

**CONSUMER PERCEPTION TOWARDS LUXURIOUS TRAINS OF INDIA****Ms. Arkaja Gupta<sup>1\*</sup>, Dr. Jayender Verma<sup>2</sup>****Abstract**

India is an agglomerate of multi-ethnic richness among all civilizations of the world. It is also one of the most popular attractions for tourists round the globe. Millions of tourists explore Indian culture, heritage and beauty every year. Tourism industry has gained its position worldwide in very less time and it is also one of major revenue sources for the country. Indian tourism and cultural land are a mesmerizing conglomeration of innovation and heritage which offers the traditional offerings with a touch of modernization. One can enjoy not only conventional Indian style bazaar concepts but also classy and glamorous mall cultures, luxurious hotels, luxurious travel tours, experiences of beaches, mountains, back waters, cruises and many more. Travel is one of the important elements of tourism industry. Luxury trains of India offers a range of majestic experience to its tourists and represents the socio-cultural contemporary ethnicity with modernization. Luxury trains are the replica of Indian ethnicity, culture and traditions depicting the days of Maharaja. The paper attempts to study the various offerings of luxurious trains of India and objective is to analyse the consumer perception towards these luxurious trains.

**Keywords:** Luxury Tourism, Indian Railways, Consumer Perception, Luxurious Trains of India

---

<sup>1\*</sup>Assistant Professor, Research Scholar, School of Commerce, Manav Rachna International Institute of Research and Studies, Faridabad

<sup>2</sup>Professor & Head, School of Commerce, Manav Rachna International Institute of Research and Studies, Faridabad

**DOI:** 10.48047/ecb/2023.12.si10.00163

## Introduction

India can be witnessed as the seventh largest country of the world and enjoys the distinct geographical conditions as it is stretched by mountains and surrounded by sea all over. Towards the north it is tasselled by Great Himalayans and moving towards the southwards and at Tropic of Cancer, it purple with the presence of Indian Ocean between Bay of Bengal on the east and Arabian Sea on the west. India offers a wide range of different cuisines, land of stories, different cultures, art, craft, tribes and adventure sports. (<https://www.incredibleindia.org/content/incredible-india-v2/en.html>). Tourism industry contributes to the socio-economic development in the country. Indian tourism industry has not only shown a steady growth, but also has become one of the source of employment generating sector for people round the globe. Availability of copious resorts, hotels, food outlets, abundance amenities relating to transport, facilities, services and lodging are the attractions for tourists coming to India. Department of Tourism, Ministry of Civil Aviation and Government of India are responsible apex body for the development for tourism industry of India. (<https://www.travanya.com/tourism/india/>)

Tourism is always related to the leisure activity which includes travel, tours, accommodation, hospitality and transport. There are drastic changes in lifestyle and corporate influences on the cultural and behavioural pattern of the tourists in every country. Now days consumers have become aware and they follow well informed and searched destinations. There are gradual changes in the facilities of transportation and communication which is one of the root causes of increased intensity of sensitivity towards tour plans. With the dominance of corporate culture results in technological advancements in all sectors and so as in tourism industry. Modernisation and industrialisation have opened the avenues for females to educate themselves and work in a free environment which has drastically uplifted social and cultural development of the economy. (S.M. Jha, Tourism Marketing 2011)

## Luxury Tourism

Luxury tourism refers to uniqueness and exclusivity during travel and leisure time enjoyed by the travellers. The agencies offer a wide range to luxury tour packs to the consumers so as to satisfy their need to exclusive experience from that trip. These packages may include luxurious travel options, expensive hotel stays, exorbitant places for example exotic islands, untapped tourist place with natural beauty, cosmopolitan cities or any historical

place. Even with changing dynamic environment and economic conditions, the demand of luxurious travel still persist in the market. This reflects the presence of wealthy segment demanding luxuries during travel and stay to relax and pamper themselves and other reason for increase in demand for such trips could be the status level in social circle that encourages tourists to spend a huge part of their income on such trips. This segment belongs to 25 to 55 years of educative tourists from professional or business background who shows their keen interest in being served with high quality and exclusive experience during their journey. The believe of choosing luxurious tours are backed up by the thought that they work really hard to earn so much of money and as a reward these trips are mandate to satisfy their ego and status. They expect to get kings treatment with majestic experience and enjoy all benefits. (Popescu and Olteanu, 2014)

## Luxurious Trains of India

Indian luxury trains of India are not only the passenger train which takes the tourists from one place to other but also provide mosaic piece of experience to its passenger in exotic manner. Every train have different experiences and are blend of romance of bygone of traditional era with contemporary amenities and offers unprecedented means to discover the true essence of Indian culture.

Luxury trains offers an opulence travel journeys to international and national tourists which takes you back to the era of maharajas and enables to explore the charms of plethora of cultural diversity with glorious and splendid hospitality during the journey. India's rendezvous of luxury train travel started with the commencement of Palace on Wheels in 1982 and kept on achieving stepping milestones one by one. Guests enjoying sip of aromatic brew in their personal cabins looking outside with incredible scenic experiences during travel giving realization of self-actualisation satisfaction.

The luxury train portal is the India's first travel portal which operates all luxury trains at one and single platform. The fascinating and mesmerizing experience of maharaja's era can be witnessed by travelling in: Palace on Wheels, Deccan Odyssey, The Golden Chariot, Maharajas' Express, The Fairy Queen, Royal Rajasthan on Wheels and Royal Orient Train. (<https://www.indianluxurytrains.com/>)

## Palace on Wheels

Palace on Wheels is one of the oldest and first ever luxurious train introduced to experience the

indulgence of foregone era of maharaja's lifestyle with elegance and blend of contemporary amenities. It is furnished with 14 ethnic guest carriages, riding this crafted luxurious train is an experience of journey of lifetime. This journey explores the ultimate grandiosity of Rajasthan as the train plunges into the treasures of Rajasthan. The train was launched in 1982 with a vision to promote Rajasthan Tourism in a unique sense of providing royal experience to the international tourists. Furthermore, the vision behind starting such train was to preserve the private carriages of former Maharajas, Nizams, Vicereines who have ruled India for aegis.

The journey is an eight day round trip and starts with the Capital of India i.e., Delhi, Jaipur, Sawai Madhopur, Chittorgarh, Udaipur, Jaisalmer, Jodhpur, Bharatpur, Agra and ends at Delhi. The award-winning train has been accorded with the PATWA (Pacific Area Travel Writers Association) award falls under the "Tourist Train of the Year" group. The coverage of this train has been covered by the various leading TV channels such as MTV, Discovery, National Geographic, BBC, Zee TV and thus have served as a platform to popularise the train among consumers. World Tourism Industry has nominated Palace on Wheels for World Travel Awards (WTA). Also, a magazine named as Conde Nast has vouched Palace on Wheels as "Best Luxury Train in the World". In 2009, the train was selected as "Best in Asia" title.

### **Deccan Odyssey**

This train is given a title of being an imposing kind of blue limousine, inclusive of all shades of tradition, culture, and ethnicity replica of India. The carriages have royal ambience and amenities in the train while driving to the various cities to administer the natural and cultural aspects of India. This luxurious train takes the travellers with exploration of royal and majestic palaces, historical monuments, sandy beaches, ancient caves and religious sites as well. Maharashtra Tourism Rail Corporation (MTRC) was inspired from the royal carriages of royal maharajas and thus it was reflected in the cause of birth of Deccan Odyssey. The first tour initiated by this luxurious train on 16<sup>th</sup> January 2004 and never looked back. It has provided splendid experiences and have always enthralled its tourists with high end treatment and services offered. Deccan Odyssey offers six itineraries to its tourists namely, Maharashtra Splendor, Indian Odyssey, Indian Sojourn, Hidden Treasure of Gujarat, Jewels of Deccan, Maharashtra Wild Train which covers the lot of tourist destinations of India ranging from Mumbai,

North, South India, Deccan Plateau areas, Indian Wildlife, Gujarat famous areas. The journey duration comprises of 7 nights and 8 days.

Deccan Odyssey has won World Travel Award under the category of "Asia's Leading Luxury Train" for four consecutive years i.e., from 2015 to 2018. There are more awards in the basket of Deccan Odyssey namely 'TTJ Jury Choice Award' under the category of Excellence and Innovation for two consecutive years i.e., 2016 and 2017.

### **The Golden Chariot**

This train is dedicated to explore the hidden and treasure of Karnataka having an history of over 1600 years. One can experience the culture, traditions, bygone kingdom archives and stories during the journey. The train is equipped with plethora of traditional ambience in 19 designed wagons, extravagant architecture and pampers its passengers with high end qualitative services and amenities. In the year 2002, the Karnataka State tourism and Development Corporation along with the Ministry of Indian Railways entered into an MOU for promoting Karnataka tourism and as a result this train came into existence to serve the objective. The name Golden Chariot has been derived from the stone chariots of Hampi, Vijayanagar Empire ruined pieces of temple. It offers three different journey itineraries to its customers namely, Pride of Karnataka (6 nights/ 7 days), Jewels of South (6 nights/ 7 days) and Glimpse of Karnataka (3 nights/ 4 days). (<https://www.indianluxurytrains.com/>)

### **Maharaja's Express**

This train has claimed an award of "World's Leading Luxury Train" for six consecutive years i.e., from 2012 to 2017 and also was accorded with an award of "Best Luxury Train" at CNBC Awaaz travel Award in the year 2010. It has also been attained Seven Stars Luxury and Lifestyle Award in the years 2015 and 2016. The train was initiated in March 2010 and was a result of mutual collaboration of investment by Indian Railway Catering and Tourism Corporation Limited (IRCTC) and Cox and King India Ltd., started with a venture Royale India Rail Tours Ltd. (RIRTL) for managing Maharaja Train.

The train pampers their travellers and provide services beyond imagination and the best example of luxurious amenities and services during entire duration of journey. One can experience a majestic and nostalgic feel of royal life of bygone era with modern facilities. This train is considered to be the inexpensive as compared to other luxurious trains.

It offers Treasures of India for 3 nights and 4 days tour, The Indian Splendor, The Indian Panorama and Heritage of India covers 6 nights and 7 days tours. The train covers the destinations such as Mumbai, Delhi, Jodhpur, Jaipur, Agra, Khajuraho, Varanasi, Orchha, Gwalior, Bikaner and more. (<https://www.indianluxurytrains.com/>)

### **Fairy Queen – The Train**

Fairy Queen train is the oldest steam locomotive of the world and started its operation in the year 1855 for East India Railway. It has recorded its place in Guinness book of records for oldest steam locomotive which is still in operations. Up to 1908 it travels on Howrah-Raniganj line and later on in Bihar. In the year 1997, Indian Railways announced this train as heritage train and started its operations of a round trip of Delhi – Alwar – Delhi. The train is fully air-conditioned chair car and covers 1 day tour trip with a huge glass window for enjoying a mesmerizing view of countryside. The train offers pantry on-board catering and food services to the travellers and have a huge luxurious lounge in the coach. (<https://www.luxurytrainsofindia.in/fairy-queen.html>)

### **Royal Rajasthan on Wheels**

It started its operation in 2009 and was a replica of Palace on Wheels covering the same routes and as a result in the year 2017, the Royal Rajasthan on Wheels stopped their operations which usually covered the 7 nights Khajuraho – Varanasi Circuit routes and the coaches and wagons are attached to Palace on Wheels. (<http://www.royalindiantrains.com/royal-rajasthan-on-wheels.html>)

### **Royal Orient Train**

This train is the most bizarre in the category of luxurious trains in the world and give experiences of the bygone era of Maharajas ruling in India. It covers two major and fascinating cultures of India i.e., Gujarat and Rajasthan and it provides two itineraries – Royal Orient Train Palace on Wheels covering 8 days' tour travel of Rajasthan. Royal Orient Train Tour Inclusions covering 8-day tour travel of Gujarat. ([https://www.holidaytravel.co/pkg-dtl-royal\\_orient\\_train\\_package](https://www.holidaytravel.co/pkg-dtl-royal_orient_train_package))

### **Review of Literature**

The study conducted by Ota, Ray and Chandra, 2020, examined that the services, amenities and variety of luxuries offered by Palace on Wheels in order to ease flow of luxury tourism in India.

Saxena, and Naveen, 2013, depicted the magical and majestic experiences and varied variety offers by luxurious trains of Indian Railways. Specifically, the train Palace on Wheels focuses on the conventional traditional artifacts, culture, historical places with modern tint of services offered by it. It was the success story of Palace on Wheels which encouraged the birth of other luxurious trains in India.

Gupta and Verma, 2019 conducted a study and identified the need of creating more awareness among Indian consumers towards such luxurious trains running on the tracks of railways.

Dogra, Karri, 2020, discussed the concerning factors in viewpoint of service providers which might affects the continuation of these trains. The authors considered the agents and employees indulged directly or indirectly in functioning of these trains to draw the concluding reasons for low occupancies. The authors analysed that the travel agents and employees has shown their primary worry towards the factors – pricing, policies, product, luxury services and facilities offered by luxury trains, therefore, the focus of the study has been about the services offered by Maharaja Express. According to the findings of the study, authors identified three major aspects about which consumers are concerned; i.e. – pricing and policies of Maharaja Express and marketing promotions used by the train to attract the attention of the consumers. Also, the travellers pay major attention on the amenities and infrastructural facilities offered by the train. The findings revealed that the domestic consumer lacks in awareness towards the products and services offered by the train and other related policies.

Whereas, according to the study conducted by Manhas & Gupta, 2017; stated that the existence of these luxurious trains has implanted their strong presence in the Indian Tourism Industry. The attractions for foreign travellers are flawless and cannot be avoided by the tourism industry. The focus of the study is to understand the trends, expectations of the consumers and survival policies of such trains for longer duration.

### **Objective of the Study**

To analyze the consumer perception towards Luxurious Trains of India.

### **Research Methodology**

Present study focuses on consumer perception for Luxurious Trains running on Indian rail tracks has been carried out using survey research design.

**Sample**

The study was carried out on a sample of 118 respondents ranging from 18 years to 65 year and above in age representing Indian residents as well as Non-Resident Indians.

**Data Collection Tool**

Data for the study was collected on a self-developed questionnaire containing thirty-two multiple choice questions using mail questionnaire through Google Form.

**HYPOTHESES AND FINDINGS:**

H 1: There is a relation of consumer preference towards services offered by luxurious trains of India.

H 2: There is a relation of consumer perception towards marketing strategies of luxurious trains of India

Responses received from 118 respondents on a self-developed mail questionnaire through Google Form were considered for analysis. Factor analysis using varimax rotation with eigen value one was applied to analyse the data. Factor analysis revealed 5 factors in 9 rotations. The number of questions influencing the emerged 5 factors as the contributing variables was 33. Remaining 15 questions did not have any influence on the emerged 5 factors having eigen value greater than or equal to one. Probably their influence might be indirect, had the eigen value lowered up to 0.1.

The Five significantly contributing factors to the hypotheses framed were named as:

Factor 1	Comfort and Personal Care Factor
Factor 2	Decision Making Factor
Factor 3	Preference to Luxury Trains Factor
Factor 4	Itinerary Planning Factor
Factor 5	Service Factor

**Findings of the Study****Data Analysis and Results****Factor 1: Comfort and Personal Care Factor****Table 1.1: Showing Consumer Perception for Comfort and Personal Care Factor**

VARIABLE NO.	STATEMENT	FACTOR LOADING VALUE
VAR00022	Luxury cabins –replica of royal palaces	.728
VAR00023	Stocked bars	.579
VAR00024	Wi-fi enabled	.722
VAR00025	Multi-cuisine restaurants	.756
VAR00026	Spa services on board	.751
VAR00027	Conference car	.760
VAR00028	Mini Gym & Ayurveda Spa	.760
VAR00020	Library	.598
VAR00030	Passenger Saloons & Spacious baths	.719
VAR00031	Personal attendants in all coaches	.789

**Graph 1.1: Bar Chart showing Consumer Perception for Comfort and Personal Care Factor**

Generally, tourism trains are viewed as a very unique style of travel and are being associated with luxury, museum style, catering to have luxurious dining's, beautifully crafted cabins, should have services of personal care, gyms, bars, have entertainment sources. These trains are not treated as a normal mode of transport. The features of such trains are considered as having special itineraries, entertainment modes during the voyage, slow and steady journeys, special packages covering different excursions, also serves as an expensive and luxurious voyage. (Wikivoyage Contributors, 2019)

Respondents primarily are the ones who have some or the other time have undertaken the train journey always like to travel with comfort and personal care

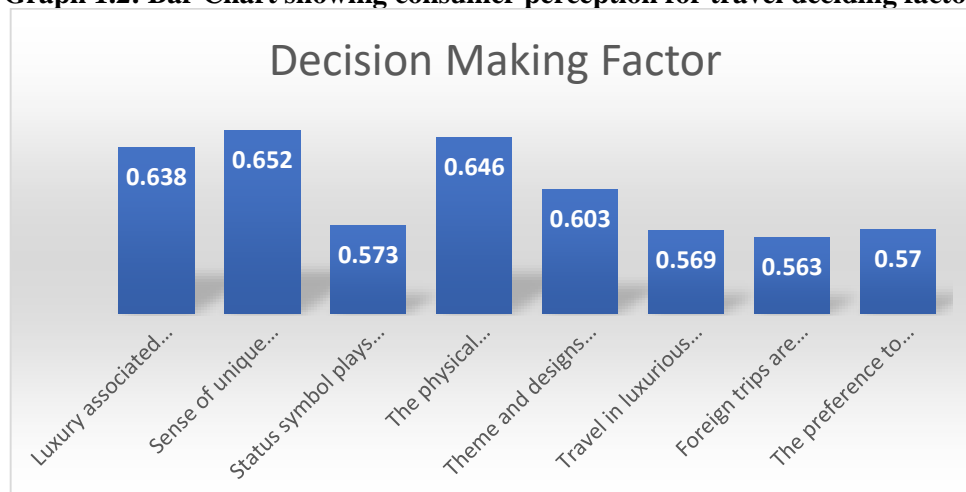
when it comes to travel in luxury trains. Respondents want that the trains' passenger cabins should be luxurious, and they should get a feeling that the train is the replica of royal palaces (.728) with facilities of Wi-Fi connectivity (.722), multi-cuisine restaurants (.756) with stocked bars (.579) to enjoy food delicacies and variety of liquors. Normally, only the affluent strata of society would travel in luxury trains and their time is precious, so their preference is for a Conference facility (.760) with Library (.598). These travellers are highly health conscious and would prefer a Mini Gym (.760), Spa (.751) and saloon service (.719). As they want to spent time with royal comforts so want to have a personal attendant (.789) in each coach to cater to their needs. Therefore, this factor has been named as Comfort and Personal Care Factor

## Factor 2: Decision Making Factor

**Table 1.2: Showing Consumer Perception for Travel Decision Making Factor**

VARIABLE NO.	STATEMENT	FACTOR LOADING VALUE
VAR00032	Luxury associated experience play important role in consumer decision making	.638
VAR00033	Sense of unique experience plays important role in consumer decision making for travelling	.652
VAR00034	Status symbol plays important role in consumer decision making	.573
VAR00036	The physical facilities and interiors services of luxurious trains facilitates to consider for travelling	.646
VAR00037	Theme and designs of luxurious trains services are very different and royal	.603
VAR00041	Travel in luxurious trains Bring excitement towards destination and journey	.569
VAR00047	Foreign trips are preferred in comparison to domestic luxurious train tours by domestic tourists	.563
VAR00048	The preference to experience these tours are quite less among domestic tourists	.570

**Graph 1.2: Bar Chart showing consumer perception for travel deciding factors**



Second Factor has been named as the Decision-Making Factor. Respondents consider a number of influencer variables to their decision while making decision to travel in luxury train. Variables that influence the decision are sense of unique experience (.652) plays the important role as it is considered to be the life time experience associated with Physical facilities and interiors (.646) to perceive them to provide a royal touch to travel, luxury associated experience (.638) and Theme and designs of luxurious trains are very different from other trains and gives a royal look (.603). Journey in luxury trains brings excitements amongst

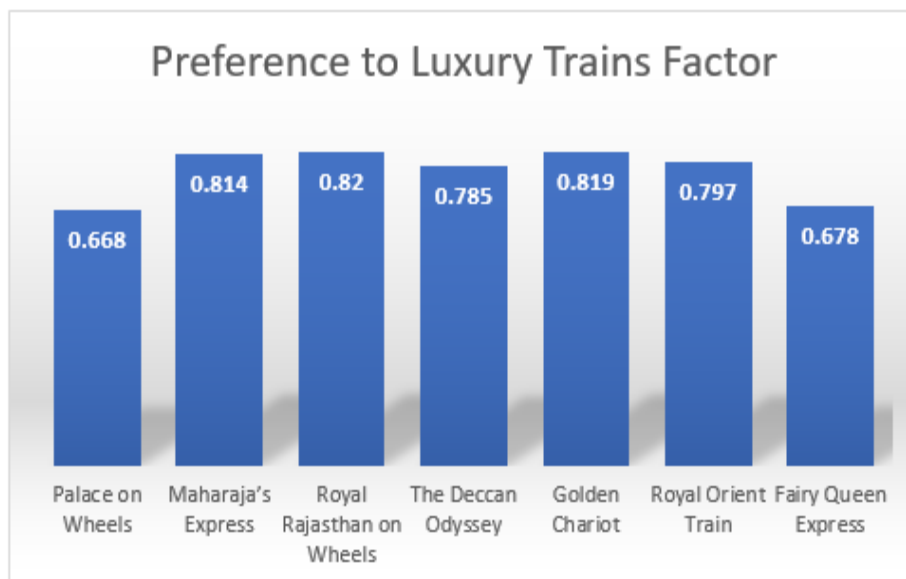
travellers (.569). Domestic passengers though want a real royal touch and feeling in their tour still probably considering the cost of travel in luxury trains is quite less for the preference to experience these tours (.570) and the domestic passengers being economically calculative for the return on investment that is the cost of entertainment prefer foreign trips over the domestic luxurious train tours (.563). In India even today, especially in the middle-class, foreign travel is considered to be the status symbol and the status (.573) is one amongst the decision-making variables for travel by domestic tourists.

### Factor 3: Preference to Luxury Trains Factor

**Table 1.3: Showing Consumer Preference for Luxury Trains Factor**

VARIABLE NO.	STATEMENT	FACTOR LOADING VALUE
VAR00015	Palace on Wheels	.668
VAR00016	Maharaja's Express	.814
VAR00017	Royal Rajasthan on Wheels	.820
VAR00018	The Deccan Odyssey	.785
VAR00019	Golden Chariot	.819
VAR00020	Royal Orient Train	.797
VAR00021	Fairy Queen Express	.678

**Graph 1.3: Bar Chart Showing Consumer Preference for Luxury Trains Factor**

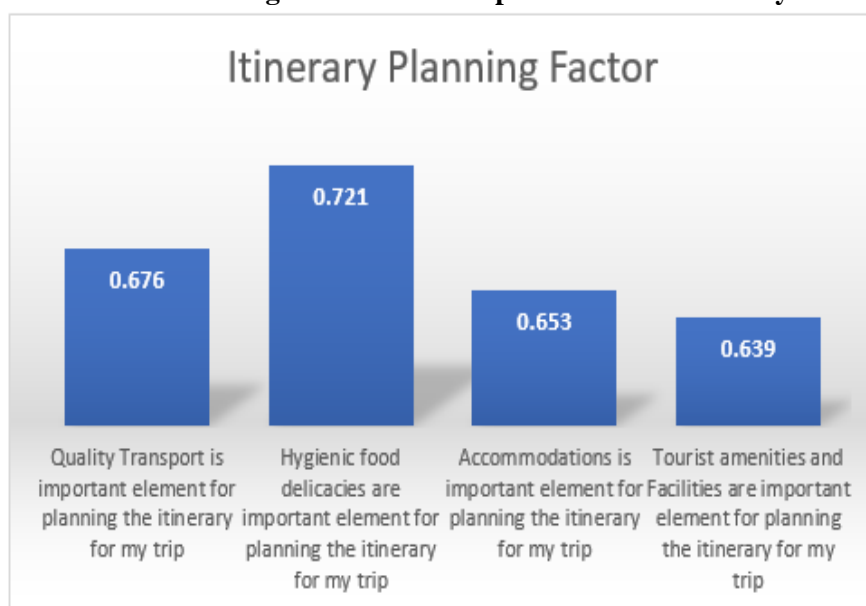


The third important factor is about the preference to the different luxurious trains for travel as these trains covers different tour circuits though in some tour circuits some tourist destinations may be same. Respondents have shown varying degree in their preferences towards different Indian luxurious trains. The most preferred train seems to be the Royal Rajasthan on Wheels (.820) closely followed

by Golden Chariot (.819) and Maharaja Express (.814). The preferences to other luxurious train tours are- Royal Orient Train (.797), The Deccan Odyssey (.785), Fairy Queen Express (.678), and Palace on Wheels (.668). The preferences for these trains' tours may come either by the destinations covered in the tour package, their advertising and promotion or by word-of-mouth publicity.

**Factor 4: Itinerary Planning Factor****Table 1.4: Showing Consumer Perception towards Itinerary Planning Factor**

VARIABLE NO.	STATEMENT	FACTOR LOADING VALUE
VAR00005	Quality Transport is important element for planning the itinerary for my trip	.676
VAR00006	Hygienic food delicacies are important element for planning the itinerary for my trip	.721
VAR00007	Accommodations is important element for planning the itinerary for my trip	.653
VAR00009	Tourist amenities and Facilities are important element for planning the itinerary for my trip	.639

**Graph 1.4: Bar Chart Showing Consumer Perception towards Itinerary Planning Factor**

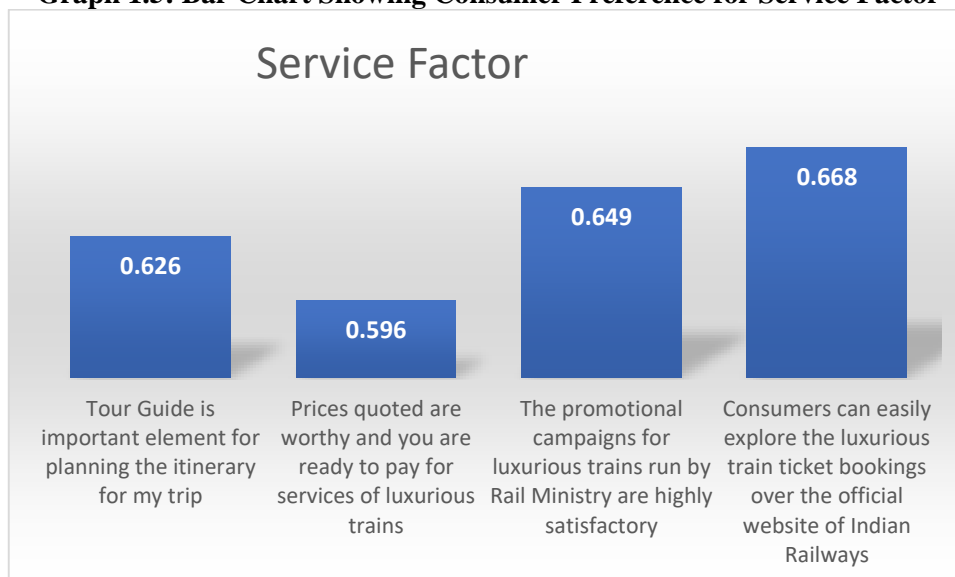
Fourth important factor has been named as the "Itinerary Planning Factor". The basic objective of these kind of luxurious train tours is relaxation and entertainment and if the tour itinerary is not planned in terms of the kind of amenities and facilities provided to tourists, the tourists perception towards the tour will be the wastages of

time and money. Respondents while planning the itinerary for the trip consider availability of hygienic food delicacies (.721), Quality of Transport (.676), Accommodation (.653), and the Tourist amenities and facilities (.639) available during the trip.

**Factor 5: Service Factor****Table 1.5: Showing Consumer Preference for Service Factor**

VARIABLE NO.	STATEMENT	FACTOR LOADING VALUE
VAR00010	Tour Guide is important element for planning the itinerary for my trip	.626
VAR00039	Prices quoted are worthy and you are ready to pay for services of luxurious trains	.596
VAR00042	The promotional campaigns for luxurious trains run by Rail Ministry are highly satisfactory	.649
VAR00043	Consumers can easily explore the luxurious train ticket bookings over the official website of Indian Railways	.668



**Graph 1.5: Bar Chart Showing Consumer Preference for Service Factor**

Fifth and the last factor is named as the Service Factor. Tourists look for the ease of services availability in deciding their preferences for a particular tour itinerary. The most important variable in this service factor is that the tourist/consumer of the service can easily explore the luxurious train ticket bookings over the official site of the Indian Railways. Other important variables considered to be part of service are- The satisfaction towards the promotional campaigns run by Railway ministry for luxurious trains is considered moderate (.649), closely followed by the availability of right tour guide to explain about the history and significance of the monuments. The price worthiness and readiness to pay for services luxurious trains (.596) seems to be considered as less important than other variables probably the tourist want excursion and entertainment by taking time out of their busy work schedules and work challenges.

### Conclusion

Indian Railways besides the means of transport, both passenger transport and goods transport with one of the largest networks of rail lines that connects India and becoming the most preferred means of tourism as the railway network has made it possible to connect all important tourist destinations where the tourist prefer to visit. Indian Railways to satisfy tourists demands has been continually adding the value-added services on different tour circuits such as Onboard catering, right type of accommodation, local luxurious transport for local transportation. IRCTC is managing these tour packages on different tour circuits through “Palace on wheels”, “Maharaja Express”, “Royal Rajasthan on Wheels”, “Deccan Odyssey”, “Golden Chariot”, “Royal Orient Train”

and “Fairy Queen Express” well equipped with central AC, specialized kitchens offering varied cuisines of the world, lavish library, restaurants, bars, gyms, Televisions, Wifi connectivity, and royal services.

The objective behind trains is to promote the Indian culture and tradition by allowing tourists to experience and enjoy the different style of voyage with a magnificent and mesmerizing experience and the royal treatment during the entire journey.

Maharaja Express train for seven continuous years from 2012 to 2018 has been awarded as world’s leading luxurious train. The train has been bestowed with the title of “Luxury Hospitality and Lifestyle Awards” for two continuous years 2015 and 2016 at Seven Star Luxury Awards.

The study reveals that though these trains provide a luxurious buffet to consumers for their recreation and relaxation, still the consumer seems to be little reluctant for booking the packages. The quantitative analysis reveals that the consumer seems to have very little awareness with the promotional schemes offered by Indian Railways and many a times misses such campaigns. Moreover, respondents give importance to hygienic food delicacies, comfort, economical options, entertainment, luxurious experience, price and cost of travel, induced luxury travel experience, ease of ticket bookings, but do not attach much importance to public displays, professionalism of staff, preference to other modes of transport and hotel bookings while planning and during tour. Probably because these are associated with the tour and unavoidable difficulties.

**REFERENCES:**

1. <https://www.incredibleindia.org/content/incredible-india-v2/en.html>
2. <https://www.travanya.com/tourism/india/>
3. Jha, S. M., *Tourism Marketing*. Himalaya Publishing House, 2011.
4. Popescu, I.-V., & Olteanu, V. (2014), *Luxury Tourism: Characteristics and Trends of the Behavior of Purchase*. SEA-Practical Application of Science, 4, 319-324. [https://econpapers.repec.org/article/cmjseapas/y\\_3a2014\\_3ai\\_3a4\\_3ap\\_3a319-324.htmddd](https://econpapers.repec.org/article/cmjseapas/y_3a2014_3ai_3a4_3ap_3a319-324.htmddd)
5. <https://www.indianluxurytrains.com/>
6. <https://www.luxurytrainsfindia.in/fairy-queen.html>
7. <http://www.royalindiantrains.com/royal-rajasthan-on-wheels.html>
8. [https://www.holidaytravel.co/pkg-dtl-royal\\_orient\\_train\\_package](https://www.holidaytravel.co/pkg-dtl-royal_orient_train_package)
9. Ota, R., Ray, S. S., & Chandra, A. (2020). A Case Study on Service Blueprinting in Travel and Tourism sector: a special reference to the Palace on Wheels. *Science, Technology and Development*, IX(IX), 675–682.
10. Saxena, N., & Shilpa, N. (2013). A case Study on a Unique Service Experience Provided by the Palace on Wheels – Where Luxury Meets Heritage. *International Journal of Multidisciplinary Management Studies*, 3(5).
11. Gupta, A., & Jayender, V. (2019). A Study of Consumer Awareness on Indian Railways Tourism Products. *A Journal of Composite Theory*, XII(IX), 613-624. <http://www.jctjournal.com/Vol-12-Issue-9-2019/rrr>
12. Dogra, J., & Venkata, R. S. Assessment of Luxury Trains in India: A Case Study of Maharajas' Express. *Journal of Tourismology*, 6(2), 185–200. <https://doi.org/10.26650/jot.2020.6.2.0002eee>
13. Manhas, P. S., & Gupta, S. (2017). Synergizing Indian Hospitality Services and Luxury: Augmenting perception and experience of Indian Luxury Trains. *Indian Journal of Applied Hospitality & Tourism Research*, 9.
14. Tourist trains. (2019, March 15). Wikivoyage, The FREE worldwide travel guide that anyone can edit. Retrieved from [https://en.wikivoyage.org/w/index.php?title=Special:CiteThisPage&page=Tourist\\_trains&id=3743957](https://en.wikivoyage.org/w/index.php?title=Special:CiteThisPage&page=Tourist_trains&id=3743957)
15. IITM Report on Role of Luxury Tourist Trains in Promoting Tourism in India, 2021; Submitted to Ministry of Tourism, Government of India; Submitted by Indian Institute of Tourism and Travel Management (An Autonomous Body

under Ministry of Tourism, Government of India)