A Study on the Extent and Composition of Uncategorized Expenditure of Tourists in N.E. India

A Thesis Submitted in
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Doctor of Philosophy

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ABSTRACT

A Study on the Extent and Composition of Uncategorized Expenditure of Tourists in N.E.India

1.0 Introduction:

Tourism is a smokeless industry that contributes to a large extent to the economy of a country. It is world's largest creator of jobs (Bezbaruah, 1999). It creates 1.5 times more jobs than any other sector. Every million Rupee pumped into tourism industry creates 85 new jobs as against 13 new jobs in the manufacturing sector and 45 in agricultural sector (Sharma, 2007). It is also one of the top five export sectors for 83 percent of countries and a leading source of foreign exchange for at least one in three developing countries (Narayan, 2005). Global tourism as an industry is worth well over US$4 trillion when all expenditures (international and domestic) have been taken into account (Hall & Kearsley, 2001). Global tourism activity has also registered a growth rate of 7.1 percent a year (Suh and McAvoy, 2005). It is also expected that international tourist arrivals will reach reaching 1.6 billion in 2020 (WTO, 1997a).

Tourism industry also plays a leading role in Indian economy. It is estimated that Indian tourism sector was able to create 25 million jobs in the year 2006. Out of it, 21 million jobs are directly created. Its' share to the Gross Domestic Product is also found to be 6.1% (Sharma, 2007).

Thus, tourism provides a very interesting economic opportunity that propels the tourism providers including the destination marketers to maximise their efforts in providing best tourism experiences to the visitors. Maneuverability is the key issue with the tourism planners. But a well-planned scheme requires tourists' information, particularly their choice, preferences and spending behaviour. Ironically, expenditure related information is regarded as vital input for strategic planning. But it is a matter of concern that information related to tourists' expenditure is seldom readily available.

Tourists' expenditure can usually be broken down as '**Common**' (Lleave, 2005; Wellner, 2000) or '**Prepaid**' (Mok and Iverson, 2000) and '**Other**' (Wall and Woody, 1993).

Expenditure incurred on transportation, accommodation and foods in the place of stay can often be regarded as 'Common' expenditure. It basically includes the expenditures that can be purchased as package tour. On the contrary, the expenditures on the items those can't be purchased as a package beforehand are the 'Other' expenditure. For example, expenditures on shopping, gifts, local tour, sightseeing, food outside the place of stay etc are 'Other' expenditures. The Common/Prepaid expenditure and 'Other' expenditures can also be respectively called as Categorized and Uncategorized expenditures.

It is believed that uncategorized expenditure of the tourist is very important for the local economy as such expenditures are subject to high multiplier potential.

1.1 Relevance of the study:

The North East India has abundant resources for development of tourism industry. Besides having famous temples and shrines, the region is fortunate to have a number of magnificent places of scenic beauty, a wide variety of flora & fauna and avian bio-diversity with potential to attract domestic and foreign tourists in large numbers. Well-planned policy is the need of the hour. It is felt necessary that information on tourist spending be made available to various interested groups like the tourism planners, policy makers, industry professionals, researchers etc.

1.2 Research gap:

A good number of studies have been carried out on tourists' expenditure in the international level (Suosheng & Qu, 2004; Lleave, 2005; Wellner, 2000; Snepenger et all, 2003; Henthore, 2000; Jansen-Verbeke, 2000 ; Kent et al, 1983; Timothy and Butler,1995; Xinran et al, 2004; Moscardo, 2004; Lehto et al 2004; Dholakia, 1999; Kim and Littrel, 2001; Yin, 2003; Swasion, 2004; De Vidas,1995; Wall and Woody, 1993; Kincade and Woodard, 2001; Keown,1989; Moscardo, 2004; Gursoy and Gavear, 2003;

Littrel,1993; Keown, 1989; Business Times ,1996; Jung et al, 2004 and Business Times ,2003).

Similarly, a large number of studies have also been reported in India conducted under the profound initiatives of educational institutions and other research oriented organisations. However, it is seen that most of the researches conducted are confined to the area of accommodation, tourism entrepreneurs, travelling agents, tourism marketing etc. Reference may be made to a few studies like Bisht, 2003; Kebia, 2004; Mitta, 2006; Pareek, 2002; Ahmed, 2003; Lal ,2007; Shukla, 2004; Nikam, 2004; Sarma, 2000, 2004, 2007; Panda,1999 ;Nazir, 2002; Bhattacharjee, 2003; Singh, 2004; Sing,2000, Shukla, 2004).

Evidences show that the area of tourists' expenditure has remained untouched by the researchers. It is particularly true in case of North East India. This demonstrates the need for work in this field of tourism.

1.3 Objectives of the Study:

The main objective of the study has been set to find out the extent and composition of uncategorized expenditure of tourists in North East India. In order to achieve this main objective, following sub-objectives are also considered necessary to achieve.

1) To find out the expenditure pattern of the tourists visiting North East India.

2) To arrive at some broad expenditure components which are 'Uncategorized.'

3) To determine the extent of 'Uncategorized' expenditure.

4) To explain relationship, if any, between different segments of tourists and their uncategorized expenditure.

1.4 Scope of the Study:

The study is confined to North East India covering the seven sister states, namely, Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland and Tripura. Again, the academic field of the research is confined within the tourist expenditure. It is tried to generate familiarity with the extent and composition of tourists' uncategorized expenditure.

1.5 Limitation of the Study:

There is no evidence of carrying out a similar study in India. Therefore, the outcomes of this study could not be compared. The expenditures for different purposes are measured with help of intervally scaled statements of expenditure. This may not truly reflect the actual spending of the tourists. Although, proper care was exercised in the survey, the sample may not represent the community they come from. The rejection of 192 questionnaires for various reasons may also affect the ultimate result of the study. The questionnaire is prepared in English and this may also lead to some sampling bias as well.

1.6 Methodology used:

A Research Plan is designed to arrive at the objectives of this research. The plan includes the Literature survey, Pilot survey, Main survey, Application of data reduction process and analytical tools. The first objective of the study is fulfilled by a comprehensive literature survey and with the input from a Pilot Survey. However, for achieving the remaining objectives, a sample survey had to be conducted. The methodology followed is stated below.

1.6.1 Pilot Survey:

A pilot survey is conducted among forty (N=40) tourists visiting the North East India. The respondents include 15 each of 'Regional' and 'National' origin and 10 'Foreign' tourists.

1.6.2 The Survey:

As the basic objective of the study is exploratory and inductive in nature, a sample survey is conducted amongst the tourist in North East India. A questionnaire

consisting of 25 major questions was administered personally. The research design is finalised after consulting similar studies. A total of 800 questionnaires were distributed. Out of these 727 were received from the respondents and finally 535 questionnaires were considered usable. The geographical distribution of the sample consists of 124 (23.2%) from Guwahati, 87(16.3%) from Kaziranga, 167(29.3%) from Shillong, and 157(29.3%) from Tezpur. Various elements of the survey are as follows:

1.6.2.a Sampling Units: The units in the population are the 'Tourist' as defined by the WTO (1991-92) which says any person traveling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited is a tourist.

The survey is based on exit interviews. This method of interview was adopted by Suh and McAvoy (2003) to analyse international visitors' trip expenditures to South Korea. The survey was conducted during October 2005 to May 2006.A combination of Convenience and Judgment Sampling was used to select the sample.

1.6.2.b Sampling Size: It is seen in most of the valid studies that the sample size was found to be around 500 (N=500). The sample size for this study is confined to 535 (N=535).

1.6.2.c The Questionnaire: The questionnaire is designed by consulting the previous studies of similar nature and final shape to it is given on the basis of pilot survey report. Except four, all other questions are basically closed ended. Only four questions are open-ended. There are 15 (60%) questions using Nominal scale, 2 (8%) using Ratio scale, and 4 (16%) each of Ordinal and Interval scale.

16.2. d Variables measured: A total of 24 statements of expenditure are measured. Eight classification variables such as Age, Origin, Education, Occupation, Past Travelling Expenditure, Gender, Daily Budget and Marital Status are used to measure the extent of uncategorized expenditure incurred by the tourist in the destination area. The variables measured are selected on the basis of extant literature and pilot survey.

1.6.3 Analytical Method:

The extent of expenditure incurred is measured by drawing the frequency table as factors. For reduction of raw variables into some macro level groups, a factor analysis is conducted on the 24 raw variables. The Principal Component Analysis is done

by Varimax rotation with Kaiser Normalization. The principal factors are drawn with eigenvalues of more than 1. Five principal factors are, thus, extracted and the drawn factors are renamed based on salient themes. These are Shopping, Personal Expenditure, Travelling Expenditure, Local Expenditure and Beverages.

The reliability value of the factor Beverages is found to be below the acceptable parameter (Cronbach's alpha value of 0.50). Therefore, the factor Beverages is excluded from analysis as factor. However, the two heads of expenditures included in the factor Beverage are analysed separately. The analytical instruments used for exploring relationship and significant differences include the ANOVA, Independent Sample T-test and Cross Tabulation. If relationships are established then further tools like multiple comparison table using Bonferroni as well as Games-Howell methods are used. The appropriateness of application of the factors for further analysis is determined by conducting Reliability test (Cronbach's alpha), KMO test, Hotelling's T-squared test and Bartlett's test.

1.7 Major Findings:

1.7.1 24 expenditures related variables are identified and measured with the help of literature survey and pilot survey. This fulfills the first objective of the study.

1.7.2 Two broad 'Categorized' expenditures (Travel Expenditure and Local Expenditure) and three broad 'Uncategorized' expenditures (Shopping, Personal Expenditure and Beverage) components are arrived at through the factor analysis. This fulfills the second objective of the study.

1.7.3 The third objective of this study is to examine the extent of expenditure incurred for uncategorized purposes.

It is seen from the analysis that the means of comprehensive scores (Factors scores) are relatively higher for the factor Travel Expenditure (3.60) and Local Expenditure (5.39).

On the other hand, the mean of comprehensive scores for the factors Shopping, Personal Expenditure and Beverages are found to be 2.57, 3.63 and 2.89 respectively. It shows that 50 percent of the tourists' expenditures are meant for uncategorized purposes.

1.7.4 The fourth objective of the research is to explain the relationship between different segments of tourists and their uncategorized expenditures. The segmentation of the variables will help to arriving at this objective. Null hypotheses of equality of means are tested with the help of ANOVA.

It is found from the analysis of collected data that tourists can be segmented based on classification variables.

The important segmentations are mentioned below:

1.7.4.a Shopping and Classification Variables: The classification variables Origin, Previous Travelling Experience, Daily Budget and Marital Status of the tourist have got significantly different effects on the extent of expenditure incurred for the factor Shopping. However, expenditure on Shopping is not sensitive to the variables Age, Education, Occupation and Gender.

1.7.4.b Personal Expenditure and Classification Variables: The extent of expenditure incurred for the factor Personal Expenditure is sensitive to the variables Age, Origin, Past Travelling Experience and Daily Budget but not sensitive to Education, Occupation, Gender and Marital Status.

1.7.4.c Travel Expenditure and Classification Variables: The assumption of equality of expenditure on the factor Travelling Expenditure is rejected with respect to Age, Origin, Education, Occupation, Previous traveling experience, Gender, Daily budget and Marital status.

1.7.4.d Local Expenditure and Classification Variables: The respondents can't be segmented for extent of expenditure incurred on the factor Local Expenditure based on the variables Age, Origin, Education, Occupation, Past Traveling Experience, Gender and Marital Status. On the other hand, respondents can be segmented on the basis of the variable Daily Budget.

Since the factor Beverages has an unacceptably low reliability statistics, the raw variables comprising Beverages are analysed separately.

1.7.4.e Mineral Water and Classification Variables: The population mean score (extent of expenditure) is found to be sensitive in respect of the variables of Age, Origin, Education, Occupation, Past Traveling Experience and Daily Budget. However, population mean is not sensitive to the variables Gender and Marital status.

1.7.4.f Tobacco/Liquor and Classification Variables: The Null hypothesis of equality of mean scores (extent of expenditure) for the item Tobacco/liquor is rejected in respect of the variables of Age, Origin, Education, Occupation, Past Traveling Experience, Daily Budget and Gender. However, equality mean value couldn't be rejected in case of the variable Marital Status.

1.8 Uncategorized Expenditure and Significant Segment-wise Results:

Now a brief note is given in the following section about the effect of classification variables on the extent of uncategorized expenditures.

1.8.1 Tourists of age **'60 and above'** incur comparatively less amount for the factor Shopping, Personal Expenditure and also on the item Tobacco/liquor.

1.8.2 Tourists of age **'Less than 25 years'** spend less on Shopping and also on the items Mineral water & Tobacco/liquor.

1.8.3 Tourists of age **'25-40 years'** spend more for the factor Personal Expenditure and Mineral Water.

1.8.4 **'Regional'** tourist spends more than Foreign and National tourists for the factor Shopping and Personal Expenditure. But they spend less on the item Mineral Water.

1.8.5 **'Foreign tourist'** incurs more for the item Mineral water and tobacco/liquor. But they spent less for the factor Shopping and Personal Expenditure.

1.8.6 **'Post-graduate'** tourists incur maximum amount for the item Mineral Water and Tobacco/liquor.

1.8.7 Tourists having **'Professional'** qualifications incur more expenditure for the item Mineral Water and Tobacco/liquor.

1.8.8 Tourists having visited **'20-30 places'** spend more for the factors Shopping, Personal Expenditure and also on the item Mineral Water and Tobacco/liquor. On the other hand, Tourist having visited **'30 and above'** places incur less for the factor Shopping and Personal Expenditure

1.8.9 **'Female'** tourists spend comparatively more for the factor Shopping. But they incur less on the item Tobacco/liquor.

1.8.10 Tourists having per day per person budget of **'Rs.1500 and above'** spent comparatively less for the factor Shopping and Personal Expenditure.

But this category of tourists spent more on the Mineral Water and Tobacco/liquor.

1.8.11 It is seen that **'Married'** tourists spent more amount on the factor Shopping.

1.9 Other findings:

The study also provides some other insights, which are very interesting and important to the stakeholders. These findings are described at appropriate place in the thesis.

2.0 Conclusion:

The extent of expenditure incurred by the tourists in North East India for uncategorized purposes is not negligible. This is evident from the comprehensive scores measured for underlying factors of Shopping, Personal Expenditure and Beverage. The factors scores imply that tourist's spending for uncategorized items is substantial and therefore, carry significant importance for the local economy.

Further, the classifications variables like Age, Origin, Education, Occupation, Previous Travelling Experience, Gender, Daily Budget and Marital Status have got significant effect on the extent of expenditures incurred by tourists on uncategorized items.

It is, therefore, realized that the tourism planner, entrepreneurs, authorities and other stakeholders must take into the account the extent and nature of uncategorized expenditure of tourists in North East India while drafting marketing strategies for tourism products of the region.

2.1 Recommendations:

2.1.a.

Tourism planners and policy makers have to notice that 'Regional' tourists spend more on the items belonging to factors Shopping and Personal

Expenditures. Therefore, the preferences and choice of the 'Regional tourists' should be given due importance while planning and promoting the destinations.

2.1.b.

The tour operators and entrepreneurs should note that 'Foreign' tourists spend more on transportation to the destination, porter, tour operators, tips, mineral water and tobacco/liquor. These elements should be considered while targeting the foreign tourists. There should be additional thrust on the part of the policy makers for attracting more foreign tourists to this region.

This work is dedicated to the fond memory of my parents
Mr. (Late) Parimal Ch. Baruah
And
Mrs. P.R. Baruah

Declaration by the scholar

I, Sri Uttam Kumar Baruah, Research Scholar in the Department of *Business Administration, School of Management Sciences of Tezpur* University, Assam, hereby declare that this research work titled '**A Study on the Extent and Composition of Uncategorized Expenditure of Tourists in N.E. India**' is a bonafide work carried out by me under the supervision of Dr. Mrinmoy Kumar Sarma, Reader, Department of Business Administration.

This work has not been submitted elsewhere for any other purposes.

Date: **15-02-2008**
Place: **Tezpur**

Uttam Kumar Baruah
Registration No. 012 of 2006

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Certificate from Principal Supervisor

This is to certify that the Thesis titled ***A Study on the Extent and Composition of Uncategorized Expenditure of Tourists in N. E. India*** submitted to Tezpur University in the Department of Business Administration under the School of Management Sciences in partial fulfillment for the award of the Degree of Doctor of Philosophy in Management is a record of research work carried out by **Mr Uttam Kumar Baruah** under my personal supervision and guidance.

All helps received by him from various sources have been duly acknowledged.

No part of this Thesis has been reproduced elsewhere for any award of any other Degree.

Date: **February 15, 2008**
Place: **Tezpur**

(Mrinmoy K Sarma)
Reader,
Department of Business Administration,
School of Management Sciences

Preface

Tourism typically involves travel to a destination outside the usual place of residence. People travel to a distant place for a number of reasons commonly including for pleasure, for leisure during vacation, for business purpose, to visit historical or archeological sites, to enjoy natural resources including bio-diversity and also to experience culture and customs of the local people. Tourists engage in a wide range of activities during their visit to a particular destination. Interestingly, all forms of tourist's activities have an economic impact on the host countries, and as such economic benefit generated by tourism is considered to be the prime reason for promoting tourism. Such benefits are very often recognized in the form of direct, indirect and induced impact. In common parlance, it is emphasised that local economy in and around the destination area must be benefited from the travellers visit. In fact, tourism will serve no purpose unless and until local people are economically benefited.

The North East India is an integral part of India which consists of eight sister states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. But the economic condition of this region is ill-fated. Surprisingly, there are ample resources in this region and effective utilization of these resources may play a pivotal role in eliminating the economic backwardness. Tourism is one of such resources that may play a dominant role in retrieving the North Eastern states from the clutches of poverty. This part of India has abundant tourism resources, sufficient to attract the kind visit of many discerning tourists. North East India is essentially a virtual paradise for travellers searching for continuous joy in Culture, Nature, Heritage, and flora & fauna. Travellers from different corner of the country and even from abroad have been paying their kind visit to this remote part of India. The numbers of such travellers have been increasing from day-to-day. But the alarming matter is that the tourism of this region is particularly nature based and unregulated flow of visitors may adversely affect the resources. Therefore, plans and policies should be framed in such a manner that benefits can be derived to the maximum possible extent at minimum cost. However, economic benefits derived from tourist's visit are not always uniform. Such benefits may vary depending upon different categories of tourists and the extent of expenditures incurred. There is a thought that economic benefit derived from tourism is positively correlated with the

extent of expenditure incurred by the tourists at the destinations. Tourists' expenditures are, however, classified as common and uncommon expenditures. The local economy is highly benefited from uncommon expenditures as these expenditures are subject to high multiplier effect due to low levels of leakages.

Keeping in mind the contribution of uncategorized expenditure to the local economy, it is decided to carryout a research to explore the extent and composition of uncategorized expenditure of tourists in N.E. India. The findings of this study may serve as yardsticks in shaping the strategies for tourism product marketing. In this study the pattern of tourists' expenditure, extent of expenditure incurred for uncategorized purposes and classification variables having effect on such expenditures are analysed. The analysis of classification variables in the light of expenditure incurred focuses on various attributes within the visitors that may have significant bearing on the extent of expenditures incurred. The findings of this study will necessarily help the market players in deriving economic benefits to the maximum possible extent and at the same time sustainable development of tourism could be preserved.

Dated: 15-02-2008

(Uttam Kr. Baruah)
Lecturer, Darrang College
Tezpur, Assam-India

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Date: 15-02-2008

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TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS

LIST OF TABLES

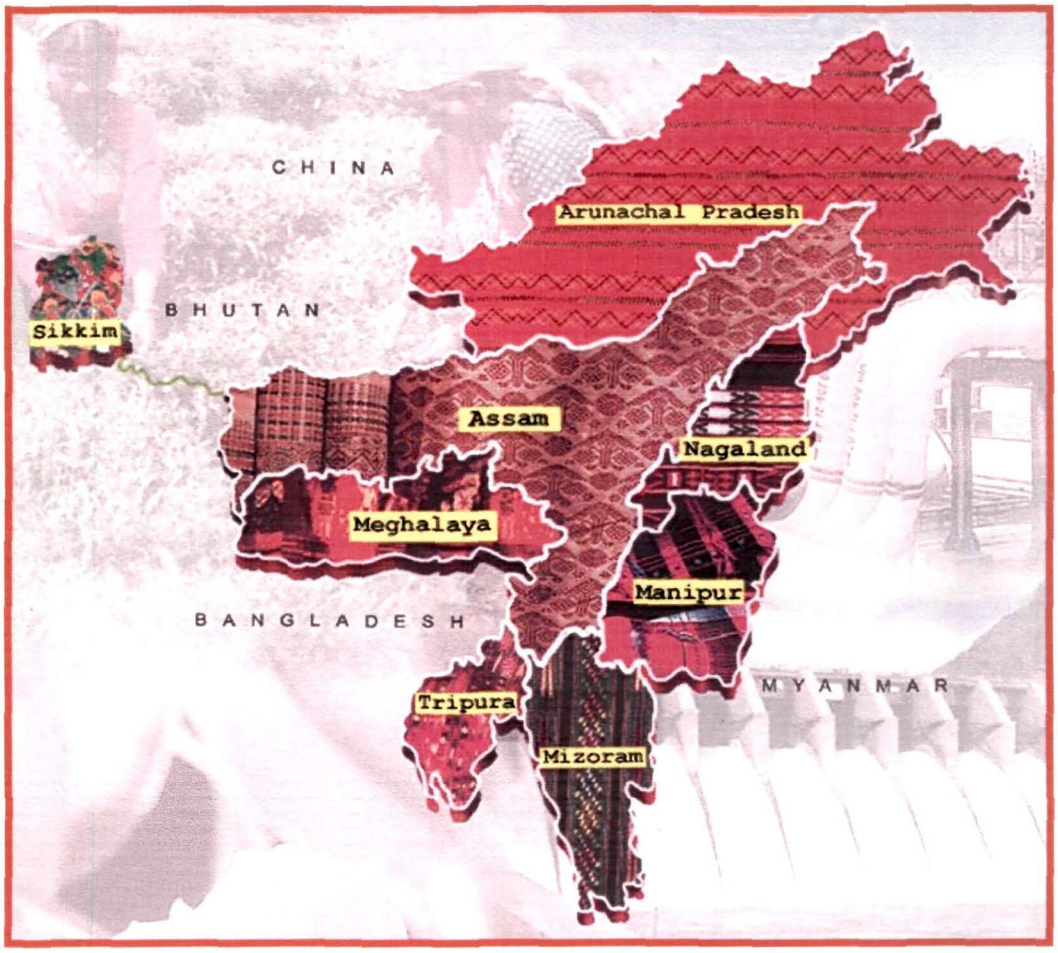
LIST OF TABLES

LIST OF TABLES

LIST OF TABLES

LIST OF FIGURES

MAP OF NORTH-EAST INDIA



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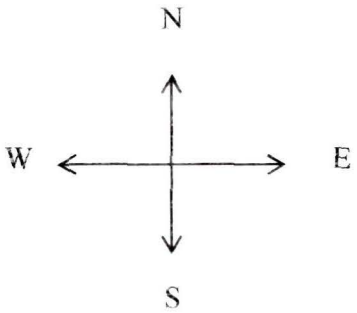

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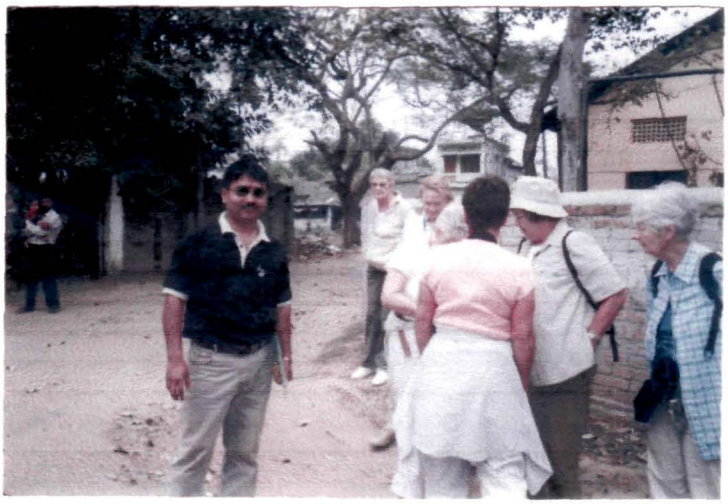


(Scholar with Foreign Tourists)

TOURISM, TOURISM EXPENDITURE AND TOURISM IMPACTS

1.0 Introduction:

Tourism is an ever expanding industry with vast growth potential and has, therefore, become one of the pivotal concerns of the international community. The principal composition of tourism incorporates man, space and time as its process. As such, it has far-reaching significance and implifications of a socio-economic nature alongside the environmental ones. In reality tourism has emerged as a most instrumental phenomenon in the economic and social development of the global society. Tourism ranked high in sphere of its role in accelerating the economic development of a country. It has been contributing to the economy in terms of largest employers and services exporting sector and thus making a significant contribution to the balance of payments. There are few economic sectors which generate as much added value, employment and hard currency as much as tourism. 'Tourism ranked higher than equipments, clothing, textiles, iron and steel and was marginally below automobiles and crude petroleum products.. Tourism is called the industry of the future that has been making revolutionary impact on the economic scenario of the respective countries in particular and the world economy in general. Today, it is estimated to constitute a higher proportion of the value of world's exports than all other sectors except crude and petroleum products, and also the World's largest creator of jobs' (Bezbarua, 1999)'. It is amongst the top five export sectors for 83 percent of countries and a leading source of foreign exchange for at least 33 percent of the developing countries (Narayan, 2005). In fact, tourism activity generates substantial amount in personal spending, business receipts, employment, income and government revenue. However, such benefits are seldom recognized as they are spread across different sectors and often difficult to identify. A large part of tourism benefits take place outside the tourism industry such as transport operators, museums, retail shops etc. thus, it is feared that economic benefits of tourism are often underestimated. In realty, Tourism is a smokeless service industry having considerable contribution to the society. Therefore, it has become one of the crucial concerns for the world community.

Tourism is one of the world's most important economic activities today and is estimated to contribute in accelerated pace in the future.

Its role in economic development can be recognized from the following few points,

a. The World Travel and Tourism Council (2004) reports that tourism industry contributed 214.7 million jobs up to the year 2003, which accounts 8.1% of the total jobs available worldwide.
b. International tourist arrivals reached to 808 million in the year 2005 and could be abled to generate receipts of US $682 billion (GOIMOT, 2007).
c. Every million rupee invested in tourism creates 85 new jobs which as against 13 new jobs in manufacturing sector and 45 in agricultural sector (Sharma, 2007).
d. Global tourism is an industry that is worth well over US$4 trillion when all expenditure, international and domestic, has been taken into account (Hall & Kearsley, 2001).
e. In 2003, the U.S. travel industry directly generated more than 7.2 million jobs with over $158 billion in payroll income for Americans, as well as $94.7 billion tax revenue for federal, state and local governments. (TIA, 2004)

Table-1.0

International Tourist Arrivals in Million (By Region)

Region	2000	2001	2002	2003	2004	2005
WORLD -Arrivals	687	684	703	688.8	762.5	808.0
% of change	5.4	-0.5	2.7	-1.5	10.7	5.6
AFRICA-Arrivals	27.4	28.3	29.1	30.6	33.2	36.8
% of change	4.6	3.3	2.8	3.9	8.2	10.0
AMERICAS-Arrivals	128	120	115	113.1	125.7	133.6
% of change	4.7	-6.1	-4.4	-3.1	11.1	6.1
ASIA & PACIFIC-Arrivals	115	121.1	131	119.6	152.9	156.7
% of change	12.4	5.0	8.4	-8.8	27.8	7.8
EUROPE- Arrivals	393	391	400	395.9	415.2	441.6
% of change	3.2	-0.5	2.3	-0.6	4.9	4.0
MIDDLE EAST-Arrivals	24.0	23.6	27.6	29.6	35.6	39.7
% of changes	17.1	-1.7	16.9	3.2	20.5	9.5
INDIA- Arrivals	2.6	2.5	2.4	2.7	3.4	3.9
% of change	6.7	-4.2	-6.0	14.3	23.5	13.2
Share of India	0.39	0.37	0.34	0.39	0.44	0.49

Source- Ministry of Tourism, Govt. of India, 2006

The figures appearing in Table 1.0 show that on an average international tourist arrivals have been increasing over the years. Except the year 2001 and 2003, the number of international tourists' arrival shows a significant rise. However, region wise trend of change has remained uneven throughout the year. As seen from Table 1.0 that the year 2004 and 2005 were remained favourable for world tourism. The percentage increase in the numbers of tourists in all the continents during the year 2004 are found Africa as 8.2%, America 11.1%, Asia and Pacific 27.8%, Europe 4.9% and Middle East 20.5. The flow of international tourists to India during the year

2004 is also satisfactory. It registered an increase of 23.5% over the previous year. The year 2005 was also remained favourable for world tourism. The international tourists' arrival has increased in this year but the rate of increase has falled compared to previous year (year 2004). The percentage increase in the number of tourists' arrival in all the continents in 2005 were Africa 10.0%, America 6.1%, Asia and Pacific 7.8%, Europe 4.0% and Middle East countries 9.5%. Similarly, the increase in the number of international tourist in India in 2005 was 13.2%. It is as against of 23.5% of 2004.

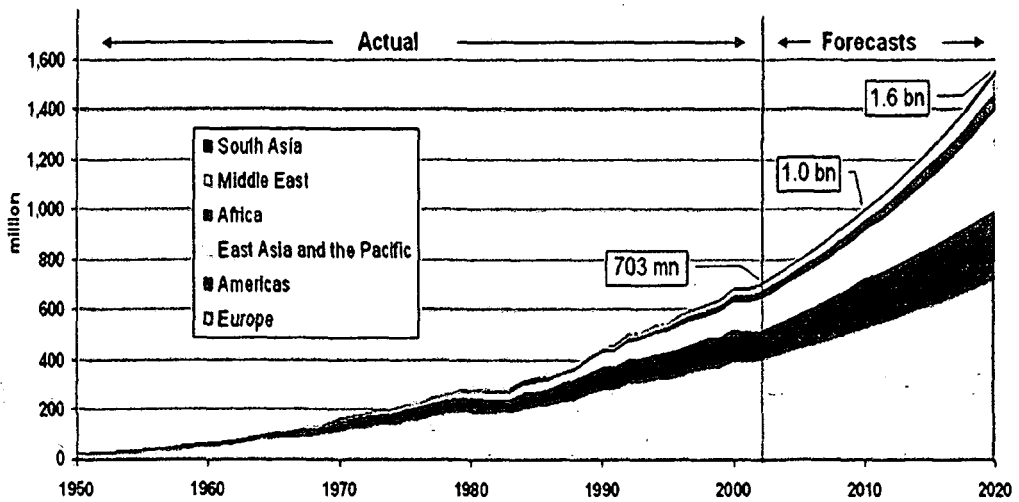
1.1. World Tourism Organization's 'Tourism 2020 Vision':

The World Tourism Organization (WTO) has forecasted the trends for future growth of the tourism industry. In its forecasted titled 'Tourism 2020 Vision', it has made long-term assessment of the development of tourism for 20 years of the new millennium. A few of the forecasted developments are highlighted below:

a. International tourists' arrival will cross the figure of 1.56 billion by the year 2020. Out of this forecasted figure of international tourists' arrival worldwide, 1.2 billion arrivals will be of the intra-regional and 0.4 billion long-haul travellers.

Figure -1.0

WTO's *Tourism 2020 Vision* forecasts.



Source: World Tourism Vision 2020, WTO (July, 2000)

b. The average growth of world tourism will be at 4.1 percent per year and as against to this, the average growth of tourism in the continents of East Asia

and Pacific, South Asia, the Middle East and Africa will be over 5 percent. On the other hand, matured regions like Europe and America are anticipated to show lower than average growth rates.

c. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020.
d. The top 10 tourist receiving countries would undergo major changes and China would be the country receiving maximum number of international tourists.
e. At the same time the WTO predicts that besides all this tremendous achievements, the tourism industry still would be in infancy even in the year 2020. Only 7% percent of the world population will be travelling in 2020.

1.2. Defining Tourism:

The basic definition of tourism is offered by the United Nations (Rome, 1968) and by the United Nations Commission on Statistics (April, 1968). The definition was revised and updated at the World Tourism Organization (WTO) conference in Ottawa (Canada) in June 1991. The United Nations Statistical Commission adopted the definition at its 27th session in February / March 1993 and as a result, a new set of concepts and definitions on tourism came into existence. The World Tourism Organization (WTO) and United Nations jointly published the definition in 1994. Accordingly, The WTO (1994) has defined the term tourism as 'The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes." This definition of tourism is accepted by the United Nations Statistical Commission (as cited by Boniface and Cooper, 2001)

However, many academicians have been trying to offer their own definition. Burkart and Medlik (1981) has defined tourism as, 'the phenomenon arising from temporary visits (stays away from home) outside the normal place of residence for any reason other than furthering an occupation remunerated from within the place visit.

Hunziker and Krapt, (as cited by Singh, 1986) Swiss Professor, has drawn considerable attention by defining the term 'Tourism' as 'The sum of phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity'. This

definition has been accepted by the International Association of Scientific Experts on tourism.

Premault (as cited by Negi, 1982) considers tourism as, 'Exploration of all that is unknown in all spheres of human activities and in all aspects of nature'.

Without going into different definitions any further the following salient features of tourism can be seen.

a. Distance: It is concerned with the activities outside the normal life and location of the visitor other than furthering an occupation remunerated from the place visited. The person has to travel to a place outside his usual environment. However, the distance to be traveled is not defined in terms of miles. The emphasized is that the person must be out of his usual place of residence. The usual environment of a person is defined as the geographical area in the direct vicinity of his/her home, place of work or study, and other places frequently visited by the person. The distance criterion excludes all trips within the place of residence and its vicinity, including the place of work and education

b. Period of stay: The next criterion is that the person stays at least single night in the place visited but his/her staying doesn't exceed one consecutive year. A traveller who doesn't stay at least one night or if his/her stay in the place visited exceeds a year is not a tourist.

c. Main purpose: The purposes of the travel should be leisure, pilgrims, business and others but not migration and employment. Thus, the activity criteria exclude all travels for work and migration.

d. Transportation: The activity necessitates the travel. Therefore, nearly in every case, some forms of transport are required. Transportation is recognized as comprising another distinct sub-sector including airlines, shipping, rail and car hire, and coaches etc which are seen as being important inputs to the tourism sector. However, it might involve other associated activities like shopping, purchase of handicrafts and gifts, entertainments and a wide range of unplanned activities.

e. Infrastructure of the destinations: The destination is required a range of facilities more specially the accommodation which would include not only formal accommodation, hotels, guest houses etc, but also camping sites, rooms in private houses & bed and breakfast type arrangements.

f. Activities: It also involves other activities of tourists such as shopping; purchase of souvenirs, handicrafts, clothing, local textiles; meals outside hotels; local

tour and entertainments; sightseeing and miscellaneous purchases like purchase of cigarette, lighters, newspaper and journals, perfumes, cosmetics and skin care products, fishing equipments, sports materials etc.

1.3. Forms of Tourism:

Tourism includes several forms and the forms of tourism can be distinguished in relation to a given country. The main forms of tourism are outlined below.

3.1 Domestic tourism: Domestic tourism involves the residents of the given country traveling only within the country. Thus, all the activities in which the over night visitors originating within the given country engage in become the part of tourism.

1.3.2 Inbound tourism: Inbound tourism involves the non-residents traveling to and within the given country. Thus, all the activities in which the over night visitors originating from outside the given country engage in become the part of tourism.

1.3.3 Outbound tourism: Outbound tourism involves the residents of the given country traveling to and within another country or countries. Thus all the activities in which the over night visitors originating within the given country engage in another country become the part of tourism.

1.3.4 Internal tourism: Internal tourism comprises domestic tourism and inbound tourism.

1.3.5 National tourism: National tourism comprises domestic tourism and outbound tourism

1.3.6 International tourism: International tourism consists of inbound tourism and outbound tourism.

1.4. Definition of Tourist:

A visitor who spends at least one single night but doesn't stay more than a consecutive year at the place visited is regarded as tourist. According to Eric Cohen (1988), 'A tourist is a voluntary temporary traveler. He is traveling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip'. 'Dictionnaire Universal' defines the term tourist as, 'A person who makes journey for the shake of curiosity, for the fun of traveling, or just to tell others that he has traveled' (as cited by Bhatia, 1982) . Thus, three fundamental

criteria those appear sufficient to distinguish tourist from other traveller. These are as follows:

Firstly, the trip should be to a place other than that of the usual environment which would exclude more or less regular trips between the place in which the person carries out his or her work or study and the place in which he or she has his or her domicile.

Secondly, the stay in the place visited should not last more than 12 consecutive months, beyond which the visitor would become a resident of that place (from the statistical stand point)

Thirdly, the main purpose of the visit should be other than exercise of an activity remunerated from within the place visited, which would exclude migratory movements for work purposes.

On the basis of nationality tourist can be classified as follows:

a. International tourist: A visitor who spends at least 24 hours but his staying doesn't exceed one year in the visited place is classified as a tourist. Thus, a visitor who spends at least one night in another country is classified as international tourist.

b. Domestic tourist: A domestic tourist is defined as a domestic visitor who stays at least one night in the place visited.

The main purpose of visit of a tourist may be Leisure, recreation, cultural events, health, active sports (non-professional), and other leisure and holiday purposes; business and professional-meeting, mission, incentive travel, other business; and other tourism purposes including studies, health treatment, etc.

1.5. Tourism Expenditure:

The World Tourism Organization (WTO, 1994) has defined the term 'tourism expenditure' as 'the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination'. In other words, the amount of money that out-of-state visitor spends in the destinations is the tourists expenditure (Hawaii Economy, July, 1999). Thus, tourism expenditure means expenditure incurred by the tourists at the destination area.

Tourists usually incur expenditures for various purposes. The different heads of tourists' expenditures can usually be broken-down into a few common categories (transportation, accommodation, and food and beverages etc.) and uncommon categories (shopping, souvenir and handicrafts buying, sight seeing etc.)

Thus, tourism expenditure can be sub-divided (Vellas and Lionel, 1995) as follows:-

a. Direct Tourism Expenditure: This category consists of expenditures incurred by the tourist on goods and services in place of their stay, restaurants, shops and other tourism services. It also includes expenditure on goods exported because of tourism or investment related to tourism in the region.

Table-1.1 : Top ten tourism spending countries in 2003

Serial No.	Countries	Total tourism expenditure in 2003	Total tourism expenditure in 2002	Percentage of change
01	United States	$65.1 billion	$66.5 billion	-2.2
02	Spain	$41.7 billion	$33.6 billion	24.1
03	France	$36.6 billion	$32.3 billion	13.2
04	Italy	$31.3 billion	$26.9 billion	16.2
05	Germany	$23.0 billion	$19.2 billion	20.0
06	United Kingdom	$19.4 billion	$17.6 billion	10.5
07	China	$17.4 billion	$20.4 billion	-14.6
08	Austria	$13.6 billion	$11.2 billion	21.0
09	Turkey	$13.2 billion	$11.9 billion	10.9
10	Greece	$10.7 billion	$9.7 billion	09.9

Source: WWD, New York: Dec 13, 2004

b. Indirect Tourism Expenditure: This corresponds to transactions between businesses caused by direct tourism expenditure. For instance, it includes purchases made by hotels from local suppliers and goods bought by suppliers from the wholesalers.

c. Induced Tourism Expenditure: This consists of increased consumption expenditure resulting from the increase of income provided by direct tourism expenditure. For example, hotel boys use their salaries to buy goods and services in the local market.

Based on salient themes, tourists' expenditure can be classified into certain components. A brief discussion is presented in the following section.

1.5.1. Common Expenditure:

Travelling to a place outside the usual place of stay creates demand for some specific products such as transportation, accommodation, food & beverages etc. All the destinations are ostensibly understood to posses these products for supply to the visitors. The exposure of a destination also, to a large extent, depends upon the availability of these products on the spot. Visitors usually have to spend their budgeted money on these items. Therefore, expenditure incurred by the visitors' on the heads transportation, accommodation and food & beverages can be referred as 'Common' expenditure. Sometimes such expenditures are also termed as 'prepaid'

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expenditures (Mok and Iverson, 2000). Ironically, 'Common' expenditure forms that part of the tourist's total expenditures which is normally incurred by all travellers while on tour to a place of distant. Such types of expenditures are difficult to skip and often seen to be sold as 'package' in case of conducted tour. This category of expenditure accounts a considerable amount of the visitors' total trip budget. According to data released by the University of California, Alaska and Wyoming (WREP,1994) of every $100 spent by tourist in Arizona in 1984 about $26 was spent for food and beverages, another $26 for lodging, a little more than $23 for transportation. The reports of the Business Times (1996) revealed that foreign tourists spent most of their money on accommodation, food & beverages in 1995. The Annual tourism statistical report released in the Kuala Lumpur in 15, Oct, 1996 by Malaysia Tourism Promotion Board showed that tourist spent 32 percent on accommodation, and 18 percent on food and beverages of their trip budget. Wellner (2002) in his study measured that the single largest category that visitors' spend on when they were traveling in 5 states (California, Florida, New York, Texas and Illinois) is the food. Consumers on their trip to these 5 states of US spent nearly a quarter of their total travel budget on food in 1998, totaling $117.2 billion while lodging accounted for 20 percent of the total vacation bill in the same year. The travel spending in US in the year of 1998 accounted 42 percent of all domestic travel expenditures. In total, the domestic and international travelers spent $207.3 billion in these top states. Suosheng & Qu (2004) in their study found that Chinese domestic tourist' expenditures in transportation have the highest proportion of 30.4 percent, on food and beverages 16.8 percent and on lodging 15.8 percent. Visitors' spent an average $96.03 a day in December in 2004 (Lleave, 2005) in Philippines visitors spent most of their money on accommodation and food. The 1990 Alberta Non-Resident Travel Exist Survey (as cited by Getz et al, 1994) estimated that of the total tourists' expenditures in Alberta in 1991, 20 percent went to accommodations.

These expenditures are common because they are pre-planned and all tourists have to incur expenditure on these heads.

1.5.2. Uncommon (or Uncategorized) Expenditure:

In addition to 'Common expenditure', tourists often incur expenditure on various other products. However, tourists have the discretionary power to incur expenditure for such purposes. The nature and extent of such expenditures are not

uniform also. The extent of such expenditure may vary from person to person or a traveller mayn't spend even a single rupee for such purposes. These expenditures include the expenditure on shopping, purchase of souvenirs, purchase of electronic items, purchase of jewellery, expenses on liquor, expenses on entertainment and food outside the place of stay, purchase of gifts etc. This category of expenditure is often referred as 'Other' (Wall and Woody, 1993) or Local expenditure (Mok and Iverson, 2000). Interestingly, this category of tourists' expenditure constitutes a substantial part of the tourist's travel budget and where shopping is a major reason for travel, this proportion may even be higher. Such 'other' or 'uncommon' expenditures involve shopping and souvenir purchase (Kim and Littrel, 2001; Snepenger et all, 2003; Jansen and Verbeke; 2000; Godbey and Graefe, 1991; Timothy and Butler, 1995), purchasing handicrafts (Sarma, 2004), meals outside hotels; local tour and entertainments; domestic fares; sightseeing (Keown, 1989; Business Times, 1996), purchase of local arts and crafts, and clothing and jewelry (Jung, et al, 2004). The size of this category of tourist expenditures vary from place to place and sometimes amounts to 25 percent of the visitors' travel budget (Wall and Woodley, 1993). Even in some package tours, sightseeing and other such activities could be purchased in advance but all tourists might not be willing to do so. Moreover, independent tourists may not incur such expenditures in the destination area. Considering the proportion of 'Other' expenditure to tourists' total budget, this is realised to be meaningful and logical to incorporate all such heads of expenditure under one brand and can be regarded as 'Uncategorized' expenditure.

These categories of expenditures can be usually studied as follows:

1.5.2a. **Shopping**: Shopping is a popular tourist's activity and is often the most significant expenditure category on vacations and trips. A considerable amount is spent on shopping by tourists' at the destinations. Tourists shop for a wide variety of souvenir products, including postcards, T-shirts, objects of nature, local crafts, fine art, wearable art, accessories, jewellery, toys and other items (Swanson, 2004). According to findings of Timothy and Butler (1995), sixty percent (60%) of US travelers identified shopping as their favourite travel activity, ranking first ahead of outdoor, history, beach and cultural activities. Visitors' in Philippines spent $96.03 per day in December 2004 and more than 25% ($24.05) of the total was spent on shopping alone (Lleave, 2005). Shopping is also considered as the most popular

activity during vacation by tourists. Study results conducted by scholars (Godbey and Graefe, 1991; Keown, 1989; Kim and Littrel, 1999) revealed that visitor expenditure for shopping account for approximately one-third of the total tourism spending. The US tourists who travelled abroad in 1997 also reported shopping as their second most popular activity, (as cited by Kim and Littrel, 2001). Li (1999) found that foreign tourist spent RM 2.50 billion on shopping in Malaysia in 1998 falling behind accommodation, which contributed RM 2.97 million to the economy. Brookman (1998) in his study revealed that about 85 percent of the international tourist rated shopping as number one activity and annually they spent about $18 billion when in the US. He also added that "Shopping is now the largest and fastest growing component of international visitor travel expenditures outpacing lodging and entertainment." In the year 1987, 1.1 million Japanese tourist visited Hawaii spending $251 per day (Keown, 1989). Keown further added that about one-third of the total Japanese visitors' expenditure is accounted for shopping which brought about $40 million a year to Hawaiian retailer. The Australian Bureau of Travel Research (as cited by Hobson,1996) found that 49 percent of all tourists visited Sydney's shopping facilities in 1992-93 and the international tourists' total expenditures on shopping amounted to A$ 1.5 billion. According to Kent et al (1983) shopping is the most popular activity among visitors (Kent et al, 1983). They revealed that shopping expenditures amounted approximately 18 percent of visitors' total expenditures. However, the extent of shopping for self and others is not equal. Keown (1989) observed that most of the shopping budget of tourists was spent on themselves (30% of total budget) their families (25%), with the balance spent on friends (20%), work colleagues (15%) and others (10%).

Tourists also purchase souvenirs and gifts for loved ones. They often make their travel experience tangible by purchasing souvenirs and also acquire gifts for loved ones (Snepenger et al, 2003). A souvenir is something kept as a reminder of a place or event. In the broad sense the word "souvenir" can be used in the idioms of memory, remembrance and of being in touch with the past. According to Gordon (1986) tourist often feel that they can't go home without 'something' and one of the reason for purchasing souvenirs by tourists' is that they want to express love and thanks to their family and friends while they feel moral obligation towards office staff. This is also influenced by the custom and tradition of gift giving and taking. Like many other communities the Japanese and Koreans have this tradition. They give

gift during summer and year end. They also give gift to their family members and friends upon returning from vacation. This tradition is known as 'Omiyage' in Japan and 'Sunmul' in Korea (Park, 2000). 'Buying gifts for friends and relatives at home,' was ranked second most popular activity by the tourists' (as cited by Kim and Littrel, 1994). Tourists' generally buy a simple token of their stay in the country and never leave empty handed. The souvenirs buying are also influenced by the origin of the visitors'. Lleave (2005) in his study revealed that Asian travelers and Overseas Philippines usually include Philipino food and delicacies and foods products in their shopping baskets. On the other hand, European and Western tourists love to purchase handcrafts footwear, handbags, apparel, leather goods and even tobacco and cigarettes. Thus, souvenir purchase account a considerable part of vacation expenditure. The Alberta Resident Tourist Survey (as cited by Getz et al, 1994) reported that Resident tourist spent 12.4 percent of the total tourist expenditures on shopping. The survey also estimated that out of the total tourist expenditures in Alberta in 1991, tourist spent 18 percent on meals and refreshments, 14 percent on retail and souvenir purchases, and another 18 percent on other purchases. Kent et al (1983) rightly observed that 'to be able, to pursue, to examine, to feel and think of joys derived from purchasing certain merchandise is indeed pleasurable to millions of people, and for them is a minor, if not a major reason for travel'.

There is another purpose for which tourists spend money. That is purchase of handicrafts. Handicraft has been experienced to be an integral part of human life. It carries a message on the culture, economy and history of a place. A tourist buying a craft item means he/she is knowingly or unknowingly buying a message to be taken home. De Vidas (as cited by Sarma, 2004) defined handicraft as 'a specific form of production and employment which creates as its product an object which represents a social group'. Thus, handicraft is taken to refer to a specific form of production and employment which represents a social group. Local Handicraft often include 'authentic' crafts products made by 'low-tech' but highly skilled methods (Cohen, 2000). Economically, handicraft production and sales are supporting economic activities for which tourism creates demand. 'For tourists, handicraft souvenirs embody fantasies, daydreams, symbols, and signs. Promotion of is one of the ways and the tourism industry promotes its product' (Cohen, 2000). For many destinations revenue generated from the sale of handicraft to the tourists forms a considerable amount of income. Evidences show that tourists incur a sizeable amount on

handicrafts. In a study, Sarma (2004) found that tourists in the North East India purchased handicrafts amounting to Rs.229.22 crore in the year 2004.

1.5.2b **Miscellaneous Expenditure**: Tourists also incur some other expenses while on vacation. Such expenditure commonly include expenditures incurred on local transportation, sightseeing, newspaper and magazine, film roll and accessories, refreshment, cosmetic items, entrance fee, toiletries, porter charges, fees to tour operators, tips etc. Tourists' expenditure for such purposes constitutes a significant amount of travel budget. The Malaysia Tourism Promotion Board (Business Times, 1996) reported that tourist spending on local transportation amounts to 8%, entertainments accounts for 6%, domestic airfare 5%, organized sightseeing 4% and other miscellaneous expenditure up to 6% of the total travel budget. Similarly, Manente (2000) in her study conducted to analyze the consuming habits of the tourists in Italy revealed the composition of 'other' expenditure of tourists as agri-food (18.9%), meat products (3.2%) and other foods (3.3%). According to another report tourists' miscellaneous purchases include purchase of cigarette, lighters, newspaper and journals, perfumes, cosmetics and skin care products, fishing equipments, sports materials etc. (Business Times ,2003). Keown (1989) reported that over half of the total Japanese tourists bought liquor (78%), women's cosmetics (72%), candy and chocolate (69%), and jewellery (52%) while visiting Hawaii. An additional 25% to 50% of the tourists bought clothing, fresh fruits, packaged foods, sporting goods, and toys. Clothing is a popular gift choice and one of the items preferred by various consumers groups. On an average, Americans spend $259 a year on this item (As cited by Kim and Littrel, 2001). Wine Council of Ontario estimates that tourists spent between cdn$50 and cdn$500 on wine (Telfer and Hashimoto, 2000). Jung et al (2004) in their study conducted in Canada found the tourists' actual involvement in five different categories, viz, for book stores and music stores; antiques; gourmet foods in retail stores or firms; local arts and crafts; and clothing shops and jewelry. They also revealed that 50.2 percent of the visitors went to book/music stores; 39.3 percent to antiques shops; 27.2 percent shopped for clothes, shoes and jewelry. Thus, the size of the 'other' category expenditure consists of a considerable amount of the tourists' total budget.

These expenditures (shopping, miscellaneous, etc.) are not common to all tourists. Any one of them may not indulge in such activities. Therefore, these

activities are couldn't be categorized as the earlier group and hence can be named as Uncategorized Expenditures.

Above dissuasion reveals the existence of the two distinct categories of tourist expenditures. As mentioned they are 'common' or 'categorized' expenditure and the other is 'uncategorized' expenditure.

1.6 Tourism and its Economic Impact:

The economy of destination areas is affected by both the categorized or uncategorized expenditures. Obviously, the local economy is benefited by tourists' expenditures but this benefit varies depending upon the pattern of tourists' expenditures. It is realized that in the 20th century tourism has emerged as one of the largest and the fastest growing industries in the global economy (Littrel et al, 2004). The economic benefits to be derived from tourism are generally regarded as the prime reason to become involved in tourism. Two key reasons for encouraging tourism development have been the income and employment benefits created by visitor spending. The tourist generally engages in different activities as they buy goods and services from local shops and facilities; they eat out in restaurants; stay in hotels; attend theaters and visit attractions. Their spending contributes directly to the profitability and employment opportunities within these businesses, and generates tax revenues for the public sector. This is not the end, however, as direct spending on accommodation, food, entertainment and souvenirs are paid out in wages to employees and used to buy in additional supplies, which in turn helps to foster employment and further economic activity in other sectors in the destination region.

Tourists' expenditure stimulates the economy in three major ways, namely, the direct impact, indirect impact and the induced impact (Hawaii Input-Output Model, 1999).

The direct impact is induced by the visitors' spending that directly supports the jobs and income of local industries. These are the people and firms that deal directly with the visitors. The direct economic impact of the tourism industry is much easier to grasp. Take jobs, for instance; the number of people who work directly in the tourism industry can be identified and counted using models such as input-out put model.

Secondly, Tourism also produces sizable indirect results, manifested through additional spending and jobs and services associated with the demands of tourism such as construction of tourist facilities, rising real property values or increased

employment. Thus, the indirect impact of visitors' expenditure stimulates the industry and their business suppliers replenish inventories and maintain their facilities. For example, demand for additional hotel rooms creates a demand for contractor services, which in turn generates needs for steel, bricks, lumber, tile, marble, glass, plumbing systems, air-conditioning systems and a variety of other goods. However, calculating the indirect benefits from travel and tourism requires a number of assumptions, thereby making it very difficult to quantify.

The third effect which is called induced effect of visitor spending is felt when employees of firms in both tourism and its business distribution chain spend their household income for goods and services in the community. The induced effect spreads throughout the economy, far beyond the tourism industry and its supply chain.

Thus, the economic impact of tourism extends to other sectors directly and indirectly. It contributes to overall development of the whole sector in a diversified way.

The United Nations (2004) has summed up the economic impacts of Tourism as follows:

- Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.
- Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts and guide services.
- Tourism generates foreign exchange for the country and injects capital and new money into the local economy.
- Tourism helps to diversify the local economy.
- Improved road systems and infrastructure that contributes to the entire destination can be justified and supported by the benefits from tourism development.
- Increased tax revenues from tourism.

Different studies have been reported at the national and International level those measured the amount of money spent by tourists while on vacation and its impact on local economy particularly. Data released by many valid studies show that tourism income generated by a host country contribute to a large extent to the economy in terms of Gross National Product(GNP), employment generation and foreign exchange earnings. It is also treated as the world's largest creator of jobs'

(Bezbaruah, 1999). 'It creates 1.5 times more jobs than any other sector. Every million rupee pumped into the tourism industry creates 85 new jobs as against 13 new jobs in the manufacturing sector and 45 in agricultural sector' (Sharma, 2007). Manente (2000) in her study conducted in Italy reported that visitors' expenditure in 1997 amounted to EURO 67.8 billion. Tourism created an estimated 19, 99,000 jobs, 9 per cent of employment in Italy in that year. The multiplier effect is estimated to be 1.23 for both the components, international and domestic tourism. The journal New York,(July 2004) reported that in the year 2003 the U.S. travel industry alone received more than $554.5 billion from domestic and international travelers (excluding international passenger fares). These travel expenditures, in turn, directly generated more than 7.2 million jobs with over $158 billion in payroll income for Americans, as well as $94.7 billion tax revenue for federal, state and local governments. In Mexico international tourists spent $6.47 billion during the first six months of 2005 and the tourism industry as a whole was a leading source of foreign currency revenue and employment (WWD, 2005). In 1994 visitor-related expenditures in Hawaii rebounded to $11.0 billion, an increase of 21 percent previous year's total of $11.5 billion representing a 4 percent increase. (Hawaii Input-Output Model, 1999).The total international tourism receipts in Fiji in 1999, including those generated by international fares, amounted to an estimated US$555 billion, surpassing all other international trade categories (Narayan, 2005). In 2004, 2.3 million people visited New Zealand bringing in over $6.3 billion dollars - nearly 18 percent of New Zealand's export earnings into the country (McManus, 2005).

1.7 Tourism and Indian Economy:

The contribution of tourism industry in India to its national economy is found to be significant. In the year 2005, foreign tourist arrivals in India were estimated at 3.92 million. The foreign exchange recorded an unprecedented growth of about 16.5 % with receipts at Rs.25172 crore. The growth of about 13.2% in foreign tourist arrivals during 2005 was achieved over and above growth of about 24 % witnessed in the year 2004. This achievement was despite of declining trend in the growth of International tourism at the global level (which was 5.6% only). Similarly, the domestic tourists originating in India were also estimated at 382.1 million during the same year. Tourism is still a large forex earner for India, and The World Travel and Tourism Council (WTTC) has predicted that Indian tourism will contribute 12 percent

of the country's total exports and 6.6 per cent of the economy's GDP by the year 2010' (Businessline, 2000). It is also estimated that in the year 2006 India tourism has created 25 million jobs. Out of it, 21 million jobs are directly created. Its' share to the Gross Domestic Product is also found to be 6.1% (Sharma, 2007). In 2005, it is estimated that Indian economy could earn an amount of $5731 million (GOIMOT, 2007) from tourism industry. It is expected that tourism sector would witness a boom over the next 10 years and would create 20.94 millions jobs in the Asia Pacific region. Tourism industry in India has been contributing a large to the national economy. This sector provides job opportunity to 80.5 lakh people directly and 120 lakh people indirectly (Panda and Mishra, 2003). Panda and Mishra (2003) also mentioned that every Rs. 10 lakh invested in tourism creates 47.5 jobs. It is also reported that, the tourism industry in India is expected to grow upto 5000 billion Rupees (6.6% of GDP) by 2010. Tourism is also expected to create 24 million jobs (6.8% of employment); will inject 1300 billion rupees capital investment (7.6% of capital investment) and is going to generate an exported amount of 1600 billion rupees (12% of exports). This is obviously a golden opportunity before a country like India which targets to achieve the status of developed nation by 2020.

It should, however, remembered that tourism may not be beneficial to the destination area even economically. Some of the probable economic cost of tourism may be as follows:

a. Tourism causes rise in the prices of essential items.
b. Tourism leads to increase in the land prices.
c. Tourism result the marginalization of the poorer section of the society.
d. Tourism leads to overdependence on foreign capital.
e. It requires foreign investments and causes leakages of revenue from host countries to tourism generating countries etc.

Further, tourism also has the social, cultural and environmental costs.

1.8 Tourism Earning and Underlying Factors:

Tourists' expenditure is earning for the industry as well as for the local community. It is the economic benefit which people probably try to recognize. Communities contemplating to encourage tourism can estimate the amount of money visitors will spend in their area. Evidences show that earning from tourism occupies an important place in the national economy of a country. Other benefit might include

the improved recreation facilities, expanded cultural and social opportunities, and pride in one's community, but additional revenue provide the usual appeal for the tourism development. However, the extent of expenditure that a tourist will make in a destination area is an influencing factor. Authors have (Gill, 1999) forwarded the view that the following factors affect the tourism earnings of a host country:

a. The total tourists' arrival. There is positive correlation between total tourist arrivals and total exchange earnings.
b. The average days spent by the visitor in a destination.
c. The percentage of high spending category of tourists to local tourists' arrivals.
d. The average per capita tourist spending. The per capita expenditure is determined by a host of factors like the ability to spend, price level of essential and non-essential "tourist products", the motive of the tourists, etc.
e. The tourism income–multiplier, and
f. The percentage of package tourists to total visitor arrivals. Higher the percentage more will be the earnings from package tourists who spend more than the non-package tourists.
g. Volume and intensity of tourist expenditures.
h. Economic development of destination area.
i. Nature and tourist facilities and their attractiveness.
j. Size of economic base of destination area.
k. Degree to which the destination is adjusted to seasonality.
l. Degree of foreign ownership.
m. Degree of recirculation of tourist expenditures etc.
n. Socio-economic structure.
o. Nature of facilities.
p. Point of origin.
q. Length of stay.
r. Purpose of visit

1.9 Tourism and Multiplier effect:

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of the industry. This is known as the multiplier effect. In the simplest form multiplier calculates how many times money spent by a tourist circulates through a country's economy. Economic benefit from tourism depends upon

the extent of visitor expenditure that result multiplier impacts in the local economy. This multiplier effect may very depending upon the nature of the destinations. The tourism multiplier is the means of estimating how much extra income is produced in an economy as a result of initial spending or injection (Bhatia, 2003). Every time the money changes hands, it provides 'new' income and the continuous series of conversions of money spent by the tourists is termed as economic multiplier. Thus, the flow of money generated by tourists spending multiplies as it passes through various sections of the society. Tourists' multiplier effect is neatly defined by Douglas Pearce (as cited by Gill, 1999). The technique was first developed by British economist Keynes in the year 1930s' and can be subdivided into four categories as stated below,

1.9.1 **Sales and Input Multipliers**: According to this method the total sales or output stimulated by an initial expenditure is measured as a ratio. Thus, $100 spent by a tourist on a meal could result in a second round of $50 spent by a waitress out of her wages on a dress, and another $ 40 in a third round by the dress-shop owner on weekly groceries. The total of $190 set against the $100 originally spent by residents gives a multiplier of 1.90.

1.9.2 **Income Multiplier**: The following formula is adopted to measure the relationship between tourist spending and subsequent changes in income.

$$K = A \times \frac{1}{1 - B \times C}$$

Where A= Percentage of tourist spending remaining in the region after some has 'leaked' away; B= Percentage of income spent by residents on local goods and services; and C=Percentage expenditure of residents accruing as local income (after leakages).

So, if 50 percent of tourist spending remains after first round leakages, and 60 percent income is spent locally, and 40 percent is local income, then the multiplier is:

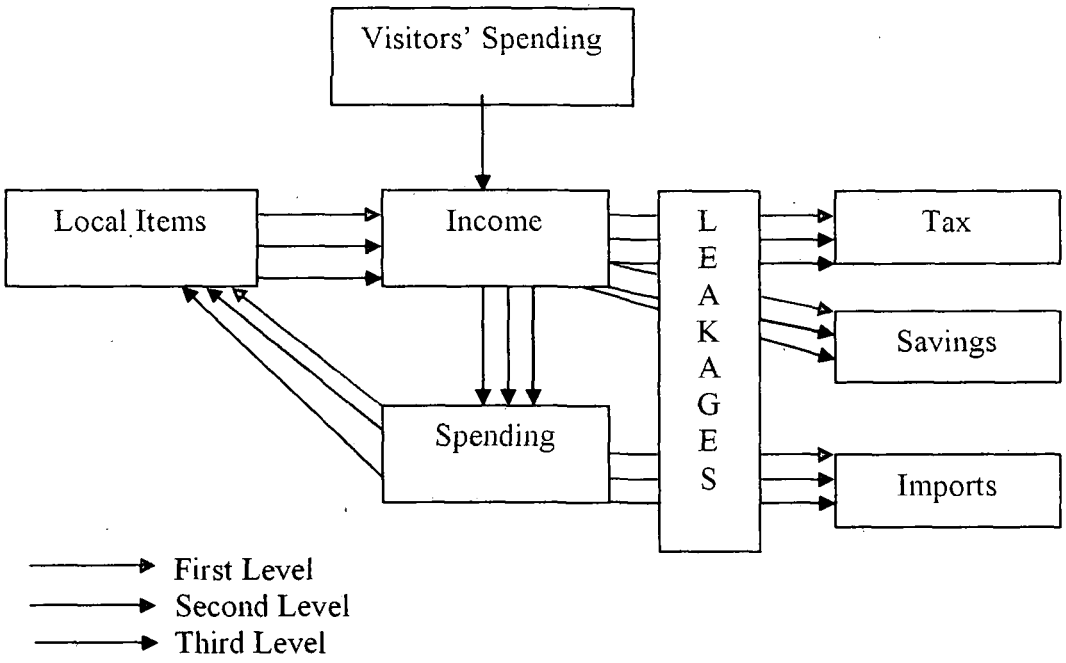
$$0.5 \times 1/ (1-0.6 \times 0.4) = 0.66$$

1.9.3 **Employment Multipliers**: It is the ratio of direct and secondary employment generated by additional tourism expenditure to direct employment alone. So, if 100 new jobs in the tourist industry gave rise to 20 more, the multiplier would be 120/100 or 1.2.

1.9.4 **Production Multiplier**: Under this method the extra production is measured taking into account increases in stock levels at hotels, restaurants, and shops as a result of increased commercial activity.

Of course, the estimated amount of direct spending by tourists is not equivalent to its total contribution to the economy. Some portion of this spending leaks immediately from the local economy. For a number of retail sales, for example, the goods sold are imported at wholesale value.

Figure-1.1: General Tourism Income Multiplier Model



(Source - K. K. Kamra, 2001)

Hence, only the retail markup affects the economy, while the wholesale portion of the value leaves the economy to go to the import producer. For every round of spending, some value leaks and some remains to circulate through linkages among economic sectors.

In the case of spending by tourists, a high proportion of their purchases are often made in labor-intensive service sectors. As a result, a good deal of tourist spending goes to the wages of workers in those sectors. So, in an economy with high proportion of leakages such as high tax rate or high import levels, tourism income multiplier (TIM) tends to be low and tourism will not stimulate the local economy much. The general tourism Multiplier Model is shown in the figure1.1

From the above discussions it is seen that the tourists' expenditure extends unmatched support to the local economy in different shapes and forms. Perhaps, therefore, most of the countries encourage tourism. The economic aspect is concerned with the issues of employment, balance of payments and foreign exchange. It crates jobs, brings in new money. It is well recognized that tourists spending contributes directly to the profitability and employment opportunities within these businesses, and generates tax revenues for the public sector. In a nutshell we can conclude that tourism is beneficial to the economy at least to some extent although the probable cost of it can't be ignored.

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CHAPTER-2

Kids wearing Bihu dress
Source: The Telegraph

TOURISM AND NORTH EAST INDIA- POTENTIAL UNLIMITED

'India is land of contrasts where rural tranquility rubs shoulders with metropolitan bustle, austerity with pomp and show and pageantry with simplicity.'

Pandit Jawaharlal Nehru

2.0 Introduction:

India is a land of contrast from tropics to snow. It is a vast, varied and strikingly beautiful. It is the second most populous and 7th largest country in the world. Lying entirely in the northern hemisphere, it covers an area of 32,87,590 sq. km. The much vast and far more varying landscape of India, stretching spatially 8°4" to 37°6" north latitudes and 68°7" to 97°25" longitude, and spanning 5,000 years of history has much to offer to the tourists' world. It measures about 3,214 kms from North to South between the extreme latitudes and about 2,933 kms from East to West between extreme longitudes. It has a land frontier of 15,200 kms and a coastal line of 6,100 km' (Singh, 2000). The population size of India is estimated to be 1.12 billion in 2007 and is expected to be most populous country by 2040. 70 % of Indian people reside in rural area. Indian economy has grown steadily over the last two decades. With the Gross Domestic Product (GDP) growth of 9.4 percent in 2006-07, the Indian economy is among the fastest growing in the world (Wikipedia, 2007). The labour force of the country is estimated to be 509.3 million, out of it 60% is employed in Agriculture and related sectors, 28% is employed in Service and related sector and 12% is employed in Industry.

India is one of the most popular tourist destinations in Asia. Bounded by the Himalayan range in the north and surrounded three side by sea, the country offers a wide array of places to see and things to do. India being a vast and diverse country has many things to offer to everyone. Some of the most attractive resources of the country include its beautiful ancient monuments, the beat and rhythm of its folk and classical dances, snowcapped mountains tops, beautiful beaches in its entire coastline, the world famous Taj Mahal, the curved Temples of Khajuraho of Orissa, the Dravidian temples of south, frescoes of Ajanta and Ellora, white water rafting on the Ganges, trekking in the Himalayans and the rich bio-diversity, particularly of the North East India. The biodiversity of India is one of the richest in the world. "India harbbours some 47,000 wild species of plants and over 81,000 wild species of animals, that is, about 8 percent of the

world's known wildlife" (Dey & Dey, 2003). Above all of these, its well charming fascinated variety of people makes the country a paradox for discerning tourists. India is a melting pot of variegated cultural mosaic of people and races extending over thousands of years. Indeed the country is a virtual paradise for travellers, searching for continuous joy in pilgrimage, adventure, culture, nature, heritage, wildlife and many more. It has rich resources with sufficient enough to attract domestic and foreign tourists in large numbers. In fact, only few other countries in the world offer such a wide variety of sights, landscapes, cultures or heritage. The WTO has recommended the country by saying "India has possibly more to offer the tourists than perhaps any other country in the world. The most important motivation of visitors to India has been to see a country with an ancient civilization rich in monuments, temples, arts and culture. Its' main attraction seems to be its culture, even though the country's natural resources, encompassing all types of nature, provide an excellent setting for any type of tourism."(As cited by Bezbaruah) India offers the inbound tourists another considerable attraction, namely, favourable rate of exchange. A trip to India is less expensive than to many other destinations. Besides, the tourism industry of India has become highly significant by rich cultural tradition of the country. 'Atithi Devo Bhaba'(Guest is God), 'Vasudhaiva Kutumbakam' (World is one), 'Welcome a tourist and send back a friend' etc., represent the rich social and cultural behaviour of the Indian people.

As a cultural and religious centre India has attracted tourists from earliest times. The wealth of Indian wisdom and philosophy attracted Hieuen Tsang, It Singh, Fa Hien and other scholars from different parts of the world.

2.1 Tourism and India:

Since the eighties of last century, tourism has remained to be a priority sector in India. The tourism policy is in force since 1982. However, inspite of varied attractive resources of the country many prospective visitors bypass India. Though travel and tourism constitute the largest industry in the world today, India seems to be falling off the global tourism map. Its rank in global tourism has now dropped to 31 in the year 2000 from 17 in six years ago.

For a country of India's size and variety with its beaches, hill resorts, historical monuments, temples and religious centers, this share is negligible. Govt. of India recognized tourism as an industry in 1986 and declared a priority sector for foreign investment in July 1991. In May 1992, a national plan for tourism development was drawn up incorporating a set of strategies for achieving a quantum jump in tourist arrivals, forex earnings and employment generation. Subsequently, the state governments were also instructed to prepare master plans for the development of tourism. Ironically, the growth of tourism actually suffered a setback in 1993. Even the smart recovery seen in 1995 proved short lived. Tourist arrivals declined in subsequent years. Against the target of five million tourists by end of 2000, the actual arrivals may not exceed even half of that number (2.65 million). This is in spite of the fact that the Government has formally declared the year 2000 as 'Explore India Millennium Year'. Further, the performance of tourism industry for the year 2001 and 2002 remained dismay for India tourism. The table 2.0 shows the tourists arrival in India in last few years. It is reflected by the fact that foreign tourist arrivals declined by 1.2 % and 6.0% respectively in the year 2001 and 2002 respectively. This is though to be direct result of the 7/11 in the United State. However, the situation reversed and become favourable with the beginning of the year 2003. Foreign tourist's arrival to India increased by 14.8 percent by the year 2003. The increasing trend was also seen in the year 2004 & 2005.

Table-2.0
Foreign Tourists Arrival in India

Year	Arrivals (In Million)	% Change
1991	1.68	-------
1992	1.87	+11.3
1993	1.76	-5.5
1994	1.89	+6.9
1995	2.12	+12.6
1996	2.29	+7.7
1997	2.37	+3.8
1998	2.36	-0.7
1999	2.48	+5.2
2000	2.65	+6.7
2001	2.54	-1.2
2002	2.38	-6.0
2003	2.73	+14.8
2004	3.37	+23.8
2005	3.92	+13.2

Source- www.incredibleindia.org

The fact is that tourism in India is still in infant position. The share of India tourism to the global tourism is too small. It is estimated that the share of India in tourism receipt to global tourism receipt is

below 1 percent. In 2005 the global tourism receipt was estimated at US $ 682 billion. But tourism receipt in India in that year (2005) was only US $ 5.7 billion (0.49 %).

It is realised that the tourism resources in India can be regarded as an instrument of employment generation, poverty alleviation and sustainable human development, apart from earning foreign exchange for the country. The World Travel and Tourism Council have predicted that Indian tourism will contribute 12 per cent of the country's total exports and 6.6 per cent of the economy's GDP by the year 2010 (Businessline, 2000).

Proper planning, direction and a better co-ordination between different agencies and authorities may be helpful in deriving maximum benefit from the tourism industry.

2.2 North East India and Tourist Arrivals:

There are ample resources in the North East sufficient to attract the attention of tourists. NEDFi, the premier financial institution of the region briefed up the beauty of the North East India as '*North-East part of India is almost another world. It is a place of magical beauty and bewildering diversity. A land nestled in myths and mysteries, lore and legends and in many tender dreams. A land where summer rains drench the hills meeting the misty plains, where exotic wildlife haunts the jungles, where the mighty river like Brahmaputra flows and where the trains whistle into dark tunnels only to open out to breathtaking landscapes. With more than a hundred and fifty tribes speaking as many languages, this region is a melting pot of variegated cultural mosaic of people and races, an ethnic tapestry of many hues and shades. The folk culture is still vital in this region. The primitive culture now co-exists with the modern and post-modern lifestyle. Well integrated with life and nature, the folk artworks have a common element of tune and tone. Indeed it's a virtual paradise for travelers, searching for continuous joy in Pilgrimage, Adventure, Culture, Nature, Heritage, Wildlife, Golf, and Polo and many more. All these make a rich panorama. It's a land in the twilight of imagination and reality. It's a tourists' delight, anyway.*'

Tourists are normally divided into two obvious categories of Domestic and Foreign tourists. This division helps the tourism promoters to find out avenues for

attracting tourists in adequate numbers. It is seen that the number of domestic and foreign tourist visiting the North East India has been increasing over the years.

Table-2.1:State-wise Tourists Arrival Statistics

	Year	Domestic	Foreign	Total	% change
Arunachal Pradesh	2003	2195	123	2318	--------
	2004	4740	269	5009	+116.09
	2005	3005	289	3294	-34.29
Assam	2003	2156675	6610	2163285	--------
	2004	*2288093*	*7285*	*2295378*	*+6.15*
	2005	2467652	10782	2478434	+7.97
Manipur	2003	92923	257	93180	--------
	2004	93476	249	93725	+0.58
	2005	94299	316	94615	+0.94
Meghalaya	2003	371953	6304	378257	--------
	2004	433495	12407	445902	+15.17
	2005	375901	5099	381000	-14.56
Mizoram	2003	35129	279	35408	---------
	2004	38598	326	38924	+9.93
	2005	44715	273	44988	+15.58
Nagaland	2003	5605	743	6348	---------
	2004	10056	1084	11140	+75.49
	2005	17470	883	18353	+67.74
Tripura	2003	257331	3196	260527	---------
	2004	260907	3171	264078	+1.36
	2005	216330	2677	219007	-17.07

Source- GOIMOT: **http://164.100.24.219/rsq/quest.asp?qref=115542 retrieved on 30/01/07.**

The figure released by Govt. of India, Ministry of Tourism shows a steady increase in the tourist arrivals to this part of India. According to figures available in the official web-site, a total of 35,07,958 domestic and foreign tourists visited the North East India in the year 2005. Tourist arrivals in 2005 registered an increase of 3.2 percent over the previous year. The state-wise breakup shows an uneven increase in the number of tourist arrivals. The number of tourist arrivals in three states of the region during the same period is seen to be fall. The number of tourist arrivals in the state Arunachal Pradesh declined drastically in the year 2005. In the year 2004, the state witnessed an increase of 116.09 percent of tourist arrivals over the previous year. However, the number of tourist arrivals

has decreased by 34.29 percent in the year 2005. The next state registering decline in the number of tourists flow in the 2005 is Tripura. The number of tourists flow to this state is decreased by 17.07 percent over the previous year. Another state to which tourist arrival has decreased in the year 2005 is Meghalaya. The number of tourist arrivals to this state is decrease by 14.56.

On the other side, four states registered an increase in the number of tourist arrivals. These states are Assam (+7.97%), Manipur (+0.94%), Mizoram (+15.58), and Nagaland (+67.74%). It is seen from the figures in the brackets that the increase in the number of tourist arrivals to Nagaland is very encouraging. The state-wise break up of tourist arrivals in other North Eastern India are reproduced in the Table 2.1.

It is seen that tourist flow to this region has been increasing year by year. However, the matter of dismay is that compared to national average the proportion of tourist flow to this region of India is very negligible. In the year 2005, 3.92 million Foreign tourists visited India and as against to this only 20,319 tourists visited the N.E India. The state wise breakup of foreign tourists shows that 10,782 tourist visited Assam, 289 visited Arunachal Pradesh, 316 tourists Manipur, 5099 visited Meghalaya, 273 visited Mizoram, 883 tourists visited Nagaland and 2677 visited the state Tripura in 2005. The statistics also show that tourist flow to the states Arunachal Pradesh, Tripura and Meghalaya has declined.

2.3 North East India-*A Paradise Unexplored*:

The North East India constitutes seven states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The economy of Northeast India has got its definite identity due to its peculiar physical, economic and socio-cultural characteristics. It covers a geographical area of 2,55,095 sq. km(except Sikkim). Geographically the region lies between 89°46′ E and 97°30′ E longitudes and 21°57′ N and 29°30′ N latitudes. The region is surrounded by the international boundaries. The countries surrounding the region include: Myammar in the East; China in the North; Bhutan in the North-west and Bangladesh in the South-west. The western side of the North East India is connected to the eastern part of the Indian subcontinent by a narrow land corridor, sometimes referred to as the Siliguri Neck or '*Chicken's Neck*'.

The corridor is a narrow strip of land with the width of 33 km only. Thus, the region geographically shares 98 percent of its border with four neighbouring countries. As per 2001 census the total population of the region stood around 3,84,95,107 (except Sikkim). The lives of the people have been shaped by the major rivers like the Brahmaputra and the Barak, its ancient mountains and the thick tracts of impenetrable jungle. Topographically the region is a mixture of hills and plains. Arunachal Pradesh, Meghalaya, Mizoram, and Nagaland are almost entirely hilly, eighty percent of Assam is plain and Manipur and Tripura have both plain areas and hilly tracks. The physical features of the region are characterized by the lofty mountainous terrains and moderately high hill interspersed with plateaus and river-fed valleys. About 54% of the total geographical area of the North Eastern Region is covered by forests although there are inter-state variations.

Table-2.3: SALIENT FEATURES OF NORTH EASTERN REGION excluding SIKKIM

State	Area(Sq Km)	Population		Decadal Growth rate of population (1991-2001)	Population Density (2001) Persons/sq.km
		1991	2001		
Arunachal Pradesh	83743	864558	1091117	26.21	13
Assam	78438	22414322	26638407	18.85	340
Manipur	22327	1837149	2388634	30.02	107
Meghalaya	22429	1774778	2306069	29.94	103
Mizoram	21087	689756	891058	29.18	42
Nagaland	16579	1209546	1988636	64.41	120
Sikkim	7096	406457	540493	32.98	76
Tripura	10492	2757205	3191186	15.74	304
Total*	255095	31547314	38495107		

NEDFi databank= http://databank.nedfi.com/mode.php?mod=userpage&menu=10&page_id=3

retrieved on 25.10.06

* Except Sikkim

The percentage of forest area is highest in Mizoram (75.59%) and lowest in Assam (39.15%). The percentage of forest area in other North East India is: in Arunachal Pradesh 61.55%, Manipur 67.87%, Tripura 60.00%, Nagaland 52.02%, and in Meghalaya 42.34% (NER data bank).

It is the homeland of a rich variety of ethnic communities. Each community has very special feature distinct from the other. The distinctive cultural resources of each community produce a juxtaposition of racial, linguistic, and cultural varieties. Apart from the well known temples and shrines the region is fortunate to have a number of

magnificent places of scenic beauty, a wide variety of flora & fauna and avian bio-diversity with potential to attract domestic and foreign tourists in large numbers.

The region is characterized by inequality in altitude coupled with abundance of rainfall. This has eventually given birth to variation in climatic conditions within the region. The rainy season of the region is March to October (middle). The principal crop of the region is Rice and the major plantation is Tea.

The region is melting pot of the population belonging to different Religions commonly including Hinduism, Buddhism, Christianity, Islam, Jainism, and Sikhism. The largest (area wise) state of the region is Arunachal Pradesh while the smallest one is Tripura. In terms of population, the largest state is Assam and the smallest state one is Mizoram. The major spoken languages of the region are Assamese, Bengali, English, Garo, Hindi, Bodo, Khasi, Jaintia, Mizo, Manipuri, Nagamese, Nepali, etc. Thus, the amazing diversity of the region makes it a holiday-destination for all seasons. A brief description is given below about the North East India and available tourism resources.

2.3.1 Arunachal Pradesh: Arunachal Pradesh lies between 97° 30′ E and 97°30′ longitudes and 26°28′ N and 29°30′ latitudes. Area wise, it is the largest (83,743 sq km) state in the entire North East India. Earlier it was known as the North Eastern Frontier Agency (NEFA).The total population of the state is 10,91,117 and the rate of literacy of the state is 54.74 percent (as per 2001 census). It received the present status of statehood on 20th Feb, 1987. The state shares borderlines with Myanmar in the East, Bhutan in the West, China in the North and the states of Nagaland and Assam in the South. The official language of the state is English. The major crops grown in the state are the Rice, Wheat, Millet, Pulses, Sugarcane, and Maize while the major plantation is Rubber and Tea. The maximum and minimum temperature of the state varies between 40° C and 5 ° C. The state is unique from mythological point of view. It is believed that sage Beda Vyasa meditated here. The remains of the bricks structure in the northern hills of Roing is believed to be the palace of Rukmini, the consort of Lord Krishna. The sixth Dalai Lama was also born on the soil of this State. Arunachal Pradesh is also known as the *land of the rising sun*. Almost 80 percent of the state is under forest cover which is enriched with amazing plethora of flora and fauna making it one of the World's 17 bio-diversity

heritage site (ITDC, 2003). The state is blazed with its natural beauty, tribal culture, craft traditions and splendid wildlife. Thus, the state is a unique holiday destination for visitors.

2.3.2 Assam: Assam is the heartland of Northeast India. It lies between 89° 49′ E and 97° 26′ E longitudes and between 24°10′ N and 27°58′ N latitudes. The area of Assam is 78,438 sq.km and its total population stood at 2,66,38,407 as per 2001 census. The rate of literacy of the state is 64.28 percent (as per 2001 census). The average maximum and minimum temperature of the state is 33° C and 6 ° C respectively. The official language of the state is Assamese. The major crops grown in the state are Rice, Wheat, Jute, Coconut, Sugarcane, Cotton, etc while the major plantation are Rubber, Coffee and Tea. The state is the highest timber producer of the country and also crowned with producing over half of India's tea. Asia's first and India's oldest oil refinery is also located in this state. Nestled with scenic beauty, enchanting hills and the alluvial plains, the state enjoys an abundance of natural riches. Its rich bio-diversity supports an immense range of rare and endangered flora and fauna. In addition, she is also endowed with many places of religious and historical importance. Assam with its diverse ethnic and cultural streams is a repository of amazing wealth of noble tradition.

2.3.3 Manipur: Literally "Manipur" means 'A jeweled land'. The state is described as the *'Jewel of India'*. It lies south of Nagaland and North of Mizoram between 93°03′ E and 94°78′ E longitudes and 23°80 N and 25°68 N latitudes. Its geographical area is 22,327 sq.km and total population is recorded as 23,88,634 as per 2001. It received the status of statehood on 21st Jan, 1972. The rate of literacy of the state is 68.87 percent as per 2001 census. The average maximum and minimum temperature of the state is 36° C and 1 ° C respectively. The official language of the state is Manipuri. The major crops grown in the state are the Rice, Wheat, Oil seeds, Maize etc. while the major plantation is Rubber and Coffee. It shares the international boundary with Myanmar in the Western and Southern side. Manipur is a mosaic of traditions and cultural patterns, myth and legends, martial art and indigenous games. Almost 70 percent of the land of the state is under forest cover sustaining a host of rare animal life including

the dancing deer, the snow leopard & world's rarest orchids and endemic plant. She is also reputed for the tradition of skilful weaving art done by the women.

2.3.4 Meghalaya: Geographically the state lies between 89°49′ E and 92°52′ E longitudes and between 20°01′ N and 26°05′ N latitude. The state is spread with an area of 22,429 sq km. The total population of the state is 23,06,069 and the rate of literacy of the state is 66.14 percent as per 2001 census. The average maximum and minimum temperature of the state is 28° C and 2 ° C respectively. The Sanskrit word 'Meghalaya' means the 'Abode of Clouds'. Since the areas were proverbially associated with clouds and rain, the word Meghalaya was adopted for naming the state. True to its name, from late April to September rain bearing clouds envelop the land. The hilltops are generally covered by dense but beautiful clouds making them almost inseparable and indistinguishable; clouds from a veritable part of Meghalaya befitting the poetic name of the state. She is also endowed with the world's highest rainfall site 'Mawsynram'. Shillong, the capital of Meghalaya is known as the 'Scotland of the East'. The state had received the present status of statehood on 21st Jan.1972. The official language of the state is English. The major crops grown in the state are the Sunflower, Soya bean, Groundnut, Maize, Jute, etc while the major plantation is Cashew nut and Orange. She is known for a wide variety of orchids, scenic beauty, caves, and also wildlife.

2.3.5 Mizoram: The state Mizoram lies between 92°15 E′ and 93°29′ E longitudes and between 21°58′ N and 24°35′ N latitudes. The state is spread with an area of 21,087 sq. km. The total population of the state is 8,91,058 as per 2001 census. The rate of literacy is 68.5 percent as per 2001 census which is the highest within the region and second within the country after the state Kerela which has the register record of having a literacy rate of 90.92 percent. Mizoram received the status of statehood on 20th Feb, 1987. The word 'Mizo' is used to mean hill men or highlanders. Thus, 'Mizoram' is a collective name given by their neighbours to a number of tribes which settled in the areas. The official language of the state is Mizo and English. The major crops grown in the state are Rice, Sugarcane, Maize, Tapioca, Cotton, etc. while the major plantation is Rubber and Orange. The average maximum and minimum temperature of the state is 30°

C and 11° C respectively. It is predominantly a Christian populated state. Mizoram is a sylvan and scenic land where clumps of bamboo flower grow periodically. She has great natural beauty and endless variety of landscape and is very rich in flora and fauna. The State has also thick bamboo forests. With its galaxy of festivals and dances, natural beauty and ancient traditions, the state is perfect destination for the discerning visitor.

2.3.6 Nagaland: Nagaland is one of the amazingly beautiful states of Indian union. It is predominantly a tribal state with a geographical coverage of 16,579 sq km. It lies between 93°20′ E and 95°15′ E longitudes and 25°06′ N and 27°04′ N latitudes. The total population of the state is 19, 88,636 and the rate of literacy is 67.11 percent as per 2001 census. It received the state status on 1st Dec, 1963 .The average maximum and minimum temperature of the state is 35° C and 7° C respectively. The official language of the state is English. The major crops grown are the Rice, Wheat, Cotton, Grams, Mustard, Maize, etc while the major plantations are Rubber, Coffee and Tea. She is bound by Arunachal Pradesh and parts of Assam in the North; Manipur in the South; Myanmar (Burma) on the East and Assam in the West. There are 16 major tribes along with other sub-tribes inhabiting in the State. Each of the tribes has their own languages, customs and traditions and they can easily be distinguished by their colourful dresses, ornaments and beads that they wear. The traditional ceremonial attire of each tribe is also very colourful and attractive. The state is known for its song and music, where one can hear not only folk songs but also the gospel songs and modern tunes. The humbleness and simplicity of the tribes add a grace to the musical beauty. Its blue-hued mountains and emerald expanses comprise an intriguing world of ancient rituals. High mountains, slushy grassy plains, meandering streams, majestic rivers, rarest variety of flora and fauna, natural resources are the most enchanting features of the state. The state is also known as the 'Switzerland of the East' amongst local people.

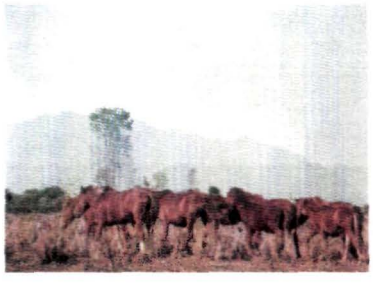
2.3.7 Tripura: Tripura is the smallest state of North East India. It lies between 90°09 E′ and 92°10 E′ longitudes and 22°56′ N and 24°32′ N latitudes. Area wise the state is spread with 10492 sq.km, and the total population of the state is 31,91,186 as per 2001 census. The literacy rate of the state was found 73.66 % in 2001 census. It received the

status of statehood on 21st Jan.1972. The official language of the state is Bengali & Kok-borak. The major crops grown in the state are the Jute, Sugarcane, Cotton, Mestas etc. while the major plantation are Rubber, Coffee and Tea. The state is largely inhabited by the Tripuris, Bengalis, Manipuris and few tribes. Tripura's tribal and non-tribal cultural blend magnificently has mingled into a single whole giving birth to a unique cultural genre. Its verdant expanses and rich forestlands offering plethora of delightful attractions of historical places, rock cut carvings, stone sculptures, wild life sanctuaries and tribal people, have been a great attraction for visitors. Thus its vast tracts of natural beauty, ancient temples, cross cultural ethnic diversity and its rich tradition of handicrafts serve as driving force to draw attention of discerning visitor.

2.4 Tourism Resources and North East India:

Tourism resources come in all shapes and sizes, and most features of an area can be considered as part of the overall tourism resource base of a destination. They include elements of the natural and man-made environment, festivals and events, activities, purpose build facilities, hospitality and transport services etc. Some of the resources are described below:

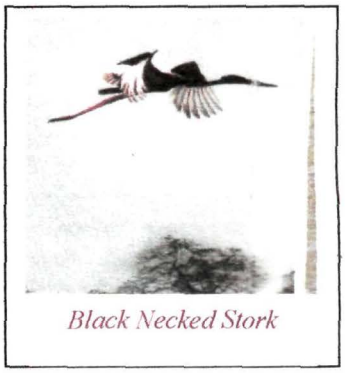
2.4.1 **Flore and Fauna**: These include aspects of land and landscape such as mountain or other geographical phenomena, wildlife species, birds or rear plants and water features such as a lakes, rivers or waterfalls. India's North-East is known for its biographic richness. Dense forests, uneven topography, numerous flora and fauna, the majestic rivers and its tributaries, wild life sanctuaries, and many are species of animals etc., attract attention of the visitor from all over the world. This region's virgin forest and untouched rain forests is the habitat of a great veracity of plant, animal and birds. Some of species found in this region are endangered or rarely seen elsewhere in the world. Certain much endangered bird species of the region include the White winged wood duck, sclater monal, temminck's tragopan, Bangal florican etc. The National Parks



Feral Horses at Dibru-Saikhowa National Park of Assam

and Wild Life sanctuaries are the habitat of rare and endangered flora and fauna. The Kaziranga National Park of Assam is famous for one-horned Rhinoceros and rare reptiles while the Namdapha National Park of Arunachal Pradesh is the habitat of four great cats i.e., Tiger, Leopard, Clouded Leopard and Snow Leopard. The other wild animals found in various parks and wild life sanctuaries of the region include Asiatic water buffalo, Sloth bear, Gibbon, Elephant, Golden langur, wild Buffalo, Sambher, Tiger, wild Pig, wild Horses, Leopard, Serow, Goral Blythe's tragopan, Himalayan black Dear, Jungle Cat, wild Dog, Marten, the Pigmy hog, Hillock gibbon, the Stamped tailed macaque, Golden masher fish, the Capped langur, the Golden cat etc. The birds found include are the Snake Bird with turtle, Black Necked Stork, Red Jungle Fowl, Bar-Headed Goose, Whistling Teal, Bengal Florican, Pelican, White winged Wood Duck, Aquatic bird etc. Further, the region is also an ornithologist's delight as many migratory birds make their home here during the winter. Among the National Parks of the region, the Namdapha National Park is the biggest in terms of geographical coverage of 1,985.23 sq,km. "The park has around 73 species of Lichens, 59 species of Bryophytes, 801 species of Angiosperms in terms of flora and in terms of fauna it has around 50 species of reptiles, 453 species of birds and 96 species of mammals." (Singh et al,2000) .

A Softshell turtle found at Kaziranga National Park



Black Necked Stork

Dendrobium

Thus, this part of India is rich in biodiversity. This region is the part of great Himalayan range and is part of the 25 biodiversity hotspots of the Globe (Dey & Dey, 2003). The biodiversity resources of the region are well known for being hub of pitcher plant and several unique varieties of ferns and a spectacular collection of orchids. The region is also famous for its wide variety of orchids which is found very commonly here. In Arunachal Pradesh only, there are more than 500 (Khound & Khound, 2003) different

verities of orchids. Asia's third largest orchidarium, the Orchid Research Centre, located at Tipi in the west Kameng district of Arunachal Pradesh. The North-East India is fortunate to have the second richest forest reserves in the world in terms of plant diversity after Sumatran forests in Indonesia (Goswami, 2005). These natural wonders lure traveller particularly the eco-tourists to enjoy the natural beauty, recreation and inspiration that they provide.

2.4.2 **Archeological Delight**: Man made attractions such as Rang Ghar, the historical ruins of Tezpur, Kareng Ghar & Talatal Ghar in Assam; the War Memorial in Nagaland & the ruins of Medieval Kachari kingdom of Nagaland; the Ujjayanta Palace & Neer Mahal in Tripura; Malinithan of Arunachal Pradesh are the main sites of archeological delight of the region. The Rang Ghar of Assam is a two storied oval shaped pavilion from which Ahom royalties watched elephant fights and other sporting events. It is the Asia's first amphi theatre. There is another seven storied palace called Kareng Ghar in Sibsagar. Two floors of this Kareng Ghar lies above the ground and rest are in the underground. It was built by King Rajeshwar Singha. At Rangpur of Sibsagar, there is another palace called Talatal Ghar built in 1699 AD by King Rudra Singha. The Tezpur of Assam is also known for its historical ruins. There is mythological belief that Lord Krishna and Lord Shiva fought there. Tezpur town is also known as 'City of Blood'. The 'City of Blood' conjures up images of the romantic legend of Usha and Aniruddha. The ruins and remains of Agnigarh where the immortal romance blossomed still bear mute testimony of this legend. The remains of 5^{th}-6^{th} century stone temples have also been discovered in the Da Parbatia of Tezpur. The carving of the rock has the similar characteristic of the style of early Gupta School of sculpture. Kohima War Cemetery is a symbolic memorial commemorating the memories of the officers and men who sacrificed their lives during World War II. The ruins of Medieval Kachari kingdom was established before the 13^{th} century AD. The monoliths represent the elaborate rituals of the cult of fertility. The Ujjayanta Palace of Agartala is a famous royal house and an ideal palace. Built in 1901, it

Ujjayanta Palace of Tripura

covered an area of 1 (one) sq. km. Its interiors are embellished with magnificent tiled floors, delightfully curved wooden ceiling and beautifully crafted door. The Malinithan of Arunachal Pradesh is a unique site of the 10th and 12th century A.D. It has ancient temple housing sculptures of Gods and Goddesses. These man made objects are the perfect spots for historical tourists.

2.4.3 **Anthropological Delight**: North East India is also a hub of anthropological delight. It is the homeland of a rich variety of ethnic communities. The region enjoys the proud privilege of being the inhabitant of 28 main ethnic groups. Out these ethnic group 110 subgroups exist in Arunachal Pradesh, 78 in Tripura, 25 in Nagaland, 23 in Meghalaya, 17 in Mizoram, 13 in Manipur and more than 20 in Assam (Khound & Khound, 2003). Adi, Apatani, Nocte, Bugun, Galo, Hrusso, Khamba, Memba, Sherdukpen, Mishis, Tagin, Singpho, Miyor, Tangsheng, Mompas of Arunachal Pradesh; Reangs, Jamatias, Noatias, Kukis, Mogs, Chakmas, Halams of Tripura; Khasi, Garo, Jaintias, of Meghalaya; Angami, Ao, Chakhesang, Chang, Kabui, Phom, Pochury, Rengma, Lotha, Zeliang, Sema, Sangtam, Khiamniunga, Yimchungru, Konyaks of Nagaland; Hmars, Raltes, Paites, Lushais of Mizoram; Meitheis, Gante, Kabui, Maram, Mao, of Manipur; Bodo, Sonowal, Cacharis, Chutiyas, Lalungs, Rabhas, Mishings, Karbis, Dimasas of Assam are some of the chief tribal communities of the region. The oral traditions of different genres are rich and varied and the repertoire of traditional music, dance, and other performances of the local people are unique viewfinders to look at the world. They have got their own languages having their own grammar and alphabets and have also got various cuisines that have been the testimony of culinary arts. The handicrafts and local textiles as done by the localities are very wondering. Assam is reputed for its silk and the most prominent variety of Muga cloth while carpets and shawls made by Manipuri's command huge demand in the local market. The distinctive cultural resources of each communities of this region produce a juxtaposition of racial, linguistic, and cultural varieties. The region is absolutely a perfect destination for tourists interested in cultures and traditions.

Singpho girl on loom

2.4.4 **Pilgrims Delight**: The practice of travelling for religious reason was a well established custom since ancient time. Places of worship have been the biggest center of attraction of pilgrims from several parts of the world and especially in India. The North-East India has a very rich religious heritage. There are various temples and shrines for the Hindus, Muslims, Buddhist and Christian's which serve as important tourist attractions. Tawang Monastery of Arunachal Pradesh with its dramatic background is eye-catching. The Buddhist monastery is the second oldest monastery in Asia, built in 1681 A.D. A stunning 8 meter high gilded statue of Lord Buddha dominates the sanctum. The Kamakhya Temple of located on the Neelachal Hill (Guwahati) is another greatest shrine of the Hindu. This temple offers grandstand views of the river Brahmaputra and the town 'Guwahati'. Thousands of devotees from all over the country throng the temples daily. The reigning deity of the Kamakhya temple is Goddess Parvati. The Largest cathedral in the North East is the Catholic Cathedral of Nagaland. The Cathedral of Mary of Christians of Shillong is most famed for its stained glass windows and lofty arch. There are some others religious places of tourists' attraction. Mahabhairab temple of Tezpur, Barpeta Satra and Kirtan Ghar, Vashista Ashram & Umananda of Guwahati, Poa-Mecca of Hajo, Tripura Sundari Temple, Shrre Govindajee Temple of Manipur are the mentionable. These temples and shrines provide great motivation to travel to this remotest corner of India.

Kamakhya Temple at Guwahati Assam

2.4.5 **Forest Resources**: North Eastern Region (NER) was very rich in respect of forest resources. Out of the total geographical area of 2,55,083 sq kms of the region, about 65.17 percent is covered by forest and one-third of it is covered by reserve forest (Mitra and Chattopadhyay,2003). Besides valuable medicinal plants, these forests abound in a variety of birds and animals. Further, the discovery of tea in Assam in 1823, tea has become an integral part of the economy. The tea industry of N.E.India is the world's largest tea growing region having 16 % share, and is the largest producer and exporter of tea in India (share 55 %). Tea Gardens are the treasure house of exotic natural beauty

with colourful people and their enchanting songs and dances, sprawling bungalows and excellent residential facilities. Tea gardens are an important tourist spot for many domestic, national and international visitors. Further, the region enjoys the proud privilege of having valuable trees, canes and bamboo. Various valuable trees like Sal, Teak, Bansom, Simul, Sishu, Gamari, Sarol, Halokh, bamboo, cane, valuable medicinal plants are found in plenty here. As per the NER databank, the forests of this region, on an average, provide 8 lakh cubic meter of ordinary timber, 70.5 lakh tones bamboo, soft wood for the production of 1.6 lakh cubic meter plywood, lakh cubic meter industrial hard wood, 5.6 lakh cubic meter pulp wood, 12.5 thousand cubic meter of soft wood for the production of match sticks and 2.5 lakh cubic meter of fire wood annually. On the basis of the forest resources of the NER, various types of forest based industries such as ply wood mills, paper mills, saw-mills etc. have been established. The state of Mizoram is well endowed with floral diversity comprising 21 different bamboo species (Jha et al, 1998). A wide range of decorative items made out of such bamboo, cane and wood are popular souvenir items.

2.4.6 **Adventure Resources**: One of the recent trends in international tourism is traveling for active participation in adventure sports. The North East India has a rich potential to emerge as major adventure tourism. Tourist services like trekking, river rafting, angling, boating, fishing, mountain biking, parasailing, and swimming can be adventured in most of the tourist spot of the region. The river Brahmaputra, Barak, Jia-Bhoreli, Kameng, Subansiri, Debang and the river Siang serve as an important resource for the tourists interested in rafting, boating, swimming and angling. The upper hill belt of the different part of the region particularly Arunachal Pradesh and Meghalaya is also suitable for trekking and other winter sports. In Manipur adventure sports have been promoted. The state has become world-renowned in the field of indigenous martial arts. Recently, ship is introduced in the river Brahmaputra especially for tourists. One can view the Kaziranga, Majuli, Sibsagar, Orang National Park, Dibru-saihuwa National Park, Manas National Park, the silk weaving village of Sualkuchi by boarding the 'MV Charaidew', a cruise vessel jointly operated by Assam

Rafting at Jia-Bhoreli River

Bengal Navigation Company-an Indo-British joint venture company and the Jungle Travels-the Indian partner operator(Bordolai, 2003).

2.4.7 **Fairs and Festivals**: The event category presents a vast array of festivals, tournaments and business activities which serve both a tourist and separate business function. Many regular events become tourism resources of attraction. These may include competition in sport, recreation, music or arts. From the ancient time people moved from one place to other for attending different festivals, fairs, religious events, and exhibitions. The North East part of India is also famous for its unique festivals and religious events that lure the visitors from within and outside the country. A few of the traditional festivals include, Rongali Bihu festival of Assam, Tea festival, Ali-Ai-Ligang, Ambubachi Mela, Me-Dam-Me-Phi, Dihing Patkai festival of Assam; Raas Leela and Yaosang festival, Ningol Chakuba festival, Yaoshang of Manipur, Wangala festival, Ka Shad Suk Mynsiem festival of Meghalaya etc. There some other festivals celebrated in different part of the region. A few of these are Orange and Tourism festival of Tripura, Spring festival of Shillong, and Buddha Mahotsav of Tawang monastery, Brahmaputra Beach Festival of Guwahati, Tea Festival of Jorhat, Elephant Festival of Kaziranga National Park etc. Visitors from different parts of the country participate in these events to experience the colourful programmes.

2.4.8 **Other tourism resources**: Other important tourist's destinations of the Northeast India include the followings:

2.4.8.1 Majuli: Majuli Island is situated in Assam. It is the largest inhabited reverine island of the world and is the home to the Mishing tribe. Since the days of religious leader Mahapurusha Shankardeva and his disciple Madhabdeva, Majuli is also known being for a focal point of Vaishnavite culture. Majuli is place offering variety of interests to the visitor-beginning from the traditional handicrafts, ethnic culture and dance forms, water sports, migratory birds etc.

2.4.8.2 Jatinga: Jatinga of the North Cachar district of Assam is reputed for the bizarre phenomenon of the annual mass suicide by birds. This hilly hamlet has been regarded as a mystery unsolved.

2.4.8.3 The Loktak Lake: The Loktak Lake of Manipur is one of the most enchanting and biggest fresh water lakes in the region. In the southern part of the lake the Keibul Lamjao National Park is located. The lake, famous for the unique habitat of the rare Sangai dear is the world's only floating National Park. Visitors get a bird's eye view of the life on the lake from the Sendra Island.

2.4.8.4 Caves: Meghalaya is a treasure trove of nature with its beautiful silvery cascades and awe-inspiring caves. There are almost 200 caves in the state and many these are yet to be explored. Five among the already explored have the distinction of being the longest known caves in Indian subcontinent.

2.4.8.4 Dong: A pristine small village in the easternmost corner of Arunachal Pradesh is the place in India where the first rays of the sun kiss every fresh morning.

2.4.8.5 Tawang: Tawang of Arunachal Pradesh situated at an altitude of 11,000 feet above the sea level, is featured by dramatic setting of the snow-mantled peaks. Tawang is also ideal for trekking and hiking.

2.4.8.6 Parasuram Kund: Located 80 kms to the North-east of Tezu of Arunachal Pradesh. It was believed that after killing his mother, Parasuram washed away his sins in this place. During Makar Sankranti thousands of pilgrims from all over the country come here for a holy dip to wash away their sins. These natural wonders lure travelers to enjoy the natural beauty, recreation and inspiration that they provide.

2.4.8.6 Glory peak: The Glory Peak of Nagaland is also regarded as tourist spot of the region. One can view 'Mount Everest' from this peak.

2.4.8.7 Shillong peak: Situated at a point of 1965 meters above the sea level, Shillong peak offers breathtaking views of the Shillong town.

2.4.8.8 Sualkuchi: A village situated 32 km from Guwahati, Sualkuchi is one of the world's largest weaving villages. The village is often called the Manchester of the East and also known as the 'Silk Town of Assam. The place is a renowned centre of silk production of Assamese silk, muga (golden thread) and other varieties of silk. Sualkuchi is famous for particularly Muga-the golden silk of Assam, the kind which is not produced anywhere else in the world. The entire population here is engaged in weaving exquisite silk fabrics.

In addition of the resources discussed above, North East India is also visited by businessmen or traders from different corner of the country. The industrialists and business executives frequently visit this region to grab the business opportunities and also to attend seminars and conferences organised from time to time. The special economic package granted by the Government of India to different kinds of industries or manufacturing units has added value to the business and profession tourism of the region. Further, there is a good number health institutions of national and international repute scattered in different towns of the Northeast India.

Again, Access to educational institutions promoting skill development is a prerequisite for providing trained manpower. One can't deny the role of educational institutions of the region in promoting the tourism industry. The Assam Valley School located in the Sonitpur district of Assam is one amongst various educational institutions which lure visitors from different part of the country and even outside the country. Students especially from the Bangladesh come for study in this school. Guardians or parents of the students admitted to this school, visit their wards during leisure time.

Interestingly, of late, the importance of tourism to the economy and social life of the North East India is identified and there has been a continued thrust on the development and upgradation in various facilities to tourists. Reference may be made to report released by Ministry of DONER (Development of North Eastern Region) in its

web site http://www.northeast.nic.in/index2.asp?sid=135 retrieved on 12.10.07. The report states that government attaches great importance to the development of tourist infrastructure in the North Eastern Region in view of immense tourism potential of the region. Financial assistance has also been provided under the Central Financial Assistance scheme.

The Ministry of Tourism has taken steps in order to develop and promote tourism in the region.

Some of these are

a. The Institute of Hotel Management and Catering Technology have been set up at Shillong. This is in pursuance of PM's initiative for North East India.

b. The Food Craft Institute at Guwahati has been upgraded to the level of Institute of Hotel Management, Catering Technology and Applied Nutrition and the existing infrastructure is being expanded.

d. Tourist Office of Guwahati has been upgraded from Director to Regional Director level by Government of India, Department of Tourism. This will facilitate in speeding up the work of classification/re-classification of 1-3 star function hotels located in the North Eastern States which were earlier covered by the Regional Director, Government of India Tourist Office, Kolkata

e. A video film on tourist attractions for North East has been produced by Ministry of Tourism in order to give wide publicity to the region. This is being screened by Air India in their flights.

f. North Eastern States are given a free booth in the world's largest Tourism Fair, International Tourism Mart, Berlin.

g. North Eastern States are given a special focus in the Marketing Conferences of Overseas Offices of the Ministry of Tourism. All these overseas offices are giving due publicity to the North Eastern States for the promotion of tourism in the region.

The report further revels that there has been adequate flow of funds to this region in past few years. During the year 2000-2001, Ministry of Tourism sanctioned an amount

of Rs.24.52 crore for new projects relating to development and promotion of tourism, out of which Rs.7.79 crore were released to North Eastern States and Sikkim. In addition, an amount of Rs.4.96 crore was also released for ongoing projects. For the year 2001-2002, 121 projects relating to development and promotion of tourism amounting to Rs.32.57 crores were prioritised for the North Eastern States including Sikkim.

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CHAPTER-3

A view of Tea plantation in Assam
Source, Purvi Discovery Pvt. ltd.

OBJECTIVES, SCOPE AND LIMITATIONS

3.0 Introduction:

Tourism offers an unmatched economic opportunity to the host countries. This economic opportunity propels each destination worldwide into a competitive situation. Therefore, it is necessary that the tourism providers including the destination marketers maximise their efforts to provide the best tourism experiences to the visitors. Maneuverability is the key issue with the tourism planners. But a well planned scheme requires tourists' information, particularly their choice, preferences and spending behaviours. Ironically, expenditure related information can be regarded as vital input for strategic planning. Because of the discretionary nature of expenditure on vacations, it is crucial to understand tourist spending behavior, the underlying factors affecting such behavior and the extent and composition of such expenditure. Understanding the expenditure patterns and activities of tourists during their visit to a particular destination is a key issue with the destination marketers. Tourism planners take into consideration a wide range of activities tourists engage in during the process of developing sustainable and profitable tourist products. In today's competitive business environment, destination marketers are trying to expand their market share by seeking the travellers who will spend money on their tourism products and not just time. It is felt necessary that data relating to tourists' expenditure, its composition and extent are made available to agencies engaged in the promotion of the destinations. Expenditure related information can be regarded as inevitable input for strategic planning of facilities and amenities warranted by the tourists.

3.1 Economic Status of North East India:

The economic condition of the North East part of India has remained underdeveloped, malnourished and handicapped. Lack of big industries, underdeveloped road and communication system, outdated agrarian economy, natural calamities and terrorism activities are the few reasons often cited for such backwardness. Although attempt has been made since the country's independence to improve the economic condition, it does not seem to have delivered desired result

Economically and industrially, the North East India represents one of the least developed regions of the country. The per capita income of the people of this region is almost equal to other poorest regions of the country. As per an official estimate (NER databank), the per capita income of the people of this region for the year 2001-02 was

calculated as Rs. 12,407. The figure is against the national per capita income of Rs.17,978 of the country. Similarly, the Net State Domestic Product (NSDP) of the North East India including Sikkim is found to be below the national average. The NSDP of the North East India in the year 2002-03 is found to be only Rs. 56082 crore which is far below the national average of NSDP of Rs. 2008770 crore.

Table -3.0: Per Capita NSDP (at current prices) of North East India (in Rs.)

Year	Arunachal	Assam	Manipur	Meghalaya	Mizoram	Nagaland	Tripura	N E India	All India
1993-94	8733	5715	5833	6720	8319	9129	5350	7114	7690
1994-95	9148	NA	NA	7099	8793	10175	NA	------	8857
1995-96	10956	7001	7961	8282	10953	11057	NA	9368	10149
1996-97	10816	7394	9039	8785	12210	11805	7440	8578	11564
1997-98	11642	7966	10504	9668	12393	13052	8647	10553	12707
1998-99	12955	8826	12721	11090	13479	12408	9613	11585	14396
1999-00	13669	10080	12823	12083	14909	NA	10213	12296	15625
2000-01	14683	10718	13213	13114	18491	NA	10931	13525	16555
2001-02	14771	11132	NA	14509	19704	NA	NA	------	17823

Source-NEDFi Databank

The economy of the region is agriculture based. But the matter of concern is that the contribution of the agricultural sector to the local economy is not adequate. Further, the pattern of agricultural growth has remained uneven across regions and crops. The North Eastern Region (NER) continues to be a net importer of food grains even for its own consumption. Inspite of coverage of 7.7% total land of the country, NER produces only 1.5 % of the country's total food grain production. But agriculture provides livelihood support to 70% of the population of NER (NEDFi databank).

On the other hand, the region is also backward industrially. Except the state Assam, the industrial base of the region is very weak. The figure released by NEDFi data bank shows that by the year 2003 there were 213 numbers of large and medium size industries in the region. Out of this, 120 units are located in the state Assam. Poor infrastructure, inadequate supply of electricity, poor road and transportation system, violence and extortion etc. further stood as barrier to industrial development of the

region. Similarly, the region has a large numbers of Small Scale Industries (SSIs) but the employment generated by these units is low. As per report set out by NEDFi, the region had 70579 Small industries in the year 2002-03. But compared to national level, the performance of these SSI in terms of employment generation is dismal. The report of NEDFi shows that the share of SSIs of North East India to national average in terms of employment generation is only 3.11% (775016 persons). A total of 24932763 persons were employed by SSIs in India during the year 2002-03. Thus, it is seen that the performances of the Small Scale Industries in redressing the regional economic problem is not satisfactory.

The North East India is also lagging behind in educational sector. Presence of general and technical educational institutions is one of the pre-requisites of the development of trained man power. Every year a large number of the students go out of the region for study. This is due to absence of educational institutions which can meet the growing needs of the students. The rate of literacy serves as an important barometer in measuring the educational standard of a state or territory. In 1991 the literacy rate of the region was as 58.09 %. However, in 2001 the rate of literacy has increased to 68.5% which is against the all India literacy rate of 64.8% during the same period. Mizoram has the second highest literacy rate in the country. Thus, the educational standard of the people of this region is not unsatisfactory. Rather, it shows the inhabitants of the region are one step ahead in terms of literacy rate.

However, the number of population living below the poverty line is relatively higher in this region. All the states in North East India has much higher levels of population living below poverty line (35.13%). The national average was 26.1% during the year 2000-01.

Again, the presence of well developed banking system is the backbone of any economic system. Presence of adequate number of banks and other financial institutions are also as an indispensable part of the economic development of an area. Unfortunately, there are inadequate numbers of bank offices in the North East India. The number of commercial bank branch stood at 1920 in the year 2003-04. At the same time the total numbers of bank offices in India stood at 66970. It is also seen that many of the newly set up private banks have yet to open branches in this region. The credit-deposit (C.D.) ratio of the banks operating in the region is far below the national average. It is only 29.52% as against the national average of 58.72 %.

From the above discussion it is seen that North East India is lagging behind in economic aspects. This is inspite of the fact that there are ample resources sufficient for economic development of the region. The region has is endowed with resources like forest, sufficient water flows for hydro-power projects, coal and oil mines etc. Particularly, the region is rich in natural resources. Social and culture bondage of the region is too rich. Region has many things to offer from mythological point of view also. Further, the region has also territorial advantage over many states of the country. All these can make the North East India a perfect destination for many discerning tourists.

3.2 Relevance of the Study:

There are adequate scopes for growth of service sectors in the North East part of India. Tourism is one of such sectors which can play a crucial role in re-engineering the pace of economic development of the region. As the region has abundance tourism resources, therefore, it is realized that the tourism industry can be utilized as machinery in accelerating the pace of economic progress. It is already pointed out that tourism has been contributing to a great extent to world economy in terms business receipts, foreign exchange earnings, employment generation and also as prime contributor to Gross Domestic Product. This is a very interesting economic opportunity which is one of the prime motivations for the destination managers.

However, all tourists don't contribute equally for economic development of the destination region. Certain tourists don't spend much, or spend on articles that do not help the economy in further growth. Some other might spend more. Thus, Economic benefits derived from tourists' visit may vary from tourists to tourists. Identification of such groups of tourists and the commodity, activity or/and product on which tourists spend most in a destination is of prime importance for strategic planning for destination tourism activities. Obviously, economic benefits to be derived from tourism are generally regarded as the prime reason to become involved in tourism. Tourism planners take into consideration the wide range of activities tourists engage in during the process of developing sustainable and profitable tourist products. For many countries tourism expenditure has become an important source of business activity, income, employment and foreign exchange. Realizing the growing significance of tourism governments, local authorities and private sectors in many countries, regions and communities have begun to funnel their resources into tourism

development. An increased awareness of this issue could improve the availability of such data to researchers, planners and other parties interested in assessing the economic impacts of tourism.

This demonstrates the need of information regarding tourists, their choice, behaviours and spending habits etc. It is felt necessary that information on tourist spending be made available to various stakeholder groups like the tourism players, researchers etc. Surprisingly, not much study has been reported on tourists' expenditure. Unfortunately enough, this study could to refer to any other study on tourists' expenditure in the entire North-eastern region. In this sense this is a pioneering region specific study.

Tourists' expenditure can usually be broken down as '**Common**' (Lleave, 2005; Wellner, 2000) or '**Prepaid**' (Mok and Iverson, 2000) and '**Other**' (Wall and Woodley, 1993). Accordingly, **prepaid** (or common) expenditure included airfare, hotel, meals, airport transfers, and transportation. This type of expenditure is normally incurred by all travellers while on tour to a place outside the usual place of stay. On the other hand, **Other expenditure** is a kind of expenditure which is not common to all types of tourists and the extent of which may vary from person to person or even a person may escape from incurring such expenditure. This category of expenditures includes meals outside the place of stay, shopping, local transportation, entertainment, souvenir purchase etc.

Both the type of expenditure is very vital for the economy. Particularly, the 'Other' type of expenditure, although not common to all type of tourists, carries a greater significance. It is believed that 'Other' expenditure is supposed to have high multiplier effect in the local economy. In this study, the 'Common' and 'Other' expenditures are renamed as the Categorized and Uncategorized expenditure respectively.

It is felt that the components sharing 'Uncategorized' expenditure are very vital to the destinations as almost all such expenditures are supposed to remain in the local economy and is subject to high multiplier potential. Further, it has been put forwarded by the scholars (e.g., Wall and Woodley, 1993) that there is unrealized potential to increase local economic impacts from this type of expenditure. Hence, it is strongly felt that if potentialities are to be realized, there should be greater

understanding about the spending behaviours of tourists'. However, one must be well acquainted with many queries that may arise while formulating and designing policies and programmes. Some of the queries that came to our mind are as follows;

Does the North East India able to woo tourists?

If yes, then where from they originate?

What inspires the tourist to visit North East India?

What are the various sources from which they gather information about the destinations?

How much is their daily budgeted expenditure?

What type of transportation they usually prefer?

What type of accommodation they want?

What type of foods they usually take while on vacation trip?

Do they prefer packaged tour?

To what extent tourists spend for categorized purposes?

Do they incur expenditure for 'Other' purposes at the destinations they visit?

To what extent tourists spend for uncategorized purposes?

Which category of tourist spends more?

Are the variables like age, occupation, education, previous experience of travelling, sex daily budget, and marital status exercise influence on the extent of tourists' expenditure?

3.3 Research Gap:

It is realised that tourists' information particularly those are related to expenditure are very vital to destination planners and marketers. As mentioned it is felt that there is a lack of supporting empirical work in tourism consumer behavior literature (as cited Mok and Iversion, 2000). This demonstrates the need for work in this field of tourism. Inspite of all efforts evidences could not be found about empirical work in the area of tourists' expenditure in India in general and in North East India in particular.

A good number of researches were conducted in the International level and most these were focused on common expenditure (Suosheng 2004; Lleave, 2005; Wellner, 2000; WREP, 1994). Similarly, researches conducted in 'other' expenditures include tourists' expenditures (Snepenger et all, 2003), cruise passengers'

expenditure analysis (Henthore, 2000), shopping activity (Jansen-Verbeke; 2000 ; Kent et al,1983; Timothy and Butler,1995), Cross border shopping (Timothy and Butler, 1995), Shopping preferences and expenditure behaviour of tourists (Moscardo, 2004; Xinran et al 2004;Oh et al,2004), motivation for shopping (Dholakia, 1999), souvenir buying intention (Kim and Littrél, 2001), gift giving and taking (Yin, 2003;), retailers knowledge of tourists' souvenirs and purchase behaviour (Swanson 2004), souvenirs purchase (De,1995; Wall and Woodley, 1993), perception of tourist shoppers about fashion, quality, price, event or logo (Kincade and Woodard, 2001; Keown,1989), understanding features of shopping experience (Moscardo, 2004), involvement of tourist in leisure activities with reference to expenditures (Gursoy and Gavear,2003), purchasing handicrafts (Littrel,1993;Sarma, 2004); meals outside hotels, local tour and entertainments, domestic fares, sightseeing (Keown, 1989; Business Times ,1996), purchase of local arts and crafts, clothing & jewelry (Jung, et al, 2004) and miscellaneous purchases like purchase of cigarette, lighters, newspaper & journals, perfumes, cosmetics & skin care products, fishing equipments, sports materials (Business Times ,2003) etc.

A large number of works has also been reported in India in general and North East India in particular. However, it is seen that most of the researches conducted are confined to the area of accommodation, tourism entrepreneurs, travel agents, tourism marketing, eco-tourism, bio-diversity etc. For example, Bisht (2003) studied the marketing practices of tourism industries. Similarly, the perception and travel related behaviour of foreign tourists was measured by Mitta (2006). The scope and development of tourism industry in Madhya Pradesh was studied by Pareek (2002). Ahmed (2003) did his research on marketing strategies in respect of tourism development in Agra. The financial performance of selected five stars hotel in India was measured by Lal (2007). Another study was carried out by Shukla (2004) on the tourism products in Agra and Fatehpur Sikri. The research objective of Nikam (2004) was to evaluate the potential and prospects for tourism development in Nasik district. The objective of the research carried out by Sarma (2000) was to test the preferences and perceptions of tourist of North-East India with respect to destination positioning. Another research was carried out by Panda (1999) on hotel industry of Nagaland. Similarly, Nazir (2002) carried out studies on the management appraisal of the wild life sanctuaries in Assam. The basic aim of the research carried out by Bhattacharjee

(2003) was to study the promotional strategy and marketing practices of the state level tourism promotional organizations in Assam. Sarma (2004) conducted study on the demand pattern of tourist oriented cottage industry products in the North-East India. Again, in another study conducted by Sarma (2007) examined the preferences of handicraft buyers in terms of four Ps (Product, Price, Place and Promotion). The development of tourism in Manipur was evaluated by Sing (2004).

This shows that the area of tourists' expenditure has remained untouched by the researchers. It is particularly true in case of North East India. It is realized that understanding the importance of tourist expenditure is of immense use to market players. Studies can be carried out region wise to obtain the tourists expenditure related information.

However, it will not be feasible rather it will be cumbersome to carry out a study covering the whole country. The area of the study can, therefore, be restricted within a particular region of the country. Since the North East India is an important part of the country and the number of tourists of tourists flow is encouraging, research can be carried out in this part of India.

Some of the questions on expenditure of tourists that are raised in section 3.2 above can be answered through this study. These questions are what inspire the tourist to visit North East India? What are the various sources from which they gather information about the destinations? How much is their daily budgeted expenditure? What type of transportation they usually prefer? What type of accommodation they want? What type of foods they usually take while on vacation trip? Do they prefer packaged tour? To what extent tourists spend for categorized purposes? Do they incur expenditure for 'Other' purposes at the destinations they visit? To what extent tourists spend for uncategorized purposes? What are the factors that influence tourists' expenditure for a particular purpose? Which category of tourist spends more?

An attempt to answer those questions will bridge the gap of knowledge in this area. No study is reported in the Northeast India encompassing these questions. It is believed that the present study might be a path finder.

Therefore, this research was undertaken with the objective of filling up this gap. It is believed that any empirical research measuring the extent and composition of uncategorized expenditure will benefit all the tourism service providers.

3.4 Objectives of the Study:

The main objective of the study has been set to find out the extent and composition of uncategorized expenditure of tourists in North East India. In order to achieve this main objective, following sub-objectives are also considered necessary to achieve.

1)To find out the expenditure pattern of the tourists visiting North East India.

2)To arrive at some broad expenditure components which are 'Uncategorized.'

3)To determine the extent of 'Uncategorized' expenditure.

4)To explain relationship, if any, between 'different demographics and travelling behaviours' of tourists and their uncategorized expenditure.

3.5 Scope of the Study:

The geographical area of the study is confined to North East India covering the seven sister states which include Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland and Tripura. The state Sikkim is excluded from the geographical parameter of the study even though the state is officially inducted into the fold of the N.E. Region.

Again, the academic field of the research is confined to tourist expenditure. It is tried to get familiarity with the extent and composition of tourists' uncategorized expenditure.

An effort was made to identify the most suitable factor for segmentation. The variables used include the age, origin, education, occupations, frequency of travel, sex daily budget and marital status of the tourists.

Various purposes for which tourists incur expenditure have been studied. Altogether 24 variables are examined in this context. Then these variables are boiled down using factor analysis to find out the principal components. The spending behaviours of the tourists for these factors are also found out different segments of tourists.

The sources of information used by the tourist relating to destination are also measured through cross tabulation. Other variables tested include the purposes of visit, mode of transportation used, type of accommodation preferred and attitude towards packaged tour. .

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CHAPTER-4

A photo of one-horned Rhinoceros in
Kaziranga National Park, Assam.
Source: Ministry of Tourism, Government of India

RESEARCH METHODOLOGY

The basic aim of this research is to study the extent and composition of uncategorized expenditures of the tourists in North East India. A research plan is designed to achieve the objectives of the study. A detailed discussion is made in the following section about the research plan and methodology followed to attain the objectives of this study.

4.0 The Research Plan:

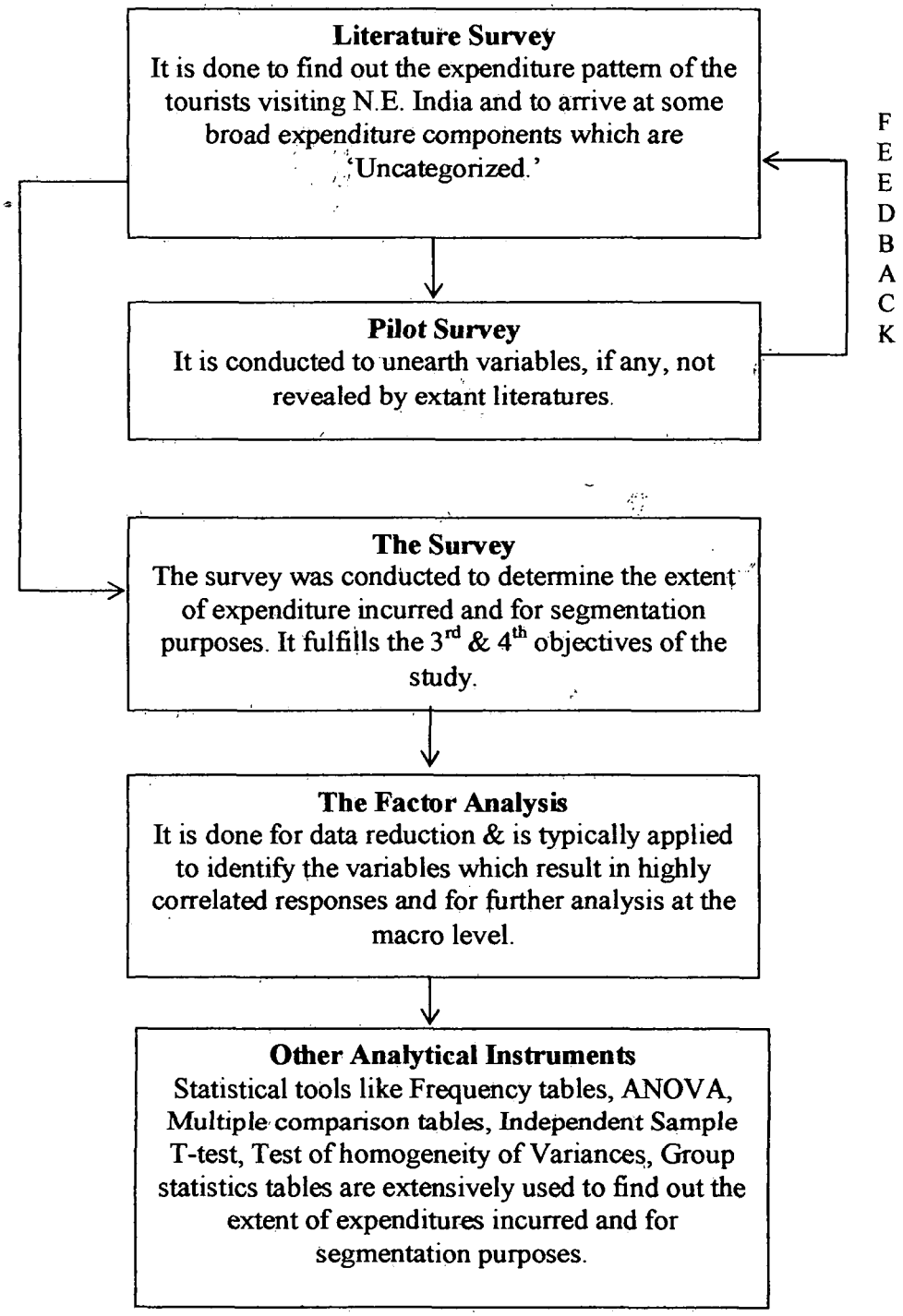
The research plan drawn to arrive at the objectives of this study and the same has been followed throughout. A flow chart depicting the steps of the research is produced in the figure 4.0.

The first step of this research plan is to make an extensive literature survey. This is partially to achieve the 1st and 2nd objectives of this study. The first objective of this study is to find out the expenditure pattern of the tourists visiting North East India and the second objective of this study is to arrive at some broad expenditure components which are 'uncategorized.' The expenditure heads in all categories are identified for further analysis through the literature survey.

The next step is to conduct a pilot survey among a small representative group of tourists visiting the North East India. This is felt necessary to extract the variables locale to North East India. This also helps in completing the task of gathering the heads of expenditures. Thus, secondary data source is used along with primary data source in order to attain at the first two objectives of the research.

The next step is to conduct the main survey. Tourists are personally interviewed by the researcher. This is necessary to collect data from the tourists at the actual field. The data will help in measuring the extent of expenditures incurred by the tourists under different heads. There are altogether 24 expenditure heads which are extracted from both literature survey and pilot survey. As the number of expenditure variables is more, it is decided to reduce the variables in order to club them in common (categorized) and uncategorized factors. This is done by conducting factor analysis. The reduced new factors will also help to study the relationship between factors and certain classification variables.

Figure-4.0
Research Plan



The classification variables are used as segmentation base for establishing statistical relationship. Eight (08) classifications variables are used for this purpose. A detailed discussion is made in the Chapter-5 about the process of analysis and classification variables used for segmentation purpose.

4.1 The Survey:

For achieving the 3rd and 4th objectives of this study, a sample survey was conducted and data collected are analysed. The methodology followed for conducting survey and data analysis is narrated below.

4.1.1 Pilot Survey: Initially, a pilot survey is conducted in order to collect the expenditure variables local to North East India and to give the questionnaire a final shape. Therefore, prior to the administration of the main questionnaire, the pilot study was conducted. This is done to determine the major attributes that travelers consider most valuable. A non-probabilistic convenience sample of forty travelers (N-40) participated in the pilot survey. The sample included fifteen each from Regional and National origin and ten tourists of foreign origin. The pilot survey was conducted in Shillong, Guwahati and Kaziranga. Table 4.0 shows the distribution of samples of pilot survey. Based on the results derived from this pilot-test process, the final look to the questionnaire is incorporated after necessary modifications regarding wording, sequence, and framing of the questions. Finally, the questionnaire was printed and was made ready to be administered.

Table-4.0:
Samples of Pilot Survey

Origin	Frequency	Percent
Regional	15	37.5
National	15	37.5
Foreign	10	25.0
Total	40	100.0

4.1.2. **Final survey:** The questionnaire was administered personally by the researcher. Although the sampling procedure was non-probabilistic, additional precaution was exercised in selecting the samples from population. The survey was conducted as per the research plan designed to arrive at the objectives of exploring the extent and composition of tourists' expenditures. The survey went on exactly as per the plan. As the survey was based on Exit survey method, only those tourists who have completed their

visit and on the way back to home were interviewed. Every precaution was undertaken to avoid sampling error. The actual survey was started in the month of October 2005 coinciding with the beginning of tourist's season in the region. The response rate was quite satisfactory. The criteria for qualifying valid survey is that all the hypothetical expenditures are rated appropriately and are being completed by travelers who stayed at least one night and less than a year in the North East India for the purpose of pleasure, pilgrimage, cultural, enjoyment of bio-diversity resources, or business. A filled-up questionnaire was cancelled if a respondent did not rate properly the question number 17 of the questionnaire. This question deals with the extent of expenditures incurred by tourists for various purposes. A total of 24 statements of expenditure are offered in this question. The distribution of samples include 124 (23.2%) from Guwahati, 87 (16.3%) from Kaziranga, 167 (29.3%) from Shillong, and 157 (29.3%) from Tezpur. The respondents included 356 (66.5 percent) married tourists and 179 (33.5 percent) unmarried tourists. The distribution of samples is reproduced in the Table 4.1.

Table-4.1: Distribution of Samples

Place	Frequency	%
Guwahati	124	23.2
Kaziranga	87	16.3
Shillong	167	31.2
Tezpur	157	29.3
Total	535	100.0

Gender-wise the respondents include 341 (63.7 percent) male and 194 (36.3 percent) female. The distribution of samples on the basis of Gender is reproduced in the Table 4.2. The size of sample of this study is decided by taking into account the sample size of many valid studies conducted at the national and international level (a detailed discussion is offered at section 4.1g). The statistical and other details of the population in terms of element, sampling unit, study area and time are offered below.

Table-4.2: Samples and Gender.

	Frequency	%
Male	341	63.7
Female	194	36.3
Total	535	100.0

4.1.3 **Population**: The tourists who have visited Northeast India during the winter of 2005 and 2006 are considered to be the population for the survey. A detailed discussion on element, sampling unit, geographical extent and time is offered in the following paragraphs.

4.1.3a **Elements:** The units in the population are the 'tourist' as defined by the WTO (1991-92) which says that any person travelling to a place other than that of his/her

usual environment for less than 12 months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited is a tourist.

While selecting the population (tourist) for interview during the field survey the followings were insisted upon;

- ✓ That the person had travelled to any part of Northeast of India,
- ✓ That the purpose of his/her within the category of recreational, leisure, study, visiting relatives, pilgrimage, to see flora and fauna of the region, to experience local culture & people or business.
- ✓ That the purpose of trip was not to exercise any activity remunerated from within the place visited.
- ✓ That person had stayed at least single night in the place visited and the duration of stay didn't exceed one year.
- ✓ That he/she had attained the age of 18 year.

4.1.3b **Sampling Unit:** Respondents interviewed for the purpose of collecting primary data are the 'tourists' visiting Northeast India. The tourists are broadly classified as 'Regional' tourists, 'National' tourists and 'Foreign' tourists. Tourists who have originated from within Northeast India are referred as to 'Regional' tourists. Those tourists who have originated from within other states of India (except Northeast India) are described as 'National' tourist and the tourists originated from outside India are named as 'Foreign' tourist. Thus the population includes a 'tourist' who has originated any part of the globe and visited any of the destinations in Northeast India.

Here only individual tourists are taken as sample rather than a group or a family so that individual opinions could be obtained.

4.1.3c **Places of Survey**: The issues raised in this study could have been examined in any location of India. The North East India is an integral part the country endowed with abundance resources of tourists' attraction. The flow of tourists to this region has been increasing day-by-day. It is, therefore, decided to carry out a study in this part of India. Therefore, the area of this study is confined within North East India

comprising the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. Although, Sikkim is considered as a part state of Northeast India, the state is excluded from the geographical parameter of the study. This is done for convenience purpose.

As the outcome of this study to a great extent relies on primary data, we have decided to conduct exist interviews of the tourists so that detail idea regarding their spending within the region especially on uncommon/uncategorized heads could be ascertained. Interviewing tourists at the beginning or at the middle of the tour wouldn't have served this purpose properly. With this in mind, we have decided to conduct the interviews in four places wherefrom it is believed that the tourist would exit the region. These places are Shillong, Guwahati, Kaziranga National Park and Tezpur. While selecting these places for conducting tourists' interviews, the points discussed below are given due consideration. These are stated point-to-point below.

Kaziranga National Park: Kaziranga National Park is habitat of world's largest population of one-horned rhinoceroses, as well as many mammals, including tigers, elephants, panthers and bears, and thousands of birds. Many of the animals and birds found in this park are listed as endangered species. The park is famous among the visitors. Besides, the number of visitors is found to be the maximum here compared to any other parks or reserve forests of the region. Again, from own experiences we have observed that tour to Northeast India or to Assam is incomplete unless one visit the Kaziranga National Park. Further, incredible India, campaigning by Govt. of India included this park in its 42 days all India packaged tour road map (www.incredibleindia.org). It is, therefore, found to be more convincing to include Kaziranga National Park as a place of survey. Tourists of Regional, National and Foreign character could be interviewed in this park.

Shillong: Meghalaya is the state which is ranked second in terms of number of tourists visit. In the year 2004, a total number of 445902 tourists visited the state which includes 433495 domestic and 12407 foreign tourists (GOIMOT, 2007). Shillong, the capital of Meghalaya is known as the 'Scotland of the East' and is the recipient of a large number of tourists. Almost all the destinations of Meghalaya are easily accessible from this capital town. Besides, NEDFi (NER databank), the premier financial institution of

the region also showed the capital city as an exit point for tourists visiting different destinations of Northeast India. These certainly justify the inclusion of this town as a place of survey.

Tezpur: Tezpur is a small town located in the bank of River Brahmaputra. It is found that this tiny town is used by many tourists as exit points. Initially, the town Tezpur was not selected as a place of survey. But when the pilot survey was conducted, many tourists reported that they followed the road cycle of Guwahati-Meghalaya-Tripura-Mizoram-Manipur-Nagaland-Arunachal Pradesh-Tezpur-Kolkata. Again, foreign tourists are given a break in Tezpur after they return from Kaziranga National Park in river cruise run by a renowned British-Bengal tour operator. This town is well connected with other part of the country through bus, rail and air. Further, Tezpur is also used as transit camp by tourists on their way back from many popular destinations like Nameri National Park, Bhalukpong, Tipi, Tawang, Itanagar, Kaziranga National Park, Rajiv Gandhi National Park, Malinithan and also many other destinations of Arunachal Pradesh. Since tourists of Regional, National and Foreign could be met here on their return to the places of origin, this town is included within the places of survey.

A small selfish interest also associated in selecting Tezpur as the place of survey, as it is the home town of the researcher. However, it must be made clear that this only a very tiny reason, which can't influence other academic interest of selecting this as a place of survey.

Guwahati: It is the largest commercial hub of the Northeast India and is the only gateway to all other states of the region. This town is well connected by rail, road, water, and air. Even international airlines also fly directly from this capital city. This town is also mentioned as exist point by researchers (Sarma, 2000; Dey & Dey, 2003) for tourists originated from outside the Northeastern states. As every possibility is there to meet the tourists particularly of National and Foreign origin on their return to the places of origins, the selection this town as place of survey is well justified.

4.1.3d **Time:** The data collection process was started in October, 2005 and continued till May, 2006. The time period is chosen primarily keeping in view the peak tourism season for the visitors. The flow of tourists generally remains very high during

this period because of congenial weather condition. The additional reason is that many destinations remain open for visitors during this period only. For example Kaziranga National Park remains open for the visitors from September to next May and the rest of the months it remains closed for visitors. Similarly, Meghalaya tourism does not provide transportation facilities to the visitors during the month of July every year because of heavy rain fall.

4.1.3e **Data Collection Procedure**: The sampling procedure to be adopted is a contentious issue and a foolproof method is often very difficult to be arrived at. As the study is exploratory and sampling frame is not available, probabilistic sampling method couldn't be employed. Therefore, non-probabilistic convenience and judgment methods are used as the basis for selection of samples. In the cases of families and couples only one respondent was asked to complete the questionnaire. On the other hand, in case of groups one from each family was selected for the survey. The days of collecting data were randomly chosen. The study is based on an **exit** survey that dealt with travel purpose, experience, and expenditures as well as transition of the images about the destination. The exit survey method was used by Suh and McAvoy (2003) to analyse international visitors' trip expenditures to South Korea.

4.1.3f **Data Sources**: The data sources used for the study include both the primary and secondary sources. The primary data are collected by administering structured questionnaire.

Again, the secondary data is collected through extant literature survey and from the reports released by authentic web-sites as well as annual reports of the Ministry of Tourism, Govt. of India.

4.1.3g **Sample Size**: The optimum size of sample remained an unsolved riddle for researchers. Evidences show that the size of sample is usually confined to 400 to 500. A total of 505 samples were accepted by Sarma (2000) in his study conducted to test the preferences and perceptions of tourist of North East India. Keown (1989) interviewed 490 tourists to suggest a model for tourists' propensity to buy goods in vacation

destination. Kincade and Woodard (2001) collected sample of 497 tourists in their research conducted to examine the purchasing behaviour of consumers in buying souvenir clothing. In another study, Gursoy and Gavear (2003) interviewed a total of 460 leisure tourists to examine the most important determinant of consumer behaviour. Kim and Littrel (2001) limited the size of sample to 277 eligible respondents in order to evaluate the role of shopping in the total destination experience. Moscardo (2004) confined the size to 1,630 respondents as sample to examine tourists' preference for travel activities and a variety of shopping behaviour during travel. Littrell et al (2004) collected data from 146 travellers in an attempt to identify the relationship between preferences and expenditures of tourists. Suh and McAvoy (2005) accepted a total of 420 respondents as valid size to analyse the preferences and trip expenditures of visitors to Seoul. Further, Snepenger et al (2003) interviewed 486 visitors in their study conducted to examine the tourists' expenditure on shopping.

However, in case where the sample size is estimated with unknown population variance, the confidence interval and confidence level could be used to derive the sample size. The following formula is widely used for calculation of sample size:

$$SS = \frac{Z^2 * P * (1-P)}{C^2}$$

Where,

Z = Z value (1.96 for 95% & 2.58 for 99% confidence level)

P = Estimated variability in the population expressed as decimal (0.5 widely used in social research)

C= Confidence interval, expressed as decimal (e.g., .05= $\pm$5)

So, since confidence level set for this study is 95%, the sample size for this study can be derived as follows:

$$SS = \frac{(1.96)^2 * 0.5 * (1-0.5)}{(0.05)^2} = 384.16$$

Thus, a sample size of 384 (N=384) can be regarded as reasonable. But the tools like Factor analysis and ANOVA (Analysis of Variance) require a big sample size so that the resultant data could be manipulated wisely while performing different iterations.

Therefore, is decided to strive for a size which is at least equal or larger than the calculated size of 384 (around N=500 plus).

It should also be remembered that the non-sampling errors associated with sample also tend to increase with the increase in the size of sample. Again, a small sample size might create sampling errors implying improper representation of the population. It is seen that researchers were interested in gathering 'good' information rather than putting much emphasis on sample size. Therefore, it is imperative to strike a balance. Keeping all these in view, initially a total of 800 questionnaires were distributed among the respondents. Questionnaires totaling 727 are received from the respondents and 535 (N-535) questionnaires are finally found usable. The samples include 118 (22.0%) 'Regional' tourists, 294 (55.0%) 'National' tourists and 123 (23.0 %) 'Foreign' tourists. A total of 192 questionnaires are rejected. The criterion for rejection is improper response of the variables meant for measuring the extent of expenditure. This is already discussed in section 4.1.2. The distribution of sample based on origin is reproduced in the Table 4.3.

Table-4.3:Origin of Samples

Origin	Frequency	Percent
Regional	118	22.0
National	294	55.0
Foreign	123	23.0
Total	535	100.0

4.2 Classification Variables Tested:

Some commonly used classification variables are used for determining the extent of expenditures and for segmentation purposes. Again, literature survey is done to identify the classification and other variables that may have influence on the extent of expenditures incurred at the destination area. A few of literatures consulted for this purpose include Kim and Littrel(2001), Keown (1989), Moscardo (2004), Lehto et al (2004), Suocheng and Qu (2004), Sarma (2000, 2004) etc. To examine the factor influencing souvenirs purchase behaviours of the tourists, Kim and Littrel (2001) identified tourists' age, education, employment, income and marital status. Again, to examine how tourists shopped in Hawaii, Keown (1989) tested the variable gender, income, length of stay, marital status and travellers' status. The same variables were also measured by Rachel et al (1994) to investigate the determinants of leisure expenditures by households in the United States. Moscardo (2004) tested sex, marital status, daily

budget and previous travelling experience in her study conducted to contribute to extant literatures of tourists shopping. She also measured the variables like length of stay, form of transportation used to the destination and within the destination, accommodation used and trip-planning. Again, the variables such as trip purpose, travel mode, travel party, income, gender and age were measured by Lehto et al (2004) to examine tourists' shopping preferences and behaviors. Suocheng and Qu (2004) also tested the variables such as source of information, mode of transportation, accommodation, tourists' travel activities & tourists spending patterns to examine China's domestic tourism expenditures. Again, Sarma (2000, 2004) tested variables such as purpose of visit, places to be visited, sources of information, modes of transportation, accommodation used, buying habit, age, gender, origin, budget, education, occupation, trip plan and previous travelling experience in his two separate studies conducted in North East India.

It is seen from the above discussions that few classification variables are commonly used by the researchers. The commonly used classification variables include the age, origin, education, occupation, previous travelling experience, daily budget, gender and marital status. These variables are also considered in measuring the effect on the extent of tourists' expenditure in the current study. The rule-of-thumb used in defining the class intervals within each classified variables is mentioned below (if necessary) to avoid confusions.

4.2a Age: On the basis of age, the variables are into four distinct classes. These options are (a) 'Less than 25 years', (b) 'Between 25-40 years', (c) '40-60 years' and (d) '60 and above years'.

A respondent is directed to tick the option (a) if he/she has not attained the age of 25 years. Similarly, a respondent is directed to tick option (b) if he/she has attained the age of 25 years but hasn't completed 40 years during the period of interview. Similarly, a respondent who has completed the age of 40 years but hasn't attained the age of 60 years is directed to tick the option (c). Further, a respondent is directed to tick the option (d) if he/she has attained age of 60 years or more

4.2b Origin: On the basis of origin, respondents are classified as Regional tourists, National tourists and Foreign tourists. The respondents who have originated from within the northeastern states (Except Sikkim) are named as Regional tourist. Similarly, those

respondents who have originated from other states of the country (including Sikkim) are regarded as National tourists and those who have come from outside India are classified as Foreign tourist.

4.2c Education: On the basis of literacy standard, the respondents are classified into four categories of (a) Graduate (b) Post-graduate (c) Professional and (d) Other. The 'Other' category includes the respondents who have basic educational qualification but excludes illiterates.

4.2d Occupations: On the basis of sources of income, the respondents are classified as (a) Service holder (b) Professional (c) Business and (d) Other. The 'other' category respondents include those who have no fixed source of income and also dependants such as students.

4.2e Previous Travelling Experience: Respondents are also classified into five meaningful categories of having travelling experience of (a) Up to 7 places (b) 7-15 places (c) 15-20 places (d) 20-30 places and (e) 30 & above places.

Respondents having past travelling experience of visiting upto 7 places are instructed to tick the option (a). Again, a respondent who has the experience of travelling seven or more place but less than 15 places (excluding the current visit) than he/she is instructed to tick the option (b). Similarly, if a person has visited 15 or more places but less than 20 places than he is to go for the option (c). The similar frequency is followed for the option (d) & (e)

4.2f Daily Budget: The following categories are drawn on the basis of daily budget of the respondents.

(a) Less than Rs.300/- (b) Between Rs.300/- and Rs.500/- (c) Between Rs.500/- and Rs.700/- (d) Between Rs.700/- and Rs,1000/- (e) Between Rs.1000/- and Rs.1500/- and (f) Rs.1500/- and above.

Here daily budget 'Between Rs.300/- and Rs.500/- means per person per day budgeted expenditure is Rs. 300/-or more but less than Rs. 500/-. Similar classification is followed for rest of the options.

The questions included in the questionnaire are the socio-demographic and travel behaviour variables and including the destinations visited, purpose of visit, exposure to the destinations of the region, use of web site, length of stay, daily budget, form of

transport used, nature of accommodation used. It then asked respondents to specify the amount of expenditure incurred on transportation, accommodation and food & beverages. This is followed by the queries like type of accommodation preferred, number of persons accompanied and attitudes towards the packaged tour. Then the respondents are asked to rate the extent of a series of trip expenditures which includes spending on categories expenditures such as expenditure on transportation to the destination, expenditure on transportation within the destination; expenditure on accommodation, food & beverages in the place stay and outside the place of stay; expenditure local textiles, other clothing, sightseeing, magazine and newspapers, books related to the destinations, film roll and accessories, refreshments, cosmetics items, gift for the people, decorative items, toiletries, entrance fee, porter, tour guides, purchase of handicraft, tips paid, mineral water and tobacco/liquor etc. It then asked respondents to rate other related variables like the frequency of visit, source of finance, age group, marital status, origin, education and occupation. Finally, the respondents are requested to give remarks about overall holiday satisfaction and the likelihood of returning and recommending the region.

Thus, a total of 25 questions are asked to the respondent and attributes like economic, demographic and expenditure related information are tried to collect. The survey is conducted in English.

Further, in this study some other variables are also tested to get deeper insight. These variables include purposes of visit, places of visit, sources of information, trip plan, exposer to internet, daily budget, duration stayed, transportation used, accommodation used, food habit and attitude towards packaged tour. These are the variables which are identified from extant literatures.

4.3. The Questionnaire:

As the main objective of this research is to explore the extent and composition of tourists' expenditure, it is imperative to test variables affecting the spending behaviours. Thus, the foremost variables to be measured must be expenditure related. Related studies and the findings of the pilot survey are considered for identifying the variables. Initially extensive literature survey was made to identify the variables. A questionnaire is prepared with the variables thus identified through literature survey. The various

Table-4.4: Expenditure Variables	
Variables/Statements	Reference
On accommodation	WREP,1994; Suosheng & Qu (2004); Business Times (1996); Li (1999); Lleave (2005)
On transportation to the destination.	WREP,1994; Suosheng & Qu (2004); Lleave(2005)
On transportation within the destination.	WREP,1994; Suosheng & Qu (2004); Lleave(2005)
On foods in the place of stay.	WREP,1994; Suosheng & Qu (2004); Lleave (2005); Business Times, (1996); Wellner (2002)
On food outside the place of stay.	Wellner (2002); Snepenger et al (2003)
On local textiles.	Jung, et al (2004)
On other clothing.	Godbey and Graefe, (1991); Keown (1989); Kim and Littrel (2001); Swanson (2004)
On sightseeing.	Business Times (1996)
On magazine and news paper.	Business Times (2003)
On books related to the destination.	Business Times (2003)
On film roll and accessories.	Business Times (2003)
On refreshment.	Lleave (2005); Business Times (1996)
Cosmetic item.	Keown (1989); Jung, et al (2004)
On gifts.	Park , (2000), Wall and Woodey, (1993), Kim, & Littrel, (2001); Godbey and Graefe, (1991) ; Swanson (2004)
Decorative item.	Jung, et al(2004); Keown (1989);
On handicraft.	Sarma (2004)
On mineral water, tobacco/liquor	Keown (1989); Telfer and Hashimoto (2000); Lleave (2005)

statements of expenditure (variables) measured in the pilot survey are shown in the Table- 4.4.

Thus, the variables measured in the pilot survey include both the categorized and uncategorized expenditures as warranted by the objectives of this study. This is, however, not an end. The new set variables extracted through pilot survey are also given due recognition in the main survey. The newly identified variables are reproduced in the Table 4.5. These variables are expenditures on toiletries, entrance fee, porter, and tour operator. Thus, altogether 24 expenditure related variables are measured in the form of statements.

For the purpose of collecting data, the respondents were administered a structured questionnaire. The questionnaire was administered to the respondents personally by the scholar himself and in rare cases persons

Table-4.5: New Expenditure Variables	
Toiletries item	Pilot survey
Entrance fees	Pilot survey
Porter	Pilot survey
Tour operator	Pilot survey

having past experience were deputed only for the purpose of collecting those questionnaires which were initially distributed. There are 15 (60%) questions using Nominal scale, 2 (8%) using Ratio scale, and 4 (16%) each of Ordinal and Interval scale.

The data collection instrument is mainly consisted of closed-ended questions. Only four questions are open-ended (i.e., cost per person per day on transportation to the destination, within the destination, accommodation and food & beverages in the place of stay). The questionnaire was prepared keeping in mind the basic principle of 'unaided understanding'.

Further, utmost care has been exercised to ensure that necessary statistical technique can be used without sacrificing the validity of the responses. This was done by adopting proper scales of measurement for the respective variables. It is well known that many statistical procedures require stronger scales like interval and ratio. In this study, statistical tools like Independent Sample T-test and Analysis of Variance (ANOVA) are extensively used. It is well known that testing of hypotheses by adopting these statistical techniques require interval scale. It is, therefore, interval scale is used to measure the extent and compositions of tourists' expenditure. A ten point interval scale questions were used indicating '1' as no expenditure and '10' as highest expenditure. The respondents are specially instructed to score the variables considering the extent of expenditure incurred in the entire tour and not to score on the basis of expenditures incurred at the places of interview.

4.4 Analytical Method:

As there are 24 statements of expenditures which are to be compared and tested with eight demographic variables, the multivariate factor analysis has been applied. The factor analysis is a widely applied technique adopted by researchers (Sarma, 2000, 2004, 2007; Subburoy and Shekhar, 2007, Khan et al, 2007; Krishnan and Sakthivel, 2007; Kureshi et al, 2007; Swanson, 2004; Kim and Littrell, 2001; Littrell et al, 2004; Kincade and Woodard, 2001) in their studies conducted in different fields. The factor analysis was done to reduce the statements of expenditures into few common components and then to

determine the extent of expenditure incurred. The 24 variables were reduced to five Principal Component Analysis using the Rotation method of Varimax with Kaiser Normalization. Statistics are available for testing the appropriateness of the factor model Variance explained is statistical tool to test the appropriateness of the factor model. The percentage of variance extracted by the factors should reach a satisfactory level. It is desirable that variance explained be at least 60 % (Malhotra, 2006). However, evidence shows that the 50 percent of variance extracted by the factors can be accepted as a level of satisfaction. Awasthi (2007) considered 50% of variance as acceptable parameter in his study conducted to measure the effects of service quality and satisfaction on customer behavioural intentions. In this study the factors explained a variance of 57.96 percent.

In order to assess reliability, the Cronbach's Alpha value is determined for each factor. Alpha value is the most widely used internal consistency reliability co-efficient (Bearden et al, 1999). However, there are differences in the opinion among the researchers about the accepted level of reliability. According to some scholars Cronbach's Alpha value of more than 0.70 (Jham and Khan, 2007; Malhotra, 2006) can be considered acceptable. On the other hand, some other scholars advocate that a Cronbach's Alpha higher than 0.60 can be judged as indicating reliability (Lee and Kim, 2003; Littrel et al, 1994). However, Cronbach's alpha value of 0.50 is also considered adequate for exploratory research (Dangayach & Deshmukh, 2005). Felder and Spurlin (2005) accepted Cronbach's Alpha of 0.50 as reliability value in their study conducted to provide the comprehensive examination of the Index Learning Styles (ILS).

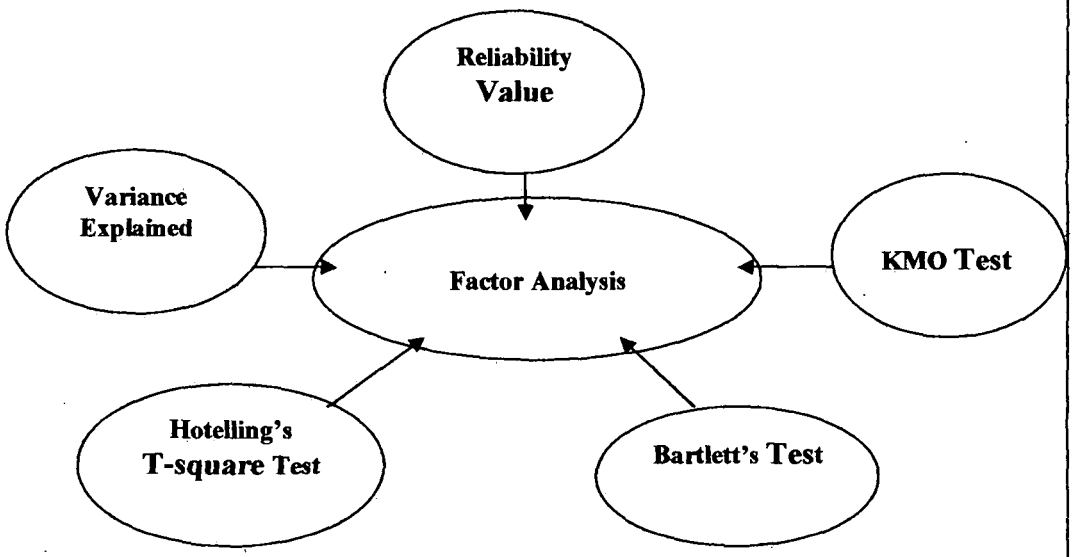
It is seen that satisfactory reliability value is still controversial and opinions of researchers are not uniform.

In our study, we have decided to take $\alpha = 0.5$ as the threshold limit. However, only in case of one instance we have to take this low value as adequate internal consistency as described in Chapter-5 (page no 108). In other instances we have higher alpha value.

Hotelling's T-squared tests of sphericity are also inspected for each factor. This is to examine the null hypothesis that the means of the variables included in each factor are

same. Hotelling's T-squared tests, a significant value of less 0.05 or less indicates that data are acceptable for analysis as factors.

Figure-4.1: Statistical Tests used for Factor Analysis



Similarly, Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy is tested. KMO measure is an index to examine the appropriateness of the factor analysis. High value (between 0.5 and 1.0) is desirable to indicate that the samples are adequate for factor analysis.

The next statistical test is the Bartlett's test of sphericity. This is conducted to test the null hypothesis that the variables are uncorrelated in the population. Bartlett's test value of 0.05 or less is acceptable.

The statistical tests conducted to confirm the appropriateness of application of factor analysis are shown in the Figure 4.1.

Statistical tools like ANOVA (one-way) along with Levene's Test for Equality of Variance, Descriptive Tables, Cross Tabulation, Independent Sample T-test of equality of means, Group Statistics Table are extensively used for exploring relationship and significant differences.

If the Probability value extracted by ANOVA test is found to be 0.05 or less, it indicates that there are significant differences among the means of the variables i.e., the

Null Hypothesis can be rejected. Thus, if differences are established, the Levene's Test for Equality of Variance is to be conducted. Further, to identify the groups showing significant differences multiples Post-hoc tables are to be followed. These methods are used post-hoc analysis, viz Bonferroni and Games-Howell method. Games-Howell's table is adopted where probability value as shown by Levene's Test for Equality of Variance is 0.05 or less. Contrary to it, in case the probability value is more than 0.05 then Bonferroni table of multiple comparisons is followed. Further, Descriptive table is drawn to know the mean values of each variable. It helps in exploring the variables showing significantly high or low values. Again, where means of only two groupings are to be tested then Independent Sample T-test is conducted. If Null hypothesis is rejected than Group Statistic table is drawn to explore the mean value for each variables. This method of analysis is used by Sarma (2000, 2004).

The data are tabulated, processed, and analyzed by using Software Package for Social Sciences (SPSS) 8.0. This computer software is widely used by the researchers for analysing the data and to arrive at conclusions. Further, the Microsoft Excel is used extensively to draw customized diagrams and to calculate factor scores for each head of expenditures.

4.5 Perceived Limitation of the Study: There are certain limitations which may have impact on the outcome of this study. These limitations are mentioned below:

4.5a Premier Study: This is the premier study conducted in Northeast India in the field of tourists' expenditure. Inspite of concerted efforts, no evidence could be traced regarding the conduct of in such detail in study in other parts of the country. Therefore, comparative analyses could not be forwarded. This limits the confirmation of the validity of the outcomes of this study.

4.5b Places of survey: Northeast India comprises seven states (excluding Sikkim) but field survey is conducted only in four places of the Northeast India covering two states (Guwahati, Shillong, Kaziranga and Tezpur). The selected sample may not

represent the entire tourists visiting the destinations of Northeast India. That is, responses of the populations might have been different if interviewed in other places of the region.

4.5c Sampling errors: Since sampling frame is not readily available, probabilistic sampling method could not be employed. On the other hand, the non-probabilistic sampling method has limitation as it may not represent the population as a whole. Although proper care was exercised in selecting the sample, the tourists interviewed may not represent the community they come from. This is a vexed issue for a floating population like that of tourists. Even though segmental studies are conducted to test certain hypothesis, if the sample fail to represent the group they come from, possibilities are there that the results will not be as valid as it is claimed here.

4.5d Biased response: The extent of expenditure has been measured with help of intervally scaled statements of expenditure. The importance of interval scale may be beyond the understandings of the tourists interviewed. Hence, the study result may not reflect the actual extent of expenditure of the tourists. Further, the extent of expenditure as measured can't be expressed in terms of percentage. Tourists often don't maintain the actual statements of expenditure. The results are just exploratory only.

4.5e Seasonal biasness: The field survey was started in October, 2005 and continued till May, 2006. That is, the survey was done during the peak season. So, the results may be different if the survey would have been conducted during low season. This might also affect the ultimate results of the study. Further, the formula used for ascertaining the Comprehensive scores is derived from the formula of calculating weighted average. The loading from factor analysis are used to assign weight to the new variables against the five principal factors. The loading for different sample drawn at different point of time may significantly differ from the derived ones.

However, the off-period is really a lean period as the region experiences tremendous rainfall and some best known attractions like National Parks are often

flooded and remain closed for tourists. Hence, barring two hill stations other destinations of the regions don't receive any leisure tourists. Therefore, tourists expenditure is almost nil during the off peak period.

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CHAPTER-5

The Bihu dance
Source: Ministry of Tourism, Government of India

EXTENT AND COMPOSITION OF TOURISTS EXPENDITURE

5.0 Introduction:

In order to achieve the objectives of this research, analysis of collected data is being conducted around certain broad outlines. A detailed discussion about the process followed for analysis is presented in this Chapter.

A number of important variables are measured in this study in addition to expenditure variables. These are mentioned below.

5.0.1 The extent and composition of tourist's expenditure for different purposes are measured in terms of

a. Per person per day budgeted expenditure,
b. Per person per day spending for transportation to the destination and within the destination,
c. Per person per day expenditure on food & beverages in the place of their stay,
d. Per person per day expenditure on food & beverages in the place outside of their stay,
e. Per person per day expenditure on local textiles, other clothing, sightseeing, magazines and news paper, books related to the destination, film roll and accessories, refreshments, cosmetic items, gifts, decorative items, toiletries, entrance fees, porter, tour guide, handicrafts, tips, mineral water and tobacco/ liquor.

5.0.2 Division of respondents on the basis of classification profile which include Age, Nationality, Education, Occupation, Past travelling experience, Gender, Daily budget and Marital status.

5.0.3 The purposes of visiting North East India.

5.0.4 The sources of information availed by the tourists.

5.0.5 The number of days the tourist spent in this region.

5.0.6 The modes of transportation tourist preferred for reaching to the region and also within the region.

5.0.7 Use of internet for destination related information.

5.0.8 Attitude towards packaged tour.

5.0.9 Types of accommodation preferred.

5.0.10 Types of food preferred.

5.1 Demographic and Psychographic Variables Measured:

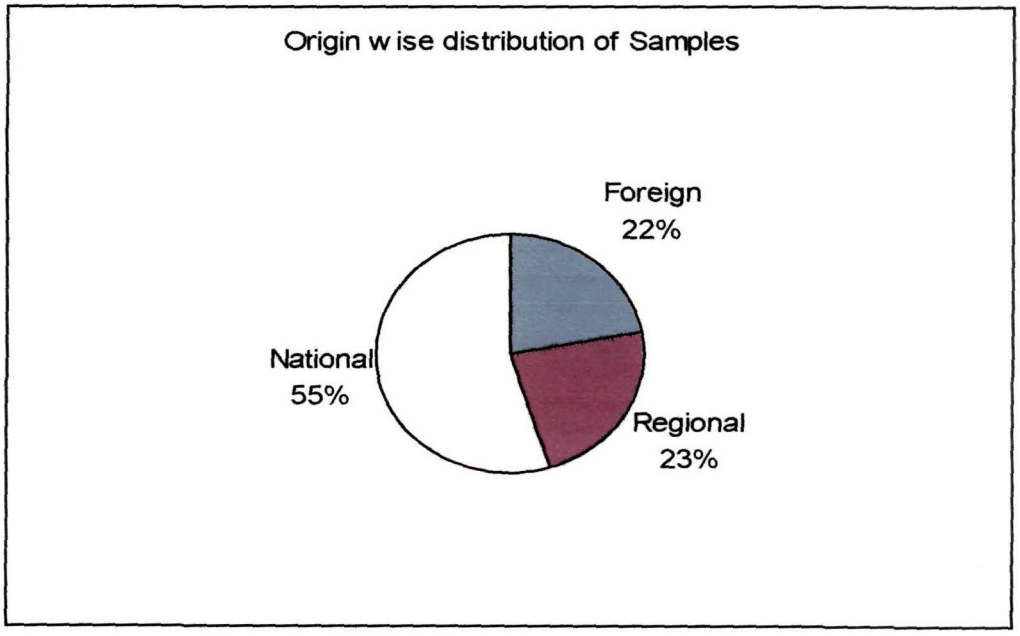
Tourists' behaviour in a destination is affected by a set of variables. Particularly, classification variables play a significant role in determining the extent of expenditure incurred for various purposes. The following section deals with some variables considered necessary in arriving at the objectives of this study.

5.1.1 Origin: Respondents selected for the purpose this study are the 'tourists' originated from within North East India, other parts of the country (excluding North East India) and also originated from abroad. Accordingly, respondents are classified as 'Regional', 'National' and 'Foreign' tourists. The sample size of this study is 535. It includes 123 (23.0 percent) 'Foreign' tourists, 292 (54.6 percent) 'National' tourists, and 120 (22.4 percent) 'Regional' tourists.

Table- 5.0: Origin and Sex-wise distribution of Respondents

Origin		Female	Male	Total	%	%
Foreign Tourist		42	81	123	23.0	23.0
Domestic Tourist	National Tourist	118	174	292	54.6	
	Regional Tourist	34	86	120	22.4	77.0
	Total	194	341	535	100.0	100.0

Figure-5.0: Pie-diagram showing Origin-wise Distribution of Samples



Thus, the figures produced in Table 5.0 show that a majority (77.0 %) of the respondents interviewed are the Domestic tourists while the composition of 'Foreign' tourists to the population is 23%. The gender wise classification of the respondents shows the female respondents to the population is 194. It includes 34 female respondents originated within the North East India, 118 female tourists are originated from other parts of India (excluding North-east India) and while the number of foreign female tourist is 42. Similarly, the sample includes 341 male respondents out of which 86 respondents are 'Regional' male tourists, 174 male respondents are 'National' tourists and 81 male tourists are the 'Foreigner'. It is seen that the number of foreign tourists to the population is less as compared to domestic tourists. The size of respondents on the basis of their origins is reproduced in a pie diagram in the Figure 5.0.

5.1.2 Nationality: The respondents can also be classified on the basis of their country of origin. This segmentation of respondents will be helpful in measuring the effect of origin on the extent of spending made by the tourists. The figure as produced in the frequency Table 5.1 shows the distribution of tourists on the basis of their country of origin. The numbers of domestic tourists to the total population is 412 (77.0 percent) and foreign tourist is 123 (23%). Foreign tourist represents 22 (4.1 percent) originated from US, 19 (3.6 percent) tourists from UK, 15 (2.8 percent) tourists from Italy, 14(2.6 percent) Japan, 09 (1.7 percent) from Bangladesh, 07(1.3 percent) tourists each from Denmark and Germany, 08(1.5 percent) tourists originated from France, 06(1.1 percent) from Czech Republic, 02(0.4 percent) tourists each from Canada, Jamaica, Korea, Nepal, Scotland and Sweden, and 01(0.2 percent) tourists each originated from Holland, Israel, Singapore and Thailand.

Table- 5.1:
Distribution of Samples on the basis of Country of Origin

Valid	Frequency	%
Bangladesh	9	1.7
Canada	2	.4
Czech	6	1.1
Denmark	7	1.3
France	8	1.5
Germany	7	1.3
Holland	1	.2
India	412	77.0
Israel	1	.2
Italy	15	2.8
Jamaica	2	.4
Japan	14	2.6
Korea	2	.4
Nepal	2	.4
Scotland	2	.4
Singapore	1	.2
Sweden	2	.4
Thailand	1	.2
UK	19	3.6
US	22	4.1
Total	535	100.0

5.1.3 Age: Respondents can also be segmented on the basis of their age groups. This segmentation of respondents will help in understanding the effect of age on the extent of expenditure incurred at different point of time. Again, the age wise distribution of the respondents can be related to their preference for various utilities in the destination, which in turn will be helpful to the tourism marketers. Table 5.2 shows the age wise distribution of the population. It is seen from the table that 20.9 (112) percent of the respondents belong to the age group of 'Less than 25 years', 32.9 (176) percent belonged to '25 to 40 years', 26.0 (139) percent belonged to age group of '40 to 60 years' and 20.2 (108) percent belonged to the age group of '60 years and Above.' Thus majority of the respondents interviewed belong to the age group of '25-40 years'.

Table- 5.2: Respondents and Age

Category	Frequency	Percent
Less than 25 years	112	20.9
Between 25- 40 years	176	32.9
Between 40-60 Years	139	26.0
60 Years and Above	108	20.2
Total	535	100.0

5.1.4 Education: The level of education of the respondents may have influence over their behaviour. Education may be a factor in determining the extent of expenditure incurred for various purposes at the destination area. Here, an attempt is made to classify the respondents on the basis of level of education. The distribution is reproduced in the Table 5.3. Respondents are classified as 'Graduate', 'Post-graduate', 'Professional' and 'Others'. 'Others' category of respondents includes those individuals having any levels of education other than 'Graduate', 'Post-graduate', and 'Professional' qualifications. The respondents include 198 (37.0%) 'Graduates', 119 (22.2%) 'Post-graduates', 67(12.5%) 'Professional' and 151(28.2%) 'Other' categorized tourists.

Table-5.3: Respondents and Education

Valid	Frequency	%t
Graduate	198	37.0
Post-Graduate	119	22.2
Professional	67	12.5
Others	151	28.2
Total	535	100.0

5.1.5 Occupation: Occupations of the respondents might play a responsible role in his/her decision making pertaining to amount of spending. Accordingly, respondents are sub-divided into four categories. These are Service, Profession, Business, and Others. The 'Other' category of the occupation

Table-5.4: Respondents and Occupation

Valid	Frequenc y	%t
Service	181	33.8
Profession	43	8.0
Business	68	12.7
Others	243	45.4
Total	535	100.0

includes the retired persons, housewives, students and those who are dependent on others. The data reproduced in Table 5.4 shows that majority (45.4%) of the respondents interviewed belongs to 'Other' category followed by 'Service' holder (33.8%), 'Businessmen' (12.7%) and 'Profession' (8.0 %).

5.1.6 Marital Status: Respondents can be segmented on the basis of their marital status. Marital status may have significant effect on the variables under the study. The marital status-wise division of the respondents is reproduced in Table **5.5.** The figures in the table shows that out of the total 535 respondents, 66.5 (356) percent are married while 33.5(179) percent tourists are unmarried.

Table- 5.5: Respondents and Marital Status

Valid	Frequency	%t
Married	356	66.5
Single	179	33.5
Total	535	100.0

5.1.7 Daily Budget: The respondents can also be segmented on basis daily budget. Figures in Table 5.6 shows the budgeted expenditure of the respondents interviewed for the purpose of this study. The figure as reproduced in Table 5.6 shows that majority of the respondents are having the daily budget of 'Rs. 1500 and above'. 152 (28.4%) of the tourist interviewed reported that their daily budget is 'Rs.1500 and above'. This is a very interesting statistic represented by the study.

Table- 5.6: Budget Wise Distribution of Samples

Daily budget	Frequency	%
Less than Rs.300	22	4.1
Between Rs.300 and Rs.500	53	9.9
Between Rs.500 and Rs.700	124	23.2
Between Rs.700 and Rs.1000	93	17.4
Between Rs.1000 and Rs.1500	82	15.3
Rs.1500 and above	152	28.4
Total	526	98.3
Missing	9	1.7
Total	535	100.0

5.1.8 Purpose of Visit: The respondents can be segmented on the basis of their purposes for which they visit the North East India. This segmentation will be helpful in understanding various purposes for which the tourists prefer to come to this part of India. The data as reproduced in the Table 5.7 shows that a large number (141) of respondents reported their purpose of visit as 'To see wild life of this area'. Again, another large group of respondents (136) reported that their purpose of visit is 'to have fun or joy.' Similarly, a total of 64 respondents reported their purpose of visiting this region as 'pilgrimage' while 58 of the respondents said that their purpose is 'To enjoy natural beauty'.

Again, a total of 29 respondents also said that their purpose of visit to this part of the region is 'Pursuing special interest.' However, a very least number of respondents reported that they came 'For business work (13)' as well as 'To meet their relatives (26). 'Thus, it is seen that majority of tourists come to this region with a view 'To see the wildlife of this area' followed by purpose ' To have joy or fun'.

Table- 5.7:
Purpose wise Distribution of Sample

Purposes	Frequency	%
a. To have fun/joy	136	26.4
b. Visiting relatives	26	4.9
c. Pilgrimage	64	12.0
d. Wanted to see wild life of this area	141	26.4
e. Wanted to have adventure(Trekking, rafting, fishing etc	22	4.1
f. Just holidaying during vacation	10	1.9
g. Come for business work	13	2.4
h. Wanted to enjoy natural beauty	58	10.8
i. Pursuing special interest	29	5.4
J. Experience local culture & people	25	4.7
k. Other reason	11	2.0

5.1.9 Duration of Stay: The number of days spent by the tourists in destination area may have an impact on the extent of expenditure incurred for various purposes. It is commonly believed that longer the tourists stay in the destination higher will be the amount of expenditure incurred. It is seen from the Table 5.8 that majority (30.1 percent) of the respondents included in the population survey stayed in this region for 'up to 5 days'. This category of respondents includes 51 'Foreign' tourists and 110 'Domestic' tourists. As against to this, the number of respondents reported staying of '5-9 days' is 128 (23.9%). Again, 136 (25.4%) respondents reported that they spent between '10-14 days' and another 110 (20.6%) said that they spent '15 and above days' in the region.

Table- 5.8:
Duration of Stay and Origin wise Cross Tabulation

Days	Type		Total	%
	Foreign Tourists	National Tourists		
Up to 5 days	51	110	161	30.1
5-9 days	30	98	128	23.9
10-14 days	24	112	136	25.4
15 and above	18	92	110	20.6
Total	123	412	535	100.0

5.1.10 Mode of Transportation Used: Tourism involves travelling to a place away from usual residence. Therefore, transportation is one of the indispensable activities in which tourists engaged. Transportation can usually be broken-down as travelling to the destination and travelling within the destinations. Tourists usually avail Air, Rail, Bus, Own car, and Taxi for reaching this part of India. Again, the mode transportation availed by the respondents within the destinations include Bus,

Jeep/Sumu etc, own car, Auto rickshaw, Manual Rickshaw and Ships. It is found that Ships has been used by only foreign tourists. It is also observed that Jeep/Sumo has remained to be the most popular form of transportation used for visiting different tourist spots of the region. On the other hand, the widely used form of transportation availed by the tourists to reach the region is Air and Rail. Out of 294 national tourists, 137 used 'Rail' to reach the destination. While, 108 of the respondents originated from abroad reported that they came by 'Air' (108 out of 123).

5.1.11 Sources of Funds: Going to a place outside usual place of origin involves spending such as travelling, accommodation, food and beverages and for various other unplanned purposes. The total amount spent by visitors on such tour may be met by self or may come from other sources. So, the sources from which funds are generated play a responsible role in his/her decisions making process during a trip. The sources of fund are broken down into five segments. These segments are Employer, Family, Friends, Others and No Sponsor. The figures as reproduced in the Table 5.9 clearly depicts the various sources of fund availed by the interviewed respondents. It is found that majority (58.3%) of tourists use their own fund. Other important sources as seen in the table are 'Employer'12.0 % (64), family 25.0 % (134), friends 2.2 % (12), and others 2.4% (13).

Table- 5.9:
Respondents and Sources of Fund

Source of finance	Frequency	%
Employer	64	12.0
Family	134	25.0
Friends	12	2.2
Others	13	2.4
No Sponsor	312	58.3
Total	535	100.0

5.1.12 Attitude towards Packaged Tour: Packaged tour is not popular among the travellers in the North East India. Only a fraction of the respondents reported that they prefer packaged tour. It is seen from the Table 5.10 that only 16.1 percent of the respondents said that they always prefer packaged tour. On the other hand, 23.0 percent of the respondents said that they don't prefer packaged tour. Again, 42.1% (225) revealed that they use package tour 'Sometimes'.

Table-5.10:
Respondents and Attitude Towards Packaged Tour

Valid	Frequency	Percent
Always	86	16.1
Sometimes	225	42.1
Rarely	101	18.9
Never	123	23.0
Total	535	100.0

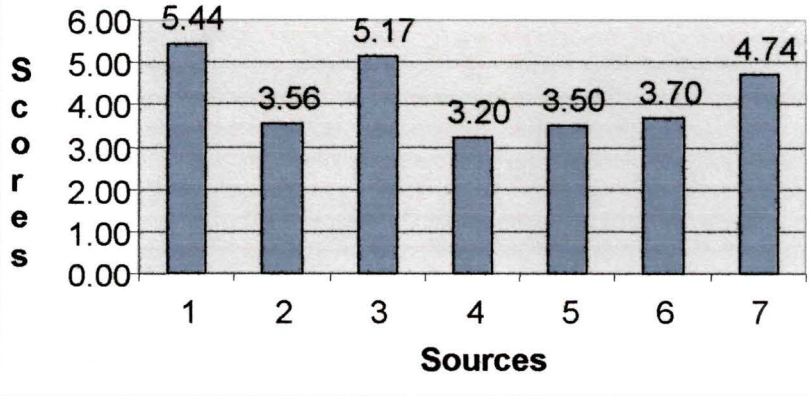
5.1.13 Pre-plan: The respondents were also asked to specify whether they generally plan their tour or not. Such variable may have effect on extent and composition of expenditure incurred in the destination area. In this study the respondents were asked to specify whether they plan before visit or not. The Table 5.11 shows the distribution of respondents on this basis of planning for tour. It is found that 73.5 % of the respondents planned before they visited the North East India. As against to this, 26.5 % of the respondents said that they do not plan their visit.

Table- 5.11: Distribution of Sample on the basis of Trip Plan

Valid	Frequency	%
No	142	26.5
Yes	393	73.5
Total	535	100.0

5.1.14. Sources of Information: Source used to collect information about destinations is an important variable considered by the researchers. The intensity of tourists' flow to a destination may be reliant on various sources of information. In this study, the sources of information used by the respondents ranked using 10 point scale. The findings of the collected data shows that majority respondents are accustomed with traditional sources such as 'Remarks of the people' (54.4%), 'Publication in the books and newspaper' (5.17%), General knowledge (4.74 %), Travel/Tour agency (3.70 %), Brochures of the Tourism Department (3.56 %), and TV/Radio (3.20 %) etc. However, the respondents are not well conversant with internet enabled information.

Figure-5.1: Sources of information used by Respondents



The bars in the figure 5.1 represent the sources of information along with mean values of score of the respondents against various sources of information. Accordingly, Bar numbered '1' means 'Remarks of the people', Bar '2' represents

'Brochures of the Tourism Department', Bar '3' represents 'Publication in the books/newspaper', Bar numbered as '4' represents the source of 'TV/Radio', Bar '5' represents 'Internet', Bar '6' means the 'Recommendation of the Travel/Tour agency', and Bar '7' indicates 'General knowledge'.

It is seen that majority of the people have gathered information about the destinations of this region from the source 'Remarks of the people', and 'Publication in the books/newspaper'. These sources of information are highly scored by the respondents. On the other hand, the sources 'Brochures of the Tourism Department', 'TV/Radio', 'Internet' and "Recommendation of the Travel/Tour agency' are scored lower. This indicates that 'Internet', 'Broadcasting', 'Brochures' etc have been playing minor role in marketing of tourism products.

5.1.15 Exposure to Internet: The advent and extensive use of information technology (IT) and its application in all sphere has changed the way of getting the things done. The increased use of information technology has also brought a sea change in the growth and development of tourism industry. Considering growing use of e-enabled services in tourism industry, an attempt is made to measure the usefulness of IT in promoting the tourists' destination of North East India. The respondents are asked to rank the internet as a provider of destinations related information. Five options are given to the respondents to express their satisfaction level. These options are information are 'Not available at all', 'Available to some extent', 'Do not know', 'Available to a greater extent' and 'Available to the maximum extent'. The survey result is reproduced in the Table 5.12. It shows that the majority of the respondents (47.3%) revealed that they did not browse the internet at all. Again, 8.8 % of the respondents reported that the information available is 'To the greater extent'. On the other hand, a small fraction of the respondents (2.8 %) said that the information in the internet is 'Available to the maximum extent.' Thus, it is seen that internet is still to get popularity among tourists visiting the North East India.

Table-5.12: Respondents and Internet

Valid	Frequency	%
Not at all	60	11.2
To some extent	160	29.9
Do not know	253	47.3
To a greater extent	47	8.8
To the maximum extent	15	2.8
Total	535	100.0

5.1.16 Frequency of Travelling: The Table 5.13 shows the distribution of the respondents according to their past travelling experience. Previous experiences may have different kinds of influence on the extent of expenditure made by the tourists in the destination area. The figure reproduced in the frequency Table 5.12 shows that the majority (36.4%) of the tourists have record of visiting destinations '31 and above places'. As against to it a small percent (8.2 %) of the tourists reported that they have the past experience of visiting 'Up to 20-30 places'.

Table-5.13:
Respondents and Previous Travelling Experience

Valid	Frequency	%
Up to 7 Places	141	26.4
Up to 7-15 Places	73	13.6
Up to 15-20 Places	82	15.3
Up to 20-30 Places	44	8.2
30 & Above Places	195	36.4
Total	535	100.0

5.1.17 Companions: The persons accompanying visitors may be a deciding factor to get involved in various activities at the destination area. Similarly, it may have an impact on the extent of expenditure incurred for different purposes. In this study, an attempt was made to find out the various persons with whom most of the tourists prefer to come with. Therefore, the respondents are asked to specify against four options. These options include 'Family members', 'Friends', 'Strangers', and 'Alone'. A tourist was allowed to put tick mark against more than one option. The figure as reproduced in the Table 5.14 shows that majority of the respondents came with their 'Family members' (60.2) and 'Friends' (62.8). A small fraction (10.5%) of the tourists is accompanied by strangers. Similarly, the proportion of tourist coming alone is small (3.9%).

Table-5.14:
Respondents and Companion

Valid	Frequency	%
Family members	322	60.2
Friends	336	62.8
Strangers	56	10.5
Alone	21	3.9

5.1.18 Accommodation Preferred: The type of accommodation preferred by the tourists is an important variable to be measured. Respondents' preference towards the type of accommodation is measured in this study. Four options are given the respondents to specify the type of accommodation preferred. These options are 'As good as my residence', 'Better than my residence', 'I am happy with whatever I get', and 'Wanted to experiment with difference type of accommodation'. It is seen from the Table 5.15 that a majority (30.8%) of the tourists

Table-5.15:
Respondents and Accommodation

Valid	Frequency	%
As good as my residence	138	25.8
Better than my residence	61	11.4
I am happy with whatever I get	165	30.8
Wanted to experiment with difference type of accommodation	93	17.4

are happy with the third option 'I am happy with whatever I get'. Similarly a large portion (25%) of the respondents also reported that they prefer the option 'As good as my residence'. A small fraction (11.4%) of the respondents consented against the option 'Better than my residence'. Similarly, 17.4 % of the respondents said they are agreed with the option 'Wanted to experiment with difference type of accommodation'

5.2 Analysis of Extent and Composition of Tourists' Expenditure:

Tourist incurs expenditure for various purposes at the destinations they visit. Such tourist's expenditure may be classified as Categorized and Uncategorized. In order to explore the extent to which tourists incur expenditure for categorized and uncategorized purposes. The respondents are asked to score against statement of expenditures using interval scale. A 10 point scale is used indicating 1 as the minimum expenditure and 10 as the maximum expenditure in that particular variable. The respondents are asked to score against each statement of expenditures provided they paid for such purposes. These statements include expenditure on accommodation, transportation to the destination, transportation within the destination, local textiles, other clothing, foods in the place of stay, foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, film roll and accessories, refreshments, cosmetic item, gifts, decorative item, toiletries, entrance fee, porter, tour operator, handicrafts, tips, mineral water, tobacco, liquor and for other purposes. These heads of expenditure represent the composition of tourists' expenditure in the Northeast India.

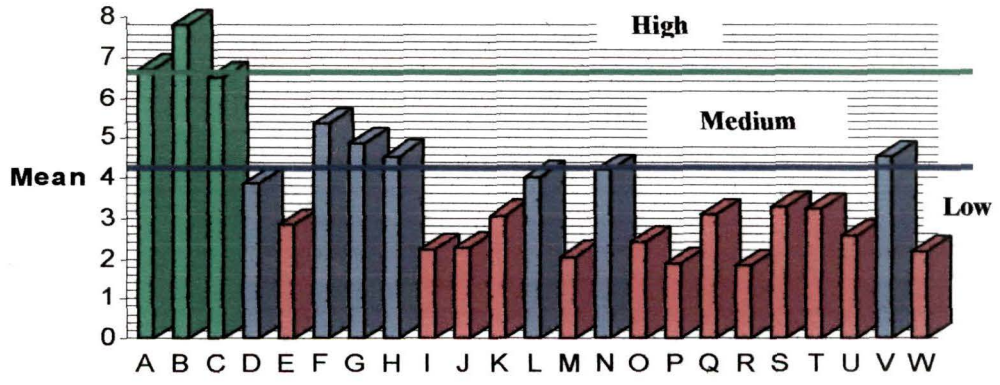
The mean of the scores is used as indicator to measure the extent of expenditure incurred. The mean, median and mode value extracted by drawing frequency table are reproduced in the Table 5.16. The scores for each statement of expenditures are also reproduced in the Table 5.16. It is seen from the figures in the table that respondents incurred maximum amount during a tour on transportation to the destination.

Table-5.16:
Extent and Composition of Tourists' Expenditure

		N Valid	Missing	Mean	Median	Mode	Skewness
A	Expenditure on accommodation	535	0	6.6879	7.0000	10.00	-.216
B	Expenditure on transportation to the destination	535	0	7.7981	10.0000	10.00	-1.099
C	Expenditure on transportation within the destination	535	0	6.5178	7.0000	10.00	-.366
D	Expenditure on local textiles	535	0	3.8523	3.0000	1.00	.679
E	Expenditure on other clothing	535	0	2.8355	1.0000	1.00	1.479
F	Expenditure on food in the place of stay	535	0	5.3514	5.0000	5.00	.240
G	Expenditure on food outside the place of stay	535	0	4.8654	4.0000	4.00	.473
H	Expenditure on sightseeing	535	0	4.5570	4.0000	1.00	.556
I	Expenditure on magazine and news paper	535	0	2.2093	1.0000	1.00	1.882
J	Expenditure on books k. related to the destination	535	0	2.2542	1.0000	1.00	1.742
K	Purchase of film roll and accessories	535	0	3.0598	3.0000	1.00	.971
L	Expenditure on refreshment	535	0	4.0187	4.0000	3.00	.630
M	Purchase of cosmetic item	535	0	2.0467	1.0000	1.00	2.137
N	Expenditure on gifts	535	0	4.1776	4.0000	1.00	.485
O	Purchase of decorative item	535	0	2.4037	1.0000	1.00	1.575
P	Expenditure on toiletries	535	0	1.8897	1.0000	1.00	2.299
Q	Entrance fees	535	0	3.0916	2.0000	2.00	1.428
R	Spending on porter	535	0	1.8411	1.0000	1.00	2.468
S	Spending tour operators	535	0	3.2654	1.0000	1.00	1.070
T	Expenditure on handicrafts	535	0	3.2112	2.0000	1.00	1.047
U	Tips paid	535	0	2.5607	1.0000	1.00	1.472
V	Purchase of mineral water	535	0	4.5439	4.0000	1.00	.436
W	Expenditure on tobacco/liquor	535	0	2.1701	1.0000	1.00	2.004
X	Others	0	0	0	0	0	0

The mean scores can also be reproduced in the form of bar diagram as seen in Figure 5.2. The alphabets as produced at the bottom of each bar in horizontal order show the various purposes for which expenses are incurred by the tourists.

Figure-5.2: Analysis of Extent of Tourists' Expenditure



(The green coloured bars show the heads of expenditure with high expenditure; the blue coloured bars show the heads of expenditure with medium expenditure and orange coloured bars show the heads of expenditure with low expenditure)

It is seen that tourists scored a mean of 7.80 against the expenditure on transportation to the destination, 6.69 against the expenditure on accommodation and 6.52 against expenditure on transportation within the destination.

It is seen from the figure 5.2 that the mean scores and frequency of expenditure of tourists' expenditure on accommodation, transportation to the destination and within the destination constitutes a lion share of their total travel budget are of significant extent. Again, the mean of expenditure on foods in place of stay is 5.35 while an equal value median and mode of 5.0 found for it. On the other hand, the mean of 4.87 is registered for expenditures on food outside the place of stay. Similarly, an equal median and mode of 4.0 is found for the same.

The scores measured for various uncategorized purposes are shown in the Table 5.16. It is found that tourists scored a mean of 4.87 against expenditure on foods outside the place of stay, 4.56 against expenditure on sightseeing, 4.54 for mineral water, 4.18 for gifts, 4.01 against expenditure on refreshment, 3.85 against local textiles, 3.27 against tour operator, 3.21 against expenditure handicrafts, 3.09 for expenditure on entrance fees, 3.06 against film roll and accessories, 2.84 against other clothing, 2.56 on tips, 2.40 against decorative item, 2.25 for expenditure on books related to the destination, 2.21 against magazine and news paper, 2.17 for tobacco/liquor, 2.05 against cosmetic item, 1.89 against toiletries, and 1.84 against porter. It is seen that a sizeable amount is spent by tourists for these uncategorized purposes. It is to be mentioned here that the respondents did not score properly the statement 'Other'. Therefore this statement is rejected from further analysis.

Similarly, the median and mean values for the statement expenditure on accommodation measured are 7.0 and 10.0 respectively. Further, the median and mode value for transportation within the destination is found to be 7.0 and 10.0 respectively. The other statements of expenditures showing relatively higher median and mode values include the expenditure on food in the place of stay (Median-5.00; Mode-5.00), expenditure on food outside the place of stay (Median-4.00; Mode-4.00), expenditure on refreshment (Median-4.00; Mode-4.00), expenditure on gifts (Median-4.00; Mode-1.00), purchase of mineral water (Median-4.00; Mode-1.00); expenditure on local textiles (Median-3.00; Mode-1.00), purchase of film roll and

accessories (Median-3.00; Mode-1.00), entrance fees (Median-2.00; Mode-2.00), and expenditure on handicrafts (Median-2.00; Mode-1.00). The medium and mode value for other statements of expenditures lies at 1.00.

The mean, median and mode extracted from the data analysis can be seen with the help of histogram. This will help in understanding the significance of the expenditures incurred. A higher value and less Skewness signify that values extracted bear grater importance as well as well represented.

Figure -5.3: Histograms of Mean, Median and Mode

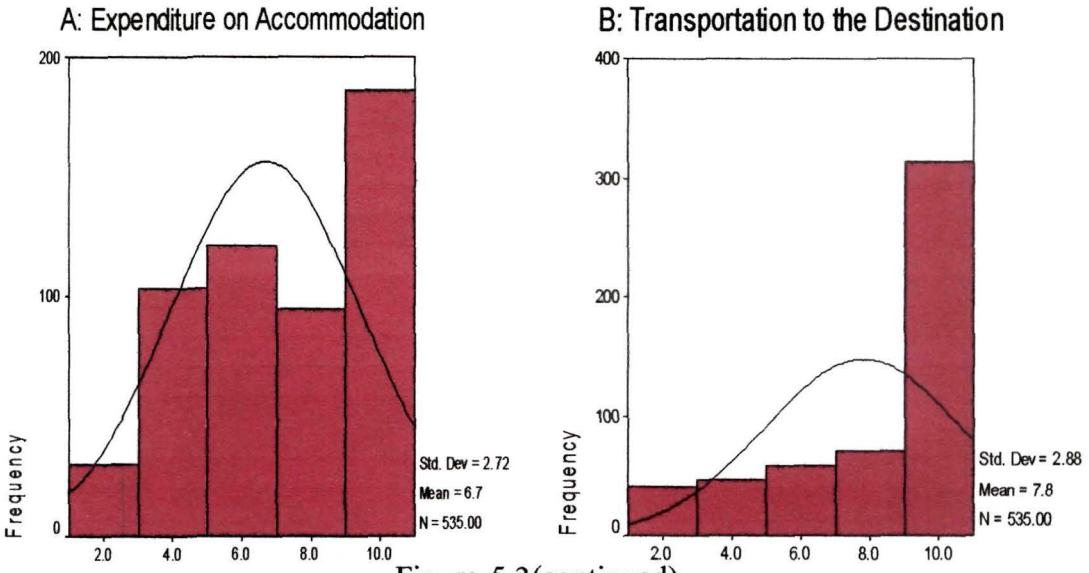


Figure-5.3(continued)

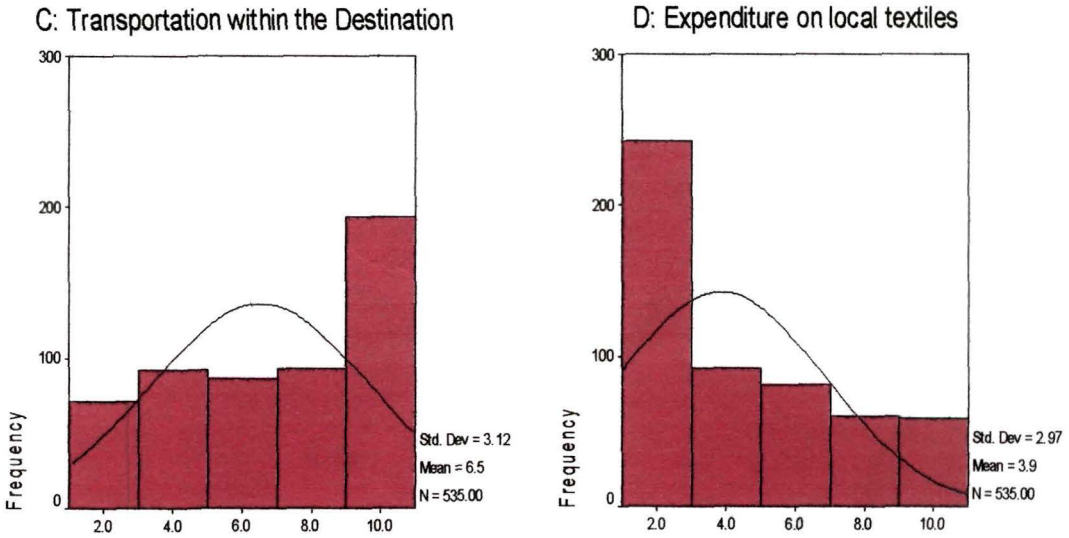
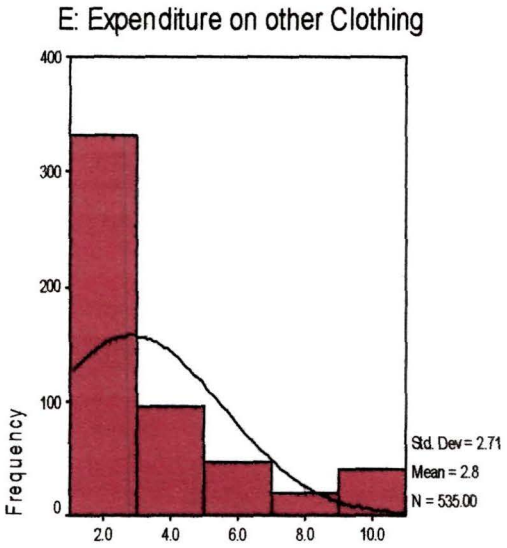
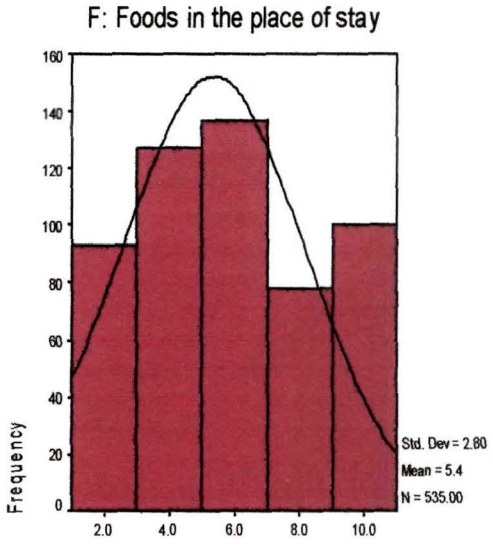
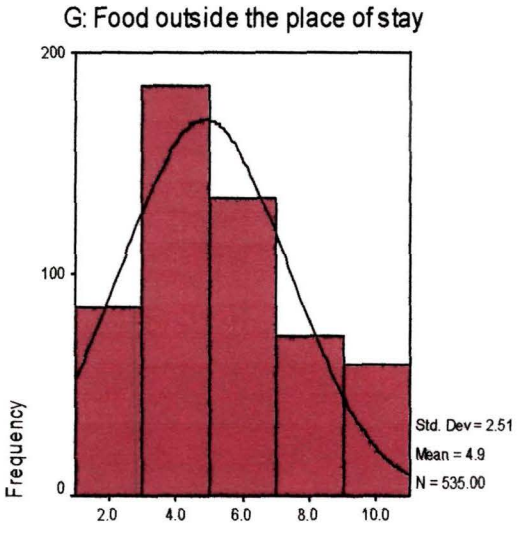
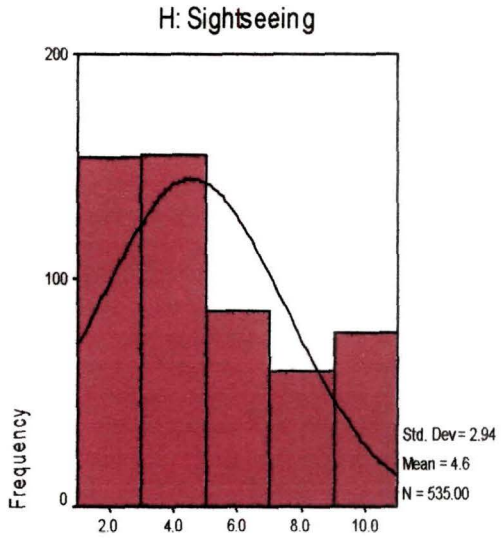


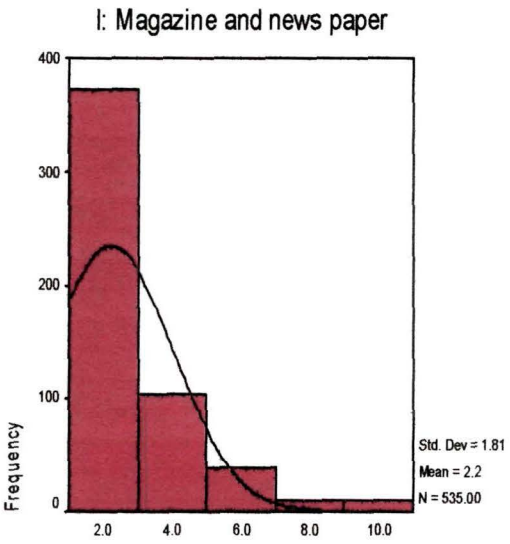
Figure-5.3(continued)











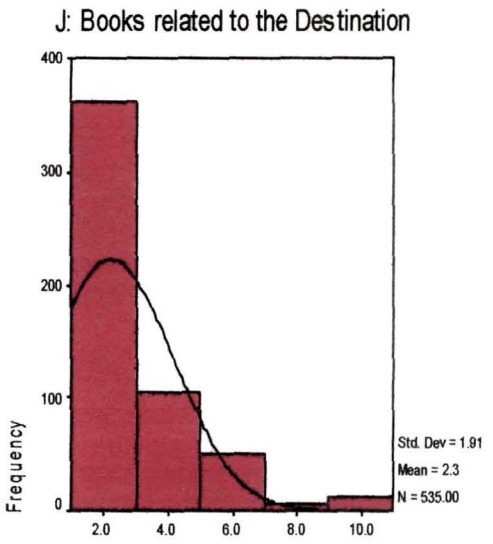


Figure-5.3(continued)

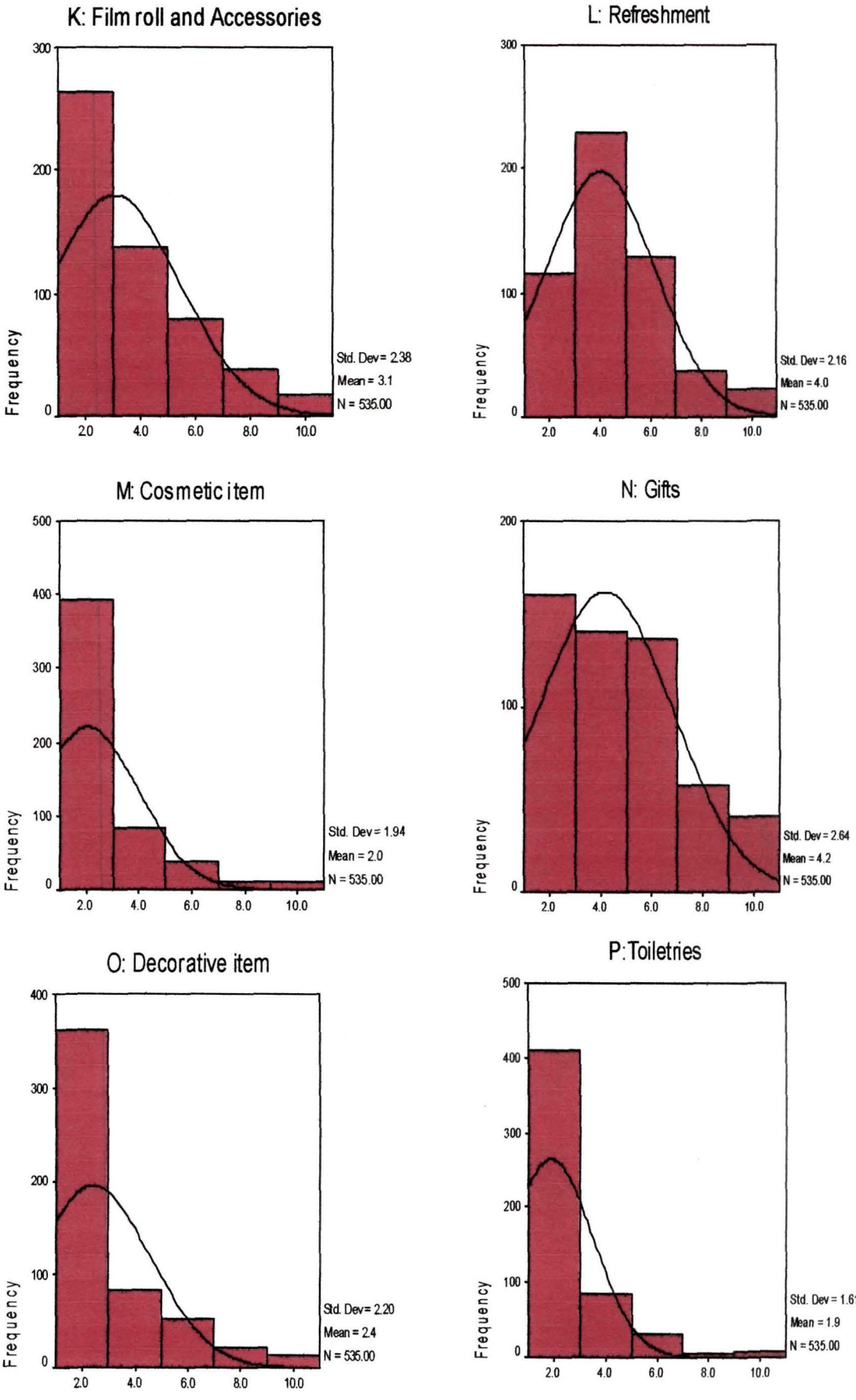
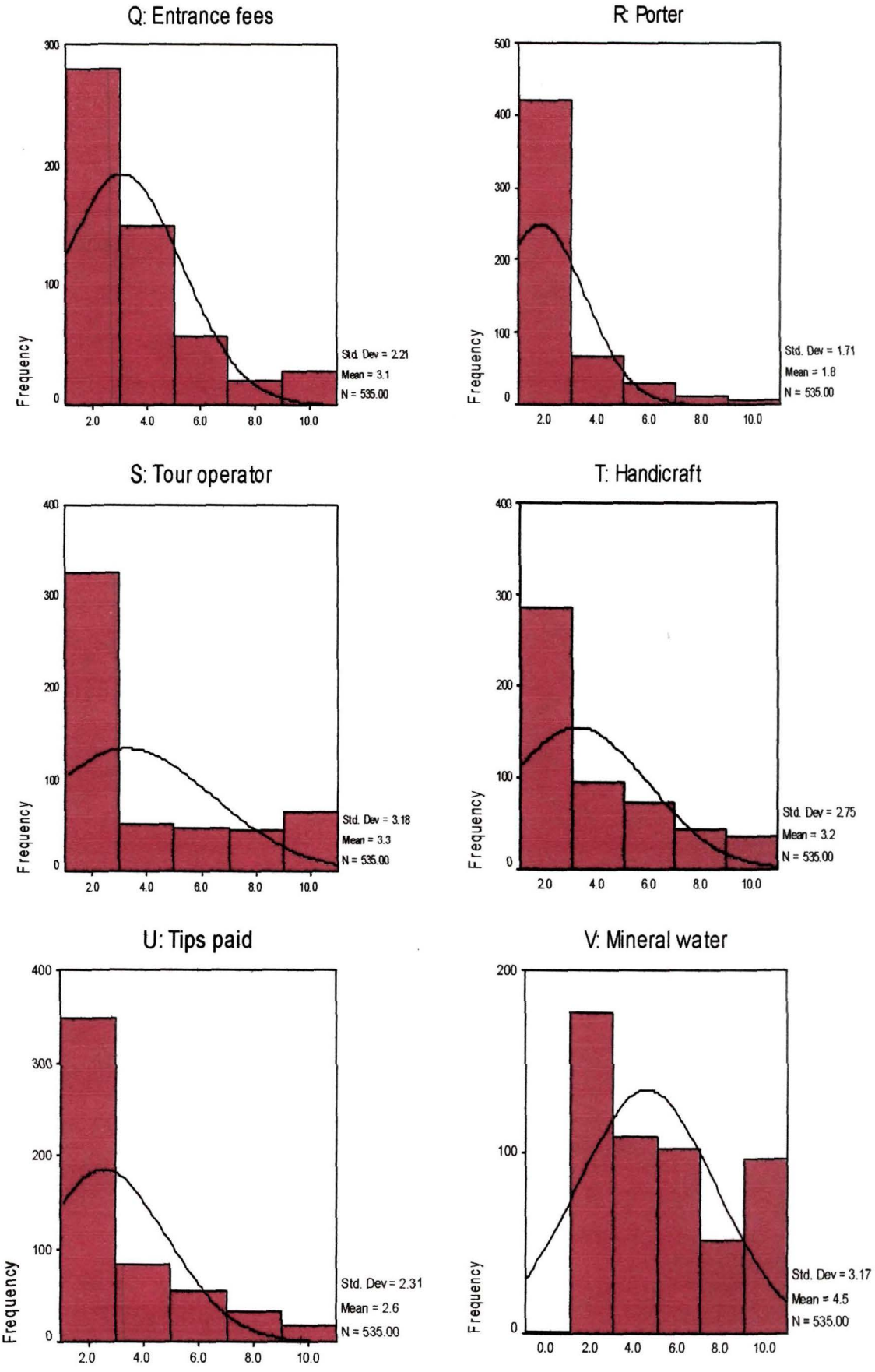
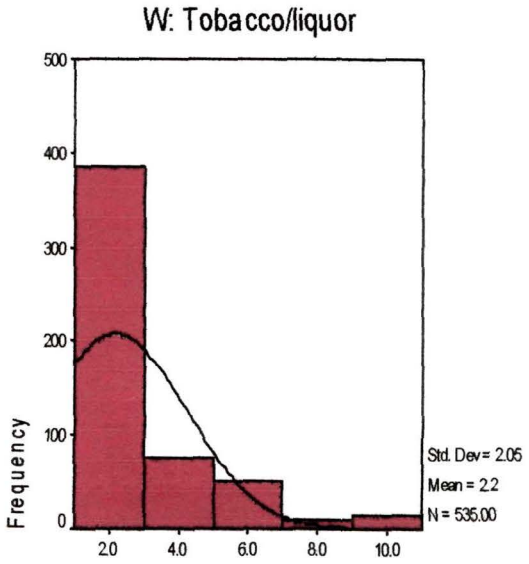


Figure-5.3(continued)





It is seen from the median and mode value extracted against each head of expenditures that the extent of expenditures incurred for various uncategorized purposes can not be ignored rather these are economically significant for the destination area.

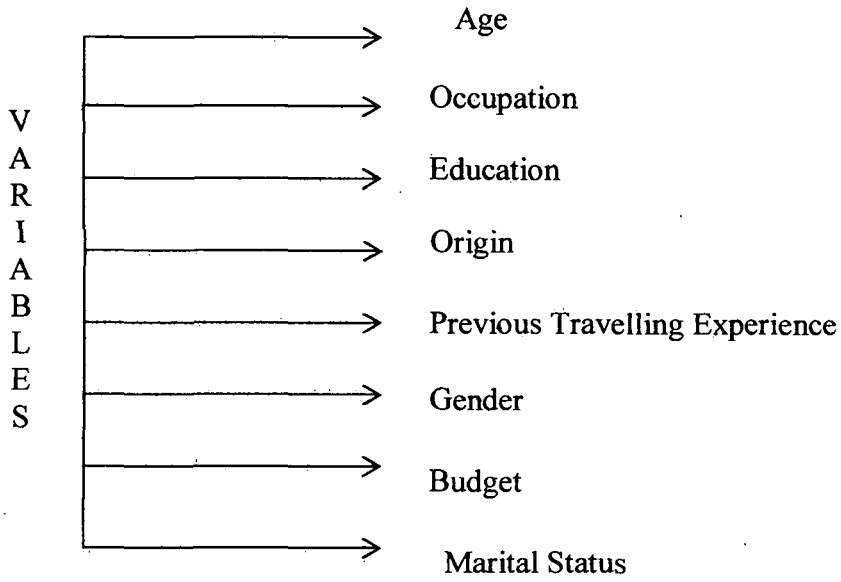
Now, it is tried to test whether there is significant relationship between the classification variable and extent of expenditure incurred for various purposes. The classification variables considered for testing the influence on extent of expenditure incurred include Age, Education, Origin, Occupation, Previous Traveling Experience Gender, Daily Budget and Marital Status(kindly refer to figure-5.4). The Hypotheses are tested with the help of ANOVA and Independent Sample T-Test. Detail discussion on these is offered in Chapter 6.

As there are 24 statements of expenditures and these variables are intervally scaled, the factor analysis is done to reduce the heads of expenditure. This will help to extract the relationships at a macro level. Thus, further analysis can be limited to certain highly correlated statements of expenditures called factor. The procedures followed for factor analysis is explained in the in the next section.

The variables are used for segmentation of variables affecting the extent of expenditure incurred by tourists in North East India are shown in the figure 5.4.

Figure-5.4:

Classification Variables



5.3 Extraction of Principal Factors:

As the nature of this study is exploratory and the data are multivariate, the effect of demographic variables on the extent and composition of tourists' expenditure can be tested by adopting Factor Analysis. Factor analysis is typically applied to intervally scaled responses to closed ended questions in order to identify the major characteristics or factors considered to be important by the respondents. It is an advanced form of correlation analysis to responses to a large number of statements/items to identify which are similar i.e. to identify one or more sets of statements which result in highly correlated responses. The idea is if responses to a set of three or more statements are highly correlated with each other then it is believed that the statements the measure same factor which is common to all of them. Thus, it would also allow the variables to be reduced to certain Principal factors. With the new factor tourists' expenditure for various purposes could be ascertained and the influences of demographic variable can be tested. In other words, factors are weighted, linear combinations of the variables used in a factor analysis.

The factor analysis is widely recognized as an instrument for measuring the variables under studies. The following section presents a brief review of some of the

important studies conducted in India and abroad in the context of applying the factor analysis.

Littrell et al (2004) performed the factor analysis in their study aimed to develop profiles of senior travellers based on preferred travel activities of the tourists and augment the profiles by comparing and contrasting tourists on a series of shopping variables. Sarma (2000) made the factor analysis to test the preferences and perceptions of tourists of North-East India with respect to destinations positioning. Again to examine the preferences of handicrafts buyers in terms of the four Ps (Product, Price, Place and Promotion) Sarma (2007) used the factor analysis. In another study Ganeshan et al (2007) conducted the factor analysis to analyze the level of customer satisfaction to examine the relationship between the service quality attributes and the loyalty of the customer. Khan et al (2007) also followed the method of factor analysis in their study to measure customers' perception and also expectations of airline passengers from domestic and international carriers. Factor analysis was also used by Krishnan and Murugan (2007) in their study conducted to examine empirically the association between the Consumers life style and consumption pattern. To find out the idea/image of an ideal Mall of the shoppers, Venkateswarlu and Uniyal (2005) performed factor analysis. Kim and Littrell (2001) followed the Factor analysis methods to examine the factors influencing the purchase of souvenirs by tourists. To examine the perception of tourist shoppers about interest in fashion, quality event or logos, Kincade and Woodard (2001) too adopted the factor analysis. Swanson (2004) used the factor analysis in his study conducted to asses the retailers' knowledge of tourists' souvenirs purchase behaviour. With the objective of providing insight about the profile of the consumers of exclusive brand store Kureshi et al (2007) used the factor analysis. Agarwal and Saxsena (2007) used the factor analysis in their study conducted to compare the alternative approaches of e-service quality measurement. By performing the factor analysis Jham and Khan (2007) did research to identify the variables of customer satisfaction in the Indian Banking industry.

Thus, it is seen that factor results offer greater acceptability amongst the researchers.

In this study the factor analysis is used to check if the initial expenditure statements are highly correlated. Further, it is also believed that the extent of

analytical presentation could be kept within certain limits, which will be more convenient for probable readers/users of the findings of this study.

5.3.1 Technicalities followed for Factor Analysis: A total of 24 variables have been tested by using Factor analysis. For extracting the factors initially Eigenvalues of more than one were taken as valid.

Table-5.17
Factor Loadings

Rotated Component Matrix	Component				
	1	2	3	4	5
Expenditure on accommodation	4.209E-03	.328	8.600E-02	.408	.324
Expenditure on transportation to the destination	-.231	1.973E-02	.434	.384	.164
Expenditure on transportation within the destination	-4.767E-03	-8.611E-02	.288	.631	3.356E-02
Expenditure on local textiles	.392	-5.109E-02	-5.458E-02	.543	-.158
Expenditure on other clothing	.511	-1.361E-02	-.457	.239	.202
Expenditure on foods in the place of stay	5.980E-02	.300	3.293E-02	.663	.115
Expenditure on food outside the place of stay	.110	.669	-9.034E-02	.318	-.195
Expenditure on sightseeing	-4.000E-02	.792	4.498E-02	2.748E-03	2.361E-02
Expenditure on magazine and news paper	.441	.511	.154	8.207E-02	.308
Expenditure on books related to the destination	.393	.578	.306	-7.747E-02	.231
Purchase of film roll and accessories	.447	.527	-3.186E-02	-2.608E-03	7.881E-02
Expenditure on refreshment	.339	.464	-3.220E-02	.254	.187
Purchase of cosmetic item	.708	5.739E-02	-9.958E-03	-1.643E-02	.130
Expenditure on gifts	.519	.144	.243	.257	-.103
Purchase of decorative item	.753	.154	3.712E-02	4.235E-02	7.719E-02
expenditure on toiletries	.681	.270	.106	-.118	8.542E-02
Entrance fees	.216	.654	.327	-1.769E-02	.183
Spending on porter	.255	.185	.426	9.126E-02	-8.613E-02
Spending tour operator	9.881E-02	-5.949E-02	.710	.202	7.636E-02
Expenditure on handicraft	.523	8.741E-02	.204	.142	-.243
Tips paid	.213	.364	.545	-3.495E-02	.418
Purchase of mineral water	.125	.357	.442	5.067E-02	.530
Expenditure on tobacco/liquor	2.771E-02	3.159E-02	-4.936E-03	8.585E-02	.802

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
A Rotation converged in 12 iterations.

The test result showed that the five factors thus extracted are able to offer reasonable explanation in terms of variance associated with the process. The Principal Component Analysis method of extraction is used. The iterations are performed by the Varimax rotation method with Kaiser Normalization. Thus, the final load table is extracted after offering 12 iterations. The factors accounted 57.96% of the variance among the item, an acceptable level for use (Awasthi, 2007).

The loading extracted against each variable for five different factors are reproduced in the Table 5.17 in the next page. It is seen that Loading are found to be different for different components. The loadings are spread out in five columns and through 23 rows. The variable with the highest loading in a row was allotted to that particular column (Factor). Thus, the variables are spread out into different *Factors*. In the said Table different colours are used to distinguish the variables. Thus, **Green** coloured variables are clubbed into *Factor 1* consisting six items, **Red** colour for *Factor 2* which consists of seven items of expenditure, **Blue** colour for *Factor3* having clubbed four statements of expenditure, **Pink** colour *for Factor 4* which also consists of four items of expenditure, and **Brown** colour for *Factor 5* consisting two items of expenditure. In the process 24 variables are reduced to 5 principal factors.

Each factor was named based on salient themes to make the new groupings more meaningful. These are, firstly, expenditure on other clothing, cosmetic items, Gifts, decorative item, toiletries, and handicraft. Considering the salient theme of the variables included, this factor is renamed as **Shopping**. Secondly, expenditure on foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, purchase of film roll and accessories, refreshments and entrance fees. This head of expenditure is renamed as **Personal Expenditure**. Thirdly, expenditure on transportation to the destination, porter, tips and tour operator fall in one group which is renamed as **Travel Expenditure**. Fourthly, expenditure on Accommodation, transportation within the destination, local textiles and foods in the place of stay can be renamed as **local Expenditure** as the money incurred for such purposes remain in the local economy. Fifth and finally, Mineral water and tobacco/liquor brought under another factor renamed as **Beverage.**

It is to be mentioned here that before calculation of factor scores, a series of test is conducted to assess the appropriateness of application of the factors extracted for further analysis. These tests include Scale reliability test, Kaiser Mayer Olkin test, Bartlett's test and Hotelling's T-squared test. These tests were done for each factor.

In order to asses the reliability of factor analysis of the data extracted, the scale reliability test is done. Therefore, the Cronbach's Alpha value is computed for each factor separately. Cronchbach's alpha is the most widely used internal consistency reliability co-efficient (Bearder and Netemeyer, 1999). The reliability test showed that out of the five new factors, the first four factors namely, *Shopping, Personal Expenditure, Travel Expenditure* and *Local Expenditure* account for

Cronbach's alpha co-efficient of **0.73, 0.82, 0.58** and **0.54** respectively. So, further analysis is done for these four factors only. On the other hand, the factor *Beverage* shown Cronbach's alpha co-efficient of **0.48.**

Treatment of Factors with "low" reliability scale:

As mentioned in Chapter 4 (page 76) that the researchers have been using varied level of Cronbach's alpha as acceptable for internal consistency. We have found three factors with so called "low" level of reliability. They are –Travel Expenditure (0.58) Local Expenditure (0.54) and Beverages (0.48). Incidentally latter two factors fall under "Categorised Expenditure". Since the factor beverage is showing a very low alpha we may not consider it for further analysis as a factor, but treatment is made on the individual variables consisting it i.e., tobacco/liquor and mineral water.

As for the other two factors we are tempted to consider the alpha value adequate for internal consistency because of certain scholars (as mentioned in Chapter 4: page 77) have already using values just above 0.5 as satisfactory. Hence these two factors are treated as separate clusters in the analysis that follows.

However, since the analysis of categorised expenditure is only a sub-objective even if we opt to leave these two factors out of our study the findings would not be drastically affected. However, we present our analysis taking these two factors as it is in Chapter 6: para 6.3 and in para 6.4.

The next test is Kaiser Mayer Olkin (KMO) test. This is done to examine the sampling adequacy. The result extracted is 0.697, which is greater than acceptable parameter of 0.50. This suggests that data are adequate for factor analysis.

Another test, namely, Bartlett's test is conducted to see if the original variables are highly correlated or not. The result showed the correlation value as 0.000 which is less than 0.05. Therefore, the belief that the original variables are uncorrelated is rejected. Thus, the Bartlett's test also shows that the variables are correlated and fit for factor analysis.

Again, the Hotelling's T-squared test is also adopted to confirm that mean of the variables included in each factor is not equal. It showed a value of 0.000 for each factors. Thus, the null hypothesis of equality of mean is also rejected ($\alpha < 0.05$).

The results of tests explained above show that data extracted by factor analysis is fit for further analysis.

5.3.2 Calculation of Factor Scores: The next step involved in the process of factor analysis is calculation of factor scores. Conceptually the factor scores represent the degree to which each individual score high on the group of items that have high loading on a factor (Hair et al, 2003).

Factor scores are calculated in two ways. One is summated scale and the other one is the scores offered automatically by the software packages like SPSS. The summated score is the average or sum of scores of the same factor. However, this doesn't take into account the factor loadings. The scores calculated by software return a lot of missing value and hence thought to be unfit for the purpose of this research. Therefore, a third method which uses the factor loadings to compute scores of the principal factor can be used. Such a method is used by Sarma (2000) in his study destination positioning of North East India. This method uses factor loadings as the weight of the individual average score within the principal factor.

Loading as already cited is the correlation of the particular raw variables with the principal factor, to which the variable is assigned. Therefore, the square of loading offers an explanation as to the extent to which the raw variable is related to principal factor. This can then be used as weight to the variable while calculating average score of the principal factors. The weighted means have been calculated by using formula-1. This formula is applied by Sarma (2007) to examine the preferences of handicraft buyers in terms of the four Ps (Product, Price, Place and Promotion) with relation to different segmentation variables. In a nutshell, this formula is only improvisation of the summated scale. The formula used is produced in the Figure 5.5.

Figure-5.5: Formula-1

$$\text{Expenditure } PC_{nj} = \frac{\Sigma\,(\text{Loading } V_{ji})^{2} * \text{Score}_{nji}}{\Sigma(\text{Loading } V_{ji})^{2}}$$

Where,

Expenditure PC_{nj}= Weighted means of the scores of respondents *n* against the variables that constitute the Factor *j*, which can explain the combined expenditure assigned by the respondent *n* on Factor *j*;

Loading V_{ji}= Loading of the variable *i* under Factor *j*, where *i* is a component set *j*;

Score V_{nji}= Score of respondent *n* against raw variable *i* under Factor *j*.

Thus, the loadings of variables falled under four new factors (One factor is dropped as the Cronchbach's is alpha<0.50) are put into this formula in the main data editor (of SPSS 8.0). It is so that further analysis could be carried out by using extracted new mean scores.

Now, the factor scores will have to be tested for significant differences across different segments of tourists. In order to this, mean scores were then put into test by using the ANOVA and Independent Sample T-test. ANOVA is used where there are more than two groups If ANOVA test rejects the Null hypothesis then Test of Homogeneity of Variance is to be conducted. It is to confirm the appropriate multiple comparison tables to be followed for deciding the variable(s) between which significant difference exists. Two methods, namely, Bonferroni and Games-Howell Post-hoc are considered for multiple comparisons. Bonferroni Post-hoc method is followed if value extracted by Test of Homogeneity of Variances is more than significance value (i.e., P>0.05). Incase the value thus extracted is less than significance value (i.e., P<0.05) then Games-Howell method is adopted. Again, the descriptive tables are drawn to extract the mean scores of each group created by different classification variables. This will also help to know the groups showing high

or low values. It ultimately signifies whether the expenditure incurred by a group is more or less compared to a related group. On the other hand, the Independent Sample T-test is used to test the hypothesis in cases where each variable offer two groups for comparison. A detailed discussion on identification of segments suing the procedure discussed here is offered in the next chapter (chapter-6).

5.3.3 Average Factor Score: The average scores may be considered to explore the extent of expenditure incurred by respondents against each factor. In the Table 5.18 below the heads of expenditures clubbed into each factors are reproduced in the along with respective average factor scores.

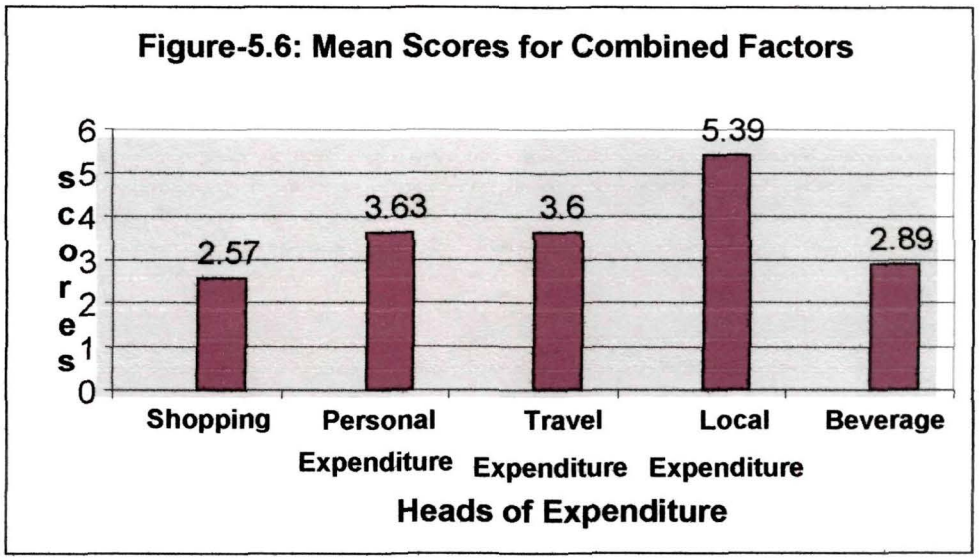
Thus, from the table 5.18 one can see (please see next page) the various items that can be brought under the purview of *categorized* and *uncategorized* expenditures. The average factor scores for all the factors are found to be significantly different for each factor. The factor Local Expenditure accounts the highest average factor score (5.39) followed by Personal Expenditure (3.63), Travel Expenditure (3.60), Beverage (2.89) and Shopping (2.57).

Table-5.18
New Factors (N-535)

New Factor		Original Heads of Expenditures	Cronbach's Alpha	Average Factor Score	Type of Expenditure
1	Shopping	Other clothing, cosmetic items, gifts, decorative item, toiletries, and handicraft	0.73	2.57	Uncategorized
2	Personal Expenditure	Foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, film roll and accessories refreshments and entrance fee	0.82	3.63	Uncategorized
3	Travel Expenditure	Transportation to the destination, porter, tour operators ,and tips	0.58	3.60	Categorized
4	Local Expenditure	Accommodation, transportation within the destination, local textiles and foods in the place of stay	0.54	5.39	Categorized
5	Beverage	Mineral water and tobacco/liquor	0.48	2.89	Uncategorized

It is seen that uncategorized expenditures measure the mean scores of 2.57, 3.63 and 2.89 for the factors **Shopping** (include other clothing, cosmetic items, gifts, decorative item, toiletries, handicraft); **Personal Expenditure** (foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, film roll & accessories refreshments, entrance fee) and **Beverage** (mineral water and

tobacco/liquor) respectively. Extent of expenditure incurred for such factor are not negligible and, therefore, meaningful to the local economy.



It is also seen from the Figure 5.6 that the average factors scores for the categorized expenditure (Travel Expenditure and Local Expenditure) is relatively higher. On the other hand, the average factors scores of uncategorized category of expenditures are comparatively low.

A number of 24 expenditure variables were extracted through primary and secondary sources. In order to reduce theses expenditure variables into certain common components, Factor analysis was conducted. As all the reliability measures showed acceptable values, the factor analysis results are accepted. The data reduction process extracted five factors (Shopping, Personal Expenditure, Travel Expenditure Local Expenditure and Beverage). However, factor Beverage is dropped from further analysis as factors since its Cronbach's alpha value was found below the accepted parameter. However, the individual items of the factor Beverage is analysed separately.

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CHAPTER-6

Pottery
Source: Ministry of Tourism, Government of India.

IDENTIFICATION OF SEGMENTS

6.0 Introduction:

The factors extracted through data reduction process can further be analysed to identify the important segments. Segmentation of the respondents will help to explore the variables that serve as determining factor in the extent of expenditure incurred. Classification variables like age, education, origin, occupation, previous travelling experience, daily budget, gender, marital status and purposes of visit are used in this study. The data are analysed using one-way ANOVA and Independent Sample T-Test. Hypotheses are formulated for this purpose. The hypotheses formulated are described below.

Hypothesis Tested:

Two generic hypotheses are tested for measuring the affect of classification variables on the extent of expenditure incurred. These are:

(1) Null Hypothesis: The Null Hypothesis can be mathematically expressed as follows;

$$H_0: \mu_A = \mu_B = \mu_C = \text{----------} = \mu_n \qquad (1)$$

And,

(2) Alternate Hypothesis: Mathematically the Alternate Hypothesis can be expressed as below;

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \text{----------} \neq \mu_n \qquad (2)$$

Where,

H_0 means that the extent of expenditure incurred on a particular expenditure head (factor) is equal for all the respondents.

H_1 states that the extent of expenditure incurred on a particular head (factor) isn't equal for all the respondents at a particular level of significance.

μ shows the mean factor scores of each Respondent under segment. The factor scores are derived from raw data using a formula as stated in the page no 110 of chapter-5. An interval scale of '1' to '10' is used for measuring the extent of expenditure incurred where '1' means least expenditure and '10' means highest expenditure.

μ_A, μ_B, μ_C represent the factor scores of the respective segment under consideration for particular hypothesis. The hypotheses are tested to explore segments that significantly affect the extent of expenditure incurred by respondents. The

number of variables tested ranges from two (2) to eleven (11) and for the purpose analysis using SPSS, the numeric variables are converted into sting variables using alphabets.

μ_n represents the last variable in a particular group. The last variable of the group vary from variable to variable. For example, the variable Age, the respondents were classified as less than 25 years; 25-40 years; 40-60 years, and 60 and above years. For the purpose of analysis, the factor score of the variable 'Less than 25 years' is expressed as μ_A; '25-40 years' as μ_B; '40-60 years' stated as μ_C and '60 and above' as μ_D. Thus, there are four segments under consideration. But in another variable 11 (eleven) segments emerged (purpose of visit to Northeast India).

The one-way ANOVA is used in case there are more than two variables under study. If the Null Hypothesis is rejected in the ANOVA test, the Levene's Test of Homogeneity of Variances is performed. This is done to extract variables showing significant differences within the group in respect of extent of expenditure. There are two Multiple Comparisons tables, namely, Bonferroni multiple comparison tables and Games-Howell multiple comparison tables. In a given situation only one table (either Bonferroni or Games-Howell) is adopted. In case where the Test of Homogeneity of Variances shows the value of 0.05 or less than it is an indication to adopt the Games-Howell multiple comparison table. But if the value measured is found to be more than 0.05 then Bonferroni multiple comparisons table is to be adopted. On the other hand, independent Sample T-test is conducted in cases where the number of variables under study is two.

The analysis is done to identify the variables having significant effect on the extent of expenditure incurred for each new factor. Thus analysis is done on four new factors which include Shopping, Personal Expenditure, Travel Expenditure, and Local Expenditure. The heads of expenditure included under 'Beverage' are analysed separately. In the following section these analyses are done. The maximum and minimum scores are highlighted in each descriptive table for easy understanding. The figure coloured green means maximum scores and the figure coloured turquoise signifies minimum scores. The mean of comprehensive scores are used as parameter for assessing the extent of expenditure incurred.

6.1. Expenditure on Shopping:

Expenditure on shopping include the comprehensive expenditure incurred on the heads *other clothing, cosmetic items, gifts, decorative items, toiletries, and handicrafts*. The mean of comprehensive scores of Shopping is not very high but still not negligible (2.57). The extent of expenditure incurred on this factor may be affected by the classification variables. The effect of the classification variable on the frequency of spending is examined below.

6.1.1 Age and Shopping: The extent of expenditure incurred by the respondents for the factor Shopping may have some relation with their age groups. To test this belief, the following hypothesis is prepared.

Hypothesis to be tested: *Tourists of all age groups spend equal amount on Shopping.*

Mathematically, the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(1)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Tourists mean expenditure on Shopping
A= Less than 25 years
B= Between 25-40 years
C= Between 40-60 years
D= 60 years and above

ANOVA **Table-6.0: Age and Shopping**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.568	3	3.189	1.474	.221
Within Groups	1149.254	531	2.164		
Total	1158.823	534			

The ANOVA test result as reproduced in the Table 6.0 shows the probability (p) value as 0.221. The Null Hypothesis of equality in expenditure can't be rejected as the probability value (0.221) is more than α at 0.05 level. The descriptive Table 6.1 shows the mean scores of the respondents. Thus, it is seen that pair-wise differences can not be

Table-6.1: Age and Shopping

Variables	N	Mean
Less than 25 years	112	2.7095
25-40 years	176	2.6436
40-60 years	139	2.5632
60 and above	108	2.3259
Total	535	2.5724

drawn between the respondents for expenditure incurred on Shopping. It can be concluded that the amount incurred on Shopping is not sensitive to tourists' age.

6.1.2. Origin and Shopping: The origin of the population is an important variable that may have a significant bearing on the extent of expenditure incurred on Shopping. The amount spent by the respondents in the destination area may vary on the basis of their origin.

Hypothesis to be tested: *The extent of tourists' spending on Shopping may not be influenced by their place of origin.*

Mathematically the hypothesis can be expressed as:

$H_0: \mu_A = \mu_B = \mu_C$ ---------- *(2)*

$H_1: \mu_A \neq \mu_B \neq \mu_C$

Where,

μ= Tourists mean expenditure on Shopping

A=Regional Tourists

B= National Tourists

C= Foreign Tourists

The ANOVA result as reproduced in the Table 6.2 shows that the hypothesis of equal means of frequency of spending on Shopping can be rejected. This is because that the probability value (0.000) is less than the significant value (0.05) at the 95% confidence level.

Table-6.2:Origin and Shopping

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	82.374	2	41.187	20.355	.000
Within Groups	1076.449	532	2.023		
Total	1158.823	534			

Test of Homogeneity of Variances			
Levene Statistic	df1	df2	Sig.
25.861	2	532	.000

The means of frequency of spending of the respondents on the factor Shopping is not equal for tourists of Regional, National and Foreign origins. The differences can be extracted by drawing the Games-Howell Post-hoc method of multiple comparisons table. The multiple comparison tables shows that the extent of expenditure incurred on the factor Shopping has got one-to-one difference across the origin of the respondents. The data reproduced in the descriptive Table 6.3 shows differences in mean values. The mean value of 'Foreign' tourist differs from the mean values of

Table-6.3: Origin and Shopping

Variables	N	Mean
Regional	118	2.8932
National	294	2.7404
Foreign	123	1.8628
Total	535	2.5724

'National' and 'Regional' tourists. But the difference isn't apparent between the tourists of 'Regional' and 'National' origin. It is seen that the mean of comprehensive scores of 'Regional' tourist is more (2.89) than the 'Foreign' tourists (1.86). An interesting conclusion can be drawn from this analysis that 'Foreign' tourists incur less on the factor 'Shopping' than 'Domestic' tourists.

6.1.3 Education and Shopping: The educational qualification obtained by tourists play a decisive role in consumer behaviour. It is one of the demographic profiles which is given due recognition by researchers. Educational background is also tested in this study to measure its effect on the variable 'Shopping'.

Hypothesis to be tested: *The extent of expenditure incurred by the respondents on 'Shopping' may not be significantly related to their level of education.*

Mathematically the hypothesis can be expressed as:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D \quad \text{---------- (3)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$$

μ= Tourists mean expenditure on Shopping

A= Graduates

B= Post-graduates

C= Professional

D= Others

The ANOVA test result as reproduced in the Table 6.4 shows that Null hypothesis can't be rejected (0.929>0.05) at 95% confidence level. Descriptive Table 6.5 shows that there is no significant difference in the extent of expenditure incurred by the respondents for the factor 'Shopping'. It can be concluded that the extent of expenditure on *other clothing, cosmetic items, Gifts, decorative items,*

Table-6.4: Education and Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.992	3	.331	.152	.929
Within Groups	1157.831	531	2.180		
Total	1158.823	534			

Table-6.5: Education and Shopping

	N	Mean
Graduates	198	2.5618
Post-graduates	119	2.6297
Professional	67	2.4806
Others	151	2.5818
Total	535	2.5724

toiletries, and handicrafts is equal for all tourists irrespective of their educational background.

6.1.4. Occupation and Shopping: The amount spent for the factor 'Shopping' may be sensitive to respondents' Occupation. In order to test this belief of sensitiveness a hypothesis is tested.

Hypothesis to be tested: *The mean scores for the factor 'Shopping' across the occupation of the respondents are not different.*

Mathematically the hypothesis can be expressed as follows:-

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(4)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Tourists mean expenditure on Shopping

A= Service

B= Professional

C= Business

D= Others

Table-6.6: Occupation and Shopping

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.115	3	2.038	.939	.422
Within Groups	1152.708	531	2.171		
Total	1158.823	534			

It is also seen that the Null hypothesis can't be rejected (P>0.05).Thus pair-wise differences can not be drawn on the basis variable 'Occupation'. The figures as reproduced in the Table 6.7 show the means of comprehensive scores of the occupational variables. It is seen that respondents can't be segmented on the basis of occupational background for expenditure incurred on Shopping.

Table-6.7: Occupation and Shopping

	N	Mean
Service	181	2.7131
Professional	43	2.4188
Businessmen	68	2.4466
Others	243	2.5299
Total	535	2.5724

6.1.5 Previous Travelling Experience and Shopping: Frequency of visit is an important determinant of volume of expenditure incurred for various purposes. The extent of expenditure incurred by visitors for a particular purpose may vary depending upon the previous travelling experiences.

Hypothesis to be tested: *The extent of tourists' expenditure on the factor 'Shopping' is equal to all segments based on previous travelling experience.*

Mathematically the hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E \quad \text{(5)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D = \mu_E$$

Where,

μ= Tourists mean expenditure on Shopping

A= Up to 7 places

B= 7-15 places

C= 15-20 places

D= 20-30 places

E= 30 & above places

ANOVA Table-6.8: Previous Travelling Experience and Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	53.696	4	13.424	6.438	.001
Within Groups	1105.126	530	2.085		
Total	1158.823	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
6.252	4	530	.000

The Null Hypothesis of equality of expenditure for the factor 'Shopping' is tested with the help of ANOVA. The test result as reproduced in the table 6.8 shows that p value (0.001) is less than α at 95% confidence levels. Therefore, the Null Hypothesis is rejected. Now, to get deeper insight into the differences in the variables, the Multiple Comparisons table can be drawn. The Test of Homogeneity of Variances suggests that the Games-Howell Post-hoc method of multiple comparisons should be followed to extract the differences. It is found from the Post-hoc analysis that there is one-to-one difference between the variables of *'30 and above places'* and *'Up to 7 places'* & *'7-15 places'*. The figures reproduced in the descriptive Table 6.9 shows that the mean of comprehensive scores for the variable *'30 and above places'* is comparatively less (2.20) within the groups. It can be concluded here that expenditure incurred by the respondents for the factor 'Shopping' is sensitive to the variable

Table-6.9: Previous Travelling Experience and Shopping

	N	Mean
Up to 7 places	141	2.8946
7-15 places	73	2.8444
15-20 places	82	2.4793
20-30 places	44	2.9252
30 & above places	195	2.1971
Total	535	2.5724

'Previous Traveling Experience' and veteran travellers spend less than the new or inexperienced travellers for shopping.

6.1.6. Gender and Shopping: The variable 'Gender' may an influencing determinant of extent of expenditures on 'Shopping'.

Hypothesis to be tested: *The extent of expenditure incurred by the tourists on 'Shopping' is not significantly related to gender.*

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B$ ---------- *(6)*

$H_1: \mu_A \neq \mu_B$

Where,

μ= Tourists mean expenditure on Shopping

A= Male

B= Female

As there are only two groups, Independent Sample T-Test conducted to verify the influence of the variable 'Gender' on expenditure for the factor 'Shopping' is rejected. The p value (0.120) is found to be more than α at 0.05. Thus, population surveyed can't be segmented on the basis of gender for extent of expenditure incurred on the factor 'Shopping'. It can be concluded here that tourists' expenditure on the factor 'Shopping' isn't sensitive to their 'Gender.

Group Statistics T-test **Table-6.10: Gender and Shopping**

	M/F	N	Mean
Expenditure shopping	Male	341	2.4212
	Female	194	2.8380

6.1.7. Daily Budget and Shopping: Another variable that may affect on the extent of expenditure incurred for the factor Shopping is 'Daily Budget'.

Hypothesis to be tested: *The extent of expenditure incurred on 'Shopping' isn't sensitive to the variable 'Daily budget'.*

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F$ ---------- *(7)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E \neq \mu_F$

Where,

μ= Tourists mean expenditure on Shopping

A= Less than Rs.300/-

B= Between Rs.300/- and Rs.500/-

C= Between Rs.500/- and Rs.700/-

D= Between Rs.700/- and Rs.1000/-

E= Between Rs.1000/- and Rs.1500/-

F= Rs.1500/- and above

The effect of the variable 'Daily Budget' over the extent of expenditure on 'Shopping' is tested with the help of ANOVA. The finding of the test is reproduced in the Table 6.11. It shows that Null Hypothesis can be rejected as the p value (0.000) is less than α at 95% confidence levels. Games-Howell multiple comparisons table shows that the difference is apparent between two groups. That is, variable '*Rs. 1500 and above*' and '*Between Rs.700 and Rs.1000*'. The mean of comprehensive scores of the variable *Rs.700 and Rs.1000*' found to be more(3.05) while the same is found less for the variable '*Rs. 1500 and above*'. It can be concluded that the population can be segmented on the basis of daily budgeted.

ANOVA Table-6.11: Daily Budget and Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	97.241	5	19.448	9.762	.000
Within Groups	1035.988	520	1.992		
Total	1289.401	525			

Test of Homogeneity of Variance

Levene Statistic	df1	df2	Sig.
14.327	5	520	.000

Table-6.12: Daily Budget and Shopping

	N	Mean
Less than Rs.300	22	2.1191
Between Rs.300 and Rs.500	53	2.6077
Between Rs.500 and Rs.700	124	2.7952
Between Rs.700 and Rs.1000	93	3.0524
Between Rs.1000 and Rs.1500	82	2.8949
Rs.1500 and above	152	1.9624
Total	526	2.5684

6.1.8 Marital Status and Shopping: Marital status of the respondents may have different effect across the expenditure incurred on the factor 'Shopping'.

The Null Hypothesis to be tested is produced below:

$H_0: \mu_A = \mu_B$ ---------- *(8)*

$H_1: \mu_A \neq \mu_B$

Where,

μ= Tourists mean expenditure on Shopping

A= Married

B= Single

As only two variables are to be tested, the Null hypothesis is tested with the help Levene's Test for Equality of Variances of T -test. The test result as reproduced in the Table 6.13 shows that P value (0.003) is smaller than α at 0.05 levels.

Independent Samples **Test Table-6. 13 : Marital Status and Shopping**						
Levene's Test for Equality of Variances				t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Expenditure on Shopping	Equal variances assumed	8.926	.003	2.421	533	.016
	Equal variances not assumed			2.613	437.107	.009

Therefore, the Null Hypothesis can be rejected. The test result indicates that the variable 'Marital status' have got one-to-one different effect on the extent of expenditure incurred for the factor 'Shopping'. The differences between variables can be known with the help of the descriptive statistics table. The data reproduced in the Table 6.14 shows that the mean of comprehensive scores for married respondents is more (2.68) than the unmarried respondents (2.36). We can arrive at the conclusion that 'Married' tourist spends more for the factor 'Shopping' than the 'Unmarried' tourists.

Table-6.14: Marital Status and Shopping		
Marital status of the Tourists	N	Mean
Married	356	2.6812
Unmarried	179	2.3559

Summary: - Much fruitful findings could be derived from the analytical discussions presented above. It is found that the variables Origin, Previous Travelling Experience, Daily Budget and Marital Status of the respondents have got significantly different effects on the mean of frequency of spending for the factor Shopping, i.e., *other clothing, cosmetic items, gifts, decorative items, toiletries, and handicrafts.* However, respondents' spending for the factor 'Shopping' isn't sensitive to the variables Age, Education, Occupational Background and Gender.

6.2. Personal Expenditure:

The mean of comprehensive scores derived against this expenditure variable is 3.63. This new factor is an important uncategorized expenditure variable as its mean of comprehensive score is found to be significant one. Expenditures incurred for this factor may be affected by classification variables. The tentative effects of the classification variables across the extent of expenditure incurred are discussed in the following section:

6.2.1. Age and Personal Expenditure: *Hypothesis to be tested is that the extent of respondents' spending for the factor Personal Expenditure isn't equal for all tourists irrespective of their Age groups.*

Mathematically the hypothesis can be expressed as:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D \quad \text{(9)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$$

Where,

μ= Population mean of Personal Expenditure

A= Less than 25 years

B= Between 25-40 years

C= Between 40-60 years

D= 60 years and above

The Null Hypothesis is tested with the help of ANOVA. The test result as reproduced in the Table 6.15 shows that the hypothesis of equality in the mean value can be rejected at 95% confidence levels ($0.013<\alpha$). It implies that the extent of expenditure incurred for this factor is not equal across the age groups. The differences between age group variables could be found using the multiple comparison tables. The Bonferroni (.056>0.05) Post-hoc method of multiple comparisons shows that the difference is apparent between the variable 'Between ***25-40***

ANOVA **Table-6.15: Age and Personal Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.805	3	9.935	3.601	.013
Within Groups	1464.831	531	2.759		
Total	1494.636	534			

Test of Homogeneity of Variance

Levene Statistic	df1	df2	Sig.
2.531	3	531	.056

Table-6.16: Age and Personal Expenditure

	N	Mean
Less than 25 years	112	3.7027
25-40 years	176	3.8156
40-60 years	139	3.6906
60 and above	108	3.1721
Total	535	3.6296

years' and '*60 years and above*'. The figures reproduced in the descriptive Table 6.16 shows that the mean scores for this factor is comparatively less in respect of the variable '*60 years and above*' . While the mean scores of the variable 'Between *25-40 years*' is found to be more. It can be concluded here that older tourists spend less than the matured younger tourists for the factor 'Personal Expenditure'.

6.2.2 Origin and Personal Expenditure:

Hypothesis to be tested: Origins of the tourist don't have any influence on the extent of expenditure for the factor 'Personal Expenditure'.

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C$ ---------- *(10)*

$H_1: \mu_A \neq \mu_B \neq \mu_C$

Where,

μ= Population mean of Personal Expenditure

A=Regional Tourist

B= National Tourist

C= Foreign Tourist

The ANOVA test rejects the H_0 hypothesis. The test result as reproduced in the Table 6.17 shows that the Probability value (0.019) is less than α at 0.05 level. If Games-Howell method of multiple comparisons is followed then pair-wise differences can be drawn between the variables. The mean score for 'Foreign' tourists is found to be less than 'Regional' and 'National' tourists.

Table-6.17: Origin and Personal Expenditure

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.332	2	6.166	2.213	.019
Within Groups	1482.304	532	2.786		
Total	1494.636	534			
Test of Homogeneity of Variances					
Levene Statistic	df1		df2	Sig.	
5.262	2		532	.005	

The data reproduced in the descriptive Table 6.18 shows the mean scores of Regional, National and Foreign tourists as 3.86, 3.63 and 3.41 respectively. This is an interesting finding as the analysis has brought into focus a new insight that 'Foreign' tourists spend significantly less amount on the factor 'Personal Expenditure' than domestic tourists.

Table-6.18: Origin and Personal Expenditure

	N	Mean
Regional	118	3.8594
National	294	3.6305
Foreign	123	3.4069
Total	535	3.6296

6.2.3 Education and Personal Expenditure: Hypothesis to be tested: *The amount spent by tourists for the factor 'Personal Expenditure' isn't sensitive to tourist's educational background.*

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(11)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Population mean of Personal Expenditure

A= Graduates

B= Post-graduates

C= Professional

D= Others

Four variables in relation to 'Education' are measured. These are Graduates, Post-graduates, Professional and Other. The ANOVA is used to test the Null Hypothesis. The ANOVA result reproduced in the Table-6.19 shows that probability value (0.319) is more than the significance value (0.05). Hence, the Null Hypothesis tested is found positive. Here, it can be concluded that the amount incurred for the factor Personal Expenditure is equal for all the tourists irrespective of their educational qualifications.

ANOVA **Table-6.19: Education and Personal Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.840	3	3.280	1.173	.319
Within Groups	1484.796	531	2.796		
Total	1494.636	534			

6.2.4 Occupation and Personal Expenditure:

Hypothesis to be tested: *Tourists' personal expenditure doesn't significantly differ across groups based on occupation.*

Mathematically the hypothesis can be expressed as:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(12)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Population mean of Personal Expenditure

A= Service

B= Professional

C= Business

D= Others

The Null Hypothesis to be tested is that the extent of expenditure incurred by respondents for Personal Expenditure is equal irrespective of occupational background. The ANOVA result as reproduced in the Table 6.20 shows that the Null hypothesis can't be rejected as the probability value (0.091) is more than α at 0.05 significance level. It can be concluded here that the amount spent for the factor Personal Expenditure is not sensitive to occupational background of the tourists.

ANOVA **Table-6.20: Occupation and Personal Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.106	3	6.035	2.170	.091
Within Groups	1476.530	531	2.781		
Total	1494.636	534			

6.2.5 Previous Travelling Experience and Personal Expenditure:

Hypothesis to be tested: *Previous travelling experience of the tourist might have influence on the extent of Personal Expenditure.*

The hypothesis tested can be expressed mathematically as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E \quad \text{(13)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D = \mu_E$$

Where,

μ= Population mean of Personal Expenditure

A= Up to 7 places

B= 7-15 places

C= 15-20 places

D= 20-30 places

E= 30 & above places

It is assumed that tourists' expenditure on this factor is equal irrespective of their past travelling experiences. The ANOVA test is conducted to throw light on impact of variable 'Previous Travelling Expenditures' on expenditure.

ANOVA **Table-6.21: Previous Travelling Experience and Personal Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	116.116	4	29.029	11.161	.000
Within group	1378.519	530	2.601		
Total	1494.636	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
10.086	4	530	.000

The test result as reproduced in the Table 6.21 shows that the Null Hypothesis can be rejected as the Probability value (0.000) is less than α at 0.05. If multiple comparisons of the variables are drawn then it is found that differences exist between some groups. Thus, variable of '30 & above places' have got one-to-one differences with all other variables. It is also found that tourists having past experience of travelling of '30 & above places' incur less (3.03) on this factor. As against to it, tourists having past travelling experience of 'Between 20-30 places' incurred higher expenditure (4.32).

Table-6.22: Previous Travelling Experience and Personal Expenditure

	N	Mean
Up to 7 places	141	3.9982
7-15 places	73	3.8852
15-20 places	82	3.8043
20-30 places	44	4.3243
30 & above places	195	3.0371
Total	535	3.6296

6.2.6 Gender and Personal Expenditure: Hypothesis to be tested: *Extent of expenditure incurred on Personal expenditures is equal across male & female tourists.*

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B$ ---------- *(14)*

$H_1: \mu_A \neq \mu_B$

Where,

μ= Population mean of Personal Expenditure

A= Male

B= Female

As only two variables are to be tested, the Null Hypothesis is tested by conducting Independent Sample 'T'-test. The test result as reproduced in the Table 6.23 shows equal mean of comprehensive scores for the factor 'Personal Expenditure'. As the p value (0.233) is more than α at 0.05, the Null Hypothesis could not rejected.

Table-6.23: Gender and Personal Expenditure

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Personal Expenditure	Equal variances assumed	1.426	.233	.122	533	.903
	Equal variances not assumed			.126	441.632	.900

Here, it can be concluded expenditure incurred on foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, film roll and accessories, refreshments and entrance fee is equal in case of both male and female.

6.2.7 Daily Budget and Personal Expenditure: Hypothesis to be tested: *The extent of 'Personal Expenditure' is not different for groups based on daily budget.*

Mathematically the hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F \quad \text{.....(15)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E \neq \mu_F$$

Where,

μ= Population mean of Personal Expenditure

A= Less than Rs.300/-

B= Between Rs.300/- and Rs.500/-

C= Between Rs.500/- and Rs.700/-

D= Between Rs.700/- and Rs.1000/-

E= Between Rs.1000/- and Rs.1500/-

F= Rs.1500/- and above

The hypothesis is tested by conducting ANOVA test. The test result as reproduced in the Table 6.24A, shows that the Null Hypothesis can be rejected as the p value 0.000 is less than 0.05. That means the extent of Personal Expenditure varies according to volume of daily budget. The differences can further be tested through the multiple comparisons table. If Games-Howell method is followed then it is seen that pair-wise differences exists between the variable *'Rs.300 and Rs.700'* and *'Rs.1500 and above'*. The descriptive Table 6.24B shows that the mean scores for the factor Personal Expenditure are not equal. The mean of comprehensive score is more (4.47) for the tourists having daily

ANOVA

Table 6.24A : Daily Budget and Personal Expenditure

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	129.910	5	25.982	10.045	.000
Within Groups	1344.983	520	2.587		
Total	1474.893	525			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
9.422	5	520	.000

Table-6.24B: Daily Budget and Personal Expenditure

	N	Mean
Less than Rs-300	22	3.6927
Between Rs.300 and Rs.500	53	4.4657
Between Rs.500 and Rs.700	124	3.4740
Between Rs.700 and Rs.1000	93	4.2192
Between Rs.1000 and Rs.1500	82	3.8422
Rs.1500 and above	152	3.0343
Total	526	3.4020

budget '*Between Rs.300 and Rs.700*'. On the other hand, the scores is less (3.03) for the tourist having the daily budget of '*Rs.1500 and above*'. It can be concluded here that tourists with high daily budget incur comparatively less amount for the factor Personal Expenditure than others.

6.2.8 Marital Status and Personal Expenditure: Hypothesis to be tested: *Marital status of the tourists might have an influencing role in determining the extent of 'Personal Expenditure'*. The Independent Sample T-test is used to test the hypothesis of equality of population mean.

Mathematically the hypothesis can be expressed as:

$$H_0: \mu_A = \mu_B \quad \text{(16)}$$

$$H_1: \mu_A \neq \mu_B$$

Where,

μ= Population mean of Personal Expenditure

A= Married

B= Unmarried

The H_0 Hypothesis tested with the help of Independent Sample T-Test can't be rejected (p=0.628).

The group statistics Table 6.25 shows the means of comprehensive scores for the factor Personal Expenditure is equal for married and unmarried tourists. Thus, conclusion can be drawn that the extent of expenditure incurred by the tourists for the factor Personal expenditure is not sensitive their marital status.

Table-6.25: Marital Status and Personal Expenditure

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Personal Expenditure	Equal variances assumed	.235	.628	.665	533	.506
	Equal variances not assumed			.665	357.353	.506

Summary: It is seen from the above analysis that the factor Personal Expenditure is sensitive to variables of age, origin, past travelling experience and daily budget. However, the extent of expenditure incurred on this factor is not

sensitive to the variables education, occupation, gender and marital status. It is observed that aged tourists (60 and above) and foreign tourists spend comparatively less amount for the factor Personal Expenditure. Similarly, tourists travelling '30 and above places' and having daily budget of 'Rs.1500 and above' also incur less amount on this factor than the rests.

6.3 Travel Expenditure:

The extent of 'Travel Expenditure' accounts a considerable share of travel budget. The mean of comprehensive scores for this factor is computed as 3.60. The classification variables may have an influence on the extent of expenditure incurred for this factor. An analytical discussion is presented in the following section showing the effects.

6.3.1. Age and Travel Expenditure: Hypothesis to be tested: *The extent of tourists' 'Travel Expenditure' isn't equal for all aged tourists.*

Mathematically the hypothesis can be expressed as:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(17)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Population mean of Personal Expenditure

A= Less than 25 years

B= Between 25-40 years

C= Between 40-60 years

D= 60 years and above

This sensitiveness of tourists' age towards the factor Travel Expenditure is tested by conducting ANOVA. The ANOVA test result is reproduced in the Table 6.26. The figure in the Table shows that p value is 0.000 <0.05. Therefore, the H_1

ANOVA Table-6.26.: Age and Travel Expenditure

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	209.932	3	69.977	20.852	.000
Within Groups	1782.007	531	3.356		
Total	1991.939	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
7.450	3	531	.000

hypothesis can be accepted. It reflects that the extent of expenditure for factor Travel Expenditure is not equal for all aged groups of tourists. If multiple comparisons are drawn by using Games-Howell method method, then it is seen that the means of comprehensive score for this factor varies. The descriptive Table 6.27 shows the population means for Travel expenditure. One can see that the mean scores for the variable '60 years and above' year is high (4.79) while the score is low (3.11) for the variable 'Less than 25 years'. It can be concluded here that older tourists (*60 years and above*) spends more on travelling in comparison to younger tourists (*Less than 25 years*).

Table-6.27.: Age and Travel Expenditure

	N	Mean
Less than 25 years	112	3.1108
25-40 years	176	3.1903
40-60 years	139	3.5681
60 and Above	108	4.7920
Total	535	3.5952

6.3.2. Origin and Travel Expenditure: The extent of expenditure incurred by tourists on travel may depend upon their place of origin. The hypothesis can be tested *to see whether the origin of the travellers has got anything to do with travel expenditure or not.*

Mathematically the hypothesis can be expressed as:

$$H_0: \mu_A = \mu_B = \mu_C \quad \text{(18)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C$$

Where,

μ= Population mean of Personal Expenditure

A=Regional Tourist

B= National Tourist

C= Foreign Tourist

ANOVA **Table-6.28.: Origin and Travel Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	283.865	2	141.932	44.207	.000
Within Groups	1708.074	532	3.211		
Total	1991.939	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
28.917	2	532	.000

The Null hypothesis assumed that variables 'Origin' has no influence on the extent of expenditure incurred for the factor 'Travel Expenditure'. The Null Hypothesis is tested by ANOVA and the test result as reproduced in the Table 6.28 shows that the H_0 hypothesis of equal mean of spending for the factor Travel expenditure can be rejected at 95% confidence level. The Multiple comparisons table shows that mean score significantly varies origin-wise. It is seen from the descriptive

Table 6.29 that the mean of frequency of spending for the factor Travel Expenditure varies according to place of origin. It is seen that the means scores for the variable 'Foreign tourists' (4.54) more than the 'National tourists' (3.68) and 'Regional tourist' (2.39). Similarly' the score 'National tourists' is more than the 'Regional tourists'.

Table-6.29 : Origin and Travel Expenditure

	N	Mean
Regional	118	2.3900
National	294	3.6828
Foreign	123	4.5418
Total	535	3.5952

6.3.3 Educational Background and Travel Expenditure: Educational background of the tourists may be one of the determinants for the extent of expenditure for the factor 'Travel Expenditure'.

The hypothesis can be expressed as the follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ..... *(19)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Population mean of Personal Expenditure

A= Graduates

B= Post-graduates

C= Professional

D= Others

ANOVA **Table-6.30.: Education and Travel Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	76.597	3	25.532	7.078	.000
Within Groups	1915.342	531	3.607		
Total	1991.939	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
1.642	3	531	.179

The ANOVA test rejects the H_0 hypothesis of non-influence of the variable 'Education' across the expenditure for the factor 'Travel Expenditure' (0.000<0.05). The multiple comparison table explores of having one-to-one differences between the groups. The mean score of the variable 'Other' (3.25) is found significantly different from the variables 'Post-graduates' (4.10) & 'Professional' (4.12). Thus, the descriptive Table 6.31 it is seen that tourists with 'Post-graduate' and 'Professional' qualification spend more for the factor on 'Travel' than 'Graduates' and 'Other' categorized tourists.

Table 6.31: Education and Travel Expenditure

	N	Mean
Graduates	198	3.3720
Post-graduates	119	4.1008
Professional	67	4.1245
Others	151	3.2544
Total	535	3.5952

Thus, it is seen that the extent of expenditure incurred for the factor 'Travel Expenditure' is more or less sensitive to educational background.

6.3.4 Occupation and Travel expenditure: The amount of expenditure incurred by respondents for the factor 'Travel expenditure' may be sensitive to tourist's occupation. To confirm this belief the following hypothesis is to be tested.

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ..... *(20)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Population mean of Personal Expenditure

A= Service

B= Professional

C= Business

D= Others

The Null Hypothesis of equal mean value for the factor 'Travel Expenditure' is rejected by ANOVA test. This is due to the fact that the Probability value (0.043) calculated is less than significance value of 0.05. The Games-Howell Multiple comparison table shows that pair-wise differences are apparent between the variables of 'Service' and 'Professional'. The descriptive Table 6.33 also reflects that the comprehensive mean score of the variable 'Professional' is higher than mean score of the variable 'Service'. Thus, it can be concluded that the extent of expenditure incurred by the tourists for the factor 'Travel Expenditure' is sensitive to the variable 'Occupation'.

ANOVA **Table-6.32: Occupation and Travel Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.720	3	12.240	3.324	.020
Within Groups	1955.219	531	3.682		
Total	1991.939	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
2.738	3	531	.043

Descriptive **Table-6.33: Occupation and Travel Expenditure**

	N	Mean
Service	181	3.3408
Professional	43	4.3188
Business	68	3.7860
Others	243	3.6031
Total	535	3.5952

6.3.5 Previous Travelling Experience and Travel Expenditure: Hypothesis to be tested: Travel expenditure of the tourists might be sensitive towards their Previous Travelling Experience.

The hypothesis to be tested is as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E$ ---------- *(21)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D = \mu_E$

Where,

μ= Population mean of Personal Expenditure

A= Up to 7 places

B= 7-15 places

C= 15-20 places

D= 20-30 places

E= 30 & above places

It is seen from the Table 6.34 that H_0 hypothesis can be rejected since P value (0.000) is less than significance value (0.05). The test result shows that the mean scores of frequency of spending are significantly different for different groups. The multiple comparisons Table 6.35 show that the comprehensive mean scores for this factor is not equal across the past travelling experience. Table 6.35 shows that respondents having past experiences of visiting 'Up to 7 places' incur comparatively less (2.8) amount on traveling while respondents having past experience of visiting '30 & above places' spends more (4.1) for this purpose. Conclusions can be made here that extent of expenditure incurred by tourists on 'Travel expenditure' is sensitive to tourists past experience of travel.

ANOVA **Table-6.34: Previous Travelling Experience and Travel Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	147.024	4	36.756	10.559	.000
Within Groups	1844.915	530	3.481		
Total	1991.939	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
5.764	4	530	.000

Table-6.35: Previous Travelling Experience and Travel Expenditure

	N	Mean
Up to 7 places	141	2.8443
7-15 places	73	3.4644
15-20 places	82	3.4806
20-30 places	44	4.0916
30 & above places	195	4.1232
Total	535	3.5952

6.3.6 Gender and Travel Expenditure: Travel expenditure of the tourists may vary gender-wise. The belief to be tested here is that *the amount of expenditure incurred on travel is sensitive to tourists' gender.*

Mathematically the hypothesis can be expressed as mentioned below:

$$H_0: \mu_A = \mu_B \quad \text{(22)}$$

$$H_1: \mu_A \neq \mu_B$$

Where,

μ= Population mean of Personal Expenditure

A= Male

B= Female

Independent Sample T-test **Table-6.36: Gender and Travel Expenditure**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	7.631	.006	-1.482	533	.139
Equal variances not assumed			-1.443	370.197	.150

As there are only two variables, hypothesis is to be tested by conducting Independent Sample T-Test. The Levene's Test for Equality of Variances shows that the equality of variance can't be assumed as the P value (0.006) is less than the significance value at 0.05 levels. However, the Hypothesis can be rejected. Group statistics table can be drawn to get deeper inside into the differences between the variables. The result of the group statistics is reproduced in the Table 6.37. It can be concluded here that the extent of expenditure incurred by the tourists for Travel Expenditure isn't sensitive to their gender.

Table-6.37: Gender and Travel Expenditure

	M/F	N	Mean
Travel Expenditure.	Male	341	3.5019
	Female	194	3.7591

6.3.7 Daily Budget and Travel Expenditure: The relationship between the extent of expenditure incurred for the factor 'Travel Expenditure' and the variable 'Daily Budget' could be expressed with the help of hypothesis testing.

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F$ ..... *(23)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E \neq \mu_F$

Where,

μ= Population mean of Personal Expenditure

A= Less than Rs.300/-

B= Between Rs.300/- and Rs.500/-

C= Between Rs.500/- and Rs.700/-

D= Between Rs.700/- and Rs.1000/-

E= Between Rs.1000/- and Rs.1500/-

F= Rs.1500/- and above

The hypothesis is tested with the help of ANOVA and the test result as reproduced in the Table 6.38 shows that Null Hypothesis of equal means of frequency can be rejected as the p value (0.000) is less than the significance value (0.05). If multiple comparisons is followed by adopting Games-Howell Post-Hoc method, then it is seen that difference is quite significant and implicit between the variables of '*Rs.1000 and Rs.1500*' & '*Rs.1500 and above*' with that of variable of '*Less than Rs.300*'. Similar differences are also seen between the variables of *'Rs.300 and Rs.500', & 'Rs.500 and Rs.700'*, and the variable of '*Rs.1000 and Rs.1500*'. The mean score of the variable 'Rs.1500 & above' is found high than the mean scores of rest of the variables. It is found from the descriptive Table 6.39 that tourists of having per day per person budget of 'Rs.1500 & above' spend more on travel.

ANOVA **Table-6.38: Daily budget and Travel Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	153.416	5	30.683	8.808	.000
Within Groups	1811.547	520	3.484		
Total	1964.964	525			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
6.772	5	520	.000

Table 6.39 :
Daily Budget and Travel Expenditure

	N	Mean
Less than Rs-300	22	2.4545
Between Rs.300 and Rs.500	53	3.0668
Between Rs.500 and Rs.700	124	3.2940
Between Rs.700 and Rs.1000	93	3.1609
Between Rs.1000 and Rs.1500	82	4.0732
Rs.1500 and above	152	4.2366
Total	526	3.6063

6.3.8 Marital Status and Travel Expenditure: Hypothesis to be tested *is that expenditure incurred for the factor 'Travel expenditure' has no relation with the variable 'Marital Status'.*

Mathematically the hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B$ ..... (24)

$H_1: \mu_A \neq \mu_B$

Where,

μ= Population mean of Personal Expenditure

A= Married

B= Unmarried

Independent Samples **Test Table-6.40 : Marital Status and Travel Expenditure**						
	Levene's Test for Equality of Variances			t-test for Equality of Means		
Travel Expenditure		F	Sig.	t	df	Sig. (2-tailed)
	Equal variances assumed	15.441	.000	3.070	533	.002
	Equal variances not assumed			3.281	426.347	.001

The p value 0.001 of the appropriate raw (equal variance not assumed) is less than the significance level (0.05). The H_0 Hypothesis can be rejected. The Group statistics table is drawn to know the differences between variables. The data reproduced in the Table 6.41A shows that the mean scores for the factor Travel Expenditure is different for Married and Unmarried respondents. This analysis shows that mean score of married respondents is significantly higher (at α=0.05) than the mean score of unmarried respondents (3.78>3.24). Thus, conclusion can be drawn that the extent of expenditure incurred by the tourists for the factor Travel expenditure is sensitive to marital status. Married tourists spend more on travel than unmarried tourists.

Table-6.41A: Marital status and Travel Expenditure		
Marital status	N	Mean
Married	356	3.7755
Unmarried	179	3.2365

Summary: - Very interesting outcome could be noticed from the above discussion. It is seen that expenditure on the factor Travel Expenditure is sensitive to tourists' Age, Origin, Educational background, Previous travelling experience, Gender, Daily Budget and Marital status. Older tourists (60 and above years) incur more on travel while younger (Less than 25 years) incur the

lowest. Again, 'Foreign' tourists incur more amounts for Travel expenditure than 'Domestic' tourists. Variable 'Education' also shows that tourists having 'Post-graduate' and 'Professional' degree incur more than the rests. The occupation shows that 'Professional' and 'Businessmen' tourists spend more amounts for the factor 'Travel expenditure'. Another important observation is that tourists having more previous travelling experience incur more on this factor. Similarly, Female and married tourists incur more for the factor Travel expenditure. It is also found that high budget tourists incur more expenditure on travelling.

6.4 Local Expenditure:

This factor includes the heads of expenditure on accommodation, transportation within the destination, local textiles and foods in the place of stay. These expenditures fall under the factor 'Local Expenditure'. The mean of frequency of spending on this factor is calculated found to be 5.39. It reveals that the highest amount of money is spent by the tourists for this purpose. The ANOVA and Independent Sample T-test was conducted to get into different effects of classification variables across extent of expenditure incurred.

6.4.1 Local Expenditure and Age, Origin, Education, Occupation, Previous Traveling Experience, Gender, Marital Status:

The ANOVA test and Independent Sample T-tests are conducted to examine the significant differences in the extent of expenditure incurred for the factor Local Expenditure among the groups those are based on each one of table above variables. The test result shows that respondents can't be segmented for extent of expenditure incurred based on the variables of Age, Origin, Education, Occupation, Past travelling experience, Gender and Marital status. The probability values arrived at for the variables are shown in the Table 6.41B. The figures in the table show that the P values for the aforesaid variables

Table-6.41B: Classification Variables and Local Expenditure

Variables	Probability value	Test	Result H_0
Age	.915	ANOVA	Could not be rejected
Origin	.237	ANOVA	Could not be rejected
Education	.241	ANOVA	Could not be rejected
Occupation	.281	ANOVA	Could not be rejected
Previous travelling experience	.601	ANOVA	Could not be rejected
Gender	.524	T-test	Could not be rejected
Daily budget	.018	ANOVA	Rejected
Marital status	.639	T-test	Accepted

are more than the significance value of 0.05. Therefore, the Null hypothesis of equality of means can't be rejected. However, the mean of comprehensive score is found significantly less (0.018) in respect of the variable 'Daily Budget'. It can be concluded that the extent of expenditure incurred for the factor 'Local expenditure' is not sensitive to tourists' Age, Origin, Education, Occupation, Previous traveling experience, Gender and Marital status.

6.4.2 Daily Budget and Local Expenditure: The Hypothesis to be tested is that *the amount incurred for the factor 'Local Expenditure' doesn't vary in accordance with 'Daily budget' of the respondents.*

Mathematically the hypothesis can be expressed as follows:

$$H_0: \mu_A=\mu_B=\mu_C=\mu_D=\mu_E=\mu_F \quad \text{(25)}$$

$$H_1: \mu_A\neq\mu_B\neq\mu_C\neq\mu_D\neq\mu_E\neq\mu_F$$

μ= Population mean of Travel Expenditure

A= Less than Rs.300/-

B= Between Rs.300/- and Rs.500/-

C= Between Rs.500/- and Rs.700/-

D= Between Rs.700/- and Rs.1000/-

E= Between Rs.1000/- and Rs.1500/-

F= Rs.1500/- and above

ANOVA **Table-6.42: Daily Budget and Local Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.670	5	8.134	2.768	.018
Within Groups	1528.098	520	2.939		
Total	1568.768	525			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
3.767	5	520	.002

The Null Hypothesis of equality of expenditure for the factor 'Local expenditure' is tested with the help of ANOVA. The test result as reproduced in the Table 6.42 shows the P value for the factor Local Expenditure as 0.018. Since the probability value is less than α =0.05, the H_0 Hypothesis is rejected. The Test of Homogeneity of Variances signifies that Games-Howell method (0.002<0.05) of multiple comparison is to be drawn. The Post-Hoc analysis reveals

Descriptive **Table 6.43** : **Daily budgeted and Local Expenditure**

	N	Mean
Less than Rs-300	22	5.5382
Between Rs.300 and Rs.500	53	5.4400
Between Rs.500 and Rs.700	124	5.2008
Between Rs.700 and Rs.1000	93	5.5896
Between Rs.1000 and Rs.1500	82	5.8921
Rs.1500 and above	152	5.1180
Total	526	5.3916

is to be drawn. The Post-Hoc analysis reveals that pair-wise differences are there between the variables of *'Rs.1000 and Rs.1500'* and *'Rs.1500 and above'*. The descriptive Table 6.43 shows that the mean of comprehensive score for the respondents having daily budget of *'Rs.1000 and Rs.1500'* is more (5.89) than those having daily budget of *'Rs.1500 and above'*.

Summary: The respondents can't be segmented for extent of expenditure for the factor Local expenditure on the basis of Age, Origin, Education, Occupation, Previous Traveling Experience, Gender and Marital Status. Therefore, the Null hypothesis of equality of mean could not be rejected. However, the respondents can be segmented for the extent of expenditure incurred on the basis of variable 'Daily Budget'. Tourists having daily budget of 'Rs. 1500 and above' showed a high mean score. This means that only disposable income can affect the expenditure level under the heads local expenditure and other variables don't have any impact.

6.5 Beverage:

The fifth factor extracted by data reduction process is renamed as Beverage. Two items namely, expenditure on mineral water and tobacco/ liquor were clubbed into this factor. The mean score of this factor is found to be 2.89. However, further analysis could not be done on the combined factor 'Beverages' as factor as the Cronbach's Alpha value (0.48) measured is found to be less than 0.50. However, to get into the deeper insight, the two heads of expenditure is tested individually by conducting ANOVA and T-test. Discussions about the findings are made in the following section.

6.5A Mineral water:

The growing health consciousness among the people has resulted in taking hygienic food and pure drinking water. People are often seen purchasing Mineral water on the way. A significant amount is also spent on purchasing mineral water at the place of visit. The amount incurred for this purpose may be sensitive to the classification variables. To know the relationship, if any, hypotheses can be tested. The test results are narrated below.

6.5A.1 Age and Mineral Water: Hypothesis to be tested: *The amount spent on mineral water may not be equal for tourists of all age groups.*

The Hypothesis to be tested can mathematically be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(26)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Population mean on Mineral Water

A= Less than 25 years

B= Between 25-40 years

C= Between 40-60 years

D= 60 years and above

The frequency of equality of means is tested with the help of ANOVA. The ANOVA test result as reproduced in the Table 6.44 shows that effect of age groups across expenditure on mineral water is positive (0.001<0.05). The pairwise comparisons are calculated with the help of Games-Howell Post-hoc method. It is seen from the Table 6.45 that the mean scores of the variable 'Less than 25 years' is significantly more than the rest of the variables. This shows that respondents of 'Less than 25 years' spent comparatively less for mineral water.

ANOVA Table-6.44: Age and Mineral Water

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	156.347	3	52.116	5.297	.001
Within Groups	5224.371	531	9.839		
Total	5380.718	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
4.696	3	531	.003

Table-6.45: Age and Mineral Water

	N	Mean
Less than 25 years	112	3.5000
25-40 years	176	4.8920
40-60 years	139	4.8058
60 and Above	108	4.7222
Total	535	4.5439

6.5A.2. Origin and Mineral Water:

Origin of the tourist might play an important role in determining the level of sensitivity towards the extent of expenditure incurred for mineral water.

The following hypothesis is developed to test this belief.

$H_0: \mu_A = \mu_B = \mu_C$ ---------- (27)

$H_1: \mu_A \neq \mu_B \neq \mu_C$

Where,

μ= Tourists mean expenditure on Mineral Water

A=Regional Tourist

B= National Tourist

C= Foreign Tourist

ANOVA **Table-6.46: Origin and Mineral Water**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	113.387	2	56.694	5.726	.003
Within Groups	5267.330	532	9.901		
Total	5380.718	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
2.232	2	532	.108

The ANOVA is conducted to test the hypothesis that population means bear no significant difference across the variable 'Origin'. The test result as reproduced in the Table 6.46 shows that the hypothesis is in favour of unequal variance at 0.05 levels of significance (0.033<0.05). Games-Howell Post-hoc method is drawn for multiple comparisons. The descriptive Table 6.47 shows that pairwise differences exist between the 'Foreign' and 'Regional' as well as 'National' tourists. The mean scores of 'Regional' (3.94) and 'National' (4.47) tourists are less than the 'Foreign' (5.29) tourists. Therefore, it may be concluded that 'Foreign' tourists spend more on the item mineral water than the domestic tourists.

Table-6.47: Origin and Mineral Water

	N	Mean
Regional	118	3.9407
National	294	4.4728
Foreign	123	5.2927
Total	535	4.5439

6.5A.3 Education and Mineral Water: Hypothesis to be tested that *expenditure incurred on 'Mineral Water' isn't sensitive to educational background of the respondents.*

The hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- (28)

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Tourists mean expenditure on Mineral Water

A= Graduates

B= Post-graduates

C= Professional

D= Others

ANOVA Table-6.48: Education and Mineral Water					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	400.618	3	133.539	14.239	.000
Within Groups	4980.100	531	9.379		
Total	5380.718	534			
Test of Homogeneity of Variances					
Levene Statistic	df1	df2		Sig.	
3.891	3	531		.009	

The result of ANOVA test conducted to measure the mean score is reproduced in the Table 6.48. The figures in the table show the mean score is less than significance value of 0.05. Multiple pairwise differences can be computed by adopting Games-Howell method of Post-hoc analysis. The descriptive Table 6.49 shows that one-to-one differences exist between the few of the groups. Significant differences are seen between the variable 'Graduate' and 'Post-graduate' as well as 'Professional' tourists. Again there are significant differences in the mean scores between the variables of 'Other' with rest of the variables. The mean scores for the variable 'Post-graduate' is found to be highest while it is less for the variable 'Other'. It can be concluded the extent of expenditure incurred for the item mineral water is sensitive to the variable 'Education'.

Table-6.49: Education and Mineral water		
	N	Mean
Graduates	198	4.3131
Post-graduates	119	5.6975
Professional	67	5.5373
Others	151	3.4967
Total	535	4.5439

6.5A.4 Occupation and Mineral Water: Hypothesis to be tested is that variable 'Occupation' plays an important role in determining the extent of expenditure incurred for 'Mineral water'.

The Hypothesis can be explained as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D \quad \text{(29)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$$

Where,

μ= Tourists mean expenditure on Mineral Water

A= Service

B= Professional

C= Business

D= Others

ANOVA **Table 6.50: Occupation and Mineral Water**					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	177.289	3	59.096	6.031	.000
Within Groups	5203.429	531	9.799		
Total	5380.718	534			
Test of Homogeneity of Variances					
Levene Statistic	df1		df2	Sig.	
2.909	3		531	.034	

The hypothesis of the belief that the variable 'Occupation' plays significant role in determining the extent of expenditure incurred for Mineral water is tested with the help of ANOVA. The Table 6.50 shows that H_0 Hypothesis can be rejected. If multiple comparison tables are drawn by adopting the Games-Howell Post-hoc methods, then it is seen that there are differences between the tourists of having occupational background of 'Other'(3.95) & 'Professional'(5.63) as well as 'Businessmen'(5.04). The mean value of the variable 'Professional' is more than the variables 'Other' and 'Businessmen'.

Table-6.51: Occupation and Mineral Water

	N	Mean
Service	181	4.9006
Professional	43	5.6279
Businessmen	68	5.0441
Others	243	3.9465
Total	535	4.5439

6.5A.5 Previous Travelling Experience and Mineral Water: The sensitivity of the variable 'Previous Travelling Experience' towards extent of expenditure on Mineral water can be tested with the help of ANOVA.

Hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E \text{ ---------- (30)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E$$

Where,

μ= Tourists mean expenditure on Mineral Water

A= Up to 7 places

B= 7-15 places

C= 15-20 places

D= 20-30 places

E= 30 & above places

The ANOVA test result of equality of expenditure on Mineral water based on the variable 'Previous Travelling Expenditure' is found negative. The P value (0.006) is less than the significance level of 0.05. It indicates that there is relationship between variable 'Previous Travel Experience' and extent of expenditure incurred on 'Mineral water.' The homogeneity of variance shows that (0.000<0.05) the Games-Howell Post-hoc method is to be used to explore pairwise multiple comparisons. It is seen from the descriptive Table 6.53 confirmed through multiple comparison that the mean value of the variable 'Up to 7 places' (5.80) is significantly more than the variable of '20-30 places' (3.87). Conclusion can be drawn that extent of expenditure incurred on mineral water is significantly related to the past travelling experience of the tourists. Conclusions can be drawn that lesser the experience of travel more would be the expenditure on mineral water.

ANOVA **Table-6.52: Previous Travelling Experience and Mineral Water**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	142.923	4	35.731	3.616	.006
Within Groups	5237.794	530	9.883		
Total	5380.718	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
6.623	4	530	.000

Table-6.53: Previous Travelling Experience and Mineral water

	N	Mean
Up to 7 places	141	3.8723
7-15 places	73	3.6027
15-20 places	82	4.4512
20-30 places	44	5.7955
30 & above places	195	5.7641
Total	535	4.5439

6.5A.6 Gender and Mineral Water: The variable 'Gender' might have a role to play in determining the extent of expenditure incurred on 'Mineral Water'. The Independent Sample T-test is conducted to test the hypothesis of equality of population mean. The Null Hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B \quad \text{(31)}$$

$$H_1: \mu_A \neq \mu_B$$

Where,

μ= Tourists mean expenditure on Mineral Water

A= Male

B= Female

The Independent Sample T-Test result shows that the respondents can't be segmented for extent of expenditure incurred on 'Mineral Water'. The p value is found to be 0.408. Therefore, the Null Hypothesis could not be rejected at 0.05 significant levels. It can be concluded both male and female respondents incur equal amount on the mineral water in the North East India.

6.5A.7 Daily budget and Mineral Water: The variable 'Daily Budget' may play an effective role in the extent of expenditure incurred on Mineral water.

The hypothesis to be tested can be represented as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F \quad \text{(32)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E \neq \mu_F$$

Where,

μ= Tourists mean expenditure on Mineral Water

A= Less than Rs.300/-

B= Between Rs.300/- and Rs.500/-

C= Between Rs.500/- and Rs.700/-

D= Between Rs.700/- and Rs/-1000/-

E= Between Rs.1000/- and Rs.1500/-

F= Rs.1500/- and above

The belief of equal population mean for 'Daily Budget' is tested by conducting ANOVA. The test result shows that Null hypothesis can be rejected as the P value is found more (0.002) than α at 95 percent confidence level. The ANOVA test result is reproduced in the Table 6.54. It can be concluded here that population means is different for different respondents based on frequency of visit. If multiples comparison analysis table is drawn by following the Games-Howell method then pairwise differences can be explored. It is noticed from the multiple comparison and also from Table 6.55 that the differences are in more significant between the variable

ANOVA **Table-6.54:Daily Budget and Mineral Water**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	183.208	5	36.642	3.769	.002
Within Groups	5055.828	520	9.723		
Total	5239.036	525			

Test of Homogeneity of Variance			
Levene Statistic	df1	df2	Sig.
7.300	5	520	.000

of 'Rs.500 and Rs.700'and 'Rs. 1500 and above'. The populations mean scores of the variables are reproduced in the table 6.55. It is seen that respondents of having budget of 'Rs.500 and Rs.700' incur less while the respondents of having daily budget of 'Rs. 1500 and above' incurred more.

Table 6.55 :
Daily budget and Mineral water

	N	Mean
Less than Rs-300	22	4.5455
Between Rs.300 and Rs.500	53	4.4151
Between Rs.500 and Rs.700	124	3.6048
Between Rs.700 and Rs.1000	93	4.6129
Between Rs.1000 and Rs.1500	82	5.0122
Rs.1500 and above	152	5.1447
Total	526	4.5684

6.5A.8 Marital status and Mineral Water: The extent of expenditure incurred for the Mineral water may be influenced by the 'Marital Status' of the respondents.

The Null Hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B$ ---------- *(33)*

$H_1: \mu_A \neq \mu_B$

Where,

μ= Expenditure on Mineral Water

A= Married

B= Unmarried

The Null Hypothesis is tested by conducting Independent Sample T-Test. The test result shows that the equality of mean expenditure of population can't be rejected at 95% confidence level as the P value (0.880) more than α. It can be concluded the extent of expenditure incurred and marital status can't be segmented meaningfully.

Summary: It is noticed from the above discussions that the population means of the variable 'Mineral Water' is found to be sensitive towards the variables of Age, Origin, Education, Occupation, Past Travel Experience and Daily budget. However, equality in the mean is found positive in case of two variables of Gender and Marital status.

6.5B.0 Tobacco/Liquor:

It is often seen that few people is habituated in taking tobacco/liquor and the intensity might increase while on tour. The amount of money spent for this purpose may be influential. The effect of classification variables across the extent of

expenditure incurred can be tested. In the following section a discussion is made to this effect.

6.5B.1 Age and Tobacco/liquor: The extent of expenditure incurred by the respondents on Tobacco/Liquor may also differ in accordance with age.

The hypothesis to be tested can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(34)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Less than 25 years

B= Between 25-40 years

C= Between 40-60 years

D= 60 and above

The ANOVA test result of equality of expenditure on tobacco/liquor irrespective of respondents' age is rejected at 95% levels of confidence. The P value extracted by ANOVA table is less (0.018) than the significance value of 0.05. The differences in the variables can be extracted by adopting the multiple comparison analysis. As the Homogeneity of Variances is less than 0.05, Games-Howell's method of Post-hoc analysis is to be adopted. One can see from the Post-hoc table that the mean score of the variables 'Less than 25 years', '25-40 years' and '40-60 years' are significantly different. The mean value of the variable 'Less than 25 years' and '25-40 are significantly different from the mean value of the variable '40-60 years'. The descriptive Table 6.57 shows the population means for expenditure on Tobacco/liquor. The analysis shows that mean scores of younger (Less than 25 years) and older (60 and above) respondents are significantly less.

ANOVA **Table-6.56: Age and Tobacco/liquor**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.306	3	14.102	3.402	.018
Within Groups	2201.216	531	4.145		
Total	2243.521	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
4.696	3	531	.001

Table-6.57: Age and Tobacco/liquor

	N	Mean
Less than 25 years	112	1.6518
25-40 years	176	2.3466
40-60 years	139	2.3885
60 and Above	108	2.1389
Total	535	2.1701

6.5B.2 Origin and Tobacco/liquor: The influence of the variable 'Origin' across extent of expenditure incurred on Tobacco/Liquor can be tested.

The hypothesis can be expressed mathematically as follows:

$H_0: \mu_A = \mu_B = \mu_C$ ..... *(35)*

$H_1: \mu_A \neq \mu_B \neq \mu_C$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A=Regional Tourists

B= National Tourists

C= Foreign Tourists

The belief of equality of population mean is tested with the help of ANOVA. The ANOVA result as reproduced in the Table 6.58 shows that the Null Hypothesis of equality of population mean can be rejected (0.000<0.05). The Post-Hoc analysis shows that population means are different for domestic and foreign tourists. One can see from the descriptive Table 6.59 that the mean scores of the 'Foreign' tourists are more 'Regional' and 'National' tourists. It is seen that 'Foreign' tourists spend more amounts on 'Tobacco/liquor' than the domestic tourists.

ANOVA **Table-6.58.: Origin and Tobacco/Liquor**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	202.940	2	101.470	26.454	.000
Within Groups	2040.581	532	3.836		
Total	2243.521	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
22.795	2	532	.000

Table-6.59: Origin and Tobacco/liquor

	N	Mean
Regional	118	2.1864
National	294	1.7143
Foreign	123	3.2439
Total	535	2.1701

6.5B.3 Education and Tobacco/liquor: The hypothesis to be tested is that extent of expenditure incurred on Tobacco/liquor is sensitive to educational background f the respondents.

The hypothesis can be expressed as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ..... *(36)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Graduates

B= Post-graduates

C= Professional

D= Others

The ANOVA test result as reproduced in the Table 6.60 shows that the equality of variance is negative and Null hypothesis can be rejected at 95% levels of confidence (0.000<0.05). The multiple comparison indicates that there are one-to-one pairwise differences in the mean value of 'Graduate' and 'Post-graduate' tourists. The data reproduced in the descriptive Table 6.61 shows the comprehensive score of 'Graduate' tourists is less while the score is more in case of 'Post-graduate' tourists. Thus, it is seen that the amount incurred for tobacco/liquor is more for post-graduate tourists than graduate tourists

ANOVA **Table-6.60: Education and Tobacco/liquor**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	76.018	3	25.339	6.208	.000
Within Groups	2167.503	531	4.082		
Total	2243.521	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
4.696	3	531	.000

Table-6.61: Education and Tobacco/liquor

	N	Mean
Graduates	198	1.7879
Post-graduates	119	2.7647
Professional	67	2.4179
Others	151	2.0927
Total	535	2.1701

6.5B.4 Occupation and Tobacco/liquor: The sensitiveness of the tourists' 'Occupation' over the extent of expenditure incurred can be tested.

The hypothesis framed is as follows:

$H_0: \mu_A = \mu_B = \mu_C = \mu_D$ ---------- *(37)*

$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Service

B= Professional

C= Business

D= Others

The belief of equality in expenditure on Tobacco/liquor is tested by conducting ANOVA test. The test result indicates that H_0 Hypothesis equality of variance can be rejected as the value (0.000) is less than α=0.05(See Table 6.62). Thus, we can forward the opinion that the population mean is different for different tourists across the variables 'Occupations'. To get more insight into the differences, one can follow the Games-Howell's Post-hoc analysis of variance. The analysis shows that the mean scores of the variable 'Other' (1.80) is significantly less than the variables of 'Service', 'Professional' and 'Businessmen' tourists.

ANOVA **6.62: Occupation and Tobacco/liquor**					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	77.605	3	25.868	6.342	.000
Within Groups	2165.917	531	4.079		
Total	2243.521	534			
Test of Homogeneity of Variances					
Levene Statistic	df1		df2		Sig.
8.071	3		531		.000

Table-6.63: Occupation and Tobacco/liquor		
	N	Mean
Service	181	2.3039
Profession	43	2.9070
Businessmen	68	2.6765
Others	243	1.7984
Total	535	4.5439

6.5B.5 Previous Travelling Experience and Tobacco/liquor: The extent of expenditure incurred by the tourists on Tobacco/liquor may be significantly related to frequency of visit.

The hypothesis is stated below:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E \quad \text{(38)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D = \mu_E$$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Up to 7 places

B= 7-15 places

C= 15-20 places

D= 20-30 places

E= 30 & above places

The ANOVA results as reproduced in the Table 6.64 indicate that the population means aren't equal across the frequency of visit. The differences between the variable can be studied by adopting Multiple comparisons table. If, Games-Howell's Post-Hoc method is followed then it is seen that pairwise difference is significant between the variable '15-20 places' and '30 and above places' (see table 6.65). The mean score is found to be significantly more (2.50) for the variable '30 and above places'. While the mean scores of the variable '15-20 places' is found less within the group.

ANOVA **Table-6.64: Previous Travelling Experience and Tobacco/liquor**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.957	4	12.989	3.141	.014
Within Groups	2191.565	530	4.135		
Total	5380.718	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
7.309	4	530	.000

Table-6.65: Previous Travelling Experience and Mineral water

	N	Mean
Up to 7 places	141	1.9362
7-15 places	73	2.1507
15-20 places	82	1.6707
20-30 places	44	2.5000
30 & above places	195	2.4821
Total	535	2.1701

6.5B.6 Gender and Tobacco/liquor: Hypothesis to be tested is that *the frequency spending of the respondents for the item Tobacco/liquor is sensitive to gender.*

The hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B \quad \text{(39)}$$

$$H_1: \mu_A \neq \mu_B$$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Male

B= Female

The Null hypothesis tested by conducting Independent Sample T-Test. The Levene's test of equality of variance shows that the Null hypothesis can be rejected at 95% confidence level (See table 6.66) as P value (0.000) is less than significance value of 0.05.

Independent Sample T-test **Table-6.66: Gender and Tobacco/liquor**					
	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	36.022	.000	4.141	533	.000
Equal variances not assumed			4.539	508.155	.000

It can be concluded that the extent of expenditure incurred on Tobacco/liquor is sensitive to the variable 'Gender'. The Table 6.67 confirms that the population mean is significantly more for the variable 'Male' than 'Female'. This reflects that male respondents spend more on the item Tobacco/liquor than the 'Female' respondents.

Table-6. 67: Gender and Tobacco/liquor		
M/F	N	Mean
Male	341	2.4428
Female	194	1.6907

6.5B.7 Daily Budget and Tobacco/liquor:

Hypothesis to be tested is that per person per day expenditure of tourists may influence on the amounts paid for Tobacco/liquor.

The hypothesis can be represented as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F \quad \text{.....(40)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E \neq \mu_F$$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Less than Rs.300/-

B= Between Rs.300/- and Rs.500/-

C= Between Rs.500/- and Rs.700/-

D= Between Rs.700/- and Rs/-1000/-

E= Between Rs.1000/- and Rs.1500/-

F= Rs.1500/- and above

The assumption that the extent of expenditure on the item 'Tobacco/liquor' is equal across the Daily budget of the tourists is tested with the help of ANOVA.

ANOVA **Table-6.68.: Daily budget and Tobacco/Liquor**					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.136	5	11.627	2.783	.017
Within Groups	2172.853	520	4.179		
Total	2230.989	525			
Test of Homogeneity of Variances					
Levene Statistic		df1	df2	Sig.	
2.875		5	520	.014	

The tested result as reproduced in the Table 6.68 indicates that the Null hypothesis is

proved negative (0.017<0.05). It can be concluded here that the amount of money paid for Tobacco/liquor varies with the amount of Daily Budget. The Games-Howell's Post-hoc method of analysis shows that pairwise differences are imperative between the variable 'Rs.1000 and Rs.1500', and 'Rs.1500 and above'. The mean of the respondents having daily budget of 'Rs.1000 and Rs.1500' is found less (1.83) than those having daily budget of 'Rs.1500 and above' (2.68). However, no significant difference could be seen between the rests of the variables. It can be concluded that respondents having high budget incurred more amounts on Tobacco/liquor.

Table 6.69 : Daily budget and Tobacco/liquor

	N	Mean
Less than Rs-300	22	1.9091
Between Rs.300 and Rs.500	53	1.9245
Between Rs.500 and Rs.700	124	1.9919
Between Rs.700 and Rs.1000	93	2.1828
Between Rs.1000 and Rs.1500	82	1.8293
Rs.1500 and above	152	2.6842
Total	526	2.1901

6.5B.8 Marital status and Tobacco/liquor: Significant relationship may exist between the variable 'Marital status' and the extent of expenditure incurred on the item Tobacco/liquor.

Mathematically the Hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B \text{----------} (41)$$

$$H_1: \mu_A \neq \mu_B$$

Where,

μ= Tourists mean expenditure on Tobacco/liquor

A= Married

B= Unmarried

The H_0 Hypothesis of equality of variances is tested with the help of Independent Sample T-Test. The test result shows that the Null hypothesis can't be rejected. The population mean as shown by the Levene's Test for Equality of Variances is 0.229. It can be concluded that the amount spent for Tobacco/liquor is not influenced by the Marital status of tourists.

Summary: It is noticed from the above discussions that the means scores for Tobacco/liquor is related to the variables of *Age, Origin, Education, Occupation,*

Past travelling experience, Daily budget and Gender. **However, the assumption of equality of mean is found positive for the groups based on the variable *Marital Status*. The variable *Age* shows that older tourists spend less than the younger tourists for Tobacco/liquor. Foreign tourists on the other hand, spend more than the domestic tourists for the same. Again the extent of expenditure incurred is also influenced by the daily budget. Tourists having more amount of Daily budget incur more for this item. The analysis also shows that male tourists spend more on this item than the Female tourists.**

6.6: Purposes of travel and extent of expenditure: It will be worthwhile to draw a comparative analysis to examine the extent to which the travel purposes affect the volume of tourists' expenditure paid for different purposes. Tourists travel the destinations for different purposes and on the basis of their purpose of travel tourists are commonly classified into different categories such as Eco-tourists, Leisure tourists, Pilgrimage tourists, Business tourists etc. So, an analysis of expenditure on the basis of purposes of travel will provide a deeper insight into the extent of expenditure incurred by a particular category of tourists. An analysis is made below to examine the hypotheses.

Hypothesis Testing: The following hypothesis is adopted to measure the extent of expenditure incurred by tourist on the factor Shopping, Personal Expenditure, Travel Expenditure, Local Expenditure and the heads of expenditure of Mineral Water and Tobacco/Liquor..

It is supposed that the extent of expenditure incurred on all factors is equal for all types of tourists irrespective of their purposes of travel.

Mathematically, the hypothesis can be expressed as follows:

$$H_0: \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F = \mu_G = \mu_H = \mu_I = \mu_J = \mu_K \quad \text{.....(42)}$$

$$H_1: \mu_A \neq \mu_B \neq \mu_C \neq \mu_D \neq \mu_E \neq \mu_F \neq \mu_G \neq \mu_H \neq \mu_I \neq \mu_J \neq \mu_K$$

Where,

μ= Tourists mean of expenditure on Shopping, Personal Expenditure, Travel Expenditure, Local Expenditure and the heads of expenditure of Mineral Water and Tobacco/Liquor

A= To have fun/Joy

B= Visiting relatives

C=Pilgrimage

D=Wanted to see Wild life of this area

E= Wanted to have adventure

F= Just holidaying during vacation

G= Come for business work

H= Wanted to see natural beauty

I= Pursuing special interest (like hobbies, research etc)

J= Experience local people and culture

K= Other reason.

6.1 Purposes of Travel and Shopping: The relationship between the extent of expenditure incurred for the items falling under the factor Shopping and purposes of travel is tested by adopting one-way ANOVA and multiple comparisons table. The ANOVA test result shows that the H_0 Hypothesis of equality of variances can be rejected at 95% confidence level as the Probability value (0.002) is less than significance value of 0.05 (see table 6.70). To extract the purpose-wise variable(s) resulting higher expenditure on Shopping, we can adopt Games-Howell's Post-hoc multiple comparisons table as the value (0.000) extracted by Test of Homogeneity of variances is less than 0.05. The Post-Hoc table however, shows no significant differences in the values of different variables. But the analysis of figures appearing in the descriptive Table 6.71 shows that two variables are having comparatively high mean value within the group. These are the respondents who came with an object of 'Just holidaying during vacation' (F) and those whose basic reason of visit is 'Experience local people and culture' (J). The rest of the variables in the group show almost equal mean values. This indicates that tourists who come to Northeast India with basic motive of 'Holidaying' and to

ANOVA **Table-6.70.: Purposes of Travel and Shopping**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.439110	10	5.844	2.783	.002
Within Groups	0.384	524	2.100		
Total	1158.823	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
4.966	10	524	.000

Table-6.71: Purposes of Travel and Shopping

Variables	N	Mean
A	136	2.6702
B	26	2.6104
C	64	2.2352
D	141	2.5359
E	22	2.2591
F	10	3.2839
G	13	2.0231
H	58	2.5851
I	29	2.3914
J	25	3.5207
K	11	2.0115
Total	535	2.5724

'Experience local people and culture' incurs maximum amount for the items underlying the factors Shopping.

6.2 Purposes of Travel and Personal Expenditure: The relationship between the purposes of Travel and the factor Personal Expenditure is also tested by adopting one-way ANOVA. It is seen from the Table 6.72 that the assumption of equality of expenditure on the factor Personal Expenditure across all the purpose of travel can be rejected as the P value (0.000) is less than α at 95% confidence level. This is an indication that the purposes of Travel have influence on the extent of expenditure incurred on the factor Personal Expenditure. Now, to extract the variables resulting high expenditure, we can adopt the multiple comparison tables. The value of 0.000 extracted by Levene's Test of Homogeneity of Variances show that Games-Howell's Post-hoc table need to be followed. It is seen that significant differences exist between the variable of 'C' (Pilgrimage) and variable 'D' (To see wild life of the area) and between variable 'C' and variable 'E' (Wanted to have adventure). Differences are also found between the tourists those came with the purpose specified in 'I'(Pursuing special interest) and variables A,B,C,D,E,F,H. Similar differences are also very indicative between the variables of K(Other expenditure) and A,B,C,D,E, F,H.

ANOVA **Table-6.72.: Purposes of Travel and Personal Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	187.530	10	18.753	2.518	.000
Within Groups	1307.105	524	2.494		
Total	1494.636	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
4.966	10	524	.000

Table-6.73: Purposes of Travel and Personal Expenditure

	N	Mean
A	136	3.8382
B	26	3.5438
C	64	3.2838
D	141	4.0256
E	22	4.6264
F	10	3.7754
G	13	3.4523
H	58	3.6522
I	29	2.1055
J	25	2.4186
K	11	2.0305
Total	535	3.6296

The table 6.73 shows high mean value against the statement E (mean 4.6) and D (mean 4.0). This means that those tourists who came with the motives of 'To have adventure' and 'To see wild-life of the area' (D) incurred more on the factor Personal Expenditure than the others. On the other hand, the tourists having motives of 'Special interest' (I) and 'Other reason' (K) incurred the least on this factor.

6.3 Purposes of Travel and Travel Expenditure: The extent of expenditure incurred by individual tourists for the heads of statement underlying the factor 'Travel Expenditure' may vary according to purposes of travel of tourists. This probability can be tested with the help one-way ANOVA.

The Hypothesis tested with the help of one-way ANOVA shows that H_0 Hypothesis of equality of expenditure is rejected as the p value is less than the significance value (0.000<0.05). This means that the extent of expenditure is not equal across the various purposes. To get acquainted with detailed information about the differences between the variables, the Games-Howell Post-hoc multiple comparison table is adopted. It shows that differences exist between the variables of 'A' and D,F,K; between B and D,F,I,K: between the variables of C and D; between D and A,B,C,K; between the variable E and K and also between the variable of F and A,B. It is also conceived from the figures appearing in the Table 6.75 that the mean values for three variables are comparatively high. It authenticates the belief that expenditure incurred for the factor Travel Expenditure is more for few variables. These are 'Just holidaying during vacation' (4.59), 'Wanted to see wild-life' of this area (4.30) and 'Experience local people and local culture' (4.22). On the other side, mean value is found lowest for the variable 'Other purpose' (1.58).

ANOVA **Table-6.74.: Purposes of Travel and Travel Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	258.298	10	25.830	7.807	.000
Within Groups	1733.640	524	3.308		
Total	1991.939	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
5.878	10	524	.000

Table- 6.75: Purposes of Travel and Travel Expenditure

	N	Mean
A	136	3.1329
B	26	2.6346
C	64	3.3425
D	141	4.3093
E	22	3.9636
F	10	4.5904
G	13	2.9231
H	58	3.5649
I	29	4.2228
J	25	3.5471
K	11	1.5805
Total	535	3.5952

6.4 Purposes of Travel and Local Expenditure: The Extent of expenditure incurred by the tourists for the various reasons included within the ambit of factor Local Expenditure is tested with the help of one-way ANOVA. The test result shows that the Null Hypothesis can be rejected at 95% confidence level as the p value of 0.017 is less than the significance

ANOVA **Table-6.76: Purpose of Travel and Local Expenditure**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	64.916	10	6.492	2.190	.017
Within Groups	1552.895	524	2.964		
Total	1617.811	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
2.353	10	524	.010

value of 0.05. The Levene's Test of Homogeneity of Variances prescribes the follow-up of the Games-Howell's methods of multiple comparisons table (as .010<0.05). It is found from the same table that there are no significant differences between the variables except between the variables of B (Visiting relatives) and G (Come for business work). The most interesting outcome of analysis of this section is that the mean values of all the variables are found to be relatively higher. Highest mean value (6.51) is extracted against the tourists who came for 'business work' (G). It implies that business tourists incur relatively more expenditure for the purposes underlying the factor Personal Expenditure while those came for visiting relatives incurred the less for same heads. It is also seen that the extent of expenditure incurred by the business tourists on this factor is followed by those who came to Northeast India for experiencing adventure. The mean value extracted against this section of the tourists is 6.41. In a nutshell, it can be concluded here that tourists of all categories except those visiting the relatives incurred relatively higher amount on this factor.

Table-6.77: Purposes of Travel and Local Expenditure

	N	Mean
A	136	5.3605
B	26	2.0027
C	64	4.9556
D	141	5.4146
E	22	6.4114
F	10	5.4525
G	13	6.5069
H	58	5.6135
I	29	5.1721
J	25	4.8571
K	11	4.9440
Total	535	5.3756

6.5 Purposes of Travel and Mineral water: Hypothesis to be tested is that purposes of travel of tourists might have influence on the extent of expenditure incurred on mineral water.

ANOVA **Table-6.78: Purpose of Travel and Mineral water**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	249.118	10	24.912	2.544	.005
Within Groups	5131.600	524	9.793		
Total	5380.718	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
3.237	10	524	.000

The ANOVA test result shows (see Table 6.78) that the Null Hypothesis of equality in the expenditure can be rejected (P<0.05). It proves that purpose-wise tourists can be segmented for extent of expenditure incurred on Mineral water. Now, to unveil the nature of tourists between whom significant differences exist in the extent of expenditure incurred, the Post-Hoc multiple comparison table is adopted. The Games-Howell's multiple comparison table shows that the difference is significant between pilgrimage tourists (C) and those came to see wild-life (D). The descriptive table 6.79 shows the mean value of the

Table-6.79: Purposes of Travel and Mineral water

	N	Mean
A	136	4.2868
B	26	3.3846
C	64	3.8125
D	141	5.4397
E	22	4.8182
F	10	5.3571
G	13	4.8462
H	58	4.0000
I	29	4.5862
J	25	4.4286
K	11	3.5000
Total	535	4.5439

pilgrimage tourists for expenses incurred on Mineral water as 3.81 while the mean value of the tourists specifying reason of travel as 'to see wild-life' is found to be 5.44. But the differences in the mean values between rests of the variable are not significant (except between the variables of C and D). It can be finally concluded that the expenditure incurred by tourists in Northeast India on Mineral water is significant and the extent is almost equal for all types of tourists.

6.6: Purpose of Travel and Tobacco/liquor: The sensitiveness of tourists' expenditure incurred towards the purposes of travel is tested by conducting ANOVA test. The ANOVA test result is reproduced in the Table 6.80. The figure in the Table shows that p value is 0.000 <0.05. Therefore, the H_1 hypothesis can be accepted. It reflects the belief that the extent of expenditure incurred on tobacco/liquor is not equal for all type of tourists if they are segmented on the basis of purposes of travel. If multiple comparisons are drawn by using Games-Howell method then it is seen that the means of comprehensive score varies from tourists to tourists. The descriptive Table 6.81 shows the population means. It is found from the Post-Hoc analysis that differences are apparent between the variables of A and the variable E & I; between the variable B and D; between C and D; between D and E & I and between the variables of E and I. The analysis of mean values show that the variable I (Pursuing special interest like studies, research etc) scored the highest (3.0) values while the variable E (wanted to have adventure) accounted the lowest mean value in the group. This signifies that those who came to 'experience adventure' incurred comparatively less amount on Tobacco/liquor while those comes for 'studies or research' incur the highest amount on this head of expenditure..

ANOVA **Table-6.80: Purpose of Travel and Tobacco/liquor**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	189.990	10	18.999	4.848	.000
Within Groups	2053.532	524	3.919		
Total	2243.521	534			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
9.800	10	524	.000

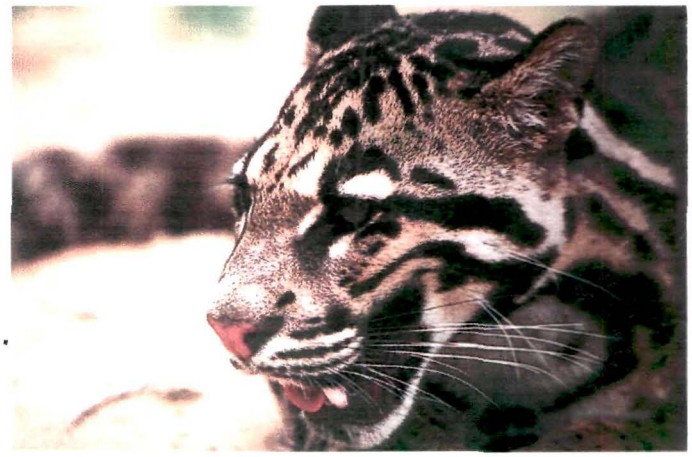
Table-6.81: Purposes of Travel and Tobacco/liquor

	N	Mean
A	136	2.2353
B	26	1.5769
C	64	1.5625
D	141	2.9007
E	22	1.1818
F	10	2.0000
G	13	1.9231
H	58	1.3469
I	29	3.0000
J	25	1.8571
K	11	1.7000
Total	535	2.1701

Summary: It is seen from the above analyses that the extent of expenditure across the different purposes of travel is not equal. Significant differences exist in the extent of expenditure incurred for different factors. Respondents who visited

the destinations of Northeast India with basic motives of 'Holidaying' and 'To experience local people and culture' incur maximum amount for the items underlying the factors Shopping. Another observation of the analysis is that tourists who came with the motives of 'To have adventure' and 'To see wild-life of the area' incurred more on the factor Personal Expenditure. But the tourists who had visited with the prime motive of 'Special interest' and 'Other reason' incurred the least on this factor. The next important finding of the analysis is that tourist can be well-segmented on the basis of purpose of travel and expenditure incurred on the factor Travel Expenditure. Those who came for the purposes of 'Just holidaying during vacation', 'Wanted to see wild-life of this area' and 'Experience local people and local culture' incurred relatively more amount on this factor. On the other side, the expenditure is lowest for the tourists whose basic reason of visit was stated to be 'Other purpose' (1.58). It is also seen from the above discussion that those who come for 'business work' incur more amount of money for the heads of expenditure falling within the factor Personal Expenditure. But the expenditure incurred is least for the tourists who came to visit the relatives. It may also be mentioned that respondents can be segmented for the extent of expenditure incurred on the item Tobacco/liquor and mineral water. 'Pilgrim' tourists incurred more expenditure on mineral water while those who came 'to pursue special interest' incurred more on the item tobacco/liquor.

CHAPTER-7



Clouded Leopard found in the reserve forests of Northeast India
Source: Ministry of Tourism, Government of India

FINDINGS

7.0 Major Findings:

The data collected through literature and pilot survey have been analysed in the previous Chapter (Chapter-6). The analyses of the data have yielded some major results. In this chapter, these major findings are incorporated.

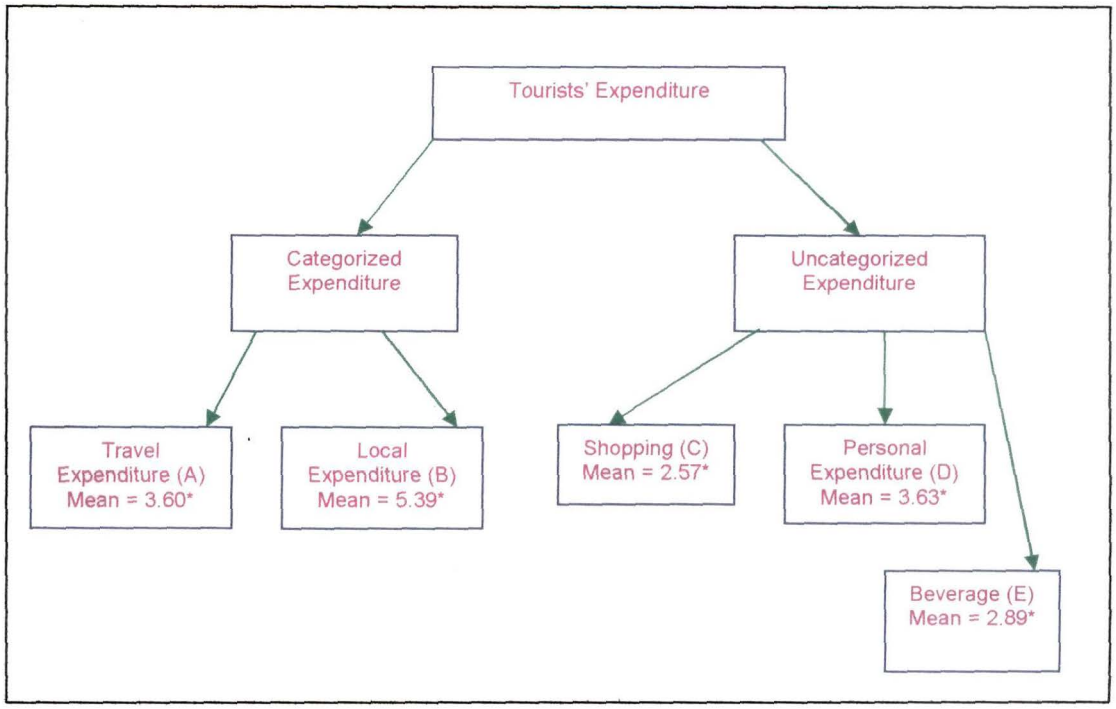
7.1 Expenditure Pattern of Tourists:

The first objective of this study is to find out the expenditure pattern of the tourists visiting North East India. To arrive at this objective, extensive literature study is done. A pilot survey is also conducted to explore information about various purposes for which tourists usually incur expenditures in North East India. Finally, 24 expenditure related variables could be identified. These variables include expenditure on accommodation, transportation to the destination, transportation within the destination, local textiles, other clothing, foods in the place of stay, foods outside the place of stay, sightseeing, magazine & news paper, books related to the destination, film roll & accessories, refreshments, cosmetic item, gifts, decorative items, toiletries, entrance fee, porter, tour operator, handicrafts, tips, mineral water, tobacco / liquor and other.

Factor analysis is used to reduce the heads of expenditure into certain common components. The factor analysis consequently, has yielded five new heads of expenditure. These heads of expenditure can be regarded as the composition or types of expenditures incurred by tourists in North East India. These new factors are named as Shopping, Personal Expenditure, Travel Expenditure, Local Expenditure and Beverage. The reduction of data also shows the composition of Categorised and Uncategorized expenditures. As already mentioned in the previous Chapter, the 'Categorized' expenditures are the expenditures that can be purchased as package tour. While 'Uncategorized' expenditures are the expenditures on those products which can not be purchased as a package before hand.

Thus, it is seen that two factors, namely, Travel Expenditure and Local Expenditure fall under the Categorized Expenditure. The factor 'Travel Expenditure' includes the heads expenditures on transportation to the destination, porter, tips and tour operator while the factor 'Local Expenditure' includes the heads of expenditure on accommodation, transportation within the destination, local textiles and foods in the place of stay. The items included in these two factors are the expenditures usually incurred by all type of tourists and often can be purchased as product package.

Figure-7.0: Tourists' Expenditure Pattern



Where,
A includes expenditure on transportation to the destination, porter, tips and on tour operator.
B includes expenditure on accommodation, transportation within the destination, local textiles and foods in the place of stay.
C includes expenditure on other clothing, cosmetic items, gifts, decorative item, toiletries, and handicrafts.
D includes expenditure on foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, purchase of film roll and accessories, refreshments and entrance fees.
E includes expenditure on mineral water and tobacco/liquor

* weighted means on a 1-10 point scale

7.2 Uncategorized Component of Expenditure of Tourists:

The second objective of this research is to arrive at some broad expenditure components which are 'Uncategorized'. The data reduction process used shows three factors which are uncategorized. These factors are Shopping, Personal Expenditure and Beverage. The factor 'Shopping' includes expenditures on other clothing, cosmetic items, gifts, decorative item, toiletries, and handicrafts.

Again, the factor Personal Expenditure include the heads of expenditures on foods outside the place of stay, sightseeing, magazine & news paper, books related to the destination, purchase of film roll & accessories, refreshments and entrance fees.

Finally, the factor Beverage includes the heads of expenditure on mineral water and tobacco/liquor. The broad composition of expenditures as extracted in this study is produced in figure 7.0

It is seen that the **composition** of uncategorized expenditure of tourists include the expenditure on foods outside the place of stay, handicrafts, other clothing, cosmetic items, gifts, decorative items, toiletries, sightseeing, magazine & news paper, books related to the destination, purchase of film roll & accessories, refreshments, entrance fees, mineral water and tobacco/liquor.

7.3 Extent of Tourists' Uncategorized Expenditure:

The third objective of this study is to determine the extent of 'uncategorized' expenditure. Collected data are analysed to explore the extent to expenditures incurred for uncategorized purposes.

The analysis of data shows that relatively higher amount is spent by tourists for categorized purposes. On the other hand, expenditure incurred on uncategorized purposes is relatively less, however, isn't negligible. The mean scores of respective factors show the extent to which such expenditures are made by tourists in the North east India. A discussion is presented in the following section about the extent of expenditure incurred for various factors/heads.

7.3.1 Extent of Expenditure and Individual item: To explore the extent of expenditure incurred on various heads, a frequency table (see Table 5.16) is drawn. The figure in the table shows that mean scores are relatively higher for the statements of *transportation to the destination, accommodation, transportation within the destination and food in place of stay*. The mean scores extracted by the frequency table for these statements of expenditures are 7.80, 6.69, 6.52, and 5.35 respectively. These expenditure heads are clubbed under the nature of 'categorized' expenditures. Thus, it is seen that a considerable part of tourists' total budget is spent for transportation to the destination, transportation within the destination, accommodation and food in place of stay.

It is also seen that tourists' expenditure on *foods outside the place of stay, sightseeing, mineral water, gifts and refreshments* fall at mid level. Tourist offered an average mean score of 4.87 for foods outside the place of stay, 4.56 for sightseeing, 4.54 for mineral water, 4.18 for gifts and 4.01 for refreshments.

The extent of expenditure on local textiles, tour operator, handicrafts, entrance fees and film roll & accessories form a smaller part of tourists' travel budget. The mean scores of the variable local textile are 3.85, tour operator 3.27, handicrafts 3.21, entrance fees is 3.09 and film roll & accessories 3.06. These heads of expenditures come under 'uncategorized' expenditure.

On the other hand, the extent of expenditure incurred by the tourists for few other uncategorized expenditure remained comparatively lesser. These expenditure heads include expenditure on clothing (2.84), tips (2.56), decorative item (2.40), books related to the destination (2.25), magazine and news paper (2.21), tobacco/liquor (2.17), cosmetic item (2.05), toiletries (1.89), and porter (1.84)

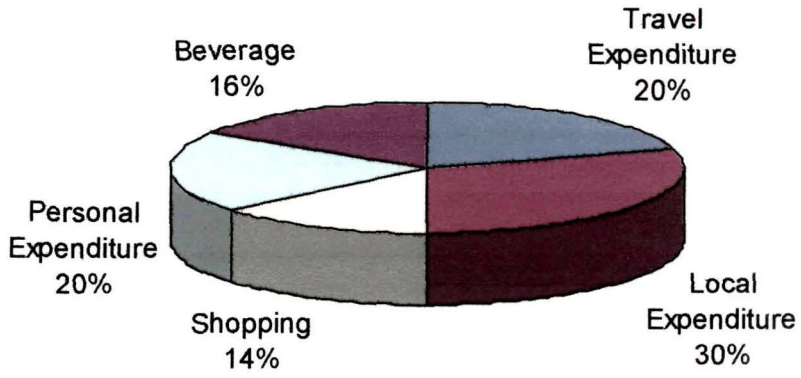
The mean scores show that a substantial amount of tourists' travel budget is spent for uncategorized purposes. Therefore, uncategorized expenditures can be regarded as very meaningful to the tourism service provider.

7.3.2 Extent of Expenditure and Factors: The mean of comprehensive scores are also measured for each factors (See Table 5.18). It is seen from the analysis of collected data that the comprehensive mean scores are relatively higher for the factor 'Travel Expenditure' and 'Local Expenditure'. The mean value for 'Travel expenditure' as shown in the said table is 3.60 while the same is found to be 5.39 for the factor 'Local expenditure' (refer to Table 5.18).

Thus, we have seen that Travel expenditure and Local expenditure share the lion's share of the tourists' travel budget.

It is seen that the extent of tourists' expenditure for uncategorized purposes is not negligible. The comprehensive mean scores show that a significant amount is spent by the tourist on uncategorized heads. The comprehensive scores for factors Shopping, Personal Expenditure and Beverage are found to be 2.57, 3.63 and 2.89 respectively. It implies that tourists' spending for uncategorized purposes are also economically meaningful to the destination area. The share of expenditures to total expenditure incurred can be represented with the help of a pie diagram. The Figure7.1 shows the composition of different expenditures to tourists' total expenditures in the North East India.

Figure-7.1: Extent of Expenditures



It is seen from the figures in the above pie diagram that 50% (16%+20%+14%) of the tourist travel budget is meant for uncategorized purposes. This finding can be regarded as very informative outcome of this study.

7.4 Segmentation of Variables:

The fourth objective of this research is to explain relationship, if any, between 'different demographics and traveling behaviours' of tourists and their uncategorized expenditure. To attain at this objective, the effects of eight classification variables on uncategorized expenditures are measured. These variables are Age, Origin, Education, Occupation, Previous Travelling Experience, Gender, Daily Budget and Marital Status of the respondents.

It is seen from the analysis that some meaningful segmentation can be drawn from the measured classification variables. Segmentations of the variables are expected to be useful to tourism marketers of the North East India. Segmentation will help in understanding effect of those variables having significant bearings on the extent of tourists' expenditure.

The effects of these classification variables on the extent of expenditures incurred for various purposes (both categorized and uncategorized) are discussed in the following section.

7.4.1 Age and Segmentation: Age of the tourists may be used as important variable for meaningful segmentation. The sensitiveness of Age over different heads of expenditure is offered below:

a. Personal Expenditure and Age: Personal Expenditure sensitive to age groups of the tourists. As described in the Table 6.16, respondents of '60 years and above' year spend significantly less (mean 3.17) for the factor Personal Expenditure. On the other hand, tourists between the age group of '25-40 years' spent more (mean value 3.81) for this factor.

b. Travel Expenditure and Age: The sensitivity of 'Age' towards the factor Travel Expenditure is also found to be significantly different across the age groups. It is seen from the Table 6.27 that tourists of '60 years and above' years incur relatively more (mean 4.79) for the factor Travel Expenditure. On the other side, tourists of age group of 'Less than 25 years' incur less (mean 3.11) for this factor.

It is also observed that the extent of expenditure incurred on Travel Expenditure and Age of tourist is positively correlated.

c. Mineral Water and Age: The variable 'Age' is also found of having different effect towards the expenditure head 'Mineral Water'. As seen from the Table 6.45 that tourists of age group of 'Less than 25 years' spend less (mean value 3.50) amount on Mineral Water than the older tourists. Conversely, tourists of '25-40 years' incur more (mean 4.89) on mineral water.

d. Tobacco/liquor and Age: One-to-one pair-wise differences are seen across the age groups of tourists towards the item 'Tobacco/liquor'. It is seen that younger (less than 25 years) and older (60 years and above) tourists incur less expenditure than the middle aged ('40-60 years') tourists on this item (See Table 6.57).

Table 7.0 shows the mean scores for various factors/item put into test. The mean scores reflect the extent to which the tourists' incur expenditures for each factors/items. The above result shows that respondents can be segmented on the basis of variable 'Age' for expenditure incurred on the factors Personal Expenditure, Travel Expenditure, the head Mineral Water and Tobacco/liquor.

However, it is also found that tourists can't be segmented age-wise for the extent of expenditure incurred on Shopping and Local Expenditure.

Table-7.0: Tourists and Age

Expenditure Heads	Age group spending maximum	Age group spending minimum
Personal Expenditure	'25-40 years' (3.81)	'60 years and above' (3.17)
Travel Expenditure	'60 years and above' (4.79)	'Less than 25 years' (3.11)
Mineral water	'25-40 years' (4.89)	'Less than 25 years' (3.80)
Tobacco/liquor	'40-60 years' (2.38)	'Less than 25 years' (1.65)

7.4.2 Origin and Segmentation: Origin of the tourists can be used to create different segments. The heads of expenditures on the basis of which respondents can be segmented are narrated below:

a. Shopping and Origin: Origin and extent of expenditure incurred for the factor 'Shopping' have got significant relation. As shown in the Table 6.3, the extent of expenditure incurred by the tourists of 'National' (2.79) and 'Regional' (2.89) origin is more than the 'Foreign' (1.86) tourists.

b. Personal Expenditure and Origin: Origins of the tourists have got significant influence on the extent of expenditure incurred for the factor 'Personal Expenditure'. It is seen from the Table 6.18 that the comprehensive mean scores for the factor Personal expenditure is more (3.86) for 'Regional' tourists. On the other hand, the mean score of the 'Foreign' tourists is found to be less (3.41).

Thus, meaningful segmentation of the tourists can be drawn based on nationality.

c. Travel Expenditure and Origin: Origin is also seen to be an influencing factor in determining the extent of expenditures incurred by the tourists for the factor

'Travel Expenditure' It is seen from the descriptive Table 6.29 that the mean of comprehensive scores for the factor Travel Expenditure varies according to tourists' place of origin. The mean score of the 'Foreign' tourists is quite high (Mean 4.54) than that of the 'Regional' (Mean 2.39) tourist. It indicates that foreign tourists spend more for the factor Travel expenditure.

This is an important finding that tourists' spending on the factor Travel Expenditure is influenced by origin.

d. Mineral Water and Origin: Origins of the tourists have got significantly different effect on the extent of expenditure incurred for the item Mineral water. From the descriptive Table 6.47 it is seen that 'Foreign' tourists spend more (mean 5.29) amount of money on mineral water than the 'Regional' (mean 3.94) tourists.

e. Tobacco/liquor and Origin: The variable 'Origin' also plays an important role in determining the level of sensitivity towards expenditure incurred for the item Tobacco/liquor. It is seen that the tourists can be segmented for expenditure incurred on the item Tobacco/liquor on basis of nationality. One can see from the descriptive Table 6.59 that 'Foreign' tourists spend relatively more (mean 3.24) for this item than the 'National' (mean 1.71) tourists.

Table-7.1 Tourists and Origin

Expenditure Heads	Origin with maximum Expenditure	Origin with minimum Expenditure
Shopping	'Regional' (2.89)	'Foreign' (1.86)
Personal Expenditure	'Regional' (3.86)	'Foreign' (3.41)
Travel Expenditure	'Foreign' (4.54)	'Regional' (2.39)
Mineral water	*'Foreign' (5.29)*	*'Regional' (3.94)*
Tobacco/liquor	'Foreign' (3.24)	'National' (1.71)

The extent of expenditure incurred is not same across the Origin. Thus, origin can be a segmentation base for the extent of expenditure they incur for Shopping, Personal Expenditures, Travel Expenditure, Mineral Water and Tobacco/liquor.

7.4.3 Education and Segmentation: Different levels of education may have significantly different effect on the extent of expenditure incurred for various

purposes. This variable is also plays important role in ascertaining the extent of expenditure incurred.

a. Travel Expenditure and Education: The extent of expenditure incurred by the tourists on the factor 'Travel Expenditure' is sensitive to their educational background. As described in the descriptive Table 6.31 that higher expenditure (mean 4.12) on this factor is incurred by professionally qualified tourists followed by 'Post-graduate' and 'Graduate' tourists. On the other hand, tourists classified as 'Other' spent less (mean 3.25) on this factor. It is seen that the extent of expenditure incurred for the factor 'Travel Expenditure' is sensitive to educational background of the tourist.

b. Mineral Water and Education: The sensitivity of education towards the item 'Mineral Water' is different for tourists having different educational background. As seen from the Table 6.49 that the mean score of the 'Post graduate' tourists is relatively higher (5.70) than rest of the variables. On the other side, the mean value is found less (3.50) for the tourists classified as 'Other'.

c. Tobacco/liquor and Education: Education plays an important role in determining the level of sensitivity towards the extent of expenditure incurred for 'Tobacco/liquor'. The data reproduced in the descriptive Table 6.61 shows that comprehensive scores vary with the level of educational background. It is found that 'Post-graduate' tourists incur more (2.76) for the item *'Tobacco/liquor'* while 'Graduate' tourists incur less (1.79).

Table-7.2: Tourists and Education

Expenditure Heads	Maximum Expenditure	Minimum Expenditure
Travel Expenditure	'Professional' (4.12)	'Other' (3.25)
Mineral water	'Post-graduate' (5.70)	'Other' (3.50)
Tobacco/liquor	'Post-graduate' (2.76)	'Graduate' (1.79)

The figures reproduced in the Table 7.2 shows that the mean scores for different factors vary on the basis of education. It is also seen that tourists can't be segmented on the basis of variable 'Education' for the extent of expenditure incurred on Shopping, Personal Expenditure and Local Expenditure.

7.4.4 Occupation and Segmentation: Tourists can meaningfully be segmented according to demographics and traveling behaviours on the basis of variable 'Occupation' for extent of expenditure incurred. The extracted segmentations are mentioned below:

a. Travel Expenditure and Occupation: Significant relationship can be seen between the variable 'Occupation' and the extent of expenditure incurred on the factor 'Travel Expenditure'. As seen from the Table 6.33 that tourists classified as 'Professional' spent more (4.32) on Travel Expenditure. On the other hand, 'Service holder' tourists spent less (3.34) on this factor.

b. Mineral Water and Occupation: Occupation also plays an important role in determining the extent of expenditure incurred for the item Mineral water. It is seen from the Table 6.51 that significant relationship exists between the tourists classified as 'Professional' and 'Other'. 'Professional' tourists spend more (5.63) for the item *Mineral water* than tourists classified as '*Other*' (3.95).

c. Tobacco/liquor and Occupation: Tourists can be segmented across the occupational background for extent of expenditure incurred on the item Tobacco/liquor. It is also seen from the Table 6.63 that tourists having professional occupation incurred relatively more (2.91) for this purpose than the rests of the tourists. While tourists classified as 'Other' spends the lowest (1.80) within the group.

Table-7.3: Tourists and Occupation

Expenditure Heads	Variables showing max. mean scores	Variables showing min. mean scores
Travel Expenditure	'Professional' (4.32)	'Service holder' (3.34)
Mineral water	'Professional' (5.63)	'Other' (3.95)
Tobacco/liquor	'Professional' (2.91)	'Other' (1.80)

The figures as reproduced in the Table 7.3 also show that differences in the tourists are significant across expenditure on various purposes.

Contrary to this, the analysis of data also reveals that tourists can't be segmented on the basis of variable 'Occupation' for extent of expenditure incurred on the factors Shopping, Local Expenditure and Personal Expenditure.

7.4.5 Previous Travelling Experience and Segmentation: Frequency of travelling is an important variable which is often considered useful in measuring the extent of expenditure incurred. This variable is also found to be sensitive in this study.

a. Shopping and Previous Travelling Experience: The extent of expenditure incurred on the factor 'Shopping' is sensitive to frequency of travelling. It is seen from the data reproduced in the descriptive Table 6.9 that the comprehensive mean scores for the factor 'Shopping' is different across the frequency of travelling. It is found that tourists having travelling experience of visiting '30 and above' places incur less (2.20) on Shopping. As against to it, tourists visiting '20-30 places' places incurred more for this factor (2.93).

b. Personal Expenditure and Previous Travelling Experience: Frequency of travelling has got significant influence on the extent of expenditure incurred for the factor 'Personal Expenditure'. It is seen from the Table 6.22 that tourists having past travelling experience of '20-30 places' spent more (4.32) on this factor. On the other hand, the expenditure is comparatively less (3.04) for those having the record of visiting '30 and above' places.

c. Travel Expenditure and Previous Travelling Experience: The extent of expenditure incurred for the factor 'Travel Expenditure' is also sensitive to frequency of visit. The descriptive Table 6.35 shows that the comprehensive mean scores for the tourists having more travelling experience is high. While the mean value is significantly less for the tourists having the least travelling experiences. The mean scores found for the tourists visiting '30 and above' is measured as 4.1 while the score is less (2.8) for the tourists having past experience of travelling 'Up to 7 places'.

d. Mineral Water and Previous Travelling Experience: Tourists can also be segmented on the basis of 'Previous Travelling Experience' for amount of expenditure incurred on *Mineral water*. It is described in the Table 6.53 that the mean scores of the tourists having previous travelling experience of visiting '*20-30 places*'

is found to be more (5.79), while the score is less (3.87) for those tourists having travelling experience of 'Up to 7 places'.

e. Tobacco/liquor and Previous Travelling Experience: The extent of expenditure incurred by the tourists on *Tobacco/liquor* is significantly related to frequency of visit. It is seen from the Table 6.65 that the extent of expenditure remained different across the frequency of visits. Tourists visiting up to *'20-30 places'* incurred more(2.50) while those was having visited *'15-20 places'* incurred the less(1.67).

This section of the analysis shows that the variable *'Previous Travelling Experience'* can be used as an important determinants of expenditures incurred for various reasons.

Table-7.4: Tourists and Previous Travelling Experience

Expenditure Heads	Group with maximum Expenditure	Group with minimum Expenditure
Shopping	'20-30 places' (2.93)	'30 and above' (2.20)
Personal Expenditure	'20-30 places' (4.32)	'30 and above' (3.04)
Travel Expenditure	'30 and above' (4.12)	'up to 7 places' (2.84)
Mineral water	'20-30 places' (5.80)	'15-20 places' (3.87)
Tobacco/liquor	'20-30 places' (2.50)	'up to 7 places' (1.67)

7.4.6 Gender and Segmentation: The sensitivity of *Gender* towards extent of expenditure incurred for various purposes is found to be different. On the basis of variable Gender, tourists can be segmented as pointed out as follows:

a. Travel Expenditure and Gender: Gender is found to be playing significant role for the factor Travel Expenditure. Table 6.37, shows that the mean scores for Female (3.76) tourists is marginally more than the Male (3.50) tourists.

b. Tobacco/liquor and Gender: Gender also plays vital role in determining the extent of expenditure incurred for the item Tobacco/liquor. The mean score Male tourists is ascertained against the expenditure on Tobacco/liquor is 2.44. While the mean scores of the Female (1.69) tourists is the lowest (see table 6.67).

This section of the analysis reveals some important findings. Figures reproduced in the Table 7.5 shows that the tourists can be segmented for extent of expenditure incurred for the factor Travel Expenditure and Tobacco/liquor. However, no meaningful segmentation can be drawn for extent of expenditure incurred on the factors Shopping, Personal Expenditure, Local Expenditure and the item Mineral water on the basis of male and female.

Table-7.5: Tourists and Gender

Expenditure Heads	Variables showing max. mean scores	Variables showing min. mean scores
Travel Expenditure	'Female' 3.76	'Male' 3.5
Tobacco/liquor	'Male' 2.44	'Female' 1.69

7.4.7 Daily Budget and Segmentation: Daily budget of the tourists is an influencing factor on the extent of expenditure incurred. The effect of the variable 'Daily Budget' on different factors/items is explained below:

a. Shopping and Daily Budget: Daily budget of the tourists have got significant effects on the extent of expenditure incurred for the factor Shopping. It is seen from the Table 6.12 that the mean of comprehensive scores for the variable 'Rs.700 and Rs.1000' is more(3.05) while it is less(1.96) for the group 'Rs. 1500 and above'. Thus, it is seen that tourists of high budget incur less for this factor.

b. Personal Expenditure and Daily Budget: As seen from the Table 6.24B, the extent of expenditure incurred for the factor 'Personal Expenditure' is not equal across the daily budget. Tourists of 'Rs.1500 and above' daily budget incur less (mean 1.96) on Personal Expenditure while tourists having daily budget of 'Rs.300 and Rs.500' incur more (4.47) for this factor.

c. Travel Expenditure and Daily Budget: The sensitivity of daily budget is also found to be significantly different for the factor Travel Expenditure. As described in the Table 6.39, tourists having per day per person budget of 'Rs.1500 & above' spend more (mean 4.24) on the factor Travel Expenditure than the rest of the tourists. Differences are also observed between the tourists having daily budget of

'Rs.300 and Rs.500' (mean 3.06), & 'Rs.500 and Rs.700', (mean 3.29) and 'Rs.1000 and Rs.1500' (3.16). On the other hand, tourists having daily budget of 'less than Rs. 300' incurred less this factor.

This section of expenditure offers an important finding. It is seen that the extent of 'Travel Expenditure' is almost positively correlated with the amount of daily budget.

d. Local Expenditure and Daily Budget: The sensitivity of the variable 'Daily Budget' towards the factor 'Local expenditure' is also significantly different. It is seen from the Table 6.43 that pair-wise differences can be drawn between the variables of 'Rs.1000 and Rs.1500' and 'Rs.1500 and above'. Tourists having daily budget of 'Rs. 1500 and above' spend comparatively less (mean 5.12) for Local Expenditure than tourists having daily budget of 'Rs.1000 and Rs.1500' (5.89).

e. Mineral Water and Daily Budget: The descriptive Table 6.55 shows that mean scores of expenditure on the item 'Mineral water' is different for tourists of having different daily budget. Differences are apparent among the tourists having daily budget of 'Rs.500 and Rs. 700' and 'Rs. 1000 and Rs.1500' as well as 'Rs. 1500 and above'. Tourists having daily budget of 'Rs. 1500 and above' spend more (5.14) on Mineral water (5.14) than those having daily budget of 'Rs.500 and Rs. 700' (3.60).

f. Tobacco/Liquor and Daily Budget: The extent of expenditure incurred for the item Tobacco/liquor is found to be sensitive towards the amount of daily budget. The figure in the Table 6.69 shows that tourists of having daily budget of *'Rs.1500 and above'* incur more (2.68) for the item *'Tobacco/liquor'*.

Table-7.6: Tourists and Daily Budget

Expenditure Heads	Groups showing maximum mean Expenditure	Groups showing minimum mean Expenditure
Shopping	'Rs.700 and Rs.1000' (3.05)	'Rs.1500 and above' (1.96)
Personal Expenditure	'Rs.300 and Rs.500' (4.67)	'Rs.1500 and above' (3.03)
Travel Expenditure	'Rs.1500 and above' (4.24)	'Less than Rs-300' (2.45)
Local Expenditure	'Rs.1000 and Rs.1500' (5.89)	'Rs.1500 and above' (5.12)
Mineral water	'Rs.1500 and above ' (5.14)	'Rs.500 and Rs.700' (3.60)
Tobacco/liquor	'Rs.1500 and above' (2.68)	'Rs.1000 and Rs.1500' (1.83)

It is seen from this section of analysis that the variable *'Rs.1500 and above'* has remained to be a meaningful segment across the extent of expenditure incurred for various purposes.

As observed from the Table 7.6, the extent of expenditure incurred for various factors is sensitive to the variable *Daily budget*. It is found that more the daily budget more is the expenditure on Travel Expenditure, Mineral Water and Tobacco/liquor. However, the same is not found to be true for Personal Expenditure and Shopping.

7.4.8 Marital Status and Segmentation: Marital status of the tourists may be used as a basis for classifying the tourists for extent of expenditure incurred for various purposes.

a. Shopping and Marital Status: The result of analysis of data indicates that the variable 'Marital Status' have got different effect on the extent of expenditure incurred for the factor 'Shopping'. Table 6.14 shows that the comprehensive score of the married tourists is more (Mean 2.68) than the unmarried respondents (Mean 2.35). Thus, it is found that tourists can be segmented on the basis of marital status. Married tourists incur significantly more on the factor shopping than the unmarried.

b. Travel Expenditure and Marital Status: The extent of expenditure incurred for the factor 'Travel Expenditure' is significantly different for married and unmarried tourists. As seen from the Table 6.41A that comprehensive mean scores of the married tourists is more (mean 3.78) than the unmarried (mean 3.24) one. This also shows an interesting finding which indicates that expenditure of the spouse is significantly more than the unmarried tourists.

Table-7.7: Respondents and Marital Status

Expenditure Heads	Groups showing maximum mean expenditure	Groups showing minimum mean expenditure
Shopping	'Married' (2.68)	'Unmarried' (2.35)
Travel Expenditure	'Married' (3.78)	'Unmarried' (3.24)

It is seen that the extent of expenditure incurred for the factor *'Shopping'* and *'Travel Expenditure'* is different for married and unmarried tourist. But almost equal

amount is spent by respondents on the factors Personal Expenditure, Local Expenditure, Mineral water and Tobacco/liquor.

7.5A Purposes of Travel and Extent of expenditure:

The extent of expenditure tourists incurred for the different heads of expenditures is found to be influential. The analysis of data shows that the extent of expenditure incurred by tourists vary from individual to individual if they are classified on the basis of purposes of travel. The figures reproduced in the table 7.8 below show the maximum and least expenditure incurred by tourists on different factors.

Table-7.8: Purposes of travel and Extent of expenditure

Expenditure Heads	Groups showing maximum mean Expenditure	Groups showing minimum mean Expenditure
Shopping	J (3.5)	K (2.0)
Personal Expenditure	E (4.6)	K (2.0)
Travel Expenditure	F(4.6)	K (1.6)
Local Expenditure	G(6.5)	B(2.0)
Mineral water	D(5.4)	B(3.4)
Tobacco/liquor	I (3.0)	E(1.8)

(Here, D represents the purpose of travel of 'To see wild life', E means 'Wanted to have adventure", F stands for 'Just holidaying during vacation', G represents the purpose of 'came for business work', I refers to the travel purpose of 'Pursuing special interest', J means the purpose of travel of 'Experience local people and culture', and K represent those who have no specific purpose (other) as given in the options)

7.5A.1 The analysis of data (as shown in the table 6.71 in Chapter-6) shows that two group of tourists incur relatively more expenditure on the factor Shopping. These are the tourists who came with the purpose of 'Holidaying' (mean 3.3) and those who came to 'Experience local people and culture' (mean 3.5).

7.5A.2 In contrary to above, it is found that another two new groups of tourists viz, those who came to ' See wild life' (mean 4.0) and that of the those who travelled to this northeast part of India with the purpose of experiencing 'Adventure'(mean 4.6) incurred to maximum extent of money on the factor Personal Expenditure.

7.5A.3 As far as Travel Expenditure is concerned almost equal scores have been extracted against three groups of tourists. It includes the tourists 'holidaying

during vacation' (4.6, 'came to see wild life of the area' (4.3) and those who came 'to experience local people and culture' (4.2).

7.5A.4 The analysis also shows the extent of expenditure incurred on the factor Local expenditure. 'Business' tourists and those who came to Northeast India for experiencing 'adventure' incurred relatively more expenditure for the purposes underlying the factor Personal Expenditure. The mean values extracted against these two groups of tourists are 6.5 and 6.4 respectively. In contrary, it is also seen that the tourists whose basic purpose was to visit the 'relatives' incurred the least on this factor (mean 2.0)

7.5A.5 As far as expenditure on Mineral water is concerned it is seen that the tourists who came to Northeast India with the basic purpose 'to see wild-life' incurred to the maximum extent (5.4) while the tourists who came ' to pursue special interest like studies, research' incurred more on the item 'Tobacco/liquor (mean 3.0).

7.5B Uncategorized Expenditure and Segmentation Variables: It is seen that respondents expenditure for uncategorized purposes have got significant attachment to classification variables. Below one-to-one effect of these variables are discussed.

7.5B.1 Age:

7.5B.1.1 Tourists of '60 years and above' incur comparatively less amount for the factor Shopping, Personal Expenditure and on the item Tobacco/liquor.

It signifies that local economy is not largely benefited from the visit of older tourists.

7. 5B.1.2 Tourists of 'Less than 25 years' spent less on the factor Shopping and also on the items Mineral water as well as Tobacco/liquor. There is a possibility of less economic benefits from the respondents aged below 25 years.

7. 5B.1.3 Tourists of '25-40 years' spend more for the factor Personal Expenditure and Mineral water. It implies that local economic benefits from the visit of this section of the tourists.

7.5B.2 Origin:

7. 5B.2.1 'Regional' tourists spend more than 'Foreign' and 'National' tourists for the factor Shopping and Personal Expenditure. However, 'Regional' tourists spend less for the item Mineral water. So, it shows that benefits derived from the visits of tourists from different parts of the country as well as abroad is comparatively less.

7. 5B.2.2 'Foreign' tourists incur more for the item Mineral water and Tobacco/liquor.

On the other hand, they spend less for the factor Shopping and Personal expenditure.

7.5B.3 Education: 'Post-graduate' tourists incur maximum amount for the item Mineral water and Tobacco/liquor. No significant differences could be seen in the extent of expenditure incurred in case of other factors. So, in real sense the variable 'Education' has been playing no significant role in respect of uncategorized expenditures.

7.5B.4 Occupation:

7.5B.4.1 Tourists classified as 'Professional' incur more expenditure for the item Mineral water and Tobacco/liquor. However, Tourists can't be segmented for expenditure incurred on rests of the factors. Thus, no significant economic benefits could be noticed from this segment of tourists.

7.5B.4.2 Tourists classified as 'Other' incur less for the item Mineral water and Tobacco/liquor. Hence, this segmentation does not show much beneficial impacts on the local economy.

7.5B.5 Previous Travelling Experience:

7.5B.5.1 Tourists having visited '20-30 places' spent more for the factors Shopping, Personal Expenditure and also for the item Mineral water &

Tobacco/liquor. Therefore, Local economy is expected to be largely benefited from the visit of this kind of tourists.

7.5B.5.2 Tourists having visited '30 and above' places incur less for the factor Shopping and Personal Expenditure.

On the other hand, this category of tourists incurs more amounts for the factor Travel Expenditure. Thus, economic gained received from this segment of Tourists are appreciable.

7.5B.6 Gender': It is seen that Female tourists incur less than Male Tourists for the item Tobacco/liquor.

It is to be noted that Female tourists incur comparatively more amount than Male Tourists for the factor Shopping.

7.5B.7 Daily Budget: Tourists having per day per person budget of 'Rs.1500 and above' spend comparatively less for the factor Shopping and Personal expenditure.

But this category of tourists spends more for factor Mineral water and Tobacco/liquor. It indirectly refers to foreign tourists spending more on these two items.

7.5B.8 Marital Status: It is seen that married tourists spent more (mean 2.68) amount for the factor 'Shopping' than unmarried tourists (2.35). This variable has been playing an influencing role in benefiting the local economy as their expenditures on various purposes falled under the factor Shopping is significantly high.

7.6 Other Findings:

The analysis of primary data also yielded some other noticeable results. An empirical enquiry has been made in respect of tourists purpose of visit, source of information used while visiting the destinations of the N.E India, exposure to internet, number of days they spent, modes of transportation used, average amounts paid on accommodation, type of accommodation they preferred, type of foods wanted, travel companion, attitude towards packaged tour, previous travelling experience, source of fund, age group, origin, marital status, education and occupation. Such information is

considered very vital for the stakeholders associated with tourism industry. Below the findings are put forwarded.

7.6.1 Purpose of Visiting North East India: Respondents purposes of visit to different destinations of North East India is tried to explore. Majority of the respondents revealed that they visited the North East India *' To have fun or joy'* and *'See the wildlife of this area'* (see table 5.7). Out of 535 respondents 136(25.4%) stated that they wanted to *'To have fun or joy'*, while 141(26.4%) respondents stated their purpose of visit is *'To see the wildlife of this area.'* Again, a total of 64 persons interviewed let to know that they came for visiting the 'religious places' (pilgrimage). another section of the respondents (58 respondents) also reported that they wanted to *'Want to enjoy natural beauty'*. Thus to see wild life, to have fun/joy, to enjoy natural beauty, and pilgrimage have remained to be main attractions for the tourists.

7.6.2 Sources of Information: The media *'Word-of-Mouth'* has been highly scored by the respondents. In a ten point interval scale, respondents scored 5.44 against this option (see figure 5.1). The other preferred media are *'Publication in books and news paper'* (5.17) and *'General knowledge'* (4.74).

7.6.3 Planning the Trip: The respondents are asked to specify whether they plan before visit or not. The analysis of collected data shows that 73.5% of the respondents answered positive.

7.6.4 Exposure to Internet: Respondents were asked to specify the relevance of web-sites as a media of providing destinations related information of North East India. The responses against each options include 47.3% (253) against *'Do not know'*, 29.9% (160) against the option *'To some extent'* and 8.8% (47) against the option of 'To *the greater extent' (see table 5.12)*. Surprisingly, only 2.8% (15) of the respondents replied that information in the internet is available *'To the full extent'*.

7.6.5 Daily Budget: As far as per person per day budget is concerned, it is found that the 'Daily Budget of majority' (28.5 %) of the respondents is *'Rs-1500/- and above'*. This is followed by per person per day budget of 'Between Rs.500/- and Rs.700/-' (see table 5.6). Of the respondents 23.1% reported their budget in this

category. This shows that a large section of the respondents interviewed are high spenders. This is really an important figure the tourism planners need take into account.

7.6.6 Duration of Stay: Of the total population interviewed, 30.1% of the respondents reported that they stayed for a period 'Up to 5 days' (see table 5.8). On the other hand, respondents reporting the stay of '15 and above' days are only 20.6%. This implies that tourists usually prefer to stay for a short period in this region.

7.6.7 Mode of Transportation: Air, Rail, Bus, Own car, local taxi and Ships are the widely used modes of transportation by respondents. A large number of respondents of national origin told that (137 out of 294) they used **'Train'** to reach the region, while majority (108 out of 123) foreign tourists reported that they used **'Air'** service.

On the other hand, preferred mode of transportation for the tourists originated from within the region is found to be **'Bus'**. Out of 118 respondents originated from within the region, 71 tourists revealed that they used 'Bus' for reaching the destination. It is also found that only foreign tourists used **Ships** (cruise vessel) for visiting the different destinations of the region.

7.6.8 Accommodation Preferred: In a query to know the type of accommodation preferred, majority (30.8%) of the respondents reported that they were 'Happy with whatever he/she gets' (see table 5.15). Again, 25 % of the tourists told that they want the accommodation 'As good as their residence'.

7.6.9 Food Habit: Again, it is seen that the preference of the respondents towards food are saturated. From the analysis of data, it is seen that 116 respondents revealed their preference towards *usual food.* Similarly, a total of 123 respondents revealed that they wanted to *experience local food* and another 164 respondents reported that they are satisfied with *whatever available* to them. The rest of the respondents (132) preferred the option *'other'*. So, there is a mix response as far as food habit is concerned.

7.6.10 Companion: Tourists in North East India usually prefer to come with friends and relatives. 62.8 % of the respondents reported that they came with friends and relatives. Respondents reporting to come with strangers formed only 0.5%. Similarly, the number of tourist visiting alone is only 3.9% (see table 5.14). Thus, most of the respondents like to come in group.

7.6.11 Package Tour: Package tour is not preferred by the majority of the respondents visiting the North East India. Only 16.1 percent of the respondents said that they '*Always prefer*' package tour in North East India. On the other hand, 23 % of the respondents reported that they '*Never preferred*' the packaged tour in the region (see table 5.10). 42.1% (225) of the respondents stated that they used package tour 'Sometimes'. Thus, packaged tour is yet to get popularity in this part of India.

7.6.12 Travelling Experience: North East India appeals the travellers having more past travelling experience. Majority (36.4%) of the respondents revealed that they have already visited '*31 and above places*' (see table 5.13).

7.6.13 Funds: The various sources from which trip related expenditures are accessed are also verified in this study. It is explored from analysis of respondents' replies that a numerous respondents used their own funds. Out of the 535 tourists, 312 (58.2%) tourists reported that they incurred trip related expenditures of themselves.

7.6.14 Origin: The Northeast India is popular among the domestic tourists. The region has failed to woo the foreign tourists in large numbers. Data released by Ministry of Tourism, Govt. of India shows that in the year 2005, 3.92 million Foreign tourists visited India and as against to this only 20,319 tourists visited the N.E India.

CHAPTER-8

Angami dancers (Nagaland)
Source: Ministry of Tourism, Government of India

CONCLUSION AND RECOMMENDATIONS

8.0 Conclusion:

The pattern of tourists' expenditure has a significant bearing on the local economy of the destination areas. The outcome of this study shows that tourists' expenditure in North East India can be broadly classified as Categorized and Uncategorized expenditure. The categorized expenditure forms that part of the total tourists' expenditure which is incurred by all the travellers while they are away from their usual place of residence. The categorized expenditure of tourists' in North East India include expenditures incurred on accommodation, transportation to the destination, transportation within the destination, foods in the place of stay, local textiles, porter and tour operators. These are the expenditure incurred by everyone while on tour to a place away from home and, therefore, also referred as 'Common' expenditure.

In addition to Categorized expenditure, traveller also incurs for some other purposes, the proportion of which is not negligible. This part of the tourists' expenditure can be regarded as 'Uncategorized' expenditure and consists of those heads which are not common to all the tourists. Even though a person may skip such expenditure, usually it is not possible to escape from the uncategorized expenditure. The amount of money incurred on uncategorized purposes varies from individual to individual. The various heads of uncategorized expenditure of tourists in North east India include the expenditures incurred on clothing, cosmetic items, gifts, decorative item, toiletries, handicrafts, foods outside the place of stay, sightseeing, magazine & news paper, books related to the destination, film roll & accessories refreshments, entrance fee, mineral water and tobacco/liquor.

The uncategorized part of tourists' expenditure is very vital to the destination area as more economic benefit can be derived from this part of the expenditure. Interestingly, the categorized section of the tourists' expenditure has been given due importance by scholars, researchers and by even policy makers. On the contrary, little effort has been made to measure the extent and importance of uncategorized expenditure. Very often it is believed that this part of tourists' expenditure is negligible. But practically it is seen that the uncategorized part of tourists' expenditure is not negligible as its share to the total trip budget is substantial. Further, this type of expenditure is highly instrumental in generating maximum benefits for the local economy as there are little possibilities of leakages of economic gains. So, the belief that uncategorized or 'other' expenditure is not relevant or is negligible, been

dismantled by the outcomes of this study. The study result shows that tourists in North East India spent almost half (50%) of the total trip budget on uncategorized expenditure. This categorically signifies the importance of uncategorized expenditure for the local economy.

There has been little doubt about the fact that tourism has emerged as one of the most instrumental phenomenon in the economic and social development of the world society. This because of the fact that tourists spend their hard earned money at the destinations they visit.

It is often insisted upon that tourism ranked higher in sphere of its role in accelerating the economic development of a country in terms of largest employers and services exporting sector. Tourism has also been making a significant contribution to the balance of payments of the tourism exporting countries. It is realized that there are few economic sectors which generate as much added value, employment and hard currency at such a low cost. However, economic benefits of tourism depend upon the visitor's expenditure in a destination area. Therefore, tourism exporting countries don't aim at the travellers who will just spend time. Instead, they target those who will also spend money along with stay of longer duration. It is the volume and nature of expenditure on which the economic benefits depend upon. Expenditure is defined to include the amount of money that out-of-state travellers spend on the spot before the visit or after the visit. Further, the extent of local economic gain also depends upon the type expenditure incurred by the visitor's. Tourist' expenditures incurred for various purposes such as transportation, accommodation, food & beverages, Shopping, Purchase of souvenirs and gifts for loved ones, Handicraft buying and some other miscellaneous expenditures which commonly include local transportation, sightseeing, newspaper and magazine, film roll and accessories, refreshment, cosmetic items, gifts, entrance fee porter, toiletries, porter, tour operators, handicrafts, tips etc. Tourists' expenditures for such purposes constitute a significant amount of tourists' travel budget.

North East India is part of the country having amazing diversity in different fronts that makes it a perfect destination for discerning tourists. There are ample scopes for the development of tourism industry in this part of India. North East India

is well endowed with rich natural resources particularly supported by abundance forest wealth and bio-diversity. The tourism industry, if promoted in proper manner, may contribute to a large extent in accelerating the pace of economic progress of this backward area of India

Interestingly, inspite of its locational backwardness, the region has been abled to woo tourists from different parts of the globe. The number of domestic and foreign tourists visiting the North East India has been increasing from year to year. The statistical figure released by Govt. of India, Ministry of Tourism shows that the increase in the domestic and foreign tourists' arrival has registered growth of 3.2 percent during the year 2005. Obviously there is an unprecedented economic opportunity lying before the region.

This study has been undertaken with the objective to find out the extent and composition of uncategorized expenditure of tourists in Northeast India and to explore the classification variables having significant influence on the extent of expenditures incurred carry a greater significance for the stake holder in the tourism industry as whole.

The effect of different demographics and travelling behaviours of tourists on the extent of expenditure incurred on uncategorized purposes are briefed below.

8.1 'Different demographics and traveling behaviours' and Uncategorized Expenditures: The effects of demographics and traveling behaviours of tourists on the extent of uncategorized expenditure are summarised below:

a. Shopping: The influences of segmented variables on the extent of expenditures incurred on other clothing, cosmetic items, gifts, decorative item, toiletries, and handicrafts **(Shopping)** are also noticeable. Origin, Previous traveling experience, Daily budget and Marital status are the variables that have got significantly different effect on the mean spending for the factor Shopping. 'Regional' tourists incurred more for this factor while 'Foreign' tourists spent less for this factor. Tourists having past travelling experience of '20-30 places' also incurred more on this factor and conversely tourists having travelling experience of '30 & above places' incurred significantly less amount. Daily budget have also got

significant influence on the extent of expenditure incurred for Shopping. Tourists having per day per person budget of 'Rs.1500 and above' incur lesser on 'Shopping' while those having daily budget of 'Rs. 700 and Rs. 1000' incur more amount. Again married tourists incurred more for the factor Shopping than the single tourists. However, tourists' spending for the factor Shopping isn't sensitive to the variables of Age, Education, Occupational background and Gender.

It means that married tourists originated within the region, those tourists having daily budget between 'Rs.700 and Rs. 1000' and also the individuals having previous experience of travelling '20-30 places' incur more on Shopping.

b. Personal Expenditure: The variables Age, Origin, Previous Travelling Experience and Daily Budget are found to be sensitive to extent of expenditures incurred for the heads of expenditure of foods outside the place of stay, sightseeing, magazine and news paper, books related to the destination, purchase of film roll and accessories, refreshments and entrance fees **(Personal Expenditure)**. Matured young tourists (25-40 years) incur more amount on Personal Expenditure than the older tourists (60 years & above). Similarly, Regional tourists spent more for this factor while the extent is remained less in case of Foreign tourists. Again, tourists having experience of visiting '20-30 places' spend comparatively more amount for the factor Personal Expenditure. Again, tourists having travelling experience of '30 and above places' incur the least. Further, individuals having daily budget of 'Rs.300 and Rs.500' incur more for this factor. On the other hand, those having daily budget of 'Rs.1500 and above' also incur less amount for this factor.

At a glace it can be reported that Regional tourists, tourists aged between '25-40 years', those having past experience of travelling of '20-30 places incur a significant amount on the factor Personal Expenditure.

c. Mineral water:

The amount spent on mineral water is also sensitive to the variables of Age, Origin, Education, Occupation, Past Travelling Experience and Daily budget. Matured young tourists (25-40 years) tourists, Foreign tourists, 'Post-graduate' tourists, Professionally engaged and those having previous travelling experience of '20-30 places' as well as daily budget of 'Rs.1500 and above' incurred a significant amount on the item Mineral water.

d. Tobacco/liquor:

The means of comprehensive scores for Tobacco/liquor is significantly related to the variables of Age, Origin, Education, Occupation, Previous Travelling Experience, Daily Budget and Gender. Older tourists spend less than the younger tourists for Tobacco/liquor. Foreign tourists, on the other hand, spend more than the domestic tourists on this item. Again, professionally engaged tourists incur more amounts on this item. Similarly, more amount is also spent by tourists of having past travelling experience of '20-30 places'. Again, tourists having Daily budget of 'Rs.1500 and above' incurred more for this item. It is also noticeable that male tourists spend more on this item than the female tourists.

Thus, respondents can be meaningfully segmented for the extent of expenditures incurred for various uncategorized purposes.

It is, therefore, realized that the tourism marketers should consider socio-demographic variables while preparing strategies. Variable 'Age' has remained to be decisive factor for the extent of expenditures incurred for various uncategorized means. As older and younger tourists incur less for Shopping, Personal expenditure and Beverages, the local economic gain from their visit will be comparatively low. On the other hand, middle age group of the tourists incur more for this uncategorized purposes. Therefore, age is an important factor the tourism planners must take into account.

Similarly, 'Regional' tourists also spend more for the uncategorized purposes of Shopping and Personal expenditure than the tourists originated from other parts of the country and abroad. This is very important information for tourism marketers that National and Foreign tourists spend less for uncategorized expenditures.

The outcome of the study demonstrates the need for creating more awareness among the various stakeholders. The destinations should be promoted in such a way that local economy as well as people gets the maximum benefit at minimum costs and at the same time sustainable development of resources could be ensured. While drafting the strategy, particular visitor should identified so as to ensure whether the destinations are going to be benefited economically from their visit or not. The target

of tourists in an unplanned manner may result not only less local economic benefit but also may adversely affect the tourism resources of the region.

At last it is concluded that tourists in North East India incur a sizeable amount of money for various uncategorized purposes. Therefore, the market players, policy makers and the academicians should put interest on this form of tourists' expenditure to a largest possible way. Only then the promotion of tourism will be meaningful for the local residents of the destination areas.

8.2 Recommendations for future works:

The study has opened up avenues for certain other works to be carried out in the line of this study. Such areas are briefly discussed in the follow section.

8.2A Tourists incur a sizeable amount for the factors Shopping, Personal Expenditure and Beverage. A study can be commissioned to measure the demand pattern of different heads of expenditure falling under these factors can be measured separately. The heads of expenditure included in these factors are expenditures on clothing, cosmetic items, gifts, decorative item, toiletries, handicrafts, foods outside the place of stay, sightseeing, magazine & news paper, books related to the destination, film roll & accessories refreshments, entrance fee, mineral water and tobacco/liquor.

8.2B National and Foreign tourists incur lesser compared to Regional tourists on uncategorized expenditures. As it is seen that uncategorized expenditures generate maximum benefit for the local economy, a study can be carried out to explore the reasons of lesser expenditure by National and Foreign tourists on uncategorized purposes.

8.2C Tourism may not be always beneficial to the destinations even economically. A study may be commissioned to measure the multiplier effects of tourists spending in uncategorized areas.

8.2D Although the flow of foreign tourists to the country has been increasing year after year, the share of Northeast India is far below the national

average. A study can be conducted among the foreign tourists to evolve a perfect marketing strategy.

8.2E It is seen that majority of the tourists collect information from two sources. These are '*Word-of-Mouth*' and '*Advertisement or publicity*. A study can be carried out to evolve a perfect strategy which will help to make all the sources of destination related information more effective.

8.2F A major part of tourists travel budget is spent for categorized expenditures, i.e., Expenditure on Accommodation, Transportation and Food. The categorized expenditures of domestic and foreign tourists can be analysed. The comparative analysis of such expenditures will help the tourism players in preparing comprehensive marketing policies.

The study achievement of the study is satisfactory. The noble objectives of this study could be well-achieved. This study theoretically contributes that the expenditure of tourists can be classified into few meaningful categories and the importance of each type of expenditure to the local economy of the destinations area also are varies. Uncategorized expenditures are more meaningful than the categorized expenditure although the proportion of uncategorized expenditure to the total trip budget is found comparatively less in many times. It is often seen that uncategorized expenditure is not given due importance by tourism planners, research scholars, academicians etc.. This study has been able to bring into light the importance of this category of expenditure.

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QUESTIONNAIRE

Code	M/F	Place	Date

Dear Traveller,

It would be great if you kindly spare a few minutes in filling up this questionnaire. The survey proposes to conduct 500 plus interviews of tourists like you and the findings will benefit the stakeholders like policymakers, researchers and different market players engaged in the promotion & marketing of tourism products of the Northeast India.

Uttam Kr. Baruah
Research Director, ICSSR sponsored Project.
Darrang College, Tezpur-Assam

Kindly fill in the blanks where applicable or just tick (✓) at relevant box. Your judgement will be final in answering the queries.

1. Which are the places you have visited / plan to visit in this tour?
   a) ..... b) ..... c) ..... d) ..... e) .....

2. Can you let us know your opinion about the destinations you have visited ? (Please tick)
   a) Not attractive ☐ b) Attractive ☐ c) Highly Attractive ☐

3. Can you tell us which of the following reflects your basic reason of this visit ? (Please tick at most influencing one)

   a) Just enjoying holidays. ☐
   b) Wanted to enjoy wildlife ☐
   c) Business work. ☐
   d) Religious. ☐
   e) Other reason (Pursuing special interests like hobbies, research, academic etc.) ☐

4. How did you collect information regarding the destination(s) of North East India ?
   (Kindly score from 1 to 10. For no influence tick 'No' and for the highest tick at '10')

a) Remarks of the people who visited the place.	No	1	2	3	4	5	6	7	8	9	10
b) From brochures of tourism department.	No	1	2	3	4	5	6	7	8	9	10
c) From publication in books / news papers.	No	1	2	3	4	5	6	7	8	9	10
d) From TV / Radio.	No	1	2	3	4	5	6	7	8	9	10
e) As per recommendation of travel agency.	No	1	2	3	4	5	6	7	8	9	10
f) After going through internet.	No	1	2	3	4	5	6	7	8	9	10
g) General knowledge.	No	1	2	3	4	5	6	7	8	9	10

5. What is your budgeted expenditure (per person per day) during this tour on an average?
   a) Less than Rs.600/ ☐
   b) Between Rs. 601/ and Rs. 1200/ ☐
   c) Between Rs.1201/ and Rs. 2400/ ☐
   d) Above Rs. 2400/ ☐

6. Can you tell us the number of days you have spent in this part of India?
   a) Less than 5 days ☐ b) Between 6-9 days ☐ c) Between 10-14 days ☐
   d) 15 days and above ☐

7. How much did you spend for Transportation?
   b) Cost per person for reaching to the destination ☐
   a) Cost per person for local transportation ☐

8. Which mode of the transportation you have used **in reaching this region** ? (Please tick [✓])

i) Air : Executive ☐ Economy ☐
ii) Rail : Sleeper ☐ AC ☐
iii) Bus : General ☐ Luxury ☐
iv) Hired vehicle: ☐
v) Personal Car: ☐
vi) Other : (Please specify) .....

9. Which mode of the transportation you have used **within this region** ? (Please tick [✓])

i) Bus ☐
ii) Hired Vehicles(Car/Bolero/Sumo etc.) ☐
iii) Cruise ☐ iv) Rickshaw ☐ vii) Whichever is available ☐

10. Would you please mention the approximate expenditure incurred on Accommodation (**per person per night**)? Rs./ $ ☐

11. What type of accommodation do you generally expect while on vacation?
a) Tourist banglow ☐
b) Hotel / Cottage ☐
c) Community guest house ☐
d) Eco-camp ☐
e) Other (Please specify) ☐

12. Would you mention **per person per day** expenditure incurred on food and beverages in the hotel of your stay ? Rs./ $ ☐

13. What type of food you expect while on tour? (Please tick [✓])
a) I would like to take **usual food** *(If avilable)* ☐
b) I would like to experiment **local food**. ☐
c) I would like to arrange myself. ☐
d) Other *(Please specify)* ☐

14. Do you prefer **conducted** (or Packaged) tour while visiting a destination?
a) Within the destination ☐
b) To the destination ☐

15. Please mention about your satisfaction over the quality of Food & Beverages offered by **Government Tourist Lodges**(Please tick [✓])
a) Unsatisfactory ☐ b) Satisactory ☐ c) Good ☐ d) Execellent ☐

16. Please state about your opinion over the quality of Food & Beverages offered by **Private** accommodation providers (Please tick [✓])
a) Unsatisfactory ☐ b) Satisactory ☐ c) Good ☐ d) Execellent ☐

17. Please mention your opinion about the quality of Room service offered by **Government Tourist Lodges**(Please tick [✓])
a) Unsatisfactory ☐ b) Satisactory ☐ c) Good ☐ d) Execellent ☐

18. Please mention your opinion about the quality of Room service offered by **Private Accommodation providers** (Please tick [✓])
a) Unsatisfactory ☐ b) Satisactory ☐ c) Good ☐ d) Execellent ☐

19. According to you what are the components mostly responsible for expenditure during this visit? (If you agree to the fullest extent, please tick at 10. Tick 'No' for no expenditure on a component.

Sl No	Statements of Expenditures	No	1	2	3	4	5	6	7	8	9	10
01	Transportation to the destination	No	1	2	3	4	5	6	7	8	9	10
02	Transportation within the destination	No	1	2	3	4	5	6	7	8	9	10
03	Accommodation	No	1	2	3	4	5	6	7	8	9	10
04	Foods & Beverages	No	1	2	3	4	5	6	7	8	9	10
05	Shopping	No	1	2	3	4	5	6	7	8	9	10
06	Miscellaneous (phone, tobaco/liquor etc)	No	1	2	3	4	5	6	7	8	9	10

20 Your age group(in years)
Below 25 years ☐ Between 26-45 years ☐ Between 46-65 years ☐
Above 65 years ☐

21. Your place of origin is .....

22. Can you specify your marital status: Married/Single.

23. Can you please specify your level of education:

a) Basic education: ☐ b) Secondary education: ☐ c) University education: ☐
d) Professional education ☐

24. Please specify your occupation:
Service: ☐ Profession: ☐ Business: ☐ Others: ☐

25. Gender: Male/Female

If you want to have a brief write-up on the outcome of this study kindly leave your address, E-mail-ID and telephone number below.

Name :.....

City:..... State:..... Country:.....

Telephone Number..... E-mail.....

Your overall impression on this visit:-
(comment if any)

Thank you for your kind co-operation

ANNEXURE II

MULTIPLE COMPARISONS TABLES

Table A : FACTOR SHOPPING AND ORIGIN
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on other clothing, cosmetic item, gifts, decorative items toiletries and handicrafts

Shopping and Origin							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) nationality	(J) nationality				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.1528	.155	.974	-.2195	.5251
		3.00	1.0304*	.183	.000	.5902	1.4706
	2.00	1.00	-.1528	.155	.974	-.5251	.2195
		3.00	.8776*	.153	.000	.5108	1.2444
	3.00	1.00	-1.0304*	.183	.000	-1.4706	-.5902
		2.00	-.8776*	.153	.000	-1.2444	-.5108
Games-Howell	1.00	2.00	.1528	.155	.623	-.2335	.5391
		3.00	1.0304*	.183	.000	.6676	1.3931
	2.00	1.00	-.1528	.155	.623	-.5391	.2335
		3.00	.8776*	.153	.000	.6007	1.1545
	3.00	1.00	-1.0304*	.183	.000	-1.3931	-.6676
		2.00	-.8776*	.153	.000	-1.1545	-.6007
* The mean difference is significant at the .05 level.							

Note: 1 stands for 'Regional tourists', 2 for 'National tourists' and 3 stands for 'Foreign tourists'

Table B: FACTOR SHOPPING AND PREVIOUS TRAVELLING EXPERIENCE
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on other clothing, cosmetic item, gifts, decorative items toiletries and handicrafts.

Shopping and Previous Travelling Experience							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Destination visited	(J) Destination visited				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	5.023E-02	.208	1.000	-.5367	.6371
		3.00	.4153	.201	.388	-.1500	.9806
		4.00	-3.0617E-02	.249	1.000	-.7335	.6723
		5.00	.6975*	.160	.000	.2476	1.1475
	2.00	1.00	-5.0226E-02	.208	1.000	-.6371	.5367
		3.00	.3651	.232	1.000	-.2899	1.0201
		4.00	-8.0844E-02	.276	1.000	-.8577	.6960
		5.00	.6473*	.198	.012	8.880E-02	1.2058
	3.00	1.00	-.4153	.201	.388	-.9806	.1500

		2.00	-.3651	.232	1.000	-1.0201	.2899
		4.00	-.4460	.270	.990	-1.2066	.3147
		5.00	.2822	.190	1.000	-.2535	.8179
	4.00	1.00	3.062E-02	.249	1.000	-.6723	.7335
		2.00	8.084E-02	.276	1.000	-.6960	.8577
		3.00	.4460	.270	.990	-.3147	1.2066
		5.00	.7282*	.241	.026	4.880E-02	1.4075
	5.00	1.00	-.6975*	.160	.000	-1.1475	-.2476
		2.00	-.6473*	.198	.012	-1.2058	-8.8802E-02
		3.00	-.2822	.190	1.000	-.8179	.2535
		4.00	-.7282*	.241	.026	-1.4075	-4.8801E-02
Games-Howell	1.00	2.00	5.023E-02	.208	.999	-.5712	.6717
		3.00	.4153	.201	.215	-.1214	.9521
		4.00	-3.0617E-02	.249	1.000	-.8705	.8092
		5.00	.6975*	.160	.000	.2743	1.1208
	2.00	1.00	-5.0226E-02	.208	.999	-.6717	.5712
		3.00	.3651	.232	.560	-.2972	1.0274
		4.00	-8.0844E-02	.276	.999	-1.0041	.8424
		5.00	.6473*	.198	.022	6.317E-02	1.2314
	3.00	1.00	-.4153	.201	.215	-.9521	.1214
		2.00	-.3651	.232	.560	-1.0274	.2972
		4.00	-.4460	.270	.607	-1.3155	.4236
		5.00	.2822	.190	.498	-.1991	.7635
	4.00	1.00	3.062E-02	.249	1.000	-.8092	.8705
		2.00	8.084E-02	.276	.999	-.8424	1.0041
		3.00	.4460	.270	.607	-.4236	1.3155
		5.00	.7282	.241	.096	-7.9539E-02	1.5358
	5.00	1.00	-.6975*	.160	.000	-1.1208	-.2743
		2.00	-.6473*	.198	.022	-1.2314	-6.3168E-02
		3.00	-.2822	.190	.498	-.7635	.1991
		4.00	-.7282	.241	.096	-1.5358	7.954E-02

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Up to 7 places', 2.00 stands for '7-15 places', 3.00 for', 4.00 stands for '20-30 places' and 5.00 stands for '30 & above places'

Table C: FACTOR SHOPPING AND DAILY BUDGET
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on other clothing, cosmetic item, gifts, decorative items toiletries and handicrafts.

Shopping and Daily Budget							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Per person per day budgeted expenditure	(J) Per person per day budgeted expenditure				Lower Bound	Upper Bound

Bonferroni	1.00	2.00	-.4886	.358	1.000	-1.5443	.5670
		3.00	-.6762	.327	.583	-1.6390	.2867
		4.00	-.9333	.335	.082	-1.9201	5.351E-02
		5.00	-.7758	.339	.337	-1.7752	.2236
		6.00	.1567	.322	1.000	-.7928	1.1061
	2.00	1.00	.4886	.358	1.000	-.5670	1.5443
		3.00	-.1875	.232	1.000	-.8706	.4956
		4.00	-.4446	.243	1.000	-1.1610	.2717
		5.00	-.2871	.249	1.000	-1.0207	.4464
		6.00	.6453	.225	.065	-1.8659E-02	1.3093
	3.00	1.00	.6762	.327	.583	-.2867	1.6390
		2.00	.1875	.232	1.000	-.4956	.8706
		4.00	-.2571	.194	1.000	-.8281	.3138
		5.00	-9.9636E-02	.201	1.000	-.6921	.4928
		6.00	.8328*	.171	.000	.3291	1.3365
	4.00	1.00	.9333	.335	.082	-5.3507E-02	1.9201
		2.00	.4446	.243	1.000	-.2717	1.1610
		3.00	.2571	.194	1.000	-.3138	.8281
		5.00	.1575	.214	1.000	-.4730	.7880
		6.00	1.0899*	.186	.000	.5420	1.6379
	5.00	1.00	.7758	.339	.337	-.2236	1.7752
		2.00	.2871	.249	1.000	-.4464	1.0207
		3.00	9.964E-02	.201	1.000	-.4928	.6921
		4.00	-.1575	.214	1.000	-.7880	.4730
		6.00	.9324*	.193	.000	.3621	1.5027
	6.00	1.00	-.1567	.322	1.000	-1.1061	.7928
		2.00	-.6453	.225	.065	-1.3093	1.866E-02
		3.00	-.8328*	.171	.000	-1.3365	-.3291
		4.00	-1.0899*	.186	.000	-1.6379	-.5420
		5.00	-.9324*	.193	.000	-1.5027	-.3621
Games-Howell	1.00	2.00	-.4886	.358	.479	-1.2909	.3136
		3.00	-.6762	.327	.069	-1.3844	3.208E-02
		4.00	-.9333*	.335	.007	-1.6813	-.1853
		5.00	-.7758	.339	.057	-1.5653	1.375E-02
		6.00	.1567	.322	.969	-.4615	.7748
	2.00	1.00	.4886	.358	.479	-.3136	1.2909
		3.00	-.1875	.232	.972	-.8948	.5198
		4.00	-.4446	.243	.519	-1.1814	.2921
		5.00	-.2871	.249	.901	-1.0665	.4922
		6.00	.6453*	.225	.032	3.648E-02	1.2541
	3.00	1.00	.6762	.327	.069	-3.2080E-02	1.3844
		2.00	.1875	.232	.972	-.5198	.8948
		4.00	-.2571	.194	.858	-.8917	.3775
		5.00	-9.9636E-02	.201	.998	-.7832	.5839
		6.00	.8328*	.171	.000	.3757	1.2899
	4.00	1.00	.9333*	.335	.007	.1853	1.6813
		2.00	.4446	.243	.519	-.2921	1.1814
		3.00	.2571	.194	.858	-.3775	.8917
		5.00	.1575	.214	.990	-.5685	.8835
		6.00	1.0899*	.186	.000	.5715	1.6084
	5.00	1.00	.7758	.339	.057	-1.3751E-02	1.5653
		2.00	.2871	.249	.901	-.4922	1.0665
		3.00	9.964E-02	.201	.998	-.5839	.7832

		4.00	-.1575	.214	.990	-.8835	.5685
		6.00	.9324*	.193	.000	.3440	1.5209
	6.00	1.00	-.1567	.322	.969	-.7748	.4615
		2.00	-.6453*	.225	.032	-1.2541	-3.6485E-02
		3.00	-.8328*	.171	.000	-1.2899	-.3757
		4.00	-1.0899*	.186	.000	-1.6084	-.5715
		5.00	-.9324*	.193	.000	-1.5209	-.3440
* The mean difference is significant at the .05 level.							

Where 1.00 stands for 'Less than Rs.300/-, 2.00 stands for 'Between Rs.300/- and Rs.500/- ', 3.00 stands for 'Between Rs.500/- and Rs.700/-, 4.00 stands for 'Between Rs.700/- and Rs.1000/-', 5.00 stands for 'Between Rs.1000/- and Rs.1500/- 'and 6.00 stands for 'Rs.1500/- and above'.

Table D: FACTOR PERSONAL EXPENDITURE AND AGE
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on foods outside the place of stay, sightseeing, magazines and news paper, books related to the destination, film roll and accessories, refreshments, and entrance fee.

Personal Expenditure and Age							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Age group	(J) Age group				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.1129	.201	1.000	-.6445	.4188
		3.00	1.203E-02	.211	1.000	-.5465	.5705
		4.00	.5305	.224	.109	-6.2628E-02	1.1237
	2.00	1.00	.1129	.201	1.000	-.4188	.6445
		3.00	.1249	.188	1.000	-.3742	.6240
		4.00	.6434*	.203	.010	.1058	1.1811
	3.00	1.00	-1.2031E-02	.211	1.000	-.5705	.5465
		2.00	-.1249	.188	1.000	-.6240	.3742
		4.00	.5185	.213	.092	-4.5669E-02	1.0827
	4.00	1.00	-.5305	.224	.109	-1.1237	6.263E-02
		2.00	-.6434*	.203	.010	-1.1811	-.1058
		3.00	-.5185	.213	.092	-1.0827	4.567E-02
Games-Howell	1.00	2.00	-.1129	.201	.946	-.6370	.4113
		3.00	1.203E-02	.211	1.000	-.5474	.5715
		4.00	.5305	.224	.053	-4.1412E-03	1.0652
	2.00	1.00	.1129	.201	.946	-.4113	.6370
		3.00	.1249	.188	.922	-.3828	.6326
		4.00	.6434*	.203	.003	.1631	1.1237
	3.00	1.00	-1.2031E-02	.211	1.000	-.5715	.5474
		2.00	-.1249	.188	.922	-.6326	.3828
		4.00	.5185	.213	.050	-4.5406E-05	1.0371
	4.00	1.00	-.5305	.224	.053	-1.0652	4.141E-03
		2.00	-.6434*	.203	.003	-1.1237	-.1631
		3.00	-.5185	.213	.050	-1.0371	4.541E-05
* The mean difference is significant at the .05 level							

Where 1.00 stands for 'Less than 25 years', 2.00 stands for 'Between 25-40 years', 3.00 stands for 'Between 40-60 years' and 4.00 for '60 and above'

Tale E: FACTOR PERSONAL EXPENDITURE AND ORIGIN

(Bonferroni and games-Howell multiple comparisons for comprehensive mean for the

Dependent Variable: Expenditure foods outside the place of stay, sightseeing, magazines and news paper, books related to the destination, film roll and accessories, refreshments, and entrance fee

Personal Expenditure and Origin							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) nationality	(J) nationality				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.2289*	.182	.626	-.2080	.6658
		3.00	.4525	.215	.108	-6.4068E-02	.9691
	2.00	1.00	-.2289	.182	.626	-.6658	.2080
		3.00	.2236*	.179	.638	-.2069	.6541
	3.00	1.00	-.4525	.215	.108	-.9691	6.407E-02
		2.00	-.2236	.179	.638	-.6541	.2069
Games-Howell	1.00	2.00	.2289*	.182	.502	-.2505	.7083
		3.00	.4525	.215	.147	-.1146	1.0196
	2.00	1.00	-.2289	.182	.502	-.7083	.2505
		3.00	.2236	.179	.420	-.1936	.6408
	3.00	1.00	-.4525*	.215	.147	-1.0196	.1146
		2.00	-.2236	.179	.420	-.6408	.1936
* The mean difference is significant at the .05 level							

Note: 1 stands for 'Regional tourists', 2 for 'National tourists' and 3 stands for 'Foreign tourists'

Table F: FACTOR PERSONAL EXPENDITURE AND PREVIOUS TRAVELLING EXPENDITURE

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on foods outside the place of stay, sightseeing, magazines and news paper, books related to the destination, film roll and accessories, refreshments, and entrance fee

Personal Expenditure and Previous Travelling Experience							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Destination visited	(J) Destination visited				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.1130	.233	1.000	-.5425	.7685
		3.00	.1940	.224	1.000	-.4374	.8253
		4.00	-.3261	.278	1.000	-1.1111	.4589
		5.00	.9611*	.178	.000	.4585	1.4637
	2.00	1.00	-.1130	.233	1.000	-.7685	.5425
		3.00	8.094E-02	.260	1.000	-.6506	.8125
		4.00	-.4391	.308	1.000	-1.3068	.4285

		5.00	.8481*	.221	.001	.2243	1.4719
	3.00	1.00	-.1940	.224	1.000	-.8253	.4374
		2.00	-8.0937E-02	.260	1.000	-.8125	.6506
		4.00	-.5200	.301	.850	-1.3696	.3295
		5.00	.7671*	.212	.003	.1688	1.3655
	4.00	1.00	.3261	.278	1.000	-.4589	1.1111
		2.00	.4391	.308	1.000	-.4285	1.3068
		3.00	.5200	.301	.850	-.3295	1.3696
		5.00	1.2872*	.269	.000	.5284	2.0459
	5.00	1.00	-.9611*	.178	.000	-1.4637	-.4585
		2.00	-.8481*	.221	.001	-1.4719	-.2243
		3.00	-.7671*	.212	.003	-1.3655	-.1688
		4.00	-1.2872*	.269	.000	-2.0459	-.5284
Games-Howell	1.00	2.00	.1130	.233	.991	-.5649	.7909
		3.00	.1940	.224	.923	-.4468	.8347
		4.00	-.3261	.278	.820	-1.1728	.5206
		5.00	.9611*	.178	.000	.4334	1.4888
	2.00	1.00	-.1130	.233	.991	-.7909	.5649
		3.00	8.094E-02	.260	.997	-.5889	.7507
		4.00	-.4391	.308	.625	-1.3087	.4305
		5.00	.8481*	.221	.001	.2763	1.4199
	3.00	1.00	-.1940	.224	.923	-.8347	.4468
		2.00	-8.0937E-02	.260	.997	-.7507	.5889
		4.00	-.5200	.301	.424	-1.3612	.3211
		5.00	.7671*	.212	.001	.2499	1.2844
	4.00	1.00	.3261	.278	.820	-.5206	1.1728
		2.00	.4391	.308	.625	-.4305	1.3087
		3.00	.5200	.301	.424	-.3211	1.3612
		5.00	1.2872*	.269	.000	.5253	2.0490
	5.00	1.00	-.9611*	.178	.000	-1.4888	-.4334
		2.00	-.8481*	.221	.001	-1.4199	-.2763
		3.00	-.7671*	.212	.001	-1.2844	-.2499
		4.00	-1.2872*	.269	.000	-2.0490	-.5253
* The mean difference is significant at the .05 level							

Where 1.00 stands for 'Up to 7 places', 2.00 stands for '7-15 places', 3.00 for', 4.00 stands for '20-30 places' and 5.00 stands for '30 & above places'

Table G: FACTOR PERSONAL EXPENDITURE AND DAILY BUDGET
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on foods outside the place of stay, sightseeing, magazines and news paper, books related to the destination, film roll and accessories, refreshments, and entrance fee

Personal Expenditure and Daily Budget							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Per person per day budgeted expenditure	(J) Per person per day budgeted expenditure				Lower Bound	Upper Bound
Bonferroni	1	2	-.7729	.408	.880	-1.9757	.4298
		3	.2188	.372	1.000	-.8784	1.3159
		4	-.5265	.381	1.000	-1.6509	.5978
		5	-.1495	.386	1.000	-1.2882	.9892
		6	.6584	.367	1.000	-.4234	1.7402
	2	1	.7729	.408	.880	-.4298	1.9757

		3	.9917*	.264	.003	.2134	1.7700
		4	.2464	.277	1.000	-.5698	1.0626
		5	.6235	.283	.424	-.2124	1.4593
		6	1.4313*	.257	.000	.6748	2.1878
	3	1	-.2188	.372	1.000	-1.3159	.8784
		2	-.9917*	.264	.003	-1.7700	-.2134
		4	-.7453*	.221	.012	-1.3958	-9.4742E-02
		5	-.3682	.229	1.000	-1.0433	.3068
		6	.4396	.195	.365	-.1343	1.0135
	4	1	.5265	.381	1.000	-.5978	1.6509
		2	-.2464	.277	1.000	-1.0626	.5698
		3	.7453*	.221	.012	9.474E-02	1.3958
		5	.3771	.244	1.000	-.3414	1.0955
		6	1.1849*	.212	.000	.5606	1.8093
	5	1	.1495	.386	1.000	-.9892	1.2882
		2	-.6235	.283	.424	-1.4593	.2124
		3	.3682	.229	1.000	-.3068	1.0433
		4	-.3771	.244	1.000	-1.0955	.3414
		6	.8079*	.220	.004	.1580	1.4577
	6	1	-.6584	.367	1.000	-1.7402	.4234
		2	-1.4313*	.257	.000	-2.1878	-.6748
		3	-.4396	.195	.365	-1.0135	.1343
		4	-1.1849*	.212	.000	-1.8093	-.5606
		5	-.8079*	.220	.004	-1.4577	-.1580
Games-Howell	1	2	-.7729	.408	.799	-2.6153	1.0694
		3	.2188	.372	.999	-1.5115	1.9490
		4	-.5265	.381	.938	-2.2877	1.2347
		5	-.1495	.386	1.000	-1.9049	1.6060
		6	.6584	.367	.837	-1.0608	2.3776
	2	1	.7729	.408	.799	-1.0694	2.6153
		3	.9917*	.264	.020	.1038	1.8796
		4	.2464	.277	.975	-.7123	1.2052
		5	.6235	.283	.398	-.3227	1.5696
		6	1.4313*	.257	.000	.5700	2.2927
	3	1	-.2188	.372	.999	-1.9490	1.5115
		2	-.9917*	.264	.020	-1.8796	-.1038
		4	-.7453*	.221	.012	-1.3859	-.1047
		5	-.3682	.229	.538	-.9891	.2526
		6	.4396	.195	.091	-3.7422E-02	.9166
	4	1	.5265	.381	.938	-1.2347	2.2877
		2	-.2464	.277	.975	-1.2052	.7123
		3	.7453*	.221	.012	.1047	1.3859
		5	.3771	.244	.670	-.3438	1.0979
		6	1.1849*	.212	.000	.5835	1.7863
	5	1	.1495	.386	1.000	-1.6060	1.9049
		2	-.6235	.283	.398	-1.5696	.3227
		3	.3682	.229	.538	-.2526	.9891
		4	-.3771	.244	.670	-1.0979	.3438
		6	.8079*	.220	.001	.2275	1.3882
	6	1	-.6584	.367	.837	-2.3776	1.0608
		2	-1.4313*	.257	.000	-2.2927	-.5700
		3	-.4396	.195	.091	-.9166	3.742E-02
		4	-1.1849*	.212	.000	-1.7863	-.5835
		5	-.8079*	.220	.001	-1.3882	-.2275

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Less than Rs.300/-, 2.00 stands for 'Between Rs.300/- and Rs.500/- ', 3.00 stands for 'Between Rs.500/- and Rs.700/-, 4.00 stands for 'Between Rs.700/- and Rs.1000/-', 5.00 stands for 'Between Rs.1000/- and Rs.1500/- 'and 6.00 stands for 'Rs.1500/- and above

Table H: FACTOR TRAVEL EXPENDITURE AND AGE
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

Travel Expenditure and Age							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Age group	(J) Age group				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-7.9537E-02	.221	1.000	-.6659	.5069
		3.00	-.4573	.233	.299	-1.0732	.1587
		4.00	-1.6812*	.247	.000	-2.3355	-1.0270
	2.00	1.00	7.954E-02	.221	1.000	-.5069	.6659
		3.00	-.3777	.208	.419	-.9282	.1728
		4.00	-1.6017*	.224	.000	-2.1947	-1.0087
	3.00	1.00	.4573	.233	.299	-.1587	1.0732
		2.00	.3777	.208	.419	-.1728	.9282
		4.00	-1.2240*	.235	.000	-1.8463	-.6017
	4.00	1.00	1.6812*	.247	.000	1.0270	2.3355
		2.00	1.6017*	.224	.000	1.0087	2.1947
		3.00	1.2240*	.235	.000	.6017	1.8463
Games-Howell	1.00	2.00	-7.9537E-02	.221	.978	-.5871	.4280
		3.00	-.4573	.233	.168	-1.0287	.1142
		4.00	-1.6812*	.247	.000	-2.3214	-1.0410
	2.00	1.00	7.954E-02	.221	.978	-.4280	.5871
		3.00	-.3777	.208	.275	-.9181	.1626
		4.00	-1.6017*	.224	.000	-2.2143	-.9891
	3.00	1.00	.4573	.233	.168	-.1142	1.0287
		2.00	.3777	.208	.275	-.1626	.9181
		4.00	-1.2240*	.235	.000	-1.8905	-.5575
	4.00	1.00	1.6812*	.247	.000	1.0410	2.3214
		2.00	1.6017*	.224	.000	.9891	2.2143
		3.00	1.2240*	.235	.000	.5575	1.8905
* The mean difference is significant at the .05 level							

Where 1.00 stands for 'Less than 25 years', 2.00 stands for 'Between 25-40 years', 3.00 stands for 'Between 40-60 years' and 4.00 for '60 and above'

Table I: THE FACTOR TRAVEL EXPENDITURE AND ORIGIN
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

Travel Expenditure and Origin							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) nationality	(J) nationality				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-1.2928*	.195	.000	-1.7618	-.8239
		3.00	-2.1518*	.231	.000	-2.7063	-1.5973
	2.00	1.00	1.2928*	.195	.000	.8239	1.7618

		3.00	-.8590*	.192	.000	-1.3211	-.3969
	3.00	1.00	2.1518*	.231	.000	1.5973	2.7063
		2.00	.8590*	.192	.000	.3969	1.3211
Games-Howell	1.00	2.00	-1.2928*	.195	.000	-1.6572	-.9284
		3.00	-2.1518*	.231	.000	-2.6652	-1.6384
	2.00	1.00	1.2928*	.195	.000	.9284	1.6572
		3.00	-.8590*	.192	.000	-1.3676	-.3503
	3.00	1.00	2.1518*	.231	.000	1.6384	2.6652
		2.00	.8590*	.192	.000	.3503	1.3676
* The mean difference is significant at the .05 level.							

Note: 1 stands for 'Regional tourists', 2 for 'National tourists' and 3 stands for 'Foreign tourists'

Table J: FACTOR TRAVEL EXPENDITURE AND EDUCATION
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

Travel Expenditure and Education							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Education	(J) Education				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.7288*	.220	.006	-1.3122	-.1454
		3.00	-.7525*	.268	.031	-1.4633	-4.1610E-02
		4.00	.1176	.205	1.000	-.4257	.6610
	2.00	1.00	.7288*	.220	.006	.1454	1.3122
		3.00	-2.3637E-02	.290	1.000	-.7918	.7446
		4.00	.8465*	.233	.002	.2300	1.4630
	3.00	1.00	.7525*	.268	.031	4.161E-02	1.4633
		2.00	2.364E-02	.290	1.000	-.7446	.7918
		4.00	.8701*	.279	.011	.1318	1.6084
	4.00	1.00	-.1176	.205	1.000	-.6610	.4257
		2.00	-.8465*	.233	.002	-1.4630	-.2300
		3.00	-.8701*	.279	.011	-1.6084	-.1318
Games-Howell	1.00	2.00	-.7288*	.220	.006	-1.2994	-.1583
		3.00	-.7525*	.268	.049	-1.5036	-1.3637E-03
		4.00	.1176	.205	.934	-.3924	.6277
	2.00	1.00	.7288*	.220	.006	.1583	1.2994
		3.00	-2.3637E-02	.290	1.000	-.8284	.7811
		4.00	.8465*	.233	.002	.2449	1.4481
	3.00	1.00	.7525*	.268	.049	1.364E-03	1.5036
		2.00	2.364E-02	.290	1.000	-.7811	.8284
		4.00	.8701*	.279	.021	9.558E-02	1.6446
	4.00	1.00	-.1176	.205	.934	-.6277	.3924
		2.00	-.8465*	.233	.002	-1.4481	-.2449
		3.00	-.8701*	.279	.021	-1.6446	-9.5585E-02
• The mean difference is significant at the .05 level.							

Where 1.00 stands for 'Graduates', 2.00 stands for 'Post-graduates', 3.00 stands for 'Professional' and 4.00 for 'Others'.

Table K: FACTOR TRAVEL EXPENDITURE AND OCCUPATION
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

Travel Expenditure and Occupation							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Occupation	(J) Occupation				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.9780*	.326	.017	-1.8401	-.1159
		3.00	-.4452	.273	.621	-1.1680	.2776
		4.00	-.2623	.188	.987	-.7612	.2366
	2.00	1.00	.9780*	.326	.017	.1159	1.8401
		3.00	.5328	.374	.928	-.4573	1.5229
		4.00	.7157	.317	.147	-.1250	1.5564
	3.00	1.00	.4452	.273	.621	-.2776	1.1680
		2.00	-.5328	.374	.928	-1.5229	.4573
		4.00	.1829	.263	1.000	-.5142	.8800
	4.00	1.00	.2623	.188	.987	-.2366	.7612
		2.00	-.7157	.317	.147	-1.5564	.1250
		3.00	-.1829	.263	1.000	-.8800	.5142
Games-Howell	1.00	2.00	-.9780*	.326	.025	-1.8632	-9.2812E-02
		3.00	-.4452	.273	.430	-1.2101	.3197
		4.00	-.2623	.188	.473	-.7298	.2052
	2.00	1.00	.9780*	.326	.025	9.281E-02	1.8632
		3.00	.5328	.374	.550	-.5199	1.5855
		4.00	.7157	.317	.146	-.1594	1.5908
	3.00	1.00	.4452	.273	.430	-.3197	1.2101
		2.00	-.5328	.374	.550	-1.5855	.5199
		4.00	.1829	.263	.921	-.5699	.9357
	4.00	1.00	.2623	.188	.473	-.2052	.7298
		2.00	-.7157	.317	.146	-1.5908	.1594
		3.00	-.1829	.263	.921	-.9357	.5699

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Service', *2.00 stands for* 'Professional', *3.00 stands for* 'Business' *and 4.00 for 'Others'*

Table L: FACTOR TRAVEL EXPENDITURE AND PREVIOUS TRAVELLING EXPENRIENCE

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

Travel Expenditure and Previous Travelling Experience							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Destination visited	(J) Destination visited				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.6201	.269	.216	-1.3784	.1383
		3.00	-.6363	.259	.144	-1.3667	9.411E-02
		4.00	-1.2473*	.322	.001	-2.1554	-.3391
		5.00	-1.2789*	.206	.000	-1.8602	-.6975
	2.00	1.00	.6201	.269	.216	-.1383	1.3784
		3.00	-1.6226E-02	.300	1.000	-.8625	.8301
		4.00	-.6272	.356	.787	-1.6310	.3765
		5.00	-.6588	.256	.103	-1.3804	6.282E-02
	3.00	1.00	.6363	.259	.144	-9.4109E-02	1.3667
		2.00	1.623E-02	.300	1.000	-.8301	.8625
		4.00	-.6110	.349	.803	-1.5938	.3718
		5.00	-.6426	.246	.091	-1.3348	4.964E-02
	4.00	1.00	1.2473*	.322	.001	.3391	2.1554
		2.00	.6272	.356	.787	-.3765	1.6310
		3.00	.6110	.349	.803	-.3718	1.5938
		5.00	-3.1589E-02	.311	1.000	-.9093	.8462
	5.00	1.00	1.2789*	.206	.000	.6975	1.8602
		2.00	.6588	.256	.103	-6.2824E-02	1.3804
		3.00	.6426	.246	.091	-4.9637E-02	1.3348
		4.00	3.159E-02	.311	1.000	-.8462	.9093
Games-Howell	1.00	2.00	-.6201	.269	.141	-1.3552	.1151
		3.00	-.6363	.259	.084	-1.3228	5.025E-02
		4.00	-1.2473*	.322	.002	-2.1325	-.3620
		5.00	-1.2789*	.206	.000	-1.8014	-.7563
	2.00	1.00	.6201	.269	.141	-.1151	1.3552
		3.00	-1.6226E-02	.300	1.000	-.8832	.8508
		4.00	-.6272	.356	.442	-1.6562	.4018
		5.00	-.6588	.256	.111	-1.4027	8.509E-02
	3.00	1.00	.6363	.259	.084	-5.0254E-02	1.3228
		2.00	1.623E-02	.300	1.000	-.8508	.8832
		4.00	-.6110	.349	.442	-1.6139	.3919
		5.00	-.6426	.246	.096	-1.3503	6.518E-02
	4.00	1.00	1.2473*	.322	.002	.3620	2.1325
		2.00	.6272	.356	.442	-.4018	1.6562

		3.00	.6110	.349	.442	-.3919	1.6139
		5.00	-3.1589E-02	.311	1.000	-.9324	.8692
	5.00	1.00	1.2789*	.206	.000	.7563	1.8014
		2.00	.6588	.256	.111	-8.5090E-02	1.4027
		3.00	.6426	.246	.096	-6.5185E-02	1.3503
		4.00	3.159E-02	.311	1.000	-.8692	.9324
• The mean difference is significant at the .05 level.							

Where 1.00 stands for 'Up to 7 places', 2.00 stands for '7-15 places', 3.00 for', 4.00 stands for '20-30 places' and 5.00 stands for '30 & above places'

Table M: THE FACTOR TRAVEL EXPENDITURE AND DAILY BUDGET
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

Travel Expenditure and Daily Budget							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Per person per day budgeted expenditure	(J) Per person per day budgeted expenditure				Lower Bound	Upper Bound
Bonferroni	1	2	-.6122	.473	1.000	-2.0081	.7837
		3	-.8394	.432	.787	-2.1127	.4339
		4	-.7063	.443	1.000	-2.0112	.5986
		5	-1.6186*	.448	.005	-2.9401	-.2971
		6	-1.7820*	.426	.001	-3.0375	-.5265
	2	1	.6122	.473	1.000	-.7837	2.0081
		3	-.2272	.306	1.000	-1.1304	.6761
		4	-9.4068E-02	.321	1.000	-1.0413	.8532
		5	-1.0064*	.329	.035	-1.9764	-3.6328E-02
		6	-1.1698*	.298	.001	-2.0478	-.2918
	3	1	.8394	.432	.787	-.4339	2.1127
		2	.2272	.306	1.000	-.6761	1.1304
		4	.1331	.256	1.000	-.6219	.8881
		5	-.7792	.266	.053	-1.5626	4.189E-03
		6	-.9426*	.226	.001	-1.6087	-.2766
	4	1	.7063	.443	1.000	-.5986	2.0112
		2	9.407E-02	.321	1.000	-.8532	1.0413
		3	-.1331	.256	1.000	-.8881	.6219
		5	-.9123*	.283	.020	-1.7461	-7.8547E-02
		6	-1.0757*	.246	.000	-1.8003	-.3511
	5	1	1.6186*	.448	.005	.2971	2.9401
		2	1.0064*	.329	.035	3.633E-02	1.9764
		3	.7792	.266	.053	-4.1893E-03	1.5626
		4	.9123*	.283	.020	7.855E-02	1.7461

		6	-.1634	.256	1.000	-.9175	.5907
	6	1	1.7820*	.426	.001	.5265	3.0375
		2	1.1698*	.298	.001	.2918	2.0478
		3	.9426*	.226	.001	.2766	1.6087
		4	1.0757*	.246	.000	.3511	1.8003
		5	.1634	.256	1.000	-.5907	.9175
Games-Howell	1	2	-.6122	.473	.364	-1.5325	.3080
		3	-.8394	.432	.085	-1.7494	7.056E-02
		4	-.7063	.443	.319	-1.7141	.3014
		5	-1.6186*	.448	.000	-2.5992	-.6381
		6	-1.7820*	.426	.000	-2.7032	-.8608
	2	1	.6122	.473	.364	-.3080	1.5325
		3	-.2272	.306	.917	-.8732	.4189
		4	-9.4068E-02	.321	.999	-.8795	.6914
		5	-1.0064*	.329	.002	-1.7544	-.2584
		6	-1.1698*	.298	.000	-1.8336	-.5060
	3	1	.8394	.432	.085	-7.0556E-02	1.7494
		2	.2272	.306	.917	-.4189	.8732
		4	.1331	.256	.997	-.6411	.9073
		5	-.7792*	.266	.031	-1.5153	-4.3109E-02
		6	-.9426*	.226	.001	-1.5930	-.2922
	4	1	.7063	.443	.319	-.3014	1.7141
		2	9.407E-02	.321	.999	-.6914	.8795
		3	-.1331	.256	.997	-.9073	.6411
		5	-.9123*	.283	.030	-1.7734	-5.1259E-02
		6	-1.0757*	.246	.001	-1.8647	-.2867
	5	1	1.6186*	.448	.000	.6381	2.5992
		2	1.0064*	.329	.002	.2584	1.7544
		3	.7792*	.266	.031	4.311E-02	1.5153
		4	.9123*	.283	.030	5.126E-02	1.7734
		6	-.1634	.256	.990	-.9151	.5883
	6	1	1.7820*	.426	.000	.8608	2.7032
		2	1.1698*	.298	.000	.5060	1.8336
		3	.9426*	.226	.001	.2922	1.5930
		4	1.0757*	.246	.001	.2867	1.8647
		5	.1634	.256	.990	-.5883	.9151

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Less than Rs.300/-, 2.00 stands for 'Between Rs.300/- and Rs.500/- ', 3.00 stands for 'Between Rs.500/- and Rs.700/-, 4.00 stands for 'Between Rs.700/- and Rs.1000/-', 5.00 stands for 'Between Rs.1000/- and Rs.1500/- 'and 6.00 stands for 'Rs.1500/- and above'.

Table N: FACTOR LOCAL EXPENDITURE AND DAILY BUDGET
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on accommodation, transportation within the destination, Local textiles and food in the place of stay

Local Expenditure and Daily Budget							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Per person per day budgeted expenditure	(J) Per person per day budgeted expenditure				Lower Bound	Upper Bound
Bonferroni	1	2	9.818E-02	.435	1.000	-1.1839	1.3802
		3	.3374	.397	1.000	-.8321	1.5068
		4	-5.1388E-02	.406	1.000	-1.2498	1.1471
		5	-.3539	.412	1.000	-1.5676	.8598
		6	.4202	.391	1.000	-.7329	1.5732
	2	1	-9.8182E-02	.435	1.000	-1.3802	1.1839
		3	.2392	.281	1.000	-.5904	1.0688
		4	-.1496	.295	1.000	-1.0196	.7204
		5	-.4521	.302	1.000	-1.3430	.4389
		6	.3220	.273	1.000	-.4844	1.1284
	3	1	-.3374	.397	1.000	-1.5068	.8321
		2	-.2392	.281	1.000	-1.0688	.5904
		4	-.3888	.235	1.000	-1.0822	.3047
		5	-.6913	.244	.072	-1.4108	2.825E-02
		6	8.278E-02	.207	1.000	-.5289	.6945
	4	1	5.139E-02	.406	1.000	-1.1471	1.2498
		2	.1496	.295	1.000	-.7204	1.0196
		3	.3888	.235	1.000	-.3047	1.0822
		5	-.3025	.260	1.000	-1.0683	.4633
		6	.4715	.226	.557	-.1939	1.1370
	5	1	.3539	.412	1.000	-.8598	1.5676
		2	.4521	.302	1.000	-.4389	1.3430
		3	.6913	.244	.072	-2.8247E-02	1.4108
		4	.3025	.260	1.000	-.4633	1.0683
		6	.7740*	.235	.016	8.142E-02	1.4667
	6	1	-.4202	.391	1.000	-1.5732	.7329
		2	-.3220	.273	1.000	-1.1284	.4844
		3	-8.2780E-02	.207	1.000	-.6945	.5289
		4	-.4715	.226	.557	-1.1370	.1939
		5	-.7740*	.235	.016	-1.4667	-8.1415E-02
Games-Howell	1	2	9.818E-02	.435	1.000	-1.2532	1.4495
		3	.3374	.397	.962	-.9216	1.5964
		4	-5.1388E-02	.406	1.000	-1.3638	1.2610
		5	-.3539	.412	.964	-1.6703	.9625
		6	.4202	.391	.895	-.8111	1.6514
	2	1	-9.8182E-02	.435	1.000	-1.4495	1.2532

		3	.2392	.281	.957	-.5804	1.0588
		4	-.1496	.295	.997	-1.0460	.7469
		5	-.4521	.302	.710	-1.3697	.4655
		6	.3220	.273	.823	-.4463	1.0902
	3	1	-.3374	.397	.962	-1.5964	.9216
		2	-.2392	.281	.957	-1.0588	.5804
		4	-.3888	.235	.655	-1.1200	.3425
		5	-.6913	.244	.082	-1.4302	4.765E-02
		6	8.278E-02	.207	.998	-.4578	.6234
	4	1	5.139E-02	.406	1.000	-1.2610	1.3638
		2	.1496	.295	.997	-.7469	1.0460
		3	.3888	.235	.655	-.3425	1.1200
		5	-.3025	.260	.909	-1.1417	.5367
		6	.4715	.226	.341	-.1997	1.1428
	5	1	.3539	.412	.964	-.9625	1.6703
		2	.4521	.302	.710	-.4655	1.3697
		3	.6913	.244	.082	-4.7645E-02	1.4302
		4	.3025	.260	.909	-.5367	1.1417
		6	.7740*	.235	.015	9.448E-02	1.4536
	6	1	-.4202	.391	.895	-1.6514	.8111
		2	-.3220	.273	.823	-1.0902	.4463
		3	-8.2780E-02	.207	.998	-.6234	.4578
		4	-.4715	.226	.341	-1.1428	.1997
		5	-.7740*	.235	.015	-1.4536	-9.4476E-02

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Less than Rs.300/-, 2.00 stands for 'Between Rs.300/- and Rs.500/- ', 3.00 stands for 'Between Rs.500/- and Rs.700/-, 4.00 stands for 'Between Rs.700/- and Rs.1000/-', 5.00 stands for 'Between Rs.1000/- and Rs.1500/-'and 6.00 stands for 'Rs.1500/- and above'.

Table O: MINERAL WATER AND AGE

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral water

Mineral Water and Age							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Age group	(J) Age group				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-1.3920*	.379	.002	-2.3961	-.3880
		3.00	-1.3058*	.398	.007	-2.3605	-.2510
		4.00	-1.2222*	.423	.024	-2.3425	-.1020
	2.00	1.00	1.3920*	.379	.002	.3880	2.3961
		3.00	8.629E-02	.356	1.000	-.8563	1.0288
		4.00	.1698	.383	1.000	-.8455	1.1852
	3.00	1.00	1.3058*	.398	.007	.2510	2.3605
		2.00	-8.6290E-02	.356	1.000	-1.0288	.8563
		4.00	8.353E-02	.402	1.000	-.9819	1.1490
	4.00	1.00	1.2222*	.423	.024	.1020	2.3425
		2.00	-.1698	.383	1.000	-1.1852	.8455
		3.00	-8.3533E-02	.402	1.000	-1.1490	.9819

Games-Howell	1.00	2.00	-1.3920*	.379	.001	-2.3557	-.4284
		3.00	-1.3058*	.398	.006	-2.3249	-.2866
		4.00	-1.2222*	.423	.009	-2.2176	-.2269
	2.00	1.00	1.3920*	.379	.001	.4284	2.3557
		3.00	8.629E-02	.356	.996	-.8775	1.0501
		4.00	.1698	.383	.967	-.7688	1.1085
	3.00	1.00	1.3058*	.398	.006	.2866	2.3249
		2.00	-8.6290E-02	.356	.996	-1.0501	.8775
		4.00	8.353E-02	.402	.996	-.9120	1.0790
	4.00	1.00	1.2222*	.423	.009	.2269	2.2176
		2.00	-.1698	.383	.967	-1.1085	.7688
		3.00	-8.3533E-02	.402	.996	-1.0790	.9120
* The mean difference is significant at the .05 level							

Where 1.00 stands for 'Less than 25 years', 2.00 stands for 'Between 25-40 years', 3.00 stands for 'Between 40-60 years' and 4.00 for '60 and above'

Table P: MINERAL WATER AND ORIGIN

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral water

Mineral Water and Origin							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) nationality	(J) nationality				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.5321	.343	.364	-1.3556	.2914
		3.00	-1.3520*	.405	.003	-2.3258	-.3782
	2.00	1.00	.5321	.343	.364	-.2914	1.3556
		3.00	-.8199*	.338	.047	-1.6314	-8.4145E-03
	3.00	1.00	1.3520*	.405	.003	.3782	2.3258
		2.00	.8199*	.338	.047	8.414E-03	1.6314
Games-Howell	1.00	2.00	-.5321	.343	.298	-1.3723	.3080
		3.00	-1.3520*	.405	.003	-2.3114	-.3927
	2.00	1.00	.5321	.343	.298	-.3080	1.3723
		3.00	-.8199*	.338	.031	-1.5816	-5.8206E-02
	3.00	1.00	1.3520*	.405	.003	.3927	2.3114
		2.00	.8199*	.338	.031	5.821E-02	1.5816
* The mean difference is significant at the .05 level.							

Note: 1 stands for 'Regional tourists', 2 for 'National tourists' and 3 stands for 'Foreign tourists'

Table Q: MINERAL WATER AND EDUCATION
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral water

Mineral Water And Education							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Education	(J) Education				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-1.3843*	.355	.001	-2.3250	-.4437
		3.00	-1.2242*	.433	.029	-2.3704	-7.7951E-02
		4.00	.8164	.331	.084	-5.9773E-02	1.6927
	2.00	1.00	1.3843*	.355	.001	.4437	2.3250
		3.00	.1602	.468	1.000	-1.0785	1.3989
		4.00	2.2008*	.375	.000	1.2067	3.1949
	3.00	1.00	1.2242*	.433	.029	7.795E-02	2.3704
		2.00	-.1602	.468	1.000	-1.3989	1.0785
		4.00	2.0406*	.450	.000	.8501	3.2311
	4.00	1.00	-.8164	.331	.084	-1.6927	5.977E-02
		2.00	-2.2008*	.375	.000	-3.1949	-1.2067
		3.00	-2.0406*	.450	.000	-3.2311	-.8501
Games-Howell	1.00	2.00	-1.3843*	.355	.001	-2.3328	-.4359
		3.00	-1.2242*	.433	.040	-2.4078	-4.0588E-02
		4.00	.8164*	.331	.048	3.927E-03	1.6290
	2.00	1.00	1.3843*	.355	.001	.4359	2.3328
		3.00	.1602	.468	.988	-1.0909	1.4113
		4.00	2.2008*	.375	.000	1.2706	3.1309
	3.00	1.00	1.2242*	.433	.040	4.059E-02	2.4078
		2.00	-.1602	.468	.988	-1.4113	1.0909
		4.00	2.0406*	.450	.000	.8712	3.2101
	4.00	1.00	-.8164*	.331	.048	-1.6290	-3.9273E-03
		2.00	-2.2008*	.375	.000	-3.1309	-1.2706
		3.00	-2.0406*	.450	.000	-3.2101	-.8712

* The mean difference is significant at the .05 level

Where 1.00 stands for 'Graduates', 2.00 stands for 'Post-graduates', 3.00 stands for 'Professional' and 4.00 for 'Others'

Table R: MINERAL WATER AND OCCUPATION
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral Water

Mineral Water and Occupation							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Occupation	(J) Occupation				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.7274	.531	1.000	-2.1337	.6790
		3.00	-.1436	.445	1.000	-1.3227	1.0355

	2.00	1.00	.7274	.531	1.000	-.6790	2.1337
		3.00	.5838	.610	1.000	-1.0314	2.1990
		4.00	1.6814*	.518	.007	.3099	3.0529
	3.00	1.00	.1436	.445	1.000	-1.0355	1.3227
		2.00	-.5838	.610	1.000	-2.1990	1.0314
		4.00	1.0976	.429	.065	-3.9665E-02	2.2349
	4.00	1.00	-.9541*	.307	.012	-1.7680	-.1401
		2.00	-1.6814*	.518	.007	-3.0529	-.3099
		3.00	-1.0976	.429	.065	-2.2349	3.966E-02
Games-Howell	1.00	2.00	-.7274	.531	.536	-2.1492	.6945
		3.00	-.1436	.445	.991	-1.3962	1.1090
		4.00	.9541*	.307	.011	.1583	1.7498
	2.00	1.00	.7274	.531	.536	-.6945	2.1492
		3.00	.5838	.610	.792	-1.0671	2.2347
		4.00	1.6814*	.518	.010	.3221	3.0408
	3.00	1.00	.1436	.445	.991	-1.1090	1.3962
		2.00	-.5838	.610	.792	-2.2347	1.0671
		4.00	1.0976	.429	.077	-8.1223E-02	2.2765
	4.00	1.00	-.9541*	.307	.011	-1.7498	-.1583
		2.00	-1.6814*	.518	.010	-3.0408	-.3221
		3.00	-1.0976	.429	.077	-2.2765	8.122E-02

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Service', *2.00 stands for* 'Professional', *3.00 stands for* 'Business' *and 4.00 for 'Others'*

Table S: MINERAL WATER AND PREVIOUS TRAVELLING EXPERIENCE
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral water

Mineral Water and Previous Travelling Experience							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Destination visited	(J) Destination visited				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.7304	.453	1.000	-2.0081	.5473
		3.00	-.5789	.437	1.000	-1.8096	.6518
		4.00	-1.9231*	.543	.004	-3.4533	-.3929
		5.00	-.8918	.348	.106	-1.8714	8.784E-02
	2.00	1.00	.7304	.453	1.000	-.5473	2.0081
		3.00	.1515	.506	1.000	-1.2744	1.5775
		4.00	-1.1927	.600	.473	-2.8840	.4985
		5.00	-.1614	.431	1.000	-1.3773	1.0545
	3.00	1.00	.5789	.437	1.000	-.6518	1.8096
		2.00	-.1515	.506	1.000	-1.5775	1.2744
		4.00	-1.3442	.587	.225	-3.0002	.3118
		5.00	-.3129	.414	1.000	-1.4792	.8534
	4.00	1.00	1.9231*	.543	.004	.3929	3.4533
		2.00	1.1927	.600	.473	-.4985	2.8840
		3.00	1.3442	.587	.225	-.3118	3.0002
		5.00	1.0314	.525	.499	-.4476	2.5103
	5.00	1.00	.8918	.348	.106	-8.7838E-	1.8714

						02	
		2.00	.1614	.431	1.000	-1.0545	1.3773
		3.00	.3129	.414	1.000	-.8534	1.4792
		4.00	-1.0314	.525	.499	-2.5103	.4476
Games-Howell	1.00	2.00	-.7304	.453	.537	-2.0247	.5639
		3.00	-.5789	.437	.704	-1.8138	.6561
		4.00	-1.9231*	.543	.018	-3.6160	-.2302
		5.00	-.8918	.348	.064	-1.8148	3.131E-02
	2.00	1.00	.7304	.453	.537	-.5639	2.0247
		3.00	.1515	.506	.999	-1.3023	1.6053
		4.00	-1.1927	.600	.385	-3.0484	.6630
		5.00	-.1614	.431	.996	-1.3811	1.0583
	3.00	1.00	.5789	.437	.704	-.6561	1.8138
		2.00	-.1515	.506	.999	-1.6053	1.3023
		4.00	-1.3442	.587	.245	-3.1590	.4706
		5.00	-.3129	.414	.944	-1.4488	.8230
	4.00	1.00	1.9231*	.543	.018	.2302	3.6160
		2.00	1.1927	.600	.385	-.6630	3.0484
		3.00	1.3442	.587	.245	-.4706	3.1590
		5.00	1.0314	.525	.391	-.5948	2.6575
	5.00	1.00	.8918	.348	.064	-3.1314E-02	1.8148
		2.00	.1614	.431	.996	-1.0583	1.3811
		3.00	.3129	.414	.944	-.8230	1.4488
		4.00	-1.0314	.525	.391	-2.6575	.5948

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Up to 7 places', 2.00 stands for '7-15 places', 3.00 for', 4.00 stands for '20-30 places' and 5.00 stands for '30 & above places'

Table T: MINERAL WATER AND DAILY BUDGET
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral water

Mineral Water and Daily Budget							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Per person per day budgeted expenditure	(J) Per person per day budgeted expenditure				Lower Bound	Upper Bound
Bonferroni	1	2	.1304	.791	1.000	-2.2016	2.4623
		3	.9406	.721	1.000	-1.1865	3.0678
		4	-6.7449E-02	.739	1.000	-2.2474	2.1125
		5	-.4667	.749	1.000	-2.6745	1.7410
		6	-.5993	.711	1.000	-2.6967	1.4981
	2	1	-.1304	.791	1.000	-2.4623	2.2016
		3	.8103	.512	1.000	-.6987	2.3192
		4	-.1978	.537	1.000	-1.7803	1.3847
		5	-.5971	.550	1.000	-2.2177	1.0235
		6	-.7296	.497	1.000	-2.1964	.7371
	3	1	-.9406	.721	1.000	-3.0678	1.1865
		2	-.8103	.512	1.000	-2.3192	.6987
		4	-1.0081	.428	.282	-2.2694	.2532
		5	-1.4074*	.444	.024	-2.7161	-9.8598E-02

		6	-1.5399*	.377	.001	-2.6526	-.4272
	4	1	6.745E-02	.739	1.000	-2.1125	2.2474
		2	.1978	.537	1.000	-1.3847	1.7803
		3	1.0081	.428	.282	-.2532	2.2694
		5	-.3993	.472	1.000	-1.7922	.9936
		6	-.5318	.411	1.000	-1.7423	.6787
	5	1	.4667	.749	1.000	-1.7410	2.6745
		2	.5971	.550	1.000	-1.0235	2.2177
		3	1.4074*	.444	.024	9.860E-02	2.7161
		4	.3993	.472	1.000	-.9936	1.7922
		6	-.1325	.427	1.000	-1.3924	1.1273
	6	1	.5993	.711	1.000	-1.4981	2.6967
		2	.7296	.497	1.000	-.7371	2.1964
		3	1.5399*	.377	.001	.4272	2.6526
		4	.5318	.411	1.000	-.6787	1.7423
		5	.1325	.427	1.000	-1.1273	1.3924
Games-Howell	1	2	.1304	.791	1.000	-2.7660	3.0267
		3	.9406	.721	.889	-1.7752	3.6564
		4	-6.7449E-02	.739	1.000	-2.8453	2.7104
		5	-.4667	.749	.996	-3.2916	2.3581
		6	-.5993	.711	.982	-3.3041	2.1056
	2	1	-.1304	.791	1.000	-3.0267	2.7660
		3	.8103	.512	.627	-.7039	2.3244
		4	-.1978	.537	.999	-1.8409	1.4453
		5	-.5971	.550	.918	-2.3321	1.1379
		6	-.7296	.497	.709	-2.2200	.7607
	3	1	-.9406	.721	.889	-3.6564	1.7752
		2	-.8103	.512	.627	-2.3244	.7039
		4	-1.0081	.428	.155	-2.2033	.1871
		5	-1.4074*	.444	.028	-2.7251	-8.9590E-02
		6	-1.5399*	.377	.000	-2.5104	-.5694
	4	1	6.745E-02	.739	1.000	-2.7104	2.8453
		2	.1978	.537	.999	-1.4453	1.8409
		3	1.0081	.428	.155	-.1871	2.2033
		5	-.3993	.472	.972	-1.8654	1.0668
		6	-.5318	.411	.784	-1.6958	.6321
	5	1	.4667	.749	.996	-2.3581	3.2916
		2	.5971	.550	.918	-1.1379	2.3321
		3	1.4074*	.444	.028	8.959E-02	2.7251
		4	.3993	.472	.972	-1.0668	1.8654
		6	-.1325	.427	1.000	-1.4220	1.1570
	6	1	.5993	.711	.982	-2.1056	3.3041
		2	.7296	.497	.709	-.7607	2.2200
		3	1.5399*	.377	.000	.5694	2.5104
		4	.5318	.411	.784	-.6321	1.6958
		5	.1325	.427	1.000	-1.1570	1.4220

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Less than Rs.300/-, 2.00 stands for 'Between Rs.300/- and Rs.500/- ', 3.00 stands for 'Between Rs.500/- and Rs.700/-, 4.00 stands for 'Between Rs.700/- and Rs.1000/-', 5.00 stands for 'Between Rs.1000/- and Rs.1500/- 'and 6.00 stands for 'Rs.1500/- and above'.

Table Q: TOBACCO/LIQUOR AND AGE

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on tobacco/liquor

Tobacco/liquor and Age							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Age group	(J) Age group				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.6948*	.246	.030	-1.3465	-4.3083E-02
		3.00	-.7367*	.259	.027	-1.4213	-5.2080E-02
		4.00	-.4871	.275	.460	-1.2142	.2400
	2.00	1.00	.6948*	.246	.030	4.308E-02	1.3465
		3.00	-4.1898E-02	.231	1.000	-.6537	.5699
		4.00	.2077	.249	1.000	-.4514	.8668
	3.00	1.00	.7367*	.259	.027	5.208E-02	1.4213
		2.00	4.190E-02	.231	1.000	-.5699	.6537
		4.00	.2496	.261	1.000	-.4420	.9412
	4.00	1.00	.4871	.275	.460	-.2400	1.2142
		2.00	-.2077	.249	1.000	-.8668	.4514
		3.00	-.2496	.261	1.000	-.9412	.4420
Games-Howell	1.00	2.00	-.6948*	.246	.016	-1.2949	-9.4720E-02
		3.00	-.7367*	.259	.017	-1.3780	-9.5418E-02
		4.00	-.4871	.275	.203	-1.1255	.1513
	2.00	1.00	.6948*	.246	.016	9.472E-02	1.2949
		3.00	-4.1898E-02	.231	.998	-.6729	.5892
		4.00	.2077	.249	.831	-.4204	.8358
	3.00	1.00	.7367*	.259	.017	9.542E-02	1.3780
		2.00	4.190E-02	.231	.998	-.5892	.6729
		4.00	.2496	.261	.772	-.4180	.9172
	4.00	1.00	.4871	.275	.203	-.1513	1.1255
		2.00	-.2077	.249	.831	-.8358	.4204
		3.00	-.2496	.261	.772	-.9172	.4180

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Less than 25 years', 2.00 stands for 'Between 25-40 years', 3.00 stands for 'Between 40-60 years' and 4.00 for '60 and above'

Table R: TOBACCO/LIQUOR AND ORIGIN

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on tobacco/liquor

Tobacco/liquor and Origin							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) nationality	(J) nationality				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.4722	.213	.082	-4.0413E-02	.9847
		3.00	-1.0575*	.252	.000	-1.6635	-.4514
	2.00	1.00	-.4722	.213	.082	-.9847	4.041E-

							02
		3.00	-1.5296*	.210	.000	-2.0347	-1.0245
	3.00	1.00	1.0575*	.252	.000	.4514	1.6635
		2.00	1.5296*	.210	.000	1.0245	2.0347
Games-Howell	1.00	2.00	.4722	.213	.072	-3.2503E-02	.9768
		3.00	-1.0575*	.252	.001	-1.7433	-.3716
	2.00	1.00	-.4722	.213	.072	-.9768	3.250E-02
		3.00	-1.5296*	.210	.000	-2.0933	-.9659
	3.00	1.00	1.0575*	.252	.001	.3716	1.7433
		2.00	1.5296*	.210	.000	.9659	2.0933
* The mean difference is significant at the .05 level.							

Note: 1 stands for 'Regional tourists', 2 for 'National tourists' and 3 stands for 'Foreign tourists'

Table S: TOBACCO/LIQUOR AND EDUCATION

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on tobacco/liquor

Tobacco/liquor and Education							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Education	(J) Education				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.9768*	.234	.000	-1.5974	-.3562
		3.00	-.6300	.286	.167	-1.3862	.1262
		4.00	-.3048	.218	.979	-.8829	.2732
	2.00	1.00	.9768*	.234	.000	.3562	1.5974
		3.00	.3468	.309	1.000	-.4704	1.1640
		4.00	.6720*	.248	.041	1.615E-02	1.3278
	3.00	1.00	.6300	.286	.167	-.1262	1.3862
		2.00	-.3468	.309	1.000	-1.1640	.4704
		4.00	.3252	.297	1.000	-.4602	1.1106
	4.00	1.00	.3048	.218	.979	-.2732	.8829
		2.00	-.6720*	.248	.041	-1.3278	-1.6147E-02
		3.00	-.3252	.297	1.000	-1.1106	.4602
Games-Howell	1.00	2.00	-.9768*	.234	.001	-1.6337	-.3199
		3.00	-.6300	.286	.108	-1.3497	8.966E-02
		4.00	-.3048	.218	.443	-.8301	.2204
	2.00	1.00	.9768*	.234	.001	.3199	1.6337
		3.00	.3468	.309	.722	-.5048	1.1984
		4.00	.6720	.248	.069	-3.5057E-02	1.3790
	3.00	1.00	.6300	.286	.108	-8.9660E-02	1.3497
		2.00	-.3468	.309	.722	-1.1984	.5048
		4.00	.3252	.297	.685	-.4295	1.0799
	4.00	1.00	.3048	.218	.443	-.2204	.8301
		2.00	-.6720	.248	.069	-1.3790	3.506E-02
		3.00	-.3252	.297	.685	-1.0799	.4295
* The mean difference is significant at the .05 level.							

Where 1.00 stands for 'Graduates', 2.00 stands for 'Post-graduates', 3.00 stands for 'Professional' and 4.00 for 'Others'

Table T: TOBACCO/LIQUOR AND OCCUPATION
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on tobacco/liquor

Tobacco/liquor and Occupation							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Occupation	(J) Occupation				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.6031	.343	.474	-1.5105	.3042
		3.00	-.3726	.287	1.000	-1.1333	.3881
		4.00	.5055*	.198	.066	-1.9610E-02	1.0306
	2.00	1.00	.6031	.343	.474	-.3042	1.5105
		3.00	.2305	.394	1.000	-.8116	1.2726
		4.00	1.1086*	.334	.006	.2238	1.9935
	3.00	1.00	.3726	.287	1.000	-.3881	1.1333
		2.00	-.2305	.394	1.000	-1.2726	.8116
		4.00	.8781*	.277	.010	.1444	1.6119
	4.00	1.00	-.5055*	.198	.066	-1.0306	1.961E-02
		2.00	-1.1086*	.334	.006	-1.9935	-.2238
		3.00	-.8781*	.277	.010	-1.6119	-.1444
Games-Howell	1.00	2.00	-.6031	.343	.478	-1.7091	.5029
		3.00	-.3726	.287	.647	-1.2032	.4580
		4.00	.5055*	.198	.045	6.972E-03	1.0041
	2.00	1.00	.6031	.343	.478	-.5029	1.7091
		3.00	.2305	.394	.962	-1.0146	1.4756
		4.00	1.1086*	.334	.039	3.967E-02	2.1776
	3.00	1.00	.3726	.287	.647	-.4580	1.2032
		2.00	-.2305	.394	.962	-1.4756	1.0146
		4.00	.8781*	.277	.021	9.963E-02	1.6566
	4.00	1.00	-.5055*	.198	.045	-1.0041	6.9721E-03
		2.00	-1.1086*	.334	.039	-2.1776	-3.9666E-02
		3.00	-.8781*	.277	.021	-1.6566	-9.9627E-02

* The mean difference is significant at the .05 level.

Where 1.00 stands for 'Service', *2.00 stands for* 'Professional', *3.00 stands for* 'Business' *and 4.00 for 'Others'*

Table U: TOBACCO/LIQUOR AND PREVIOUS TRAVELLING EXPERIENCE
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on tobacco/liquor

Tobacco/liquor and Previous Travelling Experience							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Destination visited	(J) Destination visited				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.2145	.293	1.000	-1.0410	.6120
		3.00	.2654	.282	1.000	-.5306	1.0615

		4.00	-.5638	.351	1.000	-1.5537	.4260
		5.00	-.5459	.225	.155	-1.1795	8.777E-02
	2.00	1.00	.2145	.293	1.000	-.6120	1.0410
		3.00	.4800	.327	1.000	-.4424	1.4023
		4.00	-.3493	.388	1.000	-1.4433	.7447
		5.00	-.3314	.279	1.000	-1.1179	.4551
	3.00	1.00	-.2654	.282	1.000	-1.0615	.5306
		2.00	-.4800	.327	1.000	-1.4023	.4424
		4.00	-.8293	.380	.295	-1.9004	.2419
		5.00	-.8113*	.268	.026	-1.5658	-5.6879E-02
	4.00	1.00	.5638	.351	1.000	-.4260	1.5537
		2.00	.3493	.388	1.000	-.7447	1.4433
		3.00	.8293	.380	.295	-.2419	1.9004
		5.00	1.795E-02	.339	1.000	-.9387	.9746
	5.00	1.00	.5459	.225	.155	-8.7773E-02	1.1795
		2.00	.3314	.279	1.000	-.4551	1.1179
		3.00	.8113*	.268	.026	5.688E-02	1.5658
		4.00	-1.7949E-02	.339	1.000	-.9746	.9387
Games-Howell	1.00	2.00	-.2145	.293	.947	-1.0031	.5740
		3.00	.2654	.282	.739	-.3276	.8585
		4.00	-.5638	.351	.612	-1.6727	.5450
		5.00	-.5459	.225	.125	-1.1756	8.388E-02
	2.00	1.00	.2145	.293	.947	-.5740	1.0031
		3.00	.4800	.327	.414	-.2841	1.2440
		4.00	-.3493	.388	.926	-1.5486	.8500
		5.00	-.3314	.279	.776	-1.1130	.4503
	3.00	1.00	-.2654	.282	.739	-.8585	.3276
		2.00	-.4800	.327	.414	-1.2440	.2841
		4.00	-.8293	.380	.213	-1.9144	.2559
		5.00	-.8113*	.268	.001	-1.3952	-.2275
	4.00	1.00	.5638	.351	.612	-.5450	1.6727
		2.00	.3493	.388	.926	-.8500	1.5486
		3.00	.8293	.380	.213	-.2559	1.9144
		5.00	1.795E-02	.339	1.000	-1.0862	1.1221
	5.00	1.00	.5459	.225	.125	-8.3880E-02	1.1756
		2.00	.3314	.279	.776	-.4503	1.1130
		3.00	.8113*	.268	.001	.2275	1.3952
		4.00	-1.7949E-02	.339	1.000	-1.1221	1.0862

* The mean difference is significant at the .05 level.

Table V: TOBACCO/LIQUOR AND DAILY BUDGET

(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on tobacco/liquor

Tobacco/liquor and Daily Budget							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Per	(J) Per				Lower	Upper

	person per day budgeted expenditure	person per day budgeted expenditure				Bound	Bound
Bonferroni	1.00	2.00	-1.5437E-02	.518	1.000	-1.5442	1.5133
		3.00	-8.2845E-02	.473	1.000	-1.4773	1.3117
		4.00	-.2737	.485	1.000	-1.7028	1.1554
		5.00	7.982E-02	.491	1.000	-1.3675	1.5271
		6.00	-.7751	.466	1.000	-2.1501	.5999
	2.00	1.00	1.544E-02	.518	1.000	-1.5133	1.5442
		3.00	-6.7407E-02	.335	1.000	-1.0566	.9218
		4.00	-.2583	.352	1.000	-1.2957	.7792
		5.00	9.526E-02	.360	1.000	-.9671	1.1577
		6.00	-.7597	.326	.303	-1.7212	.2019
	3.00	1.00	8.284E-02	.473	1.000	-1.3117	1.4773
		2.00	6.741E-02	.335	1.000	-.9218	1.0566
		4.00	-.1909	.280	1.000	-1.0177	.6360
		5.00	.1627	.291	1.000	-.6953	1.0206
		6.00	-.6923	.247	.080	-1.4217	3.716E-02
	4.00	1.00	.2737	.485	1.000	-1.1554	1.7028
		2.00	.2583	.352	1.000	-.7792	1.2957
		3.00	.1909	.280	1.000	-.6360	1.0177
		5.00	.3535	.310	1.000	-.5596	1.2667
		6.00	-.5014	.269	.945	-1.2950	.2922
	5.00	1.00	-7.9823E-02	.491	1.000	-1.5271	1.3675
		2.00	-9.5260E-02	.360	1.000	-1.1577	.9671
		3.00	-.1627	.291	1.000	-1.0206	.6953
		4.00	-.3535	.310	1.000	-1.2667	.5596
		6.00	-.8549*	.280	.036	-1.6809	-2.9015E-02
	6.00	1.00	.7751	.466	1.000	-.5999	2.1501
		2.00	.7597	.326	.303	-.2019	1.7212
		3.00	.6923	.247	.080	-3.7157E-02	1.4217
		4.00	.5014	.269	.945	-.2922	1.2950
		5.00	.8549*	.280	.036	2.901E-02	1.6809
Games-Howell	1.00	2.00	-1.5437E-02	.518	1.000	-1.2974	1.2665
		3.00	-8.2845E-02	.473	1.000	-1.2630	1.0973
		4.00	-.2737	.485	.986	-1.5190	.9716
		5.00	7.982E-02	.491	1.000	-1.1291	1.2887
		6.00	-.7751	.466	.373	-1.9563	.4061
	2.00	1.00	1.544E-02	.518	1.000	-1.2665	1.2974
		3.00	-6.7407E-02	.335	1.000	-.9670	.8322
		4.00	-.2583	.352	.975	-1.2352	.7187
		5.00	9.526E-02	.360	1.000	-.8462	1.0368
		6.00	-.7597	.326	.150	-1.6607	.1414
	3.00	1.00	8.284E-02	.473	1.000	-1.0973	1.2630
		2.00	6.741E-02	.335	1.000	-.8322	.9670

		4.00	-.1909	.280	.987	-1.0197	.6379
		5.00	.1627	.291	.991	-.6043	.9296
		6.00	-.6923	.247	.066	-1.4102	2.563E-02
	4.00	1.00	.2737	.485	.986	-.9716	1.5190
		2.00	.2583	.352	.975	-.7187	1.2352
		3.00	.1909	.280	.987	-.6379	1.0197
		5.00	.3535	.310	.859	-.5199	1.2270
		6.00	-.5014	.269	.518	-1.3321	.3293
	5.00	1.00	-7.9823E-02	.491	1.000	-1.2887	1.1291
		2.00	-9.5260E-02	.360	1.000	-1.0368	.8462
		3.00	-.1627	.291	.991	-.9296	.6043
		4.00	-.3535	.310	.859	-1.2270	.5199
		6.00	-.8549*	.280	.019	-1.6240	-8.5932E-02
	6.00	1.00	.7751	.466	.373	-.4061	1.9563
		2.00	.7597	.326	.150	-.1414	1.6607
		3.00	.6923	.247	.066	-2.5635E-02	1.4102
		4.00	.5014	.269	.518	-.3293	1.3321
		5.00	.8549*	.280	.019	8.593E-02	1.6240

* The mean difference is significant at the .05 level.

(Where 1.00 stands for 'Less than Rs.300/-, 2.00 stands for 'Between Rs.300/- and Rs.500/- ', 3.00 stands for 'Between Rs.500/- and Rs.700/-, 4.00 stands for 'Between Rs.700/- and Rs.1000/-', 5.00 stands for 'Between Rs.1000/- and Rs.1500/- 'and 6.00 stands for 'Rs.1500/- and above'.)

Table W: FACTOR SHOPPING AND PURPOSES OF TRAVEL
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on other clothing, cosmetic item, gifts, decorative items toiletries and handicrafts

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Purpose of Journey	(J) Purpose of Journey				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	5.984E-02	.310	1.000	-.9750	1.0947
		3.00	.4351	.220	1.000	-.2978	1.1679
		4.00	.1343	.174	1.000	-.4467	.7154
		5.00	-.8889	.333	.431	-1.9999	.2222
		6.00	-.6137	.301	1.000	-1.6171	.3896
		7.00	.6471	.421	1.000	-.7564	2.0507
		8.00	8.512E-02	.241	1.000	-.7204	.8907
		9.00	.4495	.296	1.000	-.5394	1.4384
		10.00	.2788	.562	1.000	-1.5950	2.1526
		11.00	.6587	.347	1.000	-.4991	1.8166
	2.00	1.00	-5.9836E-02	.310	1.000	-1.0947	.9750
		3.00	.3752	.337	1.000	-.7492	1.4996
		4.00	7.450E-02	.309	1.000	-.9574	1.1064
		5.00	-.9487	.420	1.000	-2.3493	.4518
		6.00	-.6735	.395	1.000	-1.9903	.6432
		7.00	.5873	.492	1.000	-1.0550	2.2296
		8.00	2.528E-02	.352	1.000	-1.1478	1.1984
		9.00	.3897	.391	1.000	-.9161	1.6955
		10.00	.2190	.617	1.000	-1.8398	2.2777
		11.00	.5989	.431	1.000	-.8391	2.0369
	3.00	1.00	-.4351	.220	1.000	-1.1679	.2978
		2.00	-.3752	.337	1.000	-1.4996	.7492

		4.00	-.3007	.218	1.000	-1.0294	.4280
		5.00	-1.3239*	.358	.013	-2.5188	-.1291
		6.00	-1.0488	.328	.082	-2.1442	4.670E-02
		7.00	.2121	.441	1.000	-1.2587	1.6829
		8.00	-.3499	.275	1.000	-1.2677	.5678
		9.00	1.447E-02	.324	1.000	-1.0678	1.0967
		10.00	-.1563	.577	1.000	-2.0810	1.7684
		11.00	.2237	.371	1.000	-1.0149	1.4622
	4.00	1.00	-.1343	.174	1.000	-.7154	.4467
		2.00	-7.4498E-02	.309	1.000	-1.1064	.9574
		3.00	.3007	.218	1.000	-.4280	1.0294
		5.00	-1.0232	.332	.120	-2.1315	8.508E-02
		6.00	-.7480	.300	.710	-1.7483	.2523
		7.00	.5128	.420	1.000	-.8886	1.9142
		8.00	-4.9216E-02	.240	1.000	-.8510	.7525
		9.00	.3152	.295	1.000	-.6706	1.3010
		10.00	.1445	.561	1.000	-1.7277	2.0166
		11.00	.5244*	.346	1.000	-.6308	1.6796
	5.00	1.00	.8889	.333	.431	-.2222	1.9999
		2.00	.9487	.420	1.000	-.4518	2.3493
		3.00	1.3239*	.358	.013	.1291	2.5188
		4.00	1.0232	.332	.120	-8.5078E-02	2.1315
		6.00	.2752	.413	1.000	-1.1023	1.6526
		7.00	1.5360	.507	.141	-.1553	3.2273
		8.00	.9740	.372	.499	-.2668	2.2148
		9.00	1.3384	.410	.064	-2.8547E-02	2.7053
		10.00	1.1677	.629	1.000	-.9304	3.2657
		11.00	1.5476*	.448	.033	5.385E-02	3.0413
	6.00	1.00	.6137	.301	1.000	-.3896	1.6171
		2.00	.6735	.395	1.000	-.6432	1.9903
		3.00	1.0488	.328	.082	-4.6702E-02	2.1442
		4.00	.7480	.300	.710	-.2523	1.7483
		5.00	-.2752	.413	1.000	-1.6526	1.1023
		7.00	1.2609	.486	.539	-.3618	2.8835
		8.00	.6988	.343	1.000	-.4465	1.8442
		9.00	1.0632	.384	.320	-.2177	2.3442
		10.00	.8925	.612	1.000	-1.1506	2.9356
		11.00	1.2724	.424	.156	-.1431	2.6879
	7.00	1.00	-.6471	.421	1.000	-2.0507	.7564
		2.00	-.5873	.492	1.000	-2.2296	1.0550
		3.00	-.2121	.441	1.000	-1.6829	1.2587
		4.00	-.5128	.420	1.000	-1.9142	.8886
		5.00	-1.5360	.507	.141	-3.2273	.1553
		6.00	-1.2609	.486	.539	-2.8835	.3618
		8.00	-.5620	.452	1.000	-2.0704	.9463
		9.00	-.1976	.484	1.000	-1.8113	1.4161
		10.00	-.3684	.679	1.000	-2.6349	1.8982
		11.00	1.158E-02	.516	1.000	-1.7109	1.7340
	8.00	1.00	-8.5119E-02	.241	1.000	-.8907	.7204
		2.00	-2.5283E-02	.352	1.000	-1.1984	1.1478
		3.00	.3499	.275	1.000	-.5678	1.2677
		4.00	4.922E-02	.240	1.000	-.7525	.8510
		5.00	-.9740	.372	.499	-2.2148	.2668
		6.00	-.6988	.343	1.000	-1.8442	.4465
		7.00	.5620	.452	1.000	-.9463	2.0704
		9.00	.3644	.340	1.000	-.7683	1.4971
		10.00	.1937	.586	1.000	-1.7599	2.1472
		11.00	.5736	.385	1.000	-.7093	1.8565
	9.00	1.00	-.4495	.296	1.000	-1.4384	.5394
		2.00	-.3897	.391	1.000	-1.6955	.9161
		3.00	-1.4467E-02	.324	1.000	-1.0967	1.0678
		4.00	-.3152	.295	1.000	-1.3010	.6706
		5.00	-1.3384	.410	.064	-2.7053	2.855E-02
		6.00	-1.0632	.384	.320	-2.3442	.2177
		7.00	.1976	.484	1.000	-1.4161	1.8113
		8.00	-.3644	.340	1.000	-1.4971	.7683
		10.00	-.1707	.610	1.000	-2.2068	1.8653
		11.00	.2092	.421	1.000	-1.1961	1.6145
	10.00	1.00	-.2788	.562	1.000	-2.1526	1.5950
		2.00	-.2190	.617	1.000	-2.2777	1.8398
		3.00	.1563	.577	1.000	-1.7684	2.0810

		4.00	-.1445	.561	1.000	-2.0166	1.7277
		5.00	-1.1677	.629	1.000	-3.2657	.9304
		6.00	-.8925	.612	1.000	-2.9356	1.1506
		7.00	.3684	.679	1.000	-1.8982	2.6349
		8.00	-.1937	.586	1.000	-2.1472	1.7599
		9.00	.1707	.610	1.000	-1.8653	2.2068
		11.00	.3799	.636	1.000	-1.7433	2.5031
	11.00	1.00	-.6587	.347	1.000	-1.8166	.4991
		2.00	-.5989	.431	1.000	-2.0369	.8391
		3.00	-.2237	.371	1.000	-1.4622	1.0149
		4.00	-.5244	.346	1.000	-1.6796	.6308
		5.00	-1.5476*	.448	.033	-3.0413	-5.3849E-02
		6.00	-1.2724	.424	.156	-2.6879	.1431
		7.00	-1.1577E-02	.516	1.000	-1.7340	1.7109
		8.00	-.5736	.385	1.000	-1.8565	.7093
		9.00	-.2092	.421	1.000	-1.6145	1.1961
		10.00	-.3799	.636	1.000	-2.5031	1.7433
Games-Howell	1.00	2.00	5.984E-02	.310	1.000	-.9759	1.0956
		3.00	.4351	.220	.290	-.1198	.9899
		4.00	.1343	.174	1.000	-.4654	.7341
		5.00	-.8889	.333	.601	-2.4042	.6265
		6.00	-.6137	.301	.740	-1.7546	.5271
		7.00	.6471	.421	.521	-.4349	1.7292
		8.00	8.512E-02	.241	1.000	-.6406	.8108
		9.00	.4495	.296	.712	-.3517	1.2508
		10.00	.2788	.562	.997	-1.1657	1.7233
		11.00	.6587	.347	.211	-.1629	1.4804
	2.00	1.00	-5.9836E-02	.310	1.000	-1.0956	.9759
		3.00	.3752	.337	.978	-.6889	1.4394
		4.00	7.450E-02	.309	1.000	-1.0101	1.1591
		5.00	-.9487	.420	.714	-2.6576	.7602
		6.00	-.6735	.395	.873	-2.0868	.7397
		7.00	.5873	.492	.907	-.7566	1.9312
		8.00	2.528E-02	.352	1.000	-1.1188	1.1693
		9.00	.3897	.391	.988	-.7932	1.5726
		10.00	.2190	.617	1.000	-1.3310	1.7690
		11.00	.5989	.431	.822	-.5904	1.7882
	3.00	1.00	-.4351	.220	.290	-.9899	.1198
		2.00	-.3752	.337	.978	-1.4394	.6889
		4.00	-.3007	.218	.927	-.9546	.3532
		5.00	-1.3239	.358	.136	-2.8566	.2088
		6.00	-1.0488	.328	.111	-2.2153	.1178
		7.00	.2121	.441	1.000	-.8905	1.3146
		8.00	-.3499	.275	.917	-1.1211	.4212
		9.00	1.447E-02	.324	1.000	-.8259	.8548
		10.00	-.1563	.577	1.000	-1.5961	1.2836
		11.00	.2237	.371	.998	-.6338	1.0812
	4.00	1.00	-.1343	.174	1.000	-.7341	.4654
		2.00	-7.4498E-02	.309	1.000	-1.1591	1.0101
		3.00	.3007	.218	.927	-.3532	.9546
		5.00	-1.0232	.332	.449	-2.5688	.5224
		6.00	-.7480	.300	.551	-1.9333	.4372
		7.00	.5128	.420	.843	-.6051	1.6307
		8.00	-4.9216E-02	.240	1.000	-.8510	.7525
		9.00	.3152	.295	.978	-.5521	1.1824
		10.00	.1445	.561	1.000	-1.2942	1.5831
		11.00	.5244	.346	.637	-.3581	1.4069
	5.00	1.00	.8889	.333	.601	-.6265	2.4042
		2.00	.9487	.420	.714	-.7602	2.6576
		3.00	1.3239	.358	.136	-.2088	2.8566
		4.00	1.0232	.332	.449	-.5224	2.5688
		6.00	.2752	.413	1.000	-1.4906	2.0409
		7.00	1.5360	.507	.110	-.1731	3.2451
		8.00	.9740	.372	.561	-.6088	2.5568
		9.00	1.3384	.410	.174	-.2685	2.9453
		10.00	1.1677	.629	.494	-.6699	3.0052
		11.00	1.5476	.448	.068	-6.2151E-02	3.1573
	6.00	1.00	.6137	.301	.740	-.5271	1.7546
		2.00	.6735	.395	.873	-.7397	2.0868

		3.00	1.0488	.328	.111	-.1178	2.2153
		4.00	.7480	.300	.551	-.4372	1.9333
		5.00	-.2752	.413	1.000	-2.0409	1.4906
		7.00	1.2609	.486	.120	-.1581	2.6798
		8.00	.6988	.343	.710	-.5402	1.9379
		9.00	1.0632	.384	.182	-.2107	2.3372
		10.00	.8925	.612	.641	-.7101	2.4951
		11.00	1.2724	.424	.052	-6.6624E-03	2.5515
	7.00	1.00	-.6471	.421	.521	-1.7292	.4349
		2.00	-.5873	.492	.907	-1.9312	.7566
		3.00	-.2121	.441	1.000	-1.3146	.8905
		4.00	-.5128	.420	.843	-1.6307	.6051
		5.00	-1.5360	.507	.110	-3.2451	.1731
		6.00	-1.2609	.486	.120	-2.6798	.1581
		8.00	-.5620	.452	.824	-1.7299	.6058
		9.00	-.1976	.484	1.000	-1.4006	1.0054
		10.00	-.3684	.679	.997	-1.9326	1.1959
		11.00	1.158E-02	.516	1.000	-1.1984	1.2215
	8.00	1.00	-8.5119E-02	.241	1.000	-.8108	.6406
		2.00	-2.5283E-02	.352	1.000	-1.1693	1.1188
		3.00	.3499	.275	.917	-.4212	1.1211
		4.00	4.922E-02	.240	1.000	-.7525	.8510
		5.00	-.9740	.372	.561	-2.5568	.6088
		6.00	-.6988	.343	.710	-1.9379	.5402
		7.00	.5620	.452	.824	-.6058	1.7299
		9.00	.3644	.340	.968	-.5817	1.3105
		10.00	.1937	.586	1.000	-1.2574	1.6448
		11.00	.5736	.385	.637	-.3841	1.5313
	9.00	1.00	-.4495	.296	.712	-1.2508	.3517
		2.00	-.3897	.391	.988	-1.5726	.7932
		3.00	-1.4467E-02	.324	1.000	-.8548	.8259
		4.00	-.3152	.295	.978	-1.1824	.5521
		5.00	-1.3384	.410	.174	-2.9453	.2685
		6.00	-1.0632	.384	.182	-2.3372	.2107
		7.00	.1976	.484	1.000	-1.0054	1.4006
		8.00	-.3644	.340	.968	-1.3105	.5817
		10.00	-.1707	.610	1.000	-1.6381	1.2966
		11.00	.2092	.421	1.000	-.7984	1.2167
	10.00	1.00	-.2788	.562	.997	-1.7233	1.1657
		2.00	-.2190	.617	1.000	-1.7690	1.3310
		3.00	.1563	.577	1.000	-1.2836	1.5961
		4.00	-.1445	.561	1.000	-1.5831	1.2942
		5.00	-1.1677	.629	.494	-3.0052	.6699
		6.00	-.8925	.612	.641	-2.4951	.7101
		7.00	.3684	.679	.997	-1.1959	1.9326
		8.00	-.1937	.586	1.000	-1.6448	1.2574
		9.00	.1707	.610	1.000	-1.2966	1.6381
		11.00	.3799	.636	.991	-1.0930	1.8528
	11.00	1.00	-.6587	.347	.211	-1.4804	.1629
		2.00	-.5989	.431	.822	-1.7882	.5904
		3.00	-.2237	.371	.998	-1.0812	.6338
		4.00	-.5244	.346	.637	-1.4069	.3581
		5.00	-1.5476	.448	.068	-3.1573	6.215E-02
		6.00	-1.2724	.424	.052	-2.5515	6.662E-03
		7.00	-1.1577E-02	.516	1.000	-1.2215	1.1984
		8.00	-.5736	.385	.637	-1.5313	.3841
		9.00	-.2092	.421	1.000	-1.2167	.7984
		10.00	-.3799	.636	.991	-1.8528	1.0930

- The mean difference is significant at the .05 level.

(Where 1 represents ' to have fun/joy'; 2 means 'visiting relatives'; 3 means 'Pilgrimage'; 4 represents 'wanted to see wildlife of this area'; 5 means 'wanted to have adventures'; 6 indicates 'just holidaying during vacation'; 7 stands for ' come for business work'; 8 stands for 'wanted to enjoy natural beauty'; 9 represents ' pursuing special interest'; 10 stands for ' experience local culture & people' and 11 specifies 'other reasons')

Table X: FACTOR PESONAL EXPENDITURE AND PURPOSES OF TRAVEL (Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on foods outside the place of stay, sightseeing, magazines and News paper, Books related to the destination, film roll and accessories, refreshments, and entrance fee.

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Purpose of Journey	(J) Purpose of Journey				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.2943	.338	1.000	-.8336	1.4222
		3.00	.5544	.239	1.000	-.2443	1.3532
		4.00	-.1874	.190	1.000	-.8208	.4459
		5.00	-.7882	.363	1.000	-1.9991	.4227
		6.00	6.280E-02	.328	1.000	-1.0307	1.1563
		7.00	.3859	.459	1.000	-1.1439	1.9156
		8.00	.1859	.263	1.000	-.6921	1.0639
		9.00	1.7326*	.323	.000	.6549	2.8104
		10.00	1.4196	.612	1.000	-.6227	3.4618
		11.00	1.8077*	.378	.000	.5457	3.0696
	2.00	1.00	-.2943	.338	1.000	-1.4222	.8336
		3.00	.2601	.367	1.000	-.9654	1.4856
		4.00	-.4818	.337	1.000	-1.6064	.6429
		5.00	-1.0825	.458	1.000	-2.6090	.4439
		6.00	-.2315	.430	1.000	-1.6666	1.2036
		7.00	9.154E-02	.536	1.000	-1.6984	1.8815
		8.00	-.1084	.383	1.000	-1.3869	1.1701
		9.00	1.4383*	.427	.044	1.516E-02	2.8615
		10.00	1.1253	.673	1.000	-1.1185	3.3691
		11.00	1.5133	.470	.074	-5.3902E-02	3.0806
	3.00	1.00	-.5544	.239	1.000	-1.3532	.2443
		2.00	-.2601	.367	1.000	-1.4856	.9654
		4.00	-.7419	.238	.106	-1.5361	5.236E-02
		5.00	-1.3426*	.390	.035	-2.6449	-4.0321E-02
		6.00	-.4916	.358	1.000	-1.6856	.7023
		7.00	-.1686	.480	1.000	-1.7716	1.4345
		8.00	-.3685	.300	1.000	-1.3688	.6318
		9.00	1.1782	.354	.051	-1.3083E-03	2.3578
		10.00	.8652	.629	1.000	-1.2326	2.9629
		11.00	1.2533	.405	.113	-9.6630E-02	2.6031
	4.00	1.00	.1874	.190	1.000	-.4459	.8208
		2.00	.4818	.337	1.000	-.6429	1.6064
		3.00	.7419	.238	.106	-5.2362E-02	1.5361
		5.00	-.6008	.362	1.000	-1.8087	.6071
		6.00	.2502	.327	1.000	-.8400	1.3405
		7.00	.5733	.458	1.000	-.9541	2.1006
		8.00	.3734	.262	1.000	-.5005	1.2472
		9.00	1.9201*	.322	.000	.8457	2.9945
		10.00	1.6070	.612	.487	-.4335	3.6475
		11.00	1.9951*	.377	.000	.7360	3.2542
	5.00	1.00	.7882	.363	1.000	-.4227	1.9991
		2.00	1.0825	.458	1.000	-.4439	2.6090
		3.00	1.3426*	.390	.035	4.032E-02	2.6449
		4.00	.6008	.362	1.000	-.6071	1.8087
		6.00	.8510	.450	1.000	-.6503	2.3523
		7.00	1.1741	.553	1.000	-.6693	3.0174
		8.00	.9741	.405	.913	-.3782	2.3264
		9.00	2.5208*	.447	.000	1.0310	4.0107
		10.00	2.2078	.685	.075	-7.8855E-02	4.4944
		11.00	2.5959*	.488	.000	.9678	4.2239
	6.00	1.00	-6.2805E-02	.328	1.000	-1.1563	1.0307
		2.00	.2315	.430	1.000	-1.2036	1.6666
		3.00	.4916	.358	1.000	-.7023	1.6856
		4.00	-.2502	.327	1.000	-1.3405	.8400
		5.00	-.8510	.450	1.000	-2.3523	.6503
		7.00	.3230	.530	1.000	-1.4454	2.0915
		8.00	.1231	.374	1.000	-1.1252	1.3714
		9.00	1.6698*	.418	.004	.2737	3.0660
		10.00	1.3568	.667	1.000	-.8699	3.5835

		11.00	1.7449*	.462	.010	.2021	3.2876
	7.00	1.00	-.3859	.459	1.000	-1.9156	1.1439
		2.00	-9.1538E-02	.536	1.000	-1.8815	1.6984
		3.00	.1686	.480	1.000	-1.4345	1.7716
		4.00	-.5733	.458	1.000	-2.1006	.9541
		5.00	-1.1741	.553	1.000	-3.0174	.6693
		6.00	-.3230	.530	1.000	-2.0915	1.4454
		8.00	-.1999	.493	1.000	-1.8439	1.4440
		9.00	1.3468	.527	.600	-.4120	3.1056
		10.00	1.0337	.740	1.000	-1.4366	3.5041
		11.00	1.4218	.563	.649	-.4555	3.2991
	8.00	1.00	-.1859	.263	1.000	-1.0639	.6921
		2.00	.1084	.383	1.000	-1.1701	1.3869
		3.00	.3685	.300	1.000	-.6318	1.3688
		4.00	-.3734	.262	1.000	-1.2472	.5005
		5.00	-.9741	.405	.913	-2.3264	.3782
		6.00	-.1231	.374	1.000	-1.3714	1.1252
		7.00	.1999	.493	1.000	-1.4440	1.8439
		9.00	1.5467*	.370	.002	.3122	2.7813
		10.00	1.2337	.638	1.000	-.8955	3.3628
		11.00	1.6217*	.419	.007	.2235	3.0200
	9.00	1.00	-1.7326*	.323	.000	-2.8104	-.6549
		2.00	-1.4383*	.427	.044	-2.8615	-1.5161E-02
		3.00	-1.1782	.354	.051	-2.3578	1.308E-03
		4.00	-1.9201*	.322	.000	-2.9945	-.8457
		5.00	-2.5208*	.447	.000	-4.0107	-1.0310
		6.00	-1.6698*	.418	.004	-3.0660	-.2737
		7.00	-1.3468	.527	.600	-3.1056	.4120
		8.00	-1.5467*	.370	.002	-2.7813	-.3122
		10.00	-.3131	.665	1.000	-2.5321	1.9060
		11.00	7.502E-02	.459	1.000	-1.4566	1.6066
	10.00	1.00	-1.4196	.612	1.000	-3.4618	.6227
		2.00	-1.1253	.673	1.000	-3.3691	1.1185
		3.00	-.8652	.629	1.000	-2.9629	1.2326
		4.00	-1.6070	.612	.487	-3.6475	.4335
		5.00	-2.2078	.685	.075	-4.4944	7.886E-02
		6.00	-1.3568	.667	1.000	-3.5835	.8699
		7.00	-1.0337	.740	1.000	-3.5041	1.4366
		8.00	-1.2337	.638	1.000	-3.3628	.8955
		9.00	.3131	.665	1.000	-1.9060	2.5321
		11.00	.3881	.694	1.000	-1.9260	2.7022
	11.00	1.00	-1.8077*	.378	.000	-3.0696	-.5457
		2.00	-1.5133	.470	.074	-3.0806	5.390E-02
		3.00	-1.2533	.405	.113	-2.6031	9.663E-02
		4.00	-1.9951*	.377	.000	-3.2542	-.7360
		5.00	-2.5959*	.488	.000	-4.2239	-.9678
		6.00	-1.7449*	.462	.010	-3.2876	-.2021
		7.00	-1.4218	.563	.649	-3.2991	.4555
		8.00	-1.6217*	.419	.007	-3.0200	-.2235
		9.00	-7.5017E-02	.459	1.000	-1.6066	1.4566
		10.00	-.3881	.694	1.000	-2.7022	1.9260
Games-Howell	1.00	2.00	.2943	.338	.999	-.9920	1.5806
		3.00	.5544	.239	.127	-6.3974E-02	1.1728
		4.00	-.1874	.190	.999	-.8955	.5206
		5.00	-.7882	.363	.417	-1.9389	.3625
		6.00	6.280E-02	.328	1.000	-.9180	1.0436
		7.00	.3859	.459	1.000	-1.8332	2.6049
		8.00	.1859	.263	.999	-.5960	.9678
		9.00	1.7326*	.323	.000	1.0589	2.4064
		10.00	1.4196	.612	.344	-.9088	3.7480
		11.00	1.8077*	.378	.000	1.1068	2.5086
	2.00	1.00	-.2943	.338	.999	-1.5806	.9920
		3.00	.2601	.367	1.000	-.9961	1.5163
		4.00	-.4818	.337	.967	-1.7771	.8136
		5.00	-1.0825	.458	.396	-2.6171	.4520
		6.00	-.2315	.430	1.000	-1.6628	1.1998
		7.00	9.154E-02	.536	1.000	-2.2765	2.4596

		8.00	-.1084	.383	1.000	-1.4345	1.2177
		9.00	1.4383*	.427	.017	.1637	2.7130
		10.00	1.1253	.673	.736	-1.2391	3.4897
		11.00	1.5133*	.470	.011	.2287	2.7980
	3.00	1.00	-.5544	.239	.127	-1.1728	6.397E-02
		2.00	-.2601	.367	1.000	-1.5163	.9961
		4.00	-.7419*	.238	.009	-1.3819	-.1018
		5.00	-1.3426*	.390	.009	-2.4603	-.2249
		6.00	-.4916	.358	.780	-1.4302	.4469
		7.00	-.1686	.480	1.000	-2.3781	2.0410
		8.00	-.3685	.300	.839	-1.0921	.3551
		9.00	1.1782*	.354	.000	.5727	1.7838
		10.00	.8652	.629	.812	-1.4748	3.2051
		11.00	1.2533*	.405	.000	.6153	1.8912
	4.00	1.00	.1874	.190	.999	-.5206	.8955
		2.00	.4818	.337	.967	-.8136	1.7771
		3.00*	.7419*	.238	.009	.1018	1.3819
		5.00	-.6008	.362	.782	-1.7614	.5599
		6.00	.2502	.327	.999	-.7432	1.2436
		7.00	.5733	.458	.993	-1.6487	2.7953
		8.00	.3734	.262	.909	-.4106	1.1573
		9.00	1.9201*	.322	.000	1.2267	2.6135
		10.00	1.6070	.612	.236	-.7187	3.9327
		11.00	1.9951*	.377	.000	1.2758	2.7144
	5.00	1.00	.7882	.363	.417	-.3625	1.9389
		2.00	1.0825	.458	.396	-.4520	2.6171
		3.00	1.3426*	.390	.009	.2249	2.4603
		4.00	.6008	.362	.782	-.5599	1.7614
		6.00	.8510	.450	.518	-.4624	2.1644
		7.00	1.1741	.553	.743	-1.1447	3.4928
		8.00	.9741	.405	.201	-.2212	2.1695
		9.00	2.5208*	.447	.000	1.3824	3.6593
		10.00	2.2078	.685	.069	-.1297	4.5452
		11.00	2.5959*	.488	.000	1.4459	3.7458
	6.00	1.00	-6.2805E-02	.328	1.000	-1.0436	.9180
		2.00	.2315	.430	1.000	-1.1998	1.6628
		3.00	.4916	.358	.780	-.4469	1.4302
		4.00	-.2502	.327	.999	-1.2436	.7432
		5.00	-.8510	.450	.518	-2.1644	.4624
		7.00	.3230	.530	1.000	-1.9501	2.5962
		8.00	.1231	.374	1.000	-.9140	1.1602
		9.00	1.6698*	.418	.000	.7042	2.6355
		10.00	1.3568	.667	.442	-.9619	3.6755
		11.00	1.7449*	.462	.000	.7640	2.7257
	7.00	1.00	-.3859	.459	1.000	-2.6049	1.8332
		2.00	-9.1538E-02	.536	1.000	-2.4596	2.2765
		3.00	.1686	.480	1.000	-2.0410	2.3781
		4.00	-.5733	.458	.993	-2.7953	1.6487
		5.00	-1.1741	.553	.743	-3.4928	1.1447
		6.00	-.3230	.530	1.000	-2.5962	1.9501
		8.00	-.1999	.493	1.000	-2.4325	2.0327
		9.00	1.3468	.527	.471	-.8684	3.5620
		10.00	1.0337	.740	.941	-1.7501	3.8176
		11.00	1.4218	.563	.408	-.7966	3.6402
	8.00	1.00	-.1859	.263	.999	-.9678	.5960
		2.00	.1084	.383	1.000	-1.2177	1.4345
		3.00	.3685	.300	.839	-.3551	1.0921
		4.00	-.3734	.262	.909	-1.1573	.4106
		5.00	-.9741	.405	.201	-2.1695	.2212
		6.00	-.1231	.374	1.000	-1.1602	.9140
		7.00	.1999	.493	1.000	-2.0327	2.4325
		9.00	1.5467*	.370	.000	.7838	2.3096
		10.00	1.2337	.638	.506	-1.0863	3.5537
		11.00	1.6217*	.419	.000	.8366	2.4069
	9.00	1.00	-1.7326*	.323	.000	-2.4064	-1.0589
		2.00	-1.4383*	.427	.017	-2.7130	-.1637
		3.00	-1.1782*	.354	.000	-1.7838	-.5727
		4.00	-1.9201*	.322	.000	-2.6135	-1.2267
		5.00	-2.5208*	.447	.000	-3.6593	-1.3824

		6.00	-1.6698*	.418	.000	-2.6355	-.7042
		7.00	-1.3468	.527	.471	-3.5620	.8684
		8.00	-1.5467*	.370	.000	-2.3096	-.7838
		10.00	-.3131	.665	1.000	-2.6467	2.0206
		11.00	7.502E-02	.459	1.000	-.6079	.7579
	10.00	1.00	-1.4196	.612	.344	-3.7480	.9088
		2.00	-1.1253	.673	.736	-3.4897	1.2391
		3.00	-.8652	.629	.812	-3.2051	1.4748
		4.00	-1.6070	.612	.236	-3.9327	.7187
		5.00	-2.2078	.685	.069	-4.5452	.1297
		6.00	-1.3568	.667	.442	-3.6755	.9619
		7.00	-1.0337	.740	.941	-3.8176	1.7501
		8.00	-1.2337	.638	.506	-3.5537	1.0863
		9.00	.3131	.665	1.000	-2.0206	2.6467
		11.00	.3881	.694	.999	-1.9433	2.7195
	11.00	1.00	-1.8077*	.378	.000	-2.5086	-1.1068
		2.00	-1.5133*	.470	.011	-2.7980	-.2287
		3.00	-1.2533*	.405	.000	-1.8912	-.6153
		4.00	-1.9951*	.377	.000	-2.7144	-1.2758
		5.00	-2.5959*	.488	.000	-3.7458	-1.4459
		6.00	-1.7449*	.462	.000	-2.7257	-.7640
		7.00	-1.4218	.563	.408	-3.6402	.7966
		8.00	-1.6217*	.419	.000	-2.4069	-.8366
		9.00	-7.5017E-02	.459	1.000	-.7579	.6079
		10.00	-.3881	.694	.999	-2.7195	1.9433

- The mean difference is significant at the .05 level.

(Where 1 represents ' to have fun/joy'; 2 means 'visiting relatives'; 3 means 'Pilgrimage'; 4 represents 'wanted to see wildlife of this area'; 5 means 'wanted to have adventures'; 6 indicates 'just holidaying during vacation'; 7 stands for ' come for business work'; 8 stands for 'wanted to enjoy natural beauty'; 9 represents ' pursuing special interest'; 10 stands for ' experience local culture & people' and 11 specifies 'other reasons')

Table Y: FACTOR TRAVEL EXPENDITURE AND PURPOSES OF TRAVEL (Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Multiple Comparisons

Dependent Variable: Expenditure on transportation to the destination, porter, tour operators and tips

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Purpose of Journey	(J) Purpose of Journey				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.4983	.389	1.000	-.8007	1.7972
		3.00	-.2096	.276	1.000	-1.1295	.7103
		4.00	-1.1764*	.219	.000	-1.9058	-.4471
		5.00	-.8308	.418	1.000	-2.2253	.5638
		6.00	-1.4575*	.377	.007	-2.7169	-.1981
		7.00	.2098	.528	1.000	-1.5519	1.9715
		8.00	-.4320	.303	1.000	-1.4432	.5791
		9.00	-1.0899	.372	.195	-2.3311	.1514
		10.00	-.4143	.705	1.000	-2.7663	1.9377
		11.00	1.5524*	.436	.022	9.904E-02	3.0057
	2.00	1.00	-.4983	.389	1.000	-1.7972	.8007
		3.00	-.7079	.423	1.000	-2.1192	.7034
		4.00	-1.6747*	.388	.001	-2.9699	-.3794
		5.00	-1.3290	.527	.657	-3.0870	.4289
		6.00	-1.9557*	.495	.005	-3.6085	-.3030
		7.00	-.2885	.618	1.000	-2.3498	1.7729
		8.00	-.9303	.441	1.000	-2.4027	.5421
		9.00	-1.5881	.491	.072	-3.2271	5.086E-02
		10.00	-.9125	.775	1.000	-3.4966	1.6716
		11.00	1.0541	.541	1.000	-.7508	2.8591
	3.00	1.00	.2096	.276	1.000	-.7103	1.1295
		2.00	.7079	.423	1.000	-.7034	2.1192
		4.00	-.9668*	.274	.025	-1.8815	-5.2126E-02
		5.00	-.6211	.450	1.000	-2.1209	.8787

		6.00	-1.2479	.412	.142	-2.6229	.1272
		7.00	.4194	.553	1.000	-1.4267	2.2656
		8.00	-.2224	.345	1.000	-1.3744	.9296
		9.00	-.8803	.407	1.000	-2.2387	.4782
		10.00	-.2046	.724	1.000	-2.6205	2.2112
		11.00	1.7620*	.466	.010	.2074	3.3166
	4.00	1.00	1.1764*	.219	.000	.4471	1.9058
		2.00	1.6747*	.388	.001	.3794	2.9699
		3.00	.9668	.274	.025	5.213E-02	1.8815
		5.00	.3457	.417	1.000	-1.0454	1.7368
		6.00	-.2811	.376	1.000	-1.5366	.9745
		7.00	1.3862	.527	.484	-.3728	3.1452
		8.00	.7444	.302	.765	-.2620	1.7508
		9.00	8.653E-02	.371	1.000	-1.1508	1.3239
		10.00	.7621	.704	1.000	-1.5878	3.1121
		11.00	2.7288*	.435	.000	1.2788	4.1788
	5.00	1.00	.8308	.418	1.000	-.5638	2.2253
		2.00	1.3290	.527	.657	-.4289	3.0870
		3.00	.6211	.450	1.000	-.8787	2.1209
		4.00	-.3457	.417	1.000	-1.7368	1.0454
		6.00	-.6267	.518	1.000	-2.3557	1.1022
		7.00	1.0406	.636	1.000	-1.0824	3.1635
		8.00	.3987	.467	1.000	-1.1587	1.9562
		9.00	-.2591	.514	1.000	-1.9749	1.4566
		10.00	.4165	.789	1.000	-2.2169	3.0499
		11.00	2.3831*	.562	.001	.5082	4.2581
	6.00	1.00	1.4575*	.377	.007	.1981	2.7169
		2.00	1.9557*	.495	.005	.3030	3.6085
		3.00	1.2479	.412	.142	-.1272	2.6229
		4.00	.2811	.376	1.000	-.9745	1.5366
		5.00	.6267	.518	1.000	-1.1022	2.3557
		7.00	1.6673	.610	.359	-.3694	3.7040
		8.00	1.0255	.431	.972	-.4122	2.4631
		9.00	.3676	.482	1.000	-1.2402	1.9754
		10.00	1.0432	.769	1.000	-1.5212	3.6076
		11.00	3.0099*	.533	.000	1.2332	4.7865
	7.00	1.00	-.2098	.528	1.000	-1.9715	1.5519
		2.00	.2885	.618	1.000	-1.7729	2.3498
		3.00	-.4194	.553	1.000	-2.2656	1.4267
		4.00	-1.3862	.527	.484	-3.1452	.3728
		5.00	-1.0406	.636	1.000	-3.1635	1.0824
		6.00	-1.6673	.610	.359	-3.7040	.3694
		8.00	-.6418	.567	1.000	-2.5351	1.2514
		9.00	-1.2997	.607	1.000	-3.3252	.7258
		10.00	-.6241	.853	1.000	-3.4690	2.2209
		11.00	1.3426	.648	1.000	-.8194	3.5046
	8.00	1.00	.4320	.303	1.000	-.5791	1.4432
		2.00	.9303	.441	1.000	-.5421	2.4027
		3.00	.2224	.345	1.000	-.9296	1.3744
		4.00	-.7444	.302	.765	-1.7508	.2620
		5.00	-.3987	.467	1.000	-1.9562	1.1587
		6.00	-1.0255	.431	.972	-2.4631	.4122
		7.00	.6418	.567	1.000	-1.2514	2.5351
		9.00	-.6579	.426	1.000	-2.0796	.7639
		10.00	1.776E-02	.735	1.000	-2.4343	2.4698
		11.00	1.9844*	.483	.003	.3741	3.5947
	9.00	1.00	1.0899	.372	.195	-.1514	2.3311
		2.00	1.5881	.491	.072	-5.0862E-02	3.2271
		3.00	.8803	.407	1.000	-.4782	2.2387
		4.00	-8.6532E-02	.371	1.000	-1.3239	1.1508
		5.00	.2591	.514	1.000	-1.4566	1.9749
		6.00	-.3676	.482	1.000	-1.9754	1.2402
		7.00	1.2997	.607	1.000	-.7258	3.3252
		8.00	.6579	.426	1.000	-.7639	2.0796
		10.00	.6756	.766	1.000	-1.8800	3.2312
		11.00	2.6423*	.529	.000	.8784	4.4061
	10.00	1.00	.4143	.705	1.000	-1.9377	2.7663
		2.00	.9125	.775	1.000	-1.6716	3.4966
		3.00	.2046	.724	1.000	-2.2112	2.6205

		4.00	-.7621	.704	1.000	-3.1121	1.5878
		5.00	-.4165	.789	1.000	-3.0499	2.2169
		6.00	-1.0432	.769	1.000	-3.6076	1.5212
		7.00	.6241	.853	1.000	-2.2209	3.4690
		8.00	-1.7755E-02	.735	1.000	-2.4698	2.4343
		9.00	-.6756	.766	1.000	-3.2312	1.8800
		11.00	1.9666	.799	.777	-.6984	4.6317
	11.00	1.00	-1.5524*	.436	.022	-3.0057	-9.9043E-02
		2.00	-1.0541	.541	1.000	-2.8591	.7508
		3.00	-1.7620*	.466	.010	-3.3166	-.2074
		4.00	-2.7288*	.435	.000	-4.1788	-1.2788
		5.00	-2.3831*	.562	.001	-4.2581	-.5082
		6.00	-3.0099*	.533	.000	-4.7865	-1.2332
		7.00	-1.3426	.648	1.000	-3.5046	.8194
		8.00	-1.9844*	.483	.003	-3.5947	-.3741
		9.00	-2.6423*	.529	.000	-4.4061	-.8784
		10.00	-1.9666	.799	.777	-4.6317	.6984
Games-Howell	1.00	2.00	.4983	.389	.876	-.5621	1.5586
		3.00	-.2096	.276	.999	-1.0022	.5830
		4.00	-1.1764*	.219	.000	-1.9314	-.4214
		5.00	-.8308	.418	.819	-2.5416	.8801
		6.00	-1.4575*	.377	.042	-2.8865	-2.8479E-02
		7.00	.2098	.528	1.000	-1.3747	1.7943
		8.00	-.4320	.303	.921	-1.3934	.5293
		9.00	-1.0899	.372	.121	-2.3164	.1366
		10.00	-.4143	.705	1.000	-3.4278	2.5992
		11.00	1.5524*	.436	.000	.8519	2.2529
	2.00	1.00	-.4983	.389	.876	-1.5586	.5621
		3.00	-.7079	.423	.555	-1.8215	.4057
		4.00	-1.6747*	.388	.000	-2.7615	-.5879
		5.00	-1.3290	.527	.345	-3.1674	.5093
		6.00	-1.9557*	.495	.006	-3.5487	-.3628
		7.00	-.2885	.618	1.000	-1.9941	1.4172
		8.00	-.9303	.441	.299	-2.1509	.2903
		9.00	-1.5881*	.491	.017	-3.0105	-.1658
		10.00	-.9125	.775	.945	-3.8991	2.0740
		11.00	1.0541*	.541	.047	7.782E-03	2.1004
	3.00	1.00	.2096	.276	.999	-.5830	1.0022
		2.00	.7079	.423	.555	-.4057	1.8215
		4.00	-.9668*	.274	.008	-1.7981	-.1355
		5.00	-.6211	.450	.971	-2.3607	1.1184
		6.00	-1.2479	.412	.159	-2.7144	.2187
		7.00	.4194	.553	.995	-1.1898	2.0286
		8.00	-.2224	.345	1.000	-1.2461	.8013
		9.00	-.8803	.407	.426	-2.1520	.3914
		10.00	-.2046	.724	1.000	-3.2068	2.7975
		11.00	1.7620*	.466	.000	.9745	2.5495
	4.00	1.00	1.1764*	.219	.000	.4214	1.9314
		2.00	1.6747*	.388	.000	.5879	2.7615
		3.00	.9668*	.274	.008	.1355	1.7981
		5.00	.3457	.417	1.000	-1.3796	2.0709
		6.00	-.2811	.376	1.000	-1.7290	1.1668
		7.00	1.3862	.527	.122	-.2103	2.9827
		8.00	.7444	.302	.334	-.2481	1.7369
		9.00	8.653E-02	.371	1.000	-1.1626	1.3356
		10.00	.7621	.704	.973	-2.2449	3.7692
		11.00	2.7288*	.435	.000	1.9857	3.4719
	5.00	1.00	.8308	.418	.819	-.8801	2.5416
		2.00	1.3290	.527	.345	-.5093	3.1674
		3.00	.6211	.450	.971	-1.1184	2.3607
		4.00	-.3457	.417	1.000	-2.0709	1.3796
		6.00	-.6267	.518	.993	-2.6659	1.4125
		7.00	1.0406	.636	.819	-1.0604	3.1415
		8.00	.3987	.467	.999	-1.4015	2.1990
		9.00	-.2591	.514	1.000	-2.1823	1.6641
		10.00	.4165	.789	1.000	-2.6528	3.4858
		11.00	2.3831*	.562	.002	.6813	4.0850
	6.00	1.00	1.4575*	.377	.042	2.848E-02	2.8865

		2.00	1.9557*	.495	.006	.3628	3.5487
		3.00	1.2479	.412	.159	-.2187	2.7144
		4.00	.2811	.376	1.000	-1.1668	1.7290
		5.00	.6267	.518	.993	-1.4125	2.6659
		7.00	1.6673	.610	.133	-.2456	3.5802
		8.00	1.0255	.431	.488	-.5188	2.5697
		9.00	.3676	.482	1.000	-1.3291	2.0643
		10.00	1.0432	.769	.929	-1.9655	4.0519
		11.00	3.0099*	.533	.000	1.5923	4.4274
	7.00	1.00	-.2098	.528	1.000	-1.7943	1.3747
		2.00	.2885	.618	1.000	-1.4172	1.9941
		3.00	-.4194	.553	.995	-2.0286	1.1898
		4.00	-1.3862	.527	.122	-2.9827	.2103
		5.00	-1.0406	.636	.819	-3.1415	1.0604
		6.00	-1.6673	.610	.133	-3.5802	.2456
		8.00	-.6418	.567	.942	-2.3079	1.0242
		9.00	-1.2997	.607	.327	-3.0914	.4920
		10.00	-.6241	.853	.998	-3.6617	2.4136
		11.00	1.3426	.648	.132	-.2358	2.9210
	8.00	1.00	.4320	.303	.921	-.5293	1.3934
		2.00	.9303	.441	.299	-.2903	2.1509
		3.00	.2224	.345	1.000	-.8013	1.2461
		4.00	-.7444	.302	.334	-1.7369	.2481
		5.00	-.3987	.467	.999	-2.1990	1.4015
		6.00	-1.0255	.431	.488	-2.5697	.5188
		7.00	.6418	.567	.942	-1.0242	2.3079
		9.00	-.6579	.426	.869	-2.0218	.7061
		10.00	1.776E-02	.735	1.000	-2.9698	3.0053
		11.00	1.9844*	.483	.000	1.0397	2.9291
	9.00	1.00	1.0899	.372	.121	-.1366	2.3164
		2.00	1.5881*	.491	.017	.1658	3.0105
		3.00	.8803	.407	.426	-.3914	2.1520
		4.00	-8.6532E-02	.371	1.000	-1.3356	1.1626
		5.00	.2591	.514	1.000	-1.6641	2.1823
		6.00	-.3676	.482	1.000	-2.0643	1.3291
		7.00	1.2997	.607	.327	-.4920	3.0914
		8.00	.6579	.426	.869	-.7061	2.0218
		10.00	.6756	.766	.994	-2.3125	3.6637
		11.00	2.6423*	.529	.000	1.4289	3.8556
	10.00	1.00	.4143	.705	1.000	-2.5992	3.4278
		2.00	.9125	.775	.945	-2.0740	3.8991
		3.00	.2046	.724	1.000	-2.7975	3.2068
		4.00	-.7621	.704	.973	-3.7692	2.2449
		5.00	-.4165	.789	1.000	-3.4858	2.6528
		6.00	-1.0432	.769	.929	-4.0519	1.9655
		7.00	.6241	.853	.998	-2.4136	3.6617
		8.00	-1.7755E-02	.735	1.000	-3.0053	2.9698
		9.00	-.6756	.766	.994	-3.6637	2.3125
		11.00	1.9666	.799	.269	-1.0527	4.9860
	11.00	1.00	-1.5524*	.436	.000	-2.2529	-.8519
		2.00	-1.0541*	.541	.047	-2.1004	-7.7818E-03
		3.00	-1.7620*	.466	.000	-2.5495	-.9745
		4.00	-2.7288*	.435	.000	-3.4719	-1.9857
		5.00	-2.3831*	.562	.002	-4.0850	-.6813
		6.00	-3.0099*	.533	.000	-4.4274	-1.5923
		7.00	-1.3426	.648	.132	-2.9210	.2358
		8.00	-1.9844*	.483	.000	-2.9291	-1.0397
		9.00	-2.6423*	.529	.000	-3.8556	-1.4289
		10.00	-1.9666	.799	.269	-4.9860	1.0527

- The mean difference is significant at the .05 level.

(Where 1 represents ' to have fun/joy'; 2 means 'visiting relatives'; 3 means 'Pilgrimage'; 4 represents 'wanted to see wildlife of this area'; 5 means 'wanted to have adventures'; 6 indicates 'just holidaying during vacation'; 7 stands for ' come for business work'; 8 stands for 'wanted to enjoy natural beauty'; 9 represents ' pursuing special interest'; 10 stands for ' experience local culture & people' and 11 specifies 'other reasons')

Table Z: FACTOR LOCAL EXPENDITURE AND PURPOSES OF TRAVEL
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Expenditure on accommodation, transportation within the destination, Local textiles and food in the place of stay

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Purpose of Journey	(J) Purpose of Journey				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	-.6422	.368	1.000	-1.8715	.5872
		3.00	.4049	.261	1.000	-.4657	1.2755
		4.00	-5.4095E-02	.207	1.000	-.7444	.6362
		5.00	-1.0508	.396	.448	-2.3707	.2690
		6.00	-9.1985E-02	.357	1.000	-1.2839	1.0999
		7.00	.8536	.500	1.000	-.8138	2.5209
		8.00	-.2530	.287	1.000	-1.2099	.7040
		9.00	.1884	.352	1.000	-.9863	1.3632
		10.00	.5034	.667	1.000	-1.7226	2.7294
		11.00	.4165	.412	1.000	-.9590	1.7920
	2.00	1.00	.6422	.368	1.000	-.5872	1.8715
		3.00	1.0471	.400	.504	-.2887	2.3828
		4.00	.5881	.367	1.000	-.6378	1.8139
		5.00	-.4087	.499	1.000	-2.0725	1.2551
		6.00	.5502	.469	1.000	-1.0141	2.1144
		7.00	1.4958	.585	.595	-.4552	3.4467
		8.00	.3892	.418	1.000	-1.0043	1.7828
		9.00	.8306	.465	1.000	-.7206	2.3818
		10.00	1.1455	.733	1.000	-1.3001	3.5912
		11.00	1.0587	.512	1.000	-.6496	2.7670
	3.00	1.00	-.4049	.261	1.000	-1.2755	.4657
		2.00	-1.0471	.400	.504	-2.3828	.2887
		4.00	-.4590	.259	1.000	-1.3247	.4067
		5.00	-1.4557*	.425	.037	-2.8752	-3.6275E-02
		6.00	-.4969	.390	1.000	-1.7982	.8045
		7.00	.4487	.524	1.000	-1.2986	2.1960
		8.00	-.6578	.327	1.000	-1.7481	.4324
		9.00	-.2164	.385	1.000	-1.5021	1.0692
		10.00	9.848E-02	.685	1.000	-2.1880	2.3850
		11.00	1.163E-02	.441	1.000	-1.4597	1.4830
	4.00	1.00	5.410E-02	.207	1.000	-.6362	.7444
		2.00	-.5881	.367	1.000	-1.8139	.6378
		3.00	.4590	.259	1.000	-.4067	1.3247
		5.00	-.9968	.395	.651	-2.3133	.3198
		6.00	-3.7890E-02	.356	1.000	-1.2262	1.1504
		7.00	.9077	.499	1.000	-.7571	2.5725
		8.00	-.1989	.285	1.000	-1.1513	.7536
		9.00	.2425	.351	1.000	-.9286	1.4136
		10.00	.5575	.667	1.000	-1.6666	2.7815
		11.00	.4706	.411	1.000	-.9017	1.8430
	5.00	1.00	1.0508	.396	.448	-.2690	2.3707
		2.00	.4087	.499	1.000	-1.2551	2.0725
		3.00	1.4557*	.425	.037	3.628E-02	2.8752
		4.00	.9968	.395	.651	-.3198	2.3133
		6.00	.9589	.490	1.000	-.6775	2.5952
		7.00	1.9044	.602	.091	-.1048	3.9137
		8.00	.7979	.442	1.000	-.6761	2.2719
		9.00	1.2393	.487	.615	-.3846	2.8632
		10.00	1.5542	.747	1.000	-.9382	4.0466
		11.00	1.4674	.532	.330	-.3071	3.2419
	6.00	1.00	9.199E-02	.357	1.000	-1.0999	1.2839
		2.00	-.5502	.469	1.000	-2.1144	1.0141
		3.00	.4969	.390	1.000	-.8045	1.7982
		4.00	3.789E-02	.356	1.000	-1.1504	1.2262
		5.00	-.9589	.490	1.000	-2.5952	.6775
		7.00	.9456	.578	1.000	-.9820	2.8732

		8.00	-.1610	.408	1.000	-1.5216	1.1997
		9.00	.2804	.456	1.000	-1.2413	1.8022
		10.00	.5954	.727	1.000	-1.8317	3.0224
		11.00	.5085	.504	1.000	-1.1730	2.1900
	7.00	1.00	-.8536	.500	1.000	-2.5209	.8138
		2.00	-1.4958	.585	.595	-3.4467	.4552
		3.00	-.4487	.524	1.000	-2.1960	1.2986
		4.00	-.9077	.499	1.000	-2.5725	.7571
		5.00	-1.9044	.602	.091	-3.9137	.1048
		6.00	-.9456	.578	1.000	-2.8732	.9820
		8.00	-1.1065	.537	1.000	-2.8984	.6853
		9.00	-.6651	.575	1.000	-2.5822	1.2519
		10.00	-.3502	.807	1.000	-3.0428	2.3424
		11.00	-.4371	.613	1.000	-2.4833	1.6091
	8.00	1.00	.2530	.287	1.000	-.7040	1.2099
		2.00	-.3892	.418	1.000	-1.7828	1.0043
		3.00	.6578	.327	1.000	-.4324	1.7481
		4.00	.1989	.285	1.000	-.7536	1.1513
		5.00	-.7979	.442	1.000	-2.2719	.6761
		6.00	.1610	.408	1.000	-1.1997	1.5216
		7.00	1.1065	.537	1.000	-.6853	2.8984
		9.00	.4414	.403	1.000	-.9042	1.7870
		10.00	.7563	.696	1.000	-1.5644	3.0770
		11.00	.6695	.457	1.000	-.8545	2.1935
	9.00	1.00	-.1884	.352	1.000	-1.3632	.9863
		2.00	-.8306	.465	1.000	-2.3818	.7206
		3.00	.2164	.385	1.000	-1.0692	1.5021
		4.00	-.2425	.351	1.000	-1.4136	.9286
		5.00	-1.2393	.487	.615	-2.8632	.3846
		6.00	-.2804	.456	1.000	-1.8022	1.2413
		7.00	.6651	.575	1.000	-1.2519	2.5822
		8.00	-.4414	.403	1.000	-1.7870	.9042
		10.00	.3149	.725	1.000	-2.1038	2.7336
		11.00	.2281	.500	1.000	-1.4413	1.8975
	10.00	1.00	-.5034	.667	1.000	-2.7294	1.7226
		2.00	-1.1455	.733	1.000	-3.5912	1.3001
		3.00	-9.8482E-02	.685	1.000	-2.3850	2.1880
		4.00	-.5575	.667	1.000	-2.7815	1.6666
		5.00	-1.5542	.747	1.000	-4.0466	.9382
		6.00	-.5954	.727	1.000	-3.0224	1.8317
		7.00	.3502	.807	1.000	-2.3424	3.0428
		8.00	-.7563	.696	1.000	-3.0770	1.5644
		9.00	-.3149	.725	1.000	-2.7336	2.1038
		11.00	-8.6857E-02	.756	1.000	-2.6091	2.4354
	11.00	1.00	-.4165	.412	1.000	-1.7920	.9590
		2.00	-1.0587	.512	1.000	-2.7670	.6496
		3.00	-1.1625E-02	.441	1.000	-1.4830	1.4597
		4.00	-.4706	.411	1.000	-1.8430	.9017
		5.00	-1.4674	.532	.330	-3.2419	.3071
		6.00	-.5085	.504	1.000	-2.1900	1.1730
		7.00	.4371	.613	1.000	-1.6091	2.4833
		8.00	-.6695	.457	1.000	-2.1935	.8545
		9.00	-.2281	.500	1.000	-1.8975	1.4413
		10.00	8.686E-02	.756	1.000	-2.4354	2.6091
Games-Howell	1.00	2.00	-.6422	.368	.491	-1.6109	.3265
		3.00	.4049	.261	.832	-.3578	1.1676
		4.00	-5.4095E-02	.207	1.000	-.7389	.6307
		5.00	-1.0508	.396	.461	-2.6530	.5513
		6.00	-9.1985E-02	.357	1.000	-1.3736	1.1896
		7.00	.8536	.500	.651	-.7305	2.4377
		8.00	-.2530	.287	.999	-1.3388	.8329
		9.00	.1884	.352	1.000	-.8679	1.2448
		10.00	.5034	.667	.998	-2.3440	3.3508
		11.00	.4165	.412	.996	-1.1269	1.9599
	2.00	1.00	.6422	.368	.491	-.3265	1.6109
		3.00	1.0471	.400	.034	4.401E-02	2.0501

		4.00	.5881	.367	.581	-.3593	1.5355
		5.00	-.4087	.499	.999	-2.1041	1.2867
		6.00	.5502	.469	.961	-.8585	1.9589
		7.00	1.4958*	.585	.103	-.1683	3.1598
		8.00	.3892	.418	.993	-.8555	1.6340
		9.00	.8306	.465	.451	-.3860	2.0473
		10.00	1.1455	.733	.786	-1.6814	3.9725
		11.00	1.0587	.512	.497	-.5806	2.6980
	3.00	1.00	-.4049	.261	.832	-1.1676	.3578
		2.00	-1.0471	.400	.034	-2.0501	-4.4011E-02
		4.00	-.4590	.259	.638	-1.1917	.2737
		5.00	-1.4557	.425	.108	-3.0755	.1640
		6.00	-.4969	.390	.965	-1.8028	.8091
		7.00	.4487	.524	.991	-1.1492	2.0466
		8.00	-.6578	.327	.683	-1.7749	.4592
		9.00	-.2164	.385	1.000	-1.3039	.8710
		10.00	9.848E-02	.685	1.000	-2.7424	2.9394
		11.00	1.163E-02	.441	1.000	-1.5497	1.5729
	4.00	1.00	5.410E-02	.207	1.000	-.6307	.7389
		2.00	-.5881	.367	.581	-1.5355	.3593
		3.00	.4590	.259	.638	-.2737	1.1917
		5.00	-.9968	.395	.521	-2.5878	.5943
		6.00	-3.7890E-02	.356	1.000	-1.3042	1.2284
		7.00	.9077	.499	.561	-.6682	2.4836
		8.00	-.1989	.285	1.000	-1.2649	.8672
		9.00	.2425	.351	.999	-.7944	1.2795
		10.00	.5575	.667	.995	-2.2951	3.4100
		11.00	.4706	.411	.988	-1.0616	2.0028
	5.00	1.00	1.0508	.396	.461	-.5513	2.6530
		2.00	.4087	.499	.999	-1.2867	2.1041
		3.00	1.4557	.425	.108	-.1640	3.0755
		4.00	.9968	.395	.521	-.5943	2.5878
		6.00	.9589	.490	.801	-.9028	2.8205
		7.00	1.9044	.602	.079	-.1174	3.9263
		8.00	.7979	.442	.895	-.9613	2.5571
		9.00	1.2393	.487	.368	-.4992	2.9778
		10.00	1.5542	.747	.610	-1.3429	4.4514
		11.00	1.4674	.532	.346	-.5512	3.4860
	6.00	1.00	9.199E-02	.357	1.000	-1.1896	1.3736
		2.00	-.5502	.469	.961	-1.9589	.8585
		3.00	.4969	.390	.965	-.8091	1.8028
		4.00	3.789E-02	.356	1.000	-1.2284	1.3042
		5.00	-.9589	.490	.801	-2.8205	.9028
		7.00	.9456	.578	.766	-.8754	2.7666
		8.00	-.1610	.408	1.000	-1.6507	1.3287
		9.00	.2804	.456	1.000	-1.1842	1.7450
		10.00	.5954	.727	.997	-2.2405	3.4312
		11.00	.5085	.504	.996	-1.3022	2.3192
	7.00	1.00	-.8536	.500	.651	-2.4377	.7305
		2.00	-1.4958*	.585	.103	-3.1598	.1683
		3.00	-.4487	.524	.991	-2.0466	1.1492
		4.00	-.9077	.499	.561	-2.4836	.6682
		5.00	-1.9044	.602	.079	-3.9263	.1174
		6.00	-.9456	.578	.766	-2.7666	.8754
		8.00	-1.1065	.537	.486	-2.8276	.6145
		9.00	-.6651	.575	.940	-2.3684	1.0381
		10.00	-.3502	.807	1.000	-3.2408	2.5404
		11.00	-.4371	.613	.999	-2.4153	1.5412
	8.00	1.00	.2530	.287	.999	-.8329	1.3388
		2.00	-.3892	.418	.993	-1.6340	.8555
		3.00	.6578	.327	.683	-.4592	1.7749
		4.00	.1989	.285	1.000	-.8672	1.2649
		5.00	-.7979	.442	.895	-2.5571	.9613
		6.00	.1610	.408	1.000	-1.3287	1.6507
		7.00	1.1065	.537	.486	-.6145	2.8276
		9.00	.4414	.403	.988	-.8697	1.7525
		10.00	.7563	.696	.979	-2.0650	3.5776
		11.00	.6695	.457	.955	-1.0351	2.3740
	9.00	1.00	-.1884	.352	1.000	-1.2448	.8679

		2.00	-.8306	.465	.451	-2.0473	.3860
		3.00	.2164	.385	1.000	-.8710	1.3039
		4.00	-.2425	.351	.999	-1.2795	.7944
		5.00	-1.2393	.487	.368	-2.9778	.4992
		6.00	-.2804	.456	1.000	-1.7450	1.1842
		7.00	.6651	.575	.940	-1.0381	2.3684
		8.00	-.4414	.403	.988	-1.7525	.8697
		10.00	.3149	.725	1.000	-2.5090	3.1389
		11.00	.2281	.500	1.000	-1.4555	1.9117
	10.00	1.00	-.5034	.667	.998	-3.3508	2.3440
		2.00	-1.1455	.733	.786	-3.9725	1.6814
		3.00	-9.8482E-02	.685	1.000	-2.9394	2.7424
		4.00	-.5575	.667	.995	-3.4100	2.2951
		5.00	-1.5542	.747	.610	-4.4514	1.3429
		6.00	-.5954	.727	.997	-3.4312	2.2405
		7.00	.3502	.807	1.000	-2.5404	3.2408
		8.00	-.7563	.696	.979	-3.5776	2.0650
		9.00	-.3149	.725	1.000	-3.1389	2.5090
		11.00	-8.6857E-02	.756	1.000	-2.9691	2.7954
	11.00	1.00	-.4165	.412	.996	-1.9599	1.1269
		2.00	-1.0587	.512	.497	-2.6980	.5806
		3.00	-1.1625E-02	.441	1.000	-1.5729	1.5497
		4.00	-.4706	.411	.988	-2.0028	1.0616
		5.00	-1.4674	.532	.346	-3.4860	.5512
		6.00	-.5085	.504	.996	-2.3192	1.3022
		7.00	.4371	.613	.999	-1.5412	2.4153
		8.00	-.6695	.457	.955	-2.3740	1.0351
		9.00	-.2281	.500	1.000	-1.9117	1.4555
		10.00	8.686E-02	.756	1.000	-2.7954	2.9691

- The mean difference is significant at the .05 level.

Table AA: MINERAL WATER AND PURPOSES OF TRAVEL
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Dependent Variable: Purchase of mineral water

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Purpose of Journey	(J) Purpose of Journey				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.9021	.670	1.000	-1.3326	3.1369
		3.00	.4743	.474	1.000	-1.1084	2.0569
		4.00	-1.1530	.376	.126	-2.4078	.1019
		5.00	-.5314	.719	1.000	-2.9307	1.8679
		6.00	-1.0704	.649	1.000	-3.2371	1.0964
		7.00	-.5594	.908	1.000	-3.5904	2.4716
		8.00	.2868	.521	1.000	-1.4528	2.0264
		9.00	-.2994	.640	1.000	-2.4350	1.8361
		10.00	-.1418	1.213	1.000	-4.1883	3.9047
		11.00	.7868	.749	1.000	-1.7136	3.2872
	2.00	1.00	-.9021	.670	1.000	-3.1369	1.3326
		3.00	-.4279	.728	1.000	-2.8560	2.0003
		4.00	-2.0551	.668	.121	-4.2835	.1733
		5.00	-1.4336	.907	1.000	-4.4581	1.5909
		6.00	-1.9725	.852	1.000	-4.8161	.8710
		7.00	-1.4615	1.063	1.000	-5.0081	2.0850
		8.00	-.6154	.759	1.000	-3.1486	1.9179
		9.00	-1.2016	.845	1.000	-4.0215	1.6183
		10.00	-1.0440	1.333	1.000	-5.4898	3.4019
		11.00	-.1154	.931	1.000	-3.2207	2.9900
	3.00	1.00	-.4743	.474	1.000	-2.0569	1.1084
		2.00	.4279	.728	1.000	-2.0003	2.8560
		4.00	-1.6272*	.472	.033	-3.2009	-5.3563E-02
		5.00	-1.0057	.773	1.000	-3.5860	1.5747

		6.00	-1.5446	.709	1.000	-3.9103	.8210
		7.00	-1.0337	.952	1.000	-4.2099	2.1426
		8.00	-.1875	.594	1.000	-2.1694	1.7944
		9.00	-.7737	.701	1.000	-3.1108	1.5634
		10.00	-.6161	1.246	1.000	-4.7725	3.5404
		11.00	.3125	.802	1.000	-2.3621	2.9871
	4.00	1.00	1.1530	.376	.126	-.1019	2.4078
		2.00	2.0551	.668	.121	-.1733	4.2835
		3.00	1.6272*	.472	.033	5.356E-02	3.2009
		5.00	.6215	.717	1.000	-1.7718	3.0149
		6.00	8.257E-02	.647	1.000	-2.0776	2.2427
		7.00	.5936	.907	1.000	-2.4327	3.6199
		8.00	1.4397	.519	.315	-.2917	3.1711
		9.00	.8535	.638	1.000	-1.2754	2.9824
		10.00	1.0111	1.212	1.000	-3.0319	5.0541
		11.00	1.9397	.748	.536	-.5550	4.4344
	5.00	1.00	.5314	.719	1.000	-1.8679	2.9307
		2.00	1.4336	.907	1.000	-1.5909	4.4581
		3.00	1.0057	.773	1.000	-1.5747	3.5860
		4.00	-.6215	.717	1.000	-3.0149	1.7718
		6.00	-.5390	.892	1.000	-3.5135	2.4356
		7.00	-2.7972E-02	1.095	1.000	-3.6804	3.6245
		8.00	.8182	.803	1.000	-1.8613	3.4977
		9.00	.2320	.885	1.000	-2.7200	3.1839
		10.00	.3896	1.358	1.000	-4.1411	4.9204
		11.00	1.3182	.967	1.000	-1.9076	4.5439
	6.00	1.00	1.0704	.649	1.000	-1.0964	3.2371
		2.00	1.9725	.852	1.000	-.8710	4.8161
		3.00	1.5446	.709	1.000	-.8210	3.9103
		4.00	-8.2573E-02	.647	1.000	-2.2427	2.0776
		5.00	.5390	.892	1.000	-2.4356	3.5135
		7.00	.5110	1.050	1.000	-2.9931	4.0151
		8.00	1.3571	.741	1.000	-1.1163	3.8306
		9.00	.7709	.829	1.000	-1.9953	3.5372
		10.00	.9286	1.322	1.000	-3.4835	5.3406
		11.00	1.8571	.916	1.000	-1.1996	4.9139
	7.00	1.00	.5594	.908	1.000	-2.4716	3.5904
		2.00	1.4615	1.063	1.000	-2.0850	5.0081
		3.00	1.0337	.952	1.000	-2.1426	4.2099
		4.00	-.5936	.907	1.000	-3.6199	2.4327
		5.00	2.797E-02	1.095	1.000	-3.6245	3.6804
		6.00	-.5110	1.050	1.000	-4.0151	2.9931
		8.00	.8462	.976	1.000	-2.4111	4.1035
		9.00	.2599	1.045	1.000	-3.2249	3.7448
		10.00	.4176	1.467	1.000	-4.4771	5.3123
		11.00	1.3462	1.115	1.000	-2.3735	5.0658
	8.00	1.00	-.2868	.521	1.000	-2.0264	1.4528
		2.00	.6154	.759	1.000	-1.9179	3.1486
		3.00	.1875	.594	1.000	-1.7944	2.1694
		4.00	-1.4397	.519	.315	-3.1711	.2917
		5.00	-.8182	.803	1.000	-3.4977	1.8613
		6.00	-1.3571	.741	1.000	-3.8306	1.1163
		7.00	-.8462	.976	1.000	-4.1035	2.4111
		9.00	-.5862	.733	1.000	-3.0324	1.8599
		10.00	-.4286	1.264	1.000	-4.6473	3.7901
		11.00	.5000	.830	1.000	-2.2704	3.2704
	9.00	1.00*	.2994	.640	1.000	-1.8361	2.4350
		2.00*	1.2016	.845	1.000	-1.6183	4.0215
		3.00	.7737	.701	1.000	-1.5634	3.1108
		4.00*	-.8535	.638	1.000	-2.9824	1.2754
		5.00*	-.2320	.885	1.000	-3.1839	2.7200
		6.00*	-.7709	.829	1.000	-3.5372	1.9953
		7.00	-.2599	1.045	1.000	-3.7448	3.2249
		8.00*	.5862	.733	1.000	-1.8599	3.0324
		10.00	.1576	1.318	1.000	-4.2391	4.5544
		11.00	1.0862	.910	1.000	-1.9485	4.1209
	10.00	1.00	.1418	1.213	1.000	-3.9047	4.1883
		2.00	1.0440	1.333	1.000	-3.4019	5.4898
		3.00	.6161	1.246	1.000	-3.5404	4.7725

		4.00	-1.0111	1.212	1.000	-5.0541	3.0319
		5.00	-.3896	1.358	1.000	-4.9204	4.1411
		6.00	-.9286	1.322	1.000	-5.3406	3.4835
		7.00	-.4176	1.467	1.000	-5.3123	4.4771
		8.00	.4286	1.264	1.000	-3.7901	4.6473
		9.00	-.1576	1.318	1.000	-4.5544	4.2391
		11.00	.9286	1.374	1.000	-3.6565	5.5137
	11.00	1.00*	-.7868	.749	1.000	-3.2872	1.7136
		2.00	.1154	.931	1.000	-2.9900	3.2207
		3.00	-.3125	.802	1.000	-2.9871	2.3621
		4.00*	-1.9397	.748	.536	-4.4344	.5550
		5.00*	-1.3182	.967	1.000	-4.5439	1.9076
		6.00*	-1.8571	.916	1.000	-4.9139	1.1996
		7.00	-1.3462	1.115	1.000	-5.0658	2.3735
		8.00*	-.5000	.830	1.000	-3.2704	2.2704
		9.00	-1.0862	.910	1.000	-4.1209	1.9485
		10.00	-.9286	1.374	1.000	-5.5137	3.6565
Games-Howell	1.00	2.00	.9021	.670	.970	-1.5763	3.3806
		3.00	.4743	.474	.982	-.7874	1.7359
		4.00	-1.1530	.376	.075	-2.3574	5.151E-02
		5.00	-.5314	.719	1.000	-3.6686	2.6058
		6.00	-1.0704	.649	.865	-3.3342	1.1935
		7.00	-.5594	.908	1.000	-4.0739	2.9551
		8.00	.2868	.521	1.000	-1.5523	2.1258
		9.00	-.2994	.640	1.000	-2.6172	2.0184
		10.00	-.1418	1.213	1.000	-4.9848	4.7012
		11.00	.7868	.749	.989	-1.7825	3.3560
	2.00	1.00	-.9021	.670	.970	-3.3806	1.5763
		3.00	-.4279	.728	1.000	-2.9339	2.0781
		4.00	-2.0551	.668	.180	-4.5358	.4256
		5.00	-1.4336	.907	.959	-5.1111	2.2439
		6.00	-1.9725	.852	.525	-5.0129	1.0678
		7.00	-1.4615	1.063	.958	-5.3855	2.4624
		8.00	-.6154	.759	1.000	-3.4019	2.1711
		9.00	-1.2016	.845	.962	-4.2800	1.8768
		10.00	-1.0440	1.333	.998	-5.9135	3.8255
		11.00	-.1154	.931	1.000	-3.3506	3.1198
	3.00	1.00	-.4743	.474	.982	-1.7359	.7874
		2.00	.4279	.728	1.000	-2.0781	2.9339
		4.00	-1.6272*	.472	.002	-2.8941	-.3604
		5.00	-1.0057	.773	.986	-4.1626	2.1512
		6.00	-1.5446	.709	.456	-3.8396	.7503
		7.00	-1.0337	.952	.984	-4.5601	2.4928
		8.00	-.1875	.594	1.000	-2.0687	1.6937
		9.00	-.7737	.701	.987	-3.1219	1.5745
		10.00	-.6161	1.246	1.000	-5.4502	4.2180
		11.00	.3125	.802	1.000	-2.2814	2.9064
	4.00	1.00	1.1530	.376	.075	-5.1510E-02	2.3574
		2.00	2.0551	.668	.180	-.4256	4.5358
		3.00	1.6272*	.472	.002	.3604	2.8941
		5.00	.6215	.717	1.000	-2.5173	3.7603
		6.00	8.257E-02	.647	1.000	-2.1838	2.3489
		7.00	.5936	.907	1.000	-2.9219	4.1090
		8.00	1.4397	.519	.271	-.4027	3.2821
		9.00	.8535	.638	.971	-1.4667	3.1737
		10.00	1.0111	1.212	.992	-3.8310	5.8533
		11.00	1.9397	.748	.271	-.6315	4.5110
	5.00	1.00	.5314	.719	1.000	-2.6058	3.6686
		2.00	1.4336	.907	.959	-2.2439	5.1111
		3.00	1.0057	.773	.986	-2.1512	4.1626
		4.00	-.6215	.717	1.000	-3.7603	2.5173
		6.00	-.5390	.892	1.000	-4.1003	3.0223
		7.00	-2.7972E-02	1.095	1.000	-4.3097	4.2537
		8.00	.8182	.803	.999	-2.5476	4.1839
		9.00	.2320	.885	1.000	-3.3599	3.8239
		10.00	.3896	1.358	1.000	-4.6713	5.4505
		11.00	1.3182	.967	.977	-2.3962	5.0325
	6.00	1.00	1.0704	.649	.865	-1.1935	3.3342
		2.00	1.9725	.852	.525	-1.0678	5.0129

		3.00	1.5446	.709	.456	-.7503	3.8396
		4.00	-8.2573E-02	.647	1.000	-2.3489	2.1838
		5.00	.5390	.892	1.000	-3.0223	4.1003
		7.00	.5110	1.050	1.000	-3.3160	4.3379
		8.00	1.3571	.741	.807	-1.2495	3.9638
		9.00	.7709	.829	.998	-2.1537	3.6955
		10.00	.9286	1.322	.999	-3.9043	5.7614
		11.00	1.8571	.916	.624	-1.2378	4.9521
	7.00	1.00	.5594	.908	1.000	-2.9551	4.0739
		2.00	1.4615	1.063	.958	-2.4624	5.3855
		3.00	1.0337	.952	.984	-2.4928	4.5601
		4.00	-.5936	.907	1.000	-4.1090	2.9219
		5.00	2.797E-02	1.095	1.000	-4.2537	4.3097
		6.00	-.5110	1.050	1.000	-4.3379	3.3160
		8.00	.8462	.976	.998	-2.8249	4.5172
		9.00	.2599	1.045	1.000	-3.5920	4.1119
		10.00	.4176	1.467	1.000	-4.7746	5.6097
		11.00	1.3462	1.115	.976	-2.6105	5.3028
	8.00	1.00	-.2868	.521	1.000	-2.1258	1.5523
		2.00	.6154	.759	1.000	-2.1711	3.4019
		3.00	.1875	.594	1.000	-1.6937	2.0687
		4.00	-1.4397	.519	.271	-3.2821	.4027
		5.00	-.8182	.803	.999	-4.1839	2.5476
		6.00	-1.3571	.741	.807	-3.9638	1.2495
		7.00	-.8462	.976	.998	-4.5172	2.8249
		9.00	-.5862	.733	1.000	-3.2394	2.0670
		10.00	-.4286	1.264	1.000	-5.2257	4.3686
		11.00	.5000	.830	1.000	-2.3528	3.3528
	9.00	1.00	.2994	.640	1.000	-2.0184	2.6172
		2.00	1.2016	.845	.962	-1.8768	4.2800
		3.00	.7737	.701	.987	-1.5745	3.1219
		4.00	-.8535	.638	.971	-3.1737	1.4667
		5.00	-.2320	.885	1.000	-3.8239	3.3599
		6.00	-.7709	.829	.998	-3.6955	2.1537
		7.00	-.2599	1.045	1.000	-4.1119	3.5920
		8.00	.5862	.733	1.000	-2.0670	3.2394
		10.00	.1576	1.318	1.000	-4.6828	4.9981
		11.00	1.0862	.910	.982	-2.0453	4.2177
	10.00	1.00	.1418	1.213	1.000	-4.7012	4.9848
		2.00	1.0440	1.333	.998	-3.8255	5.9135
		3.00	.6161	1.246	1.000	-4.2180	5.4502
		4.00	-1.0111	1.212	.992	-5.8533	3.8310
		5.00	-.3896	1.358	1.000	-5.4505	4.6713
		6.00	-.9286	1.322	.999	-5.7614	3.9043
		7.00	-.4176	1.467	1.000	-5.6097	4.7746
		8.00	.4286	1.264	1.000	-4.3686	5.2257
		9.00	-.1576	1.318	1.000	-4.9981	4.6828
		11.00	.9286	1.374	.999	-3.9605	5.8176
	11.00	1.00	-.7868	.749	.989	-3.3560	1.7825
		2.00	.1154	.931	1.000	-3.1198	3.3506
		3.00	-.3125	.802	1.000	-2.9064	2.2814
		4.00	-1.9397	.748	.271	-4.5110	.6315
		5.00	-1.3182	.967	.977	-5.0325	2.3962
		6.00	-1.8571	.916	.624	-4.9521	1.2378
		7.00	-1.3462	1.115	.976	-5.3028	2.6105
		8.00	-.5000	.830	1.000	-3.3528	2.3528
		9.00	-1.0862	.910	.982	-4.2177	2.0453
		10.00	-.9286	1.374	.999	-5.8176	3.9605

The mean difference is significant at the .05 level.

(Where 1 represents ' to have fun/joy'; 2 means 'visiting relatives'; 3 means 'Pilgrimage'; 4 represents 'wanted to see wildlife of this area'; 5 means 'wanted to have adventures'; 6 indicates 'just holidaying during vacation'; 7 stands for ' come for business work'; 8 stands for 'wanted to enjoy natural beauty'; 9 represents ' pursuing special interest'; 10 stands for ' experience local culture & people' and 11 specifies 'other reasons')

Table AB: TOBACCO/LIQUOR AND PURPOSES OF TRAVEL
(Bonferroni and games-Howell multiple comparisons for comprehensive mean)

Multiple Comparisons

Dependent Variable: Expenditure on tobacco/liquor

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Purpose of Journey	(J) Purpose of Journey				Lower Bound	Upper Bound
Bonferroni	1.00	2.00	.6584	.424	1.000	-.7553	2.0721
		3.00	.6728	.300	1.000	-.3284	1.6740
		4.00	-.6654	.238	.294	-1.4592	.1284
		5.00	1.0535	.455	1.000	-.4643	2.5712
		6.00	.2353	.411	1.000	-1.1354	1.6060
		7.00	.3122	.575	1.000	-1.6052	2.2296
		8.00	.8884	.330	.402	-.2121	1.9888
		9.00	-.7647	.405	1.000	-2.1156	.5862
		10.00	.3782	.767	1.000	-2.1816	2.9379
		11.00	.5353	.474	1.000	-1.0464	2.1170
	2.00	1.00	-.6584	.424	1.000	-2.0721	.7553
		3.00	1.442E-02	.460	1.000	-1.5216	1.5505
		4.00	-1.3238	.423	.100	-2.7335	8.589E-02
		5.00	.3951	.573	1.000	-1.5182	2.3084
		6.00	-.4231	.539	1.000	-2.2219	1.3757
		7.00	-.3462	.672	1.000	-2.5897	1.8974
		8.00	.2300	.480	1.000	-1.3725	1.8325
		9.00	-1.4231	.535	.441	-3.2069	.3607
		10.00	-.2802	.843	1.000	-3.0926	2.5322
		11.00	-.1231	.589	1.000	-2.0875	1.8413
	3.00	1.00	-.6728	.300	1.000	-1.6740	.3284
		2.00	-1.4423E-02	.460	1.000	-1.5505	1.5216
		4.00	-1.3382*	.298	.000	-2.3337	-.3427
		5.00	.3807	.489	1.000	-1.2516	2.0130
		6.00	-.4375	.449	1.000	-1.9340	1.0590
		7.00	-.3606	.602	1.000	-2.3699	1.6487
		8.00	.2156	.376	1.000	-1.0382	1.4693
		9.00	-1.4375	.443	.069	-2.9160	4.096E-02
		10.00	-.2946	.788	1.000	-2.9240	2.3347
		11.00	-.1375	.507	1.000	-1.8295	1.5545
	4.00	1.00	.6654	.238	.294	-.1284	1.4592
		2.00	1.3238	.423	.100	-8.5886E-02	2.7335
		3.00	1.3382*	.298	.000	.3427	2.3337
		5.00	1.7189*	.454	.009	.2049	3.2329
		6.00	.9007	.410	1.000	-.4658	2.2672
		7.00	.9776	.574	1.000	-.9368	2.8920
		8.00	1.5538*	.328	.000	.4585	2.6491
		9.00	-9.9291E-02	.404	1.000	-1.4460	1.2474
		10.00	1.0436	.767	1.000	-1.5140	3.6011
		11.00	1.2007	.473	.628	-.3774	2.7788
	5.00	1.00	-1.0535	.455	1.000	-2.5712	.4643
		2.00	-.3951	.573	1.000	-2.3084	1.5182
		3.00	-.3807	.489	1.000	-2.0130	1.2516
		4.00	-1.7189*	.454	.009	-3.2329	-.2049
		6.00	-.8182	.564	1.000	-2.6999	1.0635
		7.00	-.7413	.693	1.000	-3.0518	1.5692
		8.00	-.1651	.508	1.000	-1.8601	1.5299
		9.00	-1.8182	.560	.068	-3.6856	4.919E-02
		10.00	-.6753	.859	1.000	-3.5414	2.1908
		11.00	-.5182	.612	1.000	-2.5588	1.5224
	6.00	1.00	-.2353	.411	1.000	-1.6060	1.1354
		2.00	.4231	.539	1.000	-1.3757	2.2219
		3.00	.4375	.449	1.000	-1.0590	1.9340
		4.00	-.9007	.410	1.000	-2.2672	.4658
		5.00	.8182	.564	1.000	-1.0635	2.6999
		7.00	7.692E-02	.664	1.000	-2.1397	2.2936
		8.00	.6531	.469	1.000	-.9116	2.2177
		9.00	-1.0000	.524	1.000	-2.7499	.7499
		10.00	.1429	.837	1.000	-2.6482	2.9339
		11.00	.3000	.580	1.000	-1.6337	2.2337
	7.00	1.00	-.3122	.575	1.000	-2.2296	1.6052
		2.00	.3462	.672	1.000	-1.8974	2.5897

		3.00	.3606	.602	1.000	-1.6487	2.3699
		4.00	-.9776	.574	1.000	-2.8920	.9368
		5.00	.7413	.693	1.000	-1.5692	3.0518
		6.00	-7.6923E-02	.664	1.000	-2.2936	2.1397
		8.00	.5761	.618	1.000	-1.4844	2.6367
		9.00	-1.0769	.661	1.000	-3.2814	1.1276
		10.00	6.593E-02	.928	1.000	-3.0304	3.1623
		11.00	.2231	.705	1.000	-2.1299	2.5761
	8.00	1.00	-.8884	.330	.402	-1.9888	.2121
		2.00	-.2300	.480	1.000	-1.8325	1.3725
		3.00	-.2156	.376	1.000	-1.4693	1.0382
		4.00	-1.5538*	.328	.000	-2.6491	-.4585
		5.00	.1651	.508	1.000	-1.5299	1.8601
		6.00	-.6531	.469	1.000	-2.2177	.9116
		7.00	-.5761	.618	1.000	-2.6367	1.4844
		9.00	-1.6531*	.464	.022	-3.2005	-.1056
		10.00	-.5102	.800	1.000	-3.1789	2.1585
		11.00	-.3531	.525	1.000	-2.1056	1.3995
	9.00	1.00	.7647	.405	1.000	-.5862	2.1156
		2.00	1.4231	.535	.441	-.3607	3.2069
		3.00	1.4375	.443	.069	-4.0956E-02	2.9160
		4.00	9.929E-02	.404	1.000	-1.2474	1.4460
		5.00	1.8182	.560	.068	-4.9190E-02	3.6856
		6.00	1.0000	.524	1.000	-.7499	2.7499
		7.00	1.0769	.661	1.000	-1.1276	3.2814
		8.00	1.6531*	.464	.022	.1056	3.2005
		10.00	1.1429	.834	1.000	-1.6385	3.9242
		11.00	1.3000	.575	1.000	-.6197	3.2197
	10.00	1.00	-.3782	.767	1.000	-2.9379	2.1816
		2.00	.2802	.843	1.000	-2.5322	3.0926
		3.00	.2946	.788	1.000	-2.3347	2.9240
		4.00	-1.0436	.767	1.000	-3.6011	1.5140
		5.00	.6753	.859	1.000	-2.1908	3.5414
		6.00	-.1429	.837	1.000	-2.9339	2.6482
		7.00	-6.5934E-02	.928	1.000	-3.1623	3.0304
		8.00	.5102	.800	1.000	-2.1585	3.1789
		9.00	-1.1429	.834	1.000	-3.9242	1.6385
		11.00	.1571	.869	1.000	-2.7434	3.0576
	11.00	1.00	-.5353	.474	1.000	-2.1170	1.0464
		2.00	.1231	.589	1.000	-1.8413	2.0875
		3.00	.1375	.507	1.000	-1.5545	1.8295
		4.00	-1.2007	.473	.628	-2.7788	.3774
		5.00	.5182	.612	1.000	-1.5224	2.5588
		6.00	-.3000	.580	1.000	-2.2337	1.6337
		7.00	-.2231	.705	1.000	-2.5761	2.1299
		8.00	.3531	.525	1.000	-1.3995	2.1056
		9.00	-1.3000	.575	1.000	-3.2197	.6197
		10.00	-.1571	.869	1.000	-3.0576	2.7434
Games-Howell	1.00	2.00	.6584	.424	.691	-.4879	1.8047
		3.00	.6728	.300	.291	-.1857	1.5313
		4.00	-.6654	.238	.401	-1.5776	.2467
		5.00	1.0535*	.455	.000	.3601	1.7468
		6.00	.2353	.411	1.000	-1.0465	1.5171
		7.00	.3122	.575	1.000	-1.3631	1.9875
		8.00	.8884*	.330	.005	.1511	1.6256
		9.00	-.7647	.405	.766	-2.1976	.6682
		10.00	.3782	.767	1.000	-2.3703	3.1266
		11.00	.5353	.474	.894	-.6504	1.7210
	2.00	1.00	-.6584	.424	.691	-1.8047	.4879
		3.00	1.442E-02	.460	1.000	-1.1388	1.1677
		4.00	-1.3238*	.423	.017	-2.5125	-.1351
		5.00	.3951	.573	.962	-.6546	1.4448
		6.00	-.4231	.539	.996	-1.8871	1.0409
		7.00	-.3462	.672	1.000	-2.1337	1.4414
		8.00	.2300	.480	1.000	-.8444	1.3044
		9.00	-1.4231	.535	.119	-3.0160	.1698
		10.00	-.2802	.843	1.000	-3.0193	2.4589

		11.00	-.1231	.589	1.000	-1.5044	1.2582
	3.00	1.00	-.6728	.300	.291	-1.5313	.1857
		2.00	-1.4423E-02	.460	1.000	-1.1677	1.1388
		4.00	-1.3382*	.298	.000	-2.2569	-.4195
		5.00	.3807	.489	.807	-.3410	1.1024
		6.00	-.4375	.449	.985	-1.7251	.8501
		7.00	-.3606	.602	.999	-2.0391	1.3180
		8.00	.2156	.376	.997	-.5463	.9774
		9.00	-1.4375	.443	.050	-2.8753	2.597E-04
		10.00	-.2946	.788	1.000	-3.0426	2.4533
		11.00	-.1375	.507	1.000	-1.3297	1.0547
	4.00	1.00	.6654	.238	.401	-.2467	1.5776
		2.00	1.3238*	.423	.017	.1351	2.5125
		3.00	1.3382*	.298	.000	.4195	2.2569
		5.00	1.7189*	.454	.000	.9523	2.4855
		6.00	.9007	.410	.451	-.4186	2.2200
		7.00	.9776	.574	.594	-.7185	2.6738
		8.00	1.5538*	.328	.000	.7472	2.3603
		9.00	-9.9291E-02	.404	1.000	-1.5653	1.3667
		10.00	1.0436	.767	.824	-1.6975	3.7846
		11.00	1.2007	.473	.059	-2.4286E-02	2.4257
	5.00	1.00	-1.0535*	.455	.000	-1.7468	-.3601
		2.00	-.3951	.573	.962	-1.4448	.6546
		3.00	-.3807	.489	.807	-1.1024	.3410
		4.00	-1.7189*	.454	.000	-2.4855	-.9523
		6.00	-.8182	.564	.419	-2.0149	.3785
		7.00	-.7413	.693	.800	-2.3758	.8933
		8.00	-.1651	.508	.996	-.7317	.4014
		9.00	-1.8182*	.560	.002	-3.1762	-.4602
		10.00	-.6753	.859	.974	-3.4517	2.1010
		11.00	-.5182	.612	.836	-1.6168	.5804
	6.00	1.00	-.2353	.411	1.000	-1.5171	1.0465
		2.00	.4231	.539	.996	-1.0409	1.8871
		3.00	.4375	.449	.985	-.8501	1.7251
		4.00	-.9007	.410	.451	-2.2200	.4186
		5.00	.8182	.564	.419	-.3785	2.0149
		7.00	7.692E-02	.664	1.000	-1.7817	1.9355
		8.00	.6531	.469	.749	-.5654	1.8715
		9.00	-1.0000	.524	.653	-2.6842	.6842
		10.00	.1429	.837	1.000	-2.6057	2.8914
		11.00	.3000	.580	1.000	-1.1882	1.7882
	7.00	1.00	-.3122	.575	1.000	-1.9875	1.3631
		2.00	.3462	.672	1.000	-1.4414	2.1337
		3.00	.3606	.602	.999	-1.3180	2.0391
		4.00	-.9776	.574	.594	-2.6738	.7185
		5.00	.7413	.693	.800	-.8933	2.3758
		6.00	-7.6923E-02	.664	1.000	-1.9355	1.7817
		8.00	.5761	.618	.950	-1.0678	2.2201
		9.00	-1.0769	.661	.702	-3.0249	.8711
		10.00	6.593E-02	.928	1.000	-2.7666	2.8985
		11.00	.2231	.705	1.000	-1.5810	2.0271
	8.00	1.00	-.8884*	.330	.005	-1.6256	-.1511
		2.00	-.2300	.480	1.000	-1.3044	.8444
		3.00	-.2156	.376	.997	-.9774	.5463
		4.00	-1.5538*	.328	.000	-2.3603	-.7472
		5.00	.1651	.508	.996	-.4014	.7317
		6.00	-.6531	.469	.749	-1.8715	.5654
		7.00	-.5761	.618	.950	-2.2201	1.0678
		9.00	-1.6531*	.464	.009	-3.0302	-.2759
		10.00	-.5102	.800	.996	-3.2777	2.2573
		11.00	-.3531	.525	.987	-1.4735	.7674
	9.00	1.00	.7647	.405	.766	-.6682	2.1976
		2.00	1.4231	.535	.119	-.1698	3.0160
		3.00	1.4375	.443	.050	-2.5969E-04	2.8753
		4.00	9.929E-02	.404	1.000	-1.3667	1.5653
		5.00	1.8182*	.560	.002	.4602	3.1762
		6.00	1.0000	.524	.653	-.6842	2.6842

		7.00	1.0769	.661	.702	-.8711	3.0249
		8.00	1.6531*	.464	.009	.2759	3.0302
		10.00	1.1429	.834	.846	-1.6290	3.9147
		11.00	1.3000	.575	.220	-.3136	2.9136
	10.00	1.00	-.3782	.767	1.000	-3.1266	2.3703
		2.00	.2802	.843	1.000	-2.4589	3.0193
		3.00	.2946	.788	1.000	-2.4533	3.0426
		4.00	-1.0436	.767	.824	-3.7846	1.6975
		5.00	.6753	.859	.974	-2.1010	3.4517
		6.00	-.1429	.837	1.000	-2.8914	2.6057
		7.00	-6.5934E-02	.928	1.000	-2.8985	2.7666
		8.00	.5102	.800	.996	-2.2573	3.2777
		9.00	-1.1429	.834	.846	-3.9147	1.6290
		11.00	.1571	.869	1.000	-2.5858	2.9000
	11.00	1.00	-.5353	.474	.894	-1.7210	.6504
		2.00	.1231	.589	1.000	-1.2582	1.5044
		3.00	.1375	.507	1.000	-1.0547	1.3297
		4.00	-1.2007	.473	.059	-2.4257	2.429E-02
		5.00	.5182	.612	.836	-.5804	1.6168
		6.00	-.3000	.580	1.000	-1.7882	1.1882
		7.00	-.2231	.705	1.000	-2.0271	1.5810
		8.00	.3531	.525	.987	-.7674	1.4735
		9.00	-1.3000	.575	.220	-2.9136	.3136
		10.00	-.1571	.869	1.000	-2.9000	2.5858

The mean difference is significant at the .05 level.

(Where 1 represents ' to have fun/joy'; 2 means 'visiting relatives'; 3 means 'Pilgrimage'; 4 represents 'wanted to see wildlife of this area'; 5 means 'wanted to have adventures'; 6 indicates 'just holidaying during vacation'; 7 stands for ' come for business work'; 8 stands for 'wanted to enjoy natural beauty'; 9 represents ' pursuing special interest'; 10 stands for ' experience local culture & people' and 11 specifies 'other reasons')