjoy modern amenities and facilities. Some of attractions provided are the golf ground, swimming pool, gift and handicraft shops and camel/horse riding and village safari.

Salient Feature of Rural Heritage Tourism and Revenue:

Fort Chanwa has 55 rooms out of which there are 24 Standard rooms and 31 Deluxe rooms with modern amenities.

The tourist flow is mostly from European countries, with an annual flow of 4,000 – 4,500 visitors, the annual occupancy trend of rooms being 30-40 per cent.

Camel/horse riding, desert safaris and visits to Jodhpur are main attractions included in the package provided to tourists resulting in generation of the revenue for the hotel.

The hotel tariff has been revised three times in the last five years, with an annual increase of 10-15 per cent.

Major Tourist Destinations:

Bhidri Temple
Jodhpur (22 km)
Bhavan Palace

Connectivity:

Fort Chanwa, Luni is situated to the south of the city of Jodhpur, connected by the rail and road routes. The arterial roads NH 65 towards Jodhpur and SH 68 pass through it, connecting Ajmer and Barmer. The town of Luni has a bus stand and a railway station.

Distances from major cities:

Name of the city	Distance (in km)
Udaipur	300
Jaisalmer	300
Mt. Abu	220
Jaipur	350
Delhi	612

Availability of Infrastructure:

The proximity between Luni and the city of Jodhpur, one of the important cities of Rajasthan, is only 22 km, resulting in a better transport system in the town.

The seasonal river flowing along the town is an important resource which may be considered for watershed management.

The railway line passes centrally through the town which provides easy access to both sides of the town. However, the internal roads are narrow and congested, restricting traffic movement within the town.

Socio Economic Impact of the Heritage Hotel:**Direct:**

Revenue earned by folk dances, musical performances and other cultural events for tourists.

The proportion of market profitability has increased as the main market around the Fort has grown. The retail market of consumer products has become developed because of tourism.

Tourism also provides encouragement to artisans in the village to pursue their ancestral profession of fashioning metal, clay or wood into intricate forms and sell them as handicraft.

The Fort has developed gardens and parks around it which has had a positive influence on the environment.

Availability of various modes of transport within the city and improved connectivity with neighbouring towns like Jodhpur, Bikaner, Jaipur, Ajmer, Jaisalmer etc., by rail and road enhances the prospects of tourism, trade and commerce.

Indirect:

International recognition of the town because of tourism.

The Fort has implemented many training sessions for its employees to give them greater exposure, help them improve their efficiency as well as the services and hospitality of the hotel.

Location: Jaipur

Name of the Hotel: Chomu Palace

Name of the owner:

Property Description:

Chomu Palace is a grand heritage hotel at Chomu, a small Rajasthani village. It is 33 km from Jaipur on the Sikar Highway (NH-11), at about 270 km from Delhi. Designed according to the Indian philosophies of Vastushastra and Shilpashastra, it is a 300 year old palace hotel and one of the popular tourist attractions in Rajasthan.



History:

Chomugadh was built with a five metres thick fortified wall to shelter military chiefs and their armies. It is historically significant because it took more than 100 years to be built and was finally completed during the reign of Mohan Singhji in 1714. Govind Singhji converted the fort into a palace between 1863 and 1901. The main Darbar Hall in the fort was built by Thakur Devi Singhji during 1901 and again in 1937. Chomugadh is an exceptional example of Rajasthani art and architecture.

Unique Feature of The Hotel:

Chomugadh is a three storeyed structure with a lot of open chawks (courtyards), baradaries (pavilions) and chandnies (semi-covered terraces) which revive the gracious lifestyles of the princes of Rajasthan and the heritage of India.

It was built according to the Vastusashtra and Shilpshashtra philosophies.

The palace has 58 Deluxe Heritage Rooms, Suites and Maharani Suites with antique furniture, marble bathrooms and modern amenities.

Apart from this, it has rich infrastructure like the main courtyard, poolside, the Darbar Hall and the Sheesh Mahal which have been turned into lounges, bars, banquets halls and restaurants for guests while its royal historic essence being retained.

The palace has many services and facilities like traditional handicrafts, a gift bazaar, travel desk for ticketing and cultural excursions, henna painting and reading etc.

There is also a foundry in the fort which was established by Krishna Singhji in 1816.

Salient Feature of Rural Heritage Tourism and Revenue:

Out of the tourists, 90 per cent are foreign visitors while the rest are domestic tourists mainly from Maharashtra, Gujarat, West Bengal and Delhi.

The annual average flow is around 500 – 1,000 visitors from around the globe with an annual occupancy trend of 20-30 percent.

Recruitment is mainly from rural areas with 10 per cent skilled people being hired from the cities nearby. The total manpower of the palace is around 30, working at average wages of Rs.3,000 per month.

The palace management has invested Rs.2 lakhs every year for training sessions of workers in order to improve their skills for better hospitality services.

The average tariff of the rooms is around Rs.8500/-

Location: Samode, Chomu

Name of the Hotel: Samode Palace

Name of the owner: Mr. R.K. and K.V. Singh

Property Description:

Samode Palace, built of sandstone, is a fusion of Rajasthani and Mughal art and architecture. It is located amidst the hills of Aravalli Range in north western India. It has two more heritage properties, namely, Samode Haveli and Samode Bagh. It is 40 km to the north of the city of Jaipur.



History:

Samode, according to the Rajputana Gazetteer of 1879, was a large and flourishing town governed by the Zamindars of Samode. Samode Palace is located near Samode Village on the outskirts of Shekhawat. It was built in the 16th century as a Rajput fort, but in the early 19th century, under the nobleman Rawal Berisal, it was converted from a fort into an exquisitely designed palace in Rajasthani and Muslim architectural style. During the middle of the 19th century, Rawal Sheo Singh, descendent of Rawal Berisal, further expanded the palace by adding the extravagantly florid and hand painted Darbar Hall and the Sheesh Mahal or the hall of mirrors. In 1987, it was converted into the heritage Samode Palace Hotel.

Unique Feature of The Hotel:

A splendid example of regal Indo-Saracenic architecture, the Palace combines the best of Rajasthani and Mughal styles.

It has mural lined walls, a marble swimming pool, royal suites and deluxe rooms.

The Palace boasts of bougainvillea covered courtyards connected by quaint narrow staircases and lounges adorned by arches, mirror work on walls and exquisitely painted walls and ceilings.

Salient Feature of Rural Heritage Tourism and Revenue:

Tourists are mostly from European countries with an annual flow of 800 – 1,000 visitors, with annual occupancy rate of 30-40 per cent.

The hotel tariff has been revised three times in the last five years at an increase of 10-15 per cent every year.

The Palace has a total strength of 79 workers, out of which 45 per cent are from the nearby rural areas. The average monthly wage is between Rs.3000 – Rs.5000.

The investment in the last three years for capacity building of the employees is around Rs.5 lakhs per annum.

In the last five years, investments to the tune of Rs.63 lakhs have been made for renovation and conservation of the Palace.

The other two properties of Samode Haveli and Samode Bagh add to the generation of revenue.

Major Tourist Destinations:

Jaipur (40 km)

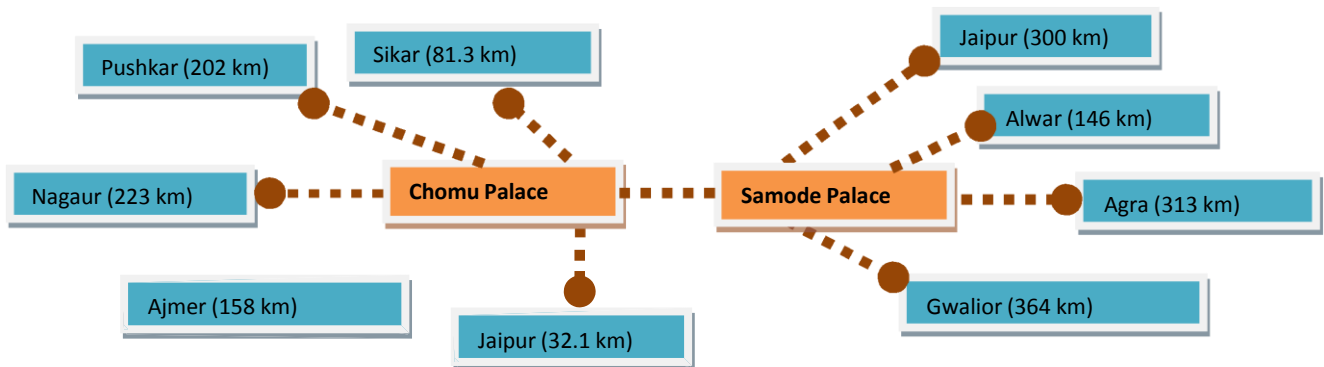
Samode hills in the Aravalli range and Samode Village

Samode Haveli and Samode Bagh

The picturesque and unique Samode Safari Lodge at the Bandhavgarh National Park.

Connectivity:

Chomu and Samode are connected by State Highway 37. The nearest railway station is at Chomu and the nearest airport is at Jaipur.



Availability of Infrastructure:

- Samode Palace is located in Chomugarh near Jaipur. The nearest airport is at Jaipur which is 44 km away while Delhi International Airport is at a distance of 234 km.
- Chomu Palace is along Sikar road from Jaipur while Samode is along State Highway 37 towards the East of Chomu.
- Samode Palace is a little isolated from the settlement with one road to access it, while Chomu Palace is located at the heart of the city with two railway stations.
- Samode village grown organically along the SH-37 and developed due to the presence of Samode Palace, which has received global recognition for the settlement and for its local art and crafts.

Socio Economic Impact of the Heritage Hotel:

Direct:

- The Samode Palace management has implemented many programmes for the development of rural society.
- They have invested on the improvement of the infrastructure of the local schools and provided means for primary health facilities.
- Investments have been made on the renovation and construction of many religious places within the premises.
- Most of the workers in the Palace are recruited from Jaipur and the villages nearby. They are given training sessions to improve their skills, especially in hospitality management.
- The management of Chomu Palace has given donations for many noble causes like free eye check up camps and for the renovation and construction of infrastructure in the village schools.
- The manpower in Samode Palace is around 90 and in Chomu Palace it is 30. As 90 per cent of the recruitment is done from the local villages, the contribution of the palaces to improve the economy of the society is significant.

Indirect:

- Tourist traffic in the town encourages the local market to flourish as there is a demand for handicrafts made by local artisans. This, in turn, generates development in all respects.
- Both Samode Palace and Chomu Palace fall in the Jaipur tourist circuit, so visitors who come with package tours, generally include both these Palaces as they are historically significant places to visit.
- Market profitability is enhanced as the main market area has grown around the Palace. The retail market for consumer products is impacted positively by tourism.
- Both places have been recognized as important tourist destinations. The inflow of tourists, both foreign and domestic, provides exposure to the local people about various cultures. It also leads to the betterment of the education and health sectors.

Location: Sardargarh

Name of the Hotel: Sardargarh Heritage Hotel

Name of the owner: Mr. Mahipal Singh

Property Description:

Sardargarh, an ancient fort in Rajsamand, Rajasthan has been turned into a heritage hotel. One of the magnificent forts of Rajasthan, spread over 300,000 sq. ft. amidst the Aravalli mountains and deep forests of Chuppun, it is situated 65 km from Kumbalgarh and 94 km north of Udaipur.



History:

Sardar Singh, one of the most powerful Dodiya, built the fort for military reasons, between 1738 and 1743. Dodiya were one of the ancient Kshatriya clans in India. A small number of the Dodiya migrated to Mewar from Gujarat, accompanying the Rajmata of Mewar as an escort. The Dodiya proved their valour in various battles in the service of Mewar, including the Battle of Haldighati and were rewarded with the jagir of Sardargarh (earlier called Laava). Sardar Singh's family emblem was the rising sun and a sword with "Work is thy duty, reward is not thy concern" inscribed beneath.

Unique Feature of The Hotel:

The Durbar Hall, Moti Mahal, Zenana Mahal, Hawa Mahal etc., within the Fort premises are beautiful specimens of Rajasthani and Mughal architecture. The Fort has vast open areas, beautiful gardens, bathing areas, an underground passage system.

Rooms are named after the queens in Sardar Singh's family and decorated in the favourite colour of the queen who resided in it.

It has 21 rooms with heritage antique décor and modern amenities to provide for a comfortable and luxurious stay, with facilities like ayurvedic massages, cooking classes, yoga and a swimming pool.

Other attractions include horse and camel rides within the fort and trekking expeditions, night wild life safari, an adventurous ride by train into the Aravallis through old tunnels from the time of the British Raj.

Village excursion for first hand experience of rural life.

Excursion to Banjara Village.

Salient Feature of Rural Heritage Tourism and Revenue:

Around 90 per cent of the tourists are from Europe while about 10 per cent are domestic tourists.

The license fee for the bar is steep at Rs.3,00,000 per annum, with the tax structure remaining the same, whether for 10 rooms or 100. The service tax has been raised to 6.18% from 5.15%.

The Fort employs 25 people, out of which 10 are women.

The average salary of a woman worker is around Rs.2,000 – Rs.2,500 per month while for male employees, it is Rs.4,000 – Rs.5,000.

Out of the reservations done by agents and promoters, 90 per cent are from European countries, while the rest are domestic tourists from states like Gujarat, Delhi and Maharashtra.

The occupancy rate is almost zero from April to September while the annual rate is around 20-25 per cent.

Major Tourist Destinations:

Chittorgarh – 100 km

Desuri Forest Reserve - 50 km

Eklingji Temple - 75 km

Kumbhalgarh – 65 km

Mainal Waterfalls (200 ft. high)

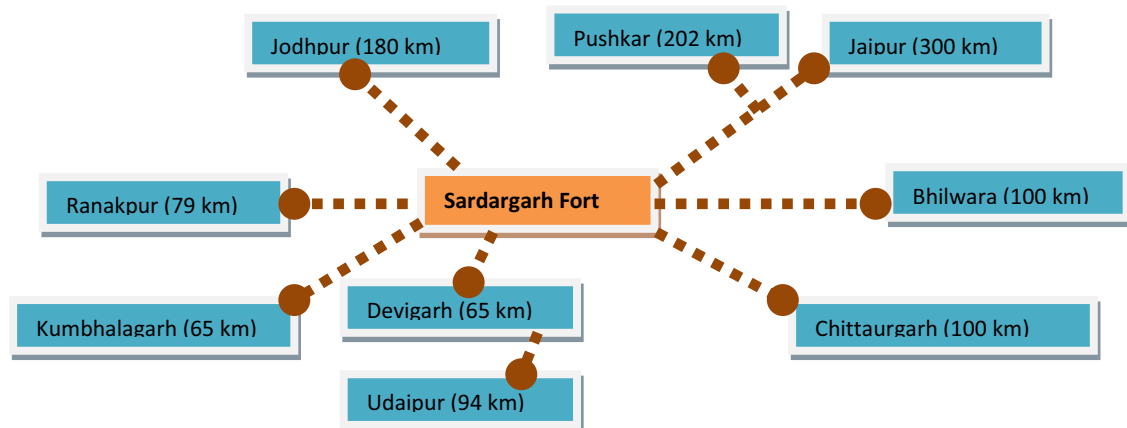
Nathwara Temple - 45 km

Ranakpur Jain Temple - 79 km

Udaipur – 90 km

Connectivity:

The nearest airport is at Udaipur (94 km), railway and bus facilities are available from the village. It falls under the tourism circuit of Deogarh.



Availability of Infrastructure:

The fort is well connected with major cities like Udaipur, Ajmer and Jaipur via Rajasmand through SH-8 and SH-56.

The interior roads are in a poor condition.

Local tour operators are not available. The arrangement is provided by the hotel or from Udaipur.

Socio Economic Impact of the Heritage Hotel:

Direct:

The hotel has recruited around 25 persons, mainly from the adjoining villages. Out of these, 10 women have been employed as an initiative for the welfare of women.

The hotel has taken initiative for implementing solid waste management and other sanitation programmes.

Foreign tourists give funds for stationery material for students in local schools.

The hotel provides training sessions to employees to improve their skills and provide better services in hospitality.

Indirect:

Improvement in the standard of living of employees working in the Fort Hotel.

Revenue generated in local markets because of tourism.

Encouragement of local entertainment, arts and crafts.

Visitors, especially foreigners, are exposed to difficulties faced by villagers because of insufficient infrastructure. As a result, many of them contribute or take initiative to improve the existing poor conditions.

There is a greater degree of awareness in the local people resulting in an improved standard of living.

Social upliftment because of exposure to visitors and interactions with them over a period of time.

Location: Bijapur

Name of the Hotel: Castle Bijapur

Name of the owner: Mr. Devendra Singh

Property Description:

Built in the 16th century by Maharana Pratap's younger brother, Rao Shakti Singhji, Castle Bijapur is situated in district Chittorgarh, next to a wildlife sanctuary. The fort has now been converted into a beautiful heritage hotel and is being run by the present Rao Saheb Narendra Singhji and the royal family. Situated along the Major District Road (MDR 20) on a plateau in the serene Vindhyaachal ranges and surrounded by hills, it overlooks the farmlands in the valley.



History:

Built in the 16th century by Maharana Pratap's younger brother Rao Shakti Singhji (descendent of the great Rajput warrior Shakti Singh), the strategically built Castle Bijapur has witnessed many fierce battles fought against the Marathas and the Moghuls.

Unique Feature of The Hotel:

A blend of Mughal and Colonial architectural styles, Castle Bijapur offers six Royal Suites and 16 spacious, well furnished and elegantly appointed rooms well equipped and with modern amenities. The location of the castle provides a magnificent panoramic view of the settlements around it. The main attractions in the hotel include local tribal folk songs and dances in the evening, Sight seeing trips to the Lotus Lake and boating, excursions to the surrounding countryside and villages. Trekking, camping in the Vindhyaachal hills, facilities of horse, camel and jeep safari. Sight seeing trips to the city which features majestic forts, palaces and beautiful lakes. The wildlife sanctuary is home to wild animals such as leopards, wild boar, blue bulls, reptiles, monkeys and deer.

Salient Feature of Rural Heritage Tourism and Revenue:

Known for its historical importance and glorious history, Chittorgarh is a major tourist destination in Rajasthan and is visited by a large number of tourists every year.

Most of the tourists come from European countries. The annual flow of tourists is 4,000-5,000 with an annual occupancy rate of 30-40 per cent.

The Castle has invested around Rs.96 lakhs in the last five years for the welfare of the local people by setting up many schools and giving donations for school infrastructure like computer laboratories, play grounds, yoga classes etc.

The hotel has manpower of 10 employees at present, which may increase during the season. The average monthly wages range between Rs.3,000 to Rs.5,000. Most of the employees are recruited from villages nearby like Daulatpuriya and Rajpuriya.

Sometimes, foreign visitors come here to have a royal wedding in an exotic Indian setting.

Major Tourist Destinations:

Village Safari (15 km)

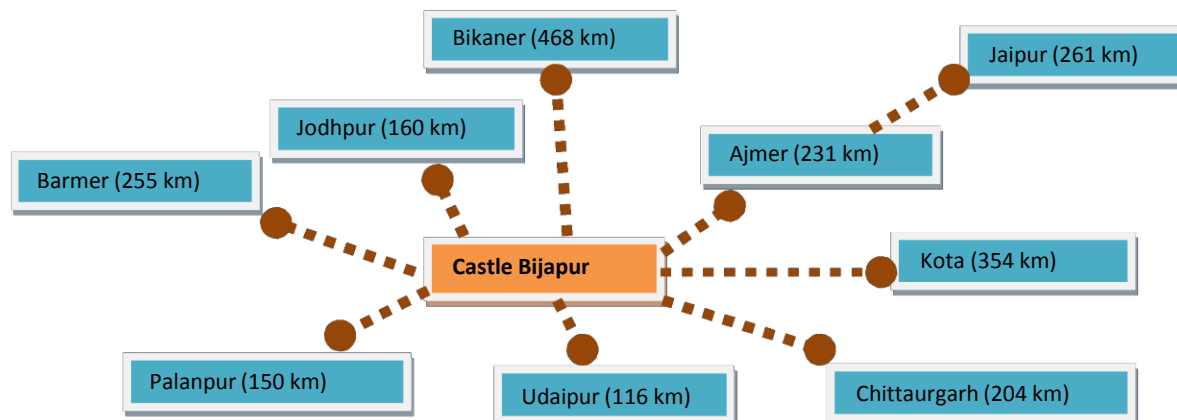
Pangarh Fort (25 km)

Lotus Lake

Excursion to Wildlife Sanctuary (20 km)

Connectivity:

One can reach Castle Bijapur by air, train and bus. The nearest airport is Dabok Airport, Udaipur. The nearest railway station is 40 km away while the nearest bus stand is at Chittorgarh, at a distance of 40 km from the Castle. Ahmedabad in Gujarat is at a distance of 303 km, Indore is 502 km while Delhi is 628 km away from the town.



Availability of Infrastructure:

- Castle Bijapur is well connected by air, rail and road. However, the roads in the interior are in a poor condition.
- Major District Road-20 passes along the town connecting Bassi and Nimbahera.
- The castle is located in the valleys of Aravali with a very small dense settlement around it with plenty of cultivated lands.

Socio Economic Impact of the Heritage Hotel:

Direct:

- The recruitment increases in season but the average strength is 10 persons at an average salary of Rs.3,000 – Rs.4,000 per month.
- Almost all workers are recruited from the adjoining villages.
- The management of the hotel has supported development of school playgrounds and renovation of the Sr. High School at Bijapur.
- Provision of yoga classes in schools with donations to provide for computer laboratory facilities. Cycles given to VIII standard students in schools.
- Plantations and other investments in adjoining villages to improve infrastructure.

Indirect:

- Revenue generation in the supporting businesses of local tourist destinations.
- Growth and development of local markets around the fort that survive on tourist traffic - both foreign and domestic.
- The town seems isolated from other towns and its survival depends mainly upon on its primary activities. With the Castle being run as a heritage hotel, it has received global recognition, which in turn, is responsible for generation of income.
- The proportion of the market profitability has increased, as the main market area around the fort and hotels has grown, while the retail market of consumer products is more robust due to the flow of tourists.

Location: Bassi

Name of the Hotel: Bassi Fort Palace

Name of the owner: Col. Randhir Singh

Property Description:

The majestic 16th century Bassi Fort Palace of Chittorgarh is beautifully set amidst picturesque hills. Known for providing royal luxurious comforts and state of the art facilities, Bassi Fort is also one of the most sought after heritage luxury resorts of Chittorgarh. It has received the India Heritage Hotel award in 2002 for conservation and preservation of the historical monument.



History:

Built in the 16th century by Thakur Jaimal of the Sisodia dynasty, Bassi Fort glorifies the history of the Chundawat clan. Thakur Jaimal was the cousin of Maharana Pratap, the founder of Bassi principality and a great warrior. The Chundawat family comes from a great lineage of warriors who had sacrificed their lives defending Mewar and Chittorgarh Fort. Bassi Fort has witnessed many episodes of sacrifice and heroism. Converted into a heritage hotel, this home of the Mewar nobility still maintains its old charm and grandeur.

Unique Feature of The Hotel:

Bassi Fort Palace offers 16 spacious rooms with jharokhas, constructed in the typical Rajasthani style of architecture. The rooms are well furnished and aesthetically decorated with period furniture. They retain their old world ambience while being equipped with modern amenities.

Royal and Deluxe Suites named Sanga Mahal, Daulat Mahal, Ratan Mahal.

Landscaped multilevel gardens with a waterfall and sprawling lawns.

Well laid out drawing room, dining hall, bar and gardens, terrace, battlements of the Fort.

A hunting lodge (Audhi) on the banks of Bassi Lake.

Rare and sacred tree Kalp Vriksha

Various recreation facilities sightseeing tours, cultural performances for guests.

Village excursion to meet local tribals and participate with them in their daily rituals and dances

Village Ramble to visit the village craftsmen, do sightseeing and shopping.

Arrangements for cultural events like folk dance, music and songs.

Trekking or Hill walking

Salient Feature of Rural Heritage Tourism and Revenue:

The Fort is part of the Welcome Heritage Group, so the bookings are 50 per cent through agents and 50 per cent through the Welcome Group.

The tariff has been revised and increased by 10 per cent.

The annual turnover of the hotel is around Rs.15 -16 lakhs. Revenue generation is mainly from foreign tourist flow which is around 1,000 -1,500 visitors, with an annual room occupancy rate of 25 per cent.

The hotel is a family-run concern and the management of the Fort rests with the extended family of Col. Randhir Singh, who live on the palace premises. This often causes lack of consistency in matters of policy, development programmes as well as availability of facilities.

Major Tourist Destinations:

Bassi village or tribal village tour to see wooden handicrafts like Kavad, Chowki, Palki work

Tour of old religious places, step well, lake

Nehal water fall (60 Kms)

Chittorgarh Fort

Nagri known for Maurya era excavations

Menal "Mini Khajuraho" (60 km) to the east on Bundi Road which is famous for ancient temples, waterfalls and beautiful forests

Bassi Wildlife Sanctuary (5 km)

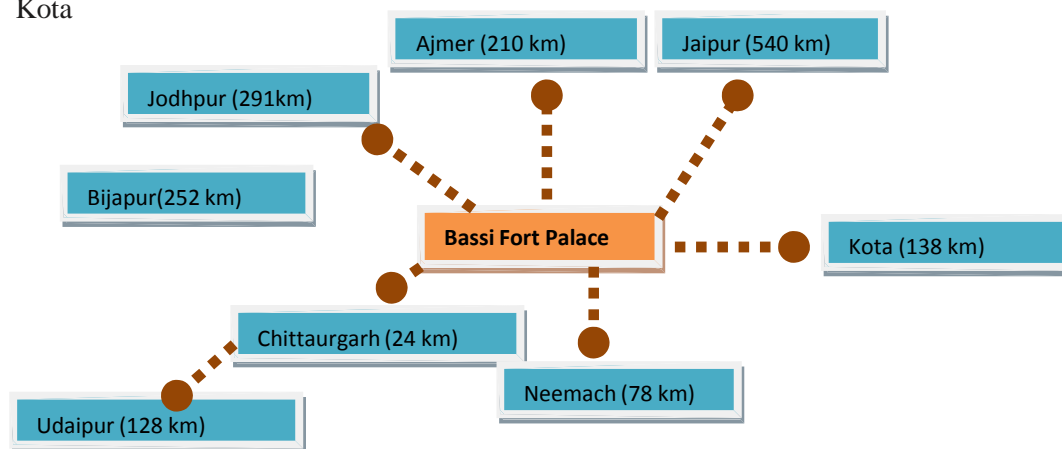
Bassi Dam (6 km) Orai Dam (8 km)

Hill Top Resort and camp overlooking Bassi Lake (6 km)

Connectivity:

Bassi is well connected by air, road and train to important tourist destinations of Rajasthan.

- By air: The nearest airport is at Udaipur which is 120 km away from Bassi Village
- By rail: The nearest railway station is at Chittorgarh (24 km). Bassi Berisal Station (2 km) from the Palace on Kota-Chittorgarh BG line
- By road: Bassi Fort Palace is on National Highway 76 which connects Udaipur, Chittorgarh, Bundi and Kota



Availability of Infrastructure:

- Bassi Fort Palace is 24 km from Chittorgarh on National Highway 76 which connects Udaipur, Chittorgarh, Bundi and Kota.
- To get classified as a heritage hotel, the Fort has executed many infrastructural development initiatives within the fort and added the facilities of a swimming pool and a bar.
- Tour and travel agents are mainly from Chittorgarh or Udaipur. The Fort has its own arrangements for vehicles for safaris and sightseeing visits.

Socio Economic Impact of the Heritage Hotel:

Direct:

- Donations are made for the improvement of infrastructure like furniture, fans, light, note books and books in Educational institutions
- As gram pradhan of Bassi village, Col. Randhir Singh's wife has undertaken many Social projects. She has encouraged the growth of local markets and got lakes, ponds, ghats etc., constructed.

Indirect:

- Tourism has been directly responsible for promoting the local haat, handicraft products and it has led to greater cultural exposure. The encouragement thus received by the artisans has led to improvement of the economic condition of the villagers.
- Tourism has led to greater awareness in foreign visitors about difficulties faced by villagers due to insufficient infrastructure. This has inspired many of them to contribute to or even initiate programmes to improve the existing poor social and economic conditions of the local people.
- Tourism gives greater exposure and causes enhanced awareness in the local people resulting in improvement in the local standard of living, sanitation and education.
- Presence of the Fort hotel has generated a greater scope for the overall development of the settlements around it.

Location: Neemrana

Name of the Hotel: Neemrana Fort Palace

Name of the owner: Neemrana Fort Pvt. Ltd

Property Description:

Built by Raja Dup Raj from 1464 - 1467, Neemrana Fort Palace is among India's oldest heritage resort hotels. It is located on a high hillock, 122 km from Delhi on the Delhi - Jaipur highway in Alwar district. With seven palace wings built over 12 layers tiered into a hill across six acres of garden, Neemrana Fort Palace was turned into a heritage resort in 1986. In 2000, Neemrana won the Intach-Satte award for restoration and tourism for "being the foremost example of how we can pick architectural treasures from the national dustbin and turn them around.... Neemrana has become synonymous with restoration for re-use". In 2004, Neemrana was nominated for the Aga Khan Award.



History:

According to a legend, Neemrana Fort Palace was named after a gallant local chieftain called Nimola Leo. When Nimola Leo suffered defeat at the hands of the Chauhans, he humbly requested that his lost kingdom should be named after him. Neemrana Fort Palace was the third capital of the descendants of Prithviraj Chauhan III, who had fled Delhi in 1192 after he was vanquished in battle by Muhammad Ghori. The proud Chauhans suffered during British rule and their lands were given away to those who appeased the British. In 1947, as the Fort-Palace crumbled into ruins, Raja Rajinder Singh of Neemrana moved to Vijay Bagh. For forty years he tried in vain to rid himself of this liability. Finally, in 1986, the ruins were acquired for restoration and in 1991, Neemrana Fort Palace was opened as a heritage hotel.

Unique Feature of The Hotel:

The Fort is an architectural marvel of Rajasthan.

It has a rich, royal ambience with modern amenities. It has 60 luxurious rooms spread over 10 levels, out of which there are 10 Deluxe Suites and seven Suites.

Two large swimming pools.

Neemrana lifestyle spa with ayurvedic therapy facilities.

Heritage tour of Neemrana Fort.

A 5 km vintage car ride around Neemrana village for three to four residents at a time.

Indoor games like table tennis, pool etc.

Aerial adventure sports at Neemrana. India's first thrilling 5-track aerial zip line tours by Flying Fox between hill forts and ridge tops.

It has conference halls and arrangements for open air conferences especially in winter

Arrangements for marriages.

Rides on camel cart, vintage cars to visit the villages nearby.

Hill climbing, desert (dune) walks

Salient Feature of Rural Heritage Tourism and Revenue:

The industrial hub and setting up of the Japanese zone at Neemrana has added a new dimension to the development of surrounding areas. It has not only created new employment opportunities but has resulted in a higher volume of tourist traffic to the area – both domestic and foreign.

Most of the tourists come from USA, UK and France and Japan. The trend of domestic tourist flow is mainly from Delhi, Rajasthan and Haryana.

Out of the 320 foreigners and 170 domestic guests at the hotel last year, the percentage ratio of men and women guests were 53 and 47 respectively, with an average stay of 2-3 nights.

Around 74 workers are employed at an average monthly wage of Rs.3,000 – Rs.4,000.

Most of the recruitment is done from the adjoining villages.

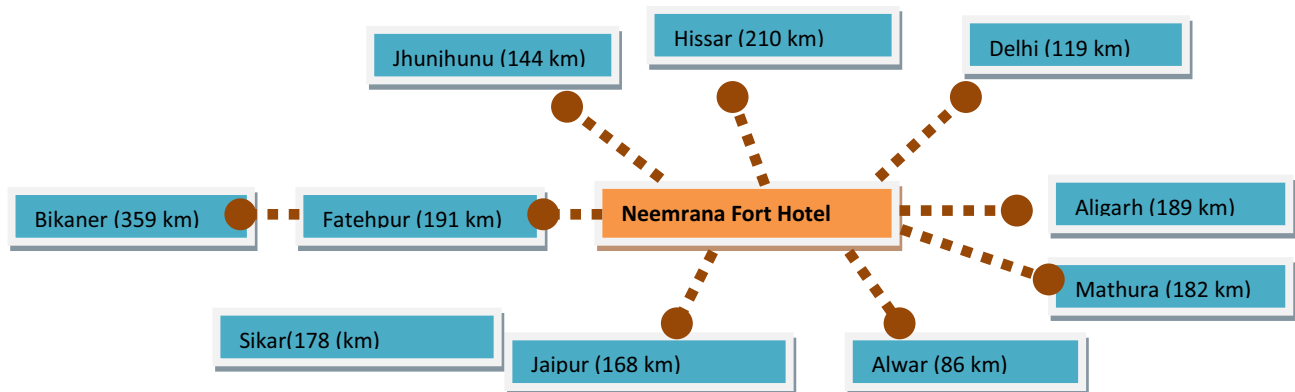
An approximate budget for a foreign tourist would be Rs.89,000 for a trip, inclusive of a stay at Neemrana.

Major Tourist Destinations:

Bawadi
 Silserh Lake (29 km)
 Sariska (37 km)
 Mataji ki nasiyan (1 km)
 11 storey step well with arched ways (baori) – Abhaneri (1 km)
 Kesroli
 Jaipur

Connectivity:

Neemrana Fort Palace is situated on the Delhi Jaipur National Highway 8, at a distance of 122 km from Delhi. It is well connected by road, rail and air.



Availability of Infrastructure:

The Fort is located on the NH 8 which connects the two important cities of Jaipur and Delhi.

Neemrana is a very small place surrounded only by cultivated lands and small villages. The only area that is developed is between the Fort and the road.

Major District Road 78 is a main connecting road through the main villages north-east of Neemrana.

The settlement in the foot hills just below the Fort has very narrow and congested roads; this acts as an impediment in connectivity and easy flow of traffic.

Bus stand in town

The nearest railway station is at Alwar and the nearest airports are at Jaipur and Delhi.

The southern part of the town is more planned as compared to the built up at the foot hills of the fort palace.

Socio Economic Impact of the Heritage Hotel:

Direct:

Recruitment of workers is mainly from local villages.

All the raw materials like vegetables, fruits, milk, ghee etc., come from the adjoining villages, resulting in a better economy for the local residents.

Indirect:

Companies like IMIP Industries, Shiva Herbal Industries, Duraline India Pvt. Ltd., SLR Man Power Projects Pvt. Ltd., have received a boost in their development and growth due to the demand created by the flow of the tourist traffic in this small area.

Encouragement of educational institutions to enhance and develop the quality of local human resources. Exposure to life in villages and difficulties faced by villagers due to insufficient infrastructure has created awareness in foreign visitors resulting in contributions from them and initiatives taken by many of them to improve the existing poor conditions.

Exposure to tourism and foreign visitors creates greater awareness in villagers which leads to an improvement in their standards of hygiene and sanitation, resulting in a better way of life.

Location: Alisar, Jhunjhunu

Name of the Hotel: Hotel Indra Vilas Palace

Name of the owner: Mr. Manroop Singh

Property Description:

Located at a distance of 22 km from Jhunjhunu, Hotel Indra Vilas is the largest haveli in Alisar, a laid back village in Shekhawati, North Rajasthan. The hundred-room haveli was built by Indrachand Kejriwari in a ten-acre compound. It has been restored and re-furnished as a heritage hotel to offer the experience of a bygone era to connoisseurs of art and history. The traditional wall artwork in myriad colors and patterns is simply breathtaking.



History:

About two hundred years ago, when there were no international borders, ancient trade routes from Central Asia through the deserts of Rajasthan to Gujarat flourished. In the 18th century, when the Mughal Empire declined, the area of Shekhawati was taken over by Sardul Singh and Shiv Singh, the descendants of the 15th century warrior Rao Shekhaji. They ousted the Mughal nawabs of Fatehpur and Jhunjhunu. The trading community, the Marwaris, made Shekhawati their home and became the ruling elite. They commissioned artists to paint doorways and arches in the villages initially and later, to paint their homes. The affluent Marwari traders built exquisite havelis (mansions) and painted the exteriors and interiors with portrayals from mythology and folklore.

Times changed and the Marwaris migrated to fresh pastures and established their businesses there. The deserted villages of Rao Shekhaji's Shekhawati were left in the hands of caretaker farmers and artisans who stayed back.

The twin villages of Alisar and Malsisar are named after two sisters, Alsi and Malsi, daughters of a farmer who first settled here. Samrath Singh, the second of the five sons of Sardul Singh settled at Alisar in 1783. The fort he established is neglected and in ruins. The village street is an unending row of deserted mansions richly decorated with paintings which are well preserved. The haveli of Indrachand Kejriwal is the largest of all.

Unique Feature of The Hotel:

Located in a small village named Alisar, it is the largest haveli (mansion) in the Shekhawati region.

The haveli is constructed in the Rajasthani style of architecture with jharokhas and paintings on the walls.

It has 29 Deluxe Double Rooms and Suites in two connected blocks, furnished with period furniture, modern plumbing and electric fixtures.

The upper block served as the family's private quarters. There is a covered walkway and the rooms are located around a central rectangular courtyard. At the entrance, there is a heavy wooden door with decorative brass plates. The door leads to the inner courtyard. The lower block surrounds the pool and opens to the garden where business visitors and guests were entertained.

Swimming pool, Painting tours of the mansion and camel cart rides, Spa and fitness centre

Camel rides to sand dunes.

Visit to neighbouring villages to see Kalbelia or the Joginath community of snake charmers and nomadic tribes.

Salient Feature of Rural Heritage Tourism and Revenue:

Most of the visitors are from Europe, USA and UK, while some are from South Africa and Australia. Domestic tourists are from the Delhi, Maharashtra and Gujarat.

The average annual flow of visitors is 4,00-5,00, with an average occupancy room rate of 10-20 per cent. The minimum tariff of the palace is between Rs. 4,000 up to Rs.10,000 per night.

The hotel has revised its tariff at the rate of 10-15 per cent every year.

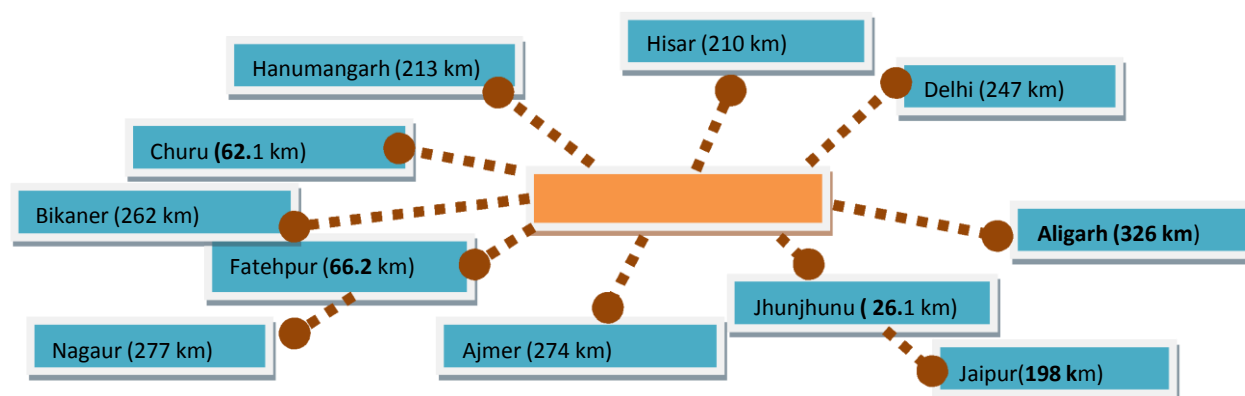
The palace has recruited around 40 people, out of which 25-30 are from the adjoining villages at an average wage that varies between Rs.3,000 – Rs.5,000 per month.

Major Tourist Destinations:

- Village tours
- Tal Chhaper Wildlife Sanctuary (black bucks)
- Shekhawati Festival Area (Jhunjhunu)
- Rani Sati Mata Temple (Jhunjhunu)
- Laxmi Narayan Temple

Connectivity:

- Alsisar is well connected by air, rail and road.
- By air: The nearest airports are at Delhi and Jaipur.
- By rail: The nearest rail connections are from Sadulpur Jn. in Rajgarh and from Jhunjhunu (Bikaner Mail and Shekhawati Expr.)
- By road: Alsisar may be accessed from Delhi (247 km), Jaipur (198 km), Bikaner (262 km) Sadulpur (82 km) and Jhunjhunu (26 km). It is a two hour drive from Jaipur and about three and a half hour drive from Delhi, towards the north-east of Rajasthan



Availability of Infrastructure:

- Alsisar Palace Hotel is located along the Major District Road 97 and is surrounded by the cities of Pilani, Churu, Jhunjhunu and Fatehpur. The internal connecting roads, however, are in a very poor condition.
- The area surrounding the town is very dry and hot. The only green space is near the Rani Sati Temple with a park in the south east of the town.
- The sewerage and drainage system of the town is not adequate at present.

Socio Economic Impact of the Heritage Hotel:

Direct:

- Out of the people directly employed by the hotel, about 90 per cent recruitment is from the adjoining villages
- Like Alsisar, Rampura and Malsisar which clearly indicates that the palace is responsible for the welfare of around 30 families.
- The hotel has supported activities like renovation and construction of schools and temples.
- Organization of cultural events and exhibition of the local handicrafts provide opportunities to exhibit local talent. This exposure encourages talent and enhances traditional skills which further the scope of earnings.

Indirect:

- Tourism promotes exchange of the cultural and social behavior resulting in the upliftment of society.
- Tourism leads to greater exposure for the local inhabitants, increasing their awareness in the fields of education, sanitation and healthcare, leading to improvement in their standard of living.
- Presence of the palace enhances overall development of the settlements around it.
- Promotion of the local haat, hand crafted products, cultural exposure for artisans due to tourism in the village leads to improvement in the economic and social conditions of the villagers.

Location: Ghnaerao, Pali

Name of the Hotel: Ghanerao Royal Palace

Name of the owner:

Property Description:

A 400 year old palace, founded by Gopal Das Rathore in 1606, Ghanerao Royal Castle is now a heritage hotel in the remote picturesque village of Ghanerao in Desuri tehsil, in the district of Pali in Rajasthan.

The castle, an edifice of numerous sandstone havelis, marble citadels and beautiful paintings is managed by the royal family who reside there.



History:

Gopal Das Rathore, a brave Rajput warrior of the Mertia clan founded Ghanerao Jagir (formerly known as Ganora) a princely thikana of 37 villages, in 1606. Ghanerao, which connects the two cities of Udaipur and Jodhpur, is strategically located in one of the passes in the Aravalli range. This tiny village formed a link between the two traditional territorial strongholds of Mewar and Marwar. It has a rich art heritage as painters from the courts of Jodhpur, Mewar and Bikaner settled here.

The hotel is a magnificent marble and red sandstone construction in the style of Rajput architecture and the royal family still resides there.

Unique Feature of The Hotel:

The castle has two Suites, 12 beautiful Double Rooms and two Single Rooms which have quaint, marble jharokas, paintings and chandeliers.

A museum is being developed which will house old elephant houndas and palkis used by the rulers.

The highlight of this castle is the pavilion in the central court and the various musical performances held there. The Castle is built in a typical Rajput style of architecture. The royal Castle of Ghanerao still boasts of numerous sandstone havelis and marble citadels.

The hotel offers a perfect blend of royal Rajasthani tradition and contemporary world-class amenities. The hospitality provided to its guests is immaculate.

In the close vicinity of the Castle, there are engraved cenotaphs of past rulers and warriors.

Attractions include cultural programmes, sightseeing, bullock ride, jeep safari, horse safari, a hiking trail etc.

It caters to the budget traveller with accommodation and food being provided at reasonable rates.

Provision for organising theme weddings.

Salient Feature of Rural Heritage Tourism and Revenue:

Most of the tourists come from European countries like France, Germany, Italy, Holland, Switzerland and Belgium and around 10 per cent are domestic tourists, mainly from Punjab, Chandigarh, Delhi and Gujarat.

The tariff is revised each year and increased by 10-15 percent.

The Castle has another property (hunting lodge) and till now, the management has invested around Rs.30 lakhs for conservation and maintenance. They also invest on the capacity building of workers by conducting workshops and training sessions.

The castle has its shopping arcades displaying and selling local handicrafts. This generates income for the local artisans encouraging them to develop and improve their work.

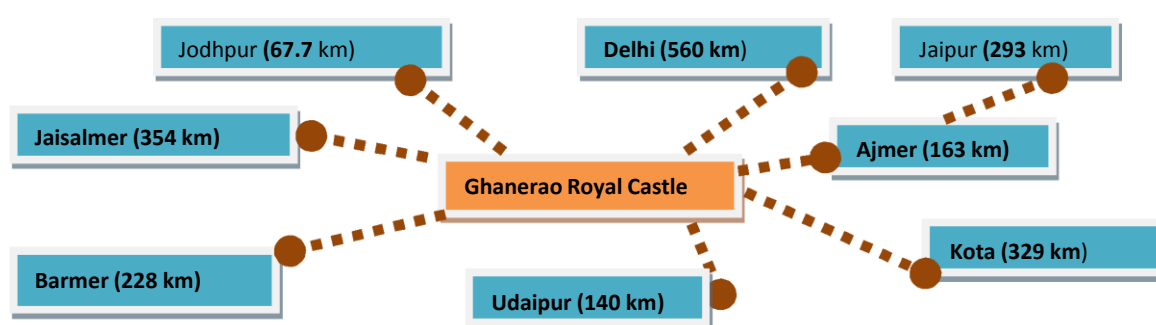
A school of Ghanerao painting still functions in the village employing local artists. The House of Ghanerao has been patron of the unique style of Rajasthani miniature paintings.

A unique close relationship, where they share each other's sorrows and joys, exists between the villagers and the Ghanerao family which is not common in today's day and time. Interaction with the villagers reveals this.

- Giriji ki Dhani math on the outskirts of the village
- Gajanand Temple
- Ghanerao Rawla - red sandstone castle, 400 years old
- Kumbhalgarh Wildlife Sanctuary
- Temples Of Ghanerao
- Ghanerao Jungle Lodge or Bagha Ka Bagh
- Horse safaris, jeep safaris, bullock ride, trekking
- Visit to Jodhpur (driving time 31/2 hours and Udaipur
- Visit to baoris (33 step wells in Ghanerao)
- Sight seeing with local guide to village to see temples, red sandstone havelis, marble chhatris
- Visit to Ranakpur temples, Mount Abu (110 km)

Connectivity:

Ghanerao is located at a distance of 140 km from the city of Udaipur, 35 km from Falna Railway Station and 120 km from Udaipur Airport.



Availability of Infrastructure:

- Pali town is connected by National Highway 27 with Udaipur, by NH 25 with Ajmer and by arterial roads with Jodhpur. It has one railway station at Falna and one bus station within the town premises, the nearest airport is at Jodhpur (120 km) and then at Jaipur.
- Famous for its natural beauty, for black bucks and Chinkaras as well as age old temples, Pali is one of the ideal tourist places in India. The major tourist attractions of Pali are Hatundi Rata Mahabir Temple, the Surya Narayan Temple and also the Ranakpur Jain Temple.
- Mount Abu, the only hill station in Rajasthan and an important Jain pilgrim centre is located near here.

Socio Economic Impact of the Heritage Hotel:

Direct:

- Around 90 per cent of the workers are recruited from the adjoining villages of Bhogunpe, Ghonra, Narlai etc.,
- at an average wage that varies between Rs.3000 –Rs.5000 per month.
- Investments have been made on various projects for the welfare of the society, like setting up of the schools, plantations around the Castle etc.
- Imparting training to workers associated with the castle results in the improvement of skills which helps provide a higher quality of hospitality services.

Indirect:

- Tourism provides an opportunity to generate income in the adjoining villages of Ghanerao, Devinagar, Lula- sevadi, Tilowi etc., as villagers are involved in providing services and local produce.
- Visitors, especially foreigners, are exposed to life in villages and the difficulties faced by villagers due to insufficient
- Infrastructure resulting in contributions and initiatives to improve the existing poor social and economic conditions.
- Tourism also helps in influencing the local people culturally and socially, often resulting in upliftment of the local standard of living.

Location: Bilara, Jodhpur

Name of the Hotel: Fort Khejarla

Name of the owner:

Property Description:

Spread across 14 acres of land in a rural setting, on top of a granite boulders hillock, 400 year old Fort Khejarla is located in the small town of Khejarla near Bilara, 85 km from Jodhpur and well connected by road to all major tourist locations of Rajasthan. Fort Khejarla has been leased by Bhandari Heritage Pvt. Ltd., a subsidiary of Bhandari Exports. After it was restored, a new building was added and the Fort was renovated with contemporary, luxurious facilities and opened as a heritage hotel.



History:

Fort Khejarla was built in 1611 A.D for Thakur Gopaldasji, who was granted jagir of Khejarla by the Rathore rulers of Marwar, for his great achievements in war and defending the frontiers of Marwar against the Mughal rulers of Delhi. Khejarla nobles enjoyed the highest status in the court of Marwar and Khejarla became one of the most important jagirs (fiefdoms) of the state of Marwar. At present, this is the home of Thakur Dalip Singh, and a part of it is now converted into a heritage hotel.

Unique Feature of The Hotel:

The hosts and the royal family reside within the Fort. Some of the staff are descendants of the noblemen who had served the royal family for generations.

The Fort has luxurious suites and rooms with modern facilities including a spa and a gymnasium.

The hotel offers village tours, henna art, camping, rock climbing, yoga and meditation, bird watching, guided jungle walks and many other attractions for guests.

The modern multi-use facility can accommodate events hosting up to 6,500 persons. The property is being commercially developed as a nature resort that would be a perfect get-away from hectic lifestyles to experience Rajasthani hospitality and splendour.

The historic structure has a fairy tale appearance as it blends with the golden tint of the desert and the setting sun.

The red sandstone monument is an outstanding example of the architecture of the Rajputs.

The fort has 40 rooms with 23 Royal Chambers, 11 Regal Rooms and six Suites with traditional old paintings on the walls.

Horse and jeep safaris, Magic show for guests, Because of its picturesque setting, the Fort Hotel is used as backdrop for films, TV serials and commercials.

Venue for customised weddings, Craft bazaar

Rajasthani folk dance, bullock cart ride, camel ride and cycling

Salient Feature of Rural Heritage Tourism and Revenue:

Tourists come mainly from UK and the European countries while domestic visitors are mainly from Gujarat and Punjab.

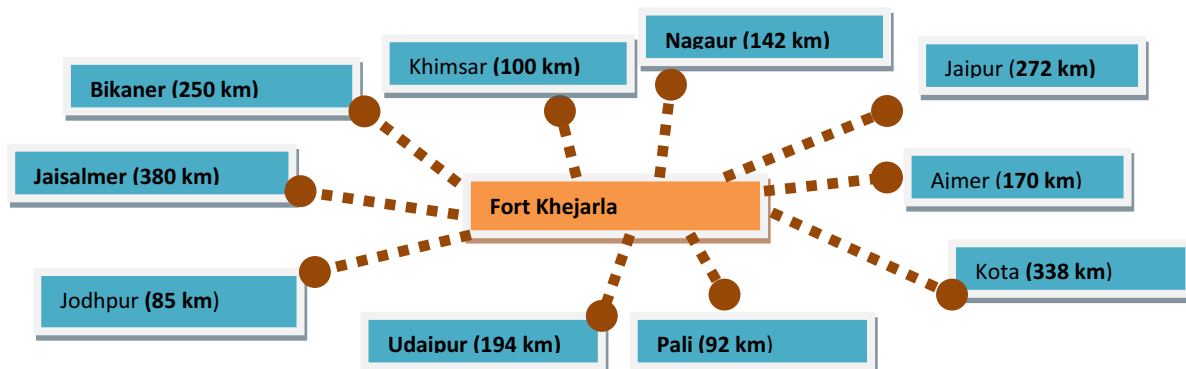
The average annual tourist flow in the hotel is around 800- 1,000 guests and the annual occupancy rate is 10-25 per cent, out of which 70 per cent of the guests come during season while the balance 30 per cent comes during the off-season (April-September).

The fort has hired around 33 employees, 40 per cent of which are from the adjoining rural areas, at an average salary of Rs.3,000 per month.

The tariff is increased every year by 10 per cent and the minimum tariff for one night is more than Rs. 5,000.

Connectivity:

Located 85 km east of Jodhpur, Khejarla is a convenient and scenic one hour drive from Jodhpur. The fort is surrounded by villages with a view of the plains of Marwar. It is close to Pipar and Bilara and a 15 minute drive from the Jodhpur - Jaipur Highway.



Availability of Infrastructure:

The Fort is located along the bypass of the State Highway 27, North of Bilara. The settlement seems to have developed organically because it is surrounded by agricultural land and the town has developed in a haphazard manner.

Due to the lack of institutional set up the awareness of the people regarding sanitation, value of heritage value is low.

There is no direct connectivity. Moreover, even the nearest bus stand is in Bilara and the nearest airport is at Jodhpur which is 85 km away

Socio Economic Impact of the Heritage Hotel:

Direct:

Around 40 per cent of the total workforce of the hotel is recruited from the town and nearby villages at an average monthly salary that ranges between Rs.2,000 - Rs.5,000. This is indicative of the fact that around 28-29 families are supported by the hotel.

Trips arranged for tourists to the villages nearby allows villagers to exhibit their traditional handicrafts and perform for the visitors, which leads to income generation for the villagers.

Tourism helps to create a demand for raw material like fruit, vegetables, local decorative items etc, the supply of which helps the cash flow in the market.

Indirect:

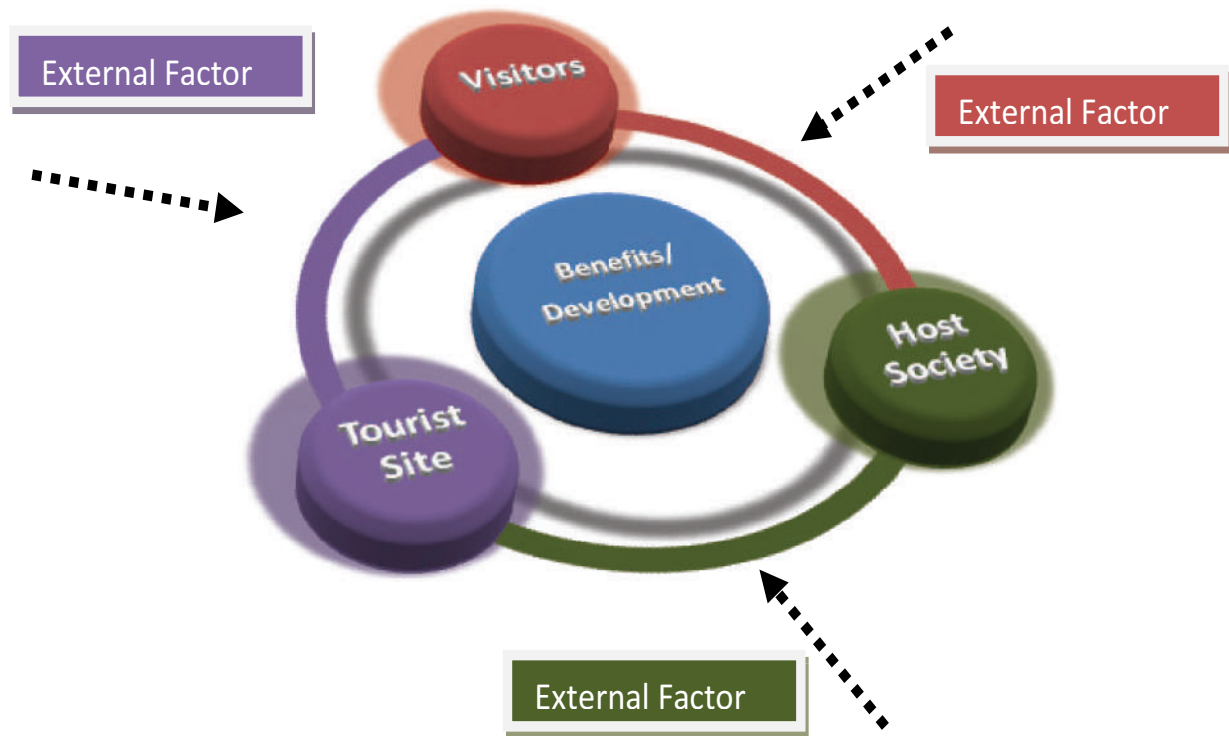
Tourism creates a demand for the local arts and handicrafts which generates a direct source of income for local artisans. It also encourages traditional folk dance and songs and helps keep the culture alive.

Visitors, especially foreigners, are exposed to life in villages and become aware of the difficulties faced by villagers due to insufficient infrastructure, sometimes resulting in contributions and initiatives to improve the existing poor social and economic conditions of the villagers.

Tourism also helps in influencing the local people culturally and socially, often resulting in upliftment of the local standard of living.

Findings:

- Most of the tourists come from European countries. Visitors, especially from countries such as UK, France, Germany, Spain and Italy, are passionate and enthusiastic about travel and value heritage and history. They come under defined package tours, designed and customised by tour managers in Delhi, Jaipur and Jodhpur.
- The average discount in tariff given to agents is 10 per cent in season and 20 per cent in off season.
- The management seeks returns against investments but they realise the importance of investing in restoration, conservation and modernisation of the heritage buildings to survive the tough competition and get a slice of the tourist market.
- Except in the case of some heritage hotels, the impact on the adjoining rural areas is inadequate. In Rajasthan, there are four tourist circuits which have been identified:
- Circuit-1: Desert Circuit: Jodhpur-Bikaner-Jaisalmer
- Circuit-2: Jaipur-Ajmer-Pushkar (distance: 143 km)
- Circuit-3: Chittaurgarh-Udaipur-Mount Abu (distance: 300 km)
- Circuit-4: Udaipur-Ranakpur-Kumbhalgarh-Nathdulara (distance: 186 km)
- Lack of development of the internal roads of the towns with historical monuments.
- Government initiatives play a great role in supporting rural infrastructure with the help of public participation; e.g., in Jhunjhunu district, 30 villages out of 288 have been awarded the Nirmal Gram Puruskar as every house in these villages has toilets.
- Non availability of wayside amenities is the main concern in Rajasthan. Absence of public conveniences and good restaurants results in discomfort for the tourists, although a few petrol pumps do have public convenience facilities.
- Non existence of directional signage for some important tourist places e.g., Jain temple, Osian, Panchla Siddha Math causes a hindrance for tourists in reaching their destination. On account of insufficient informative signage, tourists are not able to realise the importance of the tourist place/destination and are therefore unable to decide whether to visit the site or not.
- The Shekhwati region is unique as nowhere else in the world is there such a profusion of exquisite wall paintings, executed with utmost care and perfection, in hundreds of havelis, temples, cenotaphs, wells and forts.
- It is found that rural tourism in Rajasthan, (e.g., in places like Jaisalmer, Mandawa etc.,) is one major factor that is responsible for the growth and development of the adjoining villages, as it reduces migration because of availability of source of income.
- The hotel owners' perspective about heritage hotels has been mentioned earlier. Competition is stiff and they understand that quality hospitality services have to be offered and though they invest a lot of money for the restoration and preservation of heritage monuments, in return sometimes, they may expect only to survive. It is true that if commercialization of the heritage sector yielded a better profit margin it would not only encourage social responsibility but also make it a reality.
- Rural tourism functions differently as it needs extra effort to generate revenue. The structure includes three parameters: first are the visitors or the tourists who are the clients; second is the host society which is responsible for complete hospitality and its associated services, including security, maintenance and conservation of the valuable heritage; third are the tourist sites – this comprises the strength of the monument and the significance of the destination, in terms of its historical value and the comforts, leisure, pleasure and adventure it is able to provide. Only after these are evaluated can the assessment of the benefits and development associated with the structure take place.



External Factors:

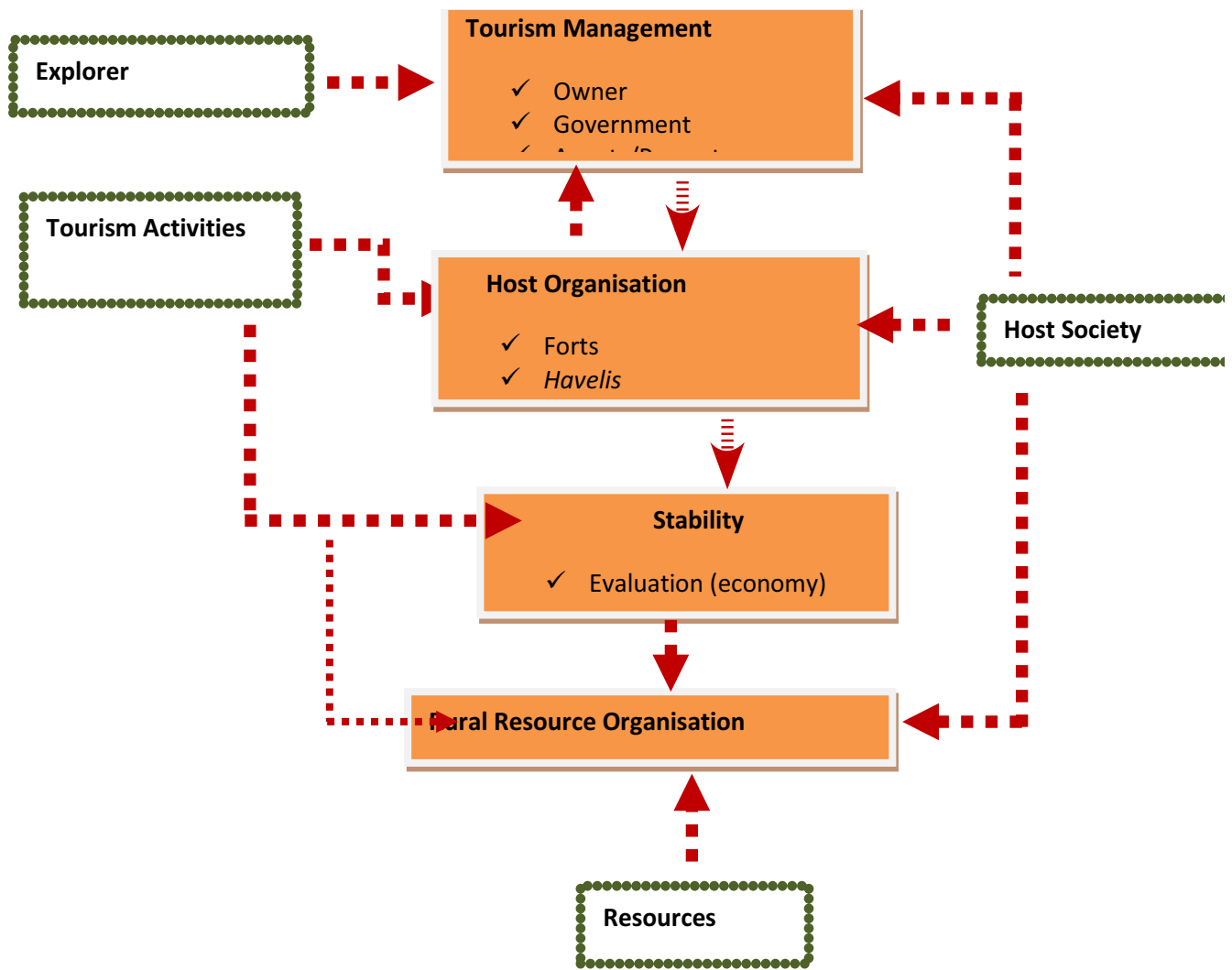
Initiatives taken by the government for the improvement of society in terms of infrastructure and socio-economic status.

Providing information enhances the development of rural tourism. Advertisements, the authority's attention to the villages as well as holding meetings and fairs for rural products - all have significant roles in attracting tourists and visitors to these areas.

Facilities such as electricity, water, schools, stores, infirmaries, communication centres, internet, banks, private and government investments enhance the development of rural tourism.

Rural infrastructure improvement, which includes: road connectivity, modes of transport, organisational and institutional planning, state attention to investors and easy local access and the development of small rural industries.

Cultural factors which include religious places and holy shrines, rural historical and archaeological monuments, traditions, Islamic councils, the greeting style of villagers and special occasions such as festivals, fairs and other cultural events affect the development of rural tourism.



Tourism in a town due the presence of a heritage monument depends upon many parameters including the contribution of the host society viz., in the form of promoters, agents, availability of resources in terms of physical and social infrastructure, presence of natural and manmade elements and finally, schemes or plans responsible for the maintenance and development of the place. Plans and policies are responsible for stability in the evaluation of the status or structure of the economic scenario of the respected site.

Organisation of rural resources through the host society and local and central governing bodies in order to maintain sustainability.

Destinations in Rajasthan have great potential with respect to availability of tourism resources. However, there is a lack of inter-linkages or coordination among the various aspects associated with the structure.

There is availability of human resources but its utilisation is only partial (seasonal). There is, therefore, no significant impact of the presence of the hotel on the economy of the villages around it.

There is plenty of land which may be utilised once the strength or potential of the villages and villagers, sand dunes, village cultural events, water bodies, handicrafts etc., is identified.

Suggestions/Recommendations:

The exercise tax on liquor should be rationalized and based on number of rooms and consumption basis not at the prevailing fixed rates.

The local circuit should be developed as part of the rural infrastructure program.

The heritage hotel should get subsidy for rural museum and other related off sites spots development , infrastructure, adventure sports, camp sites, rural handicrafts, skill clusters etc.

The rural tourism infrastructure development (tourist spots and adventure camp sites) and other related infrastructure development should be covered under NREGA and other rural development program of the Government of Rajasthan.

The Ministry of Tourism, Govt. of Rajasthan, should explore and promote village recreation sites like lakes, water bodies etc. which should be developed with line departments of the state Government.

Most of the hotels are of the same opinion about the lack of support from the government for the restoration, conservation and preservation of heritage monuments which have significant historical value associated with it, so there is need of further investigation and supervision in these matters.

Subsidies in property tax, taxes on liquor/bar facilities as well as on other luxurious amenities which are the basic requirements of royal and modern hospitality in order to attract more tourists.

Recognizing the capacity and potential of rural tourism by identifying the value it will add and incorporating it as to generate more revenue. This has been done successfully in Khimsar and in Jaisalmer where sand dunes villages have been created as an added attraction for tourists.

Training individuals for providing services to rural tourism

Hotel Coordinators

Agents and Promoters

Hospitality segment (managers/escorts/waiters etc.,)

Training individuals and providing expertise for establishing and managing rural small scale industries

Hand crafted items

Artisans (pottery/clay modelling)

Artists - cultural events (folk dances/songs etc.,)

4.2 Case Study: Gujarat

Overview:

Gujarat is located on the western coast of India and has the longest coastline of 1,600 km, a part of which projects out into the Arabian Sea. The state is blest with everything a tourist looks forward to. Gujarat is a package by itself, including archaeological and historical destinations, beautiful beaches, cultural centres, hill stations, wild life, religious places, fairs and festivals. Gujarat's princely heritage has resulted in the state having more than 20 Heritage Hotels, including forts and palaces which have been converted into hotels.

Gujarat can be divided into three geographical regions: the eastern region that has the major cities of Ahmedabad, Surat and Vadodra; the Saurashtra region between the Gulf of Cambay and the Gulf of Kutch; and the northern region of Kutch, which is a salt desert. Gujarat is the most industrialised state in the country and contributes to about one-fifth of the total industrial output of India. It does particularly well in textiles and electronics and has the largest petrochemical complex in India.

The project was carried out with the idea of identifying parameters of the impact of heritage hotels in rural areas and the behavioural changes and changes in socio-economic conditions that had taken place in the villages that were in the vicinity of the hotels. Heritage hotels play an important role in providing opportunities to the rural people of that area to showcase their local art and craft and culture. In addition to this, the hotels help rural people to get employment without having to migrate in search of livelihood, stimulate the development of infrastructural facilities and commercial activities. Heritage hotels encourage global recognition of the local history and place. Every monument its own history and it should be conserved and preserved as part of a nation's heritage. In Gujarat there are only three heritage hotels which are located in rural areas. Darbargadh Palace in Poshina, Sabarkantha, Garden Palace Hotel in Balasinor and Balaram Palace Hotel in Chitrasani have the potential to impact the surrounding villages significantly.

Archaeological/Historical Destinations

Gujarat has a long list of archaeological and historical destinations as it was a very important trading place in the past. People of different ethnic origins, such as Muslims, Zorastrians and Portugese etc., had come to Gujarat as traders and ultimately settled here. This cultural mix, combined with over 4,500 years of history has blest Gujarat with some of the greatest historical and archaeological monuments, out of which some of the important ones are:

Characteristics of Rural Tourism in Gujarat

traditions

Tourist Flow in 2010: Gujarat				
S. No.	Months	Foreign Tourists	Domestic Tourists	Total
1	February	36858	1608383	1645241
2	March	32203	1457398	1489601
3	April	30878	1515878	1546756
4	May	33507	1487892	1521399
5	June	28641	1543484	1572125
6	July	27186	1438199	1465385
7	August	25200	1485900	1511100
8	September	26524	1625615	1652139
Total				12403746

Location: Poshina, Sabarkantha

Name of the Hotel: Darbargadh Poshina

Name of the owner: Mr. Rao Gopal Singh

Property Description:

Set in the tribal lands of the Aravallis in Sabarkantha, the Heritage Home lies on the border between Rajasthan and Gujarat. The castle is run by the descendants of the original Vaghela Rajput conquerors, who ruled up to independence.



History:

The rulers of Poshina were descendants of the Chalukyas, who ruled much of Gujarat and Central India in the 12th century. The Darbargadh was once the pride of the Chalukya dynasty.

Unique Feature of the Hotel:

Hotel Darbargadh Poshina has been renovated and offers 25 double bedrooms for guests. The rooms are well furnished with antique furniture and artifacts. Though the rooms are recently renovated and are equipped with amenities such as baths with western fixtures and hot showers to make the stay comfortable, the ambience of the hotel is not diluted as there is conscious avoidance of television sets, telephones and intercom systems etc. The hotel has a fine dining hall and an attractive sitting room.

It is magnificently built of white marble and the surrounding Aravalli mountains add to the beauty of the haveli.

It offers the unique opportunity of staying in a majestic ancestral fort and enjoying the hospitality of a family who ruled Poshina for eight generations.

Darbargadh has huge gateways, a massive dome, numerous pillars and arches, pleasant court-yards, gardens, lawns, shady trees and terraces with a view of the Aravalli mountains. Ancient fort walls and the old prison are reminders of the property's history.

Some of the attractions offered by the hotel are: Tribal dances, Camel cart rides, Farm house picnics, Tribal village safaris, Archery demonstration, Sight-seeing tours, Village trips to observe artisans making pottery, ornaments, terracotta horses and weapons

Salient Features of Heritage Hotel and Revenue:

Most of the tourists are from different countries like UK, USA, France, Italy, Holland, Germany, Belgium etc., while domestic tourists are mainly from Karnataka, Gujarat, Rajasthan and Andhra Pradesh.

The tourist flow is approximately 200- 250 visitors per year.

The hotel has hired people from the adjoining villages. At present, the staff strength is 15. Since it is a seasonal resort, the number of employees varies.

The hotel management has invested around Rs. 2 crores for renovation and conservation of the heritage hotel. Each year, the management invests in the training of employees in order to improve their skills and the quality of hospitality services.

Foreign tourists who visit the palace help villagers in setting up schools, educational institutes and garbage dumping sites.

Major Tourist Destinations:

Holy Ambaji is known for its Hindu Temple and nearby Kumbhariyaji for its exquisitely carved 11th century Jain temples.

Idar is a historic town with a hilltop fort, temples and interesting rock formations that are a Photographers delight.

Hedbrahma is an important place of Hindu pilgrimage with a Bhrahma temple, only three in India. Polo has some exquisite 15th century Hindu and Jain temples, and ruins of old monuments set in dense jungles.

A trip to Mt. Abu, the hill resort known for its famous Delwara Jain Temples.

Ambaji (30-km), Kumbhariyaji (Approx 30-km), Khedbrahma (45-km)

Poshina Village for its amazing traditional and ancient life style, Sondadh Dam surrounded by deep valleys in Poshina, Chitra Vichitra- Ancient tribal shrine, named for the Mahabharata princes, Chitraveer and Vichitraveer, at the confluence of 3 rivers - Aakar, Vaakar and Sabarmati - is the site for a very colourful tribal fair.

Connectivity:

By air: The nearest air port is situated at Dabhok - Udaipur 140 km from Darbargadh – Ambaji.

By rail: The nearest railway station from Darbargarh is Abu Road Railway Station at a distance of 35 km.

By road: The nearest bus stand is at Poshina at a distance of one km from the hotel which is connected to various state transport centres of Gujarat.

Poshina is a small town located at the boundary of the two states of Gujarat and Rajasthan and at a distance of 10 km from Rajasthan. Therefore, it is much closer to the cities and towns of Rajasthan than it is to Gujarat.

Availability of Infrastructure:

- Though the village is very small there is scope of developing a larger number of internal roads for better circulation.
- The drainage system is inadequate, the open nallah ruining the aesthetic view of the rural scene of the village surrounded by lush green farm lands in the valley.
- Aravali Vikas Trust managed by Peter D'Souza runs a total of three hostels and boarding schools for children in Pipaliya, Padapat, and Bedi villages in Poshina. The local people, called Adivasi Bhils (tribals) are settled at the Gujarat and Rajasthan border.

Socio-Economic Impact of the Heritage Hotel:

Direct:

- It helps the rabaris or the pastoral tribes provide camel ride to customers.
- The hotel plays an important role in encouraging the traditional craft, unique to this area, of making terracotta horses.
- They have supported on the renovation and construction of schools in the village.
- Apart from the management, the adivasis, the Garasia tribes and the pastoral rabaris who keep camels, sheep, and goat are the main beneficiaries of tourism, as they are able to generate revenue from the flow of tourists in the area.

Indirect:

- Tourism leads to the adivasi and the Garasia tribal culture of North Gujarat and South Rajasthan getting exposure, resulting in the overall development of the region.
- The presence of the heritage monument and the tourism it attracts gives the village global recognition which helps the traditional craft of forging swords, daggers, bows and arrows, terra cotta horses and other figurines to thrive.
- Tourism provides great exposure for rural people and helps them to enhance their social skills. Interest shown by visitors to understand a different culture, tradition and way of life proves as an impetus for the villagers to improve their own standard of living. It also enhances their awareness of sanitation and healthcare. The presence of tourists also has a positive effect on the productivity of the local people which ultimately benefit the economy of the place.
- Sometimes the consequence of tourism is felt in the indirect contribution visitors make towards encouraging education. The inflow of tourists, both foreign and domestic, provides exposure to the local people about various cultures and ways of life which leads to the betterment of the education and health.

Location: Balasinor

Name of the Hotel: Garden Palace Hotel

Name of the owner: H.H. Nawali Mohd. Salabat Khan

Property Description:

The Garden Palace Heritage Hotel at Balasinor, which is the private residence of the royal family of Balasinor, is set amidst lush green fields and gardens with eight luxurious rooms with modern amenities. It is recognised as being one of the World UNESCO Heritage Sites.

History:

The palace was built in 1883 by HH Nawab Mohammad Munnawar Khanji Babi, the Nawab of Balasinor. In recent times, it was converted into a Heritage Hotel by the present ruler HH Nawab Mohammad Salabat Khan and his wife, Begum Farhat Sultana and ably run by their daughter Nawabzadi Aliya Sultana Babi.

Unique Feature of the Hotel:

The owners of the hotel, the prince and the princess, are themselves the host and hostess to the guests. They are very hospitable people.

The hotel has a dinosaur fossil site nearby, which is a major attraction for tourists.

The Garden Palace serves meals in a typical nawabi ambience and made from homegrown vegetables, milk from the palace dairy and chicken from its poultry.

Eight beautifully equipped rooms are available as accommodation and the dining room has cabinets housing precious antiques and attractive crystal collected by the royal family on their trips abroad.

The average tariff is Rs 3,500 to Rs.5,500 per night.

Here one can enjoy some age old recipes, which are specialties of the Begum's kitchen, and whose authentic Mughlai taste has a signature Balasinori flavour - ranging from a variety of chicken and mutton preparations to a spread of kebabs and pasandas and halwas.

The panoramic view of Sudarshan Lake from the palace terrace is very beautiful.



Salient Features of Rural Heritage Tourism and Revenue:

As per the discussion with the manager of the palace, the total tourist flow in season is around 300, out of which 80 per cent are domestic visitors, mainly from Karnataka, Gujarat, Rajasthan and Andhra Pradesh, while the balance are from foreign countries like Denmark, Germany, Belgium, UK and USA.

Around 40 per cent of the work force in the palace is recruited from the villages nearby, at an average wage of Rs.3,000 – Rs.4,000 per month.

For the preservation and conservation of the monuments and heritage places, the palace management has invested around Rs.2 crores till now.

Major Tourist Destinations:

Choti Baadi housing the royal mausoleums, the oldest of which is over 400 years old.

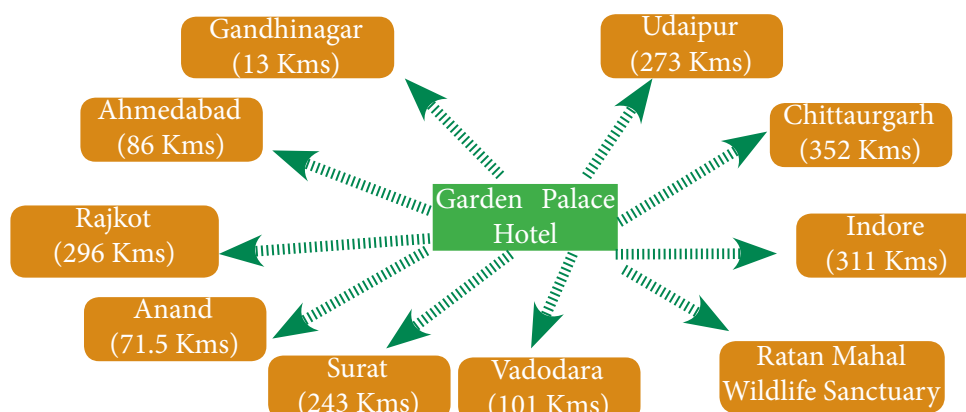
A half day excursion to the second largest dinosaur site in the world (85 km)

Stroll around the lake or a trek to the hill nearby and visit old temples.

Ratan Mahal Wild Life Sanctuary (75 km), Vasundra Hot Water Springs (68 km), Amul Plant tour at Anand

Connectivity:

Nearest railway station (37 Kms) and airport (44 Kms) are at Ahmedabad.



Availability of the Infrastructure:

The Palace is located in the north of the city near Sudarshan Lake. It is connected with major roads like State Highway 2, SH 141 and SH 191.

The town, at the intersection of SH 141 and SH 191 is highly congested as it developed organically from olden times but the Eastern part of the city, along SH 191 is a very good example of row housing.

It has many religious places such as: Khodiyar Mata Temple, Motu Temple, Taran Saheed Mosque, Talav Darwaja Masjid, Jamma Masjid, nationalised banks like Bank of Baroda, State Bank of India, Sahyog Bank and several educational institutions.

Poor sanitation in the congested area of the western part of the town because of an open drainage system.

There are parks, playing grounds and gardens within the Palace premises. Kantilal Parikh Public Park and the cricket ground towards the northern part of the town show an awareness and concern about environment and health.

Socio Economic Impact of the Heritage Hotel:

Direct:

The hotel directly supports 12 families in the adjacent villages of Raiyoli, Rojiwa and Godgawada as 12 workers are recruited from there.

The Palace has undertaken many socially responsible projects like renovation and construction of schools and has given donations for improvement of infrastructure and facilities in educational setups.

Direct and improved connectivity with important cities like Ahmedabad and Gandhinagar as a result of a government initiative.

Indirect:

According to researchers, there is evidence to believe that Balasinor, Gujarat is the third largest dinosaur hatchery in the world, which proves to be a big attraction for thousands of tourists who come here to see the fossilised remains of dinosaur eggs, bones and skeletons excavated by paleontologists. The town has evolved into a unique travel destination and developed its services in order to cater to the tourist flow, with the main bulk of tourists staying at the heritage property of Garden Palace.

The town had a literacy rate of 70.5 per cent and a ratio of 940 women for every 1,000 men in 2001. Now a decade later, there is development in all respects owing to its increasing popularity as a tourist destination.

The palace plays a big role in contributing to the cash flow in the market as all raw materials like vegetables, fruit, decorative items etc., are being supplied by the local market.

Improved awareness in local people because of increased exposure over a period of time to different cultures and customs, resulting in improved hospitality services, sanitation, and way of life. This exposure also leads to honing of inherent skills and helps the local art and craft to flourish.

Location: Chitrassani

Name of the Hotel: Balram Palace Resort

Name of the owner: Mr. Ramesh Khanna

Property Description:

Balaram Palace Resort is located in Chitrassani village, 14 km from the Palanpur Railway Station and about three km from the Ahmedabad – Mt. Abu National Highway. Situated majestically amidst the Aravallis, at the tip of North Gujarat bordering Rajasthan, it is set in 13 acres of terraced upland rising from a hilly stream in the Balaram Ambaji Reserve Forest.



History:

The hunting retreat of the Lohani Nawab of Palanpur, Balaram Palace Resort is now a classic heritage hotel. It was built between 1922-1936 by the 29th ruler of Palanpur, HH Zubd-ul-Mulk Dewan Mahakhan Nawab Sir Taley Muhammad Khan Lohani.

Unique Feature of the Hotel:

Built in the neo-classical and baroque style of architecture, the Palace is set amidst 13 acres of private woodlands and landscaped lush green gardens with lawns, beautifully designed flowerbeds and fountains.

Situated in northern Gujarat, Balaram Palace Resort has the advantage of being surrounded by numerous places of tourist interest.

The palace is well equipped to hold conferences and destination weddings. It is an ideal location for camps where children can participate in nature walks, trekking, village visits, bird watching, photography and pottery and outdoor games.

The property is an ideal location for film and TV serial shootings with a helipad facility for VIP guests.

The resort has one Nawab Suite and 22 luxurious rooms including the Gold and Platinum rooms and royal tents quipped with the latest amenities.

The Balaram Palace hotel offers a swimming pool, indoor games, a gym and a health club and other deluxe facilities.

The palace is surrounded by forests which extend into the Balaram Ambaji and Jessore Wildlife Sanctuaries.

Salient Features of Rural Heritage Tourism and Revenue:

The annual average flow of tourists is around 280-300, out of which 75 per cent are from the states of Maharashtra, Delhi, Rajasthan and Tamil Nadu, while the remaining 25 per cent are mainly from France and Japan. The tariff of the resort varies from Rs. 9,500 to Rs. 14,000 for a two night stay.

At present, the total strength of the work force is 35, out of which 30 are recruited from nearby villages like Chitrassani, Ukeda, Malan at average monthly wages between Rs.3 000 – Rs.4,000.

The owner has invested around Rs. 80 lakhs for preservation, renovation and conservation of the palace till now.

For five years, there has been an annual 10 – 15 per cent revision of tariff.

Major Tourist Destinations:

Jain Temples of Taranga (85 km) - one of the finest clusters of Jain temples in India

Holy Temple of Ambaji (45 km) - one of the holiest temples of Mother Goddess Amba in Gujarat

The Sun Temple at Modhera (112 km) – it has a 108 temple studded step-well, 52 finely carved pillars

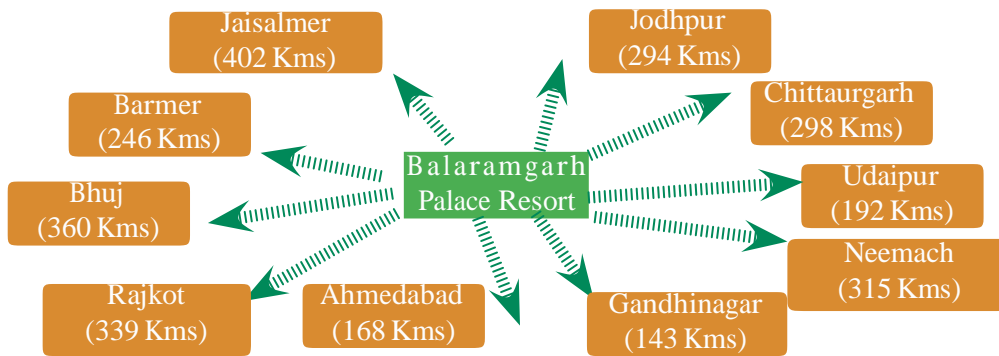
Patan (73 km) - famous for its textiles and monuments

Tribal lifestyles, fairs and festivals of the Aravalli Hills

Jessore Sloth-Bear Sanctuary (22 km)

Connectivity:

Palanpur is well connected to other regions through a net work of trains and buses. The nearest airport is in Ahmedabad. A new domestic airport is being constructed in Palanpur, and will be opened for air traffic in a few years.. Balaram Palace Resort is located at distance of 167 km from Ahmedabad, 14 km from Palanpur station. It is three km off the Ahmedabad-Abu National Highway 14. It is a very convenient stopover between Ahmedabad and Rajasthan and for pilgrimage to Ambaji Temple which is about 35 km from Balaram Palace.



Availability of the Infrastructure:

- The palace is located 2.5 km away from the village.
- State Highway 54 passes along the palace connecting Balaram-Ambaji wild life sanctuary and Deesa and National Highway 27, passing through village Chitrasani connecting Palanpur to Mount Abu Road.
- At a distance of 14 km from the palace, the bus stand and the railway station are easily accessible from Palanpur.
- Direct buses are available from various cities of Gujarat and Rajasthan.

Socio Economic Impact of the Heritage Hotel:

Direct:

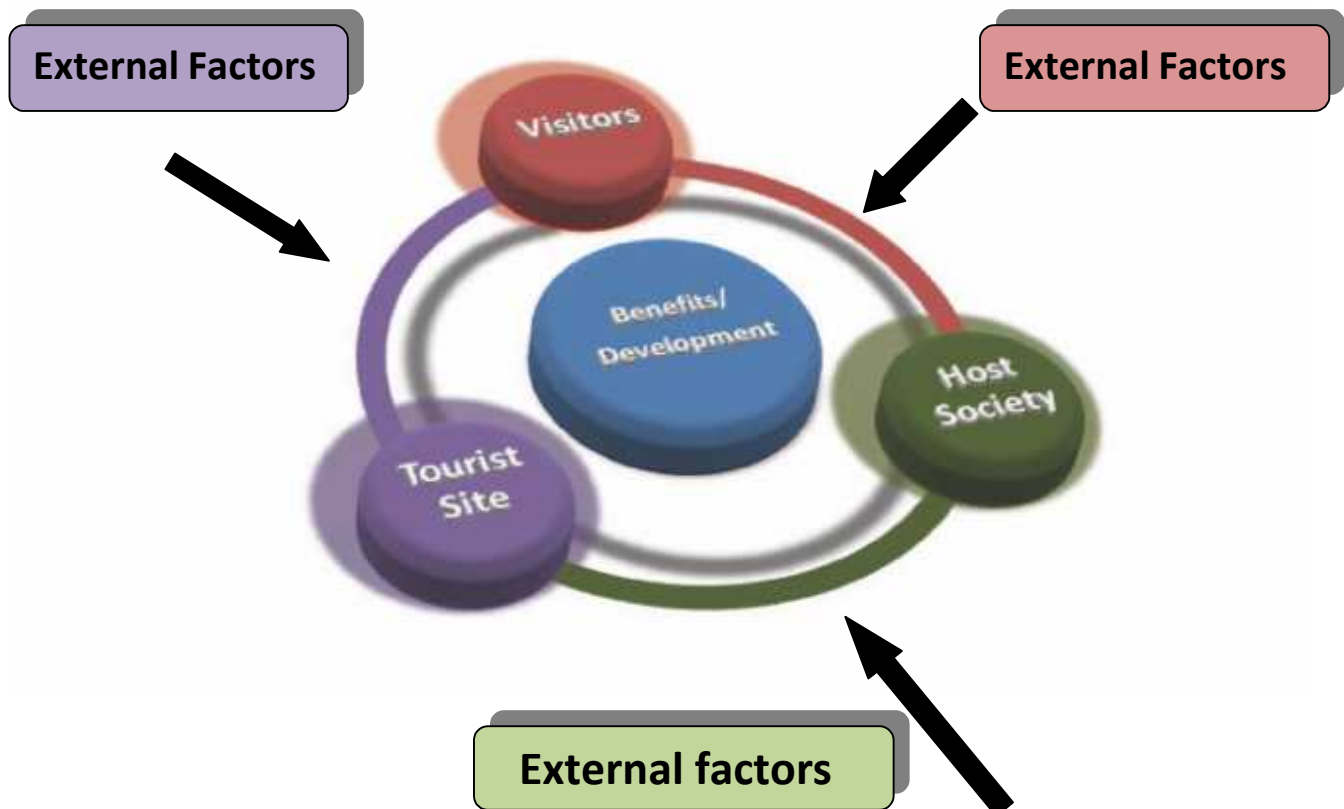
- The palace employs 30 people from the villages nearby, which indicates support for 30 families in terms of the income.
- The management got Savodaya Ashram constructed and donated for the renovation and construction of schools in the villages nearby.
- The hotel got a 'sanalay' built more than two years ago when Damubhai, who had acquired the hotel in 1992 for Rs.35 lakhs, was still alive.

Indirect:

- Tourists get the opportunity to visit the adjacent villages to see the local craft and the creativity of the artisans. Tourism is thus responsible for revenue generation and helping their art and craft of the local artisans to thrive.
- The commercial area of the town has benefited because of the Palace. The proportion of market profitability is higher as the main market has grown around the resort.
- The positive impact of tourism can be felt in the robust growth of the retail market of consumer products.
- Being recognized as an important tourist destination leads to increased tourist traffic. This provides exposure for the local people and gives them the opportunity to learn about and adopt the positive aspects of various cultures around the globe, resulting in improvement in education and hygienic behavior.

Conclusion:

Rural tourism functions differently as it needs extra effort to generate revenue. The structure includes three parameters: First are the visitors or the tourists who are the clients; second is the host society which is responsible for complete hospitality and its associated services, including security, maintenance and conservation of the valuable heritage; third is the tourist site €this comprises the strength of the monument and the significance of the destination, in terms of its historical value and the comforts, leisure, pleasure and adventure it is able to provide. Only after these are evaluated can the assessment of the benefits and development associated with the structure take place.

**External Factors:**

- Initiatives taken by the government for the improvement of society in terms of infrastructure and socio-economic status.
- Providing information enhances the development of rural tourism. Advertisements, the attention paid by the authorities to the villages and holding meetings and fairs for rural products all have significant roles to play in attracting tourists and visitors in these areas.
- Facilities such as electricity, water, schools, stores, infirmaries, communication centres, internet, banks, private and government investments enhance the development of rural tourism.
- Rural infrastructure including road connectivity, modes of transport, road signage, organizational and institutional planning, the state's attention to investors, easy access and the development of small rural industries.
- Cultural factors which include religious places and holy shrines, rural historical and archaeological monuments, traditions, Islamic councils, the greeting style of villagers and special occasions such as festivals, fairs and other cultural events affect the development of rural tourism.

Findings:

Gujarat Heritage Hotels offer economical to royal luxury packages, recreating traditional Gujarati grandeur that mirrors the expensive lifestyle of the great rulers of the past. These hotels offer impeccable services with modern comfort – a traditional blend of international living accommodation in spectacular locations, fascinating history and a wonderful ambience. Royal families, who have converted the palaces to Heritage Hotels, offer tourists a chance to live in a grand manner befitting a Maharaja. Tourists can have a fairy tale experience of a palace where one can wake up to the sounds of peacocks and koels, experience the tranquility of a lakeside or trek to view breathtaking scenic beauty.

Heritage sites have to innovate continuously to attract tourists by offering them different experiences.

In spite of having a heritage hotel in the vicinity, the villagers have not been able to get adequate employment opportunities from Balaram Palace Hotel which has led to the villagers feeling dissatisfied with the hotel.

At the other end of the spectrum, tourists are not completely satisfied with the hospitality services offered by the hotel. They have expressed the fact that the food in the hotel is very expensive and consequently, most of them prefer to eat out.

It is the eclectic mixture of the ambience of the desert and the sea, with forts and other heritage monuments in between which acts as the catalyst for growth in the state.

Recommendations/Suggestions:

Identification of the uniqueness of thematic tourism and its categorisation as heritage, wildlife, nature, mountain or cultural tourism.

Building infrastructure:

1. Physical infrastructure
2. Market potentiality
3. Work force (human resource development, capacity building)
4. Economic infrastructure (fund circulation)

Bringing the stakeholders together and creating a sustainable partnership between:

1. Government
2. Local communities
3. Private partnership
 - (a) real estate agencies
 - (b) tour and travel operators
 - (c) hospitality companies/organisations
 - (d) NGOs/associations

Creating tourism circuits

Innovation in hospitality and services

Strategies for inviting more tourists

Identifying the scope of earnings/revenues for local beneficiaries according to their skills and productivity

The state government should encourage a separate window of subsidies under the State Tourism Department, in association with the State Cultural Department for capital investment and restoration of heritage hotels in the state.

4.3 Case Study: Himanchal Pradesh

Overview:

Nature has bestowed Himachal Pradesh with unique beauty and splendour with its lush green valleys, snow covered Himalayan ranges, a serene, peaceful and comfortable environment, smiling people and a rich cultural heritage, which the tourists would not find elsewhere.

There is an incontrovertible linkage between heritage, tourism and economy; and these have to be seen in consonance with each other. Tourism today is an economic activity, an engine of growth with minimum investment and maximum returns, a leisure activity to a tourist, demonstration of skill and arts to craftsman, employment generated to vast workforce. Tourism development contributes much towards the development of the economy along with other activities. In the recent years, rapid and spectacular growth of business, educational, cultural and sporting activities have emerged throughout the world. These require movement, leisure and recreation because of which tourism gains more economic significance.

Himachal Pradesh is a beautiful hill state which is also a favorite destination for national domestic as well as international tourists especially in summers. The State has excellent opportunities for tourists including adventurous sports like rafting, skiing, paragliding, water sports, etc. In addition to the scenic beauty of the State, it offers some very important destinations for religious tourism. According to the State Tourism Department, tourism in Himachal Pradesh has incredibly increased since the year 2000.

The rich heritage culture and traditions of Himachal Pradesh are surprising and diverse as the land-scape. This is evident through the rich variety of customs, rituals, clothes and handicrafts of the State. The most interesting are the unusual customs of the Kinnauras who live in the eastern district viz. Kinnaur. These are a curious mix of the Buddhist practices followed in Lahaul and Spiti, and the Hindu traditions in the rest of the State. At all important social functions the hereditary oracle of the local deity recites the mythology through the oral tradition of the 'Chirong'. The State government highlighted the potential of adventure tourism in its Tourism Policy published in 2005. Since then, the adventurous tourism activities like trekking, mountain biking and para-gliding, ice skating, skiing, river rafting, helisking, car rallies are being organised for tourists to promote the State as an adventurous sport destination.

For the study on impact of heritage hotels in the country with focus on rural areas the information have been collected by interacting with the hotel managements, tourists visiting these hotels, travel operators providing services to tourists of these hotels and villagers within in the vicinity (restricted to 5 kms) of these Hotels besides identification of the existing tourist destinations which have the potential or there is a scope of developing these by conserving their original structure and facilitating all the means which supports the tourists flow and develop the tourism in the State.

In Himanchal Pradesh there are four rural heritage hotels, namely The Judges Court, a Heritage Basic; Taragarh Palace, Castle Naggar and Fort Palace (all three non-classified) with unique and historical background it. All the hotels have played significant role in terms of the global recognition of the local community and leads overall development of the society directly and indirectly. The Judge's Court has contributed in many social responsible activities including facilitating the water supply for the community before the setting up of the Municipal supply. Other three hotels have contributed their time and interest towards the enhancement and development of the local community associated with them.

Location: Pragpur: Paragpur, Kangra

Name of the Hotel: Judge's Court (Heritage Village)

Name of the owner: Mr. Vijay Lal

Property Description:

The Kangra valley where Heritage Village, Paragpur is located is panoramic and replete with history. It is the home of the famous Kangra School of Painting and probably the India's - oldest ruling lineage came from here. It has 13 luxurious rooms spread in 12 acres of land.

History:

The area of Paragpur was part of the Principality of Jaswan whose chief, in the late 16th or early 17th Century charged a band of learned men, led by a Kuthiala Sood, to find a suitable place to commemorate Princess 'Prag' of his royal lineage.

Unique Feature of The Hotel:

An old colonial with fantastic rooms, a lovely garden full of birds and pretty trees, a short walk away from a fascinating and friendly heritage village. This is a very attractive area with lots to explore.

The space is kept clean and organic by the excellently trained staff. I have tasted the best sun-ripened figs at judge's court. The place is very charm. The food is cooked fresh everyday and the chef makes it a point to ask the preference of each tourist.

It is a large splendid Country Manor designed in the Indo-European tradition with buildings standing in a 12-acre orchards consisting of mango, lychee, plum, citrus and other exotic trees.

The village of Paragpur is caught in a charming time warp, wherein there are unchanged shops, mud-plastered slate-roofed houses, ornamental tanks and the cobbled streets that lead to the village courtyard.

The rooms have been restored with painstaking attention to original techniques but with the introduction of modern plumbing and lighting.

It provides beauty treatments, ayurvedic massages and henna making from the experts in the field.

Salient Feature of Rural Heritage Tourism and Revenue:

The average annual flow of the tourists in the hotel is around 2000-2500 out of which 60 percent are foreigners visiting from countries like UK, USA, France, Denmark, Japan, Canada, Australia and Germany and the remaining domestic tourists come from the states like Delhi, Punjab, Maharashtra, Karnataka and Andhra Pradesh.

The hotel has 10 deluxe rooms with luxurious and modern amenities and an average tariff rate of Rs. 5000/- per night. The tourists generally avail tour packages which include many leisure trips and facility of breakfast and meals. The stay of the tourists varies from 1 to 2 nights.

The occupancy rate of the hotel is about 60 percent except in the off season which is usually from July to September.

It has 13 staff members out of which 10 have been provided accommodation including food. Their average wage varies from Rs. 4000/- to 10000/- per month.

The hotel management has revised the tariff of the hotel twice a year by 10 to 15 percent each time.

The hotel has conducted the training and capacity building programme to develop the cooking skill and for better hospitality services.

Major Tourist Destinations:

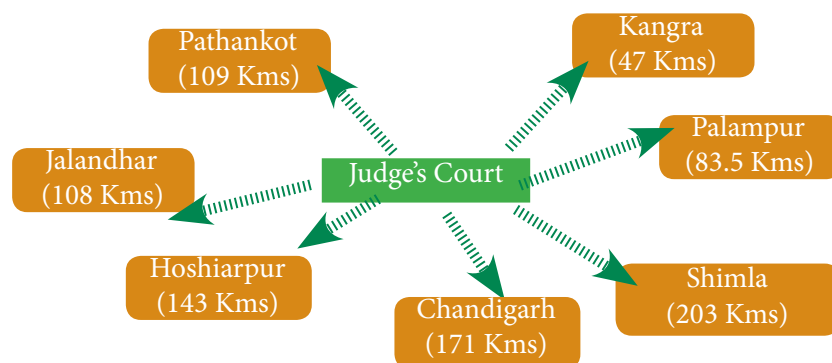
- **Religious Spots:** Sidh Channo Temple at Dangra (2 km), Chinour Temple with water mill (15 km), Kaleshwar Temple on the river beas (16 km), Jwalamukhi Temple (21 km), Chintpurni Temple (20 km), Chamunda Temple (75 km), Ancient Shakti (Primordial Energy) Temples of Bajreswari (Kangra), Jwalamukhi and Chintpurni.
Kangra Fort, Dharamsala and McLeodganj, the seat of His Holiness The Dalai Lama, Dada Siba and the river beas.
Village Paragpur offers a host of activities. It has a quaint market where several silversmiths ply their trade and quickly modify trinkets to satisfy tourist taste.
In village Paragpur the people sell hand woven shawls and blankets. The nearby area is also home to a variety of birds, making it ideal for bird watching.
- **Water and River Sports:** The Maharana Pratap Sagar reservoir in Kangra of size 42 km length and 2 km breadth, offers a variety of activities in close collaboration with the Directorate of Mountaineering and Allied Sports.
- **The Taal:** The taal (pond) was built in 1868 and acts as a core and provides a congregational and recreational space for the villagers. Local Nehar committee initiated the project and till date the body is responsible for the maintenance of this beautiful water system.
- **Butail Complex:** The building originally belongs to Lala Buta Mal of Chujjar Sood clan. As he had six sons, the building was designed to accommodate six families having living accommodation around a common courtyard. In warm weather this courtyard is flooded with water to provide cooling.
- **Nakki:** It is one of the entrances to the heritage village Paragpur. Since ancient times the Rerumal family provided water for common use, the overflow of which falls into small tanks where the villagers take bath and wash their clothes.

Connectivity:

Nearest International Airport: Amritsar (170Kms)

Nearest Domestic Airport: Dharamsala (65Kms)

Nearest Railway Station: Una (60Kms) and bust stand is within the village premises 1.2 Kms away from it.



Availability of Infrastructure:

The Heritage Village is located along the Major District Road-46 which is intersecting two major roads NH-503 and NH-3 connecting nearby towns namely Hoshiyarpur, Kangra and Hamirpur.

Paragpur, a village at about 2,000 feet above the sea level, in the Kangra District of Himachal Pradesh, is snugly nestled in the lap of the Middle Himalayas looking up to the Greater Himalayan snow peaks. Paragpur's panorama is dominated by the mighty Dhauladhar ranges.

The core area of Paragpur is notified as a 'Heritage Village' along with the nearby village Garli, and the surrounding area is a Heritage Zone.

Apart from The Judges Court, Paragpur offers a variety of accommodation with rates to suit all pockets. Internal roads are narrow with open drainage system. The houses are built of mud, wood and concrete according to their traditional style.

One can find 'kothis', a taal or village pond, local temple and market on the way to village. The lanes are bifurcated into alleys lined on both sides by clean mud-baked houses, some of them are double storied indicating the heritage values in the village.

Socio Economic Impact of the Heritage Hotel:

Direct:

- The owner of the Judges Court first developed a reservoir for the water supply in the house, later the water channels through iron pipelines were created for the community.
- The Nahar Committee formed 150 years ago, is still in function and serving drinking water to the community. Local people find the water neat and clean, are using it as their major source of drinking water even though municipal water supply is available since last 25 years.
- The owner has been available taking part for the development and supporting the various economic Activities. This has encouraged the people associated with the local crafted items, antique items and raw material.
- The Lori fair known as 'State Festival has been funded and organized by the Hotel and approved by State Government which leads to attract domestic tourist.
- With the opening of the village Museum, campus of a Sanskrit University and a village Library the classes have been started with transportation facility. For girl candidates in Master Degree there is a stipend of Rs.1500/- per month which encourages female education by enhancing the economic condition of the community.
- Out of total 29 persons recruited by the Hotel about 85 percent are from nearby villages. The salary of local employees varies from Rs. 4000 to 10000/- per month which indicates that the financial support is provided to 20-24 families in terms of their income.
- The hotel has 13 deluxe rooms and the laundry facility is provided to the tourists which show there is employment generation for the community.
- All the materials such as milk, vegetables, fruits, bakery items etc are purchased from nearby markets.

Indirect:

- In view of the importance of the place due to the heritage hotel and its uniqueness, the Government has taken many initiatives towards the development of the village including the setting up the Sanskrit University.
- The hotel acts as the driving force for development of the locality as the heritage important Property with the special concerns from the Government as well as the people around the globe.
- Due to the hotel the village has got special attention from the Government by declaring it as "Heritage village, NANO and VSP Brand suiting has taken place.

Location: Taragarh, Kangra

Name of the Hotel: Taragarh Palace Hotel

Name of the owner: Yuvraj Vikaramaditya Singh

Property Description:

The property belongs to the royal family of the erstwhile Princely state of Jammu & Kashmir, located at a height of 1000 metres. Taragarh Palace is at the foot of the Dhaul-adhar mountains offering a magnificent view of the snow capped peaks. It is situated on a 15 acre forested estate surrounded by tea gardens in the Kangra valley.



History:

Formerly known as Al-hilal (land of the crescent moon), It was built by the Nawab of Bhawalpur in 1937 as a resort well suited for summers. It was bought by the royal family of Jammu & Kashmir in 1951 for the dowager Maharani who lived there for several years, and was developed as a Heritage Hotel in 1971.

Unique Feature of The Hotel:

The palace consists of a variety of rooms as Heritage Deluxe, Super Deluxe and Suites with a natural soothing atmosphere with a poise of warm and luminous colors and the most comfortable & efficient furnishings and equipments.

Taragarh Palace provides a plethora of facilities be it recreational, health or general. The resort boasts of its restaurant, bar, conference hall, swimming pool, recreation room.

Within the apartments, spare, clean lines, high-quality finishing and comfortable seating combined with room furnishings toned in hues of brown and beige to give a feeling of muted elegance.

The room walls are adorned with the magnificent pictures and the colors vibrate in the warm light unfolding into the rooms. Each room captures the charm, joy and enthusiasm splended by exquisite furnishings toned in hues of brown and beige which reflects muzzled elegance.

The palace has provided the opportunities to get engaged with several kinds of adventurous and healthy activities like Nature walk, Treks, Paragliding, Health care and Angling.

Salient Feature of Rural Heritage Tourism and Revenue:

The palace has 26 deluxe and super deluxe rooms with all modern amenities including business hall, conference room, bar, pool, etc with an average room tariff of Rs. 6000/- per night.

The average annual flow of tourists is about 3500. Most of the tourists are domestic and visit from the states like Delhi, Punjab, Mumbai and Jammu & Kashmir. The foreign tourists are from UK, USA, France and Singapore.

The average stay of a tourist is 2.5 days, and the annual occupancy rate of the hotel is around 30-40 per-cent. It is been in hotel business for last 16 years and so far it has invested around Rs. 5 crores for the renovation and conservation of the heritage value of the Palace.

The Palace has recruited 36 persons out of which 90 percent are from nearby villages mainly Taragarh and Papraula.

The average salary of a skilled and non-skilled employee is Rs. 5,500/- per month and Rs. 9,000/- per month respectively.

The Palace has spent Rs. 50,000/- last year to improve the skills and efficiency of its workers.

The Palace has made investments about Rs. 12 lakhs on the community development in last five years.

The revenue generated during last year from displaying the traditional performing arts as entertainment, on premises facility of shopping and tours conducted to destinations including visit to rural areas is about Rs 5 lakhs, Rs. 3.5 lakhs and Rs. 8 lakhs respectively.

Major Tourist Destinations:

Neugal Cafe is most visited place in the palampur.

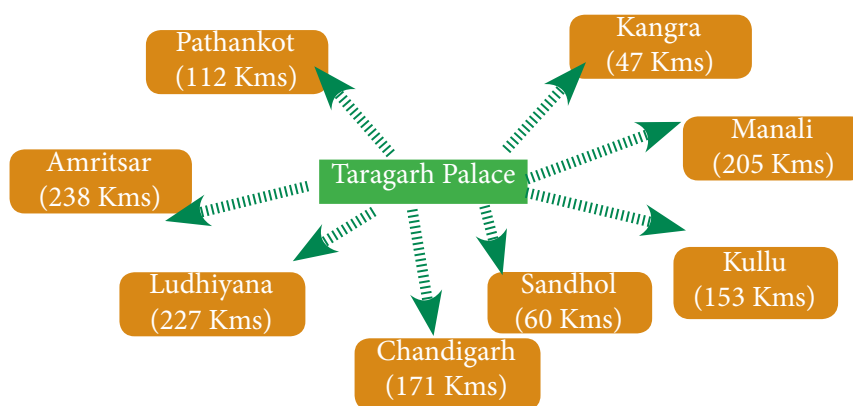
The village of Andretta, spread below the thickly wooden hill, is known for the art gallery.

Famous Devi Latti Jakhni's temple situated at the top of Chandpur village is a place to feel the beauty of Dhauladhar from very close.

Tashi Jong (2.5 kms), Baijnath (5 kms), BIR Serabbling (16 kms), Billing (Paragliding-16 kms), Andretta Village (15 kms), Palampur Tea Factory (11 kms), Chamunda Temple (36 kms), Dharamshala (45 kms), Chintpurni (100 kms), Jwalaji (95 kms) and Barote (Fishing-65 kms)

Connectivity:

The Taragarh Palace is accessible by road, rail and air. The nearest domestic airport is at Chandigarh which is 270 kms away and International airport is at Delhi (520 kms), another airport is Gaggal airport which is 40 kms away. The broad gauged railway station is at Chandigarh other than that it has access to the stations like Majhairan Himanchal and Baijnath Temple railway stations and bus stand is at Palampur which is 11 kms away.



Availability of Infrastructure:

It has close proximity to the National Highway-154 and State Highway-17 and Major District Road-43.

Since it is located in almost isolation as settlements around is very less so the internal connectivity is not adequate.

Nearest town is Palampur which has decent facilities in terms of infrastructure like institutional like Kendriya Vidyalaya, Bio-University Unit, College of Agriculture, College of Basic Science, Kanhiya Lal Butail DAV College for women and GGDSD, Karan Hospital, etc.

Other institutions like Rajiv Gandhi Government Ayurvedic College and Jawahar Navodaya Vidyalaya near Paprola are located.

The Taragarh Palace is covered with the lush green trees and gardens which further added the values to the beauty of it.

Socio Economic Impact of the Heritage Hotel:

Direct:

The Palace has recruited about 30 persons from local area with an average salary of Rs. 5,500/- per month which indicates financial support to atleast 30 families in the society.

The Palace has so far invested about Rs. 12 lakh for the community development of the society.

It has provided the facilities for the children like food, education, books and stationary and medical facilities for poor children.

It has constructed a school for mentally retarded children in Delhi which indicates the contribution towards the welfare and development of the society.

To encourage traditional handicrafts and artisan the Palace have provided the shopping arcade in its premises where it provides an opportunity for the exposure of the local art and responsible for the economy generation of the community.

Indirect:

The Palace conducts tours to destinations including visits to rural areas which provides the opportunities for the local people around the destinations to earn more, and moreover, they get in touch with the different culture and traditions.

Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the locals.

Location: Nalagarh: Nalagarh

Name of the Hotel: The Fort Resort

Name of the owner: Mr. Vijendra Singh

Property Description:

The 3 star luxurious Heritage Resort is nestled in the quaint village of Nalagarh in the heart of Himachal Pradesh. It is located atop a hillock with a panoramic view of the Shivalik Hills. Nalagarh Resort rises above a 20 acre estate of forest and orchards and is built on five levels, two of which have well manicured lawns.



History:

The Fort was built in 1421 during the reign of Raja Bikram Chand, is located on a hillock at the foothills of the mighty Himalayas affording a panoramic view of the Shivalik hills beyond the Sirsa river. Nalagarh was ruled by the Chandela Rajputs who originated from Chanderi in the Bundelkhand region of central India.

Unique Feature of The Hotel:

The fort and the palace of Nalagarh have a series of structures that are mostly built in the Mughal style of architecture. These have been exhaustively renovated and are now a quality heritage resort. The retreat is closely enveloped by green hills.

It has 35 deluxe rooms and suites, air conditioned with all modern amenities and the dining room at the hotel serves a mouthwatering array of Indian and Continental cuisine. The hotel bar offers a wide variety of the choicest liquors.

Surrounded by endless acres of greenery, with all modern amenities it is an ideal retreat away from the mad-ding crowd of metropolitan cities.

There are 2 cottages approximately 7 km north of Manali near the Nehru Kund suspension bridge off the Rohtang Pass road adjacent to highland park hotel, are available for rent at the start of the coming spring / summer season.

Fort Nalagarh is a heritage property maintained decently with its proximity to Chandi-garh makes it a frequent place for group picnics and outings.

The Palace has the facilities like swimming pool, pitch and Putt Golf, Badminton Court, Lawn Tennis Croquet, pool, Indoor games and Ayurvedic Health Spa with herbal massage & treatment (Kerala Herbal Treatment)

The Fort comprises of five levels within a 20 acre of forests and orchards. Three of the rooms have sport lawn areas with sports a gymnasium, pool table, children's park and an Ayurvedic treatment center.

Salient Feature of Rural Heritage Tourism and Revenue:

The annual flow of the tourists is about 2000 and about 67 percent of them are domestic visit from the states like Punjab, Delhi, Mumbai and Andhra Pradesh and remaining 33 percent are foreigners belong from Germany, Canada, Italy, UK and USA. The number of tourists visited during last five years is 10020, 6715 domestic and 3305 foreigners.

The Fort has deployed 41 as their workforce out of which 95 percent are from the nearby villages specially from Tikkar Panoh with an average salary of Rs. 5000-8000 per month.

For the training of staff the Fort management has invested around Rs. 50,000/- during last year.

The Fort has invested around Rs. 5 crores for the renovation and conservation of the heritage monuments during the last 18 years so far.

The Fort has the record of significant contribution in terms of the Corporate Social Responsibilities as they have donated and managed the plantation programme of cost around Rs. 15000/- and donated funds for the overall development of the children in terms of fees, books and stationeries which costs around Rs. 50,000/- and constructed a local road of cost Rs. 1,50,000/-

The fort has 35 luxurious deluxe and suites rooms with an average tariff of Rs. 6000/- per night.

Every year there has been increase in the investment for the community development activities, in last three years it has been increased from Rs 50,000 to Rs. 80,000 which shows the concern about the society.

As per the discussion with the Manager the total revenue generated by the hotel in last five years is around Rs. 8 crores and around Rs 5 lakhs and Rs 10 lakhs revenue generated from the shopping arcade of the traditional handicrafts and tours conducted to nearby destinations respectively

Major Tourist Destinations:

Anandpur Khalsa Resort (35 kms), Boat Club Ropad (22 kms), Fishing Ropad (22 kms), Pinjaour Gar-den (32 kms), Kasauli (70 kms), Naina Devi (70 kms), Rock Garden (50 kms), Geological Park (50 kms), Sukhna Lear (55 kms) and Govind Sagar (45 kms).

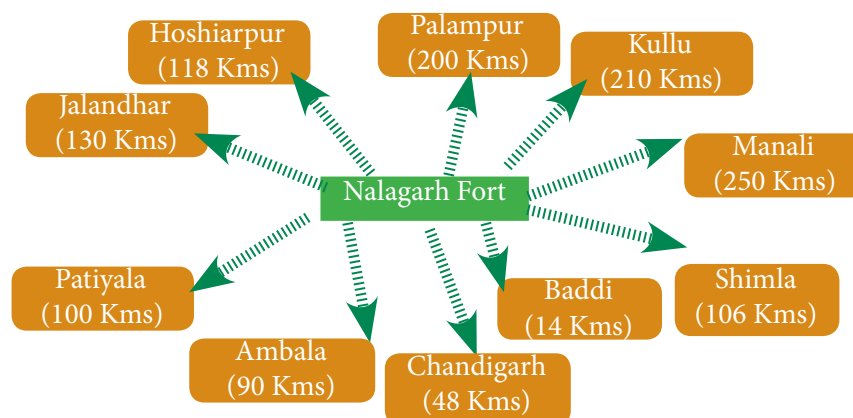
Recreation & Nature Walks on our vast property spreading over 20 acres.

Treks, picnics & bar-be-cue can be organized at Ramgarh fort (height 4000 ft), or the Royal Orchard in Behli. Boating at Bhakra Dam reservoir or Ropar Boat Club. visit to Mughal Garden Pinjore, Rock Garden and Chatbir nature Park, Chandigarh.

The resort offers Continental and Indian cuisine. Nalagarh is a quaint village with a plethora of sights around like Ramgarh Fort, Pinjore's Mughal Gardens, Gobind Sagar Lake, the Naina Devi Temple and plenty of scope for nature walks and excursions.

Connectivity:

Nearest Airport is at Chandigarh (48 Kms) and Railway station is at Rupnaga which is 23 Kms away from it and Bus Stand is within the town premises but for interstate movement Chandigarh is the nodal point to access the fort resort.



Availability of Infrastructure:

Kalka-Baddi road is passing through the town connecting Baddi to Chandigarh, two major roads MDR-12 and State Highway-16 are passing through the town connecting National Highway-205.

The settlement around the fort is located out of the territory of the town Nalagarh with highly dense built up and congested narrow internal roads.

Nalagarh-Baddi-Barotiwala core area has been declared an Industrial Area by the Govt. of Himachal Pradesh, and Govt. of India has given a special industrial package.

Socio Economic Impact of the Heritage Hotel:

Direct:

- In last five years the fort management has donated around Rs. 3 lakhs for the development of the society by setting up the institutions for educational facility and support to the poor children, construction of the road, plantation etc.
- About 90 percent of the total workers are recruited from the nearby villages as Tikkar Panoh which shows the dependency of the 38 families is associated with the fort.
- The fort has provided the opportunity for exhibition of the traditional handicrafts in the hotel premises which is an initiative taken by the fort in order to provide more exposure to the local art, and contributes in the income generation of the skilled and local artisans.
- It has taken the initiatives to provide all the means to develop the household industries in the local market in order to enhance the social and economic status of the people.

Indirect:

- Local attraction is the main charm as it is rich with the natural beauty around it but the place is recognized worldwide due to the presence of the Fort which results the flow of tourists and visits to the local places which leads to the scope of income generation for the local people.
- Government has noticed the potential of the locality which leads to the infrastructural development in the town.
- Encouragement of the local handcraft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are indirect source of income of the locals.

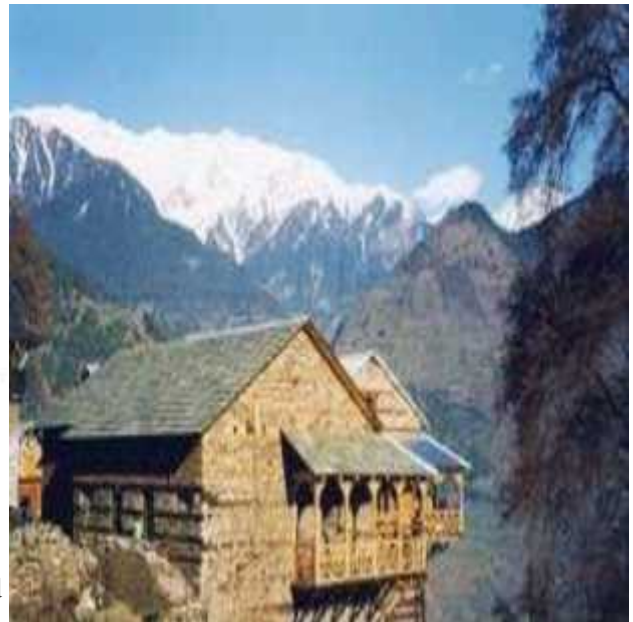
Location: Naggar, Kullu

Name of the Hotel: Castle Naggar

Name of the owner: State-Owned HPTDC

Property Description:

The Castle Naggar, Himachal Pradesh Tourism Development Corporations prime hotel in the picturesque Kullu valley, was notified under the heritage status by the Union Tourism Ministry on 23 August 2012. Naggar was the capital of the erstwhile Kullu state for about 1460 years, is located on the left bank of the river Beas and about three hundred metres above the river. Naggar is delightfully situated on the wooded slope and commands an extensive view, especially of the North-West of the valley. There are a large number of famous temples in and around Naggar and an excellent place for a longer stay.



History:

The castle was built by Raja Sidhi Singh in the 16th century. The castle has traditional architecture called Kathloonmi, which uses a combination of stones and wooden beams. The castle was handed over to state owned HPTDC in 1978 to be run as a hotel.

Unique Feature of The Hotel:

- The gallery housing the paintings of the Russian saint €cum €philosopher €cum €artist Nicholas Roerich is nearby and is a must in any itinerary to Naggar. It is also known for its castle and the Nicholas Roerichs Museum and its accessible by foot from Naggar castle.
- The hotel Castle Naggar is a specimen of unique medieval stone and a Mansion with woodcarvings which is an example of the traditional architecture called Kathloonmi. Perched high on a cliff was the stronghold of the rulers of Kullu for over two centuries till they moved down the valley.
- The hotel Castle Naggar has 16 luxurious double bed rooms with 1 dormitory with 4 beds. It is well equipped with all modern amenities to make ones stay comfortable.
- The balcony with the view of the valley, Chajjas and other interiors are made up of wood only, which is extremely exiting to notice the stability and strength of the materials and designs.
- There is a historical temple called Jagti Patt in the castles courtyard and is revered as the judgment seat of Kullus gods.

Salient Feature of Rural Heritage Tourism and Revenue:

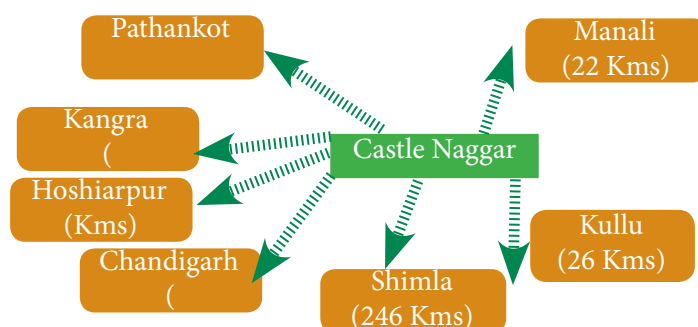
- The castle has 16 rooms and 1 dormitory with tariff varies from Rs 12,00 to Rs. 5,000 per night and recruited around 16 workers from urban and rural areas with an average wages of Rs. 4000/- per month.
- Most of the tourists of the hotel are domestic belong to NCR, Punjab, Gujarat, Maharashtra and West Bengal. The foreign tourists visit from countries like Russia, Australia, Italy and USA. The average stay of a tourist is 2 days.
- During the off-season which is from July to September the hotel provides a discount of 25 percent in the tariff.
- The interaction with the Manager of the hotel reveal that the total revenue generated in 2011-12 was around Rs. 80 lakhs which may increase in next year as the management of the hotel is planning to improve the services and facilities in the hotel.
- The hotel has the training session to the workers in order to enhance their efficiency and skill, improvement in the production services in order to attain the better hospitality management.

Major Tourist Destinations:

- **Bajeshwar Mahadev Temple (15 km)** This pyramidal temple belonging to the 8th century A.D. is embellished with wonderful carvings in stone and sculpture in the Shikhara style. This temple is situated about 200 metres from the village in a plain between the main road and the Beas river.
- **Camping Sight Raison (1,433 metres)** 16 km away from Kulu, the sight is ideal for spending a quite holiday in solitary splendor and for holding youth camps. There are a large number of orchards in this part of the val-ley. HPTDC has log cabins for comfortable stay.
- **Largi : (957 metres)** 34 km This is a small hamlet providing excellent trout fishing. The famous rivers Sainj and Tirthan join the Beas a few hundred metres below. Larji is patronised mostly by anglers.
- **Kasol : (1,640 metres)** 42 km Kasol is charmingly located in an open space which slopes down to a broad ex-ppanse of clear white sand at the edge of the river. It is situated on the bank of Parbati river in the Parbati val-ley.
- **Jagan Nath Temple : 3 km** a stiff climb leads one to the shrine from where one gets a panoramic view of Kullu town.
- **Malana** is considered to be the oldest democracy in the world.
- **Manikaran:** The serene location and the seemingly mysterious hot springs made Manikaran (Kullu) a place of pil-grimage in earlier times. Guru Nanak, the first Guru of the Sikhs, visited this place to spend time in medita-tion.
- **Manali:** According to Hindu mythology, Manali was the home of the lawgiver Manu (after whom the town is named). Legend is that when a flood deluged the earth, Manu and the God were towed to dry ground by a giant fish, which was the seventh 'avatar' of the god Vishnu.
- **Katra**in : The central and the widest part of the valley, Katrain is 20 kms from Kulu on way to Manali.
- **Zana Fall:** 15 Kms away from Naggar town in Zana village.
- **Arjun Gufa:** It is nestled on the left bank of the gurgling Beas River, near the village of Prini. On arrival at Arjun Gufa, the clamor of Manali town drops com-pletely.

Connectivity:

- **By Train:** The nearest rail head is Chandigarh which is 320 km away.
- **By Air:** The nearest airport is Bhunter which is about 36 km and 10 km. Archana Airways and Jagson Airways operate daily flights from Delhi to Kullu and Shimla to Kullu.
- **By Road:** By road Kullu is 26 km and Manali is 21 km it is also well connected by road from Chandigarh and Del-hi and situated on National Highway No 21. Regular buses, coaches and taxis ply from Delhi and Chandigarh.



Availability of Infrastructure:

The hotel Castle Naggar is situated on the left bank of river Beas at an altitude of 1851metres Since the Naggar town is developed on the slope of the valley so the circulation in terms of internal connectivity is not up mark.

Most of the houses are made up of wood and stones only, flooring and roofing is done mostly with wooden structure as it is the traditional architecture style of constructing houses.

Drainage system in the town is not required due to the natural slopes and valley.

There is no tourist information centre in the town which is missing in Kullu as well.

This stretch lacks quality restaurants and hotels. Even facilities like drinking water and public toilets are not available on this stretch.

The Castle falls on the circuit of Chandigarh-Swarghat-Bilaspur-Mandi-Kullu-Mandi-Manikaram-Naggar which has a defined and well connectivity with the major towns. Pin Valley National Park and Great Himalayan National Park are located on the south-east of the castle nearby the town as the natural asset which has the attraction of visitors.

Socio Economic Impact of the Heritage Hotel:

Direct:

The hotel Castle Naggar has recruited 3 people from Naggar, 1 from Katrai and 1 from Taschi. The deployment of persons in the hotel depends on the requirement in the season.

Indirect:

Due to the visits of tourists the revenue is generated through sale of handcrafted and other items like Shawls, Tweeds, Rugs, Foot wear (Pullan), Baskets, Natural oil (almond and olive), special Kullu Caps, etc. in the local markets.

Due to its location on the road connecting Kullu and Manali the tourists visit here for stay which leads to the indirect impact on the nearby tourist destinations and local markets.

Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the localities.



Taragarh Palace Hotel: Entrance



Taragarh Palace Hotel: An Overview



Castle Naggar: Way to Art Gallery



Settlement Under Castle Naggar

Photo Inventory



Nalagarh Fort: Lawn



Nalagarh Fort Hotel: Overview

Findings:

Due to its unique cultural heritage the twin village of Garli Pragpur has good potential for the rural tourism. With several cultural sites and areas of natural beauty there is scope for development as tourist destination.

The Castle Naggar makes the tourist to feel like a King but as per the perception of the tourists it is only for those who deeply admire the ancient monuments to adventure. The facilities are not up to mark, so better services are needed to lead the dignity and value of the heritage.

Urban infrastructure in Himachal Pradesh has been identified as a key focus area under the central Government Jawaharlal Nehru Urban Renewal Mission (JNNURM). Shimla is one of the 65 cities that have been identified under JNNURM for local infrastructure development.

Himachal Pradesh Tourism Development Corporation has divided the state into four interesting circuits. These circuits pass through different terrains making one to feel as if he/she is trekking through ages at different times. These circuits are:

Dhauldhar Circuit (Dalhousie, Dharamshala, Palampur, etc.)

Beas Circuit (Mandi, Kullu and Manali)

Tribal Circuit (Sarhan, Sangla and Nako)

Sutlej Circuit (Shimla, Solan and Paonta Sahib)

It is observed that during the year 2011 around 146 lakhs domestic and 4.8 lakhs foreigner tourists visited the state, and most of the foreigners came from European countries like UK, France, Italy and then from USA and Australia. The peak season in the state starts from April to June and about 13 percent of the tourists visiting during this period. During the off season that is from November to February, there is tourist inflow of around 5 percent. Most visited place in the state is Shimla with around 20 percent of the tourists inflow, followed by Kangra and Palampur each having tourist inflow of about 13 percent.

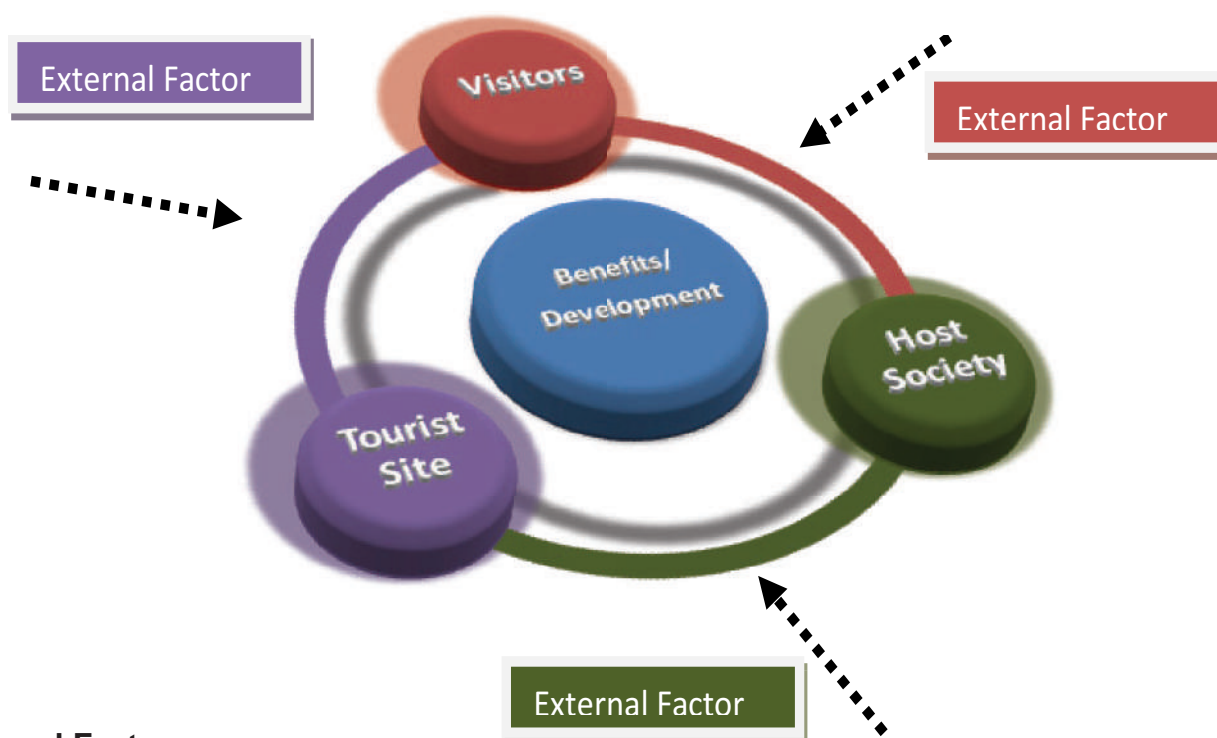
In the state of Himanchal Pradesh the following factors have been identified for development /promotion of tourism in the state:

Internal Factors	External Factors
<p>Availability of better tours packages on websites.</p> <p>Awareness of the people about the local art and cultural values.</p> <p>Identification of the strength and values of the tourist destinations and conservation of its values.</p> <p>Awareness of the Government initiatives taken for improvement of the infrastructure, facilities to access to tourist destinations and implementation of various schemes for development of the tourism in the state.</p>	<p>Rise of middle class population and increasing their income levels generates the interest and scope of making leisure trips.</p> <p>Increase in business travel and making on line travel arrangements</p> <p>Increase in awareness for travel options as tour and travel agents plays a great role to encourage tourism.</p> <p>The use of internet has assisted in spreading information about various tourist destinations in the State.</p>

In Himanchal Pradesh in 2011 around 146 Lakhs Indian and 4.8 Lakhs Foreigner tourists visited and among foreigners most of them comes from European countries like UK, France, Italy and then from USA and Australia.

The peak season in the state starts from April to June and around 11-13 Percent of the total tourists flow visits during this period and November to February considered as the off season as per the statistics. Around 5-6 Percent of the total comes during this time which counted as the lowest flow in the state in 2011.

Most visited places in the state are Shimla and Shimla, around 19-20 Percent tourists visits here under certain packages and after that Kangra and Palampur which scores around 12-13 Percent of the total tourist flow.



External Factors:

Initiatives taken by the Government for the improvement of the society in terms of Infrastructure, Socio-Economic status

Providing information enhances the development of rural tourism. Advertisements, the authority's attention to the villages as well as holding meetings and fairs for the rural products all have significant roles in attracting tourists and visitors in these areas.

Facilities enhances the development of the rural tourism such as Electricity, water, schools, stores, mosque, infirmaries, communication centres, internet, banks, private and government investments.

Rural infrastructure includes road connectivity, modes of transport, organizational and institutional planning, state attention to investors and easy local access and the development of the small rural industries.

Cultural factors affect the development of the rural tourism it includes religious places and holy shrines, rural historical and archaeology monuments, traditions, Islamic councils, greeting style of villagers and special occasions such as festivals, fairs and other cultural events.

Recommendations:

Considering the importance of the Tourism, the Governments and Private Sector agencies should take various measures to promote tourism.

With its unique heritage the twin village of Garli Pragpur has potential for rural Tourism. With many cultural heritage sites and areas of natural beauty it can be developed as a tourist destination.

The beauty of Paragpur should be protected including the ecology of the river, mountains, etc.

Tourism based strategy will be beneficial as there is a possibility of commercial pressure for reason of tourism, pilgrimage and general trade for the growth of local population may lead to encroaching many of the important monuments. A careful and sensitive planning is required to deal with such situations.

It is therefore, imperative that an Integrated Development Plan be developed for the region. Using existing historic building for visitors' facilities for their conservation.

To encourage and promote dying cultural and architectural heritage solution lies in creating "rural set up".

Considering the importance of hill region, the aims should be to promote the tourism and the development activities by considering the ecological parameters.

The complex situations involving inhabited areas like historic districts and precincts needs to be addressed, this will need heritage regulations and guidelines, which can be implemented within the possible means. The guidelines should be evolved by considering tourism as the catalyst for development.

4.4 Case Study: Madhya Pradesh

Overview:

Madhya Pradesh is one of the upcoming tourist states in the country. Recently, it has bagged four national tourism awards from the Union Ministry of Tourism - Best Tourism state, Best Tourism Film, Best Publicity Material and Best Civic Management of a tourist destinations in India. Madhya Pradesh has focused on following key areas for tourism promotion in the state:

Marketing: Understanding the importance of marketing and advertising to catch the attention of the tourists.

Development of new tourist destinations: New religious, historic and nature attracting sites are being developed as tourist destinations to attract domestic and foreign tourists to the state. In all 37 tourist destinations have been selected for development.

Identification of tourism sectors in the state: The tourism potential of the state is being increased by identifying the tourism sectors in the state.

Development of infrastructure: Investment is being made in tourism sector and in supporting infrastructure needed to promote the tourism.

Inviting national and international investors: The state Government has been making efforts to rope in national and international investors to develop infrastructure in the state.

Conversion of Forts and Palaces into heritage hotels: The state Government has listed the forts/palaces to be converted into heritage hotels, and is planning to develop the forts/palaces by private investors on a long term lease/freehold/PPP basis through a transparent process. For the forts/palaces in private hands, the role of the Government is limited to bringing the private players and investors together and monitoring the entire process. The state has created a land bank of 500 hectares and has invited private investors to set up properties at these locations.

For the study on impact of heritage hotels in the country with focus on rural areas the information have been collected by interacting with the hotel managements, tourists visiting these hotels, travel operators providing services to tourists of these hotels and villagers within in the vicinity (restricted to 5 km) of these Hotels besides identification of the existing tourist destinations which have the potential or there is a scope of developing these by conserving their original structure and facilitating all the means which supports the tourists flow and develop the tourism in the State.

In Madhya Pradesh there are in all six rural heritage hotels of which five are Heritage Basic, namely Hotel Sheesh Mahal, Orchha, Tikamarg; Jhira Bagh Palace, Mandu Road, Dhar; Satpura Retreat, Panchmarhi, District Hoshangabad; Hotel Rock End Menor, Panchmarhi, District Hoshangabad; Ahilya Fort, Maheshwar, Nimra, Bhopal; and The Golf View, Panchmari, District Hoshangabad is a non-classified hotel.

The state Government have already taken many initiatives in order to encourage the rural tourism and came up with many policies and regulations which are yet to be implemented. The field investigators have visited many places in the state, namely Pachmarhi, Orchha, Maheshwar and Dhar where all the rural heritage monuments are located. The heritage hotels, namely The Golf View Resort, Satpura Retreat, Ahilya Fort, Sheesh Mahal Palace and Jhira Bagh Palace have beautiful, charming designs and architectures associated with well known history behind it. Orchha, Mandu, Dhar, Maheshwar are important rural tourist destinations in the state where tourists are attracted by the local art and crafts, village life style, monumental heritage, pilgrimage, etc. The location of the state at the centre of the country makes its accessibility comfortable and convenient for the visitors. All the tourist sites are with close proximity to the major cities like Bhopal, Jabalpur, Indore, Gwalior, etc. from where one can find all

Location: Pachmari, Hoshangabad

Name of the Hotel: Satpura Retreat

Name of the owner: MPTDC (Govt Undertaking)

Property Description:

The hotel Satpura Retreat located in secluded area of Pachmari at a hillock with beautiful garden is small hotel run by MPTDC. It is an old Bungalow of British time converted into a hotel with only 6 large rooms and good lawn.



History:

This hotel was undertaken by M.P. Tourism Department in year 1980 though it was built during the British Rule.

Unique Feature of The Hotel:

The hotel has 6 luxurious rooms with all royal and modern amenities and the hotel management organizes the trips for visitors to the tourist destinations in the town by Jeep Safari.

Superior services coupled with the most modern range of facilities make the stay for tourists enjoyable.

Its beautiful garden with lush greenery offers a welcoming venue for weddings, exhibitions, parties, etc. making the event memorable throughout the life.

The hotel ensures full recreation and amusement of the guests, and provides ample scope for outdoor activities to the visitors who are adventure freaks.

For the expediency of the corporate clientele the hotel offers facility for conferencing and meetings. The peaceful ambiance of the hotel is idyllic to discuss the agenda with the business delegates. Besides, the useful assistance of capable staff of the hotel is also extended.

The hotel flaunts a multi-cuisine restaurant that serves delicious series of vegetarian and non-vegetarian culinary delights in Indian, Chinese, Continental preparations, etc.

Salient Feature of Rural Heritage Tourism and Revenue:

The hotel has 6 rooms with all luxurious and modern amenities with a lush green garden and calm and peaceful scenic beauty of the Satpura range.

The hotel has recruited 12 skilled and non-skilled persons for its services and most of them belong to nearby area. The salary of the local employee varies from Rs. 3,000/- to Rs. 4,000/- per month.

Only domestic tourists visit the hotel and they belong from the states: Maharashtra, Gujarat, Madhya Pradesh, Delhi, West Bengal, etc.; and stay for 2-3 days.

The hotel has revised the tariff last year and the average tariff of Rs 4690/- has been increased up to Rs. 4990/- per night.

Location: Pachmari, Hoshangabad

Name of the Hotel: The Golf View

Name of the owner: MPTDC (Govt Undertaking)

Property Description:

The Golf View Resort is located in the beautiful lush green valley of Pachmarhi. With a view of the golf course and spread across four acres of land, the Resort is known for its colonial architecture, and historical ambience that assures to please one's aesthetic sense.



History:

Constructed by the Roman Catholic Mission in 1927 the Resort is known for its historical colonial ambiance along with star rated modern facilities. Decorated with period furniture the Resort has a beautiful view of its lawns with a convenient jogging track.

Unique Feature of The Hotel:

It has all 15 rooms and all the suites are aesthetically festooned and fully equipped with all the modern amenities required for a comfortable and luxurious stay. Spacious and elegant rooms with heritage feel, very beautiful and nicely maintained landscaping and lawn, the Resort is situated little away from the market area, at the midst of nature. The hotel has 15 luxurious rooms and suites decked in period furniture, and provides pure vegetarian dishes are provided in the restaurant and outdoor bonfire sessions which are frequently arranged. In addition to the scenic surroundings, tourists enjoy a variety of games that include kite-flying and golf. Known for its wonderful taste of vegetarian food, the live kitchen serves an array of dishes. The Resort offers a multi-cuisine restaurant with a decorated ambiance. Continental, North Indian, South Indian and Chinese cuisines are available. There is nearby an 18-hole golf course of 5,546 yards. Pachmarhi has a beautiful lake in which one can enjoy boating in the evening.

Salient Feature of Rural Heritage Tourism and Revenue:

The hotel offers 15 air-conditioned luxurious suites with all luxurious and comfortable amenities. These are categorized as Royal Club, Forsyth Suite and Victorian Suite with the tariff varying from Rs. 7000/- to Rs. 9000/- per night.

Most of the tourists are domestic visiting from the states: Maharashtra, Gujarat, Delhi, Uttar Pradesh and Madhya Pradesh; and stay for 2-3 days.

The hotel has occupancy rate of 55 percent in a year, in season (15th September to 15th March) it is 90 percent and in off season it is only 20 percent.

It comes under the Welcome Heritage group and most of the tour trips are organized by the registered offices in various cities with different packages which include stay, food, site excursion, etc.

Location: Pachmari, Hoshangabad

Name of the Hotel: Rock End Manor

Name of the owner: MPTDC (Govt Undertaking)

Property Description:

Rock End Manor is a well known three star hotel situated on Pachmarhi.



Unique Feature of The Hotel:

It has 14 royal rooms with quality accommodation, delicious food, enclosed parking, children-play equipments and well planned sight seeing.

It has lush green surroundings and colonial architectural layout, and is a romantic place. Elevated in style, it gives a panoramic view of the vastness of the Satpura hills with a glimpse to the sublime splendour of the place.

It is famous due to the stay of Bollywood star Shahrukh Khan during the shooting of movie 'Ashoka'. He stayed in a luxurious room in the hotel. This resulted in generation of general fantasy in the heart of comm on people whoever visits the hotel.

Located over a small hill in the Polo gardens with ample space around it and large lush green lawn to sit feeling beyond the imaginations.

All the tourists like the fabulous and five star food provided by the hotel and are satisfied with the amazing stay in the hotel.

Salient Feature of Rural Heritage Tourism and Revenue:

Most of the tourists are domestic visiting from the states: Maharashtra, Gujarat, Madhya Pradesh, Delhi and West Bengal; and only about 3 percent of the tourists are foreigners belong to European countries.

The hotel has 14 rooms furnished with modern and comfortable amenities and facilities. The average tariff varies from Rs. 4000/- to Rs. 5000/- per night and average period of stay of a tourist is 2 nights.

The hotel has revised the tariff last year and it was increased to 7 to 10 percent.

The occupancy rate of the hotel is about 85 percent during the season (15th September to 15th March) and in off season it is about 20 percent only.

History of Pachmarhi:

Pachmarhi region was the kingdom of the Gond tribe king Bhawut Singh. Prior to annexation to the British Empire, it was the capital of this tribal dynasty. The area was introduced to the western world by Captain James Forsyth of the British Army in 1857. Pachmarhi became a hill station and sanatorium for British troops in the Central Provinces of India. The population in 1901 was 3,020, rising to double that number in the hot summer months. Pachmarhi also served as the summer capital for the Central Provinces. The forest around the town is home to many rare varieties of plants. UNESCO added Pachmarhi park to its list of Biosphere Reserves in May 2009

Major Tourist Destinations:

Priyadarshini (Forsyth Point): This vantage viewing point marks the place from where Pachmarhi was discovered by Captain Forsyth in 1857. The British developed Pachmarhi as a resort and their influence is embodied in its churches and colonial architecture.

Jamuna Prapat (Bee Fall): A spectacular fall in the stream which provides drinking water to Pachmarhi.

Apsara Vihar (Fairy Pool): It is an ideal picnic spot for families and children.

Rajat Prapat (Big Fall): An adventurous ten-minute walk on rocks and boulders from Apsara Vihar to the top of Rajat Prapat, the 'big fall'.

Irene Pool: This pool was discovered by Irene Bose, wife of Justice Vivian Bose, and named after her. The route upstream leads to a cave, through which the stream goes underground and then over a kund in a series of falls.

Jalawataran (Dutches Fall): The descent is steep and the trek strenuous throughout the stretch of 4 km to the base of the fall's first cascade.

Sunder Kund (Sunder's Pool): Crossing the stream below Duchess fall and following a footpath about 2.5 km in a south- west direction, brings one to a huge rocky pool that is excellent for a refreshing swim.

Mahadeo: Regarded as holy for countless of generations, Mahadeo hill has a shrine with an idol of Lord Shiva and an impressive Shivlinga. On the east side of the hill is an excellent cave shelter with beautiful cave paintings.

Chhota Mahadev: Revered as a sacred spot, this is a narrow point in the valley with rocks overhanging a stream and a spring from where water cascades down.

Chauragarh: 4 kms from Mahadeo, it is one of Satpura's prominent land marks, the summit crowned with emblems of Mahadeo worship.

Jata Shankar: A sacred cave under a mass of loose boulders in which the Jambu Dwip stream has its source. A rocky formation of this place resembles with the matted locks of Lord Shiva, hence the name.

Dhoopgarh: The highest point in the Satpura range, with a magnificent view of the surrounding ranges. A very popular spot for viewing sunset.

Pandav Caves: Five ancient dwellings excavated in the sandstone rock in a low hill. Pachmarhi derives its name from these caves which, as the legend goes, once provided sanctuary to the five Pandav brothers. These caves are now protected monuments.

Tridhara (Piccadilly Circus): A popular picnic spot where two streams meet in a junction.

Vanshree Vihar (Pansy Pool): A beautiful spot on the Denwa stream, cool and shady among trees, ferns and semi-tropical vegetation.

Reechhagarh: A wonderful natural amphitheater in the rock, approached through a cave-like entrance on the South-side.

Sangam (Fullers Khud - Waters Meet): This is the lowest of the picnic spots on the Denwa and offers fairly good bathing pools both below and above the meeting of the waters.

Catholic Church: Built in 1892 by the British, the Catholic Church is a blend of the French and Irish architecture. Its Belgium stained-glass windows add rare attraction and beauty to the building. The church has a cemetery attached to it and graves date from 1859, world war I & II.

Christ Church: Built in 1875 by the British, this Church's architecture is fascinating; its 'sanctum- sanctorum' has a hemispherical dome on top with its ribs ending with faces of angels.

Satpurha National Park: Set up in 1981, Satpura National Park is 524 sq km in area. It spreads through dense forest of evergreen sal, teak and bamboo trees.

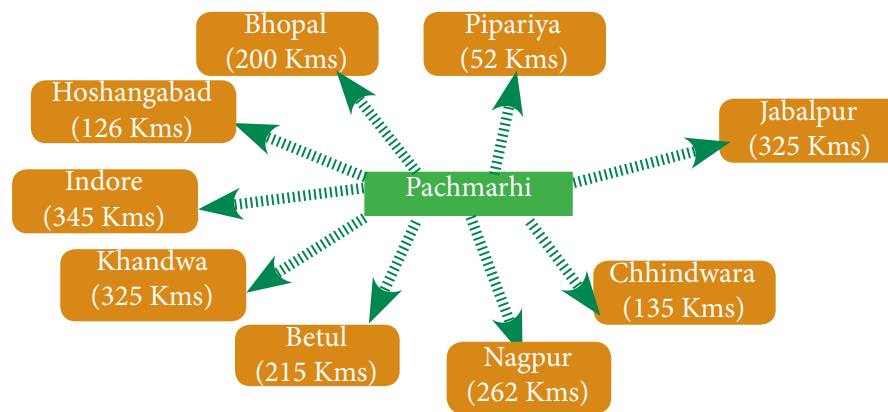
Bison Lodge: Constructed in 1862, the Bison Lodge is the oldest house in Pachmarhi. It now houses a beautiful museum depicting the rich flora and fauna of Pachmarhi.

The Cave Shelters: Some of the best cave shelters and groups of shelters around Pachmarhi are: Dhuandhar, Bharat Neer (Dorothy Deep), Asthachal (Monte Rosa), Harper's Cave, and The Chieftain's Cave.

Tamia: It is a picturesque resort on the Satpura ranges. From the Tamia rest house, the view of the Dudhi plateau from 330 metres of sheer overhanging cliffs is one of the most spectacular anywhere south of the Vindhya. Tamia is 78 km from Pachmarhi.

Connectivity:

- **By Air:** The nearest airport is at Bhopal (195 km).
- **By Rail:** Pipariya (47 km), on the Mumbai-Howrah mainline via Allahabad
- **By Road:** Pachmarhi is connected by regular bus services to Bhopal, Hoshangabad, Nagpur, Pipariya and Chhindwara. Taxis are available at Pipariya



Availability of Infrastructure:

Telecommunication facility is not adequate, only BSNL is the service provider. Sometimes Idea or Reliance Cellular also work here.

Pachmarhi is located on the plateaus of Satpura fulfilled with the natural scenic places including heritage monuments so the internal roads are adequate but are not well maintained.

The north-eastern part of the town is densely built-up as compared to its southern part.

Since town is very small, few number of educational institutions are available. There is need to improve the social infrastructure for the community.

Socio Economic Impact of the Heritage Hotel:

The villagers have a negative verdict upon the hotel, as nothing is done on the name of the development for the villagers. Nobody got job opportunity in Hotel as the village is very far from hotel. The hotel doesn't buy any kind of daily need items from the village and people were not even aware of the Hotel and their activities.

Direct:

All the above mentioned three hotels operated by MPTDC (Govt. Undertaking), have recruited about 85 per cent of their employees from the near-by villages. The salary of the local employees varies from Rs. 4000/- to Rs. 5000/- per month.

All the raw materials like milk, vegetables, fruits, decorative items, handcrafted items, silk sheets are purchased from the local market which results in revenue generation for the community.

Hotel Rock End Manor has invested in the construction of schools in nearby villages and also started campaign to clean Pachmarhi.

The hotel organized various competitions in the schools in order to develop the children's skills and encourage them by distributing prizes/awards.

Indirect:

Pachmarhi being the only hill station the hotel is unique among all destinations and presence of heritage hotel add-ons the values so major portion of the cash flow in the local market is due to the tourists.

The flow of tourists around the state provides business to tour and travel operators due to connectivity with the capital city Bhopal and with other major cities.

There is encouragement of the local handcraft and artisans as per the demand of tourists.

There is cultural and traditional folk dance and songs which generates income of the locals.

Pachmarhi is rich with its charming tourist destinations, there are about 60 tourist spots which are recognized nationally, many films and advertisements are been shot here which lead to increase in tourist inflow resulting the direct impact on the hospitality and trade in the town.



Mahadeo Hills: Pachmarhi



Pandav Caves: Pachmarhi



Interaction with Villagers and discussion with Manager: Pachmarhi



Photo Inventory: Pachmarhi



Poor Road Condition in the Nearby Village



Lack of Sewerage System in the Village

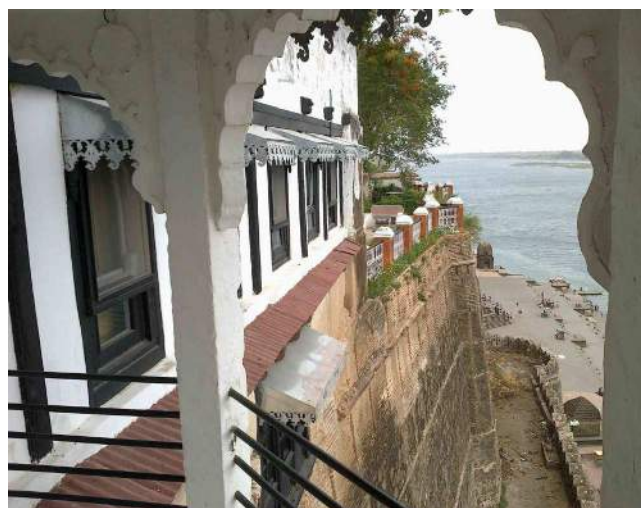
Location: Maheshwar, Khargone

Name of the Hotel: Ahilya Fort Hotel

Name of the owner: Prince Richard Holkar

Property Description:

The Fort is located on the bank of sacred river Narmada in Maheshwar. It has the global recognition due to its heritage value of hospitality. It is covered in the Tactas Magazine under '100 Best Hotels in the World, and also in the French Magazine as 'Hotel at Lounge' and has received a national award for the 'Best Boutique Hotel of India'.



History:

Maheshwar has been inhabited for about 4000 years and Maharani Ahilya Bai Holkar ruled here from year 1765 to 1796 and has built Ahilya Wada. The Fort was the capital of 18th century India's celebrated women rulers Ahilya Bai Holkar. Her fortress has been converted into an elegant heritage hotel. Prince Shivaji Rao Holkar, son of the last Maharaja of Indore, plays host to guests at Ahilya Fort.

Unique Feature of The Hotel:

The Fort has 2 royal suites, 1 royal tent with private garden and plunge pool, 7 superior rooms and 2 standard rooms. All these are in 7 separate buildings and have ensuite bathrooms, safe deposit lockers, mini frig, coffee/tea makers.

The tents have their own unique ensuite bathrooms. Each room has a décor of its own and retains its 18th century ornamentation but do not compromise with the modern conveniences. No building has more than two rooms, ensuring complete solitude. All rooms are air cooled in the traditional manner, with natural evaporative coolers perfumed by votives.

From its defensive hilltop location one can see the magnificent view of the river and town Maheshwar. The building was built in 1765 and has the ancient value of the forts royalty, its interiors, furnitures, comfortable and cozy living spaces narrates the history.

The Fort provides an opportunity to take part in many organized events and activities.

A visit to Rehwa Society, a centre for handloom weaving where craftsmen create the world famous gossamer the Maheshwari Textiles.

Swimming in the river Narmada to feel the adventure, it has its own swimming pool in a lush garden in the fort where one can see the flying butterflies around it.

Boating on traditional wooden boat while watching birds and enjoying the sips of Tea at sunset next to the Baneshwar temple.

Embroidered Gujarat textiles from the 19th century hang on the walls of the black and white-schemed library which was redecorated as in 2008, and the bookcases were made by the fort's own residents.

The Fort has its own shopping arcade where one can find the traditional designed sarees, blouses, etc. with rich textiles of Maheshwari by the tailor Mr. Wahid Khan and group.

The Fort has one Manik Bagh with organic vegetables, garden which provides an extraordinary ambience in the hotel, it also has one Art Deco Palace with a library.

The Lingarchan Wada area consists of a wooden pillar and beam construction, a traditional low in floor.

Salient Feature of Rural Heritage Tourism and Revenue:

The Fort hotel has 12 rooms with tariff varying from Rs. 7,500/- to Rs. 9,000/- per night for domestic and Rs. 15,000/- to Rs. 22,500/- per night for foreign tourists.

The Fort has recruited about 60 persons out of which 90 percent are from the nearby local villages. The salary of the local employees varies from Rs. 4000/- to Rs. 8000/- per month according to their skills and suitability. Most of the tourists are foreigners belong to countries: France, Australia, UK and USA and domestic tourists visit from the states: Maharashtra, Gujarat, etc.

Since location of the Fort comes under the Cancer line which results in hot climate during summer so the season usually starts from July to April with an annual occupancy rate of 30-40 percent.

Major Tourist Destinations:

Caves of Ajanta and Alora, Ujjain.

Mandu which is a beautiful deserted 15th Century Islamic city which is spread over 50 square km of forest, lakes and monuments.

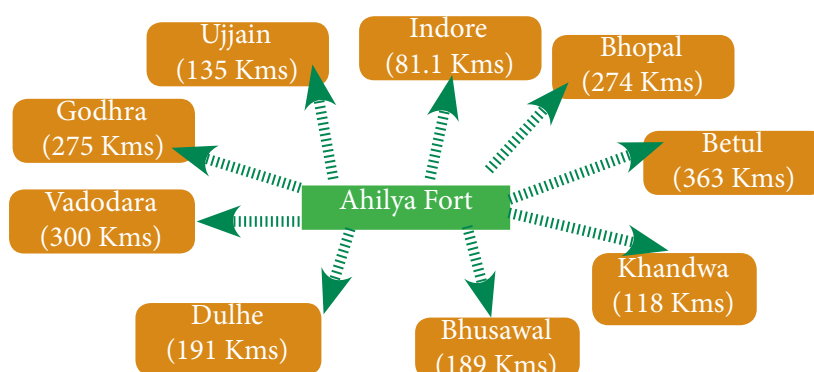
Onkareshwar a veritable mini Benaras.

Rajwada a 18th Century seat of the Holkars.

Kanch mandir an early 20th Century “Jain Temple” which has astounding glass mosaics showing the Jain world view.

The Fort organizes many events like Celebration of the birth day of God Shiva at the ghats of the Narmada and is thronged with the faithful dressed in festival finery, in the month of February. The Fort presents the sacred river a celebration of the Narmada-three days and nights of classical dance, vocal and instrumental concerts in stunning settings and the observance of Muharram is the most colourful event in Maheshwar’s coloured calender of the festivals.

Connectivity:



Availability of Infrastructure:

The Fort is located at the southern part of the town on the bank of Narmada and state Highway-1 is passing through the town on north which is the only major road to access. The intersecting two major roads National Highway-3 towards west and state Highway-31 towards east connecting major towns like Kasrawad, Sanawad, Khargone and Indore.

Natural drainage along the eastern edge of the town carries the sewerage of whole town which is injected into the river Narmada which results in contamination of the water of the sacred river.

The settlement has been developed even within the premises of the Fort but a portion on its eastern part has been converted into the heritage hotel where the connectivity and the sanitation system is up to the mark but rest of the town has lack of the facilities and public utilities.

The town is surrounded by the lush green agriculture productive land which is an asset for the locals in terms of their income generation.

Socio Economic Impact of the Heritage Hotel:

Direct:

The Fort has started Ahilya School initiated by the prince Richard 25 years ago. The tourists sometime sponsor or donate fund for the education of poor children in the community. The Fort has recruited about 60 persons out of which 90 percent are from the nearby local villages which generate income to enhance and development of the local community. Prince Richard is believer towards the development, he understood the values of heritage and supported and developed it in all manner. Encouraged locals about the conservation, provided opportunities for income generation, set-up educational institutions and local craft, organizes religious and cultural events which leads to the welfare of the societies/communities.

Indirect:

Since most of the tourists flow in the town are foreigners who visits the fort and town due to which local artisans and hand crafted items gets a global exposure which generates the revenue. Tourists are curious by nature and are keen to know what lies on the other side of the hill, this curiosity results in cultural exchanges between the tourists and locals residents and breeds respect for each others' culture. Foreign tourist in Maheshwar walk across the village and interact with the villagers in sign language. Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs which is also source of income of the locals.



Traditional Rest Houses: Ahilya Fort



Rich and Old Wooden Interior: Ahilya Fort

Location: Dhar, Mandu

Name of the Hotel: Jhira Bagh Palace

Name of the owner: Mr. Deepak Suryavanshi

Property Description:

The Palace is located at the south-east part of the town surrounded by the lush green agricultural land and has connectivity from the State Highway-31. The Palace had been a British Guest House for visiting dignitaries of the State. It is spread over 100 acres of private estate and situated at the heart of Malwa plateau.



History:

It was commissioned in 19th Century (1865) by Royal Highness Maharaja Anand Rao Puar, and later it was renovated in the year 1943 into Art-Deco and Bauhaus School by one of the foremost Architectural firm in India.

Unique Feature of The Hotel:

The Palace has 15 exclusive deluxe suite rooms with high ceiling (18 feet height) and charming period interior, vintage beds, couch settle, working desk, varandhas with sit outs including all modern and comfortable amenities.

The Palace has a nice beautiful courtyard with amazing Ketaki and Raat Ki Rani fragrant blooms and long corridor along the courtyard made for a peaceful place to have sips of tea while relaxing.

The Palace is located at the driving distance from several cultural attractions of central India.

The Palace had hosted a range of nobility over the decades from Viceroy and Governor Generals such as Lord Curzon and first Prime Minister of India Jawahar Lal Nehru ji.

It is not garish with different paraphernalia of Maharaja's, one can usually see in the palaces - Bison's head, Tiger skin, Deer's antlers, etc, it is smarten and elegantly decorated.

The Palace has the facilities like children's park, indoor games like Table Tennis, Billiards and Library and Museum.

Salient Feature of Rural Heritage Tourism and Revenue:

The tourist flow in the Palace is around 250 in a year and most of the tourists are foreigners (75 percent) and belong to European countries: Germany, France, USA etc. and the rest (25 percent) domestic tourists visit from Maharashtra, Gujarat, Delhi, etc.

The Palace has in all 24 rooms with all luxurious facilities and an average tariff of Rs. 5000/- to Rs 7000/- per night for domestic and for foreigners it is Rs. 11000/- to Rs. 13750/- per night and the annual occupation rate is around 25 percent.

The hotel has recruited around 16 persons as workforce, out of which about 60 percent are from nearby villages. The salary of these local employees varies from Rs. 4000/- to Rs. 6000/- per month.

Tourists visit the hotel due to its heritage value, and stay for 1 to 2 nights.

The hotel has revised the tariff and it was increased up to 30 percent last year.

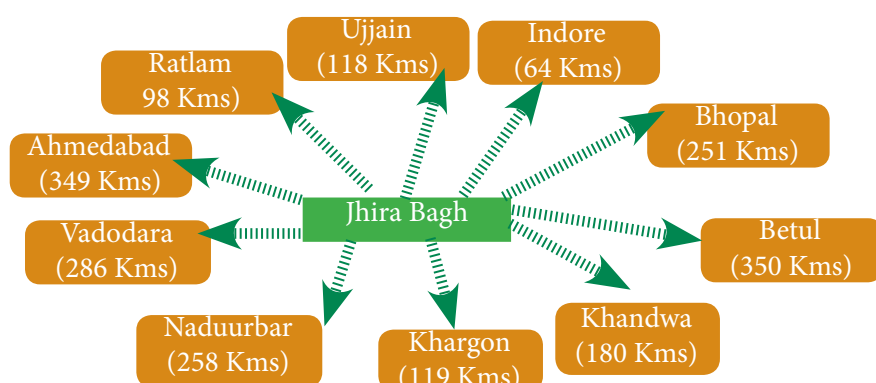
The hotel has invested around Rs. 1.5 lakhs so far for its conservation and renovation.

Major Tourist Destinations:

- **Dhar Fort, Anand Music College, Bhojshala Mosque**
- **Mandu (32 Kms):** It is a Historic and largest fortified city in the world.
- **Bagh Caves (90 Kms):** A group of nine rock cut monument with ancient mural painting.
- **Maheshwar (70 Kms):** Ahilya Fort, Festivals, Temples
- **Omkareshwar (130 Kms):** A hindu temple dedicated to God Shiva which is one of the 12 revered Jyotirlinga shrines of Shiva.
- **Ujjain (120 Kms):** Mahakal Temple (One of the Jyotirlinga), The city is one of the seven sacred city in India.

Connectivity:

Nearest Airport and major Railway Station is at Indore which is 60 Kms away from it, one can access to the Railway station at Ratlam as well which is around 90 Kms away from the town. And Bus Stand is at the town centre of Mandu withinn 2-3 Kms premises.



Availability of Infrastructure:

The hotel is directly connected with the major road State Highway-31. The town is well developed with ad-equate internal connectivity as well as with major roads like Dahod-Indore Highway (SH-59), MADR-31, Godhara-Dahod Highway (SH-59).

It is rich with the water bodies, some of the lakes are as Munj Sagar Lake, Devi Sagar Lake and Bordia Pond.

The town has adequate social infrastructure, it has many educational institutional setup as Govt. degree col-leges separate for girls and boys, Higher Secondary Schools, etc.; Dhar Museum and Raja Devi Singh Dahi Nadminton Hall besides health facilities.

Central town is densely built up though it is developed in terms of physical and social infrastruc-ture includ-ing transportation facilities, etc. but the sanitation and solid waste management, open drainages, sewer-ages are causing unhygienic condition in the settlement.

Socio Economic Impact of the Heritage Hotel:

Direct:

The hotel has recruited about 16 persons out of which nearly 60 percent from nearby villages as such the hotel is providing economic support to the families.

Maintenance and plantation around the Palace have made green and clean environment , thus supporting the conservation of the flora and fauna in the local community.

Indirect:

The hotel is on the circuit of Maheshwar-Mandu-Indore-Ujjain-Bhopal As it is the only heritage hotel in Mandu, visitors prefer to stay in the hotel atleast for one night which leads revenue generation for the locals. Due to its heritage values which made the hotel world wide recognition and thus generated the scope for overall development of the community and town.

Tour and Travel Agents, local markets, local artisans are getting business due to inflow tourists in terms of employment and revenue genera-tion.

Location: Orchha, Tikamgarh

Name of the Hotel: Sheeshmahal

Name of the owner: MPTDC (Govt. Undertaking)

Property Description:

The Sheesh Mahal (hotel) known as 'Palace of Mirrors' is located between the Raja Mahal and Jahangir Mahal at the end of an open sided courtyard. It is covered with white-wash and stripped mostly of Persian rugs and antiques. It is located along the River Betwa.



History:

Sheesh Mahal in Madhya Pradesh is showing its old charm and wonderful design styles in the modern era, it is one fine historical building which has attractions and maintained its values. Built in a colonial style, it reflects the rich heritage of India. Sheesh Mahal, the Palace of Mirrors, was built during the early 18th century by the local Raja, Udait Singh. After India's independence this property was inherited by the state Government and converted into a hotel.

Unique Feature of The Hotel:

When Emperor Jahangir ascended the throne at Delhi, Orchha was given back to Bir Singh. Bir Singh made this palace as an expression of gratitude. Emperor Jahangir visited Orchha and stayed there for one day. It was built in Indo-Islamic architecture, this palace is the main attraction for tourists at Orchha.

Orchha reflects the rich Indian heritage with monumental marvels and its fascinating architecture. The architectural style of Orchha is predominated by the use of domes, brackets, chajjas, arches and pillars.

The main entrance of the palace from the east. Two stone elephants flank the stairway at the entrance, holding bells in their trunks to announce the arrival of the Raja.

The three storied building has apartments topped with domes and has hanging balconies. There is also an underground section where the army can be housed.

The hotel provides the facilities for leisure trips to the local community and villages where one can see the local market, art and culture, products, etc. The town has its uniqueness in terms of hand crafted brass and iron work.

Salient Feature of Rural Heritage Tourism and Revenue:

The hotel has 8 luxurious deluxe rooms (Raja and Rani rooms) with all modern amenities and beautiful interiors, walls are decorated with the fine work of mirrors and paintings, furnished with fashioned furniture.

Most of the tourists are domestic visiting from the states: Maharashtra, Gujarat, Uttar Pradesh, Madhya Pradesh, etc. and about 5 percent are foreign tourists belong from European countries.

The tourists inflow in the hotel is about 1000 in a year. The period of stay of the tourist is 1-2 nights. The tariff of the hotel varies from Rs. 1990/- to Rs. 4990/- per night. The occupancy rate of the hotel is about 85 percent in season and 20 percent in off-season.

The hotel has recruited 15 persons, out of which about 40 percent are from nearby villages with wage varying from Rs. 3000/- to Rs. 5000/- per month.

Major Tourist Destinations:

Pranpur (60 Kms): Famous Chanderi Silk Saries

Khajuraho (174 Kms): Famous Ancient Temples

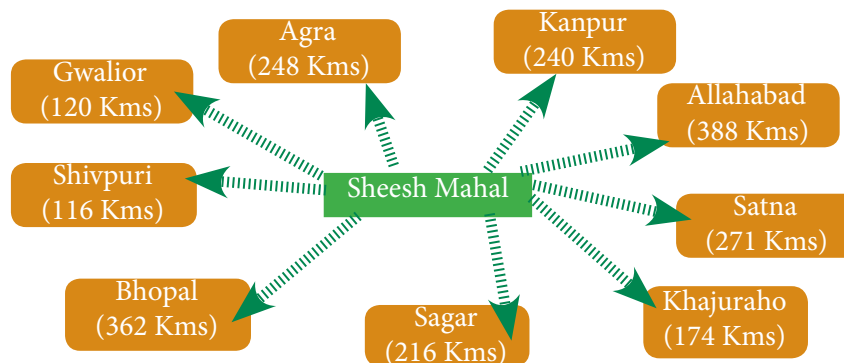
Jhansi (20 Kms): Historical Value

Shivpuri (116 Kms): Wild Life Sanctuary

Within the Town: Orchha Sanctuary, Laxmi Temple, Ram Raja Mandir, Chaturbhuj Mandir, Laxminarayan Temple, Cenotaphs etc.

Connectivity:

Nearest Airport is at Gwalior which are 120 Kms away from the town, Busses are available within the town premises but nearest Bus stand and Railway station are at Jhansi which is 20 Kms away from it.



Availability of Infrastructure:

Major District Road-30B which is converted into the State Highway-37 is passing through the centre of the town connecting Tikamgarh District Headquarter and Jhansi city via National Highway-76.

The town is rich with the water resource as it is located on the bank of the river Betwa.

It is a small settlement with good internal connectivity but the condition of the roads is not good.

On the premises of Fort are Jahangir Mahal, Sheeshmahal and Amar Mahal besides religious spots namely Ram Raja Mandir, Chaturbhuj Mandir, Laxminarayan Temple, Laxmi Mandir which are considered as the assets for the tourism.

There is a Bank in the premises of the Fort which is the only bank in the town.

Socio Economic Impact of the Heritage Hotel:

Direct:

The hotel has recruited around 15 people out of which 60 Percent are recruited from nearby villages only.

The hotel provides the rental car/taxi facilities for the visitors due to which they roam around the nearby destinations which results cash flow in the market.

There is a Bank inside the buildinf of the fort whic is the only bank in the town.

Indirect:

The hotel provides the rental car/taxi facility for the visitors by engaging local car/taxi drivers which results cash flow in the market.

Town is very small but due to these historical monuments it got a world wide recogniza-tion.

Due to domestic and foreign tourists the local art and handcrafts are sold in the local market which leads to revenue generation in the town.



Local Market: Sheesh Mahal



Existing Condition of a part of The Palace



Courtyard of the Palace

Photo Inventory: Sheesh Mahal



Balcony View from the Shesh Mahal



A Panoramic View of the River Side Town



Main Entrance of the Ahilya Fort



Ghat View from the Balcony of Ahilya Fort



A sitting space: Rock End Manor



Discussion with the Manager: Rock End Manor

Photo Inventory



A front View of Satpura Retreat Hotel



Lush Green Garden in Satpurh Retreat

Findings:

Pachmarhi is the only hill station in M.P. This makes it unique and adventurous tourist spot. Most of the tourists are domestic. The interaction among the tourists of different culture and locals, shop keepers, taxi drivers, etc. leads to improvement in the quality of their life, and creates an opportunity to the versatility of the cultures in the country.

All the tourist destination are connected by major circuits viz. Gwalior-Shivpuri-Ujjain-Indore-Mandu- Omkareshwar-Maheshwar , Bhopla-Ujjain-Indore-Omkareshwar-Maheshwar-Mandu and Bhopal-Hoshangabad-Pachmarhi.

The Govt. has the command on the most of the heritage monuments in the state. In most of the tourist destinations there is lack of hospitality service, there is need to build the capacity building for the host society along with the maintenance of the property.

In the hotels under MPTDC (Govt. Undertaking) like Sheeshmahal, Satpura Retreat, The Golf View; the tourists doesn't feel to get into the swim-ming pool as it is filled with water which has never been changed, there is insufficient stocks in the bar, poor behaviour of the hospitality group. The tourists are of the view that all Govt. running hotels are suffering from poor services which need to be improved.

Watching the people in their habitat is the dream of every tourist. Visit to the rural areas of Madhya Pradesh to have a feeling of the culture that is colourfully extant and decorated on the walls of the houses. Rural tourism is the most upcoming destination in Madhya Pradesh.

These are the places in M.P. that have preserved themselves against the newfangled contraption effect. Now-a-days the tourists are more interested in visiting the calm and serene villages rather than strolling with the hustle and bustle of a city.

Suggestions/Recommendations:

Development and Demonstration Model: It is based on the principles of integrated and holistic planning emerged in the interaction among field investigators and villages. The villages are well aware of heritage values but there is no impact of hotels in terms of development of the basic infrastructure in the community.

The advocacy should be made public representatives for the development of the physical and social infrastructure in the community along with the proper implementation of the policies.

For success of rural tourism there should be regular capacity building programmes so that the skill of local people can be enhanced as the stake holders in the community.

Local community should be trained for creating flavour in community to create souvenirs, promoting local or folk dance/songs, costumes and food preparations which are based on local agricultural products.

The interest of the locals should be given prime consideration and not commercialized as the rural tourism product.

Apart from the modern facilities provided in the heritage hotel premises it is necessary to manage the contemporary essence of the place, surroundings, community life.

Conclusion:

The rural tourism functions differently, it needs extra efforts in order to generate revenue. It includes three parameters first visitors or tourists as clients, second host society which is responsible for the hospitality, services, security, maintenance and conserving the values of heritage and third the tourist sites which comprises of the monuments and/or destinations with significant values in terms of historical, leisure, pleasure and adventure. The rural tourism needs development for which the following action/steps are suggested:

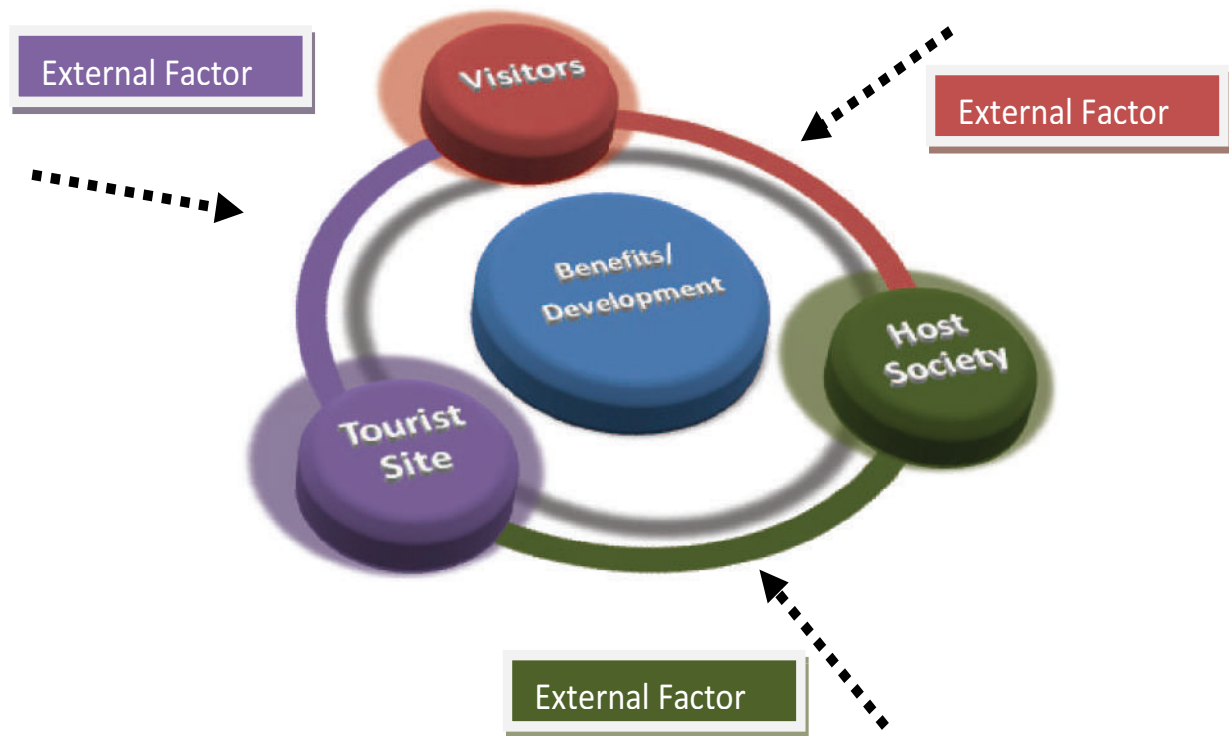
Improvement of the society in terms of infrastructure, socio-economic status of people.

Providing information enhances the development of rural tourism. Advertisements, Authority's attention to the villages, holding meetings with the locals and organizing fairs for the rural products have significant role in attracting tourists and visitors in these areas.

Facilities enhances the development of the rural tourism such as electricity, water, schools, stores, mosque, infirmaries, communication centres, internet, banks, private and government investments.

Rural infrastructure includes road connectivity, modes of transport, organizational and institutional planning, state attention to investors and the development of the small rural industries.

Cultural events and places affect the development of the rural tourism. It includes religious places and holy shrines, rural historical and archaeology monuments, traditions, Islamic councils, greeting style of villagers and special occasions such as festivals, fairs and other cultural events.



External Factors:

Initiatives taken by the Government for the improvement of the society in terms of Infrastructure, Socio-Economic status

Providing information enhances the development of rural tourism. Advertisements, the authority's attention to the villages as well as holding meetings and fairs for the rural products all have significant roles in attracting tourists and visitors in these areas.

Facilities enhances the development of the rural tourism such as Electricity, water, schools, stores, mosque, infirmaries, communication centres, internet, banks, private and government investments. Rural infrastructure includes road connectivity, modes of transport, organizational and institutional planning, state attention to investors and easy local access and the development of the small rural industries.

Cultural factors affect the development of the rural tourism it includes religious places and holy shrines, rural historical and archaeology monuments, traditions, Islamic councils, greeting style of villagers and special occasions such as festivals, fairs and other cultural events.

4.6 Kerala

Overview:

Kerala is a treasure trove of historical sites, architectural monuments and heritage centres that silently stand in majesty reflecting the glory of the past. Whether it's pilgrimage places, ancient forts and palaces or museums and mausoleums, every single structure has a piece of history buried in its precincts. The state is located on the tropical Malabar Coast of southwestern India, is one of the most popular tourist destinations in the country, it is a popular for its beaches, backwaters, mountain ranges and wildlife sanctuaries.

The state of Kerala, which is now stylised as 'God's own Country' in the global tourist map, has also accorded it a major position in order to reorient its economic development utilising its natural green environment. Accordingly, development of tourism in all its variety including "beach tourism", "back water tourism", "village tourism", "ecotourism", "adventure tourism", "monsoon tourism", "heritage tourism", etc., is being promoted in the state. Tourism is contributin in the economy of the state that is 13.6 Percent of the total revenue generated in the state.

The project was carried to identify the heritage hotels which are locate within the rural premises and are responsible for the socio-economic impact in the locality in terms of income, social-infrastructure development, conservation and preservation of the historical and traditional monuments. There six hotels/resorts are identified which are classified/non-classified heritage hotels and has played significantly important role in order to improve and develop the local life in the respective locations. Keraleeyam Heritage Home, Allepy, Emerald Isle Heritage Home, Kanjuparambil, Spice Village in Thekkady, Coconut Lagoon in Kottyam, Tharakan's Heritage Resort in Puthenveetil, Kunnathur Mana Ayurvedic resort in Thrissur, are considered in the case study of the state, which comprises the salient feature of the revenue generation by and through the hotel, unique features and traditional activities in the hotel, and apart from that the impacts that are fallen directly and indirectly in the locality or villages around the hotels. The Kerala tourism comprises the range of tangible and non-tangible products. Tourists purchase a number of tangible inputs (e.g., airline seats, hotel room, meals, etc.). They also purchase intangible products as part of their experience (e.g., scenery, climate, friendliness of the host population, heritage, etc.)

Conclusion of the case study comprises some key findings and recommendations for the suport and encourage the overall development of the heritage tourism in the rural areas along with the socio-economic development of the respective localities.

Location: Kumarakom, Kottayam

Name of the Hotel: Coconut Lagoon

Name of the owner: CGH Group

Property Description:

Coconut Lagoon is a CGH Earth Group Enterprise (Formerly Known as the Casino Group) now synonymous with Kumarakom and backwater treasures of Kerala in India. It is located hidden among the palm trees on the eastern shore of Lake Vembanad, at Kumarakom, at the mouth of the Kavanar River. The hotel resort has got many national awards like “Best Heritage Resort in India” and then Kerala, an award from Pollution Control Board for conserving the natural resource then “Energy Management Award”



History:

The reception building itself, for example, is a “Nalukettu”, a design that features a four-cornered open-roof courtyard within the basic structure. Originally located in the village of Vaikom not far from Coconut Lagoon, it was known as “Kalapakasseril illom” the word illom signifying a mansion belonging to a member of the Brahmin caste -and was constructed in 1860. The illom was purchased in 1993.

Unique Feature of the Hotel:

- The hotel has 58 luxurious AC cottages and Bungalow accommodation with all modern amenities, Beautiful swimming pool and back water view around it, a multi- cuisine restaurant with Ayurvedic Massage centre makes this place best for relax and stay.
- Situated on a lake, this historic hotel is close to Kumarakom Bird Sanctuary and Kumarakom Boat Jetty. Area attractions also include Vembanad Lake.
- View of the unending Vembanad lake and absolutely peaceful and serene surroundings makes Coconut lagoon a favourite for overseas tourists.
- In addition to a restaurant, Coconut Lagoon features an outdoor pool. Other amenities include a bar/lounge and complimentary wireless Internet access.

Salient Features of Rural Heritage Tourism and Revenue:

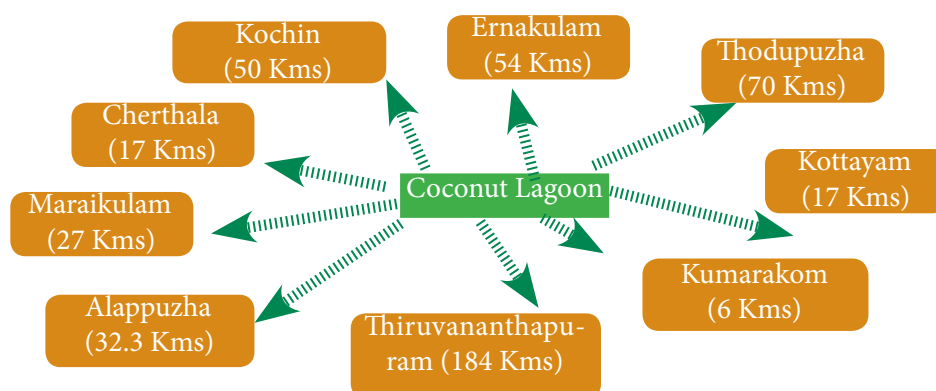
- Tourists mostly comes from the foreign countries like UK, Swiss, France, Germany, Spain and Sweden and domestic tourists are mainly from Gujarat, Maharashtra, Delhi, Tamil Nadu, Karnataka, Andhra Pradesh and West Bengal.
- Average period of stay in the resort is two nights with variation in tariff like it starts from Rs. 16300 for Heritage Cottage and maximum is for Deluxe Pool Villa with the tariff of Rs. 31300 per night.
- The resort has the facilities of “Ayurvedic Massages”with a package of various types of massages as Dhara, Sirvasthi, Pizhichil, Njavarakizhy, Udvarthanam, Massage General, Medicated Steam Bath and Nasavyam.
- The resort facilitate the leisure activities like Sunset Cruise, Backwater Cruise-A relaxing boat trip through the maze of canals adjacent to the resort which is a fascinating experience, and a delightful way to get a closer look at life in the backwaters and Bird Sanctuary-On the southern bank of the Kavanar River, immediately opposite to the resort.
- The hotel business started here since 1957 and for the renovation, construction and conservation the management has invested around Rs. 12 Crore till now and they have revised the tariff two times as per the discussion with the manager.
- They have invests/donates funds for the community development programme and drinking water facilities each and every year in nearby villages. Rs. 3-5 Lakhs is the amount they invests each year for the social welfare.

Major Tourist Destinations:

- **Kumarakom Bird Sanctuary (1 Kms):** On the southern bank of the Kavanar River, immediately opposite Coconut Lagoon.
- Kavanttinkara Sakteeswaram Temple, Kumarakom
- **Aruvikkuzhi Waterfalls:** This beautiful picnic spot is located about 2 kms. down a mud lane from Kumarakom. In this place, the streams tinkle as they make their way through the landscape and water roars as they cascade down the mountains from the height of 100 feet.
- **Anchuvilakku:** About 22 km from Kottayam is a stone lamp post, built near the Changancherry boat jetty. This lamp post is a typical example of Kerala architecture, and was built by the renowned freedom fighter Veluthampi Dalawa.
- **Erumeli:** Erumeli is the nature rich village, located about 76 kms northeast from Kumarakom. It is nestled in the lush green Western Ghats. This village is also the entrance point to South India's most prominent pilgrim centre - the Sabrimala temple. Erumeli is an important pilgrimage centre for the Hindus and Muslims.
- **Kayyoor:** Kayyoor is an enchanting landscape formed by the chain of green hills at the Bharananganam panchayat. A shrine dedicated to the Pandava brothers of the epic Mahabharata is found here.
- **Nattakom and Panachikad:** These are the two quiet villages and the scenic reservoirs together with vivid green adds charm to it. The migratory birds came to this verdant landscape in every summer and frolic in the natural splendours till the end of the season.
- **Hill Stations in Kottayam:** The various hill stations in Kottayam are Ilaveezhapoonchira, Mankallu Mudikal, Illickal Mala, Illickal Kallu, Kannadipara, Vazhikkadavu and Vagamon.
- Vagamon, Mankallu Mudikal, Illickal Mala, Illickal Kallu, Kannadipara and Vazhikkadavu are some other local tourist destinations with mountains and valleys of western ghat within the district.

Connectivity:

Nearest Bus Stand is at Kumarakom which is 1 Km away, Railway Station is at Kottayam (16 Kms) and Airport is at Kochin which is 78 Kms away from the resort.



Availability of the Infrastructure:

- The access to the resort is through boat only. Though temple road is connecting the State Highway-42 which is connecting the cities like Kottayam and Vaikom.
- The resort is located on the bank of the Vembanadu Lake with backwater of the Arabian sea from Kochin covered with full of coconut trees and farm lands.
- The built up around the resort is very less it one peaceful isolated place to hang on with all traditional and modern luxuries.

Socio Economic Impact of the Heritage Hotel:

The 'Coconut Lagoon' was one of the earliest projects to be implemented in Kumarakom in the Kottayam district, undertaken by one of the oldest promoter groups in Kerala, the local Casino Group.

At the time of implementation, the surrounding community was largely rural, dependant on their farms and on fishing for livelihood. The community was poor and many local farmers were on the verge of selling their farms and moving out.

The project was implemented at a cost of around Rs.3.50 crore, almost entirely utilizing local resources, including materials and labour from the local community, which implied that the major component of the project cost flowed into the village as income, creating trade and employment opportunities for the people.

Direct:

- The 50-room Coconut Lagoon Resort directly employed around 90 people out of total 114 employees, all from the local community mainly from the village Aymanam.
- The resort donates 3-5 Lakhs each year for the community development programmes running in the local villages.
- It has constructed many wells and ponds, a Panchayat Ghar, and many paved roads in the local villages and around the resort.

Indirect:

- The tourists who stayed in the Coconut Lagoon resort were taken to visit the local spice farms. Tourists would pay the farmer around Rs.50 a day for a day's experience and would also buy products from the farm. The farmer, who would receive at least around 20 tourists a day, would earn around Rs 1,000 which he would invest in his farm, thus upgrading productivity.
- The local farmers gradually improved their livelihood to such an extent that they built small cottages and rents them to tourists as guesthouses. their 'home-stay' resorts called 'Philipkutty's Farm'.
- In addition to local farmers, the fishermen also benefited because their boats and services were used for cruises and boat-rides on the backwater lagoons. Employment was created for local guides and taxi operators too.
- The Kumarakom is involved either directly or indirectly in the tourism activity of the region. The value of the land increased gradually, in 1992 the cost of 10 Acres land was 10 Lakhs which was increased till 2004 the value was 50 Lakhs, which indicates the higher rate of impact on the locality due to the tourism.
- Kumarakom has been declared a Special Tourism Zone by the Kerala state Government, as legislated for by Kerala Tourism Act, 2005.

Location: Thekkady

Name of the Hotel: Spice Village Resort

Name of the owner: Mr. Michael Dominio

Property Description:

Spice Village is located in the Periyar wilderness, at the borders of Tamil Nadu and Kerala which is high in the western ghats of Kerala. It has 52 cottages, set in eight acres of respectfully tamed forest. The resort got national award of :Green Certified Ayurveda” and one from State Pollution Control Board for “Sanitation and Environment Conservation”.



History:

The original inhabitants of these hills are the Mannans and the Ooralie tribes who still carry on their age old practices of herding and bee-keeping in perfect harmony with nature. They live in tree houses, or huts with a distinctive grey thatch. You'll see this reflected in your own cottage, with its brick, split bamboo and elephant-grass design. The resort is rich with the traditional or contemporary architecture.

Unique Feature of the Hotel:

- The place is re-imagined for the modern independent traveller with the essence of mountain tribal village, curling around a misty ridge 2,000 ft high in the Periyar vastness, surrounded with fruit trees, rare herbs and a profusion of flowering plants. A resort as a village, produced whole, using mountain spirit and tribal wisdoms as building.
- It is a great destination to indulge in some Ayurveda treatments. Expert masseurs and well-qualified Ayurvedic doctors at Spice Village will work together to give you a new lease of life.
- provides you with accommodation in cottages that are made of bricks and logs. The elephant grass- thatched roof resembles the traditional tribal huts and is made using techniques employed by the tribals with all modern amenities.
- Periyar's most charming resort with lush gardens, individual cabins and a passionate attachment to ecological methods.
- The resort is associated with many adventurous and exciting activities like one can be with the Ecology Community/Culture which includes Man, Nature and Harmony through the activities like fishing, ride on the bullock cart, visit to the wild life sanctuaries etc.

Salient Features of Rural Heritage Tourism and Revenue:

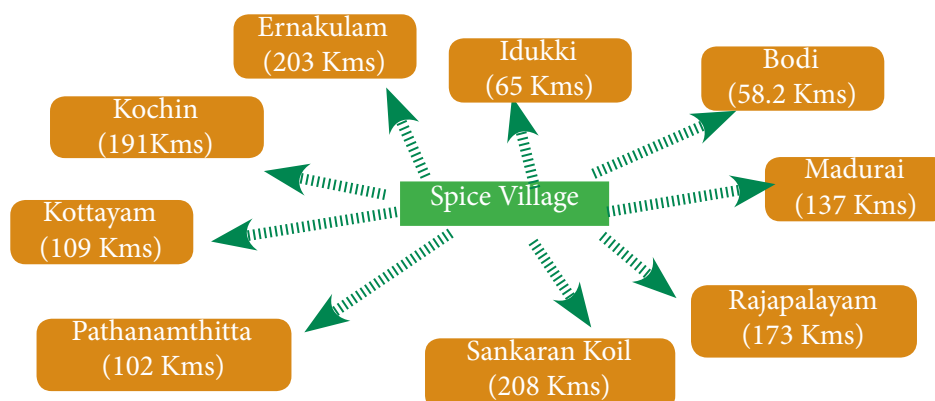
- The resort has 52 luxurious huts (Standar and Deluxe Villa) with confrence and business halls, multi cuisine restaurants with all modern amenities with an average tariff of
- Around 70 Percent of the total average tourist annual flow of 18,000 comes from the foreign countries like UK, France, USA, Canada and Italy and remaining domestic tourists comes from the states like Maharashtra, Delhi and Gujarat.
- Annual average flow of the tourists is around 18,000 with an occupance rate of 80 Percent. Generally people comes under certain package of 2-3 nights stay including breakfast and dinners and some leisure events like Elefant Safari, tour to the villages, Fisshing etc.
- The resort has employed around 71 skilled and non-skilled workers out of which 20-30 are recruited from the nearby villages and locality with an average wage of Rs. 5000-8000 Per Month.
- It is running since 20 years and it has opened 13 branches of the resorts. The hotel has revised its tariff 10 times till noe with an increament of 10-15 times each time.
- The resort has invested on the buying Bullock carts for the forest department in order to employee local peoples.

Major Tourist Destinations:

- Periyar Tiger Reserved Forest (4 Kms)
- Periyar Lake and Wild Life Sanctuary (3.8 Kms)
- Coconut Lagoon (139 Kms)
- Direct connectivity with the Madurai in Tamil Nadu which is 137 Kms away from it.

Connectivity:

The nearest airport from the Spice Village, Thekkady is in Cochin which is 192 Kms away, Railway Station is at Kottayam 135 Kms, and Bus Stand is at Thekkady town which is 1 Kms away from the village.

**Availability of the Infrastructure:**

- The town is well connected with the major roads like Ernakulam-Thekkady Road (SH-41) then Munnar-Kumily Highway (SH-19) and Dindigul-Kottarakkara Road etc.
- Bus Stands are within the town premises like at the North-East of the Spice Village TNSTC Bus stand and at North-West of the village KSRTC and Chellimada Bus Stands are located from where busses are available for the nearby towns.
- Spice Village is surrounded by the lush green forest by consisting some wild life sanctuaries.
- The built up area is less dense and maintained the clean and neat environment, people are aware of the hygienic sanitation.
- Due to the presence of slopes in the locality water logging and associated issues are not significant even if drainages are open.

Socio Economic Impact of the Heritage Hotel:**Direct:**

- The resort has recruited 20-30 people from local villages only which clearly indicates the support provided for atleast 30 families in the society.
- The resort has donated to the forest department of the village to buy bullock carts for the use which can be used by the localites for providing the facilities of rides to the tourists which is another source for the income of the localites in the town.
- The whole idea of the Spice Village is to conserve the contemporary architecture and providing the means for the showcase of the local traditional and tribal life styles and the materials used by them. It has played a great role in order to exhibit the traditional and cultural values in the local by generating revenue.

Indirect:

- Every year 15000-18000 people comes to visit the place which is a significant figure in terms of tourist flow which ultimately leads to the higher value of revenue.
- This huge tourist comes here and visits to the local villages and other destinations like wild life sanctuary etc they participate with the local people through various means of entertainment like Bullock Cart riding, Fishing with the villagers, adventure in the jungle, a climb to get fresh natural coffee etc are ultimately leading the quality of the local people associated with the resort.
- Exchange and Learning the various kind of culture from wide and different states of the country. It provides an opportunity to exchanging life styles which results the behavioral changes in the tribal society as it enhance the standard of their living style.

Location: Alappuzha

Name of the Hotel: Emerald Isle

Name of the owner: Vinod Job

Property Description:

Located in the beautiful waterways and backwater of the Kuttanad region of Central Kerala lies Emerald Isle 10 Kms away from the town Alleppy. The property stretches across 9 acres including lush green paddy fields and fish ponds. It is an ancestral country house made of teak, and has wonderful woodcarvings on the walls. This tranquil place is a perfect retreat from the city's flurry.



History:

The hotel dating back 150 years, retains its original architectural features, mostly in teak, with splendid wood carvings. There is also a fine Ara, the timber storeroom used in former times for the golden harvest of rice golden because the island's lush green paddy fields turn gold at the time of the harvest.

Unique Feature of the Hote:

- The hotel has wonderful lush green gardens, luxurious rooms with all modern facilities, Ayurvedic massages and boating through the water channels of backwater is the main charm of the hotel.
- Boating in the backwaters, visit to pottery factory situated in the resort, Ayurveda center, Yoga and Free Cooking Classes
- There are only 5 rooms (All Air-conditioned) for guests and each has its own en-suite Open-Shower bathroom with all modern facilities.
- Country Folk Songs Live in the evenings for the Guests as complimentary.
- Facilities like beauty treatments like Pedicure, Face Massage, Waxing, etc in our premises for Extra Cost.
- One can experience-Fishing Using Different Equipments, Toddy Tapping, Village Tour as complimentary.
- Other facilities like Motor Boat Cruise, Ayurvedic Massages, Cooking Classes, Cycling and Kayaking are the some major activities that one can access here.

Salient Features of Rural Heritage Tourism and Revenue:

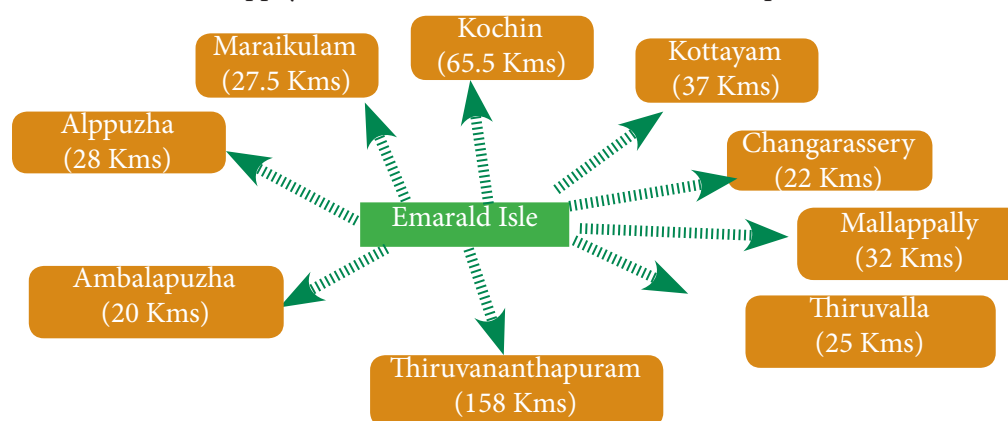
- Currently four people are working in the resort with an average wage of Rs. 3000-4000 per month. almost all are recruited from the nearby village Pulincunno
- The resort management has invested Rs. 1,25,000 in last three years for the training session for the workers in order to improve and increase the efficiency of the workforce associated with the resort.
- More than 60 Percent of the tourist flow of 140 (Annual Average) comes from the foreign countries like UK, USA, Canada, Japan, Australia, New Zealand and Sitzerland and remaining domestic tourists are mainly from the states like Maharashtra, Delhi, Karnataka, Tamil Nadu and Gujarat.
- The tariff varies from Rs 5700-7300 per night and average stay of the tourist in the resort is 2 nights including the package.

Major Tourist Destinations:

- Visit to Alappuzha Town for sightseeing, making Coir Products, Beach, etc for will be charged extra according to the Vehicles used (Car or Motor Boat) and Guides needed.
- Chambakulam Church (5 Kms)
- Snake Boat (5 Kms)
- A visit to Coconut Lagoon which is located at the north of it on the bank of Vembanadu Lake.
- Visit to Alappuzha and Kochin as it is the major city located on the north of the resort. These cities have beautiful natural beaches.

Connectivity:

It is 10 km from the town of Alleppey, 100 km from Cochin international Airport.

**Availability of the Infrastructure:**

- The resort is accessible by only road which is connecting the Kindangara-Mankombu road via Muhyidheen Juma Masjiz and another way is from State Highway-11 (Allapuzha-Chagarassery road) and then one has to come through boat.
- The resort is surrounded by lush green farm land and Coconut trees with very rare built ups around it.
- Nearest railways and Bus stands are at the nearer towns like Allapuzha and Changanassery though busses are available at the juncyion on the State Highway-11 near to the resort presmises.
- Many institutional setups like Government UP School, AT Government Vocational Higher Secondary School, Government LP School and Devmatha High Schools are located around it apart from it one Moncompu Sri Bhagavathy Temple at the South-East of the resort.

Socio Economic Impact of the Heritage Hotel:**Direct:**

- The resort has not done many significant social responsible activities but it has recruited all the people from near by villages only which indicate sthe support provided by the resort in terms of income of the 4-5 families in th locality.
- Providing the opportunity for the exposure of local art and culture which results the carze to enhance and develop the local strength in terms of available resource and the skills of the people associated with such activi-ties like folk dances, local art performances, boating, sailing of local crafts etc.

Indirect:

- The proportion of the market profitability raised, as main market area has grown around the fort and hotels only, the retail market of consumer products is definitely under impact of the flow of tourist.
- Reorganization as one of the important tourist destinations brings an opportunity to learn and adopt the posi-tives of various cultures around the globe and this phenomenon leads the strong believes in education and health sector of the town.

Location: Punnayurkulam, Thrissur

Name of the Hotel: Kunnathur Mana Ayurveda Heritage

Name of the owner: Nisha Shelly and P. K. Shelly

Property Description:

Kunnathur Mana Ayurveda Heritage and Luxurious Hotel (KMH) located near the holy Guruvayur Temple is the rare combination of great architectural wonders of Cheranadu and Chettinadu. The resort lies in the middle of a Kerala village without other tourist resorts and is only 3 km from the beach and 90 km away from The Cochin (COK) airport.



History:

KMA Heritage is one of the most prominent Mana in Kerala, having a history of over 120 years. Historically this house is of the richest Namboothiri families in Kerala. Mana can describe a lot about the Kerala legacy. KMA Heritage is the all-new addition to the fascinating silhouette of Guruvayoor. The owner were the richest family in old time which is Namboothiri families in Kerala.

Unique Feature of the Hote:

- The Ayurvedic Heritage Resort is the all-new addition to the fascinating silhouette of Guruvayoor. The traditional therapeutic treatment “Ayurveda” as was practiced in the past is replicated to ensure physical and mental rejuvenation.
- The resort has 8 luxurious rooms including 1 Presidential, 5 Deluxe rooms and 2 Royal club with multi cuisine restaurant and all the rooms are equipped with the modern amenities.
- The KMH offers Kerala’s traditional therapeutic treatment ‘Ayurveda’ assorted with the ancient palace to impart physical as well as mental rejuvenation.
- The Royal Club and the Deluxe and Presidential Suites, which are richly furnished with most modern amenities and interiors, will give you a magnificent experience along with the personalized service.
- Olden day Koothambalam is a traditional theatre built as an annexe to some of the Hindu temples for the performance of “Koothu” and Koodiyattam”, two classical dance-dramas of Kerala. The KMH’s Koothambalam” signify spacious conference hall that provides a healthy environment to gather for any occasion.
- It presents with classical cultural programmes to give you an incredible experience. Multi- cuisine restaurant offers national and international delicious dishes. Regional mouth-watering food enriched with fragrant spices, exotic tropical fruits, vegetables and cereals is also served here.

Salient Features of Rural Heritage Tourism and Revenue:

- The resort has total 8 luxurious rooms with minimum tariff of Rs. 7020 including breakfasts and meals.
- The resort has recruited 18 skilled and non-skilled workers from rural and urban areas with an average wage of Rs. 4000-6000 Per month.
- The annual tourist flow is very low as compare to the other resorts of the state as per the discussion with the manager the total tourists in last year was 34 and in 2010 it was 25 only. The ratio of foreign and domestic tourists was same almost, foreigners were mainly from UK, Saudi Arabia, Qatar and Muscat on the other hand Domestic were mainly from the state Karnataka, Maharashtra, Tamil Nadu and Andhra Pradesh.
- Though hotel resort is cheaper as per the discussion with a tourist but the average nights of stay is common in all the hotels, it has not revised its tariff till now.

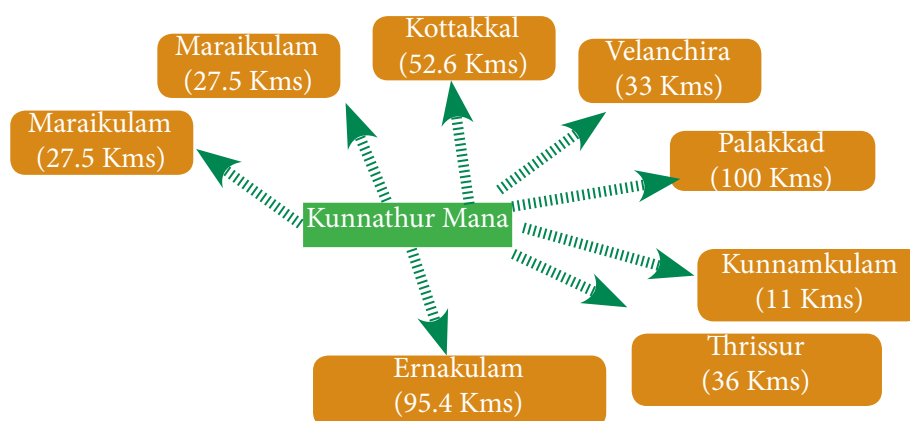
Major Tourist Destinations:

- Elephant kotta/Fort (8-10 Kms), the Vadakunnathan Temple, Thrissur Pooram, Guruvayur Temple (12 Kms), Kerala Sahitya Academy (35 Kms), Sakthan Thampuran Palace, Cherman Mazjid, Nalappat Mana (late famous poet and writer Madavikutty’s house) are other nearby attractions.

- Periyambalam Beech (3 Kms), Palayam Church (15 Kms)
- Vadakumnatna Temple (35 Kms), Kalamandalam Temple (65 Kms), Thriprayar Temple

Connectivity:

The town is on the National Highway, NH-212. KMAH is on the Punnayurkulam, Althara that starts from the main Mammiyur Junction, guruvayoor at the centre of the city. It is just 32Kms distance from Thrissur Railway station and three minutes walking distance from Bus Station.



Availability of the Infrastructure:

- The resort is located in the Kunnamkulam, Thrissur district connected with the State Highway-62 (Guruvayoor-Althara Ponnai Road).
- Nearest Bus Stop is at the road at Althara Punnayurkulam and nearest Airport is at Kochin (90 Kms) and railway station at Thrissur (36 Kms).
- The resort is surrounded by lush green coconut trees and only 3 Kms away from the beach with very less density in terms of the built up around it.
- Main religious points are St. Antonies Church, Manchira Devi Temple, Givindhapuram Temple, Siva Temple, Nijalil Juma Masjid, Chanmannur Juma Masjid and Pilakatel Juma Masjid and some educational institutions are like Ramaraja Memorial UP School and Prathibha College situated around the resort.

Socio Economic Impact of the Heritage Hotel:

Direct:

- Around 90 Percent of the total workers are being recruited from the nearby villages like Vadakkokad and Punnayur, which clearly indicates the dependency of atleast 15 families on the resort management.
- As per the discussion with the tourist he spent Rs. 40,000 here for the entertainment and other leisure activities, so the cash flow is within the locality shows the increament in the economy.

Indirect:

- Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the localities.
- Due to the visitors there is an exchange of the cultural and modern behavior which results in the standard of living locally. like setting up of the institutions etc.
- At present the maintainence of the quality of the food in the palace is not up to the mark unfortunately but the positive side of it is comercial area of the town are getting benefited around the palace.
- The proportion of the market profitability raised, as main market area has grown around the fort and hotels only, the retail market of consumer products is definitely under impact of the flow of tourist.

Location: Avlukunnu

Name of the Hotel: Keraleeyam Ayurvedic Resorts

Name of the owner: Mr. Ramesh

Property Description:

Keraleeyam heritage hotel is located in a village called Thatham-pally, in the district of Alleppey, Kerala with an ambience of a traditional Kerala Home built 70 years back with breathtakingly beautiful backwater frontage, Heritage style airconditioned accommodation, Traditional Kerala cuisine and 3000 years old Ayurvedic Rejuvenation Massage. Located at Alappuzha (Alleppey) Kerala.



History:

Keraleeyam is housed in an ancient Kerala home built 75 years ago. The architecture, interiors, furnishings, cutlery and dress code of the service staff, all befit traditional Kerala.

Unique Feature of the Hotel:

- Heritage style air conditioned rooms with modern private facilities attached. The facility has a panoramic backwater frontage. Interiors reflect ambience of traditional Kerala homes.
- Cots, Tables and Chairs are handcrafted in traditional style. The gentle refreshing breeze, flowing from the backwaters creates heavenly experience.
- A "Kalithattu" or open air theatre in-front of Keraleeyam, periodically stages folk art-forms. The property is so exclusive that it accommodates only 11 people at a time.
- Ayurvedic Massage is trusted for over 3000 years as a safe and effective method to attain total rejuvenation and relief from chronic aches and pains.
- The resort provides an opportunity to watch and feel the festive and cultural activities like Boat Cruise along picturesque backwater lagoons, amidst lively villages, Yoga and Ayurvedic massages makes relaxed and healthy feeling, Kathakali an ancient dance form in which one tells the whole story with the hand movements and facial gestures, apart from it the festivals like Onam and traditional games like Snake Boat race which ultimately is a full package of entertainment in the resort.
- Ayurvedic Rejuvenation Massage and Therapies are available at the resort and it is promoted by SD Pharmacy Group with a tradition of excellence spanning over 63 years in Ayurvedic Medicine Manufacturing and Health Care.

Salient Features of Rural Heritage Tourism and Revenue:

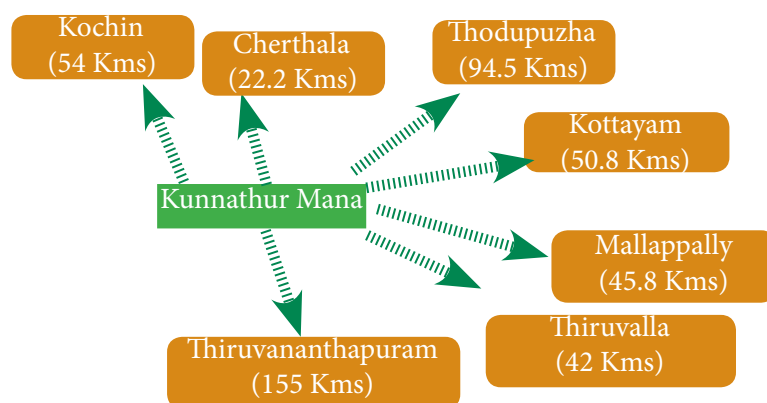
- The resort has 7-10 non Ac/Ac lakeview cottages and rooms with all modern amenities.
- May be due to the better connectivity and location at the fringe makes it suitable for the best place to stay and relax foreign tourists prefer to stay here for around 5 nights and domestic usually for 2 nights as per the discussion with the manager of the resort.
- Most of the tourists come from foreign countries like USA, Russia, Italy, Spain, France and Germany and domestic are mainly from the states like Maharashtra, West Bengal, Andhra Pradesh, Tamil Nadu and Karnataka.
- The resort has recruited around 15 people from rural and urban areas with an average wage 4000-6000 as per the skill and efficiency of the workers.

Major Tourist Destinations:

- Kumarakum (45 Kms)
- Thekkady (120 Kms)
- Periyar (120 Kms)
- Munnar (200 Kms)
- Kovalam (180 Kms)

Connectivity:

Nearest Airport - Cochin International Airport (54 Kms), Second Nearest - Trivandrum International Airport (155 Kms), Alappuzha (Alleppey 3.5 Kms from the resort) is accessible by rail and road from different parts of India. From the town the resort is accessible through the roads as well as the waterways as one canal named Vada Canal is flowing from the city heart to the Thattampally Kayal.

**Availability of the Infrastructure:**

- The Keraleeyam resort is located at the bank of lake with backwater near one of the major town of the state Alappuzha and connected with the local road which is Punaamada Finishing Point Road near by the Kerala Boat House Club. It is accessible through Vada canal as well towards the south which passing through the town near by the Kerala State Road Transport Corporation.
- East of the resort is surrounded by the plenty of cultivated land along with the water bodies filled with backwater of the Arabian Sea.
- It is located at the North-East of the Alappuzha town which is less densified with very few builtup area, the town has got all the institutional setups including social and physical infrastructure due to the presence of beaches and its tourism value as heritage resorts are situated in its premises.
- Due to the presence backwater channels by side of it makes very convenient for the transportation along waterways.

Socio Economic Impact of the Heritage Hotel:**Direct:**

- Around 90 Percent of the total workers are being recruited from the nearby villages like Kainakary which clearly indicates the dependency of atleast 10-12 families on the heritage resort.
- As per the discussion with the tourist he spent Rs. 40,000 here for the entertainment and other leisure activities, so the cash flow is within the locality shows the increment in the economy.

Indirect:

- Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the localities.
- Due to the visitors there is an exchange of the cultural and modern behavior which results in the standard of living locally. like setting up of the institutions etc.
- At present the maintenance of the quality of the food in the palace is not up to the mark unfortunately but the positive side of it is commercial area of the town are getting benefited around the palace.
- The proportion of the market profitability raised, as main market area has grown around the fort and hotels only, the retail market of consumer products is definitely under impact of the flow of tourist.
- Due to the visit of the tourist local boatmen got new direction towards the innovation and improved their quality as well the economy which results the better condition of the standard of living around the villages.

Location: Put

Name of the Hotel: Tharakan's Heritage Home

Name of the owner: P.H. Hormis Tharakan

Property Description:

The Tharakan's heritage home, a five acre coconut garden, is located in ezhupunna, a village 20 kms south of cochin in the district of Alleppey, kerala. Tharakan's Heritage Resort boasts of two open court yards that are situated within the house. The main segment of the house is made of timber and has superb handcrafted carvings.



History:

Tharakan's Heritage Resort exudes an old world charm. The "Tharavad" of this heritage resort was rebuilt at its present position in the year 1827 by P.V. Avira Tharakan. This was built 400 yrs ago by Tachil Mathew Tharakan who was the Forest Minister to Maharaja Marthada Varma of Travancore. The house originally built at Allepey was later dismantled and a part of it has been reconstructed at Ezhupunna. This home stay was opened to guests in 1982.

Unique Feature of the Hote:

- The hotel has mainly three rooms namely Ayisha Manzil, Court Rd, Telicherry which possess a comfortable stay in the hotel.
- The décor in the large and airy rooms of Hotel Ayisha Manzil is a captivating mix of west, east and house peculiarities. Antique furnishings alongside local objects, family heirlooms, rare clocks and musical instruments bring an aura of the past to the ambience. The rooms also come fitted with all sorts of modern facilities to give the guests a comfortable stay.
- It has the facilities of Backwater cruise, Watching the local fisherman taking their prized catch and Visit to interesting sites in and around the places like St. Raphael Church and villages.
- It doesn't has multi- cuisine restaurant it purly for the lodging only.

Salient Features of Rural Heritage Tourism and Revenue:

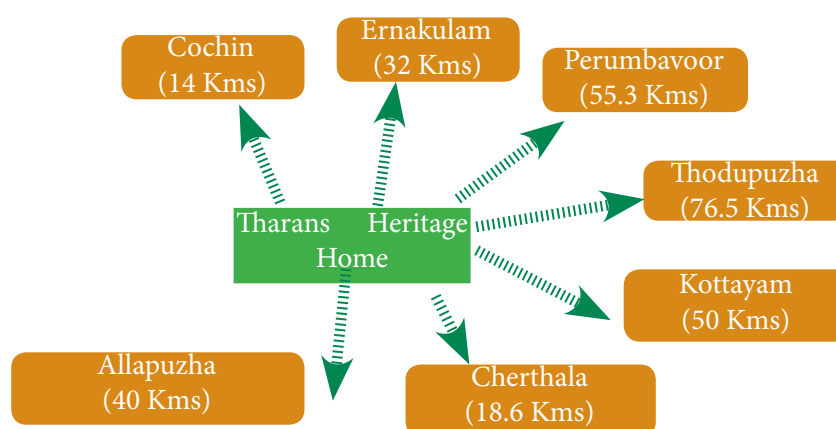
- It has only four rooms with an average tariff of Rs 10,000 Per day with all modern amenities.
- Only foreing tourists visits at this place so far and are mainly from the countries like UK, France and Germany with an annual flow of 10 People.
- The resort has recruited 4 people from nearby villages only specially from Ezhupunna with an average wage of Rs 3000-4000 Per month.
- As per the discussion with the manager they have revised tariff each and every year with a marginal increa- ment.
- They have started one social responsible action last year towards the improvment in sanitattion system in the locality, they have invested around Rs 25,000 for the garbage management with the participation of the local people residing there.

Major Tourist Destinations:

- Temples and Churches are there to visit but one can find fine beaches like Arthunkkal Beach (25 Kms) and Alappuzha Beach (40 Kms) nearby the resort along with the visit to the villages of fisherman along the beaches.
- Kochin, Ernakulam are some major cities for the shopping and other entertainment spots apart from it Co- conut Lagoon (37-40 Kms), Munnar (140 Kms) , Keraleeyam Heritage Resort (45-50 Kms) are some major destinations around it.

Connectivity:

- The village is located on the way to the Alappuzha connecting Kochin with the National Highway-65.
- Nearest Bus Stand is at Parayil Kabala 1 Km away from the resort and Railway Station is at Ezhupunna itself and Airport is at Kochin which is 15 Kms away from it.

**Availability of the Infrastructure:**

- It is closer to the one of the major city of the state which is Cochin (20 Kms) away from it which is connected with Old National Highway-42 and Ernakulam by the National Highway-65 passing along the village Ezhupunna.
- The builtup of the village is very less densified and scattered along the roads. Nearest bus stand is at Parayil Kabala and Railway station is within the village premises which is 1 Km away from it.
- In and around the villages many religious spots are situated are mainly Sree Kumarapuram Temple, Swayamvara Durgaderi Temple, Sree Narayanapuram Temple, St. Raphaels High Church, Jilani Masjid and Educational institutions are mainly St. Raphaels High School and Al Ameen Public School.
- The resort is covered with the lush green coconut trees and cultivated lands around it.

Socio Economic Impact of the Heritage Hotel:**Direct:**

- The resort has recruited 4 people from the village Ezhupunna only which clearly indicates the economic support by the resort to atleast four families in the locality.
- It has participated one social responsible activity as it was the actively organization behind the implementation of the garbage management of the locality by donating around Rs. 25,000 for the improvement of the sanitation system in the society.

Indirect:

- Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the localities.
- Due to the visitors there is an exchange of the cultural and modern behavior which results in the standard of living locally. like setting up of the institutions etc.
- At present the maintenance of the quality of the food in the palace is not up to the mark unfortunately but the positive side of it is commercial area of the town are getting benefited around the palace.
- The proportion of the market profitability raised, as main market area has grown around the fort and hotels only, the retail market of consumer products is definitely under impact of the flow of tourist.



Coconut Lagoon



Emerald Isle



Kerleeyam Heritage Resort



Kunnathur Mana Resort

Photo Inventory



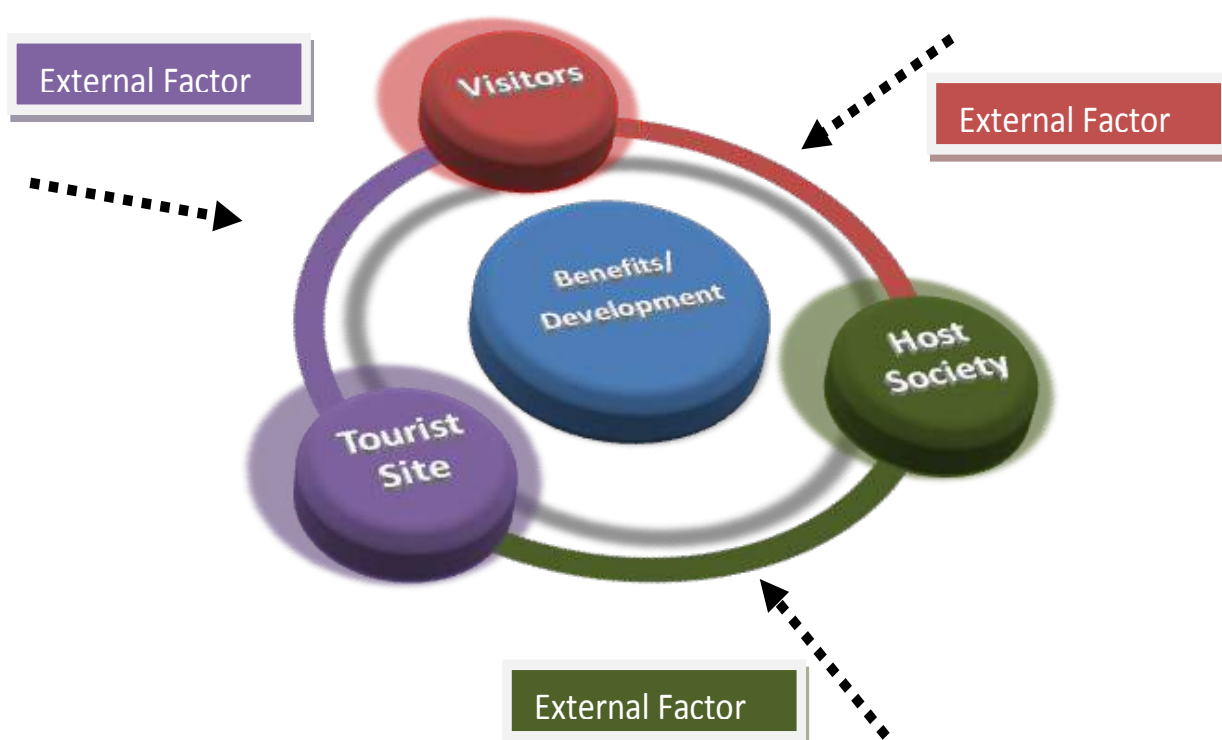
Spice Village



Tharakan's Heritage Resort

Conclusion:**Findings:**

- As per our survey is concerned in Kerala all heritage hotels have the facilities of Ayurvedic Massages and Yoga as the state has an ancient history associated with the Ayurveda and traditional treatment for almost diseases.
- The natural resources in the State creates an opportunity to encourage and develop the tourism industries in large scale.
- Almost each and every resort and hotel has the facilities of Ayurvedic massages, Elephant riding and Village visits facilities which implies that the state has got success in terms of the strength and potential of the natural and traditional activities or resources and succeeded in order to make it world wide recognizable.

**External Factors:**

- Initiatives taken by the Government for the improvement of the society in terms of Infrastructure, Socio-Economic status
- Providing information enhances the development of rural tourism. Advertisements, the authority's attention to the villages as well as holding meetings and fairs for the rural products all have significant roles in attracting tourists and visitors in these areas.
- Facilities enhances the development of the rural tourism such as Electricity, water, schools, stores, mosque, infirmaries, communication centres, internet, banks, private and government investments.
- Rural infrastructure includes road connectivity, modes of transport, organizational and institutional planning, state attention to investors and easy local access and the development of the small rural industries.
- Cultural factors affect the development of the rural tourism it includes religious places and holy shrines, rural historical and archaeology monuments, traditions, Islamic councils, greeting style of villagers and special occasions such as festivals, fairs and other cultural events.

Recommendations/Suggestions:

- Identification of the uniqueness in the thematic tourism as Heritage, Wildlife, Nature and Mountain and Cultural Tourism.
- Building Infrastructure:
 1. Physical Infrastructure
 2. Market Potentiality
 3. Work Force (Human Resource Development, Capacity Buildings)
 4. Economic Infrastructure (Fund Circulation)
- Bringing the stakeholders together and creating sustainable partnership
 1. Government
 2. Local Communities
 3. Private Partnership
 - (a) Real Estate Agencies
 - (b) Tour and Travel Operators
 - (c) Hospitality Companies/Organizations
 - (d) NGO's/Associations
- Creating Circuits
- Innovation in hospitality and services
- Strategies for inviting more tourists
- Identifying scope of earnings/Revenues for local beneficiaries as their skills and productivity.
- The State Government should encourage a separate window of subsidization under state tourism department in association with the state cultural department for capital investment and restoration of heritage hotels in the state.
- Proactive measures in tourism legislation, certification/grading of tourism products, incentive schemes for tourism projects and most importantly, effective marketing of the State as a tourism destination.

4.7 Northern States.

Overview

The category of rural heritage hotels in the northern states consist of hotels of three states located in the northern part of the country. These hotels situated in the rural areas exhibit some distinguishing features of the reminiscence of our past which has now evolved in the form of heritage. Undoubtedly, these are the reflections of our glorious past in tangible form and are now contributing in the form of hotel and tourism industry with an increased share in GDP, in the development of rural areas by generating rural employment, augmenting sustainable development, reducing poverty and helping in the socio-economic development in the region.

The rural heritage hotels are situated in the states of Punjab, Haryana and Uttar Pradesh and their area of influence is not very vast but surely significant.

The northern region of the country has remained a centre of power and focus from the period of Mughals to the British rule in India. Because of this there are plenty of historical buildings, heritage sites demonstrating a cultural diversity of the northern region. The tourists, both domestic and foreigners consider Punjab and Haryana as transit nodes while visiting to Himachal Pradesh and Jammu & Kashmir. Punjab state known as the land of great gurus, has a great heritage of famous religious shrines, palaces, ancient monuments and historical embodiments. The state is also famous for its handicrafts, woodcrafts and intricately designed in rich traditional patterns and motifs and needlework products. The states of Haryana and Uttar Pradesh are also a land of historical and religious importance. As the former is associated with Kurukshetra where the famous battle of Mahabharata took place and the later is considered to be the birth place of Lord Ram and Lord Krishna.

Under the study on impact of heritage hotels in the country with focus on rural areas the information have been collected by interacting with the hotel managements, tourists visiting these hotels, travel operators providing services to tourists of these hotels and villagers within in the vicinity (restricted to 5 km) of these Hotels besides identification of the existing tourist destinations which have the potential or there is a scope of developing these by conserving their original structures and facilitating all the means which supports the tourists flow and develop the tourism in these states. here is one rural heritage hotel each in the three states, namely Kikar Lodge near Ropar in Punjab, Heritage Village near Manesar in Haryana and Mud Fort in Uttar Pradesh, all the these hotels are non-classified sampled for the study. On a global panorama tourism is the largest service industry which earns the revenue in the form of foreign exchange earnings. The heritage tourism can possibly position India as a 'value for money destination' that delivers a superior visitor experience as compared to its competitors.

PUNJAB

Name of the Hotel: Kikar Lodge & SPA Centre

Location: Basali, Noorpur Bedi

Name of the owner: Mr. G. S. Chopra



Property Description:

Kikar Lodge is nestled in the foothills of the Shivaliks, The Kikar Lodge - India's first Private Forest Reserve is spread over 1800 acres and is located barely a few kilometres from the shimmering blue band of the "Ropar Wetlands".

History:

The Lodge named after the Kikar tree is located on top of hill. The Kikar Lodge is India's First Private Forest Reserve spread over 1800 acres of forest, a secluded haven of luscious green splendour.

Unique Features of the Hotel:

- The hotel has 30 luxurious cottages, each cottage has been designed keeping in mind a splendid and unique view. It has well furnished conference room of capacity of 50 people, two large swimming pools, rich bar and multi-cuisine restaurant and many more exciting magnificent facilities.
- It offers a rare opportunity to discover wildlife in their natural habitat. One can set adrenaline levels spewing high, walk through nature trails, lounge near the pools, distress with a healing massage or enjoy a quiet evening around the amphitheatre or shack.
- The decorated air-conditioned suites and cottages are laid out in a discreet cluster and reflect the serenity of the surroundings. The location of this lodge gives full advantage for a number of exploratory and adventure activities.
- While permitting it to tap into the tranquillity of the locale to set up a Spa in collaboration with the experienced Kairali Ayurvedic Institute.
- The hotel provides the opportunities like adventurous tours in the jungle and river rafting, etc.
- There is one helipad within the vicinity of the hotel.

SEEN

Salient Features of the Hotel:

- The hotel has 30 luxurious rooms with all modern amenities. The annual tourists flow in the hotel is around 2000 and its annual occupancy rate is 70 percent.

Impact of Heritage Hotels in Country – Focus on Rural Areas

- Average period of the stay of the tourists in the hotel is 2.5 days and the tourists visit under certain packages offered from the hotel. Most of them are domestic tourists from the states: Punjab, Delhi, Haryana, Gujarat and Maharashtra; and the foreigner tourists are from the countries: Israel, Germany, USA and Canada.
- The hotel has recruited 73 persons (skilled and unskilled) both from urban and rural areas, out of which 40 percent have been recruited from the nearby villages with wage varying from Rs. 5000/- to Rs. 8000/- per month.
- The hotel has invested around Rs. 7 crores for the renovation, conservation and construction of the buildings so far. In last 3 years the hotel has invested around Rs. 3 lakhs every year for the training and capacity building of the employees in order to attain the quality in hospitality and services.
- The hotel has revised the tariff five times till now and each time it was increased by 10 percent and the revenue generated by the hotel in last five years is around Rs. 13 crores.
- The hotel has undertaken many CSR projects for development of the local community, and have invested Rs. 1 lakh every year for the welfare of the society,

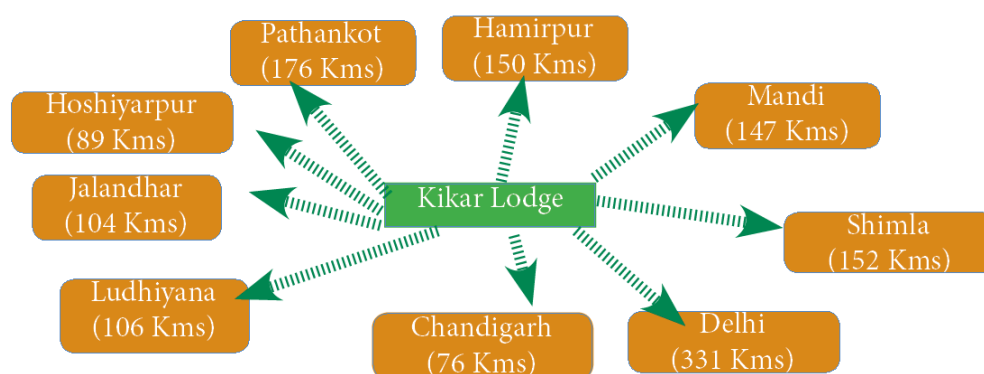
Tourist Destinations identified:

- **Anadpur Sahib:** It is in Rupnagar “The holy city of Bliss” a most important sacred place of the Sikh community. It was founded by the ninth Guru Tegbahadur on 13th May 1665.
- **Hola Mahalla:** It is a Sikh Olympic event which begins on the first day of the lunar month of Chet in Nanakshahi calendar. The event is for a week’duration and consists of camping out and enjoying various displays of fighting prowess and bravery, followed by kirtan, music and poetry.
- **Khalsa Heritage Complex:** It was built in 100 acres of area, the complex has been conceived as two functionally integrated sets of the buildings. It houses functions that respond directly to the needs of the common people-changing exhibits galleries.
- Ropad Museum and Ranjeet Singh Bag (27 kms)
- Bhakhda Nangal Dam (45 kms)

Connectivity:

The nearest Railway Station is Anandpur Sahib (about 14 kms). The Kikar Lodge is about 70 Kms from Chandigarh.

Impact of Heritage Hotels in Country – Focus on Rural Areas



Availability of Infrastructure:

- It is an isolated luxurious resort located at the foot hills of the Shivalik ranges and the nearby villages are Kangar, Balewal, etc.
- It is rich with the green and wild flora and fauna with very limited infrastructural facilities around it which is compensated by the natural resources and beauty around it.
- Villages are typical and surrounded with the agricultural land with almost zero amenities.
- Internal roads are Kuccha and narrow, no drainage and sewerage systems developed as organically within the vicinity of the resort.
- Only major road passing across is Noorpur Bedi-Roopnagar road from where one can access to the public transport.

Socio Economic Impact of the Hotel:

Direct:

- Employment generation: It has recruited around 40 percent of the total deployment from the nearby villages, namely Kangar (Basali) and Noorpur Bedi .
- It has undertaken many CSR projects like setting up of the hospitals for the staff and their families, providing foods for poor children in the community besides drug control campaign and plantation around the hotel and in the nearer locality.
- It buys all raw materials like vegetables, fruits, milk, pickles, etc. from the local market which ultimately supports the cash flow in the local community.

Indirect:

- The hotel acts as the driving force for development of the locality as the heritage important property with the special concerns from the government as well as the people around the globe.
- It provides the means of tours to destinations including visit to rural areas by providing opportunities for the local people around the destinations to earn,

Impact of Heritage Hotels in Country – Focus on Rural Areas

apart from it, they get in touch with the different cultures and traditions which can be implemented in their community to maintain the standard of living.

- Encouragement of the local handcraft and artisans, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the locals.

HARYANA

Name of the Hotel: Heritage Village Resort & SPA

Location: Manesar, Gurgaon

Name of the owner: Mr. Chopra

Property Description:



Nestled in Manesar, within the flourishing expanse of the Heritage Village Resort & Spa in Manesar, Gurgaon, soulfully breathes energized across 12 acres of green courtyards architecturally inspired by the bygone era of havelis having beautiful domed roofs. It is winner of 2012 Certificate of Excellence award and twice winner of the National Tourism Award, 2003-2004 and 2008-2009 by the Government of India.

Unique Features of the Hotel:

- 80 classic Heritage Resort rooms are designed in ethnic Rajasthani style, in double-storied clusters or 'Mohallas'. These clusters are interconnected through open archways, imparting a wonderful feeling of freshness and openness and 63 Chic Design rooms combine a contemporary, modern and luxurious look.
- This Resort is attached to a winery. Dining options at the Resort include 3 restaurants. A poolside bar and a bar/lounge are open for drinks.
- Housed in a beautiful Rajasthani haveli, the Resort and Spa is spread across landscaped grounds.
- It has a cricket lawn, badminton and basketball facilities. International buffets are served at Jharokha while Surya Mahal offers Indian specialities.
- A stupendous fusion of vibrant colours and landscapes of Indian ethnicity and International eloquence makes Heritage Village a unique 154 rooms and suites experience.
- Surrounded by vast acres of Lush greenery, the Resort & Spa delights people the moment they enter its magnificent ambience.
- Everything at Resort & Spa is the successful culmination of a striking concept that promises a holiday, wellness or a conference experience.

Salient Features of the Hotel:

- The hotel has 154 luxurious rooms and annual occupancy rate of 80 percent. Its annual flow of tourists is around 12000.

Impact of Heritage Hotels in Country – Focus on Rural Areas

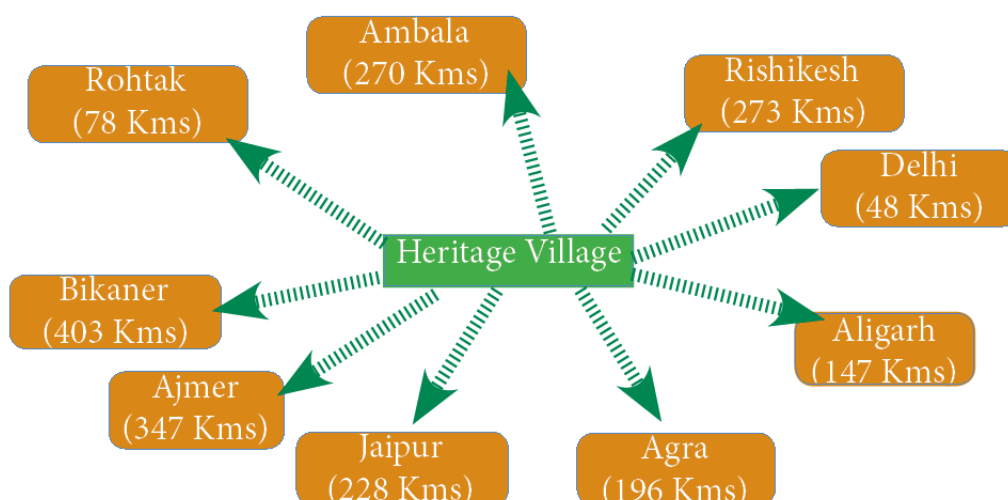
- The average tariff of the hotel is Rs. 9000/ per night and average period of stay of the tourists in the hotel is 2 nights
- It has recruited 265 persons (skilled and unskilled) out of which 35 percent are from local area with an average wage varying from Rs. 5000 - 8000 per month.
- About 80 percent of the tourists are domestic from states: Delhi, Haryana, Punjab, Uttar Pradesh and Gujarat and 20 percent are foreigners visit from France, UK and USA.
- The present owner of the Resort is in the business of hospitality since 1995. The Resort revises the tariff once in a year by 10-15 percent.

Major Tourist Destinations:

- Sultanpur Lake-Bird Sanctuary (25 kms), Patawali Palace (15 kms)
- Surajkund Fair - held every year for 15 days in the month of February, known as Surajkund Fair of Haryana, shows the wonders of crafts from all over the country.
- Aravalli Hills - on the border of Haryana and Rajasthan, these are a perfect destinations.
- Dr. Salim Alis Bird Sanctuary - the best place in India to go for bird watching, established by Dr. Salim Ali, it has the rarest and the endangered species of the birds making their Nest.
- Dumdama Lake: An attractive excursion which involves not only boating in the beautiful Dudamma lake but also the Aravalli Hills which can be easily reached from here.
- Kurukshetra: A drive of 160 kms from Delhi to Kurukshetra, Jyotisar - the land of war of Hindu Epic Mahabharata.

Connectivity:

Nearest Airport is at Delhi (36 ms), Gurgaon Railway Station is the nearest railway station (15 kms), By Road: National Highway 8 connects Manesar to many nearby towns within the state of Haryana such as Fakarpur, Baghanki, Mokulwaas, Kharki, Baslambi, Pukharpur, Kukudurla, Fazilwaas, Sahrawan, Nainwal, Naurangpur, Sikopur, Kaasan, Kukudurla, Khoo, Chandla Dungarwaas, etc.



Availability of Infrastructure:

- The Resort is located at the open space in the sector-2 of the Gurgaon along the State Highway-15A.
- Due to the proximity to the well developed cities like Delhi and Gurgaon it has all the amenities and facilities in terms of the physical and social infrastructure in the locality.
- Town is facilitated by many educational and financial institutions along with many administrative setups around it as it is in the National Capital Region.
- Manesar has been rated as one of the top most cities with regards to investments in real estate. Commercial space is over shadowing residential space which is slowly picking up. The sole residential area in Manesar is the Sector-1 in IMT Manesar, developed by the HSIIDC and has more than 550 residential plots and 50 Group Housing Plots, allocated in 2006 to Group housing Societies. This has been made to benefit the employees of the corporate working for IMT-Manesar.

Socio Economic Impact of the Hotel:

Direct:

- It has recruited around 54 persons from the local community which results in the economic support provided to the local people.
- Creating gardens and plantation in the gardens to maintain the greenery results healthy and aesthetic environmental condition in the locality.

Indirect:

- Gurgaon is under the impact of rapid urbanization, the heritage monuments with values creates an linkage with the history and due to the closer proximity to the capital city Delhi generates the scope of more tourists flow in the hotel which ultimately leads the revenue generation.

Impact of Heritage Hotels in Country – Focus on Rural Areas

- Appreciation of the local arts and crafts, cultural activities, encouragement to the local artisans with rewards are some other faces of impacts in the local community.
- Creates awareness towards the heritage conservation to the other private owners.
- Acts as the nodal point for the excursion to the other destinations and ultimately provides an opportunity for identification of the potential of the local spots.

UTTAR PRADESH

Name of the Hotel: The Mud Fort

Location: Kachesar, Bulandshahar

Name of the owner: Mr. Vikramjeet Singh

Property Description:

The Fort is situated 80 kilometers



away from Delhi and very near to Hapur, this Heritage hotel of Kuchesar has been known for its hospitality since decades. Being located amidst the picturesque surrounding and having the holy river of Ganges just 24 kms away, Mud Fort Kuchesar gives the taste of exotic India.

History

During the year 1740, the Jats became first rate military power of India. The rulers of Jat of Kuchesar originally belong to Mandoti in Haryana and were the descendents from the Jats of the Dalal sub-caste. The Mud Fort of Kuchesar was captured in 1763 but was recovered by the Jat rulers by 1782 and it remained in the family since then and was granted lease by the Mughal Emperor Shah Alam in 1790 and then by the British in 1807. This Fort was built with seven turrets as an anti cannon attack from Britishers.

Unique Features of the Hotel:

- It is located at the midst of 200 acres lush green field, it was built with seven burnets to get a vantage point to counter attack the cannons of the British Forces.
- Exploration of 18th century fort ruins, Plunge Pool, Football, Volley Ball, Badminton, Soft ball cricket, Bonfire in winters, Bar-be-Que in winters for group booking, Early morning bird watching are some charming features and activities which addons the value of the property.
- Visit to famous Brijghat on the Ganges about 25 kms, bullock cart ride, picnic at the mango orchids, village walk, farm visit, explore village market, pottery making, cow milking, etc. are extraordinary activities which maintain the adventure and beauty.

Salient Features of the Hotel:

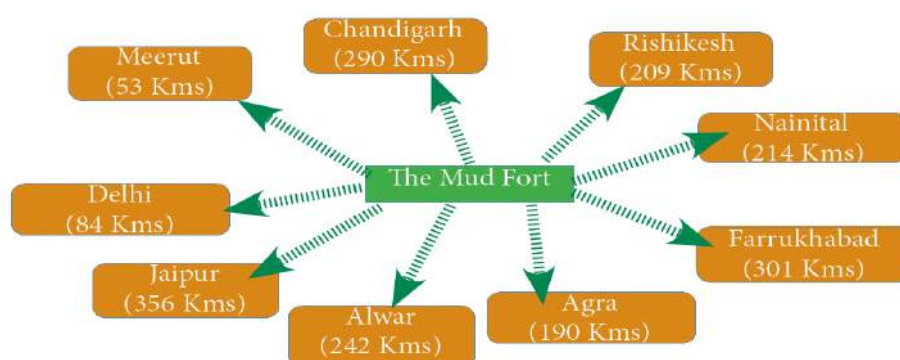
- The hotel has 17 luxurious rooms with an annual occupancy rate of 20 percent and its annual flow of tourists is around 400.
- The average tariff of the hotel is Rs. 5200/- per night and average period of stay of the tourists in the hotel is 1 night.
- The hotel has recruited 12 persons (skilled and unskilled) out of which 60 percent are from local area with the wage varying from Rs. 3000-5000 per month.
- 90 percent of the tourists are domestic from states: Delhi, Punjab, Uttar Pradesh and Bihar and 10 percent are foreigners visit from USA, UK, France, etc.
- The present owner of the Hotel is in the business of hospitality for the last 10 years. The Hotel revises the tariff once in a year by 10-15 percent.
- The hotel has invested around Rs.5-10 lakhs so far for the renovation and conservation of the heritage building.

Tourist Destinations identified:

- Tour to villages around the fort is one most important experience and activities.
- Sikandrabad - Sikandrabad is mainly an industrial area, which is located around 18 kms from the city of Bulandshahr.
- Chola (Village)-Chola is a small village located within the district of Bulandshahr and is famous for it's Bibcol Chola Polio Vaccine factory.
- Karnavas (Historic)-Karnavas in Bulandshahr holds historical significance. During the time of Mahabharata, King Karna used to donate 50 kg of gold every day.
- Valipura (Village)-Valipura is a very small scenic village located on the bank of the river, near the Van Chetna Kendra Centre.
- Ahar (Religious)-Ahar is located on the bank of Ganges River and is known for ancient temples of Lord Shiva and Goddess Avantika.

Connectivity:

Nearest Bus Station and Railway Station are at Garmuktesar and Hapur respectively and Airport is at Delhi (80 kms).



Availability of Infrastructure:

- The Fort is surrounded by the lush green agricultural land with some small villages.
- It is about 7 kms away from the Hapur road (Grand Truck Road) connecting Delhi to Moradabad.
- There is an organic growth around the fort along the local roads.
- Local roads are Kuccha, no proper sewerage system due to the extreme rural setup.

Socio Economic Impact of the Hotel:

Direct:

- It has recruited around 8 persons from the local community, a financial support provided to the locals.
- Creating gardens and plantation in the gardens to maintain the greenery results healthy and aesthetic environmental condition in the locality.

Indirect:

- Bulandshar is a small town with limited resources but the presence of heritage monument creates the value and worldwide recognition due to which tourists visit and results in revenue generation in the local market as well as in the community.
- Appreciation in to the local arts and crafts, cultural activities, encouragement to the local artisans with rewards are the impacts in the local community.
- Creates awareness towards the heritage conservation to the other private owners.
- Acts as the nodal point for the excursion to the other destinations and ultimately provides an opportunity for identification of the potential of the local spots.
- Local attraction is the main charm as it is rich with the natural beauty around it but the place is recognized worldwide due to the presence of the Fort which results the flow of tourists and visits to the local places which leads to the scope of income generation for the local people.
- Encouragement of the local handcraft and artisans, there is cultural and traditional folk dance and songs facilities which are indirect source of income of the locals.



Kikar Lodge: Magnificent Exterior



Kikar Lodge-Mud Biking



Heritage Village: Open Garden Restaurant



Heritage Village: Charming Interior

Photo Inventory



The Mud Fort: Green Lawn



Tharakan's Heritage Resort



Kikar Lodge: Adventurous Jungle Trip



Kikar Lodge: Natural Beauty



Heritage Village: Wellness



Heritage Village: Charming Porch

Photo Inventory



The Mud Fort: A trip to Village



The Mud fort: A way to the Fort

Findings:

- The hotel owners' perspective about heritage hotels has been mentioned above. The competition is stiff and the hotel owners understand that quality hospitality services have to be offered and though they invest a lot of money for the restoration and preservation of heritage monuments, in return sometimes, they do not get the desired return. It is true that if commercialisation of the heritage sector yielded a better profit margin it would not only encourage social responsibility but also make it a reality. However, the government on its part, should have a subsidised tax structure to provide a higher quality of stay to the visitors while fostering activities by which the social and economic conditions of the dependent villages become more robust.
- Rural tourism functions differently as it needs extra effort to generate revenue. The structure includes three parameters: first are the visitors or the tourists who are the clients; second is the host society which is responsible for complete hospitality and its associated services, including security, maintenance and conservation of the valuable heritage; third are the tourist sites – this comprises the strength of the monument and the significance of the destination, in terms of its historical value and the comforts, leisure, pleasure and adventure it is able to provide. Only after these are evaluated can the assessment of the benefits and development associated with the structure take place.
- The hotel management claims that they are more concerned about the quality not the profit which is positive because they do know the heritage values and the strength or potential of the locality and community associated with some specific art and culture but Government is not considering it primarily as for the overall development of the infrastructure and amenities initiatives will lead towards the development.
- **Highway tourism:** Haryana has been pioneering this concept in successful fashion, Stuffed toys, Stitching & Kadhai making

Initiatives:

- Investment linked deduction under Section 35 AD to the hotel sector allowing 100% deduction in respect of the whole of any expenditure of capital nature excluding (land, goodwill and financial instruments) incurred during the year for establishing new hotel of 2 star category and above, all over India has also been made in the Union Budget 2010-11 announcements.
- The Ministry of Finance in the budget of 2008-09, had announced a Five Year Holiday from Income Tax to two, three and four star hotels established in specified districts which have UNESCO declared 'World Heritage Sites'.
- Reserve Bank of India (RBI) has de-linked credit for hotel projects from Commercial Real Estate (CRE), thereby enabling hotel projects to avail credit at relaxed norms and reduced interest rates.

Impact of Heritage Hotels in Country – Focus on Rural Areas

- The circuit destinations as identified by the tourism ministry of India which are of national and international importance can be linked to the heritage hotels as a measure for value addition.

Circuits:

- Amritsar – Ram Tirath - Sarai Amanat Khan -Wagha Border – Amritsar
- Amritsar - Dera Baba Nanak -Qadian-Kala naur-Gurdaspur- Pathankot
- Amritsar-Tarn Taran-Hari-Ke-Pattan - Goindwal Sahib - Sultanpur Lodhi – Kapurthala(Kanjli lake) –Jalandhar
- Amritsar - Baba Bakala – Kartarpur - Jalandhar
- Chandigarh, Ropar (Rup Nagar), Anandpur Sahib, Bhakra - Nangal, Ropar, Chandigarh
- Ludhiana - Moga - Ferozepur - Bhatinda - Malout - Muktsar-Faridkot
- Patiala-Nabha-Malerkotla - Ludhiana - Fatehgarh Sahib - Chandigarh
- Jalandhar-Hoshiarpur-Jalandhar / Ropar-Chandigarh.
- Tourism and Hotels industry, contributes about 33% of the total state GDP. However, the net share of tourism in the state GDP is estimated at 1.63% only, at present in the state of Punjab.

Suggestions/Recommendations:

- The exercise tax on liquor should be rationalized and based on number of rooms and consumption basis not at the prevailing fixed rates.
- The local circuit should be developed as part of the rural infrastructure program.
- The heritage hotel should get subsidy for rural museum and other related off sites spots development, infrastructure, adventure sports, camp sites, rural handicrafts, skill clusters, etc.
- The rural tourism infrastructure development (tourist spots and adventure camp sites) and other related infrastructure development should be covered under NREGA and other rural development program of the Government of Rajasthan.
- The Ministry of Tourism and State Governments should explore and promote village recreation sites like lakes, water bodies, etc. which should be developed with line departments of the state Government.
- Most of the hotels are of the same opinion about the lack of support from the government for the restoration, conservation and preservation of heritage monuments which have significant historical value associated with it, so there is need of further investigation and supervision in these matters.
- Subsidies in property tax, taxes on liquor/bar facilities as well as on other luxurious amenities which are the basic requirements of royal and modern hospitality in order to attract more tourists.
- Recognizing the capacity and potential of rural tourism by identifying the value it will add and incorporating it as to generate more revenue. This has been

Impact of Heritage Hotels in Country – Focus on Rural Areas

done successfully in Khimsar and in Jaisalmer where sand dunes villages have been created as an added attraction for tourists.

- Training individuals for providing services to rural tourism
- Hotel Coordinators
- Agents and Promoters
- Hospitality segment (managers/escorts/waiters etc.)
- Training individuals and providing expertise for establishing and managing rural small scale industries
- Hand crafted items
- Artisans (pottery/clay modelling)
- Artists - cultural events (folk dances/songs etc.)

For Increasing Tourists Flow

- Opening of tourist information centres in other states.
- Appointment of marketing agents throughout the country and also abroad.
- Advertisement in print and electronic media.
- Publishing of high quality literature in Indian and foreign languages.
- Screening of documentaries in theatre, Railway Stations, Airports, Bus Terminals, etc.
- **Diversifying the areas of tourism:** the tourism industry in these states has mainly concentrated on natural and heritage tourism and neglected other forms of tourism to a large extent. The suggestion is that all these states should diversify into other areas like farm and yoga tourism which have the potential for future growth and development
- **Training the guides and the local people :** The local people should be trained in hospitality services and the guides should be trained to provide the necessary and the correct information to the tourist.
- **Maintain the control on the prices of goods and the quality of services:** the prices of the goods and services in Gurgaon are very high, and hence many tourists are discouraged from shopping and buying local items. The local people too, find the cost of living very high and very often the local people cannot afford to purchase their daily requirements, but in Bulandshahr and Kangar it is cheap comparatively. The government should keep a control on the prices of the products so that the local people and the tourist do not suffer.

4.8 Southern States

Overview:

In this part of the report consists of case study of rural heritage hotels in six southern states namely Andhra Pradesh, Chhattisgarh, Goa, Karnataka, Maharashtra and Tamil Nadu; which have impact on rural areas in terms of property alleviation and support sustainable human resource development by providing employment and increase in the cash flow in local market/nearby area.

The southern part of the country has become a leading tourist destination owing heritage tourism with rich natural resources. Temples, Monuments, Palaces with traditional architecture and great artisans' skills grace every corner of the country that capture the glory of foreign invaders like Muhgals, English and Portugese. These architectural delights exhibit the rich cultural heritage of the country.

History of the south India comes alive when one visits the Tamil Nadu's Kumari Amman temple in Kanniya Kumari, shore temples in Mahabalipuram, Arjuna's Penance, Krishna Mandapam, Mahishasurmandini cave, temples of Madurai, etc. and Matri temple in Auroville, Pondicherry's heritage town, Karnataka's Mysore Palace, the ruins of Tipu Sultan's capital at Srirangapatna, Kesava temple at Somnathpur, ruins at Hampi then adventurous visit to Goa, Pragati resort in Hyderabad. All these are truly an adventurous and architectural delights. Goa, Ooty, Kanniya Kumari, etc. are itself famous tourist destinations in the country. These destinations are the hub of even foreign tourists from all around the world.

Under the study on impact of heritage hotels in the country with focus on rural areas the information have been collected by interacting with the hotel managements, tourists visiting these hotels, travel operators providing services to tourists of these hotels and villagers within in the vicinity (restricted to 5 km) of these Hotels besides identification of the existing tourist destinations which have the potential or there is a scope of developing these by conserving their original structures and facilitating all the means which supports the tourists flow and develop the tourism in these states.

The purpose of the study is inter-alia to identify the parameters/ factors for socio-economic development in the rural areas due to the presence of heritage hotels along with the identification of tourist spots and the traditional and cultural events and production of handcrafts by the artisans. The heritage hotels located in these states provide a scope of revenue generally directly and/or indirectly and community development.

Tamil Nadu

Name of the Hotel: INDeco Leisure Hotel

Location: Thimmakudy, Kumbakonam

Name of the owner: Mr. Steve Borgia



Property Description:

The hotel is located in a small village of Kumbakonam in Tamil Nadu near the city Tirichurapalli. It was founded by Mr. Steve Borgia. It is the first hotel who received national award of “Global Eco Tourism Award”.

History:

It was constructed in 1800 century and known as ‘The Steve Borgia Indian Heritage Museum’, later it was titled ‘Museum of Tamil Lifestyle, Heritage Beliefs and Practices’. The hotel was conceived and created as heritage hotel in the year 1996.

Unique Features of the Hotel:

- There are 30 ethically designed comfortable suites in the hotel in different contemporary architectural style of Tamil Nadu in each suit.
- The hotel provides an aesthetic, calm, natural and healthy environment which creates harmony for the body, mind and soul.
- The hotel has three restaurants with plenty dining space wherein the south Indian vegetarian food is served. Most of the vegetables and fruits used in preparation of food, are produced from in-house gardens where eco-friendly farming techniques are adopted.
- The hotel has the facility for Yoga and Pedicure with Ayurvedic methodology which provides a comfortable stay in the hotel with adventurous and leisure trips to the jungles and beaches.

Salient Features of the Hotel:

- Most of the domestic tourists of the hotel come from the states: Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Pondicherry, Maharashtra, West Bengal and Delhi; and its foreign tourists come from the countries: like Italy, China,

Impact of Heritage Hotels in Country – Focus on Rural Areas

France, USA, Switzerland, UK, Dutch, Germany, Belgium, Australia, Malaysia, Singapore and Sri Lanka.

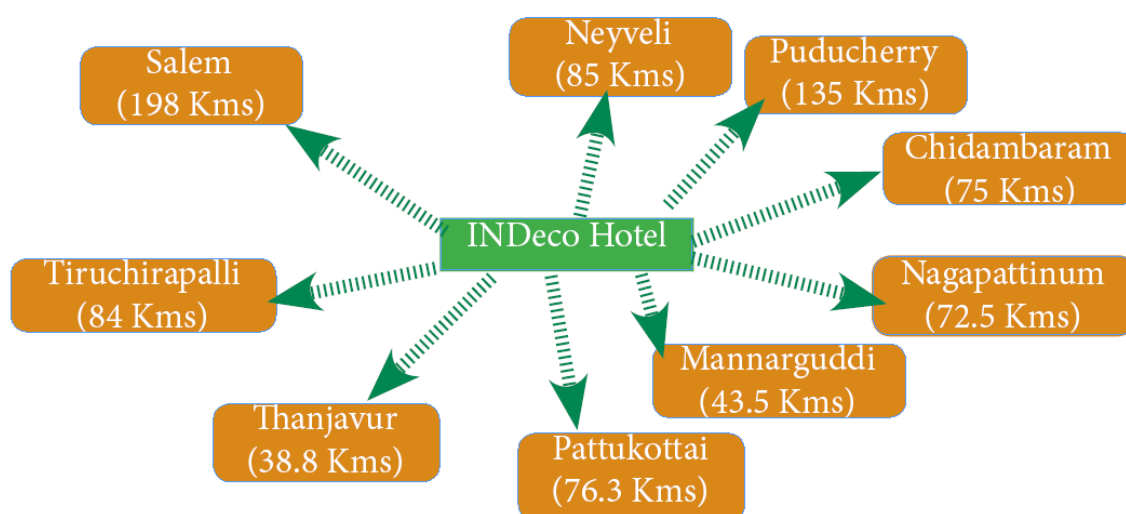
- Total manpower of the hotel is 59 persons out of which 47 are recruited from nearby villages. The wage of local workers varies from Rs. 4000/- to Rs. 6000/- per month.

Tourist Destinations identified:

- Heritage site at Thanjavur (39 kms)
- Kumbakonam and Swanatha Temples (within the town)
- Brihadeeswara Temple, Darasuram Airavateswara Temple, Gangaikondacholapuram Temple
- Nagapattinum (73 kms)
- Pondicherry (135 kms)

Connectivity:

The nearest Bus Stand is in the village Thimmakudy itself , Railway Station is at Kumbakonam (7 kms) and Airport is in city Trichurapalli (100 kms).



Availability of Infrastructure:

- The hotel is at the centre of the village with adequate connectivity, State Highway-22 is passing through it which connects National Highway-36, and State Highway-64 which connects cities: Thanjavur, Ariyalur, Mayiladuthurai, Karaikal, Thiruvavur and Nagapattinam.
- The city is located within two streams coming from river Manalmedu which is the natural drainage from both north and south settlements of the city.

Socio Economic Impact of the Hotel:

Direct:

- In last five years the hotel management has donated around Rs. 3 lakhs for the development of the society by setting up the institution for educational facility and support to the poor children, construction of the road, plantation, etc.
- About 80 percent of employees of the hotel are recruited from the nearby villages: Tikkar Panoh which shows the financial support to about 40 families.
- The hotel has provided the opportunity for exhibition of the traditional handicrafts in the hotel premises in order to promote the local art. This contributes in income generation of the skilled and local artisans.
- The hotel has taken the initiatives to provide all the means to develop the corporate industries in the local market in order to enhance the social and economical status of the society.

Indirect:

- The place is rich with the natural beauty and recognized worldwide due to the presence of the Fort which results the flow of tourists and their visits to the local places which leads to income generation for the local people.
- To encourage the local handcraft and artisans the cultural and traditional folk dance and songs are organized which is indirect source of income of the locals.

Name of the Hotel: Visalam
Heritage Hotel

Location: Karaikkudi

Name of the owner: Casino Group
of Hotels (CGH Earth)

Property Description:

Visalam is a 72 years old

Chettinad mansion restored to its original state with woodworks and masonry, etc. located at Kannadukathan, a village 16 kms from Karaikudi (Chettinad's main town).

History:

It is a 70 years old traditional building which was built by Mr. K.V.A.L.M. Ramnath Chettiar who was amongst the pillars of community (The Nattukottai Chettiars), they were merchant princes in those era. Visalam was a gift to his daughter Visalaksha.



Unique Features of the Hotel:

- The exterior is wonderfully made with a mix of art decor, south Indian and colonial styles. Interiors are designed with ethnic look with artistic woodwork furniture, doors, etc. and old carvings.
- The eggshell walls, teak and Italian marble columns and the tile floors with elegant architectural design of early 20th century overrated home.
- The interiors and activities in the hotel are the main charm to satisfy almost all the tourists who stay there. The art deco grill work in typical post war styles, the Victorian spiral staircase wound up there from Birmingham, modern bathrooms such as the original floor tiles, the beds still have 1950's style mesh posts without any modern look into it.
- The lamps of dusk lights as they are women all over the premises, a fascinating ride arranged by the hotel on bullock cart through a world of forgotten grace and unique architectural legacy.
- It is in 85 acres of area surrounded by lush green area of 2500 acres with full-fledged amenities including Wi-Fi and lot of recreational facilities enjoyable for all age groups.

Salient Features of the Hotel:

- The hotel has 15 luxurious rooms and cottages with all modern facilities maintaining the traditional era around it. The tariff of the hotel varies from Rs. 4,000/- to Rs. 6,000/- per night.
- Most of the foreign tourists come from the countries: France, Germany and

U.K. and its domestic tourists visit from the states of Kerala, Tamil Nadu, Delhi and Haryana and average period of their stay is 2 nights.

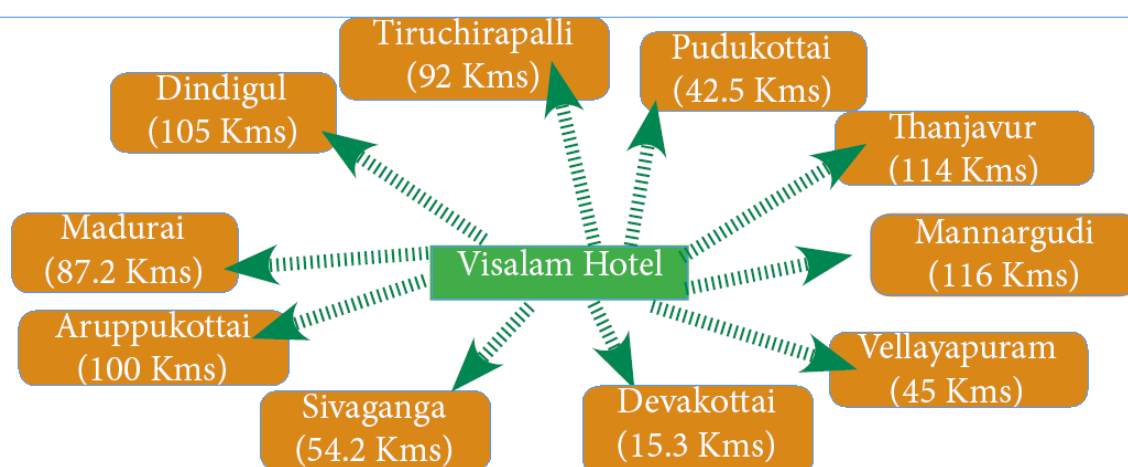
- The annual flow of the tourists in the hotel is around 2000, annual occupancy rate of the hotel 65 percent.
- The hotel has recruited 23 workers (skilled and unskilled) from rural and urban areas, out of which 80 percent are from the nearby villages: Nemathanpatti, Kandukathan and Thaethanpatti. The wage of local workers varies from Rs. 4,000/- to Rs. 6,000/- per month.

Tourist Destinations identified:

- Thirumayam Fort (10 kms), Chettinad Raja Palace (3 kms), Pillaiyarpatti Temple (12 kms) and Kundrakudi Temple (10 kms)
- Gopuram including the famous 1800 years old Pallayiar Patti Temple (12 kms)
- Village market at Chandor (Mondays in Karaikudi) for Palmyra leaf, basket weaving cotton weaves and fresh and dried produce from farms and sea.
- Raja Chettinad Mansion.
- 9 Major Saivite Temples.
- Pandye-era general Veerapandyan Kottabomman's fort.
- Firestones and statues at the rock cut caves of Siddannaval (about 25 – 30 kms from Karaikudi).
- Azhagu mess on Mayappan Ambalam street for traditional chettinad food
- Karaikudi's Muniswaran Kovil street has several antique shops selling stuff from local home, furnitures, lots of junk, glass objects, glass with art works, etc.

Connectivity:

The nearest Airport is at Tiruchirapalli which is 80 kms and another Airport is at Madurai 90 kms, nearest Bus and Railway Station is in the town Karaikkudi (5 kms).



Availability of Infrastructure:

- The hotel is connected with the major roads passing along the town.
- Village roads are in Grid iron pattern with all houses built in traditional architectural style called Nalukettu which gives an essence of ancient era.
- The hotel is located at the southern most of the Produttur town near a huge pond with lush green environment and has close proximity to the State Highway-35 and 28.
- The town has adequate social infrastructural facilities which includes educational institutions: Alagappa Arts College, PolyTechnique college, Distance Learning College, Central Electrochemical Research Institute, Alagappa Chettian College of Engineering and Technology besides State Bank of India, Indian Overseas Bank, etc.

Socio Economic Impact of the Hotel:

Direct:

- The hotel has recruited 23 persons (skilled and unskilled) from rural and urban areas around the hotel and most of them belong from the villages: Nemathanpatti, Kanadu Kathan, Thaethan Patti and the town. The wage of these workers varies from Rs. 4,000/- to Rs. 6,000/- per month.
- A local snack factory run by a group of women supplies its product to the hotel.

Indirect:

- Tourists of the hotel generally visit to the nearby villages where they interact with the local people and buy their traditional crafts. They donate stationary items to school children in the villages.
- There is revenue generation as the tourists visit the local market quaint many kind of artisans: blacksmith, silversmith, stone and wood carvers.
- Due to the hotel the skills of the local people have got global recognition which encouraged many working group in the locality engaged in handmade and sundried tiles used to keep the floor cool, and traditional handloom with fine authentic Chettinad fabric and the famous Chettinad clan temple.

Name of the Hotel: Fernhills Palace

Location: Nilgiris, Ooty

Name of the owner: Srikanta Datta
Narshimha Raja Wadiyar

Property Description:



Palace is located over 50 acres of estate with sprawling lawns, beautiful gardens, dense forests and rich and stunning views, overlooking lush green valleys and tea gardens. The palace received a national award of 'Legend Hotels (Welcome Heritage Hotel).

History:

The Palace of the Mysore Maharaja built in 1844 by Capt. F. Cotton, changed hands several times before it has a royal owner in His Highness Chamarajendra Wadiyar X in 1873, the first Indian Royal to buy an English holding in Ooty. Since then Fernhills Palace has been with the Wadiyar dynasty who continues to oversee it.

Unique Features of the Hotel:

- The estate with sprawling lawns, beautiful gardens and dense forests overlooking stunning views, the place radiates a history laden with romance and chivalry, an epoch that began at the height of the British Raj, a legacy that is vibrant and alive today.
- The Palace is superbly finished with Burmese teak, it features a magnificent ballroom with a highly valued ornamental peppier Mache ceiling.
- The Palace has two overlooking galleries, veiled with lace curtains one for the ladies and the other for the court orchestra.
- The hotel organizes music, arts and dance festival every year at different venues. Many renowned musical groups and individuals have performed in the annual festival of the hotel.
- Fernhills Palace is ideal for wedding reception and events. Its banquet halls are equipped for celebration without encumbrance.

Salient Feature of the Hotel:

- The hotel has 30 rooms and its annual occupancy rate is 60 percent. The average tariff of the hotel is Rs. 7,400/- per night.
- Most of the domestic tourists of the hotel come from the states: Karnataka, Maharashtra, Delhi, Tamil Nadu and Kerala, and its foreign tourists visits from

the countries: UK, France and UAE and the period of stay of the tourist is 1-2 nights.

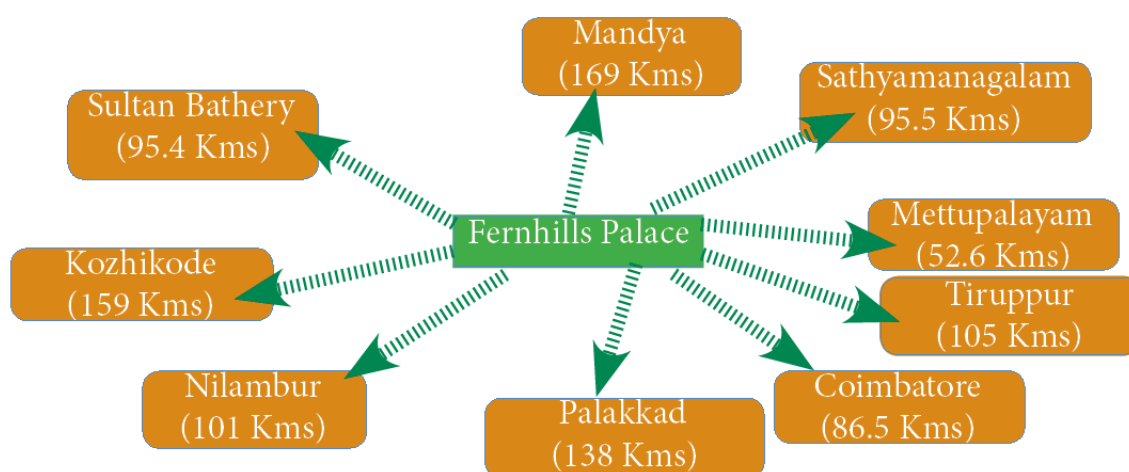
- The hotel has recruited 90 persons as its workforce out of which 60 percent are from the villages: Mullikarai and Manjanakorai. The average wage of these workers is Rs. 7,000/- per month.
- The hotel has the capacity building policy under which it invests Rs. 1-2 lakhs for the training of workers in order to attain the better quality in hospitality and services.
- The hotel has ornamented dining hall (durbar hall) with hundred of pictures of the bygone days and innumerable memories

Tourist Destinations identified:

- Botanical Garden (4 kms), Boat House on Lake (1.5 kms), Thread Garden (1.5 kms), Rose Garden (3 kms), Dodabetta Peak (7 kms), Coonoor-Sin's Park, Lanb's Rock, Tea Garden, Dolphin's Nose (20 kms), Tea Factory (5 kms), Pykara-faus and boating (20 kms).
- The beautiful Ooty lake is the haunt of the tourists with facility for boating. Ooty has beautiful botanical garden, extending over 22 acres, and a marvelous flower show is organised here every May.
- Other scenic sights are the Dadabetta Peak, the highest peak in the Nilgiris and Wenlock Downs, an undulating countryside.

Connectivity:

The town is well connected by road and rail with the city Coimbatore (86.5 kms) and Chennai (535 kms). The nearest Railway Station and Bus Stand are within the town and nearest Airport is at Coimbatore.



Availability of Infrastructure:

- The Palace is located at the southern most part of town Ooty surrounded by the lush green trees and gardens with amazing overlooking valleys.
- The town is rich with the many amazing spots for the tourists and well connected through the major roads National Highway-766 and State Highway-15.
- The town has well internal connectivity with various modes of transport: Bus, Taxi, Train, etc.
- The town has a number of educational institutions namely Emerald Heights College for Women, JSS College of Pharmacy and School, St. Theresa's Primary School, Lawrence School, etc. it also has primary health centre.
- Radio Astronomy Centre is located at the south-west of the town.

Socio Economic Impact of the Hotel:

Direct:

- The hotel has recruited 90 persons out of which 60 percent are from the villages: Mullikarai and Manjanakorai.
- Conservation of the flora and fauna around the hotel by plantation and maintaining the greenery in the local community.

Indirect:

- Being a famous hill station in the southern India the hotel provides a magnificent stay for the nature loving people which results in growth of the tourist flow in the area and leads to the overall development of the community in terms of the employment, infrastructure and opportunity for the local art and crafts, cuisine, etc.
- The hotel generates opportunity for locals to interact with the people of different cultures and communities, and encourages the awareness in the local community about the sanitation, scope of tourism, local strength, etc.
- Global recognition of the town leads to the changes in the aesthetic sense of living of the local dwellers.

Andhra Pradesh

Name of the Hotel: Pragati
Heritage Resort

Location: Proddutur, Hyderabad

Name of the owner: Dr. G. B. K. Rao

Property Description:

The Resort is situated on the way to Chilkur Balaji Temple and close to city's heart and located 43 kms from the International Airport and 41 kms from the Hyderabad Railway Station in the vicinity of farmland in Proddutur village. Department of Tourism, Govt. of Andhra Pradesh has awarded it as a 'High Standard Luxury Eco Friendly Resort'. Pragati's International Alliance with AAPNA (Association of Ayurvedic Professionals of North America) for Global Association, International support & co-operation for the development of Ayurveda from 13th June 2012.



Unique Features of the Hotel:

- The Resort is in 85 acres of area surrounded by lush green area of 2500 acres with full-fledged amenities including Wi-Fi and lot of recreational facilities enjoyable for people of all age groups.
- The Resort is surrounded by nearly 25 lakhs of aroma plants of mostly Indian heritage flowering trees, tropical plants and more than 650 varieties of medicinal herbs which brings people closer to wellness and good health.
- It is totally mosquito free, a place with Eco & Bio Friendly Ambience.
- Spectacular views like waterfalls, mesmerizing fountains, rose garden, etc.
- Pool view cottages, lagoons and individual cottages, stunning balcony views, overlooking the lush green surroundings and beautiful lake from Lagoon rooms.
- Lake spread over 100 acres for natural pleasure.
- Breathtaking Creek spread across 25 kms in length.
- A galore of striking fish and lotus ponds to allure the imagination of the beholder.
- Nakshatra Vanam – nine plants symbolizing Nava Graha.
- Club house facilities which are the finest in the country, Indoor games like Billiards, Snooker, Pool, swimming pool, rain dance and water games of high standard.

- 9 hole golf course and Academy Golf Course spread over 23 acres of area.

Salient Features of the Hotel:

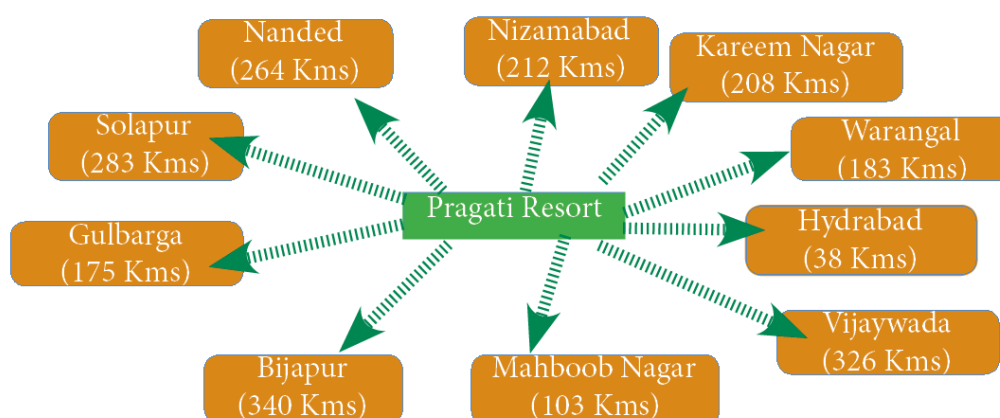
- The Resort has 51 rooms including huts and cottages with all modern and comfortable amenities. Its tariff varies from Rs. 4,000/- to Rs. 9,000/- per night.
- Most of the domestic tourists come from the states: Andhra Pradesh, Karnataka, Maharashtra and Delhi. The annual occupancy rate of the hotel is 80 percent.
- The hotel has revised the tariff twice last year, every time the tariff was increased by 20 percent.
- The resort has recruited about 140 persons both from urban and rural areas out of which 30 percent are from nearby villages namely Proddutur and Yenkapally. The wage of these local workers varies from Rs. 5,000/- to Rs. 8,000/- per month.
- The Resort has invested in the construction of wells and ponds, Panchayat Ghras, Hanuman temple, Anjaneya Swamy Temple, etc. in the village Poddutur.

Tourist Destinations identified:

- Balaji Temple (25 kms), Golconda Fort (11 kms), Himayat Sagar (20 kms), The Osman Sagar (29 kms), Mattancherry (2 kms), Sanghi Temple (25 kms), Secundrabad (52 kms).

Connectivity:

Nearest Airport and Railway Station is at Hyderabad (43 kms and 41 kms respectively) and the Bus stop is within the village (less than 1 km).



Availability of Infrastructure:

- The outer Ring Road connecting Hyderabad – Bombay Railway Line is going to meet at Nagulapally Railway Station (Goods Hub) Junction where new city is coming up and the distance is only 7 Kms from Pragati. Infosys, Microsoft, Wipro, TCS and other Corporate giants are just 15 – 20 minutes drive from Pragati.
- Residents of Villas / Plots owners will enjoy the natural habitat in and around 2500 acres of green belt where organic horticultural activity is going on.
- It falls under the fringe area of the two major cities Hyderabad and Secundrabad which results the availability of the all major resources in terms of mode of transport, materials and technology with adequate workforce.

Socio Economic Impact of the Hotel:

Direct:

- The resort has developing the barren and waste lands into a lush green nature habitat creating an enchanting landscapes and water bodies making optimum use of natural contours of the lands.
- It is intensely commissioned to take combative measures against Global Warming and polluted metropolitan existence by attributing all its impassionate efforts towards facilitating “the current-age modernity entwined with green nature as a novel way of life”.
- The resort manages plenty of farm land by providing all facilities and support to the local farmers by encouraging organic farming which results the enhancement and development of the local farmers.
- Eco-friendly purposes they are using solar heater and lamp which add upon some confined dedication towards environment.

Indirect:

The hotel generates opportunity for locals to interact with the people of different cultures and communities, and encourages the awareness in the local community about the sanitation, scope of tourism, local strength, etc.

Goa

Location: Tirakhol, Goa

Name of the Hotel: Hotel Tiracol
Fort Heritage

Name of the owner: Claudia
and Hari Ajwani



Property Description:

Hotel Tiracol Fort Heritage is one of the oldest heritage hotels of the city, dating back to the 16th century. The hotel is located in the northern most part of Goa.

History:

The Tiracol Fort, also known as Terekhol Fort, was constructed by the King Sawanwadi during 17th century on the bank of Terekhol River. The fort was captured by Portuguese during (in 1746 AD) their time of ranges in Goa. During the period of Portuguese a church named, St Anthony was constructed and the Fort was also reconstructed. Thereafter, the Tiracol Fort was used as a base for freedom fighters during the liberation of Goa in 1961. Presently, Terekhol Fort has been converted into a heritage hotel.

Unique Features of the Hotel:

- The hotel provides a spectacular view of the beautiful Jeri beach and a panoramic view of the enchanting waters. Under the vicinity of the Fort there is a 17th century Baraque Church which is usually closed but it opens on some specific occasions/festivals celebrated in the state.
- It offers a perfect blend of modern day comforts with the majestic grandeur of the heritage fort with outstanding service and top-class facilities to meet the needs of the most discerning clients.
- The hotel has 7 elegantly designed and luxuriously furnished rooms that include 2 Suites and 4 Double Standard Rooms and one Family Room. The rooms and suites are named after 7 days of a week. Rooms and suites are equipped with modern amenities to make comfortable and memorable stay.
- The hotel has all modern amenities as the mini bar in the rooms, swimming pool, Ayurvedic massage centre, shopping arcade with Jewellery shops, foreign exchanger, travel desk, etc.
- There is a palpable sense of history at Fort Tiracol particularly in the original 18th century balustrades on the upper terraces and the whitewashed 17th century chapel on site.

Salient Features of the Hotel:

- The most of the foreign tourists come from the countries: UK, USA, France, Germany, Portugal, Denmark, etc. The annual flow of the tourists is about 1500 out of which 20 percent are domestic visit from Maharashtra, Karnataka, Delhi, Gujarat, Punjab, etc.
- The hotel has total 10 luxurious suites with an annual occupancy of 70 percent. The average tariff rate of the rooms is Rs. 9000/- per night. Average period of stay of a tourist is 2-3 nights under certain packages offered through travel agents and direct booking.
- The hotel has recruited around 10 persons (skilled and unskilled) out of which 7 are from the nearby villages with an average wage varying from Rs 5000/- to Rs. 7000/- per month.
- The hotel has invested around Rs. 20/- lakhs for its conservation/renovation and in capacity building of the people working in the hotel.

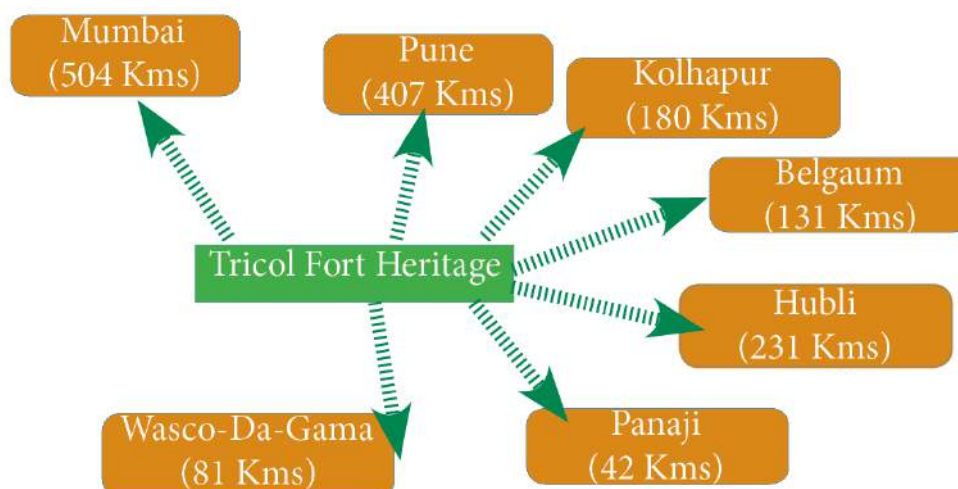
Tourist Destinations identified:

- **Arambol:** It is known as Harman covered with white and soft sand, one side is covered with rocky red soils on which cottages are built with the rare stones.
- **Arjuna Beach:** The beach is located 8 kms from town Mapusa. In 10-20th Centuries the city was trading port of the Arabs and was called the “Chamber of Commerce”.
- **Aguada:** The beautiful sandy beach lying under the walls of the old Portuguese form Aguda.
- **Miramar:** It is also known as Gaspar Dias, located 3 kms from down town Panaji with a few she-pak forests.
- **Dona Paula:** Gulf of Dona Paula is where two large Indian river meet the Arabian Sea. A magnificent view of the Mormugao harbor opens here.
- **Bogmalo:** It is a small cove with a sandy beach surrounded by palm trees. The beach is equipped with Sun longers and Umbrellas. It is 4 Kms to Dabolim airport and 8 Kms to the port town Vasco-Da-Gama.
- **Some other important beaches are:** Calangute beach (40 Kms), Panaji (42 Kms), Morjim beach (12 Kms), Arpora (36 Kms), Baga beach (38 Kms), Vagator beach (41 Kms), Candolim beach (43 Kms).

Connectivity:

Goa is a very small state under the Union Territory of the country so all the mojar nodes are at the close proximity of the hotel. Nearest Airport is at Dabolim (65 Kms), one can reach from Panaji Bus Stand (about 45 km from the fort) to Keri or the hamlet of Querim, then ferry to Tiracol. The nearest railway station of Tiracol Fort is

located about 42 km away.



Availability of Infrastructure:

- The locality is rich with the natural topography as it is covered with large fine sandy beaches along the Arabian sea and on the other hand there are ranges of hills parallel to it, creates an aesthetic and purified and magnificent charm of the nature.
- The Fort is isolated from the settlement covered with empty land only accessibility is through road and boat connecting the village Terekhol near the Church (Chapel of Our Lady of Carmin).
- The Fort is connected with an internal road which further connecting the State Highway-123 at Shiroda Rural Hospital.

Socio Economic Impact of the Hotel:

Direct:

- The hotel has recruited around 10 people as their workforce and out of it 7 are from nearby villages which clearly indicates the economic support provided by the management to the families in the local community.
- The Fort premises has the shopping arcade where jewellery shops are the most charming, run by the hotel management but creativity is the reflection of the local artisans.

Indirect:

- Goa receives a large number of domestic and foreign tourists, who generally stay for about 10 days. India received a total of 3915324 tourists in 2005 while during the same time Goa was visited by 336803

- tourists (foreign) which led to revenue generation for the locals.
- Financial contributions- one of the largest contributor to the exchequer.
 - Improving environmental management and planning.
 - Increasing the environmental awareness
 - Development of export markets for local products, foods, etc.

Maharashtra

Name of the Hotel: Hotel Prospects

Location: Panchgani

Name of the owner: Mr. Shahram Jawanmardi

Property Description:

It is a charming heritage property with a walkable distance of 10-minutes from the main market boasts of being the first hotel which was built in the hill town that mainly entertained the elites and the British Officers.



History:

The Prospect Hotel was built in 1912. It is the first hotel in Panchgani. It is one of the highest located hotels. The hotel provides adventure activities.

Unique Features of the Hotel:

- The hotel has total 23 cottages which includes Woodside Cottages, Oakwood Cottages, Sunset Cottages, Poolside Cottages and King Cottage with all modern amenities.
- Hotel Prospect is a blend of Victorian architectural elegance and warm Indian hospitality.
- It is characterised by thick plantations and green cover all around and is located at one of the highest points in Panchgani just below the famous Table Top.
- The cottages are located in the magnificent valleys covered with lush greenery with many adventurous activities like Trekking, Mountain Climbing and Cycling.
- The hotel has the facilities for the indoor sports like Carrom, Table Tennis and Billiards.
- The management has facilitates the comfortable transportation facilities for roaming around the nearby destinations.
- It has lush bungalows, green cover and luxurious amenities is just the ideal retreat for a restful holiday. Charmingly placed below the Table Land, embracing 4 acres of green cover.

Salient Feature of the Hotel:

- Almost all the tourists are domestic comes mainly from the states like Gujarat, Maharashtra and Delhi with an average flow 2000-3000 in the hotel.
- The hotel has total 23 luxurious deluxe and suite rooms with an average occupancy trend of 90-100 percent in season time which starts from April to May and in rest of the time occupancy is 15-20 percent.
- The hotel has recruited around 24 skilled and non-skilled people both from rural and urban areas with an average wage varies from Rs. 4000 to Rs. 6000 per month. The work force varies season to season as per the need. Out of which 70-80 percent are been recruited from the rural areas.
- The average tariff of the rooms varies from Rs. 2700 to Rs. 3000 per night per person which have been revised 5-6 times so far and each time it is increased up to 5-10 percent.

Tourist Destinations identified:

Panchgani:

- **Table Land:** Situated around 60 mts high ,this flat large expanse of laterite rock is the second longest mountain plateau in asia. There are some spacious caves that can be seen from here and one of them is Devil's Kitchen.
- **Parsi Point (2kms):** This windy road situated on the way to Mahabaleshwar overlooks the Krishna valley and the blue mirror like waters of the Dhom Dam.
- **Devil's Kitchen (On top of Table land):** The Devil's Kitchen situated to the south of tableland, is also a place of mythological interest. It is believed that the Pandavas stayed here for a while and used this place to cook their food. There are some legends regarding this, though most of them appear to be mere tall tales. Some people claim that Pandvgadh Caves (near Wai) are also built by them and bear their name.
- **Dhom Dam (27kms from Prospect Hotel):** Dhom Dam water sports is one more amazing attraction for tourists which is 21 kms away from Panchgani. A beautiful boating spot.
 - Here one can enjoy with Scooter boats and Speed boats. Sporting in Krishna river stream with the beautiful natural surrounding is a wonderful experience in itself.
- **Rajapuri Caves (7kms from Prospect Hotel):** About 10 km from the town, the caves have a religious importance as there is a temple of Lord Karthikeya, (Lord Shiva's son) here. A temple of local goddess Ghatjal Devi is also in the area. A small local fair is held at the time of the harvest season.

Mahabaleshwar:

- **The Lingmala Falls (15kms from Prospect Hotel):** The Lingmala Falls in Mahabaleshwar can be reached by road. It lies on the Mahabaleshwar-Poona road. The stream here precipitates over the face of steep cliff, unbroken when the torrent is swollen by rain but ordinarily divided by projecting rocks about one third of the way down into thin silver streaks and sprays often circled by rainbows. The forest bungalow of lingmala is also close by.

- **Wilson Point:** Also called as Sunrise point. The highest point. 4710 ft above sea level. It is a vast plateau. There are three masonry round platforms to see the sunrise. You are advised to see sunrise from platform no:2. You can see sunset also from this point.

- **Connaught peak:** The second highest point. Presents panoramic view of a green carpet. You can see sunrise as well as sunset from this point.

- **Arthur's Seat:** It is fascinating to see the barren deep valley Savitri on the left & shallow green valley on the right.

- **Baghdad Point:** A very beautiful point. It goes past village Moleshware on the way. You see a superb scenic view of the back waters of koyna dam on your left, river solshi in front of you with tiny villages as if squatting on river banks & vast green slopes of M'war plateau on your right.

- **Falkland Point:** Below it the Artists Point also called as lovers point by some nature lover, presents beautiful koyana & valley below you.

- **Bombay Point:** Very popular sunset point. Shows the sahyadri range koyana valley & pratap garh.

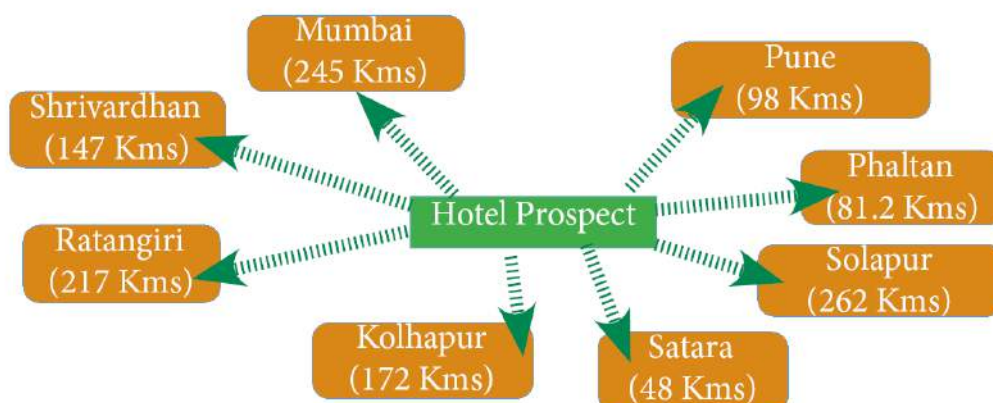
- **Water Falls:** Chinamans, Lingmala & Dhobi waterfalls, flow in abundance only during the rainy season.

- **Bee keeping centre:** Educational displays on the manufacture of honey by bees. Famous Places in the vicinity of Mahabaleshwar

- **Pratap Gadh:** At a distance of 25 kms from Mahabaleshwar stands the majestic Pratapgadh housing the tomb of Afzalkhan at the toe of the fort. There is a temple of bhavani mata, the idol of worship of King Shivajiraje Bhosle. There is a statue of Shivaji Maharaj inside the fort called Bale killa.

Connectivity:

The hill station is 98kms from Pune and 266 kms from Mumbai via Mahad. The most convenient base to reach the pretty hill town is from Mahabaleshwar which is only 20 Kms away. Nearest airport is at Pune (50 Kms) and Railway station is at Wathar. Mumbai



Availability of Infrastructure:

- The town has good connectivity with the nearby cities. Two major roads as Panchgani-Mahabaleshwar Road, Riughar-Mahu Dam Road and Wai-Surur Pune Road are passing through the city.
- The hotel is located at the Eastern part of the town and the built-up of the buildings are concentrated at the centre but covered with lush greenary with adequate internal connectivity.
- The town is rich with many educational institutions like Bhartiya Vidhyapeeth Gods Valley International School, New Era Development Institute, St. Peters School, Mahatma Phule Vidhya Mandir, Sanjeevan Vidhyalaya etc.
- In social infrastructure it has all the services as the post office, Bel Air Hospital along with many religious points as Jama Masjid, Catholic Church etc.

Socio Economic Impact of the Hotel:

Direct:

- The hotel has recruited 24 people out of which 60 percent are been recruited from nearby villages which supports econically to those families.
- It has maintain the green environment around the hotel which results for the conservation of the types flora and fauna.

Indirect:

- Rural tourism brings people of different cultures, faiths, languages and life styles close to one another and it will provide a broader outlook of life.
- The rural people can learn to develop the healthy environment with proper sanitation, roads, electricity, telecommunication etc for better living on one

side on other side the tourists can exploit, natural resources and have a heavy impact on the environment.

- Since Panchgani is well known destination with many tourist spots in its premises so presence of such heritage hotel attracts the notice of the tourist around the globe due to its rich hospitality and services which ultimately leads the revenue generation in all respect.

Chhattisgarh

Name of the Hotel: Palace
Kawardha

Location: Kawardha

Name of the owner: Maharaja
Yogeshwar Raj Singh

Property Description:

The hotel is located at the
North-West of the town

Kawardha near district collectorate. Kawardha is a treasure trove of breathtaking scenery and fascinating reminder of India's rich cultural heritage. Set in 11 acres of lush green garden.



History:

It was built in the 1930s by the royal family of Kawardha State. It was constructed during the period of 1936-1939 by Maharaja Dharamraj Singh.

Unique Features of the Hotel:

- Kawardha is surrounded by the Maikal Range, lush green fields, forests rich in birdlife, and the gentle Baiga tribals. Closeby are the famous Bhoremdao temples which are similar to the Khajuraho Temples.
- The palace of the 20th century reflects the dexterity, craftsmanship and consummate skills of artisan.
- The periphery of the palace is built of immaculate stones and Italian marble, a pearl that is white in colour.
- The palace is positioned in the midst of the Maikal ranges which are the magnificent architecture of the contemporary British, Italian and Mughal Dynasty.
- The Durbar hall is more than 80 feet in height, is decorated with its majestic towering dome and gold leaf filigree.
- It has one Zebra room that houses an evening bar and a library, marble staircase decorated with balustrades and the entrance of the palace is superbly designed and is called the Haathi Darwaja.
- It also organizes comprehensive sightseeing tours in its vicinity for its visitors.

Salient Features of the Hotel:

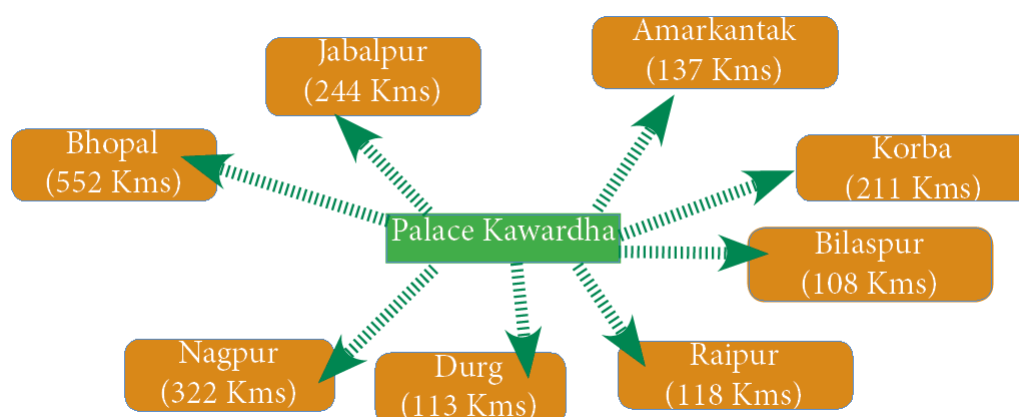
- The tourist flow is mainly from Indian states only very few foreigner visits here. Average annual flow of the tourist is around 200 to 300 mainly comes from the states as Uttar Pradesh, Madhya Pradesh, Maharashtra, Delhi, Chhattisgarh and Gujarat.
- IT has total 8 rooms with all modern facilities and average annual occupancy rate is around 15-20 percent and the average tariff is Rs. 4000 per night per person. Average period of tourist stay is 1-2 nights here.
- The hotel has recruited around 17 skilled and un-skilled people from both urban and rural area, out of which 13 are been recruited from rural area only.
- The hotel invests Rs. 5-6 lakhs every year for the maintenance and renovation of the building but not done any CSR project significantly so far.
- The hotel management has revised the tariff twice in last five years and each time it is increased 10-15 percent of the tariff.

Tourist Destinations identified:

- As Kawardha region is full of breathtaking scenery and tourist attractions, guests can also enjoy sightseeing tours, nature walks, bird watching, white water rafting and overnight treks for camping out in the local tribal villages.
- Boramdu Temple (17 Kms), Kanah National Park (100 Kms)
- Radha Krishna Temple, the 11th century Chandela style temples with beautiful carvings and amazing step wells.

Connectivity:

Nearest Airport is at Raipur which is 120 Kms away from it. Railway station is at Durg which is 113 kms away and Bus stand is within the town vicinity.



Availability of Infrastructure:

- The town is well connected with the near by prime city Raipur with adequate major roads as State Highway-9 is passing through the town connecting with National Highway-12A with some major towns.
- The town has sufficient water bodies as their major natural resource some of them are Sarodha dam, Bhojali Talab near the fort, Chhota and Bada Talab, Kali Talab and Rewabandh Talab.
- The settlement is spreaded over both the side of SH-9 and highly congested towards the North-East of the town.
- Many educational institutions have setup as Government Girls College, Govt. Boys Hr. Sec School, and Govt. PG College etc.
- It has the modern amenities like stadium, park etc but not properly maintained and inadequate same with the drainage and sewerage system which are mainly open, no proper dumping site available, poor sanitation system in the town.

Socio Economic Impact of the Hotel:

Direct:

- It has recruited 13 people out of total 17 people from the nearby villages like Gardener, Carpenter etc which clearly states the livelihood support to the local community from the hotel management.
- The palace is responsible for the maintenance and creating a green belt around it which is in support of the conservation of the environment.
- The palace has done plantation around it and created such a beautiful And magnificent lush green gardens which only makes the aesthetic sense of living in the town.

Indirect:

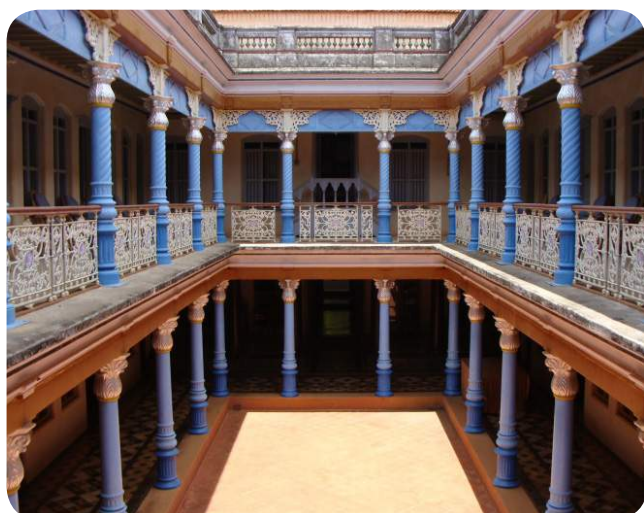
- Chhattisgarh is one of the most fascinating tourist destinations of not only in India but the world. Known for its exceptional scenic beauty and unique rich cultural heritage, Chhattisgarh has always been synonymous with tribes and tribal culture.
- Due to the presence of heritage hotel leads the attraction of tourists from all over the country and generates a scope of getting exposure to the local artisans, Tribal arts and culture which results the revenue generation in the local community.



INDeGo Interior



INDeGo: Local Art



Visalam: Pillared Courtyard



Visalam: Wooden Deco

Photo Inventory



Firnhills Palace: Lush Green Garden



Firnhills Palace: Charming Interior



Pragati Resort: A Cottage View



Pragati Resort: Water Park



Tiracol Fort: A Balcony View



Tiracol Fort: An Inside Old Church

Photo Inventory



Kawardha Fort: Darbar Hall



Kawardha Fort: Local Folk Dance

Findings:

- Promotion of the tourism in coastal belt: The Govt. of India have granted certain relaxations as to the “Coastal Zone Rules” and Tamil Nadu has been bestowed with a spectacular thousand kilometers. These would be utilised to establish recreational and entertainment provision by roping in the private sector in a big way.

- All the hotel management claims that they are more concerned about the quality not the profit which is positive because they do know the heritage values and the strength or potential of the locality and community associated with some specific art and culture but Government is not considering it primarily as for the overall development of the infrastructure and amenities initiatives will lead towards the development.

- **Identified circuits and destinations:**

Chennai-Mamallapuram-Pondicherry-Thanjavur

- Visit to the fascinating shore temple
- Krishna Mandapam, Arjuna's Penance, Varah Mandapam and other attractions of this 8th century shore temple, Five Pagodas (Rathas) dedicated to the Pandavas.
- Matri Mandir, Heritage Town (French and Tamil Architecture)
- Brindheshwar Temple, Centre of creating the musical instrument “Veena”, Gangai Konda Cholapuram Temple

Thanjavur-Srirangam-Trichy-Mysore

- Ranganathan Swami Temple (It has tallest Gopuram in the world of typical South Indian temple architecture)
- Srirangapatnam, Tipu Sultan's 18th century summer palace, Brindavan Garden

Karaikudi-Madurai-Ooty

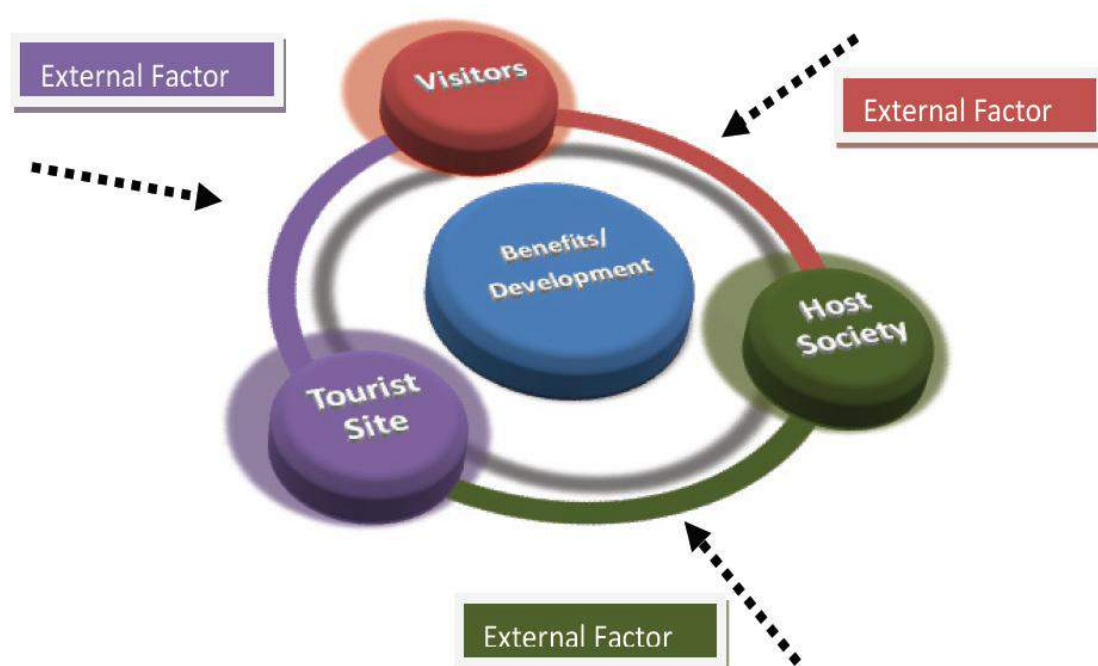
- Meenakshi Temple, Kazimar Big Mosque, Gandhi Memorial Museum, Pillared halls of Thirumalai Nayakar Palace, Mariamman Theppakulam.

Panaji-Kolhapur-Hyderabad

- Panhala Fort, Vishalgad-Pavankhind, Samaangad, Bhudangad, Town Hall Museum, Motibag and Khasbaug Talim, Giroli tourist park, Radha Nagi Dam, Gokak Falls
- Charminar, Qutb Shahi at Ibrahim Bagh, Hussain Sagar, Golconda Fort, Chowmahalla Palace.

Bhopal-Jabalpur-Kawardha-Raipur

- Lake view, Bhojeswar Temple, Ratapani, Taj-UI-Mashid, Gohar Mahal, Taj Mahal, Birla Tepmle, Van Vihar and Manav Sanghralay, Sanchi stupa
- Madan Mahal, Bheda Ghat-Marble Rocks, Dhuandhar Falls, Chausath Yogini, Lameta and Tilwar Ghat, Rani Durgawati Memorial, Kanha National Park
- Mahant Ghasidas Museum, Guru Tegnahadur Museum, Shabari Handicrafts Emporium and Chhattisgarh Haat, Mahakoshal Parishad, Vivekananda Sarovar and Purkhauti Mukhtangan Museum.



External Factors:

- Initiatives taken by the government for the improvement of society in terms of infrastructure and socio-economic status.
- Providing information enhances the development of rural tourism. Advertisements, the authority's attention to the villages as well as holding meetings and fairs for rural products - all have significant roles in attracting tourists and visitors to these areas.
- Facilities such as electricity, water, schools, stores, infirmaries, communication centres, internet, banks, private and government investments enhance the development of rural tourism.
- Rural infrastructure improvement, which includes: road connectivity, modes of transport, organisational and institutional planning, state attention to investors and easy local access and the development of small rural industries.

- Cultural factors which include religious places and holy shrines, rural historical and archaeological monuments, traditions, Islamic councils, the greeting style of villagers and special occasions such as festivals, fairs and other cultural events affect the development of rural tourism.

Recommendations/Suggestions:

For Increasing Tourists Flow-

- Opening of tourist information centres in other states.
- Appointment of marketing agents throughout the country and also abroad.
- Advertisement blitzing in print and electronic media.
- Publishing of high quality literature in Indian and foreign languages.
- Screening of documentaries in theater, Railway Stations, Airports, Bus Terminals etc.
- **Diversifying the areas of tourism:** the tourism industry in Goa has mainly concentrated on beach tourism and neglected other forms of tourism to a large extent. We suggest Goa should diversify into other areas like farm and yoga tourism which have the potential for future growth and development
- **Training the guides and the local people:** The local people should be trained in hospitality services and the guides should be trained to provide the necessary and the correct information to the tourist.
- **Maintain the control on the prices of goods and the quality of services:** the prices of the goods and services in Goa are very high, and hence many tourists are discouraged from shopping and buying local items. The local people too, find the cost of living very high and very often the local people cannot afford to purchase their daily requirements. The government should keep a control on the prices of the products so that the local people and the tourist do not suffer.
- **Improving the infrastructure especially the transport:** for tourism, transport is very important specially in Goa we have variety of transport facilities .Motorcycle pilots are a unique feature of Goa where a person can travel any distance on a hired bike, this kind of initiatives should be taken same in Hyderabad, Kawardha, Tamil Nadu, Panchgani and other places. Besides we also have many tourist taxis and other buses, but the rates charged for a small distance are exorbitant. Most of the rickshaws and taxis do not charge by meter. The public transport facility should be strengthened so that the tourists can visit the place of their choice at a very cheap rate.
- **Improving the safety especially of women.** Today many tourist women are facing many problems from the local people, especially as they do

not maintain the hours and come back to the hotel or guest houses late at night. Many of the foreign women have faced molestation and other problems in Goa.

- **Maintaining a control on the beaches.** The beaches in Goa, Pondicherry and Tamil Nadu are very dangerous for swimming due to the changes in tides. Even after the posting of lifeguards and many warning signs, foreign and other tourists go swimming, especially when they are drunk and the number of the dead by drowning has increased tremendously. The government and the local people should undertake steps to educate the tourists about the dangers of swimming in the seas. Trained lifeguards should be placed at all the major beaches, with life boats and life belts.
- Integrated development of high-priority tourism infrastructure in high potential tourism circuits, like Chennai-Mahamallapuram, Pondicherry-Thanjavur-Srirangam-Tiruchirapalli-Mysore then Karaikudi-Madurai.
- The exercise tax on liquor should be rationalized and based on number of rooms and consumption basis not at the prevailing fixed rates.
- The local circuit should be developed as part of the rural infrastructure program.
- The heritage hotel should get subsidy for rural museum and other related off sites spots development , infrastructure, adventure sports, camp sites, rural handicrafts, skill clusters etc.
- The Ministry of Tourism, Govt. of Rajasthan, should explore and promote village recreation sites like lakes, water bodies etc. which should be developed with line departments of the state Government.
- Most of the hotels are of the same opinion about the lack of support from the government for the restoration, conservation and preservation of heritage monuments which have significant historical value associated with it, so there is need of further investigation and supervision in these matters.
- Subsidies in property tax, taxes on liquor/bar facilities as well as on other luxurious amenities which are the basic requirements of royal and modern hospitality in order to attract more tourists.

Conclusion:

.Heritage Hotel withholds some very good desi-type infrastructure enclosed with culture and tradition but still people around the area not even aware of what is heritage hotel? So it is possible that Hotel should go upon for CSR policy and really make some benefit for people reside over there and globally also.

- Rural tourism brings people a different cultures, faiths, languages and life styles close to one another and it will provide a broader outlook of life.

- Rural people learns to develop the healthy environment with proper sanitation, roads, electricity, telecommunication etc, for better living on one side on other side the tourists can exploit natural resources and have a heavy impact on the environment.
- The hotel owners' perspective about heritage hotels has been mentioned earlier. Competition is stiff and they understand that quality hospitality services have to be offered and though they invest a lot of money for the restoration and preservation of heritage monuments, in return sometimes, they may expect only to survive. It is true that if commercialisation of the heritage sector yielded a better profit margin it would not only encourage social responsibility but also make it a reality. However, the government on its part, should have a subsidised tax structure to help the management provide a higher quality of stay to the visitors while fostering activities by which the social and economic conditions of the dependent villages become more robust.
- Rural tourism functions differently as it needs extra effort to generate revenue. The structure includes three parameters: first are the visitors or the tourists who are the clients; second is the host society which is responsible for complete hospitality and its associated services, including security, maintenance and conservation of the valuable heritage; third are the tourist sites – this comprises the strength of the monument and the significance of the destination, in terms of its historical value and the comforts, leisure, pleasure and adventure it is able to provide. Only after these are evaluated can the assessment of the benefits and development associated with the structure take place.

4.9 Eastern States

Overview

This part of the report consists of the states in the eastern India which has three rural heritage hotels having impacts in terms of property alleviation and support sustainable development of the human resource as by providing employment and responsible for the cash flow in the market in some way.

The project consists of the study of the heritage hotels especially in the rural area and the socio-economic impact on the surrounding dependent communities or villages around it. The idea is to carry out the pilot survey with qualitative observation along with the identification of the local strength or tourism potentials it might have in the local cultural activities as folk dance, songs, local artisans with hand crafted items or the presence of the existing natural resources which can be improved or redevelop in order to generate the scope of tourism associated with the heritage hotels.

The case study is concluded with the observations and recommendations for the implementation of the various CSR as well as integrated infrastructural development project in the concerned area which supports the rural tourism and is responsible for the overall development of the community in terms of economy and standard of living.

Under the study on impact of heritage hotels in the country with focus on rural areas the information have been collected by interacting with the hotel managements, tourists visiting these hotels, travel operators providing services to tourists of these hotels and villagers within in the vicinity (restricted to 5 km) of these Hotels besides identification of the existing tourist destinations which have the potential or there is a scope of developing these by conserving their original structures and facilitating all the means which supports the tourists flow and develop the tourism in these states.

The purpose of the study is inter-alia, to identify the parameters / factors for socio-economic development in the rural areas due to the heritage hotels along with the identification of tourist spots and the traditional and cultural events and production of handcrafts by the artisans.

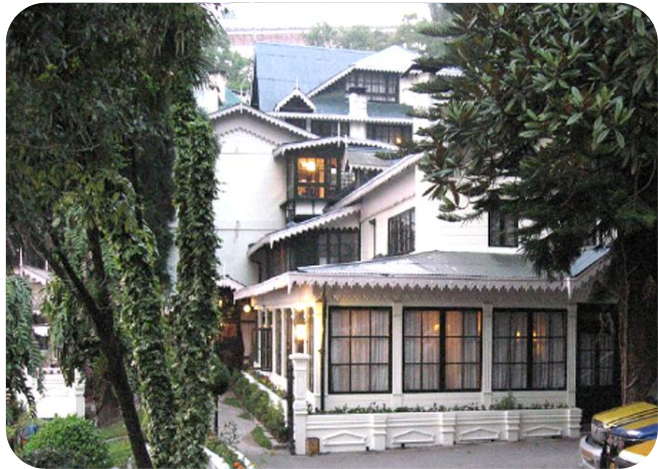
WEST BENGAL

Name of the Hotel: Hotel
New Elgin

Location: Observatory
Hills, Darjiling

Property Description:

Elgin Hotels and Resorts is a leading luxury heritage hotels chain in the Himalayas of India synonymous with warm hospitality. The hotel is situated in the heart of Darjeeling town, 6000 feet up in the Himalayas. A celebration of the elegance and grace of the Colonial era in the Queen of Hill Stations, located in the majestic Himalayan ranges, the Elgin is very much a part of Darjeeling's colonial history.



History

Over 125 years old and once the summer residence of the Maharaja (King) of Cooch Behar, the Elgin Darjeeling is now a luxury heritage hotel. The hotel has stories to tell from the time of its first owner the Maharaja of Cooch Behar to Nancy Oakley in the 1950s. It was built in 1887 around a beautiful garden, the hotel has been extensively refurbished to restore it to its former grandeur and its history has been kept intact.

Unique Features of the Hotel

- Exquisite homely interiors, impeccable service, fine cuisine, caring staff and contemporary technology blend to create an experience that is both warm and intimate.
- The rooms offer splendid views of the mountains and valleys. The Elgin Darjeeling is a perfect base from which to explore the spectacular mountain scenery, pine forests and ancient monasteries of this world famous destination.
- A well stocked library, games room and children's activity centre and many opportunities for nature walks, make this luxury hotel and resort an all season destination.
- It has been restored to its original grandeur, snug and cozy in an interior decked with etchings of G. Douglas, lithographs of Daniell, period Burma teak furniture, oak floor boards and paneling, crackling fireplaces, candle-lit tables and strains of music from the grand Piano.

- The Elgin Darjeeling is a perfect base from which to explore the spectacular mountain scenery, pine forests and ancient monasteries of this world famous destination and it is within walking distance of the famous Darjeeling mall (High street), cafes, restaurants, bars and the Raj Bhavan (Governors House).

- Some of the important facilities and services are like, In-House movie library, Business centre, Full service Elgin Spa, Mountain bikes on rent, Baby sitting, Bar Meetings and Conference facilities, Multi-cuisine dining room, Activity centre for children, Library etc.

- The Elgin has hosted the Crown Prince of Sikkim Tenzing Namgyal, the royal family of Bhutan, US Ambassador Galbraith and many more renowned personalities.

Salient Features of the Hotel

- The hotel has recruited around 60-80 people which varies according to the season with average monthly wage varies from Rs. 5000 to 8000 per month and it has 24 luxurious rooms with an average tariff rate varies from Rs. 7000 to 8500 per night.

- Average period of stay is 3-4 nights most of the tourist flow is from the country only mainly comes from the states like Delhi, Mumbai, West Bengal, Tamil Nadu, Rajasthan, Uttar Pradesh, Orissa and Bihar and remaining tourists comes from the countries like UK, Switzerland, China, Japan, Malaysia, Germany and France.

- The average annual flow of the domestic tourist is around 4500 whereas foreigners is 2500 with an annual occupancy rate of 80 percent in the total rooms.

- It has revised the tariff almost every year and increase it up to 10 percent of the tariff.

- It has other four branches running in North-East and owner is running the hotel since 1925.

- They invest around Rs. 1 Lacs almost every year for the community development programme in the locality.

Socio Economic Impact of Hotel

Direct

- Employment Generation: It has recruited around 40 percent of the total workforce from the nearby villages namely Kangar (Basali) and Noorpur Bedi. As such the hotel is supporting about 30 families in the local community economically.

- The hotel has adopted Singla village for providing the means of infrastructure and employment generation.

- The hotel has invested in the construction of primary schools and provided all the facilities in the school block in order to encourage and support the education for the poor in the community.

Indirect

- It provides the means of tours to destinations including visit to rural areas which results the opportunities for the local people around the destinations to earn more apart from it they get in touch with the different culture and traditions their behaviour which can be implemented in their community to maintain the standard of living.
- Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the localities.
- Due to the visitors there is an exchange of the cultural and modern behavior which results in the standard of living in the locality.

Name of the Hotel: Welcome Heritage Windamere

Location: Observatory Hills, Darjiling

Property Description

The hotel is known for its tea plantations below and of Mount

Kangchenjunga, the third highest peak in the world. In 2007, The Sunday Times named it as one of the 'world's best colonial hotels, the Windamere is famous for its unique ambience and charm, and has been the subject of many leading stories in the international media.



History

The hotel started out as boarding house for bachelor British tea planters in Darjeeling, in what was then British India, in the late 1930s. It was acquired by Tendup La, a Sikkimese of Tibetan descent, who turned it into a hotel with the name Windamere. In 1959, Palden Thondup Namgyal, Crown Prince of Sikkim, met his future wife Hope Cooke for the first time in the Windamere Hotel.

Unique Features of the Hotel:

- It has total 40 luxurious rooms with all modern facilities. The Welcome Heritage Windamere hotel is split into two wings: The Welcome Heritage Windamere and The Little Welcome Heritage Windamere.
- It was expanded and took over a new wing, formerly the Loreto Convent, where the actress Vivien Leigh had spent some years in childhood
- During the first National Awards Ceremony for outstanding hotels in India, the Prime Minister presented Windamere Hotel with a coveted award for its excellence as a Heritage Hotel of India.
- Windamere is the original "Heritage House of the Himalayas". It is situated on Observatory Hill, a Darjeeling landmark, believed to be the focus and repository of life-enhancing cosmic energies.
- "Christmas Week at Windamere", which runs from 18th December to 1st January every year, has been celebrated at the hotel, in the same way, without interruption, since 1939.
- It has been a tradition for well known entertainers from London's famous West End Theatre District, to entertain at Windamere during Christmas week. In

recent years, the words and music of headline entertainers from Australia, New Zealand, Canada, America and France have also enthralled Windamere audiences”.

- Activities like Wellness Retreat in the hotel which is done By regulating the flow of energy within the human body, by reconciling and harmonizing conflicting energy impulses, itati brings the inner being into equilibrium, and relieves physical and mental stress.

Salient Features of the Hotel

- The hotel has total 40 rooms with tariff varying from Rs. 7000 to 15000 per night and has recruited around total 70 persons (skilled and non-skilled) from the local community with an average wage varying from Rs. 5000 to 8000 per month.

- It has invested around Rs. 2 lakhs this year and Rs. 1 lakh in last two years for the capacity building of the employees in order to attain the better level of hospitality and services.

- Annual flow of the both foreign and domestic tourists around 1500 with an annual occupancy rate of 40 percent.

- It revises the tariff once in a year and increased by 10 percent.

- Most of the domestic tourists comes from the states: Delhi, West Bengal, Maharashtra, Gujarat, Rajasthan, Andhra Pradesh, Kerala, Uttar Pradesh, Bihar and Tamil Nadu and foreign tourists visit from the countries: UK, USA, France, Japan, New Zealand and Australia.

Tourist Destinations identified

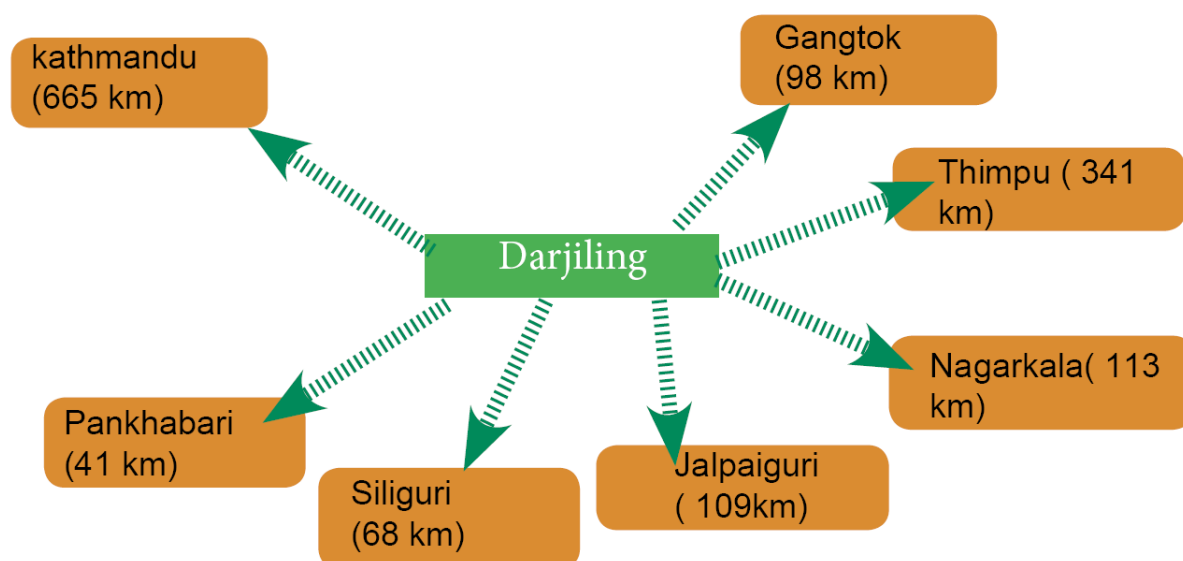
- Darjeeling today is one of the best hill stations in India. Apart from Darjeeling town, a number of other towns in the neighbouring area such as Kalimpong, Kurseong, Lava, Loleygaon etc. has got prominence in tourism.

Lloyd Botanic Garden in Darjeeling, Darjeeling Himalayan Mountaineering Institute, Darjeeling Himalayan, Zoological Park, Darjeeling Tea Gardens, Monasteries Around Darjeeling, Darjeeling Himalayan Railway, Batasia Loop, Ghoom, The Dhiridham Temple, Sanchal Lake, Tiger Hill, The Mall & Chowrasta

Connectivity:

By Air: Bagdogra Airport is 93 kms from Darjeeling. Bagdogra is 2 hours by air from Delhi, and 50 minutes by air from Kolkata.

Railway: Nearest Railway Station is New Jalpaiguri Railway



Availability of Infrastructure:

- Both the hotels are located at the observatory hills in Darjiling with a magnificent view of the valley of Himalaya at the northern part of the

- The railway line is laid more or less on the same alignment as the Hill Cart road, which criss-crosses the line at several locations. The line between Sukna and Darjeeling is almost all along located on the road-bench wither skirting or on the far edge of the road except at a few locations where the road and rail formations are on different level and follow a different alignment. Out of a total of 87.48 km., 64 kms. are on the same road bench.

- Due to the location and geographical condition physical infrastructure is not up to mark comparatively other cities but has good internal connectivity.

- The town is rich with many educational institutions such as St. Josephs School and College, Himalayan Mountaineering Institute, Bharda Sheela Memorial Institute, Tumbull and St. Pauls School, Notre Dane Academy.

- Mt. Football Ground, Lebong Power House and Happy Valley Tea Estate addons its significance in terms of tourism destination.

- Houses are built in traditional styles of hilly region.

Socio Economic Impact of the Hotel:

Direct:

- The hotel has recruited all the employees from local community even the owner of the hotel belong to local community. As such, the hotel supports the economic condition of the local community.

- Hotel buys all the raw and decorative materials from the local market like Glossary, Furniture, tea, etc.

Indirect:

- Appreciation to the local arts and crafts, cultural activities, encouragement to the local artisans with rewards are the impacts in the local community.

- Acts as the nodal point for the excursion to the other nearby local destinations and ultimately provides an opportunity for identification of the potential of the local spots.

- Local attraction is the main charm as it is rich with the natural beauty around it but the place is recognized worldwide due to the presence of the Fort which results the flow of tourists and visits to the local places which leads to the scope of income generation for the local people.

- Due to the visitors there is an exchange of the cultural and modern behavior which results in the standard of living of the locals.

ARUNACHAL PRADESH

Name of the Hotel: Welcome Heritage Pimaling

Location: Dirang,
Kemang

Property Description:

WelcomHeritage Pemaling, a hill resort in Dirang township, is a unique hill station located in the state of Arunachal Pradesh within the District of West Kameng at an altitude of 5,000 feet. The area comprises of tribal Mahayana Buddhist Monpas sharing their tradition and heritage similar to Western Bhutan. Dirang features unique flora and fauna, Numerous medicinal plants have their habitat in this area.



Unique Features of the Hotel

- Welcomeheritage Pemaling is a unique hill resort in Dirang Township. There are 20 guest rooms to choose from. One can enjoy a simple homely food served in the dining area.
- The hotel provides the opportunities to do many adventurous activities like angling in the river, overnight camping with trekking picnics in various natural scenic locations and visit to glacial lakes are the activities one can opt for.
- There are bonfire night arranged on request and availability of the fire woods. A garden area is also maintained within ideal space to rejuvenate in.
- Rooms are compact yet functional and comfortable and have all of the basic amenities needed during your stay. However, it is in a remote location so car hire is essential but rooms are very reasonably priced.
- It is a two-star hotel somewhat of a 'hidden gem', as its location being off the beaten track means that it has not yet been discovered by too many tourists, leaving it a peaceful and relaxing place to stay.
- This property is situated in a heavenly vantage-point from where, the windows of all valley-facing rooms opens up to a spell-binding view of the Dirang Valley and the Kameng River deep down below. And up there, it gives an awesome view of the Sella Peaks, the pass leading to Sella, the sky atop Sella.
- The rooms are of decent size. Clean and comfortable. Has small garden at the back with beautiful flowers. The reception is large and on a sunny day one can even sit out and enjoy the view.

Salient Features of the Hotel:

- The Hotel has 15 air conditioned rooms with tariff varying from Rs. 1500 to 4500 per night usually but it provides a package including meals, which costs around Rs. 8000 per person.
- Most of the domestic visitors come from the states: Delhi, Maharashtra, West Bengal, Assam, Uttar Pradesh etc.
- The average annual flow of tourist is around 800-1000 with an annual occupancy rate of 30-40 percent.
- The hotel revises the tariff once in a year with an increment of 5-10 percent.

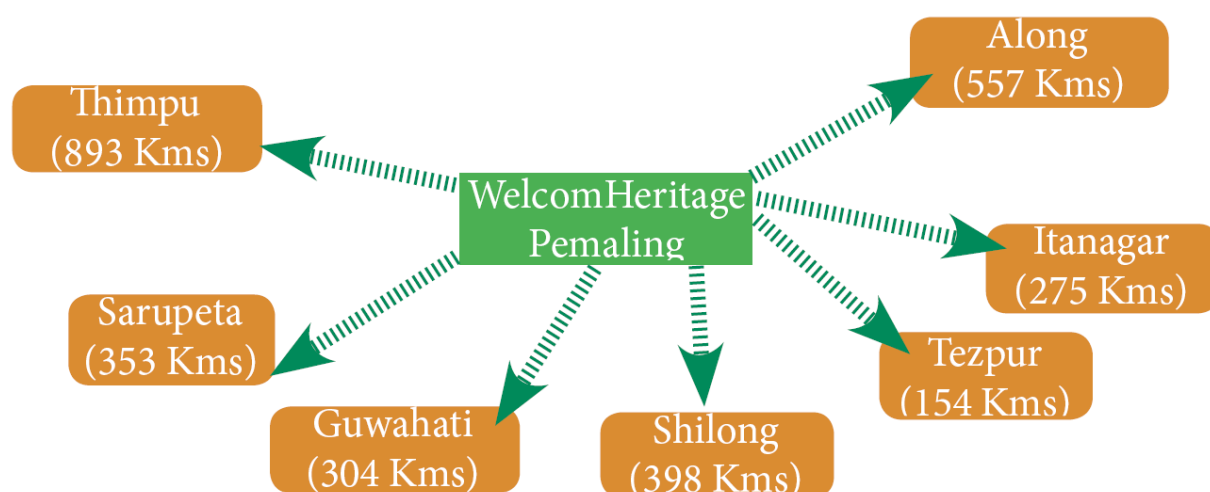
Tourist Destinations identified

- One can visit various nooks and corners, villages and scenic spots scattered around this beautiful hill station. Pre planned activities like angling in the river, overnight camping with trekking picnics in various natural scenic locations and visit to glacial lakes are the activities guest can opt for.
- Hot water spring (6 Kms), Nyakmading (16 Kms), Tomhill New Point (38 Kms), Sangh Valley (8 Kms), Remkhing Apple (4 Kms), Sela Pass (90 Kms), Bankhajang Lakes (90 Kms), Chander View Point (40 Kms), Dirang Dzong (4 Kms), Hot Water (5 Kms), Mandala Top (50 Kms), Nyukmadung War Memorial (15 Kms), Runkhung Garden (5 Kms), Sangti Valley (8 Kms), Sela Pass (14 Kms), Tomhill View Point (30 Kms).

Connectivity

The hotel is located about 2 kilometers before the main Dirang town on Dirang Bomdila road. The hotel is a little secluded from the main town.

- Tippi 120 kms, Tezpur 160 kms, Bomdila 40 kms, Guwahati 330kms
- Airways: No airport in the state nearest is at Lilabari Airport in Assam located just 67 km from the capital city of Itanagar. And another is at Tezpur, distance of 216km from Itanagar.
- Railways: Nearest is at Harmuty, distance of 33km from Itanagar, the most convenient station is North Lakhimpur in Assam, about 60km from Itanagar.
- Roadways: Adequate intra-state & inter-state bus services plying at regular intervals. A direct service is available from Naharlagun to Itanagar. Some of the other important road options are from Guwahati 381km, Imphal 495km & Shillong at 481km.



Availability of Infrastructure

- Due to the geographical location the connectivity is inadequate in terms of internal linkages but road network is there for access.
- It is located at the south-east of the Pemaling town in the lush green field in the village it is entirely isolated from the impact of town life surrounded by magnificent valleys and charming views.
- Inadequate physical and social infrastructure.
- Close proximity to the Skteng, Khaling, Sonai Rupai and Pakke Wild Life Sanctuary.

Socio Economic Impact of the Hotel

Direct

- The hotel has recruited all the employees within its vicinity, supporting the families within its vicinity economically.
- The hotel has provided the opportunity for exhibition of the traditional handicrafts in the hotel premises which is an initiative taken by the hotel in order to provide more exposure to the local art, and contributes in the income generation of the skilled and local artisans.
- It has taken the initiatives to provide all the means to develop the corporate industries in the local market in order to enhance the social and economical status of the society.

Indirect

- The hotel conducts tours to destinations including visits to rural areas which provides the opportunities for the local people around the destinations to earn more, and moreover, they get in touch with the different culture and traditions.
- Encouragement of the local hand craft and artisans as per the demand of tourists, there is cultural and traditional folk dance and songs facilities which are another example of indirect source of income of the localities.
- The hotel has the training session to the workers in order to enhance their efficiency and skill, improvement in the production services in order to attain the better hospitality management.



Front Terrace: Windanere



The Snuggery: Windamere



Tinker Belle's Cottage full interior: Windamere



An Entrance: Wndamere

Photo Inventory



Tea Farming: Darjiling



Mt. Kanchenjunga: Darjeeling town



An open dining: Elgin Hotel



A view from Elgin Hotel



Local Market: Darjiling



Magnificent Valley View: Pemaling

Photo Inventory



A View of Dining Hall: Pemaling



Tawang-gateway

Findings

- There are centuries old buildings and houses in Darjeeling that still reflect the traditional British architecture. Darjeeling has been the world's top tea producing place and known all over the world for the tea gardens producing "Champagne of Tea". There are many tea estates spread across thousands of acres of land that were laid during the colonial days and still thriving. Many of them still have the original planters' bungalows with the old colonial charm and aura.

- Darjeeling had been the home of Tenzing Norgay who conquered Mt. Everest for the first time along with Edmund Hillary in 1953. The Himalayan Mountaineering Institute is the Mecca of all mountaineering students aspiring to climb the Himalayan peaks and others.

- The hotel owners' perspective about heritage hotels has been mentioned earlier. Competition is stiff and they understand that quality hospitality services have to be offered and though they invest a lot of money for the restoration and preservation of heritage monuments, in return sometimes, they may expect only to survive. It is true that if commercialisation of the heritage sector yielded a better profit margin it would not only encourage social responsibility but also make it a reality. However, the government on its part, should have a subsidized tax structure to help the management provide a higher quality of stay to the visitors while fostering activities by which the social and economic conditions of the dependent villages become more robust.

- Rural tourism functions differently as it needs extra effort to generate revenue. The structure includes three parameters: first are the visitors or the tourists who are the clients; second is the host society which is responsible for complete hospitality and its associated services, including security, maintenance and conservation of the valuable heritage; third are the tourist sites – this comprises the strength of the monument and the significance of the destination, in terms of its historical value and the comforts, leisure, pleasure and adventure it is able to provide. Only after these are evaluated can the assessment of the benefits and development associated with the structure take place.

- All the hotel management claims that they are more concerned about the quality not the profit which is positive because they do know the heritage values and the strength or potential of the locality and community associated with some specific art and culture but Government is not considering it primarily as for the overall development of the infrastructure and amenities initiatives will lead towards the development.

- Due to its vicinity to Sikkim; Darjeeling and Sikkim are considered together as a tourist circuit. Till the 1980's tourism mostly flourished in Darjeeling hills. Since early 90's Sikkim started gaining prominence in tourism and today tourism in Darjeeling and Sikkim go hand in hand.

Major Circuits:

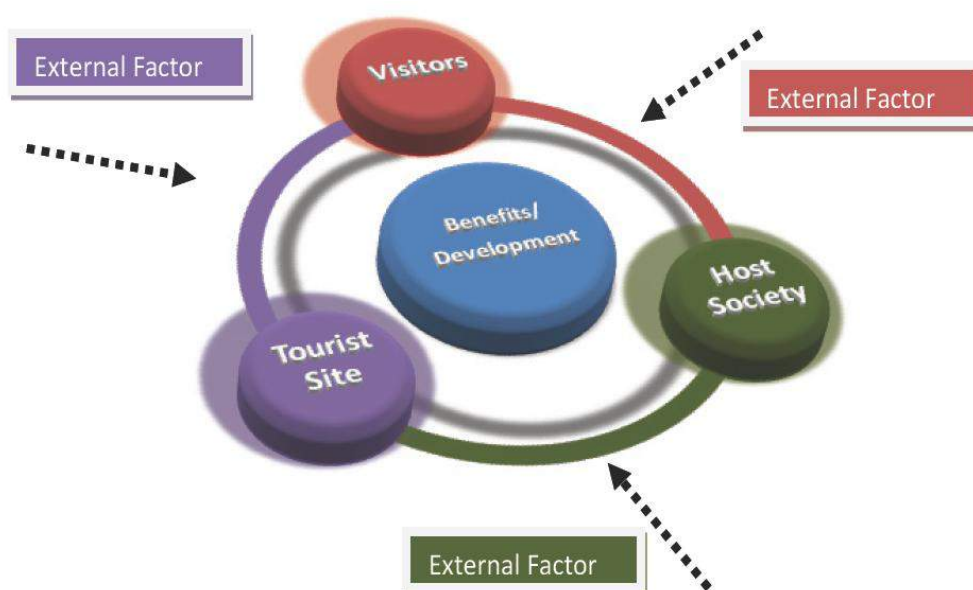
- **Tezpur-Bhalukpong-Bomdila-Tawang Tourist Circuit:** The circuit covers a distance of 350Kms starting from Tezpur, the Headquarter of Sonitpur district in Assam to the 17th century Monastery built on a jutting spur overlooking the wide Tawang valley at an altitude of 10,000 ft. It covers the places as Tipi, Sessa, Bomdila, Dirang (Sela Pass, Nurannang, Jaswant Garh) and Tawang.

- **Tezpur-Seijosa-Bhalukpong-Tipi-Tezpur Tourist:** This circuit takes one to the Pakhui Wildlife Sanctuary one of the largest sanctuaries of Arunachal Pradesh located in the East Kameng district with Forest Divisional headquarter at Seijosa. Seijosa is a small but beautiful Sub-Divisional Administrative Headquarter located on the bank of Pakhui (Pakke) river. It is a hot spot for picnickers. The wildlife sanctuary spreads over an area of 861.95 sq km and has been declared as a Project Tiger Reserve (Pakke Tiger reserve). Some of the major wildlife species found in the sanctuaries are tiger, elephant, gaur, sambar, barking deer, leopard, hornbill etc.

- **Itanagar-Ziro-Daporijo-Along-Pasighat Tourist Circuit:** Itanagar (capital of Arunachal Pradesh) has a rich mixture of archeological sites of great historical value and built up resources and institutions of great socio-cultural significance.

- **Darjiling-Gangtok-Pelling-North Sikkim:** Gangtok is accessible from Siliguri by road only & situated at an altitude of 5,047 ft. Its 125 kms and 3 ½ hrs journey. Journey to Gangtok is really beautiful through straightway and very few ups & downs or zigzags accompanying by river Teesta more than halfway.

- **Darjiling-Kalimpong:** The journey from Darjeeling to Kalimpong is a beautiful experience. The road drops from Ghoom 7407ft., to Teesta Bazar 700 ft. in 12km and passes through lush green forests and tea gardens. One can stop at the view point of 'Lovers Meet' from where the confluence of river Teesta and Rangeet can be seen. One can travel direct to Siliguri from Kalimpong and this road follows the river Teesta from the hills till it emerges into the plains of Siliguri.



External Factors

- Initiatives taken by the government for the improvement of society in terms of infrastructure and socio-economic status.
- Providing information enhances the development of rural tourism. Advertisements, the authority's attention to the villages as well as holding meetings and fairs for rural products - all have significant roles in attracting tourists and visitors to these areas.
- Facilities such as electricity, water, schools, stores, infirmaries, communication centers, internet, banks, private and government investments enhance the development of rural tourism.
- Rural infrastructure improvement, which includes: road connectivity, modes of transport, organizational and institutional planning, state attention to investors and easy local access and the development of small rural industries.
- Cultural factors which include religious places and holy shrines, rural historical and archaeological monuments, traditions, Islamic councils, the greeting style of villagers and special occasions such as festivals, fairs and other cultural events affect the development of rural tourism.
- Tourism in a town due the presence of a heritage monument depends upon many parameters including the contribution of the host society viz., in the form of promoters, agents, availability of resources in terms of physical and social infrastructure, presence of natural and manmade elements and finally, schemes or plans responsible for the maintenance and development of the place.
- Plans and policies are responsible for stability in the evaluation of the status or structure of the economic scenario of the respected site.
- Organization of rural resources through the host society and local and central governing bodies in order to maintain sustainability.
- Destinations in these states have great potential with respect to availability of tourism resources. However, there is a lack of inter-linkages or coordination among the various aspects associated with the structure.
- There is availability of human resources but its utilisation is only partial (seasonal). There is, therefore, no significant impact of the presence of the hotel on the economy of the villages around it.
- There is plenty of land which may be utilised once the strength or potential of the villages and villagers, sand dunes, village cultural events, water bodies, handicrafts etc., is identified.

- The local circuit should be developed as part of the rural infrastructure program.
- The heritage hotel should get subsidy for rural museum and other related off sites spots development , infrastructure, adventure sports, camp sites, rural handicrafts, skill clusters etc.
- The rural tourism infrastructure development (tourist spots and adventure camp sites) and other related infrastructure development should be covered under NREGA and other rural development program of the Government of Rajasthan.
- The Ministry of Tourism and Govt. of the States, should explore and promote village recreation sites like lakes, water bodies etc. which should be developed with line departments of the state Government.
- Most of the hotels are of the same opinion about the lack of support from the government for the restoration, conservation and preservation of heritage monuments which have significant historical value associated with it, so there is need of further investigation and supervision in these matters.
- Subsidies in property tax, taxes on liquor/bar facilities as well as on other luxurious amenities which are the basic requirements of royal and modern hospitality in order to attract more tourists.

Recognizing the capacity and potential of rural tourism by identifying the value it will add and incorporating it as to generate more revenue. This has been done successfully in Khimsar and in Jaisalmer where sand dunes villages have been created as an added attraction for tourists.

- Training individuals for providing services to rural tourism
- Hotel Coordinators
- Agents and Promoters
- Hospitality segment (managers/escorts/waiters etc.,)

Training individuals and providing expertise for establishing and managing rural small scale industries

Hand crafted items

- Artisans (pottery/clay modelling)
- Artists - cultural events (folk dances/songs etc.,)

For Increasing Tourists Flow-

- Opening of tourist information centres in other states.
- Appointment of marketing agents throughout the country and also abroad.
- Advertisement blitzing in print and electronic media.
- Publishing of high quality literature in Indian and foreign languages.
- Screening of documentaries in theater, Railway Stations, Airports, Bus Terminals etc.

- **Diversifying the areas of tourism:** the tourism industry in these states has mainly concentrated on natural and heritage tourism and neglected other forms of tourism to a large extent. our suggestion is that all these states should diversify into other areas like farm and yoga tourism which have the potential for future growth and development

- **Training the guides and the local people :** The local people should be trained in hospitality services and the guides should be trained to provide the necessary and the correct information to the tourist.

- **Maintain the control on the prices of goods and the quality of services:** the prices of the goods and services in Gurgaon are very high, and hence many tourists are discouraged from shopping and buying local items. The local people too, find the cost of living very high and very often the local people cannot afford to purchase their daily requirements, but in Bulandshahr and Kangar it is cheap comparatively. The government should keep a control on the prices of the products so that the local people and the tourist do not suffer.

List of Classified Heritage Hotels in India as on 20th April, 2012

Category 1: Heritage (51)

Sr. No.	Hotel Name /Address	Phone No./Fax No.	Email id/Web Address	Total Rooms
Goa (1)				
1.	The Panjim Inn 31-ST January Road, Fontainhas, Panaji , Goa	08322226523 08322435220	panjimin@bsnl.in	24
Gujarat (3)				
2.	Balaram Palace Resort Chitrassani Village, off Abu Palanpur Highway NO.14 Banaskantha , Banaskantha, Gujarat	02742284378 02742284336		22
3.	Nilambag Palace Hotel Bhavnagar , Bhavnagar , Gujarat	0278424241 0278428072		28
4.	The House Of MG OPP. SIDI Saiyad Mosque 1297, Laldarvaja , Ahmedabad , Gujarat		abhaymangaldas@houseof fmg.com www.houseofmg.com	12
Haryana (1)				
5.	The Fort Ramgarh Ramgarh, Panchkula On NH - 73 Delhi Shimla Highway, Near Chandigarh , Panchkula Distt. , Haryana	01733253072 01733253072	contact@thefortramgarh. com	29
Himachal Pradesh (2)				
6.	Clarks Hotel The Mall Road, , Shimla , Himachal Pradesh	01772651010 01772811321	reservations.clarks@ober oigroup.com	38
7.	The Judges Court Heritage Village, Paragrur , Kangra , Himachal Pradesh	01124114135 01124115970	eries@vsnl.com www.judgescourt.com	10
Karnataka (1)				
8.	Jayamahal Palace 1- Jayamahal Road , Bangalore , Karnataka	08023331321 08023542797	jayamahal@hghhotels.co m www.jayamhalpalacehotel .com	37
Kerala (11)				
9.	Hotel Cherthala House Court Junction, East of P.M.C. - 5, Cherthala, Kerala		housecherthala@hotmail. com	5

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10.	Hotel Le Colonial 1/215, Church Road, Vasco-da-Gama Square, Fort Cochin, Kerala	04842217181 04842217184	lecolonial@dataone.in	8
11.	Old Harbour Hotel No-1/328, Tower Road, Fort Kochi, Kochi, Kerala	04842218006	raintree@fortcochin.com	13
12.	Coconut Lagoon P.O.Box No. 2 Kumarakom Kottayam - 686563 , Kerala	04812524491 04812524495	josedominic@cghearth.co m	36
13.	Heritaga Methanam Near Perumpadappu Kumbalanghi Bridge Kumbalanghi, Cochin , Kerala	04842248284 04842248284	heritagemethanam@gmail .com	7
14.	Kunnathur Mana Ayurveda Heritage Door No.VIII/666, P.O. Punnayurkulam District: Thrissur Kerala,	04872547552 04872547554		7
15.	Old Lighthouse Bristow Hotel Beach Road Next to SBI Training Center Fort Kochi , Cochin, Kerala	04843050102	reservations@oldlighthou sehotel.com	11
16.	Beach Hotel (Beach Heritage Inn (P) Ltd) Beach Road Kozhikode-673032 , Kozhikode, Kerala	04952762055 04952365363	ktjcorpoffice@yahoo.co.in	6
17.	Raheem Residency 20/1100 Beach Road Alleppey West, Alleppey, Kerala	04772239767 04772230767	contact@raheemresidenc y.com www.raheemresidency.co m	10
18.	Koder House Tower Road, , Fort Cochin , Kerala	04842218485 04842217988	koderhouse@sify.com	6
19.	Chengara Heritage Door No. VIII/982, Near Railway Gate Angadippuram P.O., Malappuram Dist., Kerala	04933253903 04933228489		5
Madhya Pradesh (6)				
20.	Hotel Sheesh Mahal MPSTDC, Orchha, Tikamgarh Dist., Madhya Pradesh	07552774340 07552779476	info@mptourism.com www.mptourism.com	8
21.	Jehan Numa Palace Hotel 157, Shamla Hill (M.P), Bhopal ,	0755661100 0755661720	www.hoteljehanumapalac e.com	98

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	Madhya Pradesh.			
22.	Jhira Bagh Palace Mandu Road Dhar, Madhya Pradesh	07292232850 07292235097	jhiraapl@sancharnet.in	16
23.	Satpura Retreat Pachmarh , Hoshangabad , Madhya Pradesh	07578252097	satpura@mptourism.com	6
24.	Hotel Rock End Manor Pachmarhi Distt. , Hoshangabad , Madhya Pradesh	07552774340 07552779476	info@mptourism.com www.mptourism.com	6
25.	Ahilya Fort Ahilya Fort, Maheshwar, Nimar , Bhopal , Madhya Pradesh	07283273329	info@ahilyafort.com www.ahilyafort.com	15
Pondicherry(2)				
26.	Calve A Heritage Hotel Old No. 36, New No. 44 Vysial Street, Pondicherry	04132223738 04132222613	clave@vsnl.net	11
27.	LE DUPLEIX (unit of auberge Heritage Hotels) 5, Caserne Street, Pondicherry	04132666001 04132334258	gmldp@sarovarhotels.co m	21
Rajasthan (18)				
28.	Singhasan Haveli Goenka Chowk, Mandawa Dist., Jhunjhunu, Rajasthan	01592223137 01592223137	hotelmandawa@yahoo.co .in www.singhasanhaveli.com	24
29.	Hotel Neemrana Fort Palace Village Neemrana, Alwar, Rajasthan	01124356145 01124351112	sales@neemranahotels.co m	46
30.	The Sawai Madhopur Lodge Ranthambore National Park Road, Sawai Madhopur , Rajasthan	07462220541 07462220718	rambagh.jaipur@tajhotels. com	36
31.	Bal Samand Lake Place Mandore Road, Jodhpur, Rajasthan	02912571991 02912571240	BALSAMAND_1@SIFY.CO M www.fhrai.com	35
32.	Fateh Prakash Palace City Palace, Udaipur, Rajasthan	02942528016 0294528006	crs@udaipur.hrhindia.com www.fhrai.com	30
33.	Hotel Indra Villas A unit of Desert Heritage Resorts Pvt. Ltd. Ward No.2, Village Alsisar, Jhunjhunu, Rajasthan	01595275567 01595275567	info@indravilasalsisar.com	46
34.	The Laxmi Niwas Palace (A Unit of Golden Triangle Fort and Palace Pvt. Ltd.) Dr. Karni Singhji Road, Bikaner,	01512202777 01512521487		63

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	Rajasthan			
35.	Karni Bhawan Palace Gandhi Colony Bikaner , Bikaner, Rajasthan	01512524701 01512522408	karnihotels@satam.net.in	12
36.	Hotel Samode Palace Hotel Samode Palace Samode- 303806 Dist. Jaipur, Rajasthan	01423240013	reservation@samode.com	43
37.	Hotel Castle Mandawa Pvt.Ltd. Mandawa, Jhunjhunu Rajisthan	01592223124 01592223171		70
38.	Chomu Palace Near Main Chomu Bus Stand , Chomu , Rajasthan	01234220909 01234220707	gm@chomupalacehotel.c om	58
39.	Fort Khejarla (A uit of Bhandari Heritage Pvt. Ltd.), Village Khejarla Via Bilara, Distt. Jodhpur, Jodhpur, Rajasthan	02912510605 02912511674	sales@jodhpurforthkhejarl a.com	38
40.	Bissau Palace Outside Chandpole Gate, Jaipur, Rajasthan	01412304371 01412304628	bissau@sancharnet.in www.bissaupalace.com	50
41.	Raj Niwas Palace National Highway-3, Dholpur, Rajasthan	05642220216 01244565151	info@dholpurpalace.com	26
42.	The Bagh Agra Achnara Road Pucca Bagh Bharatpur , Bharatpur , RAJASTHAN	01126124069 01126124073		23
43.	Hotel Grand Haveli & Resort Nawalgarh Bawari Gate, Near Old Bus Stand Nawalgarh, Jhunjhunu, Rajasthan	01594225301 01594225302	www.grandhaveli.com	28
44.	Sardargarh Heritage Hotel Sardargarh Fort, Village-Lawa Sardargarh Sardargarh, Rajsamand, Rajasthan	02908254591 0290825493	info@sardargarh.in www.sardargarh.in	21
45.	Gajner Palace P.O. Gajner, Tehsil:Kolayat , Bikaner , RAJASTHAN	01534275061 01534275060	egmnr@gajner.hrhindia. com	45
Sikkim (1)				
46.	Norkhill Hotel Stadium Road, Gangtok, Sikkim	03592205637 03592205639	norkhill@elginhotels.com www.elginhotels.com	25
Tamilnadu (2)				

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47.	Sterling Swamimalai Indeco Leisure Hotel 56,4th Street Abiramapuram, Chennai, Tamil Nadu	0434420044 0434421705	STERLING@TR.DOT.NET.I N	28
48.	Visalam 7/1/143 Local Fund Road, Kanadukathan Karaikudi, Tamil Nadu, Karaikudi, Tamil Nadu	04564277301 04565273111	visalam@cghearth.com www.cghearth.com	15
Uttarakhand (3)				
49.	Hotel Fairhavens Holiday Home Adacent to Head Post Office Mallital, Nainital, Uttaranchal		fairhavens@rediffmail.co m	30
50.	The Haveli Hari Ganga (Pilibhit House) Prasad Heritage Projects Pvt.Ltd. 21, Ramghat Haridwar, Uttaranchal	0133426443 0116413303		20
51.	The Naini Retreat Ayarapatta Sloppes, Nainital, Uttaranchal			32

Category 2: Heritage Classic (3)

Sr. No.	Hotel Name /Address	Phone No./Fax No.	Email id/Web Address	Total Rooms
West Bengal (1)				
1.	The Elgin Hotel 18, H.D. Lama Road, P.O. Darjeeling, West Bengal	03542257226 03542254267	newelgin@sancharnet.in www.elginhotels.com	24
Madhya Pradesh (1)				
2.	Noor Us Sabah Palace V.I.P.Road, Koh-E-Fiza, Bhopal, Madhya Pradesh	07554223333 07554227777	contact@noorussabahpalace.com www.noorussabahpalace.com	57
Kerala (1)				
3	The Malabar House, Fort Cochin 1/268, Parade Road , Fort Cochin , KERALA	0484216666 0484217777	info@malabarhouse.com www.malabarhouse.com	17

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Category 3: Heritage Grand (5)

Sr. No.	Hotel Name /Address	Phone No./Fax No.	Email id/Web Address	Total Rooms
Himachal Pradesh (1)				
1.	The Oberoi Cecil Chaura Maidan, Shimla Himachal Pradesh	01772804848 01772811024	reservations@oberoigroup.com	75
Jammu & Kashmir (1)				
2.	The Lalit Grand Palace Gupkar Road, Srinagar Jammu & Kashmir	01942470101 01942453794		112
Karnataka (1)				
3.	Hotel Metropole 5, Jhanshi Laxmi Bai Road, Mysore,	08214255555 08214255566	metropole@balijeehotels.com	30
Rajasthan (1)				
4.	Shiv Niwas Palace The City Palace Complex, Udaipur, Rajasthan	02942528016 02942528006	gmsnp@udaipur.hrhindia.com	36
Tamilnadu (1)				
5.	Savoy Hotel 77, Sylks Road , Ootacamund Tamil Nadu	0423244142 0423443318	savoy.ooty@tajhotels.com	40

Source: Ministry of Tourism, Government of India

List of non-classified Heritage Hotels in India

Sr. No.	Hotel Name	Address, Phone No./Fax No.	Total Rooms	Habitation around	Latitude	Longitude	Sheet No.	Category
RAJASTHAN (70)								
1.	Hotel Basant Vihar Palace,	Sri Ganganagar Road, Bikaner, Rajasthan Email: royalheritage@basantviharpalace.com Web: www.basantviharpalace.com Phone : 0151-2250669; 2250669, 2251353, Fax : 0151-2250676	31		28.018899°	73.318029°	44H8/43	U
2.	Hotel Lalgah Palace	Lalgah Palace, Bikaner, Rajasthan	NA		28.040166°	73.330931°	44H8/43	U
3.	Bhanwar Niwas Palace	Rampur Estate, Bikaner, Rajasthan	24		28.040166°	73.330931°	44H8/43	U
4.	Bhairon Vilas	Next to Junagarh Fort Bikaner-334001, Rajasthan hbhairon@rediffmail.com 91-151-2544751	18		28.040166°	73.330931°	44H8/43	U
5.	Maan Bilas Hotel	Lallgarh Palace Complex, Bikaner-334001, Rajasthan, INDIA	10		N.A			U
6.	Gajner Palace Hotel	Tahshil Kolagat, Distt Bikaner, Rajasthan	44		N.A			U
7.	Jaswant Bhawan, Rajasthan	Daudsar House, Alakh Sagar Road Bikaner-334001	10		24.580085°	73.677606°	45H10/43	U
8.	Ajit Bhawan Hotel	Near Circuit House, Jodhpur, Rajasthan	54		26.282235°	73.037654°	45F3/43	U
9.	Hotel Jhalamand Garh	Mandore Road, Jodhpur, Rajasthan	NA		26.272235°	73.337654°	45F3/43	U

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10.	Dundlod Fort	P.O. Dundlod-333702 Distt. Jhunjhunu, Rajasthan	NA	1. Dundlod 2. Mukandgarh 3. Churimiya 4. Bidsar 5. Birol	27.900111°	75.226475°	45M1 (google earth)	R
11.	Ghanerao Royal Castle	Post-Ghanerao-306704 Dist. Pali, Rajasthan ghanerao@rediffmail.com	NA	1. Ghanerao Fort 2. Desuri	25.235495°	73.537064°	45G12	R
12.	Rambagh Palace	Bhawani Singh Road, Jaipur - 302005, Rajasthan	106 well rooms & suites		25.235495°	73.537064°	45G12	U
13.	Hotel Diggi Palace	Shivaji Marg, C-Scheme Sawai Ram Singh Highway, Jaipur, Rajasthan	40		26.910164°	75.811988°	45N13	U
14.	Raj Mahal Palace Hotel	Jacob Road, Civil Lines, Jaipur, Rajasthan	NA		26.849280°	75.764688°	45N13	U
15.	Palace Hotel	Bikarner House, Delwara Road Mount Abu-307501, Rajasthan	33		24.591941°	72.715850°	45P10	U
16.	Cama Rajputana Club Resort	Adhar Devi Road, Mount Abu-307501, Rajasthan	42		24.591941°	72.715850°	45P10	U
17.	Connaught House	Rajendra Marg, Mount Abu-307501, Rajasthan Tel: (91) (2974) 238560, (91) (2974) 243439, Fax: (91) (2974) 238900 holidays@welcomheritagehotels.com	14 AC		24.591941°	72.715850°	45P10	U
18.	Umed Bhawan Palace	Palace Road, Kota – 324001, Rajasthan 0744-2325262	NA		25.201899°	75.854158°	45O16	U
19.	Brijraj Bhavan Palace	Banks of the Chambal River, Kota-324001, Rajasthan	7		25.201899°	75.854158°	45O16	U

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20.	Sukhdham	Civil Lines, Kota-324001, Rajasthan Phone: 91-744-2320081, 2332661 Fax: 91-744-2327781 Email: sukhdamkothi@gmail.com info@sukhdhamkothi.com	NA		25.201899°	75.854158°	45O16	U
21.	Narayan Niwas Palace	Jaisalmer, 345 001, Rajasthan	NA	1. Ludurva 2. Thar 3. Chattris 4. Painting Village	26.918200°	70.914700°	40J13	R
22.	Jawahar Niwas Palace	Near Jaisalmer Fort, Jaisalmer-345001, Rajasthan	22		26.918200°	70.914700°	40J13	R
23.	Fort Rajwada Jaisalmer	1, Hotel Complex, Jodhpur-Barmer Link Road, Jaisalmer-345001, Rajasthan http://www.fortrajwada.com/sales@fortrajwada.com 09828149555	NA	1. Ludurva 2. Thar 3. Chattris 4. Painting Village	26.915221	70.944769°	0J13	U
24.	Khimsar Fort	Khimsar Dist. Nagaur-341 025, Rajasthan Tel: (91)-(1585)-262345 to 49, Fax: (91)-(1585)-262228 Email: holidays@welcomheritagehotels.com	50 A.C. Room	1. KHismar 2. Lalawas	26.976533°	73.398263°	45F5	R
25.	Udai Bilas Palace	Dungarpur-314001, Rajasthan Tel: ++ 91 2964 230808 Fax: ++ 91 2964 231008 E-mail: contact@udaibilaspalace.com	NA	1. Dungarpur 2. Mohalla Lalpura 3. Bildi 4. Ghanit 5. Bori 6. Do Naddi 7. Dive	23.837519°	73.722698°	46E9	U
26.	Samode Bagh	+91-1423-240235, 36, 240145	NA	1. Barwara	27.205020°	75.806038	45M16	R

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		Samode, Off. Jaipur, Rajasthan reservations@samode.com		2. Mahar Khurd 3. Aloda 4. Dhauli 5. Mahar 6. Kalana 7. Hathnoda 8. Aloda 9. Dhauli 10. Kanpura 11. Bhopen Ki Dhani 12. Dehra 13. Jaten Wali 14. Vijaysinghpura 15. Khusalpura Sultanpura		°		
27.	Castle Awan	Tonk, Rajasthan	7		NA			U
28.	Rajmahal Palace Hotel & Resort ,	Jaipur-Kota Highway, Tonk, Rajasthan	15		26.897253°	75.813496°	45N13	R
29.	Hotel Pushkar Plaza	Pachkund Road, Pushkar, Pushkar, Ajmer, Rajasthan 305022, India+91 145 277 2814	NA	1. Kanas 2. Tilora 3. Nausar Ghati 4. Sanjhi Chhat 5. Haribhau Upadhayaya Nagar 6. Pragati Nagar 7. Kotra	26.491490°	74.554832°		U
30	Welcome Heritage Royal Camp	Pushkar, Rajasthan, India+91 145	85	1. Kanas				U

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		277 2001		2.Tilora 3.Nausar Ghati 4.Sanjhi Chhat 5.Haribhau Upadhayaya Nagar 6.Pragati Nagar 7.Kotra				
31.	Jagat Palace Pushkar	Pushkar - 305022, Rajasthan Board: +91-145-2772001 / 401 / 953 / 954 Fax : +91-145-2772952 / 226	16	1. Kanas 2. Tilora 3. Nausar Ghati 4. Sanjhi Chhat 5. Haribhau Upadhayaya Nagar 6. Pragati Nagar 7. Kotra	26.500000°	74.550400°	45J10	U
32.	Hill Fort Kesroli	Near M.I.A P.O-Bahala Alwar- 301030, Rajasthan Phone: (01468)- 289352	22		N.A.			R
33.	Hotel Sarsika Palace	Alwar-301030, Rajasthan		Sariska Diwali	27.392822°	76.371270°	54A7	U
34.	Lake Palace Udaipur an	Lake Pichola, Udaipur, Rajasth.PO. Box 5, Lake Pichola Udaipur - 313001 Rajasthan, India Telephone: +91 294 2428800 Facsimile: (0294) 2428700 lakepalace.udaipur@tajhotels.com	83	1. Nai 2. Devra 3. Rampura	24.578548°	73.682706°	45H10	U
35.	Rang Niwas Palace,	Udaipur, Rajasthan http://www.rangniwaspalace.com	NA		24.578548°	73.682706°	45H10	U

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		rangniwas75@hotmail.com						
36.	Jagram Durg	Nimaj village, Pali-306103, Rajasthan	NA	1. Nimaj 2. Nimar 3. Barr 4. Nimaaz 5. Leelamaba	26.109665°	74.083809°	45J4	R
37.	Maharani Bagh Orchard & Retreat	Ranakpur, Pali, Rajasthan-306103	18	1. Ranakpur 2. Kumbalgarh	25.110000°	73.530000°	45G12	R
38.	Karni Kot	Sodawas Village, Pali-306103, Rajasthan	NA		N.A			R
39.	Bhanwar Vilas Palace	Karauli House Tonk, Karauli, Rajasthan	NA		26.496820°	77.027603°	54F3	R
40.	Nahargarh, Rajasthan	Sawai Madhopur off Sawai Madhopur Road,	NA		N.A			U
41.	Bassi Fort Palace	Bassi, Chittorgarh, Rajasthan	NA		26.828971°	76.047717°	54B1	R
42.	Castle Bijapur	V.P.O, Bijaipur, Chittorgarh Rajasthan,	16		24.875773°	74.635104°	45L9	R
43.	Bhadrawati Palace	Village Bhandarej, Dist.-Dausa, Rajasthan	35		26.884169°	76.424325°	54B5	R
44.	Castle Pachar,	Shekhawati region, Rajasthan	NA				45N9	R
45.	Deogarh Mahal, Rajsamand,	Rajasthan	NA				45G14	U
46.	Fort Chanwa ,Luni village,	Jodhpur district, Rajasthan	NA				45G1	R
47.	Hotel Bhadrawati Palace, Bhandarej, Rajasthan	(35 A/C rooms - 10 Deluxe and 25 standard rooms)	70				54B5	U
48.	Hotel Pushkar, Pushkar.	(53 rooms which include 25 suites and 28 deluxe rooms)	53				45J11	U

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49.	Karni Fort, Udaipur	(30 AC Rooms)	30				45L3	U
50.	Khimsar Fort, Jodhpur	(50 air conditioned rooms).	50				40N12	U
51.	Koolwal Kothi, ,	House No. 40, Govt. Hospital Road, Nawalgarh - 333 042	(10 room)				45M5	U
52.	Lal Niwas	Phalodi, Town, District Jodhpur	(15 Rooms)				45F14	U
53.	Hotel Arya Niwas,	Jaipur	NA					U
54.	Balaram Palace Resort	Palanpur, located between Ahmedabad and Mount Abu	NA					U
55.	Bijay Niwas Palace,	Bijaynagar, (65 kms from Pushkar on the Ajmer - Bundi Route	8					R
56.	Castle Durjan Niwas	Village Daspan, Jalore district, Rajasthan	NA					R
57.	Golden Castle Resort,	Pachar ,(9 suites, 5 double, and 2 single)	16					R
58.	Hotel Pachewar Garh,	Pachewar, village Malpura on the Jaipur - Ajmer road	10					R
59.	Jagram Durg, Nimaj,	Pali district, Rajasthan	14					R
60.	Kotri Raola,	Pali district, Rajasthan	9					R
61.	Lallgarh Palace,	Bikaner,	38(A.C.)					U
62.	Mandir Palace,	Jaisalmer	NA					R
63.	Ranthambhore Forest Resort	Off Sawai Madhopur Road, Rathambhore, Rajasthan	NA					R

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64.	Royal Camp	Nagaur Fort, Nagaur,	20 (Lux tent)					R
65.	Royal Camp	Jodhpur	(65 luxur. tents)					U
66.	Sardar Samand Palace,	Pali	19. A.C.					U
67.	Sirsi Haveli,	Village Sirsi, Dist; Jaipur,	18					R
68.	Umaid Bhawan Palace,	Jodhpur Umaid Bhawan Palace, Kota	32					U
69.	Rohet Garh	Rohet, District Pali	NA					R
70.	Castle Mandwa	District Jhunjhunu, Shekhawati region, Rajasthan	NA					R
PUNJAB (2)								
71.	Ranjit's Svassa,	Amritsar, Punjab	NA				44I/14	U
72.	Kikar Lodge, Ropar		NA				53A/8	R
HIMACHAL PRADESH (17)								
73.	Chapslee,	Shimla, 0177-202542	6		31.088452°	77.179748°	53E/4/43	R
74.	Springfields,	Chhota Shimla 0177-221297, 221298	11		31.085094°	77.172231°	53E/4/43	R
75.	Alpine Inn,	Opposite Talland Cart Road, Shimla 0177-223139/40	11					U
76.	The Palace Hotel,	Chail 01792-48141, 48143	22 rooms, 5 lodge houses, 3 cottages		30.973931°	77.198364°	53F/1	R
77.	Hotel Ros Common,	Kasauli, H.P. 01792-72005 or 011-3325320, 3324764	9		30.901000°	76.960000°	53B/13	R

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78.	Hotel Alasia,	Mall Road, Kasauli, 01792-72008, 73123 or 011-3736581	13		30.901000°	76.960000°	53B/13	R
79.	Rajmahal Palace Hotel,	Mandi, Kullu, 01905-22401, 23434	12		NA			U
80.	Hotel Castle,	Naggar, District Kullu (12 km from Manali) 01902-47816	14 R, 5 - dormitory		NA			R
81.	Silverton Estate Guest House,	Above Circuit House, Moti Tibba, Dalhousie, 01899-40674	5		NA			U
82.	Grace hotel,	Dharamshala	NA				52D/8	R
83.	Chalets Naldehra.	Near Shimla	NA				53E/4	R
84.	The Fort Resort,	Nalagarh. Himachal Pradesh. 174 101. Tel.: 01795-223179, 223009, 223667.,	22				53A/12	R
85.	Taragarh Palace Hotel	Kangra	NA				52D/8	R
86.	Woodville Palace,	Shimla	NA				39M/4	U
87.	Solang Valley Resort,	Near Manali	20				53E/1	U
88.	The Fort ,	Solan	NA					U
89.	The Oberoi Clarkes,	The Mall, Shimla (39 rooms/suites)	39					U
JAMMU AND KASHMIR (3)								
90.	Hari Niwas Palace Hotel,	Palace Road, Jammu-Tawi, 0191-543303	20		32.745810°	74.875745°	43L16/43	U

Impact of Heritage Hotels in Country – Focus on Rural Areas

91.	Gurkha Houseboats,	Srinagar	NA				43J16	U
92.	Hotel Shamba-La,	Ladakh	NA				52F8	R
UTTRAKHAND (19)								
93.	Claridges Naini Retreat,	Ayarpatta Slopes, Nainital 05942-35105, 35108	32		N.A			U
94.	Balrampur House,	Mallital, Nainital 05942-36236, 39902	14		29.395124°	79.442322°	53O7/44	R
95.	Chevron Fairheavens,	Nainital 011-2753151, 2758774	29		29.394426°	79.451428°	53O7/44	R
96.	Royal Hotel,	Nainital, 059420-36007, 0522-239395	49		29.395124°	79.442322°	53O7/44	U
97.	Chevron Rosemount,	Ranikhet	14		29.631959°	79.439868°	53O/6/44	R
98.	Kalmatia Sangam Himalaya Resort,	Kalimat Estate, Almora 05962-33625	NA		29.635597°	79.667231°	53O/10	R
99.	Snow View Retreat,	Papersallee, Almora	20		29.604248°	79.664399°	53O/10	U
100.	The Ramgarh Bungalows,	Ramgarh (built 1830, 1860 011-4356145	1 room/6 suites		29.446947°	79.562059°	53O/11	R
101.	The Retreat,	Jones' Estate, Bhimtal 0135-632863	4 suites		N.A.			R
102.	Jhilling Estate,	Jhilling 0135-632863	NA		N.A.			R
103.	The Cottage,	Jeolikot, Kumaon, 05942-44413	4 doubles		29.341120°	79.490946°	53O7/44	R
104.	Kasmanda Palace	The Mall, Mussoorie , 0135-632424	14		30.427062°	78.083762°	53J3/44	U
105.	Savoy Hotel,	The Mall, Mussoorie, 0135-632120, 632010	121 rooms, 40 suites		30.459909°	78.062685°	53J3/44	U

Impact of Heritage Hotels in Country – Focus on Rural Areas

106.	Cloud End,	Mussoorie (7 km from the Mall) 7rooms/suite/cottage; 30-bed dorm	7		30.449943°	78.079978°	53J3/44	R
107.	Hotel Padmini Nivas,	The Mall, Mussoorie 0135-631093, 633123	24		30.449777°	78.082890°	53J3/44	U
108.	Hotel Carlton Plaisance,	Happy Valley Road, Mussoorie, 0135-632800, 0135-631881	8 double rooms/suit es		30.454883°	78.077291°	53J3/44	U
109.	The Claridges Nabha,	Barlowgunj Road, Mussoorie, 0135- 631426, 631427	12		30.454883°	78.077291° 9	53J3/44	U
110.	Roselyn Estate,	The Mall Library, Mussoorie, 0135- 632201, 630201	40		30.434883°	78.07291°	53J3/44	U
111.	Palace Belvedere, Nainital		NA				53O7	U
UTTAR PRADESH (3)								
112.	The Mud Fort,	Village Kuchesar, Bulandshahar, 0- 98370-23730	NA		28.744769°	77.775047°	53H14/43	R
113.	Pallavi International,	Mathwa Place, Chat Ganj, Varanasi 0542-356939	44		25.321595°	82.997402°	63K15/44	U
114.	Raobagh Palace, Charkhari,	Dist. Mahoba	NA				N.A.	R
DELHI (2)								
115.	The Oberoi Maidens,	Delhi, 011-4363030	56		28.674403°	77.227258°	53H2/43	U
116.	The Imperial,	Janpath, Delhi, 011-3325332	263		28.625482°	77.218165°	53H2/43	U
GUJARAT (11)								
117.	Garden Palace Hotel	Balasinore Dist. Kheda, Gujarat 02690-62008	NA		22.960227°	73.335889°	46F5/43	R
118.	Riverside and Orchard Palace	Palace Road, Gondal, Gujarat, Tel: +91 2825 221950	11		21.961180°	70.803452°	41K13/42	U
119.	Rajmahal Palace Wadhwan	Surendranagar, Gujarat	11 luxurious room		NA			R

Impact of Heritage Hotels in Country – Focus on Rural Areas

120.	Hingolghadh Palace	Via Jasdan, District Rajkot, Gujarat	NA			NA		R
121.	Sarita Mandvi Mahal	Juna Mandwa Chandod Dist. Vadodara	NA		22.307310°	73.181098°	46F3/43	U
122.	The Palace Utelia	Village Utelia Via Lothal Burkhi, Ahmedabad	NA		23.019110°	72.523405°	46A12/43	U
123.	Darbargadh Poshina	Sabarkantha Village Poshina Via Khedbrahma Dist.	15 double bed		24.370918°	73.031280°	45H3/43	R
124.	Vijay Vilas Palace Hotel and Resorts	Adpur, Palitana, Gujarat	7 cottages about 12 rooms		21.537045°	71.833614°	41O14/42	R
125.	Bhavani Villa Danta,	Bhavangadh, Dist. Banaskantha, Gujarat Phone: 91 02749 278705 Mo.+18980980003/09428023657 Fax: 91 02749 278759E mail: bhavanivilladanta@yahoo.co.in	NA		NA			R
126.	Royal Oasis and The Residency,	Rajkot, Gujarat	12 suits		22.612000°	70.947512°	41J14/42	U
127.	The Palace	Wankaner, Gujarat	NA				41J14	R
MAHARASTRA (9)								
128.	Gordon House Hotel Mumbai	Apollo Bunder, Mumbai	30		18.923808°	72.832666°	47B13/43	U
129.	Taj Mahal Hotel Mumbai	Gateway of India, Mumbai	582		18.921825°	72.831933°	47B13/43	U
130.	Hotel Heritage,	Bombay Central, Mumbai,	NA		19.020899°	73.045886°	47E4/43	U
131.	Hotel Sunderban	Pune, 19, Koregaon Park, Pune	43		18.529392°	73.886082°	47F14/43	U

Impact of Heritage Hotels in Country – Focus on Rural Areas

132.	Fredrick Hotel Mahabaleshwar	19, Koregaon Park, Pune	43		17.921759°	73.659830°	47G9/43	R
133.	Pratap Heritage	Mahabaleshwar	36		17.921759°	73.659830°	47G9/43	R
134.	Hotel Prospect	Panchgani (19 km from Mahabaleshwar)	NA		17.924250°	73.804070°	47G13/43	R
135.	Fort Jadhavgadh,	Jadhavwadi, Pune	NA				47F/15	U
136.	Shalini Palace,	Rankala, Kolhapur,	NA				47L/2	U
GOA (1)								
137.	Hotel Tiracol Fort Heritage,	Tirakhol, Goa, 0832-782240	10		N.A			R
KERALA (20)								
138.	Bolgatty Palace,	Mulavukadu, Kochi, 0484-384448, 355003, 384456	26		9.984459°	76.267279°	58C5	U
139.	Fort Heritage Hotel,	1/283, Napier Street, Elphinstone Road, Fort Cochin, Kochi, 0484-215333, 215455, 216901, 215903	10		9.939149°	76.259647°	8C5	U
140.	Brunton Boatyard,	Fort Cochin, Kochi, 0484-225557, 221461-68	NA		9.968415°	76.245678°	58C1	U
141.	Tharakan's Heritage Resort,	Puthenveetil Parayil, Ezhupunna 0478-872085, 873188	3		NA			R
142.	Kumarakom Lake Resort,	Kumarakom North, Pallichira, Kottayam, 0481-524900	50 cottages		9.612299°	76.430997°	58C6	U
143.	The Lake Village,	Kodimatha, Kottayam, 0481-303622	NA		9.581843°	76.522982°	58C10	U
144.	Lake Palace,	Thekkady, Idukki, 04863-22023	6		9.581843°	76.522982°	58C10	U
145.	Kayaloram Lake Resort,	Punnamada, Alleppey, 0477-232040, 231573	12 cottages		9.526788°	76.356021°	58C6	U

Impact of Heritage Hotels in Country – Focus on Rural Areas

146.	Emerald Isle Heritage Home,	Kanjooparambil-Manimalathara, Alleppey, 0477-703899	5		9.450901°	76.411314°	58C7	R
147.	Spice Village,	Thekkady, 0484-668221/421	52 cottages		9.608539°	77.196688°	58G2	R
148.	Somatheeram Ayurvedic Beach Resort,	Chowara, Thiruvananthapuram, 0471-481601	6 kinds of cottages		8.358029°	77.014832°	58H3	U
149.	Surya Samudra Beach Garden,	Pulinkudi Mullur, Thiruvananthapuram 0471-480413/1702/1824/1825	18 cottages/s uites		8.362763°	77.005936°	58H3	U
150.	The Travancore Heritage,	Chowara, 23 km from Thiruvananthapuram 0471-262828/29, 262831/32	43 (A/C), 2 suites		8.399094°	76.980959°	58D15	U
151.	Keraleeyam Heritage Home,	Thathampally, Alleppey 0477-231468/236950, 0477-254501/2/3	5 rooms (A/C), 4 cottages		N.A			U
152.	Ayisha Manzil,	Court Rd, Telicherry 0490-341590	6		N.A			U
153.	Shanthitheeram Lakeside	Heritage Resort, Varanam Post, Alleppey, 0478-582333	12		9.490563°	76.326364°	58C7/43	U
154.	Keraleeyam Heritage Home,	Thathampally, Alleppey, 65 km from Kochi airport.	9				58C/6	R
155.	The Malabar House	Fort Cochin, Kerala	NA					U
156.	Kanam Vazhooor	Kerala	NA					R
157.	Coconut Lagoon	Kumarakom, Dist Kottayam, Kerala, coconutlagoon@nivalink.co.in	NA					R

TAMILNADU (3)

Impact of Heritage Hotels in Country – Focus on Rural Areas

158.	The Bangala,	Karaikudi, 044-4934851/4913, 4942985, 04565-420221	8		10.058543°	78.766315°	58J16/44	U
159.	Taj Garden Retreat,	40 TPK Road, Pasumalai, Madurai 0452-771601	NA		9.900453°	78.083743°	58K1/44	U
160.	Anandham Swamilmalai	Thimmakudy, Tanjore District Kumbakonam -Pin 612 302, Tamil nadu 91-22-6150 6262 (Multiple Lines)	25					R
PONDICHERY (4)								
161.	Villa Helena,	14 Suffren Street, Pondicherry, 0413-226789	3 rooms, 1 suite		11.921877°	79.818370°	58M13	U
162.	Friend's House,	38 Rue Du Mas St, Pondicherry, 0413-225815, 0413-339745	16 rooms/suites		11.937337°	79.834665°	58M13	U
163.	Patricia Guest Houses I/II,	54 Rue Romain Rolland, Pondicherry/ 20 Rue Rose Francois Martin, Pondicherry, 0413-335130	5 rooms, 2 suites		11.937337°	79.834665°	58M13	U
164.	Villa Pondicherry,	23, Dr Ambedkar Salai, Uppalam, Pondicherry, 0413-334677, 356253	5		11.921799°	79.818383°	58M13/44	U
KARNATAKA (4)								
165.	Lalitha Mahal Palace,	Mysore, 0821-571265-76	54		12.298528°	76.692002°	57D/11	U
166.	Hotel Regency Villa Palace,	Ooty	25				58E4	
167.	Fernhills Palace, Nilgiris,	Ooty.	NA				58A11	R
168.	Rajendra Vilas Palace Hotel,	Mysore	NA				57D11	U
MADHYA PRADESH (4)								
169.	Usha Kiran Palace,	Jayendraganj, Lashkar, Gwalior, 0751-323213/14, 323993/94	30 R./Suites		26.203470°	78.166098°	54J4/44	U

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170.	Hotel Fort,	Amla , Madhya Pradesh	NA				46M16	R
171.	Narmada Jacksons Hotel,	Jabalpur	NA				NA	U
172.	The Golf View,	Pachmarhi, District Hoshangabad	NA				NA	R
WEST BENGAL (8)								
173.	Oberoi Grand,	15 Jawaharlal Nehru Rd, Kolkata , 033-2492323/0181	218		22.568430°	88.349529°	79B6/45	U
174.	Great Eastern Hotel,	1,2 & 3 Old Court House Street, Kolkata, 033-2482311/2331	NA		22.568430°	88.349529°	79B6/45	U
175.	Hotel New Elgin,	H.D. Lama Road, Darjeeling, 077691-3543314	30		27.042996°	88.265211°	78A8	R
176.	Hotel Silver Oaks,	Darjeeling , 077691-3543314	NA		27.064487°	88.469203°	78A8/45	U
177.	Himalayan Hotel,	Upper Cart Road, Kalimpong, Dist Darjeeling, 03552-55248	16		27.064487°	88.469203°	78A8/45	U
178.	Martam Village Resort,	Martam House, Bhanu Path, 03592-24391	11 cottages					R
179.	Observatory Hill Area	Darjeeling						R
180.	Windamere,	Darjeeling,	21				78A8	U
SIKKIM (3)								
181.	Netuk House,	Tibet Road, Gangtok, 03592-26778/22374	8		27.330200°	88.615154°	78A11/45	U
182.	Denzong Cherry Banks Retreat,	Sikkim	NA				78A/11	R
183.	Paljar Area	Gangtok						U
ASSAM (4)								
184.	Thengal Mansion,	Jorhat	5		26.749943°	94.216608°	83J2/46	U

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185.	Burra Sahib's Bungalow,	Sangsua,jORHAT, Assam	NA				83J1	U
186.	Hotel Heritage,	Jorhat	NA				83J1	U
187.	Welcomheritage Banyan Grove ,	Gatoonga near Jorhat, Assam	7					R
JHARKHAND (3)								
188.	Chanakya BNR Hotels,	Station Road, Ranchi	14				73E/7	U
189.	Sai Heritage Hotel,	Main Rd, Ranchi, Jharkhand	NA				73E/7	U
190.	Boulevard Hotel Heritage	Bistupur - Jamshadpur	NA				N.A.	R
HARYANA (1)								
191.	Heritage Village Resort & Spa,	Manesar, Gurgaon	NA				53D/15	R
ANDAMAN & NICOBAR ISLANDS (1)								
192.	183 Heritage Inn,	Portblair	17				N.A.	U
NAGALAND (1)								
193.	The Razhu Pru,	Kohima	NA				83K/2	U
ORRISA (3)								
194.	Heritage Hotel,	Buxi Bazar, Cuttack	NA				73H7	U
195.	Hotel Heritage Inn	#B - 63, Rupali, Sahid Nagar, Janpath, Bhubaneshwar	NA				N.A.	U
196.	Chanakya BNR Hotel,	Puri	NA				N.A.	U
TRIPURA (1)								
197.	Royal Heritage-	Tripura Castle Rd., Shillong 793003	10				78O14	U
Meghalaya (1)								

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198.	Rosaville,	Shillong,	NA				78O14	U
CHHATISHGARH (3)								
199.	Hotel Simran Heritage	Raipur	NA				64G11	U
200.	Kawardha Place	Kawardha, Chhatishgarh (4 spacious double suites and a 1st floor family suite)	4				64F8	R
201.	Kanker Palace,	Kanker(Raipur - Jagdalpur Route)	5 Suits					R
BIHAR (1)								
202.	Hotel Heritage Bodhgaya	Bihar	NA				72H2	R
ANDHRA PRADESH (6)								
203.	Taj Mahal Hotel,	4-1-999, Abid Road,Hyderabad G.P.O., Hyderabad, Andhra Pradesh 500001	NA				56K7	U
204.	HERITAGE INN,	H.NO. 1-8-303/26 Sana Consortium, P G Road, Sindhi Colony Secunderabad – 500	23				56K7	U
205.	Taj Mahal Hotel,	4-1-999, Abid Road,Hyderabad G.P.O., Hyderabad, Andhra Pradesh 500001	NA					U
206.	Dwaraka Hotel	Shri Surya Prakasa Rao Rajahmundry H.O., Rajahmundry, Andhra Pradesh 533101	NA					U
207.	Sai Heritage Hotel,	Prasanthi Nilayam Anantapur District, Puttaparthi 83400	30					U
208.	Pragati resort,	Chilur Temple Road, Prodtuttur Village, Shankarpalli Mandal R. R. Dist, Hyderabad, Andhra	NA					R

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		Pradesh - 500003,						
ARUNACHAL PRADESH (1)								
209.	Welcom Heritage	Pemaling P.O. Dirang, West Kameng Dist. 790101, Arunachal Pradesh.,	NA					R

Sample list of non-classified Heritage Hotels in India

Sample Serial No.	Name of the Non- classified Heritage Hotels selected for Survey	Sector (Urban/Rural)
Rajasthan (17)		
01	Dundlod Fort, P.O. Dundlod-333702 Distt. Jhunjhunu, Rajasthan	Rural
02	Ghanerao Royal Castle, Post-Ghanerao-306704 Dist. Pali, Rajasthan ghanerao@rediffmail.com	Rural
03	Rohet Garh, Rohet, District Pali,Rajasthan	Rural
04	Castle Mandwa, Shekhawati region, Rajasthan	Rural
05	Sirsi Haveli, Village Sirsi, Dist; Jaipur, Rajasthan	Rural
06	Royal Camp, Nagaur Fort, Nagaur,	Rural
07	Mandir Palace, Jaisalmer	Rural
08	Ranthambhore Forest Resort, Off Sawai Madhopur Road, Rathambhore, Rajasthan	Rural
09	Castle Durjan Niwas, Village Daspan, Jalore district, Rajasthan	Rural
10	Bijay Niwas Palace, Bijaynagar, (65 kms from Pushkar on the Ajmer - Bundi Route	Rural
11	Fort Chanwa ,Luni village, Jodhpur district, Rajasthan	Rural
12	Castle Bijapur, V.P.O, Bijaipur, Chittorgarh Rajasthan,	Rural
13	Bhadrawati Palace, Village Bhandarej, Dist.-Dausa, Rajasthan	Rural
14	Bassi Fort Palace, Bassi, Chittorgarh, Rajasthan	Rural
15	Bhanwar Vilas Palace, Karauli House Tonk, Karauli, Rajasthan	Rural
16	Hill Fort Kesroli Near M.I.A P.O-Bahala Alwar-301030, Rajasthan Phone: (01468)-289352	Rural
17	Narayan Niwas Palace, Jaisalmer, 345 001, Rajasthan	Rural
Punjab (1)		

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18	Kikar Lodge, Ropar	Rural
Himachal Pradesh (4)		
19	Taragarh Palace Hotel, Kangra	Rural
20	The Fort Resort, Nalagarh. Himachal Pradesh. 174 101 Tel.: 01795-223179, 223009, and 223667.	Rural
21	The Palace Hotel, Chail 01792-48141, 48143, Himachal Pradesh	Rural
22	Hotel Ros Common, Kasauli, H.P. 01792-72005 or 011-3325320, 3324764	Rural
Jammu & Kashmir (1)		
23	Hari Niwas Palace Hotel, Palace Road, Jammu-Tawi, 0191-543303	Urban
Uttarakhand (5)		
24	Balrampur House, Mallital, Nainital 05942-36236, 39902	Rural
25	Chevron Rosemount, Ranikhet	Rural
26	Cloud End, Mussoorie (7 km from the Mall) 7rooms/suite/cottage; 30-bed dorm	Rural
27	Jhilling Estate, Jhilling 0135-632863	Rural
28	Jeolikot, Kumaon, 05942-44413	Rural
Uttar Pradesh (1)		
29	The Mud Fort, Village Kuchesar, Bulandshahar, 0-98370-23730	Rural
Delhi (1)		
30	The Imperial, Janpath, Delhi, 011-3325332	Urban
Gujarat (3)		
31	Garden Palace Hotel, Balasinore Dist. Kheda, Gujarat 02690-62008	Rural
32	Darbargadh Poshina Village Poshina Via Khedbrahma Distt. Sabarkantha, Guajrat	Rural
33	Vijay Vilas Palace Hotel and Resorts Adpur, Palitana, Gujarat	Rural
Maharashtra (2)		
34	Pratap Heritage, Mahabaleshwar	Rural
35	Hotel Prospect, Panchgani (19 km from Mahabaleshwar)	Rural
Goa (1)		
36	Hotel Tiracol Fort Heritage, Tirakhol, Goa, 0832-782240	Rural

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Kerala (5)		
37	Emerald Isle Heritage Home, Kanjooparambil-Manimalathara, Alleppey, 0477-703899	Rural
38	Spice Village, Thekkady, 0484-668221/421	Rural
39	Kanam Vazhoor, Kerala	Rural
40	Coconut Lagoon Kumarakom, Dist Kottayam, Kerala, coconutlagoon@nivalink.co.in	Rural
41	Keraleeyam Heritage Home, Thathampally, Alleppey, 65 km from Kochi airport	Rural
Tamil Nadu (1)		
42	Anandham Swamilmalai, Thimmakudy, Tanjore District Kumbakonam -Pin 612 302, Tamil nadu 91-22-6150 6262 (Multiple Lines)	Rural
Pondicherry (1)		
43	Villa Pondicherry, 23, Dr Ambedkar Salai, Uppalam, Pondicherry, 0413-334677, 356253	Rural
Karnataka (1)		
44	Fernhills Palace, Nilgiris, Ooty.	Rural
Madhya Pradesh (1)		
45	Hotel Fort, Amla , Madhya Pradesh	Rural
West Bengal (2)		
46	Observatory Hill Area, Darjeeling	Rural
47	Hotel New Elgin, H.D. Lama Road, Darjeeling, 077691-3543314	Rural
Sikkim (1)		
48	Paljar Area, Gangtok	Urban
Assam (1)		
49	Welcomheritage Banyan Grove , Gatoonga near Jorhat, Assam	Rural
Jharkhand (1)		
50	Boulevard Hotel Heritage , Bistupur - Jamshadpur	Rural
Reserved		
Haryana (1)		
51	Heritage Village Resort & Spa, Manesar, Gurgaon	Rural
Chhattisgarh (1)		
52	Kawardha Place, Kawardha, Chhatishgarh (4 spacious double suites and a 1st floor family suite	Rural
Bihar (1)		
53	Hotel Heritage Bodhgaya, Bihar	Rural
Andhra Pradesh (1)		
54	Pragati Resort, Chilur Temple Road, Proddutur Village, Shankarpalli Mandal R. R. Dist, Hyderabad, Andhra Pradesh - 500003,	Rural

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Arunachal Pradesh (1)		
55	Welcom Heritage, Pemaling P.O. Dirang, West Kameng Dist. 790101, Arunachal Pradesh	Rural

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Schedule 1: Collection of Information from Heritage Hotel Owners

NB:

1. *This schedule will be used for collection of data/information from both classified and non-classified Heritage hotels.*

2. *Data will be collected by an Investigator through face to face interview. In no case it will be sent to the Heritage Hotels by post for the required data.*

Block 1: Identification Particulars & Accessibility					
Sr. No.	Item Description	Descriptive Answer			Code
1	Sample serial Number				
2	Sample Type (Code: Original-1, Casualty-2, Substitued-3)	X			
3	If Casualty (code-2) or Substituted -3) in the previous question please state the reasons thereof (Code: Closed-1, Lockout – 2, renovation-3, shifting to new place-4, Refusal to give information-5, Others (Specify)-9				
4	State (For state code please see the code list)				
5	Name of the Heritage Hotel				
6	Address & Telephone number				
7	E-mail address				
8	Year of Establishment				
		Y	Y	Y	Y
9	Name of the owner				
10	Hotel Type (Code-Classified-1, Non-classified-2)	X			
11	If classified (Code-1 in Sr. No.5), state the category (code: Heritage Basic -1, Heritage Classic-2, Heritage Grand-3,	X			

Impact of Heritage Hotels in Country – Focus on Rural Areas

12	Ownership (Code: Government -1, Privately owned and operated-2, Privately owned but leased to third party-3,		
13	Accessibility (Code: By Road only -1, By Road & Railways - 2, By Road & Air - 3, By all modes -4)		
14	Nearest Bus stop	Name:	
		Distance (Code): (Codes: less than 1 Kilometer-0, Between 1-2 kilometres-1, Between 2-5 Kilometres – 2 , Beyond 5 Kilometres -3)	
15	Nearest Railway Station	Name:	
		Distance (code): Codes: less than 1 Kilometer-0, Between 1-2 kilometres-1, Between 2-5 Kilometres – 2, Beyond 5 Kilometres -3)	
16	Nearest Air port/Air strip	Name:	
		Distance (code): (Codes: less than 1 Kilometer-0, Between 1-2 kilometres-1, Between 2-5 Kilometres – 2, Beyond 5 Kilometres -3)	
17	Nearest Village located between 0-3 Kilometres	Name	Distance in Kilometre.
18	Village located between 3-4 Kilometres	Name	Distance in Kilometre.
19	Village located between 4 -5 Kilometres	Name	Distance in Kilometre.
20	Name of the Respondent		
21	Designation of the respondent		
22	Name of the Investigator		

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23	Date of Interview								
		D	D	M	M	Y	Y	y	y

Block2: Facilities Available			
Sr. No.	Facilities	Code: Yes-1, No-2	Number
I. Accommodation			
1	Ordinary Non-AC Rooms (Single Bed)		
2	Ordinary Non-AC Rooms (Double Bed)		
3	A.C Rooms(Single Bed)		
4	A.C Rooms(Double Bed)		
3	Deluxe Rooms		
4	Suites		
5	Luxury Tents		
6	Dormitory		
7	Total number of bed spaces	X	
8	Attached bathrooms,		X
9	Shower Bar/Shower Lounge Bar(Pub Style)		X
10	Running hot and cold water		X
11	Other (Specify)		
II. Banquet and Conferences			
12	Banquet Hall		
13	Board Room		
14	Mini Conference Room		
15	Business Centre		
16	Marriage Hall		
17	Other (Specify)		
III. Cuisine			
18	Multi cuisine Restaurant		
19	Garden Restaurant		
20	Traditional and continental cuisine		
21	Chinese cuisine		
22	Buffet counter		
23	Room Service		X
24	Coffee shop		
25	Bar/ Liquor shop/ Mini bar		
26	Other (Specify)		
IV. Other Facilities			
27	Telephone		

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28	Fax		
29	Mobile phone rental		X
30	Internet Cafe		
31	TV-VCR		
32	Laundry facility		X
33	Swimming pool on ground		X
34	Terrace Pool,		X
35	Gym.		X
36	Health Spa		X
37	Health Club		X
38	Car Rental		X
39	Travel desk/ Conducted Tours		X
40	Safe deposit lockers		
41	Money changer		X
42	Doctor on call		X
43	Secretarial services		X
44	Acceptances of credit cards		X
45	Badminton Court		
46	Tennis court,		
47	Billiard Tables		
48	Special Facilities for physically challenged guests		X
49	Car Parking		
50	Pickup facilities		X
51	Shopping Arcade		X
52	Other (Specify)		
V. Special features			
53	Sprawling Lawns		X
54	Jogging Park		X
55	Children Park		X
56	Boating facilities		X
57	Bird watching		X
58	Camel rides,		X
59	Horse rides		X
60	Puppet show.		X
61	Food festivals		X
62	Folk Music		X
63	Jeep safaris		X
64	Elephant Safari		X
65	Theme Dinner.		X
66	Other (Specify)		

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Block 3: Manpower			
I	Skilled Manpower	Number	Area Belong to (Code: Rural-1, Urban-2, Not known-3)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
	Total Skilled Manpower		
II	Unskilled Manpower		
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
	Total Unskilled Manpower		
	Total Manpower (I+II)		
III	Have you provided employment to any one from the nearby villages located within five Kilometre radius? If so name the village(s).		
IV	Total number of employees in terms of man-power		
V	Manpower- Room Ratio		
VI	Amount invested in training and capacity building of employees (Rs.) during last three financial year	2011-12	
		2010-11	
		2009-10	

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[illegible]

Block 5: Tourist Flow						
Year	Indian Tourists			Foreign Tourists		
	Male	Female	Total	Male	Female	Total
2007						
2008						

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2009						
2010						
2011						
Questions on Tourists Flow:						
Question 1	Name the Indian states where from the tourists visited the hotel. (Please follow descending order in terms of number)	1.		6.		11
		2.		7.		12
		3.		8.		13
		4.		9.		14
		5.		10.		15
Question 2	Name the countries excluding India wherefrom the tourists visited the hotel. (Please follow descending order in terms of number)	1.		6.		11
		2.		7.		12
		3.		8.		13
		4.		9.		14
		5.		10.		15
Question 3	Average number of overnight stays by the Indian tourists in this hotel during the last three years	2011		2010		2009
Question 4	Average number of overnight stays by the Foreign tourists in this hotel during the last three years	2011		2010		2009

Block 6: Miscellaneous Questions and Perception of Hotel Owner on Heritage Hotel Business				
Question 1	How long have you been in the hotel business?	Since		
Question 2	How many hotel branches do you own or run?			
Question 3	How much Investment you have made so far in this Heritage hotel so far?	Rs.		
Question 4	Do you have any definite procurement policy? (Code: Yes-1, No-2)			
Question 5	Do you purchase any item of daily needs from the nearby rural markets? If so, what are these items? (Please put coma if number of items are more than one).			
Question 6	Do you give any preference to people living in the nearby rural areas for employment in your hotel? If so, how many people living in the nearby villages is part of your total work force?			

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Question 7	Do you have any other preference for the nearby village people? If so please indicate in brief.		
Question 8	a) Do you think that the increase in the number of hotels (of all types) poses danger to the future of heritage hotels?		
	(Code: yes-1, No-2)		
Question 9	How many times the tariff rates have been revised by you in the past 5 years?	Upward Revision	Downward Revision
Question 10	Do you think that popularity of a hotel depends upon Word of mouth (code-1), advertising (code-2) or both (Code-3)?		
Question 11	b) How stiff is the competition when it comes to the number of rooms a hotel has?		
	(Code: very stiff competition – 1, Moderate competition-2, No competition - 3)		
Question 12	c) What are your views about the Heritage hotels which have been on the scene for more than a decade?		
Question 13	d) Do you agree that the hotel business needs freshness more than experience? If so why?		
Question 14	In your opinion, is the density of hotels and the competition is good for the market?		
Question 15	Do you agree that Quality is vital for a successful hotel industry? (Code: Yes-1, No-2)		
Question 16	Better quality means more profit. What are your suggestions to improve quality of services in the heritage hotel Industry to earn more profit?		

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Question 17	What is your opinion on return on Investment on heritage Hotels?	
Question 18	How was business during the last year compared to the previous year? (Code: Excellent-1, Good-2, Satisfactory -3, Poor -4, Very Poor- 5, Not Applicable - 6)	
Question 19	Overall marketing and promotion of hotel business. (Code: Excellent-1, Good-2, Satisfactory -3, Poor -4, Very Poor- 5, Not Applicable - 6)	
Question 20	List the awards and certificates the heritage hotel has received till date.	
	Award/certificate	National/International

Block 7: Corporate Social Responsibility (CSR)			
Question Number	Question	Descriptive Answer	Code
Question 1	Are you aware of the term ' Corporate Social Responsibility ' which is currently emphasized by the Government? (Code: Yes-1, No-2)		
Question 2	If Yes (Code-1) in Question 1 please state if you have undertaken any development activity in the neighbourhood? Code: Yes-1, No-2)		
Question 3	If Yes (Code-1) in Question 2 please indicate what development activities you have undertaken in the rural areas of the hotel? (Codes: Adaptation of a Village for overall Development-1 Setting up of schools or other educational	Development Activities (Code) (In case of multiple activities please put comas in between, while using the codes)	Location

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	institutions -2 Setting up of hospitals and dispensaries-3 Setting up of Veterinary hospitals- 4 Construction of perved roads-5. Development of Parks-6 Construction of Bus stops-7 Construction of <i>Panchayat Ghars</i> – 8 Construction of Community marriage halls/ <i>Barat Ghars</i> - 9 Electrification of wells, tube wells etc. – 10 Digging of wells, ponds etc – 11 Construction of low cost houses for people below the poverty level.-12 Other (Specify) - 99		
Question 4	If Yes (Code-1) in Question 2 please indicate how much expenditure you have incurred on Community Development Activities, during last five years.	Year	Amount (Rs. Lakhs)
Question 5	If No (Code-2) in Question 2 please indicate the development activities you propose to undertake in the near future. (Code: No plan to take up any community Development Activity -1 Intends to take up but not decided the activity -2 Setting up of schools or other educational institutions -3 Setting up of hospitals and dispensaries-4 Setting up of Veterinary hospitals- 5 Construction of perved roads-6. Development of Parks-7 Construction of Bus stops-8 Construction of <i>Panchayat Ghars</i> –9 Construction of Community marriage halls/ <i>Barat Ghars</i> - 10 Energisation of wells, tube wells etc. –11 Digging of wells, ponds etc – 12 Construction of low cost houses for people below the poverty level.-13 Other (Specify) - 14		
Question 6	If code 2 in Question 4 please indicate year wise amount you propose to spend on CSR Activities.	Year	Amount (Rs. Lakhs)
		2011-12	

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		2012-13	
		2013-14	
		2014-15	

(Signature of the Investigator)

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Schedule 2: Collection of Information from Tourists

NB:

1. This schedule will be issued for collection of data/information from the tourists living in classified of non-classified Heritage hotels selected for survey.
2. Data will be collected by an Investigator through face to face interview.

Block 1: Identification Particulars									
Sr. No.	Description	Descriptive Answer						Code	
1	State (For state code please see the code list)								
2	Name of the Heritage Hotel								
3	Address & Telephone number								
4	E-mail address								
5	Name of the Tourist								
6	Country of Origin#								
7	NRI (Yes-1, No-2)								
8	Name of the state (in case the country of Origin is India)	X							
9	Mother Tongue#								
10	Date of arrival								
11	Check in time								
12	Date of departure								
13	Purpose of Visit (Code: Sight Seeing, Holidaying, leisure & recreation -1, Trade & Business p -2, Official -3, Education/Training -4, Pilgrimage-5, Social Visit to meet relatives and friends- 6, Health & medical reason- 7, Others (Specify) - 5								
14	Name of the Investigator								
15	Date of Survey					2	0	1	2
		d	d	m	m	y	y	y	y

- Codes will be filled up at the time of manual scrutiny prior to data processing.

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Block 2: Miscellaneous Questions			
Question Number	Question	Descriptive Answer	Code
1	Is it for the first time you are visiting this place and living in this heritage hotel? (Code: Yes-1, No-2)	X	
2	How did you reach this place? (Codes: By road-1, By train-2, By air -3, Other (Specify) -9)	X	
3	Are you visiting this place as an individual or in a group? (Codes: Individual – 1, Group-2)	X	
4	If in a Group (code 2) how many members are there in the group.		X
5	Do the group members are all family members of yours or friends or include both family members and friends? (Code: Family members-1, friends-2, Both family members & friends-3)	X	
6	How did you make your travel arrangement? (Code: Self arranged -1, Office/ Employer-2, Travel Agent-3, Tour Operator-4, other -5)	X	
7	Which of these eating-places you are taking your food? (Code: Hotel restaurant-1, Other Restaurants -2, Fast Food Outlets – 3, Cafeteria- 4,Dhaba-5, Mobile Van-6, Food Kiosk -7, Refreshment Stand-8, Other (Specify) – 9 (Multiple codes)	X	
8	Have you been provided with a tourist guide? (Code: Yes-1, No-2)	X	
9	Is the tourist guide informative and helpful to locate various tourist spots and shops etc for marketing purposes?		
10	What is your household income?		X
11	How much you have spent during the current trip?	(Rs.)	X
	a)Accommodation		X
	b) Food & Drink		X
	c) Transport		X
	d)Shopping		X
	e) Leisure, Cultural, Sporting and medicines.		X

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	Total		X
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Block 3: Tourist profile

Sr. No.	Name	Age	Sex \$ (Code: Male -1, Female -2)	Education (Code)	Occupation (code)
(1)	(2)	(3)	(4)	(5)	(6)

- Please record the sex code by observation only

❖ Education Code (Column 5):	❖ Occupation Code (Column 6):
No formal education -1 Primary passed/Basic -2 Middle passed-3 Matriculation/High school-4 Higher secondary-5 Graduate-6 Post graduate and above- 7 Technical qualification -8	Not interested in any occupation/Retired from services/ not capable of doing any work due to age/ disability / ailment -1 Unemployed/in search of job-2 Housewife/household work-3 Student-4 Agriculturist -5 Service-6 Self employed in Trade & Business-7 Social worker-8 Other (Specify -9)

Block 4 : Tourist's Perception on Heritage hotel and its Services	
Question: 1	Why did you select a Heritage hotel for your stay and not other luxury/ budget hotels?
Question: 2	How did you discover this particular Heritage Hotel or who did help you to stay in this heritage hotel?
Question:3	How was your stay in this heritage hotel? (Codes: Fabulous-1, Satisfying-2, Ok – 3, Dissatisfying – 4, Very Dissatisfying- 5)
Question:4	<p>➤ Please ask the following questions to the tourist and rate it as follows, according to his/her reply.</p> <p>(Code: Excellent-1, Good-2, Satisfactory - 3,Poor - 4, Very Poor- 5, Not Applicable -6)</p> <p>a) Was your reservation in the hotel handled courteously and properly?</p> <p>b) Was your arrival handled courteously and efficiently?</p> <p>c) Was the front desk courteous and helpful?</p> <p>d) Was your room/suite/tent clean and properly maintained?</p> <p>e) Were the Valets (one who cleans the clothes or park the car in a hotel) courteous and helpful?</p>

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	f) How did you like the overall services in the hotel?	
	g) How did you like the food served in the hotel?	
	(h) If you had Indian food please state your perception and attitude towards it. (This question will be asked only to foreign tourists)	
	(i) How did you like the Room service - Service	
	(j) How did you like the Room service -food	
	(k) How was the bar at the hotel for serving beverages & Service	
	(l) How were the spa services?	
	m) How did you like Tenice court?	
	n) Do you like the Concierge (caretaker) services?	
Question: 5	If you are not satisfied with the services offered in this hotel (code 4 or 5 in Question 2 f) please state the reasons.	
Question: 6	What are your views about the day's activities of the hotel staff?	
Question: 7	Do you feel that the particular Heritage hotel has met your expectations? If not please give reasons for the same.	

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Question 8	What was your first impression of this Heritage hotel?	
Question 9	What changes would you like to see implemented in this Heritage Hotel?	
Question 10	How did you find this Heritage Hotel in term of customer services?	
Question 11	Do you think that this particular heritage hotel is safe and secure? (Code: Yes-1, No-2)	
Question 12	In your next visit would you like to stay in this Heritage hotel once again? (Code: Yes-1, No-2)	
Question 13	If not (Code 2 in question number 12), please state the reasons for not choosing this hotel for staying. (Code: bad location-1, poor accessibility/ poor transport facility - 2, poor services -3, Lack of courtesy and helping attitude on the	

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	part of the hotel employees-4, lack of cleanliness-5, High tariff – 6, poor quality of food and drinks -7, No conducted tours - 8, lack of safety & Security-9, High air pollution-10, Others (Specify) -11				
Question 14	Would you recommend the heritage hotel to a friend? (Code: Yes-1, No-2)				
Question 15	If No (code-2) in Question 10, please list the reasons.				
	1		6		
	2		7		
	3		8		
	4		9		
	5		10		

(Name of the Investigator)

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Schedule3: Village Schedules

NB:

1. *This schedule will be used for collection of data/information from the villages located both classified and non-classified Heritage hotels.*
2. *Data will be collected by an Investigator through face to face interview.*
3. *It is a Multiple Respondent Schedule. The Investigator is requested to be careful while canvassing it into the field.*

Block 1: Identification Particulars			
1	Name of Heritage hotel		
2	Address of Heritage Hotel		
3	State		
4	District		
5	Tehsil/Sub-district		
5	Gram Panchyat		
6	Village		
7	Distance of the village from the Heritage Hotel		
8	Name of the respondent (Code: Panchyat Pradhan-1, Sarpanch-2, Knowledgeable person- 3, Other (Specify)-4.	X	
9	Name of the Investigator		
10	Date of Interview		

Section I

Block 2: Village Particulars		
Sr. No.	Item Description	Replies
1	Total Population (as per Census 2011)	
1(a)	Male	
1(b)	Female	
2	Number of Households	
3	Major religion	
4	Names of SC Communities	
5	Names ST Communities	

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6	Principle language spoken	
7	Number of BPL families	
8	Number of Literate persons	
9	Main Occupation of the villagers	

Block 3: Facilities available in the village		
Sr. No.	Item Description	Replies (Yes-1, No-2)
1	Peeved Roads	
2	Electricity for all purpose use	
3	Potable water	
4	Primary Schools	
5	Middle schools	
6	High school/Higher Secondary Schools	
7	College/Technical institution	
8	CHC/PHC/SC/Dispensary	
9	Homeopathy hospital/dispensary	
10	Medical Practitioner	
11	ASHA	
12	Veterinary Hospital	
13	Post office	
14	Roadways	
15	Bus Shelter/waiting hall	
16	Railways	
17	Cooperative societies	
18	Commercial banks/Cooperative banks	
19	Internet cafe	
20	Play Ground	
21	Recreation Facilities	
22	Barat Ghar	
23	Panchyat House	

Block 4: Economic Activities		
Sr. No.	Item Description	Replies
1	Crops grown (Cereals, Pulses, spices & condiments, fruits and vegetables, plantation crops like sugarcane, jute, Mesta, cotton, Rubber etc.)	Cereals:
		Pluses :
		Spices & Condiments
		Fruits & Vegetables:
		Plantation crops viz Sugar cane, jute,

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		Mesta, Cotton, Rubber, coconut etc.
2	Fuels & Minerals	Ferrous:
		Non-ferrous:
		Fuels
3	Important industries located in the area	
4	Trade & Commerce	

Block 5: Perception of Village Officials on heritage Hotels and its impact on the village			
Question Number	Question	Descriptive reply	Code
Question 1	Are you aware that there is a heritage hotel in the neighbourhood of this village? (Code: Yes-1, No-2)	X	
Question 2	Has the heritage hotel made any positive impact on this village? <u>If so, please state what impact it has produced on</u> a) Employment to local people- Number of people recruited from this village		
	b) Trade and business due to the purchase policy of the heritage hotel.		

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	c) Education facilities (Number of schools & colleges set up)	
	d) Medical facilities.	
	e) Supply of potable water	
	f) Power supply	
	g) Art & Culture	
Question 3	Do you agree that every Heritage Hotel in the country should adopt at least one village for all round development under CSR activity? (code: Yes-1, No-2)	X

Section 2

Note: Section 2 has been designed for collection of information from 10 selected households. Hence this part of the schedule (Block 6 and 7) will contain 12 pages, positively

Block 6: Household particulars			
Sr. No	Item Description	Descriptive Reply	Code
1	Household serial Number		X
2	Head of the Household		
3	Religion (Code: Hindu-1, Muslims-2, Sikhs-3, Christians-4, other religion-9)		
4	Type of family (Code: BPL-1, other-2)		
5	Social Community (SC-1, ST-2, OBC-3, General-4)		
6	Total number of members in the family		X
7	Males		X
8	Females		X
9	Male literate		X
10	Female literate		X
11	Persons engaged in agricultural		X

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	activities		
12	Persons engaged in house hold work		X
13	Students		X
14	Persons engaged in industries		X
15	Persons engaged in trade & business		X
16	Persons engaged in government/private job.		X
17	Persons employed in other activities		X
18	Monthly income from all sources (Rs.)		X
19	Average monthly Expenditure (Rs.)		X

Block 7: Household Perception on Heritage Hotel			
Question No.	Question	Reply	Code
Question:1	Are you aware that there is heritage hotel in your area: (Code-1, No-2)	X	
Question:2	Have you ever visited the aforesaid Heritage hotel? (Code-1, No-2)	X	
Question:3	If yes, please state the purpose. (Code-casual-1, Business purpose-2, to attend a meeting-3, to meet a friend-4, Others(specify)-9	X	
Question:4	Is any member of your family an employee of the above Heritage hotel? (Code-1, No-2)	X	
Question:5	If yes in Question 4 please state in what capacity he/she is working in the above Heritage Hotel? (Code: Managerial Staff-1, Clerk-2, Receptionist -3, Room service provider-4, Telephone operator-5, Computer operator-6 Accountant-3, Dhobi- 4, Gate keeper-5 Night Guard-6, cook-7, Sweeper – 8, Plumber-9, Casual worker-10, Tour operator – 11, Driver-12 Other	X	

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	worker -13)		
Question:6	If yes in Question 4 what is his/her salary?		X
Question:7	Does he/she receive any other benefit from the heritage hotel? (Code: Education facilities-1, medical facilities-2, Bonus-3, Festival gift-4, Birthday gift-5, Other benefits-9)	X	
Question: 8	Has the Heritage hotel made any development work in this village? (Code-1, No-2)	X	
Question: 9	If yes in Question 4 what are the development work it has done or proposes to do in the village? (Code: Setting up of school-1, Hospital/dispensary-2, Bus shelter-3, Veterinary Hospital-4, Paved roads -5, dug wells-6, drinking water-7, parks-8, play ground -9, Places of warship – 10, Cremation ground -11, Other-12	X	
Question: 10	Do you agree that the heritage hotel is beneficial to this village? (Code-1, No-2)	X	
Question : 11	Has the Heritage hotel made any impact on the Social and cultural life of the Villagers I? (Code-1, No-2)	X	
Question : 12	If yes, in Question 10 please state the impact it has made on the Social and cultural life of the Villagers.		
Question : 13	If yes in Question 10 please state the reasons thereof.		
Question : 14	If No in Question 10 please state the reasons thereof.		

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Question : 15	Overall perception on the heritage hotel. (Code: Excellent 1, Very good-2, Good-3, Neither good nor bad-4, bad-5, Worst-6	X	
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Section 3

Note: Section 3 has been designed for collection of information from 4 selected Shops & Restaurants. Hence this part of the schedule (Block 8) will contain minimum 4 pages, positively

Block 8: Particulars owners of Shop & Restaurant			
Sr. No	Item Description	Descriptive Reply	Code
1	Serial Number of the trading activity		X
2	Name of the Owner		
3	Name of the enterprise		
4	Address of the enterprise with phone Number		
5	Number of persons employed		X
6	Activity (Code: Grocery-1, Restaurant-2, Dhaba-3, Handlooms & Handicrafts-4, Wholesale dealer in food articles -5, Wholesale dealer in fruits & vegetables -6, Medicine- 7, Clothes & garments – 8, Gas Supplier – 9, Milk & Milk products – 10, Other-11 (Multiple codes allowed)	X	
Question 1	Are you aware that there is heritage hotel in your area? (Code:Yes-1, No-2)	X	
Question. 2	Do you make supplies to the Heritage Hotel located in your locality? (Code:Yes-1, No-2)	X	
Question. 3	What supplies do you make to the Heritage hotel?		

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Question. 4	What is the frequency of supply you make to the Heritage hotel? (Code: No fixed period-1, daily-2, once in a week-3, Once in a fortnight – 4, Once in a month – 5, Once in a quarter -6, Once in a year-7.	X	
Question. 5	Do you make bulk supply or in small quantity?		X
Question. 6	Do you receive the payments in time? (Code:Yes-1, No-2)	X	
Question. 7	If no, how much time does it take to receive the payments?		
Question. 8	Do you agree that the heritage hotel has made an opening for the business community in the area (Code: Yes-1, No-2)	X	
Question. 9	Has the Heritage hotel made any impact on the Social and cultural life of the Villagers? (Code-1, No-2)	X	
Question. 10	If yes, in Question 9 please state the impact it has made on the Social and cultural life of the Villagers.		
Question. 11	If yes, in Question 9 please state the reasons thereof.		
Question. 12	If No in Question 9 please state the reasons thereof.		
Question. 13	Overall perception on the heritage hotel. (Code: Excellent 1, Very good-2, Good-3, Neither good nor bad-4, bad-5, Worst-6	X	

(Signature of the Investigator)

Annex 7

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Schedule 4: Collection of Information from Tour Operators & Travel Agents

1. This schedule will be used for collection of data/information from the Tour Operators.
2. Data will be collected by an Investigator through face to face *interview*.

Block 1: Identification particulars									
Sr. No	Item Description	Descriptive Entry						Code	
1	Sample serial Number							X	
2	State								
3	District								
4	Name of the Heritage Hotel								
5	Address								
6	Category of Heritage Hotel (Code: Classified-1, Non-classified-2)								
7	Name of the Tour Operator/Travel Agent								
8	Contract Address								
9	Contract Number								
10	Respondent								
11	Investigator								
12	Date of Survey					2	0	1	2

Block 2: Details of Tour Operation			
Question No.	Question	Descriptive Reply	Code
Question 1	Year of incorporation		X
Question 2	Registered office		
Question 3	Do you have an office in the heritage Hotel? (Yes-1, No-2)	X	

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Question 4	Total number of vehicles owned by the tour operator/agent:	X		
	Buses			
	Cars/Taxis			
	Other Vehicles			
Question 5	Number of vehicles hired	X		
	Buses			
	Cars/Taxis			
	Other Vehicles			
Question 6	Total Number of Buses under tourist services	X		
Question 7	Total Number of Cars/Taxies under tourist services	X		
Question 8	Number of other Vehicles tourist services	X		
Question 9	Total Manpower			
Question 10	Managerial staff			
Question 11	Non-managerial staff			
Question 12	Number of Tourist Circuits covered	X		
Question 13	Name the tourist circuits covered by the operator			
Question 14	What are the various types of tours you conduct? ➤ Multiple codes are permitted. However, the answer will be either yes or no as per the reply of the respondent.		Yes	No
		Leisure Tour	1	1
		Pilgrimage Tour	2	2
		Business Tours	3	3
		Study Tours	4	4
		Incentive Tours	5	5
		Other Tours (Specify) _____	9	9
Question 15	How frequently the tours are conducted? (Code: daily-1, On holidays only -3, weekly-4, monthly-5, yearly-6, No- fixed period-7	X		
Question 16	If daily (code-1) number of tours conducted in a day	X		

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Question 17	Do you undertake overnight Tour operations (Code: Yes-1, No-2)	X	
Question 18	Do you have separate charges for Domestic and International tourists (Code: Yes-1, No-2) ➤ Please collect rate card for various tourist circuits.	X	
Question 19	Do you charge concessional rates for any category of Domestic and International tourists (Code: Yes-1, No-2)	X	
Question 20	If Yes in question No.18 state who are covered under the above categories? (Code: Children below 12 years-1, women-2, Physically handicapped-3, Sr. Citizens-4, others-9)	X	

Block 3: Facilities and services offered by Tour Operators & Travel Agents

Question No.	Question	Descriptive Reply	Code
Question 1	Do you provide Travel Information to the tourists? (Code: Yes-1, No-2)	X	
Question 2	Do you provide advice and planning services? (Code: Yes-1, No-2)	X	
Question 3	Do you provide Services related to arrangement of tours? (Code: Yes-1, No-2)	X	
Question 4	Do you provide Services related to passenger and baggage transportation? (Code: Yes-1, No-2)	X	
Question 5	Do you provide ticket issuance services? (Code: Yes-1, No-2)	X	
Question 6	Do you offer Tailor made package tours? (Code: Yes-1, No-2)	X	
Question 7	Railway reservation on demand?	X	

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	(Code: Yes-1, No-2)		
Question 8	Do you hotel booking all over India? (Code: Yes-1, No-2)	X	
Question 8	Do you help the tourists by providing Snacks and food when they are on conducted tours? (Code: Yes-1, No-2)	X	
Question 9	Do you provide motor vehicles including cars, minivans, sport utility vehicles, and pick-up trucks to the tourists on short term rental basis? (Code: Yes-1, No-2)	X	
Question 10	Do you provide guides to touring parties to provide information on items of interest along the way to and or at a place of tourist attraction? (Code: Yes-1, No-2)	X	
Question 11	Do you provide all the above services on payment or on contract basis? (On Payment-1, on Contract basis-2)	X	

Block 4: Facilities provided by the Heritage Hotel to Tour Operators /Travel Agents

Sr. No.	Facilities	Descriptive reply	Code
1	Dedicated area for the travel agents and tour operators (Code: Yes-1, No-2)	X	
2	Permission to book accommodation in the hotel as Certified Accommodation Provider (Yes-1, No-2)	X	
3	Permitted to act as a Land Transport Service Provider tourist taxi drivers and tour bus drivers	X	
4	Supply of Logo, identification badges, decals or signage to confirm that the Tour Operator/ Travel Agent are quality service provider.	X	
5	Permission to organize events in	X	

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	association with the heritage hotel authority (Yes-1, No-2)		
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Block 5: Perception of Tour Operator/ Travel Agent

Question 1	How long you have been in the business as tour operator?		X
Question 2	What is your area operation?		
Question 3	Are you satisfied with the facilities provided by the hotel? (Yes-1, No-2)	X	
Question 4	If no, what are the reasons?		
Question 6	Are you satisfied with the tax concessions provided by the Government? (Code: No tax concessions-1, Satisfied-2, not Satisfied – 2)	X	
Question 7	What is your opinion about the behaviour of the tourists whom you serve? (Code: Excellent- 1, Very Good-2, Good-3 , Nothing special -4, bad-5, Very bad -6)	X	
Question 8	Do you agree that more facilities should be provided to tourists in India to make India a tourist hub? (Yes-1, No-2)	X	