Segmenting and Profiling the Leisure Travelers: A Study in North-east India

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Banasree Dey

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School of Management Sciences

Department of Business Administration

Tezpur University

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Abstract

Introduction

The North-east region of India comprises seven states namely - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura. This region represents an important part of the Indo-Myanmar biodiversity hotspot, one of the 25 global biodiversity hotspots recognized currently. Most of the north-eastern states still remain in virgin isolation prompting the Ministry of Tourism to refer to this region as 'Paradise Unexplored'. The various attractions of the region may be summed up as: unpolluted and unspoiled environment, scenic natural attractions, a variety of flora, fauna and avian life, a number of Wildlife Sanctuaries and National Parks, hill stations, places of religious, historical and cultural significance, indigenous tribes and their unique lifestyles, museums and memorials, fairs and festivals as well as opportunities for adventure sports.

Study relevance and objectives

With such a broad array of offerings, this region has tremendous potential for development of tourism. However, according to available figures, the North-eastern region accounted for a less than 1 percent of domestic tourist arrivals during the years 2002 through 2004 and around 0.7 percent of foreign tourist arrivals during the years 2003 and 2004, in comparison to national figures. In order to attract more tourists into the region, the destinations of the region will have to be marketed effectively through adoption of appropriate marketing strategies. One of the strategies adopted by destination marketers is the concept of market segmentation. Segmentation of the market is considered to be the cornerstone of an effective marketing strategy. In tourism literature there are numerous examples of segmentation studies conducted in order to get a better understanding of the market. Though very rich in tourism resources, North-east India is one of the least developed regions in the country. It is felt by many that labor-intensive industries such as tourism should be encouraged in

the region, which would contribute to the development of the region's economy. Considering this, destination-specific studies that explore the characteristics of the market for North-east India's tourism offerings need to be undertaken for the destinations of the region. However, no study, to the best of our knowledge, has so far attempted to conduct a comprehensive segmentation and profiling of leisure travelers coming to the North-east region. Therefore, a study on segmenting and profiling the leisure travelers to North-east India has been taken up.

The primary purpose of this study is to provide destination marketers with sufficient information about the leisure travelers coming to the North-east region in order to empower them with strategic inputs. The specific objectives of this study are:

(1) Segmentation of the leisure travel market for North-east India into distinct subgroups

(2) Delineating profiles of the resultant segments and suggesting broad marketing implications for each of these segments

Methodology followed

At the outset a review of tourism segmentation literature was conducted in an attempt to gain a thorough understanding of segmentation approaches, segmentation variables as well as data analysis techniques. Based on a review of over 90 tourism segmentation studies as well as considerations regarding appropriateness for North-east India, a set of 76 variables, which included motivations, benefits sought and activity preference items were selected as the segmentation variables. Primary data was collected though a sample survey (n=509) during the period October 2006-January 2007, using a self-administered questionnaire as the data collection instrument. This questionnaire contained questions (22 in number) related to the 76 segmentation variables (using 5-point scales) and several socio-demographic, geographic and travel/trip-related factors. A pilot survey with 50 respondents was conducted and the questionnaire was duly modified based on the findings. These

questionnaires were administered to tourists coming from outside the region to visit the tourist destinations of North-east India. The various locations from which the data was collected were: Dibrugarh, Guwahati, Kaziranga National Park, Majuli, Nameri National Park, Tezpur, and Shillong. As a sampling frame for the population is not available, therefore, a combination of convenience and judgement procedure was used for the survey. A total of 509 usable questionnaires were obtained at the end of the survey period (found to be adequate based on review of similar studies). Subsequently, the data was analyzed using the SPSS (for Windows) package.

Data Analysis and Findings

The factor analysis of the 76 segmentation variables resulted in 18 factors, which explained 64.151 % of the total variance. A reliability coefficient (Cronbach's alpha) was computed for each factor. Due to unacceptably low reliability coefficient, four such factors were not considered for further analysis. The resultant list of the 14 factors (which were named on the basis of the dominant variables in each factor) is provided in Table 6.2 of Chapter 6. Factor scores were then calculated for each of these factors using a weighted average of the factor loadings. The factor scores were used as inputs for the hierarchical and k-means cluster analysis, which resulted in the derivation of four segments as shown in Table 6.4 of Chapter 6. These segments were interpreted and named based on the relative presence of each factor. An attempt was made to profile the segments based on socio-demographic and travel/trip-related factors. Chi-square tests and ANOVA were employed to identify statistically significant differences between the segments. A brief description of each follows:

Cluster 1 (n = 82):   Indifferent Travelers

It attaches relatively lower importance on almost all dimensions when compared to other segments. It seems to represent a passive group of travelers who undertake pleasure travel motivated by a desire to spend a relaxing (not full of activities) vacation, not attaching much importance on specific amenities but having a desire to get away from normal routine and to see new places preferably in a natural

setting. This group with various spending levels is chiefly composed of domestic tourists, who are not too experienced in leisure travel and are least interested in traveling compared to others. They mostly prefer railways for reaching the destination and have mostly been accompanied by friends/relatives on the trip.

Cluster 2 (n = 135): Experience and Value Seekers

They display relatively more interest in experiencing new cultures, in nature and wildlife, in the quality of the natural environment, availability of suitable amenities, place emphasis on having a memorable experience as well as seek value in terms of affordable travel packages. Though the majority is of domestic origin yet there is a higher proportion of foreigners in this group. They spend between Rs. 1000 to Rs. 1500 per day, are more likely than the Specialists to buy souvenirs of the trip and more likely to recommend North-east destinations. They mostly prefer railways to reach the destination and have mostly been accompanied by friends/relatives on the trip.

Cluster 3 (n = 92): Environmentalists

It attaches the highest importance on a pleasant and unpolluted environment, a relatively higher importance on nature and wildlife, concern for the environment and a greater thirst for travel. This group comprises of relatively older people compared to the other segments. They mostly spend around Rs. 1000 per day, are frequent travelers with a higher travel experience, are more satisfied with their overall travel experience in North-east India and are more likely to recommend these destinations compared to other segments. Railways are preferred by most to reach the destination and on this trip most have traveled as part of organized group/club.

Cluster 4 (n = 200): Specialists

This segment is characterized by the highest scores on most of the dimensions when compared to the others. They display a special interest in different activities,

seek several benefits such as a pleasant and unpolluted environment with suitable·
facilities and are highly motivated to travel to new, interesting places, display a
concern for the natural environment and hence seek a complete travel experience.
This group mostly spends Rs. 1000 to Rs.1500 per day. They are very frequent
travelers with high travel experience and display more interest in reading, traveling
and adventurous activities than other segments. Air travel is preferred by most and
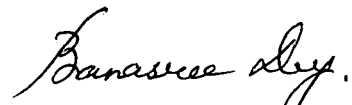mostly they have traveled with their spouse/partner.

Conclusion

North-east India is primarily a nature and wildlife destination with
opportunities for adventure sports. It also has a distinct cultural component with
several indigenous tribes, their unique lifestyles, fairs and festivals etc. So far, this
region has remained untouched by the effects of industrialization and in order to
foster sustainable development of the region, a level of eco-consciousness is desired
from the visitors to the region. Considering these, a matching of the four identified
segments with North-east India's chief destination features and attractions, was
attempted. The first segment Indifferent Travelers does not seem to match well with
the destination features and goals and may not present a suitable marketing
opportunity. However, each of the other three segments appear promising, with the
Specialists seemingly the most promising. As the North-east region with its diversity
of offerings, holds promise for people with diverse needs and interests; therefore it
may be prudent for destination marketers to consider adopting a differentiated
marketing strategy that caters to each of the three promising segments – Experience
and Value seekers, Environmentalists and Specialists - and design their offerings and
communications to specially suit each of these. While providing comprehensive
strategic inputs with regard to each segment would be beyond the scope of this study,
yet it was considered imperative to discuss the marketing implications of the findings
regarding the attractiveness of each segment. Therefore, some broad suggestions on
future marketing efforts were put forward in order to provide useful insights to the
destination marketers of North-east India.

Declaration by the Scholar

I, Ms. Banasree Dey, Research Scholar in the Department of Business Administration, School of Management Studies of Tezpur University, Assam, hereby declare that this research work titled "Segmenting and Profiling the Leisure Travelers: A Study in North-east India" is a bona fide work carried out by me under the supervision of Dr. Mrinmoy Kumar Sarma. This work has not been submitted elsewhere for any other purposes.

Dated: 15-06-2007

Banasree Dey 15-06-2007

Registration No. 168 of 1997

FORM XVIA

Certificate from Principal Supervisor

This is to certify that the Thesis titled *Segmenting and Profiling the Leisure Travelers: A Study in North-east 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 **Ms Banasree Dey** under my personal supervision and guidance.

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

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

Date: 15/06/2007
Place: Tezpur

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

Preface

The world is indeed a diverse place composed of many different people having diverse backgrounds, needs and interests. Naturally, marketers cannot speak to everyone in the same language and still hope to convince them. So, in order to communicate effectively with an individual, his distinct needs and characteristics have to be identified and the message specially tailored to appeal to him. However, this would not be practical, as the market comprises of innumerable people. This gives rise to the need for market segmentation. Simply put, segmentation refers to the division of the market into smaller groups. Through this approach people with similar needs, wants and characteristics are grouped together into distinct subgroups so as to better focus on and serve the market.

The concept of market segmentation has been used in the field of travel and tourism too. With the growth in international tourism, marketers have to deal with increased competition and more demanding travelers. To cope with such challenges, they are adopting a variety of marketing strategies including market segmentation. The tourism literature abounds in examples of segmentation studies conducted in order to identify tourists with similar needs and profiles so as to deal more effectively and profitably with them. It is, therefore, felt that utilization of this concept by the tourism marketers of North-east India could lead to better marketing of the various destinations of the region. The North-eastern part of India is a highly biodiverse region with a fascinating ethno-cultural mosaic. Undoubtedly, this region with diversity of offerings, which include various natural and cultural attractions, has immense tourism potential. However, the fact that the region has so far attracted only a negligible percentage of the tourist arrivals to the country, does not present an encouraging picture. This calls for improved promotion of the region through use of strategies such as market segmentation. It would be useful to take up studies that explore the needs and characteristics of the market for North-east India's tourist

destinations. Therefore, this study has been initiated with the purpose of providing a classification of travelers based on which the destination marketers of the region may determine the focus of their marketing efforts.

Through this study an attempt has been made to derive distinct segments of the leisure travel market of North-east India and to delineate their profiles. By examining the relative match of each segment with the chief attractions of the destinations of the region, certain attractive segments have been identified from the perspective of destination marketers. The implications of the findings have been discussed and certain broad suggestions have also been forwarded. Hopefully, the findings of the study would provide some useful insights for the destination marketers of the region and thereby contribute in some way, however small, towards effective marketing of this truly amazing 'paradise unexplored'.

At this juncture, I would like to acknowledge with appreciation the contributions of all those people who have, in some way or the other, helped and encouraged me during the course of my research. A work of this nature would not have been possible without such support.

Of the many people who have enormously helped me, I am particularly indebted to my parents. My father Sri Samarendra Kumar Dey and my mother Srimati Sumita Dey have constantly encouraged and motivated me since the very inception of my research work and I would like to express my sincere gratitude to them.

I would like to express deep gratitude to my supervisor Dr. Mrinmoy Kumar Sarma for his guidance and support, which has helped me in the successful completion of this project. I would also like to take this opportunity to thank everyone in the Department of Business Administration, Tezpur University, who have guided and encouraged me at various points of time. I would particularly like to thank Dr

Dated: 15-06-2007

Banasree Dey 15-06-2007

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LEGEND

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IMPORTANT PLACES

NORTH-EAST INDIA

Chapter 1

Lord Buddha, Tawang Monastery Arunachal Pradesh
Source: Ministry of Tourism, Government of India

Tourism and North-east India

"The raw natural beauty, rare orchids and butterflies, brightly painted monasteries, challenging rivers, intricately woven tribal shawls, indigenous sports.........each one has its special message to the traveler as he passes from one state to another – mesmerized by its dazzling variety and compelling appeal."

India's North East – *Paradise Unexplored,* TRAVELER'S COMPANION
(Promotional booklet, India Tourism Development Corporation)

1.1   Travel and Tourism

Travel has been an important activity for humans since time immemorial. The desire to travel to unknown lands and to broaden one's knowledge and mind has inspired people throughout the ages. Whatever be the motivation for travel – religion, economic gain, war, escape, knowledge, curiosity or simply pleasure – man has been traveling from one place to another since very early times. In fact, well-traveled men have often been regarded as wise men. According to Li Bai, a Chinese poet, " To be wise, a man should read ten thousand books and travel ten thousand miles" (Chen, 1998). The medieval world had produced several great travelers such as Marco Polo and Ibn Batuta. The Chinese traveler Huien Tsang, who visited India in the first half of the seventh century, left vivid accounts of his travels which have provided valuable information regarding the society and culture of that period. Towards the end of the sixteenth century, travel became relatively easier with the advent of stagecoaches. The introduction of railways in 1825 gave a real boost to the idea of holiday travel. Yet, it was in 1841 that the idea of selling travel took concrete shape when Thomas Cook, who grasped its true business potential, conducted the first publicly advertised tour in the world (Seth, 1997). However, tourism really took off in the twentieth century in the post-war period (World War II), which was a period of considerable technological and industrial development that resulted in acceleration of wealth creation and growth of disposable incomes, thereby giving an impetus to travel. There has been no looking back since then.

The fascination for travel has grown immeasurably in the past few decades, so much so that travel and tourism is widely recognized today as one of

the most important sectors of world economy. Increased international tourist arrivals, greater revenues through tourism and a real contribution to economic growth have characterized the boom in this industry. From 541 million global tourist arrivals in 1995 (as shown in figure 1.1), there has been a steady growth that has reached 842 million arrivals in 2006. Moreover, the forecasts of the Tourism 2020 Vision of the World Tourism Organization show that international tourist arrivals are expected to reach over 1.56 billion by the year 2020 (shown in Figure 1.1). Such impressive figures clearly highlight the growing importance of this 'smokeless industry.' Today, travel and tourism may be regarded as one of the largest categories of international trade with international tourism receipts having reached US$ 680 billion in 2005 (WTO, 2007a). Such an outstanding performance could be attributed to factors such as rising levels of disposable income; improvements in transportation and the introduction of low-cost airline services; easier access to destinations by tourists from traditional source markets and the emergence of new source markets such as China and India; and the diversification of the industry with new market niches, such as cultural tourism, ecotourism and adventure tourism ("Regional study", 2007).

Figure 1.1: Global Tourist Arrivals
(* Provisional figures; **WTO Vision 2020 forecasts)
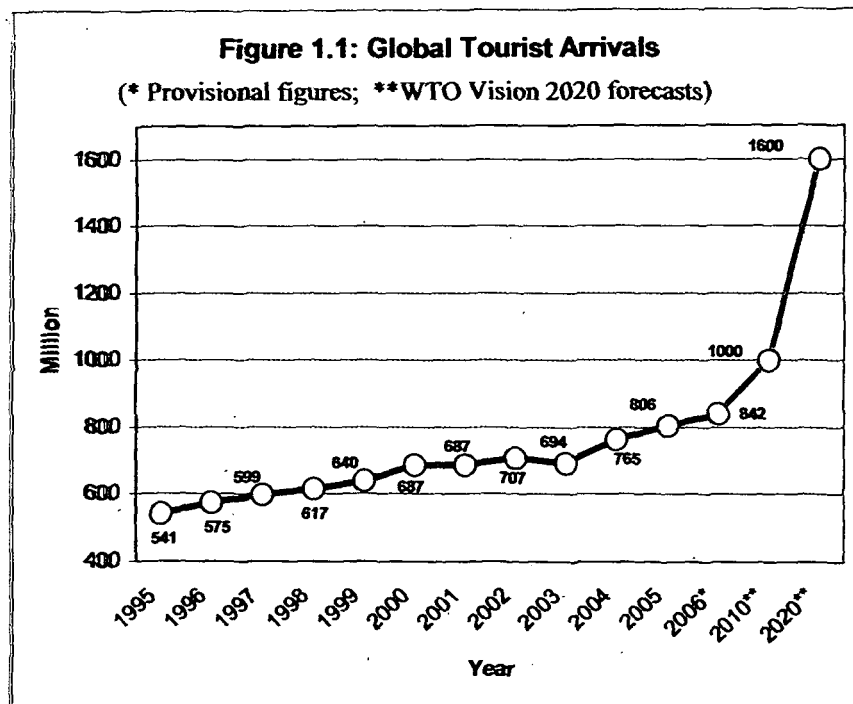
Source: UNWTO World Tourism Barometer, 2007 (WTO, 2007b);
WTO Vision 2020 (WTO, 2007c)

In terms of tourism performance of individual countries, France and Spain are the world's most visited nations while the most outstanding performance was recorded in China, which tied with the United States for the third most toured nation in the year 2006 ("World tourist", 2006). With the growth of international tourism, it is encouraging to note that tourists are not only traveling to the traditional destinations but also new destinations and countries. Though in the initial period of the growth of modern tourism, it was only the industrialized and richer countries of the world that took advantage of the opportunities thrown open, yet in recent years even less developed and developing counties are becoming part of this phenomenon. According to recent figures of the World Tourism Organization, international tourism receipts for developing countries (low income, lower and upper middle income countries) will soon cross the US$ 250 billion mark. Further, it has been reported that tourism is one of the major export sectors of poor countries and a leading source of foreign exchange in 46 of the 49 Least Developed Countries (WTO, 2007a). Another significant development has been the increasing importance of the Asia Pacific region in the context of tourism development. This region is predicted to be the second largest receiver of international tourist arrivals by 2020. According to World Tourism Organization Vision 2020 forecasts, by the year 2020 the top three receiving regions of the world by total tourist arrivals would be Europe (717 million tourists), East Asia and Pacific (397 million) and the Americas (282 million). Interestingly, East Asia and Pacific, South Asia, Middle East and Africa are forecasted to record over 5 percent growth per year (in arrivals) as compared to the world average of 4.1 percent (WTO, 2007c). In the year 2006, Africa registered the highest growth, followed by the Asia Pacific region with 7.6 percent. Europe and the Middle East both saw an increase of 4 percent and the Americas posted the weakest growth rate of 2 percent ("World tourist", 2006). In the World Tourism Organization's Ministerial Roundtable on Asia-Pacific Tourism Policies 15 megatrends that are shaping the future of Asian tourism, were presented (WTO, 2006a). Some of these were:

- Asian tourism is becoming more activity-based rather than destination based;
- Asia is becoming a convention hub;
- Low cost carriers are driving tourism growth in the region;
- India is Asia's leader in real tourism growth.

Thus, the importance of tourism in the Asia Pacific region as a whole and India, in particular, may be realized.

The above discussion clearly establishes that travel and tourism represents a significant sector of the global economy. With the evolution of tourism into a highly organized business, modern tourism is no longer confined to travel and accommodation alone and includes a wide array of services ranging from car rental to entertainment and shopping. A functional framework of the tourism process suggested by Alister Mathieson and Geoffrey Wall subdivides the travel process into three main elements: a *dynamic* phase covering movement to and from the destination; a *static* phase involving the stay itself; and a *consequential* element describing the chief economic, physical, and social impacts on the environment (Lea, 1988). All these three elements are interconnected and together they describe the complex tourism activity. Thus, Travel and Tourism may be regarded as a multi-faceted industry that requires inputs of an economic, cultural, social and environmental nature. The travel industry has been defined as, 'a composite of organizations, both public and private, that are involved in the development, production and marketing of products and services to serve the demands of travelers' (Gee et al., 1997). Broadly speaking, the travel and tourism industry may be categorized into five main sectors – accommodation sector, attractions sector, transport sector, travel organizer's sector and destination organization sector (Middleton, 1994). Thus, tourism operates within the framework of a travel industry network and there are a variety of players involved in it. But, what exactly constitutes tourism? It would be useful to examine how exactly tourism is defined and who really are tourists from a formal viewpoint. The following section, therefore, outlines the important aspects regarding the definitions related to tourism.

1.2 Definitions Related to Tourism

Tourism may be defined in several ways with definitions varying according to the underlying purpose. It has been pointed out by Boniface and Cooper (1987) that *leisure* is a measure of time generally used to mean the time left over after work, sleep, and personal and household chores have been completed; *recreation* is normally taken to mean the variety of activities

undertaken during leisure time; and *tourism* is simply one type of recreation activity. According to Burns and Holden (1995), there are generally three aspects to defining tourism. The *first* concerns the purpose or motivation of the visit (such as drawing a distinction between, for instance, business and pleasure). The *second* element will be concerned with time, making the important differentiation between day trips and voyages that involve overnight stays. Thirdly, a definition should take account of particular situations enabling categories that may or may not be counted as tourism (such as migration, transit). Thus, Mathieson and Wall (1982, as cited in Burns and Holden, 1995) define tourism as: *"the temporary movement of people to destinations outside their normal place of work and residence, the activities taken during their stay in those destinations and the facilities created to cater for their needs."* Further, Mill and Morrison (1985) emphasise that tourism must be seen as a process rather than an industry. They write: *"Tourism is a difficult phenomenon to describe....all tourism involves travel, yet all travel is not tourism. All tourism occurs during leisure time, but not all leisure time is given to touristic pursuits.... Tourism is an activity when people cross a border for leisure or business and stay at least 24 hours."* Also, a definition of a tourist suggested by Erik Cohen is *"a voluntary, temporary traveler, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip."* Again, Jafar Jafari (1977, as cited in Burns and Holden, 1995) defines tourism as: *" ...a study of man away from his usual habitat, of the industry which responds to his needs, and the impacts that both he and the industry have on the host's socio-cultural, economic and physical environments."* This is a holistic definition that also recognises the consequential aspect (i.e. in human and environmental terms) of the relationship between supply and demand. Hunziker and Krapf published their general theory of tourism in 1942 (as cited in Lickorish and Jenkins, 1997), defining the subject in this way: *Tourism is the sum of the phenomena and relationships 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.* The International Union of Official Travel Organisations later to become the World Tourism Organisation (WTO) agreed with this description but recommended that the term 'visitor' should be divided into two categories: 'tourist' to cover all visitors staying at least one night in the country or place

visited, and 'excursionist' or day visitor (Lickorish and Jenkins, 1997). In the same vein, The United Nations Conference on International Travel and Tourism held in 1963, recommended a definition of international tourist. This commonly though not universally accepted definition stated that a visitor is "*any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited.* The term *visitor* includes two distinct types of travelers: (1) *Tourists*: Temporary visitor staying at least 24 hours in the country visited and the purpose of whose journey can be classified as: Leisure (i.e. recreation, holiday, health, religion, or sport), Business, Family, Mission and Meeting (2)*Excurionists*: Temporary visitors staying less than 24 hours in the destination visited and not making an overnight stay (including travelers on cruises)" (Inskeep, 1991).

1.2.1 Definitions of the World Tourism Organization (WTO)

Having refined the various definitions provided in the discussion above, the World Tourism Organization (WTO) has adopted the classification of travelers as depicted in Figure 1.2 (Inskeep, 1991). The principal revised definitions generally agreed on by the WTO (Lickorish and Jenkins, 1997) are as follows:

(a) Tourism comprises '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.'

(b) The use of this broad concept makes it possible to identify tourism between countries as well as tourism within a country. 'Tourism' refers to all activities of visitors including both 'tourists (overnight visitors)' and 'same-day visitors.'

Lickorish and Jenkins (1997) have provided the following classifications. In relation to a given country, the following forms of tourism can be distinguished: (a) Domestic tourism, involving residents of a given country travelling only within this country (b) Inbound tourism, involving non-residents travelling in the given country (c) Outbound tourism, involving residents travelling in another country.

Fig 1.2: WTO's Classification of Tourists
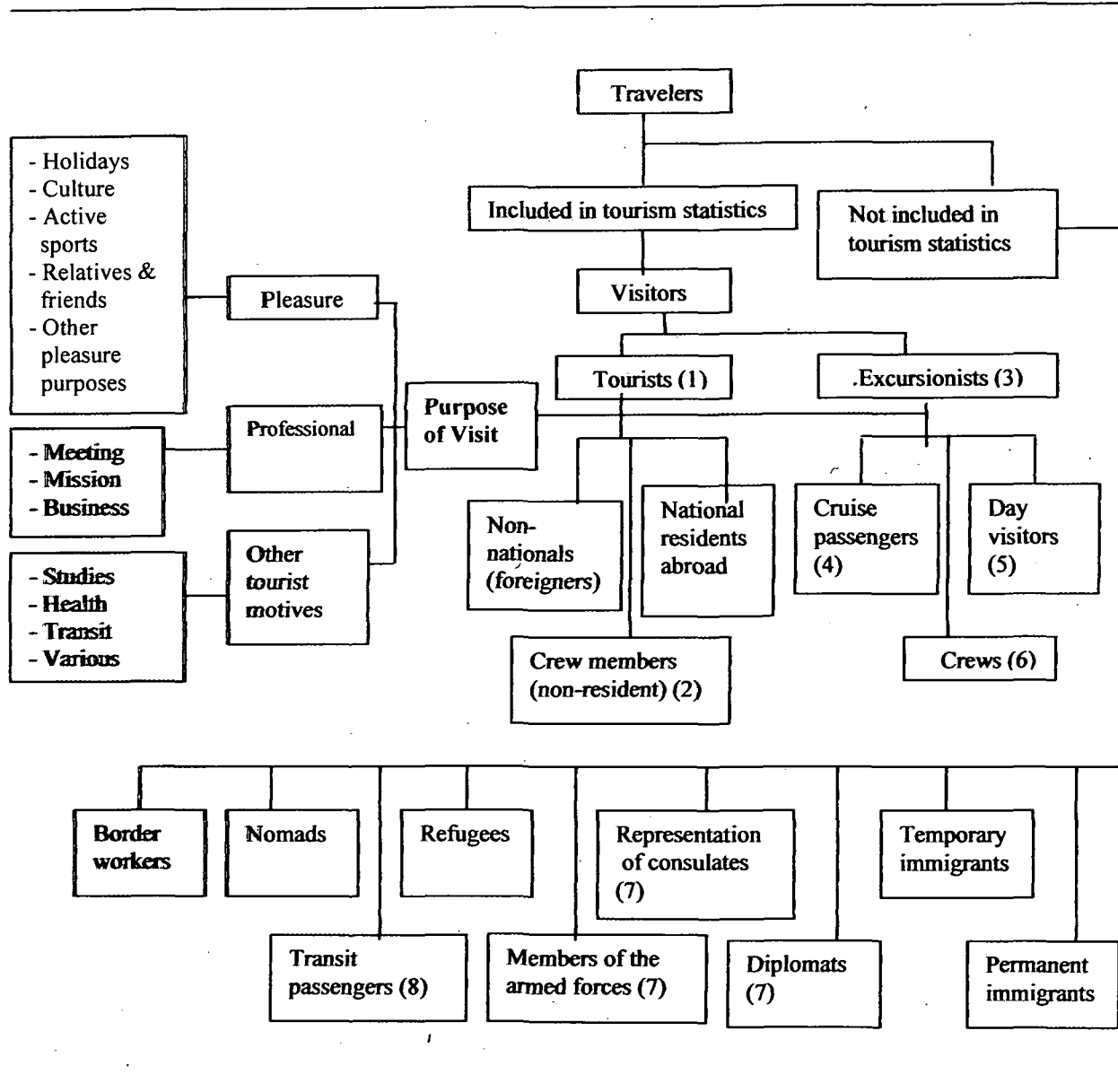
Source: Inskeep, 1991

In the figure above,

(1) Visitors who spend at least one night in the country visited

(2) Foreign air or ship crews docked or in layover and who use the accommodation establishments of the country visited

(3) Visitors who do not spend the night in the country visited, although they may visit the country during one day or more and return to their ship or train to sleep.

(4) Normally included in excursionists. Separate classification of the visitors is nevertheless recommended

(5) Visitors who come and leave the same day

(6) Crews who are not residents of the country visited and who stay in the country for the day

(7) When they travel from the their country of origin to the duty station and vice-versa

(8) Who do not leave the transit area of the airport or the port

In terms of basic tourism units, the following has been defined:

(b) Traveler: Any person on a trip between two or more countries or between two or more localities within his/her country of usual residence.

(c) International Traveler: Any person on a trip outside his or her country of residence (irrespective of the purpose of travel and means of transport used, and even though he or she may be travelling on foot).

(d) Domestic Traveler: Any person on a trip in his or her own country of residence (irrespective of the purpose of travel and means of transport used, and even though he or she may be travelling on foot).

For the purpose of tourism statistics and in conformity with the basic forms of tourism, visitors should be classified as:

(a) International visitors

    (i) tourists (overnight visitors)

    (ii) same-day visitors

(b) Domestic visitors

    (i) tourists (overnight visitors)

    (ii) same-day visitors

1.2.2 Leisure Travelers and Business Travelers

It may be noted from the discussion above that tourists are defined from different perspectives. From a geographical point of view, an important distinction may be made between international and domestic tourism. Again, considering the time element a distinction is made between tourists and excursionists. Likewise, tourism may be classified according to the purpose of visit. Tourism is regarded as the short-term movement of people from one place to another for leisure, business, or other purposes (from the WTO definition provided in section 1.2.1 a). Further, it may be seen from figure 1, that travelers are categorized by their purpose of visit into three broad categories:

(a) Those traveling for pleasure - which includes holidays, culture, active sports, relatives and friends and other pleasure purposes;

(b) Those traveling for professional purposes - which includes meetings, mission and business; and

(c) Those with other tourist motives - which includes, studies, health, transit and various other motives.

According to Lickorish and Jenkins (1997), there are a variety of reasons for travel within the tourism definition, usually for business or pleasure; but education, health and religion (pilgrimages) are also major travel generators. In another classification, tourism has been distinguished by purpose of visit into (a) Holiday tourism, where the purpose of visit is leisure and recreation; (b) Business and professional tourism, which includes those attending trade fairs and conferences or participating in incentive travel schemes; and (c) Common interest tourism, which includes visiting friends and relatives, religion, health or education reasons (Boniface and Cooper, 1987). Again, according to Nesbit (1973, cited in Crompton, 1979), the travel market is often divided into four segments: personal business travel, government corporate business travel, visiting friends and relatives and pleasure vacation travel.

Thus, it seen from that if the main purpose of the trip is leisure, pleasure or holiday then such travelers are referred as leisure travelers or pleasure travelers. The specific term used has been seen to vary according to usage. For instance, the terms 'leisure travel' or 'leisure travel market' has been used in a number of studies (Stemerding et al., 1996; Fodness and Murray, 1997; Sung et al, 2001; Hsu et al., 2002; Woodside et al., 2004; Lee and Tidesell, 2005; Dolnicar, 2005) while the terms 'pleasure travel' or 'pleasure travel market' or 'pleasure traveler' have been used in some other studies (Taylor, 1986; Bonn et al., 1999; Pennington-Gray and Kerstetter, 2001; Jang et al., 2004). Leisure travel has also been defined as 'travel for recreational, educational, sightseeing, relaxing and other experiential purposes' ("Uniquely Texas", n.d.) and 'travel undertaken for pleasure and unrelated to paid work time' (Beech and Chadwick, 2005). Again, if the main purpose of the trip is business or profession, which includes meetings, conferences and so on, then such a traveler may be regarded as business travelers. Rod Davidson in 1994 defined business tourism as: "Business tourism is concerned with people traveling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having traveled for this purpose of trade since very early times" (Swarbrooke and Horner, 2001). Other definitions

for business travel include 'travel for commercial, governmental or educational purposes with leisure as a secondary motivation' ("Uniquely Texas", n.d.) and 'travel for a purpose and to a destination determined by a business, and where all costs are met by that business' (Beech and Chadwick, 2005). Further, there are those traveling for purposes other than the above two. Such travelers include people, whose primary motive for travel is education, visiting friends and relatives, health-related, pilgrimage and other purposes. However, in common usage, travelers are generally grouped into two broad categories – business travelers and leisure travelers. It has been observed that one of the major differences between travel for leisure and for work-related purposes is that the derivation of pleasure from the journey is of primary concern for the leisure tourist (Foo et al., 2004).

In India, since 1971, the Department of Tourism has adopted the following definition (Kumar, 1995) as per the recommendation of the UN Conference of International Tourism in Rome, 1963:

' 'A foreign tourist is a person visiting India on a foreign passport staying at least 24 hours in India and the purpose of whose journey can be classified under one of the following headings:-

(1) Leisure – recreation, holiday, health, study, religion and sport

(2) Business – family, mission and meeting'

1.2.3 Definitions Used in Present Study

Based on the definitions and discussion presented in section 1.2.2 above, a few key aspects regarding tourism and tourists have been summarized in this section for the purposes of the present study.

1.2.3.1 Tourism

Tourism may be defined as sum of the phenomena and relationships arising from the temporary movement of people to destinations outside their normal place of work and residence for any reason other than following an occupation remunerated from within the country or place visited, staying for at least 24 hours but for not more than one consecutive year; the purpose of whose journey can be classified as leisure, business and other purposes; the activities

taken during their stay in those destinations and the facilities created to cater for their needs.

1.2.3.2 Domestic Tourism and International Tourism

A basic distinction may be made between *domestic tourism* and *international tourism*. Domestic tourism involves residents of a given country travelling only within this country. International tourism consists of inbound tourism (involving non-residents travelling in the given country) and outbound tourism (involving residents travelling to another country). For the purpose of tourism statistics and in conformity with the basic forms of tourism, visitors (international and domestic) should be classified as:

(i) tourists (overnight visitors)

(ii) same-day visitors

1.2.3.3 Tourist

A tourist is any person traveling to and staying in places outside his/her usual environment for at least 24 hours but not more than one consecutive year for leisure, business and other purposes.

1.2.3.4 Business, Leisure and Other Travelers

(a) Business Travelers are those travelers for whom the primary purpose of the trip is business or profession. (b) On the other hand, leisure travelers are those travelers for whom the primary purpose of undertaking the trip is leisure, pleasure or holiday. In some cases (as noted in section 1.2.2 above) including the definition of 'foreign visitor' adopted by India's Department of Tourism, people traveling for purposes other than holiday or recreation (such as religion, study, visiting friends and relatives etc.) have been included as leisure travelers. However, for the purposes of the present study, a leisure traveler may be defined as one whose main purpose of undertaking the trip is leisure, recreation or holiday. (c) Other travelers include those who undertake a trip with the primary motives of educational, pilgrimage, medical and other miscellaneous purposes.

This section has summarized the important aspects related to defining tourism and tourists/travelers. Previously, in section 1.1 the growing significance

of travel and tourism in the modern world has been briefly discussed. It has been seen the Asia-Pacific region is forecasted to grow at a phenomenal rate. Particularly, China and India have been recognized as the two main drivers of tourism industry and tourists generating countries/regions in the region (WTO, 2006b). Remarkably, according to the World Travel and Tourism Council, India is poised to emerge as the second fastest (8.8%) tourism economy in the world over the period 2005-2014 (HRAWI, 2005). A description of the tremendous tourism potential of India as well as the present status of Indian tourism is presented next.

1.3   Tourism in India

India is the seventh largest country in the world and Asia's second largest nation with an area of 3,287,263 square km ("Biodiversity profile", n.d.). It is bounded by the majestic Himalayan ranges in the north and surrounded by three large water bodies – the Bay of Bengal to the east, the Arabian Sea to the west and the Indian Ocean to the south. India's northern frontiers are with Xizang (Tibet) in the Peoples Republic of China, Nepal and Bhutan. In the north-west, India borders on Pakistan; in the northeast, China and Burma; and in the east, Burma ("Biodiversity profile", n.d.) while its southern peninsula extends into the tropical waters of the Indian Ocean. This country of boundless beauty is blessed with a vast array of biological diversity, encompassing a wide spectrum of habitats from tropical rainforests to alpine vegetation and from temperate forests to coastal wetlands. It is noteworthy that out of the 25 biodiversity hotspots in the world, India is blessed with two (extending into neighboring countries): Western Ghats/Sri Lanka and North-east India (which forms part of the Indo-Burma hotspot). Significantly, these are included among the top eight most important hotspots (Myers, 2001). It may be mentioned here that India has 5 world heritage sites, 12 biosphere reserves, and 6 Ramsar wetlands (wetlands of international importance). Amongst the protected areas, India has 88 national parks and 490 sanctuaries covering an area of 1.53 lakh sq. km. All this points to the amazing potential of the country to attract travelers with an interest in nature and wildlife. Moreover, the vast civilizational heritage of this country with its multiple religions, languages and varied customs; adds to the charm of this incredible land. It is the birthplace of three great religions – Hinduism, Buddhism and Jainism. This ancient land has a continuous civilization that has shaped its culture and

traditions, which finds manifestation in its varied art forms, festivals, music and dance. One remarkable feature of this country is its unity amidst a lot of diversity. Despite having 17 official languages and about 500 dialects (Seth, 1997), 28 states and 7 union territories each with their distinct culture, the people are bound together by centuries of common traditions, faith and philosophy. With its beautiful landscapes, magnificent historical sites and royal retreats, spectacular beaches, misty mountain retreats, exotic wildlife, warm and welcoming people, vibrant culture and festivities; indeed, India has great tourism potential.

Though this land of beauty and culture has always attracted visitors, yet it is only in recent years that tourism has emerged as one of the important sectors of the Indian economy. Compared to the seventeen thousand international tourist arrivals in 1951, Indian tourism has grown significantly in recent years (India Tourism, 2005). In particular, the period 2003-2004 saw tourism emerging as one of the major sectors for growth of Indian economy. There was a significant increase of 18.5 percent in foreign tourist arrivals in the country with a significant 27 percent growth in foreign

Figure1.3: Foreign Tourist Arrivals in India
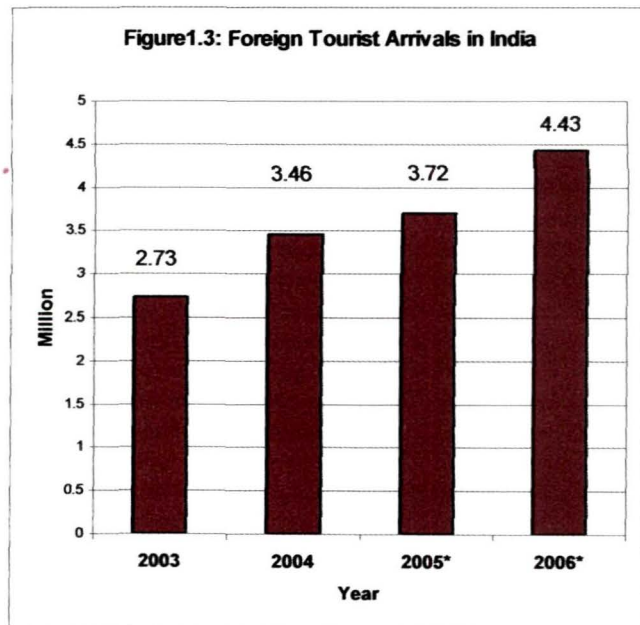
Source: Ministry of Tourism, Government of India, from FHRAI website (2007) (FHRAI, 2007)
* Provisional figures

exchange earnings (Parliament of India, 2004). In the year 2005 too, India witnessed a positive growth in foreign tourist arrivals, which reached a level of 3.72 million against 3.46 million in the year 2004 (as shown in Figure 1.3). Consequently, the share of India in world tourism, which had been hovering around 0.38 percent to 0.39 percent for a number of years, was expected to touch 0.49 percent in 2005 (India Tourism, 2006). In the year 2006 it crossed 4 million arrivals. The foreign tourist arrivals for India during the period 2003-2006 have been shown in Figure 1.3. As far as foreign exchange earnings are concerned, it has reached Rs. 29, 604 crores in 2006 compared to Rs. 16, 429 crores in the year

2003 (as shown in Figure 1.4). A report in the Economic Times has cited that the direct and indirect contribution of the tourism sector to the total GDP is 5.83%. It further states that according to the first tourism account (TSA) report (compiled by the National Council of Applied Economic Research for the Ministry of Tourism) for the year 2003-04, out of India's total GDP of Rs. 2,249,493 crores, the tourism industry accounts for Rs. 62, 436 crores. Also, in terms of employment, tourism accounts for 4.59% of the total number of jobs and along with indirect share, the figure goes up to 8.27% which means that at least 38.6 million jobs are estimated to have been generated due to tourism activities in India (Awasthi, 2006). Again, according to The 2006 Travel and Tourism Economic Research of the World Travel and Tourism Council, India's Travel and Tourism industry was expected to contribute 2.1% to the GDP in 2006 and employment is estimated at 24,349,000 jobs in 2006, which is 5.4 percent of total employment, in other words, one in every 18.4 jobs. The report further pointed out that for India travel & tourism activity is expected to grow by 8.0% per annum in real terms between 2007 and 2016 (WTTC, 2006). All this definitely points to the
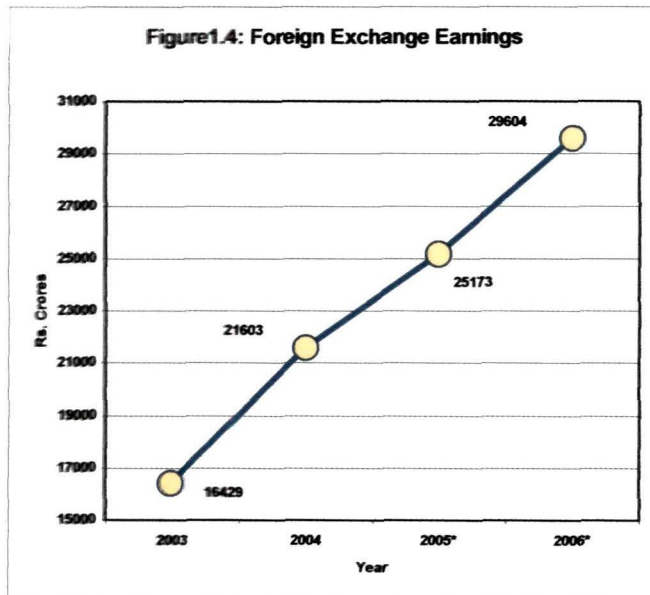
Figure1.4: Foreign Exchange Earnings

Source: Ministry of Tourism, Government of India, from FHRAI website (2007)

increasing importance and contribution of tourism to the nation's economy. It is heartening to note that India is now being recognized as having firmly established itself on the world tourism map and has been referred to as the next Asian tiger (WTO, 2006c). In a presentation of 15 megatrends that are shaping the future of Asian tourism, during a ministerial roundtable on Asia-Pacific Tourism policies, India was recognized as Asia's leader in real tourism growth (WTO, 2006a).

Part of the success of Indian tourism in recent years, has been attributed to an integrated and imaginative marketing of India's tourism products through its

'Incredible India' campaign. Prior to 2002, Indian tourism was mainly promoted through delegates at the Indian tourist offices located globally. However, as the promotional approach was unorganized, varied and limited by the skills and capabilities of the delegates, so the promotional campaigns were not too effective. In September 2002, the Tourism Department unveiled a new campaign called 'Incredible India' to promote Indian tourism globally. The campaign focused on the Himalayas, wildlife, yoga and Ayurveda and was widely promoted in the print media, television and the Internet ("The Incredible India", 2006). This multi-pronged promotional campaign was a major initiative by the Government to position India as an up market destination for the perceptive travelers. It focuses on the diversity of India as a holiday destination 'with something for everyone, from beaches to mountains, world heritage sites to cultural fairs and safaris to holistic holidays'. According to Amitabh Kant, Joint Secretary, Union Ministry of tourism, "The Incredible India positioning and branding has focused on what makes India unique and unmatched in the tourism world. This has brought back the discerning traveler to India" (Chatterjee, 2003).

1.4   Tourism Potential of North-east India

In terms of natural as well as cultural attractions, one region that appropriately showcases the amazing diversity and unique charm of the country is the north-eastern part of India. Situated in the eastern most corner of India, the North-east region traditionally comprises of seven states namely - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. Geographically, this triangular shaped region has a unique situation. It is bounded by China to the North, Bangladesh to the South West, Bhutan to the North West and Myanmar to the East, with a thin land corridor – the Siliguri Corridor linking it to the rest of India. Thus, 98 percent of its borders are international borders with only two percent being connected to mainland India. Therefore, the states of this region are viewed as one entity and are collectively referred to as the North-eastern region. There is a separate ministry called the Ministry of Development of North-east India (DONER) that was set up in September 2001 to deal with matters pertaining to socio-economic development of the states of the region. Then there is the North Eastern Council, which was constituted in 1971 by an act of Parliament. It is the nodal agency for the economic and social development of
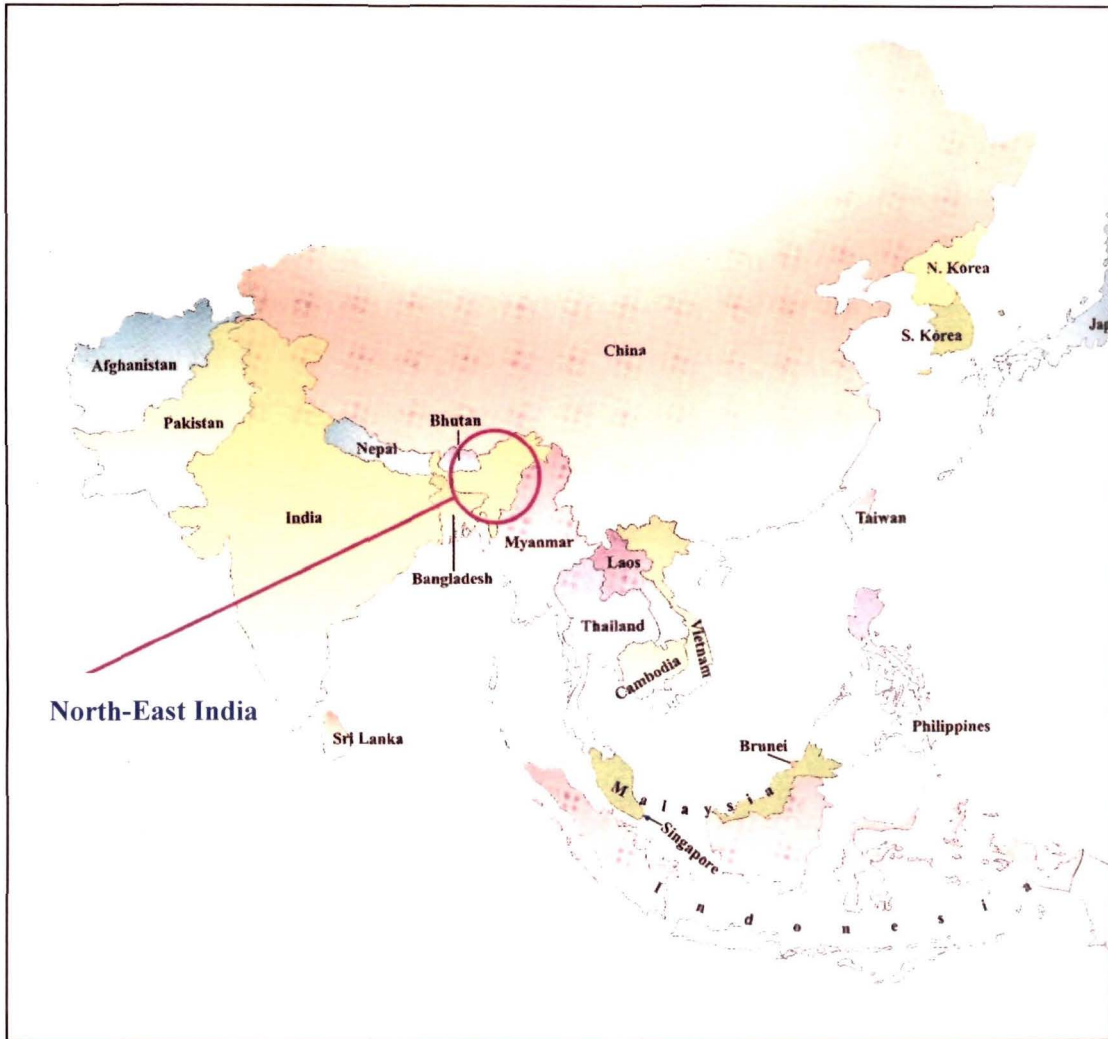
Location of North-east India

North-east India. The region has been promoted as 'paradise unexplored' through the 'Incredible India' campaign.

In terms of biodiversity, this region is significant. After the Andaman and Nicobar Islands and the Western Ghats, North-east India forms the main region of tropical forests in India, especially the species-rich tropical rain forests. This region represents an important part of the Indo-Myanmar biodiversity hotspot, as mentioned in section 1.3. The region has diverse habitats, which support a variety of flora, fauna and avian life. Further, it is the abode of approximately 225 tribes out of the 450 in the country (Chatterjee et al., 2006). Thus, the vibrant culture of this region that has been shaped by a number of indigenous tribes each of which has its distinct identity, traditions and unique lifestyles adds to the allure of its varied and pristine surroundings. With such a broad array of offerings, this region has the potential for developing into a preferred destination for any discerning traveler. To provide a glimpse of the special attractions of this region, a brief description of each state (except Sikkim) followed by the major destinations in each is presented below. This description is drawn mainly from the promotional booklet 'Traveler's Companion' published by the India Tourism Development Corporation, quoted in the beginning of this Chapter (ITDC, 2003).

1.4.1 Arunachal Pradesh

The remotest outpost of the north-eastern states, Arunachal (literally meaning, the land of the rising sun), shares borderlines with China (Tibet) in the north, Myanmar in the east, Bhutan in the west and the states of Nagaland and Assam in the south. Largest of all the north-eastern states (83,743 sq km), Arunachal is blessed with a delightfully variegated climate. Almost 80 per cent of the state is under forest cover, which varies from sub-tropical to the alpine in the upper regions of the northwest, where it is bordered by the Himalayan ranges. The state is a treasure trove of ethnic diversity being home to 26 major indigenous tribes primarily migrants of Tibeto-Burman stock. These simple, hospitable people are still moored to the traditional lifestyles. Its major Buddhist communities, which include the *Monpas*, *Sherdukpens* and *Membas*, are located along the northern and eastern perimeters. The *Monpas* are highly skilled in weaving and make some of the most brilliant carpets and shawls in the north-east.

The *Apatanis* too are known for their weaving. Arunachal is also famous for its colourful masks, agarbatti (joss sticks), the *tangkha* paintings (a beautiful religious art from whose primary subject is the Buddha) and leather items. Arunachal's indigenous versions of Archery (Mla Than), wrestling (Glam Nyurri), shot put (Pung Gor), discus throw (Lem Gor) and new games such as Lai and Thipi can be witnessed at the local festivals.

1.4.1.1   Major Destinations

1.4.1 (a) Itanagar

The land of the dawnlit mountains, Itanagar, the state capital is also its biggest town. The Jawaharlal museum here has an interesting collection of arts and crafts, jewellery, textiles and a variety of tribal headgear, which gives an insight into Arunachal's tribal culture. Just 6 kms away is the picturesque setting of Ganga lake (Gekar Sinyi).

1.4.1 (b) Bhalukpong

Dotted along the foothills dividing Assam and Arunachal Pradesh, Bhalukpong is reputed for its hot springs, orchid centre and the Nyethidow festival (in March). Nearby, Tipi is famed for its orchidarium and its cutflower experiments.

1.4.1 (c) Bomdilla

Bomdilla is a delightful stopover amidst apple orchards, lush forests and trekking trails. There are a couple of picturesque gompas here and the craft centre has a lovely range of hand-woven carpets, woven by the local Monpa tribe. This is also home to the gentle Sherdukpen tribes. Nearby, Dibang is famous for its pretty *gompas* and colourful Kalachakra celebrations.

1.4.1 (d) Tawang

The chief attraction here is the centuries-old Tawang monastery. It is set amidst the dramatic background of snow-mantled peaks. An 8 m high gilded statue of Buddha dominates the sanctum. This monastery is believed to be the biggest monastery after Lhasa's Potala. It is the fountainhead of the spiritual life of the followers of the Gelugpa sect of the Mahayana school of Buddhism. The region is

home to the colorful people of the Monpa tribe. During the Torgya festival associated with the monastery, the Monpa tribes come from far and wide wearing their traditional costumes to participate in it. Also, the Urgelling monastery here is also associated with the birth of the 6th Dalai Lama. The sinuous road to Tawang passes through the dragon gates on the awesome heights of the great Sela Pass (13, 714 ft). Jaswantgarh located here is a memorial to the brave soldier who single-handedly tried to hold the approaching Chinese from the pass during the 1962 Indo-Chinese war. Also located here is a stupa-like Tawang War Memorial which salutes the heroes of war.

1.4.1 (e) Ziro

Picturesque Ziro is situated on the Apatani Plateau and surrounded by pine-mantled hills all around. It is well connected to Daporijo - a tourist's delight with its dazzling landscapes and tribal culture - and Along. Nearby Tarin has a high altitude fish farm. Other attractions in the area include the famous whispering pine grove, the craft centre and the Apatani tribal villages.

1.4.1 (f) Pasighat

It is Arunachal's oldest town. A scenic area through which the turbulent Siang river races across before roaring into Assam as the mighty Brahmaputra. The region is the home of the Adi tribe. Pasighat is also ideal for adventure sports activities. Situated 13 kms away is the Daying Ering wildlife sanctuary. The archaeological site of Malinithan around here is linked to the legend of Lord Krishna and his wife Rukmini.

1.4.1 (g) Namdapha Wildlife Sanctuary

Namdapha's vast bio-diversity supports a fabulous range of endangered flora, fauna and avian life. This unique sanctuary is the natural habitat of all four great cats – the tiger, the leopard, the clouded leopard and the snow leopard. The sanctuary has 150 species of trees and has a fabulous wealth of medicinal and ornamental plant life.

1.4.1 (h) Parasuram Kund

This is not just beautifully located, it is also steeped in tribal legend and is much venerated by the Hindus. This sleepy hollow on the Arunachal-Assam border, becomes a hive of activity during the Makar Sankranti festival. Not very far way is the Lohit district, which is home to the Mishmi, Singpos and Khampti tribes and Roing, whose original inhabitants are the Idu Mishmi tribe.

1.4.2 Assam

Dominated by the mighty Brahmaputra river, Assam is the second largest state in the north-east. Flanked by Bhutan and Arunachal Pradesh in the north and the east, its southern periphery is bordered by Nagaland, Manipur and Mizoram. Meghalaya lies in the southwest and it shares its western border with West Bengal and Bangladesh. Assam is blessed with vast alluvial plains rich in forests and rolling tracts of paddy and tea. Its rich biodiversity supports an immense range of rare and endangered creatures such as the one-horned rhinoceros, the golden langur, the Gangetic dolphin and the clouded leopard. Assam is one of the highest timber producers of the country. Her tea estates established by the British, produce over half of India's tea. Digboi has India's oldest and Asia's first oil refinery. For six hundred years, the Ahoms (conquerors belonging to the Shan tribe of Burma) ruled Assam from their state capital of Charaideo near present-day Sibsagar, before the arrival of the British. The traditional crafts of Assam are also very special. These include hand-made toys (made from clay, cork, wood, bamboo etc), a range of decorative items available in cane and bamboo and bell metal and brass. Assam is reputed for its silk and the most prominent variety is *muga*, the golden silk exclusive only to this state. Apart from muga, there is *paat* and *eri*. Assam is a land of many festivals and the most important one is Bihu.

1.4.2.1   Major Destinations

1.4.2 (a) Guwahati

The state capital of Assam, located on the banks of the Brahmaputra, is the gateway to Assam and to the entire north-east region (except Sikkim). It is a crowded, busy town and a major commercial hub for the region. Surrounded by paddy fields and ancient rain forests, Guwahati is home to many temples that date

back to Vedic and Puranic times (the Vedas and Puranas are ancient Indian texts). The Kamakhya temple, located on Neelachal Hill, is one of the most revered shrines of the Hindu faith. A rush of devotees throngs the temple during the Ambubachi mela every year in July. Amongst some of the other holy places in Guwahati is the Bashishta Ashram, the Nabagraha temple, Ugratara temple, Dirgheshwari temple and Ashvaklanta temple. Located about 32 kms from Guwahati is Sualkuchi, one of the world's largest weaving villages, where the dazzling world of Assam silk can be explored. Also 32 kms from Guwahati is a site of syncretic faith where three religions meet – Hinduism, Islam and Buddhism. Hajo has Hindu temples, is also considered sacred by the Buddhists, and is an important pilgrimage site for Muslims.

1.4.2 (b) Tezpur

'The city of blood' (as a result of the mythological war fought here between Lord Krishna and Lord Shiva), Tezpur is 174 kms from Guwahati. The gateway to the Arunachal hills, Tezpur lies on the banks of the Brahmaputra. It has interesting myths woven around it. The remains of 5th and 6th century stone temples have been discovered in nearby Da Parbatia.

1.4.2 (c) Sibsagar

Located in the eastern part of Assam, Sibsagar is one of the state's oldest cities and the erstwhile capital of the Ahoms. There are several monuments of historical interest here. A huge artificial tank, constructed by a queen in 1734, dominates the city. The 32 metre high Shivadol is believed to be the highest Shiva temple in North-east India. Other monuments of note include the Rang Ghar, and the ruined 18th century palaces of Karen Ghar and Talatal Ghar.

1.4.2 (d) Haflong

The scenic town of Haflong is Assam's only hill station. Apart from its picturesque setting, Haflong is also notable for being the harmonious settlement of several ethnic tribal groups as well as people belonging to different religious communities. Jatinga, close by is reputed for the bizarre phenomenon of the annual mass suicide by birds.

1.4.2 (e) Majuli

Majuli is believed to be the world's largest riverine island. It is also renowned for its important satras (Vaishnava monasteries). Islanders include Mishing tribals, Ahoms, Kacharis, Deoris and Kumars. Besides, various migratory birds can be found here as it is part of a major migratory path for ducks, geese and other birds. It has been proposed as the 21st UNESCO world heritage site.

1.4.2 (f) Kaziranga National Park

The oldest park and most famous attraction in Assam, Kaziranga (spread over 430 sq km) is world famous for its great one-horned rhinoceros. Among the tall elephant grass, tough reeds, and shallow pools of the park live a whole host of other animals: elehphants, Indian bison, hog deer, jungle cat, tigers, leopards, and a number of other species. Migratory birds join this wild congregation at different parts of the year.

1.4.2 (g) Manas National Park

Covering an area of 519.77 sq km, Manas National Park is a project Tiger Reserve and a World Heritage site. It is located near the sub-himalayan hills. Some of the rare wildlife species found here are the golden langur, the hispid hare and the pigmy hog. It is a paradise for birdwatchers for it has a stunning selection of avian life. Manas also has excellent angling opportunities.

1.4.2 (h) Nameri National Park

Straddling the lush vistas of Assam and Arunachal Pradesh, Nameri National Park is ideal for a leisurely angling vacation. The golden mahseer of this region is particularly famous. River rafting opportunities are also available. It is also home to the clouded leopard, tiger, Indian bison and capped langur. There is the Potasali Eco Camp near the Jia Bhoroli river.

1.4.2 (i) Orang National Park

With conditions as ideal as Kaziranga, Orang National Park, its miniature edition, is also home to the one-horned rhinoceros.

1.4.2 (j) Pabitora Sanctuary

Located close to Guwahati, this sanctuary is also inhabited by the one-horned rhinoceros.

1.4.2 (k) Dibru-Sikhowa National Park

This is famous for its semi-wild horses and other wildlife like the white-winged duck, tiger, leopard, elephant, asiatic buffalo, slow loris, clouded leopard, hoolock gibbon and different varieties of birds.

1.4.3 Manipur

One of the oldest states in the north-east, this erstwhile princely state of Manipur, is set in an oval valley amongst smoky blue hills. Almost 70 per cent of this land is under forest cover. The stunning combination of wet forests, temperate forests and pine forests sustain a host of rare and endemic plant and animal life. Some of the world's rarest orchids spring from its fertile soil. Among the wildlife found in these forests are the rare hoolock gibbon, the snow leopard and slow loris amongst other rare fauna. Indigenous to Manipur's rich natural heritage is the sangai – the dancing deer, a rare creature that is facing extinction. The Meiteis (of Tibeto-Burman provenance), Manipur's primary populace, inhabit the fertile Imphal valley whose eastern periphery lies in the Chindwin-Irrawaddy basin. In the surrounding hills reside the Nagas in the north and its Kuki-Mizo populace to the south. Manipur is reputed for its tradition of the arts. Weaving is a time-honoured occupation, fine tuned to an art form with its intricate designs. Two of Manipur's very popular ritualistic martial arts are the Thang-ta and Sarit-Sarak. This playful, sports loving community is reputed for its indigenous version of Sagol Kangjei or Polo (it was the first place in India to have evolved this sport of kings), the Mukna Kangjei (wrestling hockey) and Yubi-Lakpi, a form of rugby played with a greased coconut. Manipur has gifted to India's classical dance repertoire her lyrical Ras Leela dance that re-enacts the love story of Radha and Lord Krishna.

1.4.3.1   Major Destinations

1.4.3 (a) Imphal

Manipur's capital city, Imphal, is the very heart of the commercial and cultural activities of the state. Imphal's historic Vaishnavite centre, Shri Govindaji Temple is located close to the Royal Palace. The city's Khwairaamband Bazar or IMA market is quite an unusual market – almost 3000 Imas or mothers, man the stalls in this unique bazaar. A memorial monument called Shaheed Minar, pays homage to the indomitable spirit of the Meitei and tribal martyrs who sacrificed their lives fighting against the British. The Central Khonghampat Orchidarium, just 7 km from Imphal, showcases at least 110 species of orchids. The graceful Sangai deer can be seen at the Manipur Zoological Gardens.

1.4.3 (b) Langthabal

Set amidst stands of jackfruit and pine, Langthabal is dotted with relics of an old, historic palace, temples of architectural importance and ceremonial houses.

1.4.3 (c) Kangchup

The health resort of Kangchup, offers lovely views of the Manipur valley from its lofty perch at a height of 921m.

1.4.3 (d) Kaina

On the lofty heights of the Kaina hills lies a legendary temple where the famous Ras Leela dance is performed on particular days.

1.4.3 (e) Moirang

Moirang used to be the focal point of Manipur's early Meitei culture. The town has an ancient temple of the pre-Hindu deity Lord Thangjing. Every May, the Lai Haraoba ritual dance festival is celebrated here to honor the deity. Moirang played an important role during India's freedom struggle. The flag of the Indian National Army (INA) was first raised at Moirang. There is an INA museum here.

1.4.3 (f) Loktak lake

One of the most enchanting and biggest freshwater lakes in the north-east is Manipur's Loktak lake. The Sendra Island tourist bungalow (situated in the middle of the lake), offers dazzling views of the lake, its rich plant and avian life and the intriguing floating weed, shallow bowl-like islands (Phumdi) and the fishermen who live on them harvesting water chestnuts. Also on the southern part of the lake is the world's only floating National Park, the Keibul Lamjao National Park, the unique habitat of the rare sangai, the brow antlered deer.

1.4.3 (g) Bishnupur

Famed for its stoneware, Bishnupur, has the brick Bishnu temple of the 15th century.

1.4.3 (h) Ukhrul

Manipur's popular and highest hill station is Ukhrul. It is famous for the lovely 'Siroi' lilies, which grow here in abundance. The nearby lime caves of Kangkhui are also delightful.

1.4.4 Meghalaya

One of the prettiest and youngest states (21st) of India, Meghalaya, is aptly called the abode of the clouds. Inhabited by the Khasis, Jaintia and Garos, it is best known for the pretty hill station Shillong, the capital city. Meghalaya shares borders with Assam and Bangladesh. Standing out amongst the other states, not just for its traditional and natural beauty, Meghalaya is also known for its unique matrilineal society, which governs lineage and ancestral inheritance through the female line. Meghalaya is also known for its orchids. It has about 300 of the world's species growing in its rich forestland, gardens and nurseries. These rare specimens include the insect-eating Pitcher Plant, Wild Citrus and Pygmy Lily. Meghalaya has two national parks Nokrek and Balpakram, which are home to some rare species of flora and fauna (such as the golden cat). The gentle hills of Meghalaya are interspersed with rich meadows and pine forests. Amongst these is that intriguing phenomenon – the traditional Sacred Forests (such as the Mawphlang Sacred Forest near Shillong) that are steeped in spiritual belief and held in great veneration. For those who enjoy caving, Meghalaya is just the place

for it has about 780 caves in the state, many of them untapped and unexplored. Five among those surveyed, are amongst the longest in the Indian sub-continent.

1.4.4.1   Major Destinations

1.4.4 (a) Shillong

Shillong, sometimes referred as the 'Scotland of the east', is set amidst smoky blue hills thick with pine and orchards, singing brooks and crashing waterfalls. Leisurely days can be spent at the serene Ward's lake and the landscaped Lady Hydari Park, which also has a mini zoo. The Lewduh market, the biggest in the north-east, is wonderful for a bit of local flavour. Shillong Peak, about 10 km from town, offers breathtaking views of the city spread out against its glorious hill slopes. Amongst the popular waterfalls close to town are Spread Eagle falls, Sweet falls, Beadon falls and the Elephant falls. Shillong's popular 18-hole golf course (referred to as the Gleneagels of the East) holds its annual tournament in October, when these Khasi hills are at their prettiest. The Butterfly Museum has an excellent collection of these winged beauties, many of which are facing extinction.

1.4.4 (b) Umiam Lake

Located about 17 km from Shillong, Umium Lake is highly popular for a relaxing time. The Orchid Lake Resort here has water sports facilities and the nearby Lum Nehru Park has an aviary and orchidarium.

1.4.4 (c) Cherrapunjee

Once world renowned for being the wettest place on earth, Cherrapunjee presents an impressive sight with its gushing waterfalls and deep gorges. It is famous for its oranges and honey. Close to town are the glorious Nohsngithiang Falls, Dainthlen Falls, Nohkailikai Falls (believed to be the world's fourth highest), and many smaller falls. Mawsynram, 55 km from Cherrapunjee, is considered to be the wettest place on earth at present. It is also reputed for its stalactite and stalagmite caves.

1.4.4 (d) Mawphlang

Its vast floral wealth makes Mawphlang a great attraction for nature lovers. Its has stunning orchids.

1.4.4 (e) Ranikor

Pretty as Kashmir's Pahalgam, Ranikor is an angler's delight as it is famous for its Mahseer.

1.4.4 (f) Tura

Tura is reputed for its picturesque environs and equable climate. Tura and its surroundings are a window to the ethnic lifestyle of the Garo people. The region is famous for its Wangala dance.

1.4.4 (g) Nartiang

The ancient seat of the Jaintia kings, Nartiang still has a number of stone memorials, which have survived the passage of time. The tallest is said to have been the walking stick of U Mar Phalyngki, the giant of Jaintia legend. Legend has it that Thadlaskein Lake was dug with arrowheads by subjects of Sajar Nangli, one of the foremost war leaders of the Jaintias.

1.4.5 Mizoram

This land of the blue mountain lies in the southernmost part of the north-eastern states. Manipur, Assam and Tripura bound this tranquil little state, but a part of it slips down between Myanmar and Bangladesh. Evergreen, flush with blooms of exotic flora, its hilly expanses are criss-crossed by gushing rivers and their tributaries and a cobweb of silvery streams. The forested Mizo hills with their thick bamboo jungles running in north-south direction rise sharply from the Cachar plains in Assam. Highest amongst its several peaks is the Phawngpui – the Blue Mountain. Oral tradition reveals that the Mizo people migrated from China about 3 centuries ago in search of new pastureland and settled in these remote Mizo hills. Sociable, hospitable and fun loving – the Mizos are supposed to be one of the finest choir singers in the North-east. *Tlawmngaihna* is the code of ethics that guides the Mizos – it means everyone should be unselfish, hospitable and

helpful to each other. The joyous movements of their dances and spirited songs are a deep reflection of their passion for this cultural heritage. Mizoram has 10 important dances that celebrate life in all its richness. Mizoram's crafts such as those in bamboo and cane are indigenously varied to meet modern needs – but remain rooted to its tradition. The traditional repertoire of festivals and folk and community dances offer visitors a delightful insight in to the tribal heritage of Mizo culture.

1.4.5.1 Major Destinations

1.4.5 (a) Aizawl

The capital city of Mizoram, Aizwal stands upon its lofty perch on a ridge overlooking the lush Tlawng River valley. To its north lie the rugged hills of Durtlang where there is an interesting zoological garden. Located close to each other, Bung and Paikhai are popular picnic spots, just 16 km from Aizawl.

1.4.5 (b) Tamdil

Tamdil is a natural lake that is famed for its fish and prawns. It is also a popular picnic place. The resort village of Saituai is just 10 km away.

1.4.5 (c) Vantawang

Close to Thenzawl hill station lie Mizoram's highest waterfalls Vantawang. It is beautifully located amongst dense bamboo groves and tropical forests.

1.4.5 (d) Champai

From the fertile plains of Champai, one can get stunning views of the Myanmar hills.

1.4.5 (e) Phawngpui

A trekker's paradise, Mizoram's highest peak Phawngpui is located close to the Myanmar border. Often referred to as the Blue mountain, it is richly endowed with medicinal herbs and its famous species of orchids and rhododendrons, are part of the state government's conservation programme.

1.4.5 (f) Saiha

Saiha, on the Chimtuipui river, is rich in fish and an angler's delight. Just 45 km further away is the popular Palakdil famed for its varieties of wild duck, crabs and fish of massive proportions. The forests around the lake are home to tiger, bear, deer and wild pig.

1.4.5 (g) Dampa

The Dampa Sanctuary straddle, the borders of Mizoram, Tripura and Bangladesh. Tigers, bisons, elephants, bears, and a vast number of Avian species inhabit it.

1.4.6 Nagaland

Sharing borderlines with Myanmar in the east, Assam in its western and northern periphery, the Tirap district of NEFA in Arunachal Pradesh in the north-east and Manipur in the south, Nagaland's blue-hued mountains and emerald expanses comprise an intriguing world of ancient rituals and a proud people. Three great mountain ranges, running parallel to each other in a jagged line from north to south, comprise the backbone of Nagaland; these are the Patkai, Barail and Naga ranges from which flow numerous rivers of which the most significant are the Dikhu and the Doyang. Known for its salubrious climate, Nagaland has considerable rainfall during the monsoons. Tigers, leopards, elephants, sambars, wild buffaloes and bears inhabit its deep jungles while its vast expanses of paddy fields, fed by an elaborate indigenous irrigation system, are a veritable feast for the eyes. Spread over an area of 16, 527 sq km, its population resides mainly in the rural areas. Nagas have evolved into a generic term for many tribal communities in the North-east. Of the 32 such tribes, 16 major and numerous sub-tribes spread over Nagaland's seven districts; primary amongst them are the Angamis, the Sema, Konyak, Aos and the Rengmas, each with their own distinct culture and lifestyle. Naga society is a well-knit and cohesive unit living by ancient tenets that play an important role in contemporary life. One of its interesting features is the tradition of the Morung, a dormitory exclusively for men, which is the focal point of the village. The feasts of Merit are another important feature of Naga society. The performance of a series of these feasts (genna), one more costly than the last, distinguishes the host's position in society.

Weaving is one of the most colourful and dynamic traditions of the Nagas. Its finest renditions are in the beautiful hand-woven shawls of the various tribes. Each tribe has its own special patterns and motifs and even certain ceremonies are indicated in the weaving of these beautiful wraps.

1.4.6.1 Major Destinations

1.4.6 (a) Kohima

The state capital of Kohima is a pretty town that is endearingly unspoiled, tranquil and immersed in history. The World War II Memorial, listing the brave Nagas who laid down their lives, is the biggest attraction here. The state Museum showcases in dioramas, some of the most fascinating aspects of Naga tribal life in all its variety and wealth of tradition. Then there is the picturesque Kohima War Cemetery, a symbolic memorial. Kohima Village, called Barra Basti (Big village) is where Kohima began according to Naga legend. Said to be the second biggest village in Asia, it has one of the finest ceremonial gates, common to all Naga villages. The beautiful carvings of warriors and guns, and the symbol of prosperity, the *mithun*, heighten the importance of the Naga gateway.

1.4.6 (b) Khonoma village

The picturesque village of Khonoma offers delightful views of Nagaland's natural beauty and ecological diversity. Passing through the traditional carved ceremonial gate, steep stone steps lead to the highest point in the village.

1.4.6 (c) Dimapur

Dimapur, Nagaland's gateway town, is an important trade and commercial centre. It used to be the capital of the old Kachari rulers and one can still see the medieval remains of this ancient kingdom in the heart of the old town.

1.4.6 (d) Mokokchung

It is one of the great centres of Ao Naga tradition. The prowess of the Ao warriors is reflected in the white decorated band that signified their victory over their enemies. The two main festivals celebrated here are connected with sowing, Moatsu in early May, and harvesting, Tsungremmong in August.

1.4.6 (e) Wokha

The Wokha region is home to the Lotha tribe. Hilltop villages studded with monoliths (Longsu) erected by rich ancestors depicting their high status surround it. The Lothas are known for their colourful dances and folk songs. Wokha district is reputed for its excellent oranges and pineapples.

1.4.6 (f) Phek

Phek is home of the Chakhesang (a combination of three tribes), whose culture and customs are very different from other Nagas. Phek is famous for its colourful Tsukhenyie festival that takes place in March-April. Blythe Tragopan pheasants are found in abundance here, as are exotic varieties of orchids.

1.4.6 (g) Zunheboto

The Semas live in homes strung along a cluster of hillocks in Zunheboto. The martial race among the Naga tribes are renowned for their dazzling war dance, folk songs, and ceremonial war dresses. Tuluni is one of the most important festivals observed in the second week of July every year.

1.4.6 (h) Japfu peak

Rising 3048 m high above the verdure of the valley floor, Japfu Peak, 15 km south of Kohima, makes for a great trek especially from November to March. Behind it lies the Dzukou valley, watered by a meandering stream, which often freezes in winter. In spring, it is rich with wildflowers and pink and white rhododendrons.

1.4.6 (i) Intanki Wildlife Sanctuary

This sanctuary is home to the Hoolock Baboon, the only gibbon found in India. The sanctuary also has a sizeable number of aminals such as elephant, tiger, mithun, sambar, wild dog and sloth bear.

1.4.7 Tripura

The beauty of the erstwhile princely state of Tripura stems from the splendor of its natural setting and its dazzling heritage. It finds mention in ancient Indian texts such as the Mahabharat. The history of this proud kingdom is

recorded in the Rajmala, the state chronicle maintained by Brahmin purohits (Hindu priests). Tripura has been greatly influenced by Bengal (parts of which were once an integral part of the kingdom) culturally and spiritually. It offers a plethora of delightful attractions in its cavalcade of historic palaces; rock cut carvings, stone sculptures, Buddhist and Hindu holy places, wildlife sanctuaries and tribal people. Poet laureate Rabindranath Tagore, found its pollution-free, eco-friendly environment, pleasant climate and tranquility the perfect retreat to compile some of his works here. Blending into the hills and the valleys, the villages are a tapestry of rich ethnic traditions. A series of low ranges running in a northwest to southeast direction dissect the state. Bangladesh with which the state had deep linkages before India's partition is tucked around it from three sides. Of the 19 hill tribes who dominate its terrain, the Tripuris are the largest while the Reangs, who came in from Chittagong, are the second largest amongst the tribes living in the state. Though each ethnic community enjoys its own individual cultural strengths, this melting pot is often referred to as a laboratory of exotic cultural synthesis. Its vast tracts of natural beauty and its rich tradition of handicrafts make this state a special attraction.

1.4.7   *Major Destinations*

1.4.7 (a) Agartala

Agartala, the state capital, is set amidst vast expanses of tranquil beauty making it an ideal base for exploring the ancient palaces, temples, lakes and wildlife sanctuaries of this former princely state. Sitting astride great Mughal-inspired gardens, with a pool and gurgling fountains, the Ujjayanta Palace, has interiors embellished with magnificent tiled floors, delightfully curved wooden ceiling and beautifully crafted doors.

1.4.7 (b) Kamalasagar

There is a popular 16th century Kali Temple on the edge of the Kamalasagar lake. Pilgrims from around the country and nearby Bangladesh converge annually at the temple in the months of April and August.

1.4.7 (c) Udaipur

Located in Udaipur, Tripura's lovely lake palace on Lake Rudrasagar, the beautiful and luxurious Neermahal, is eastern India's only water palace. The tracts of green fields edging the lake come alive with birdsong during the annual arrival of the migratory birds. There's a boat festival held at the lake annually. Another attraction here is the craft and heritage village. On the northern banks of the River Gomti (on whose banks Udaipur is situated), lie the remains of a dilapidated palace. Adjacent to the palace ruins lies the old Bhubaneshwari temple. Udaipur has a string of popular lakes such as Jagannath Dighi, Mahadev Dighi, Dhani Sagar, Amar Sagar and Kalyan Sagar, apart from Lake Rudrasagar.

1.4.7 (d) Matabari

One of the most important and much venerated attractions of Tripura is the ancient temple (500 years old) of Matabari or Tripurasundari located on a hilltop near Udaipur. It is regarded as one of the 51 piths (holy sites) of Hindu pilgrimage. Located close by is the Kalyansagar Pond, which is home to tortoises that are deeply revered by the devotees of the temple.

1.4.7 (e) Pilak

Pilak is famous for its great 8th-9th century archaeological remains. The site is one of an old civilization, representing both Hindu and Buddhist linkages. The main attractions here are the massive stone sculptures of Avolokiteswara and Narasimhan and numerous carvings in stone and terracotta plaques.

1.4.7 (f) Mahamuni

Mahamuni is famous for its ancient Buddhist temple which draws Buddhist pilgrims from as far off as Thailand, Myanmar and Sri Lanka apart from those nearer home from Bangladesh.

1.4.7 (g) Dumboor

The great lake of Dumboor is surrounded by verdant hills and presents a beautiful sight.

1.5 Chief Attractions of North-east India

As is evident from the description above, North-east India is indeed a treasure house of diverse natural, cultural and historical attractions that have potential for attracting travelers of different types and having varied interests. Each state of the region has a distinct culture and a variety of scenic natural attractions. In one article regarding tourism in North-east India, it has been suggested that tourism in the region can be developed around the assets of Culture, Heritage and Festivals, Religion, Landscape, Wildlife, National Parks, and Adventure Tourism by focusing on the three pillars of Nature, Culture and Religion ("Tourism - engine", n.d.). In the same vein, the discussion below highlights the chief attractions of the region based on the description of its major destinations presented in section 1.4 above. Considering the North-east region as a whole, the various tourist attractions that this region has to offer to the world, can be summed up into a few broad categories mentioned below (based on the discussion in section 1.4). The chief attractions of North-east India may be outlined as follows:

1.5.1 Pristine Environment

Most of the north-eastern states still remain in virgin isolation prompting the Ministry of Tourism to refer to this region as 'paradise unexplored'. Lack of industrial development in the region has been a blessing in disguise as it still retains intact its pristine vistas, diverse tribal heritage and exotic geographical features. This in itself presents a special attraction for those discerning travelers who wish to imbibe the joys of being in a unique, unspoiled region hitherto untouched by the effects of excessive industrialization and pollution.

1.5.2 Nature and Wildlife

1.5.2 (a) Scenic Natural Attractions

Be it the gushing waterfalls and caves of Meghalaya, the grandeur of Assam's dense tracts of tropical forests, or the verdant valleys and misty mountain peaks of Arunachal Pradesh – nature's bounty and glory is visible in every part of the region. Endowed with dreamy mountains, lush green valleys, enchanting lakes and lovely waterfalls; North-east India is replete with scenic natural attractions

and is definitely a delight for all nature lovers. North-east India is also blessed with a number of delightful hill stations, which include the picturesque Haflong in Assam, the most popular, and highest hill station of Manipur – Ukhrul, and the lovely Shillong. Besides, the magnificent river Brahmaputra, which is one of the world's largest river systems, offers good opportunities for river cruise. Wildlife and wilderness are the main features of a Brahmaputra cruise.

1.5.2 (b) Variety of Flora, Fauna and Avian life

The unique bio-geographic situation of North-east India has created a fabulous repertoire of faunal, floral and avian biodiversity. The striking feature of the flora of North-east India is the presence of many primitive flowering plants and about one third of the flora of North-east India is considered to be endemic to this region. Orchids, believed to have evolved in this region, form a very noticeable feature of the vegetation here. North-east India supports some of the rarest, least known and most sought-after birds of the Oriental Region. More than 400 species of birds are recorded from Kaziranga National Park alone in Assam and although not thoroughly explored, the State of Arunachal Pradesh has a record of 665 species of birds (Chatterjee et al., 2006). Likewise a variety of fauna are found in different parts of the region.

1.5.2 (c) Wildlife Sanctuaries and National Parks

There are many National Parks and wildlife sanctuaries of outstanding natural beauty in the various states of the region. Of the 60 protected areas in the region, 48 are wildlife sanctuaries and there are 12 national parks (Chatterjee et al., 2006). The most famous among these is the Kaziranga National Park in Assam, renowned for being one of the last frontiers of the one-horned rhinoceros. The Manas National Park, also in Assam, is a project tiger reserve and a world heritage site. Then, there is the Namdapha Wildlife Sanctuary in Arunachal Pradesh, which is believed to be the only natural habitat where the four great cats – the tiger, the leopard, the clouded leopard and the snow leopard, are found together. Thus, this region offers ample scope for nature trips and safaris, for observing wildlife and Birdwatching. A list of the existing protected areas in the different states of North-east India is provided in Table 1A of Appendix I.

1.5.3 Culture/Heritage

1.5.3 (a) Indigenous Tribes and Their Unique Lifestyles

The ethnic diversity of the region with its numerous tribes and their unique traditions and lifestyles, adds to the allure and charm of this wonderful land. Each of the 26 indigenous tribes of Arunachal Pradesh has their unique identities in terms of language, dress and customs. A visit to any tribal village such as the Apatani village provides an opportunity to catch a glimpse of the traditions and lifestyles of these simple people. Similarly, in Nagaland, there are numerous tribes and sub-tribes, which have their distinct culture and lifestyles. Some of the major tribes of Nagaland are the Angamis, the Sema, Konyak, Aos and the Rengmas. Likewise in Tripura, where 19 hill tribes dominate its terrain, the distinct lifestyle of the tribal people is clearly evident.

1.5.3 (b) Places of Historical and Cultural Significance

There are quite a few places of historical and archaeological significance that present an attraction for those with an interest in history. Several places in the region have relics of old historical palaces and temples of architectural importance as well museums and memorials. Located close to Sibsagar in Assam, is the former capital of erstwhile Ahom kings (1229 AD) who ruled Assam for six centuries. Temples, palaces and water tanks built during that period present a reminder of former glory. The beautifully kept War Cemeteries in Imphal commemorate the British and Indian soldiers who died in World War II. Similarly the World War II memorial, listing the brave Nagas who laid down their lives, is the biggest attraction in Kohima, Nagaland. Again, the magnificent Ujjayanta Palace, built in 1901, in Agartala, Tripura provides a beautiful example of the palaces and temples of this erstwhile princely state.

1.5.3 (c) Traditional Arts and Crafts

The North-eastern region occupies a place of pride in the traditional arts and crafts scenario by virtue of the unmatched craftsmanship and splendor of the various handicrafts and handloom products developed here. Primarily, the handicrafts of this region include cane furniture, basketwork, mats, woodcarvings, pottery, artistic textiles, bell metal artwork, brass metal craft and so on. Each state has a specialty of its own. For instance, Assam is reputed for its handloom and

handicraft products. It is specially known for its silk, particularly the golden colored *muga* silk. Also, the various tribes of Arunachal Pradesh are skilled in weaving and mask making. In Manipur too, weaving is a time-honored occupation and Manipuri hand woven textiles are indeed special. However Manipur is best known for its classical dance form of Ras Leela that re-enacts the love story of Lord Krishna and Radha. Mizoram is known for its folk music and dances. It has been referred to as the 'songbird of the North-east.' Nagaland is famous for its unique dress and traditional weapons. Particularly, the Naga shawl is reputed for its workmanship and sheer warmth. Tripura too has an excellent tradition in cane and bamboo craft, textile and woodcarving.

1.5.3 (d) Fairs and Festivals

This region is characterized by a vibrancy of culture and festivities that gives a unique identity to its lively people. Each state has its own share of fairs and festivals that are celebrated with great enthusiasm. For example, the Losar festival in Arunachal Pradesh held in January/February marks the beginning of the Monpa calendar. Another important festival is the Makar Sankranti festival held in Parasuram Kund during January, which draws Hindu devotees from far and wide. Likewise, marking the beginning of the agricultural season is Assam's most important festival Bihu, celebrated with much pomp and gaiety during mid-April. An important festival of Nagaland that attracts a lot of visitors is the Hornbill festival, celebrated every year at its capital city Kohima during December. Likewise, the traditional repertoire of festivals and folk and community dances of Mizoram offer visitors a delightful insight into the tribal heritage of Mizo culture in all its richness and variety. Numerous other fairs and festivals are held at different times in the various states of the region, each of which adds to its distinctive charm. A list of the various fairs and festivals of North-east India is provided in Table 1B of Appendix II.

1.5.4 Opportunities for Adventure Sports

The stunning variety of it terrain, splendid landscapes and challenging rivers offer adventure sports lovers a vast choice of activities. Amongst the popular adventure activities are angling, river rafting, mountaineering, trekking, mountain biking, parasailing, hang-gliding, and golf. For instance, the snow fed

rivers offer opportunities for angling and white-water rafting while its rugged terrain makes it's the ideal place for trekking, hiking and rock-climbing. Likewise in Assam, the Brahmaputra and its tributaries offer immense scope for river rafting. Then, there are angling opportunities. The Jia Bhoroli river is home to the fierce game fish 'golden mahseer' and provides excellent facilities for angling. Then, one may indulge in the delightful experience of exploring the numerous cave in the hills of Meghalaya. The other states of the region also provide good scope for participating in adventure sports.

1.5.5 Opportunities for Pilgrimage

(a) Places of Religious Significance

The influence of different religions such as Buddhism, Vaishnavism, Hinduism, Christianity and Islam can be found in North-east India. Thus, the true essence of Indian culture may be found here. A number of temples and monasteries are spread across various locations of the region. The Kamakhya temple, one of the most revered shrines of the Hindu faith is located on Neelachal hill in Guwahati, Assam. Again, the river island Majuli in Assam is the focal point of Vaishnava culture and is renowned for its important *satras* (Vaishnava monasteries). Also, one of the most important and venerated attractions of Tripura is the ancient temple of Matabari or Tripurasundari in Udaipur. Likewise, one important place of Buddhist pilgrimage is the centuries-old Tawang monastery in Arunachal Pradesh, located against the dramatic setting of snow-mantled peaks. Another interesting place is Hajo near Guwahati in Assam, a meeting point of Muslim, Buddhist and Hindu faiths. The Hayagrib Madhab temple there is said to contain a relic of Buddha. It also has a twelfth century mosque often referred to as Poa Mecca – being fourth in the line of sanctity to the shrine at Mecca. Thus, for those interested in visiting places of religious significance, the region has a lot to offer.

(b) The Aura of Ancient Legends

Though physically isolated from mainland India to an extent, yet, this region has deep-rooted connections with the rest of the country that dates back to thousands of years and finds mention in ancient Indian texts. Steeped in legend various places of the region present a connection with the past that may be a

distinct attraction to many. The city of Guwahati in Assam (its ancient name was Pragjyotishpur meaning 'light of the east') is home to many temples that date back to Vedic and Puranic times (the Vedas and Puranas are ancient Indian texts). Legend has it that the body of Sati (consort of Lord Shiva) was dismembered and it is believed that one of the pieces of her body fell on the place where the Kamakhya temple stands today. The Parasuram Kund in Arunachal Pradesh is believed to be the place where the holy sage Parasuram is said to have bathed in order to atone for his sin of matricide and is therefore revered by hindus who throng to the place during Makar Sankranti in January. Also in Arunachal Pradesh, close to Roing is the believed to be the home of Rukmini, Lord Krishna's wife at the archaeological remains at Vismaknagar. The archaeological site of Malinithan, close to Pasighat, is also linked to the legend of Lord Krishna and Rukmini. Tezpur in Assam is also imbued with an aura of legend. Known as Sonitpur or the 'city of blood' in olden days, Tezpur is believed to be the place where a great mythological war was fought between Lord Krishna and Lord Shiva. The ancient myths and legends woven around these and various other places of the region may present an attraction to interested travelers.

1.6 Tourism and Development

As has been noted previously, tourism has emerged as one of the most promising sectors of the global economy in recent years. It has been pointed out that tourism can contribute to the prosperity of regions through economic benefits such as foreign exchange earnings, contribution to government revenues, generation of employment and income, and stimulation of regional development (Jithendran, 2002). The developing world is also giving increased attention to this phenomenon. According to Michael Peters, there are at least five potential benefits from tourism for any developing country: (i) a contribution to the balance of payments as an earner of hard currency, (ii) the dispersion of development to non-industrial regions, (iii) the creation of employment opportunities, (iv) the effect on general economic development through the multiplier effect, and (v) the social benefits arising from a widening of people's interests generally in world affairs and to a new understanding of 'foreigners' and foreigner's tastes (Dhar, 2000). In recognition of the importance of tourism and its contribution to the economy, India too has been laying emphasis on developing the tourism sector as

noted in section 1.3. However, in doing so due consideration has to be given to sustainable development in order to offset the possible negative impact of increased tourist traffic. This has been necessitated with the rapid expansion of the tourism sector, which has led to increased pressures on the natural, cultural and socio-economic environments of emerging tourism destinations. Though tourism can be attractive for developing countries, yet there are negative social, economic and environmental impacts such as undermining social standards, cost of importing special amenities like vehicles, impacts on environment by building tourist infrastructure such as hotels and polluting the natural environment (Lea, 1988). Therefore, increasingly there is recognition that uncontrolled growth in tourism aiming at short-term benefits often results in negative impacts, harming the environment and societies, and destroying the very basis on which tourism is built and thrives. Hence, there has been a growing emphasis on sustainability.

The principle of sustainable tourism was proposed as early as 1988 by the World Tourism Organization, with sustainable tourism "envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (WTO, 2002). It has also been defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (Sinha, 1998). The 1992 United Nations Conference on Environment and Development (UNCED), the Rio Earth Summit, identified Travel and Tourism as one of the key sectors of the economy, which could make a positive contribution to achieving sustainable development. It has been pointed out that Travel and Tourism is able to contribute to development which is economically, ecologically and socially sustainable, because it (a) has less impact on natural resources and the environment than most other industries, (b) is based on enjoyment and appreciation of local culture, built heritage, and natural environment, as such that the industry has a direct and powerful motivation to protect these assets; (c) can play a positive part in increasing consumer commitment to sustainable development principles through its unparalleled consumer distribution channels; and (d) provides an economic incentive to conserve natural environments and

habitats which might otherwise be allocated to more environmentally damaging land uses, thereby, helping to maintain bio-diversity (WTTC and IH&RA, 1999). In the same vein, it has been argued that tourism may lead to an increased appreciation of the value of nature, which will encourage public support for the protection of biodiversity (Duim and Caalders, 2002). Further, by providing income and employment opportunities to the local people, the economic viability of nature reserves may be fostered by the development of tourism. Moreover, by crowding out more damaging activities such as slash and burn agriculture, cattle farming, hunting, wood collection, mining and the like; it may provide an economically and ecologically viable alternative. It has been argued that the contribution of tourism towards poverty alleviation, natural and cultural heritage, and to overall sustainable development, is regarded as especially significant in developing countries where natural resources and landscapes are still relatively untouched and where few other economic activities have a sustainable development potential, from an economic or environmental perspective (WTO, 2002). In fact, tourism and ecotourism in particular, is viewed as a promising means of advancing economic and environmental objectives in developing countries with its ability to provide income and employment opportunities, and conservation of the country's biological heritage. Increasingly, wildlife and its habitats in the biologically rich areas of the developing world are becoming popular tourist destinations with growing numbers of people flocking to the mountains of Nepal and Madagascar, the tropical forests of Costa Rica and Thailand and the beaches of Belize and Sri Lanka. Notably, in countries like Nepal, Madagascar and Thailand, attempts have been made to encourage new livelihoods including nature tourism based employment to discourage encroachment into protected national parks for hunting, logging and farming; as part of the USAID supported integrated conservation and development activities (USAID, 2002).

1.7   Tourism Development and North-east India

Considering the rich traditions and biodiversity of North-east India, which are valuable tourism resources, it may be pertinent to consider paying increased attention to the development of tourism in this region. It may be mentioned here

that North-east India is one of the least developed regions in the country. The economy of the region is primarily agrarian. Industrially, this continues to be the most backward region in the country, and the states in the region hardly have any industrial base, except perhaps Assam, because of its traditional tea, oil and wood based industries. To some extent Meghalaya has made some headway in setting up of small and medium industries. It is felt by many that labor-intensive industries such as tourism should be encouraged in the region, which would contribute to the development of the region's economy. Another argument that may be put forward in favor of tourism development in this region is that few regions have such diversity of offerings in terms of natural and cultural attractions as described in Section 1.5. Therefore, tourism development in the region may provide the much-needed thrust to its economy. Besides, due to its geographical situation, India's Look East policy establishes it as a gateway to South East Asia. It has been observed by Bezbaruah, (2000) that by the year 2020 the Asia Pacific region will be the second largest tourist generating market in the world. He further notes that these countries have geographical, cultural and historical links with the North-east. Therefore, its locational advantage may present a significant opportunity in taking advantage of this attractive outbound market. In the light of such discussions, one may infer that tourism development in North-east India will augur well for the region providing a thrust to the overall economy. However, in doing this, a balanced approach has to be adopted so as to offset the possible negative impacts of increased tourist activities and to benefit from the potential positive impacts. This calls for a sustainable approach to tourism. Therefore, care has to be taken to ensure that tourism promotion makes a positive contribution to both the economies and the ecologies of the states of this region.

1.8   Status of Tourism in North-east India

Having dwelled on the importance of tourism development for North-east India as well as its ample tourism resources, it would be relevant to examine the current status of tourism in the region. With such tremendous potential for development of tourism in the region (as discussed in section 1.5), it would seem probable that the tourist inflow into the region is fairly good. However, according to available figures, the North-eastern region (excluding Sikkim) accounted for a less than 1 percent of domestic tourist arrivals during the years 2002 through 2004

(as shown in Table 1.1). In terms of foreign tourist arrivals the region accounted for around 0.7 percent during the years 2003 and 2004 (as shown in Table 1.1). This does not present a very encouraging scenario.

Table 1.1: State Wise Domestic and Foreign Tourist Arrivals

State*	2002		2003		2004	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Arunachal Pradesh	4372	187	2195	123	4740	269
Assam	1953915	6409	2156675	6610	2288093	7285
Manipur	89633	221	92923	257	93476	249
Meghalaya	268609	3146	371953	6304	433495	12407
Mizoram	29417	259	35129	279	38598	326
Nagaland	14263	657	5605	743	10056	1084
Tripura	260586	2602	257331	3196	260907	3171
NE Total	2620795	13481	2921811	17512	3129365	24791
% of National	0.97	–	0.94	0.64	0.85	0.72

* Excluding Sikkim

Source: Ministry of Tourism, Government of India (2004) and Federation of Hotel and Restaurant Associations of India. (2007).

It may be observed that the state of Assam has been the main hub of tourist activity in the region. Though each of the other states have an abundance of tourism resources, as discussed in the previous section, yet the tourist inflow to these states has not been adequate. Considering that tourism development appears to be significant from the perspective of the region's overall development, it would be worthwhile to take appropriate measures for the successful promotion of the region (with due consideration to sustainable development). This calls for focused, concerted marketing efforts. Thus, the destinations of the region will have to be marketed effectively through adoption of appropriate marketing strategies. One of the strategies adopted by destination marketers is the concept of market segmentation. This concept is discussed at length in the next chapter regarding the theoretical framework of the study.

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Chapter 2

Lake, Sela Pass, Arunachal Pradesh
Source: Ministry of Tourism, Government of India

Theoretical Framework for the Study

2.1 Tourism Marketing

It is now well recognized that tourism is one of the most important sectors of global economy. With the growth in international tourism, there is increased competition among the various players of the travel and tourism industry leading to intensified efforts from tourism marketers. Generally speaking, marketing in tourism represents an integrated effort to satisfy tourists by making available to them the best possible services. But, such efforts are magnified due to the newer challenges faced by tourism marketers arising from the need to satisfy today's discerning and demanding travelers who have higher disposable incomes, more leisure time and greater travel experience. Besides, travelers now have better options and access to more convenient, accessible travel products and a wide range of leisure activities. Thus, the task of anticipating, managing and satisfying the demand for travel products and services, has become all the more difficult. In addition to these, travel and tourism marketing is different from that of traditional products, as it is a service. It has to be produced and consumed at the same time. Marketers need to realize that travel is an experience. A good marketer should be able to provide tourists' with a deeply satisfying experience. This has necessitated the formulation of effective and efficient marketing strategies based on sound marketing research. One of the strategies adopted by marketers is the concept of market segmentation. This is because, it is felt that businesses can be more effective if they target their marketing efforts towards a limited number of well defined market segments. The concept of market segmentation and its applications to travel and tourism is discussed in the sections that follow.

2.2 Market Segmentation

Market segmentation has emerged as an important and universally accepted marketing tool. According to Wendell Smith, "Segmentation is based upon developments on the demand side of the market and represents a rational and more precise adjustment of product and marketing effort to consumer and user

requirements" (as cited by Haley, 1968). It is the process by which people with similar needs and wants are grouped together for the purpose of better focusing on and serving the market (Mill and Morrison, 1985). Segmentation is based on the premise that there exist groups or segments in every market that have somewhat different needs and wants which have to be satisfied in a different manner (Kotler, 1999). It seeks to define some easily identifiable characteristics of subgroups within the market based on which their purchasing behavior may be predicted (Johns and Gyimothy, 2002). Each subgroup may be chosen as a distinct target market to be reached with a distinct marketing strategy. Effective segmentation helps to define the size of consumer groups for a particular product, helps design products more effectively in order to cater to needs and wants of each segment and also optimize marketing activities and profitability (McKercher et al., 2003). Market segmentation is also valuable as it helps in understanding the quality perceptions of customers (in terms of quality delivered and quality anticipated) when they are grouped on the basis of their needs and motivations (Bieger and Laesser, 2002). Besides, it leads to better utilization of market resources and helps in setting of appropriate market objectives (Hsieh et al., 1992). Intensified competition from domestic and global businesses, growth of the consumer movement and a growing awareness of the non-business applications of market segmentation have been identified as the three forces that account for the increasing importance of market segmentation as a technique (Moscardo et al., 2001).

2.3 Market Segmentation in Travel and Tourism

The principle of segmentation has proved useful in travel and tourism too. As the international tourism market has matured, travel products have become more sophisticated. As a result, preferences for travel products have become more diversified. Tourism marketers are, therefore, faced with the challenge of dealing with diversified markets in an increasingly competitive environment (Frochot and Morrison, 2000; Yannopoulos and Rotenberg, 1999). In response to this challenge, marketers are adopting several strategies including market segmentation in travel and

tourism. Segmentation of the market is considered to be the cornerstone of an effective marketing strategy (Sung, et al., 2000; Field, 1999). Effective tourism marketing recognizes that people are inherently different and desire different kinds of tourism experiences (MacKay et al., 2002). Identification and classification of tourists with similar needs, wants and profiles helps in dealing with them more effectively and profitably (Yannopoulos and Rotenberg, 1999; Chandra and Menezes, 2001). Further, it is felt that by identifying tourist categories, characteristics and groupings; tourist behavior can be summarized to display tourism flow patterns, which in turn will help in identifying the major tourism generating and receiving areas (Raj, 2004). Thus, market segmentation has emerged as an extensively used technique in travel and tourism literature (Kastenholz et al., 1999; Choi and Tsang, 1999; Yannopoulos and Rotenberg, 1999; Moscardo et al., 2001; Hsu and Lee, 2002; MacKay et al., 2002). This technique has been adopted by a variety of players concerned with tourism marketing which include researchers, organizations and tourism authorities (Ahmed et al., 1998; Yannopoulos and Rotenberg, 1999). In the tourism literature there are many examples of studies conducted to segment visitors and residents in order to get a better understanding of the market. For instance, a study of Australian outbound nature travelers by Lang and O'Leary (1997) used a combination of benefits pursued, activity participation and destination preferences to group travelers into six distinct clusters: physical challenge seekers, family vacationers, culture and entertainment seekers, nature tourists, escape and relax vacationers and indifferent travelers. The results showed that the groups exhibited significant differences in terms of their sociodemographics, trip-related characteristics and travel philosophies. The authors discussed the implications of the findings and felt that this information would allow tourism providers to better understand their target markets and develop more effective promotional strategies and tourism products. Again, a study that aimed to establish a better understanding of the domestic travel market in Alberta, Canada as a basis for the development of a marketing campaign, resulted in the identification of five clusters: young urban active

outdoor, indoor leisure traveler, children-first traveler, fair-weather friends, and older cost-conscious traveler. The paper describes the 'Travel Alberta Made to order campaign' that was launched as a result of this behavioral study. Throughout all vehicles of communication, information was carefully created to speak directly to Alberta's five different consumer tourism segments as identified in the research (Hudson and Ritchie, 2002). In another study that attempted to understand the travel behavior of Japanese visitors to Turkey, two distinct segments 'escapers' and 'seekers' were derived. These segments appeared to display different travel behavior and placed different emphasis on specified motivations. So, it was concluded that specific and differentiated marketing strategies should be developed to maintain and/or increase the market share of international Japanese travelers to Turkey (Sirakaya et al., 2003). Again, in the paper on segmentation of Nordic winter sun seekers market, Ahmed et al., (1998) provide examples of the increasing use of market segmentation techniques by National Tourism Organizations to attract potential groups of travelers. As cited by them, on the basis of a segmentation study of their potential visitors, the Argentina tourism industry had identified seven distinct international tourist segments and then targeted urban professionals and experienced traveler segments in its North American and European promotional programs. In another instance provided by them, the South Korea Tourism Board decided to attract US and Japanese consumers to South Korea by promoting its cultural heritage to segments of travelers interested in culture and comfort. Again, Tourism Canada had identified five potential visitor segments in the United Kingdom tourism market and successfully promoted tourism to Canada to two market segments that had received little attention in the past: the Culture and Comfort and the Culture and Nature segments. More such examples may be found in tables 2.3, 2.4 and 2.6 of this Chapter.

2.4 Segmentation Effectiveness

According to McKercher et al., (2002), segmentation is useful only if it serves some tactical or strategic purpose that assists an organization to better match its products

with its target markets. As such, each segment must satisfy a number of criteria, including: (a) sharing common values and interests that are sufficiently different and distinct from other segments (b) being sufficiently large to give the organization return for its effort (c) being easy to reach through promotional media and other marketing activities, at an affordable cost (d) to be of strategic value, the segments must be measurable, accessible, substantial and sufficiently different. Most tourism marketing authors suggest that target markets should be: (1) measurable in terms of size and market potential (2) accessible for marketing activities, and (3) substantial for investment and profitability (Sung et al., 2000). But, market segmentation in tourism needs to meet additional requirements. As Morrison (1996, cited in Sung et al, 2000) argued effective markets should also be (1) defensible, (2) durable, (3) support a distinct competitive edge. The eight criteria for effective market segmentation listed by Morrison (1996, cited in Moscardo et al., 2001), are as follows: (1) People within a segment should be similar to each other and segments should be as different from each other as possible (homogeneity) (2) Segments should be identified with a reasonable degree of accuracy (measurable) (3) Segments should be large enough in size to warrant separate attention (substantial) (4) An organization needs to be able to easily reach or access the identified segments (accessible) (5) Segments must require different marketing approaches. This suggests that the segments must differ on those characteristics which will be most relevant to the organization's services or products (defensible) (6) Segments must be suited to the products or services offered by the organization (competitive) (7) Identified segments need to be compatible with existing markets (compatible) (8) There must be some stability in the segments. The identified segments need to remain relevant over an extended period of time (durable).

2.5 The Segmentation Process, Approaches and Methods

In order to undertake the segmentation task, two very fundamental aspects need to be taken into consideration. These are:

(a)   Segmentation approaches or methods

(b) Segmentation variables

A detailed discussion on each of these issues is presented below based on a review of tourism literature.

As far as the segmentation method is concerned, two procedures are generally used. One, in which the researcher selects the basis for defining the segment at the very outset and then with some selected descriptors (such as country of origin) the pre-determined segments are further profiled – this is called *a-priori segmentation* (Sirakaya et al., 2003; Hsu and Lee, 2002; Chandra and Menezes, 2001; Orth and Tureckova, 2002). In a-priori segmentation, subjects are partitioned into groups by attributes selected based on the researcher's prior knowledge of the segments, here the segments are chosen before the data is analyzed (Hsu and Lee, 2002; Moscardo et al., 2001). In the other approach, respondents are clustered according to the similarity of their multivariate profiles regarding variables such as psychological, lifestyle oriented, demographic, attitudinal and behavioral – this is referred as a *posteriori segmentation* or Baseline/Post Hoc Segmentation (Orth and Tureckova, 2002). In this approach also known as factor-cluster segmentation (Orth and Tureckova, 2002) or a clustering-based segmentation (Wind, 1978), the marketer has no prior knowledge about homogeneous groups in the market. Factor-cluster segmentation produces market segments analytically in a two-step process. The first step involves the definition of important characteristics of the segments through factor analysis of a large number of descriptive variables. These characteristics are then used to cluster individuals into statistically homogeneous segments. In contrast, a priori segmentation is a procedure in which the researcher selects the basis for defining the segments. Once this basis is defined, a second step is to profile the predetermined segments with respect to selected descriptors (Carmichael, 1996). According to Dolnicar (2002), with a-priori segmentation approaches not having much potential for competitive advantage anymore, attention has been drawn to the construction of multivariate taxonomies. This categorization of segmentation approaches into a-priori

and posteriori segmentation approaches is the most popular one in tourism segmentation.

As far as the segmentation approaches are concerned, according to Dolnicar (2002), there are two fundamental methods of classifying individuals:

(a) The **conceptual approach** or **typological approach**, where the grouping criteria are known in advance. This leads to a *typology*. This is similar to a-priori segmentation except for the fact that typologies are generally 'multi-dimensional and conceptual' whereas both uni and multi-dimensional approaches are used in a-priori-segmentation. A famous example of the typological approach is Plog's categorization of allocentrics and psychocentrics (Dolnicar, 2002). This has been discussed in section 2.6.

(b) The **data-driven** or **post hoc segmentation approach**, which leads to the construction of *taxonomies*. Taxonomies differ from typologies in being empirical by definition. The starting point is an empirical data set to which quantitative techniques of data analysis are applied in order to derive a grouping. Ketchen and Shook and Baumann (in 1996 and 2000 respectively, as cited by Dolnicar, 2002), have illustrated that the number of studies constructing taxonomies has increased dramatically as the popularity of the market segmentation concept increased.

2.6   Tourist Typologies

Over the years, several researchers have developed tourist typologies in order to provide a better understanding of tourists' needs and motivations. According to Jafari (2000, as cited by Raj, 2004), "tourist typologies reflect the diversity of individual motivations, styles, interests and values, and the subsequent differences often correlate with specific disciplinary research interests." Present day tourist typologies are mostly based on the motives of the tourist, and can be classified into two main groups: *interactive* tourist typologies that stress the interplay between tourists and their destinations and tourism environments, and *cognitive-normative*

typologies that consider more the psychological elements attached to the tourists themselves. Gray (1970, as cited by Raj, 2004) defined two typologies based on the type of travel undertaken. These include "sunlust" and "wanderlust", the first being travel undertaken for 'rest and relaxation' and the second being 'motivated by the desire to learn". Two of the best known and most widely used tourist typologies are those formulated by Erik Cohen in 1972 and Stanley Plog in 1973. One of the basic ways of classifying tourists is the one provided by Cohen, which categorizes tourists as: *drifters, explorers, individual mass tourists and organized mass tourists.* The first two tourist types (i.e. drifters and explorers) represent the *non-institutional* tourist and the third and fourth (i.e. individual mass tourists and organized mass tourists) represent the *institutionalized* tourist. This distinction is based on the notion of the scale of infrastructure required by tourists, in that the institutionalized tourist types demand better services and facilities both when organizing their travel and at the destination than non-institutional ones. In 1979, Cohen amended his typology, and defined two groups of tourists – those who 'search for pleasure' and those who undertake a 'modern pilgrimage'. Pleasure-seeking tourists include the recreational tourist (who simply desires entertainment and relaxation) and the diversionary tourist (who wishes to escape the routine of everyday life). Modern pilgrimage tourists encompass three different typologies: the experiential tourist who 'seeks an authentic experience...but does not totally identify with the foreign culture', the experimental tourist who wishes to 'seek an alternative lifestyle but does not become totally immersed in a foreign culture' and the existential tourist who becomes totally 'immersed in the foreign culture' (Raj, 2004). Pearce undertook one of the earliest comprehensive quantitative studies of tourist roles based on Cohen's fuzzy-set study and previous typologies. He developed 15 roles: the tourist, traveler, holidaymaker, jet-setter, businessman, migrant, conservationist, explorer, missionary, overseas student, anthropologist, hippie, international athlete, overseas journalist and religious pilgrim. Another important typology is the comprehensive classification of leisure tourists devised by Yiannakis and Gibson in 1992. Based on previous research and

conceptualizations of Cohen and Pearce, they initially identified 13 tourist roles. This was slightly modified later on and their latest typology contains 15 leisure-based tourist roles: Sun lover, Action seeker, Anthropologist, Archaeologist, Organized mass tourist, Thrill seeker, Explorer, Jetsetter, Seeker, Independent mass tourist, High class tourist, Drifter, Escapist, Sport tourist and educational tourist (Foo et al., 2004). Again, based on Plog's tourism specific scale using the type/trait personality theory tourists can be classified on the basis of two traits, 'Psychocentrics' and 'Allocentrics'. Tourists with an allocentric personality type are said to prefer to be independent and have non-organized tourist experiences to little known destinations. In contrast, psychocentric personality types are found to prefer to be part of mass tourism markets and were typified by tourists on highly organized package tours. Later Plog refined this to hypothesize a continuum from psychocentrics to midcentrics to allocentrics. Mid-centrics are hybrids that need some sense of individualism at their destination but with organized travel arrangements and safety ensured by the use of a travel agent. Again, Valence Smith classified tourist types on the basis of party volumes into the following categories: Explorer, Elite, Off Beat, Unusual, Incipient Mass, Mass and Charter. Further, based on Plog's categorization, Taking two dimensions, from Allocentrics to Psychocentrics and from Introverts to Extroverts Jackson et al. came up with the following tourist types: the explorer, the adventurer, the guided and the groupie (Raj, 2004).

2.7 Taxonomies of Tourists

As observed earlier, taxonomies differ from typologies in being empirical by nature. Since the popularization of the concept of market segmentation in the early 70s, increasingly data-driven studies have been conducted in the field of travel and tourism too. Such studies have used empirical data (e.g. the results of a survey of tourists) for the creation of taxonomies of travelers. Quantitative techniques of data analysis are then applied to this data in order to derive a grouping. As noted by Dolnicar (2002), the number of empirical studies conducted is increasing and so is the number of taxonomies constructed with the goal of identifying the optimally suited

target markets. Examples of such studies may be found in Tables 2.3, 2.4 and 2.6 of this Chapter.

2.8 Segmentation Variables

The basic and the most difficult task of segmentation is to decide about the criterion on which segmentation is to be affected. The variables actively used in the analysis to identify segments are called the segmentation bases. The use of different types of attributes, bases or variables in market segmentation is reported in travel and tourism literature (Chen, 2000).

The earliest form of segmentation that existed was, perhaps, *geographic segmentation*. This approach was used by small manufacturers, who could not afford to sell their products in the entire country, and therefore, segmented the US market and limited their sales to certain areas only (Haley, 1968). Geographical segmentation refers to dividing the market into different geographical units such as nations, states, regions, counties, cities or neighborhoods. This was followed by the second major system of segmentation, which became very popular – *demographic segmentation*. In demographic segmentation, variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality or social class; are used (Kotler, 1998). A third type of segmentation that emerged due to the popularization of the 'heavy half' theory (which suggests that in most product categories one-half of the consumers account for around 80% of the consumption), is *volume segmentation*. This type of segmentation is useful in directing attention to the most important parts of the market (Haley, 1968). However, according to Haley (1968), none of these three systems are efficient predictors of future buying behavior as all are based on an ex-post facto analysis of the kinds of people who make up various segments of a market. They rely on descriptive factors rather than causal factors. Another system that gained popularity in recent years is *psychographic segmentation*. In this system, buyers are divided into different groups on the basis of lifestyle and/or personality traits. Yet another form of segmentation that has been

used by marketers and researchers is known as *behavioral segmentation*. In this approach, buyers are divided into groups on the basis of their knowledge of, attitude towards, use of, or response to a product. This includes variables like occasions, benefits, user status, usage rate and so on (Kotler, 1998). Finally, a powerful form of segmentation that was introduced by Haley in 1968 is *benefit segmentation*. It is an approach whereby it is possible to identify market segments by causal factors rather than descriptive factors. This approach has gained popularity over the years.

For clarity of understanding, the various segmentation variables are often grouped together into certain broad categories by different authors. Haley (1985) summarizes the different segmentation orientations as geographic, demographic, behavioral and psychographic. Likewise, the major categories of segmentation base variables have been summarized by Moscardo et al. (2001) as: demographic, geographic, psychographic and behavioral. According to Kotler (1998), major variables that may be used in segmenting consumer markets include geographic, demographic, psychographic and behavioral characteristics. In one of the earliest reviews of published tourism segmentation studies, Lowyck, Van Langenhove and Bollaert in 1990 (as cited by Johns and Gyimothy, 2002); identified three generally used bases for market segmentation: demographic, socio-economic and psychographic. According to Bojanic and Warnic (1995), there are five basic methods for segmenting consumer markets: geographic, demographic, psychographic, behavioral and benefit segmentation. These segmentation criteria are also grouped into two broad categories: (a) general consumer characteristics (geographic, demographic, socio-economic and psychographic variables) as well as (b) situation-specific characteristics which include consumer attitudes and opinions, perceptions, and preferences in relation to a given product or service, purchasing frequency etc (Wind, 1978; Legoherel, 1998).

Such categorizations exist in the field of travel and recreation too. Marketing studies in tourism, need to address additional factors such as: (1) the service and

quality of hospitality, (2) the mobility of traveling consumers, and (3) the interactions arising from these. In order to reflect these unique factors, Morrison added more categories to Kotler's basic four categories of segmentation variables; thereby including purpose of trip, product-related variables and channels of distribution (Sung et al., 2000). Four general categories of Recreation and Tourism market segmentation bases that have been developed by Mill and Morrison (1985) to construct market segments are: (1) socio-economic and demographic variables (e.g. age, education, sex, income, family size, family life cycle, social class, home ownership, race or ethnic group, occupation), (2) product-related variables (like recreation activity, equipment type, volume usage, brand loyalty, benefit expectations, length of stay, transportation mode, experiences preferences and participation patterns), (3) psychographic variables (like personality traits, lifestyle, attitudes, interests, opinions, and motivations), and (4) geographic variables (e.g. region of origin, market area, urban, suburban, rural, city size, population density). The various categories of variables identified in the literature as discussed above are summarized below:

Table 2.1: Tourism Segmentation Variables

1.	Socio-economic and Demographic	Age, gender, education, income, family size, family life cycle, social class, home ownership, race or ethnic group, occupation.
2.	Geographic	Region of origin, market area, urban, suburban, rural, city size, population density
3.	Psychographic	Personality traits, lifestyle, attitudes, interests, opinions, motivations, benefits sought, values, category beliefs or perceptions, brand predispositions
4.	Product-related and Behavioral	Volume of use, use occasions or situations, brand loyalty, types of information sources used, frequency of use, distribution channels used, recreation activity, equipment type, expectations, length of stay, transportation mode, experiences, preferences and participation patterns, other travel and trip-related factors

Source: Based on variables listed by Moscardo et al, 2001; Haley, 1985; Mill and Morrison, 1985

2.9   Use of Segmentation Variables in Tourism Literature

Over the years, the tourism literature has reported the use of several variables to identify visitor segments. In order to gain a deeper understanding on this, a comprehensive review of over 50 tourism segmentation studies published between the years 1981 and 2006 has been conducted (as shown in tables 2.3, 2.4 and 2.6 of this chapter). In these studies, the samples have been drawn from a variety of populations such as visitors to specific destinations (e.g., park visitors in Ontario, Canada), the general populace (e.g. residents of Ottawa, Canada) and specific sub-populaces (e.g. Singapore outbound vacationers). Of the variables used in these studies, some have been used to create the segments. These are the segmentation bases. Other variables have been used for description and profiling purposes. These may be referred as profiling variables. A brief description of each follows:

2.9.1 Segmentation Bases

In the studies reviewed, tourists and visitors have been grouped into categories based on a variety of segmentation bases or variables, which include primarily benefits sought, motivations and activities, demographic, psychographic (e.g., novelty-seeking, sensation-seeking) and other behavioral variables. Apart from these, some product-related variables like destination attractiveness attributes (Cho, 1998), tour selection attributes (Hsu and Lee, 2002), lodging preference attributes (Chen, 2000) as well as variables like purpose of trip (Kaynak and Yavas, 1981), emotions (Bigne' and Andreu, 2004), tourist information search (Fodness and Murray, 1997), travel attributes, travel choices (Beckens et al., 2003) have also been used to segment residents and visitors. The various segmentation bases used in tourism studies have been shown in tables 2.3, 2.4 and 2.6.

2.9.2 Profiling Variables

In addition to the variables used as the segmentation base, certain other variables are often used for profiling purposes in these segmentation studies. These variables are used to describe the characteristics of the segments derived from the

segmentation exercise. Examples of such descriptor variables used in the tourism literature have been provided in Table 2.2. It may be seen that the studies using psychographic variables (such as benefits sought, motivations, sensation seeking and attitudes) as segmentation bases; have mostly used socio-economic and demographic variables as the profiling variables. Similarly, in the studies where product-related and behavioral variables have been used as the segmentation variable, socio-economic and demographic variables have been used to describe the segments. In addition, these studies have also used a variety of trip-related characteristics, travel preferences, attitudinal orientations, holiday preferences, benefits sought and other psychographic variables, behavioral variables, satisfaction, tourist activity and criteria in selecting a destination. Likewise, those studies employing psychographic variables as bases have used various profiling variables such as activity preferences, information sources used, trip characteristics, frequency of travel, expenditure, behavioral variables, travel philosophies, lifestyle, visitor satisfaction, benefits sought, attitudes and important criteria for choosing a destination.

Table 2.2: Profiling variables

Researcher/ date	Study Purpose	Segmentation base	Profiling or descriptor variables
Kaynak and Yavas, 1981	To investigate the usefulness of segmentation by purpose of trip through a case study of visitors to Halifax, Canada	Purpose of trip	Demographics, Trip demographics, criteria and information sources used in selecting a vacation spot, attitudinal orientations and satisfaction-dissatisfaction with the offerings
Hsieh et al, 1992	To analyze the Hong Kong pleasure travel market by activity segmentation base	Activities	Socio-demographics and travel characteristics
Bojanic and Warnick, 1995	To evaluate the applicability of a geographic and a family life cycle segmentation approach for segmenting the market for winter vacations	Geographic regions and family life cycle stages	Preferences and trip behavior
Jeffrey and Xie, 1995	To analyze and segment the UK tourism market for China based on an of holiday activities by visitors	Holiday activities	Socio-economic and travel characteristics
Carmichael, 1996	To examine alternative methods of segmenting skier markets using data collected in Canada	Demographic and motivation	Hybrid approach: demographic, motivation and behavioral variables A-priori approach: benefits sought from resort attributes
Fodness and Murray, 1997	To examine the appropriateness of segmenting the leisure tourism market on the basis of consumer information	Tourist information search	Demographic, traveling party characteristics, trip characteristics, trip behavior characteristics and expenditure patterns

Table 2.2: Profiling variables

Researcher/ date	Study Purpose	Segmentation base	Profiling or descriptor variables
	search behavior		
Loker-Murphy, 1996	To segment the backpackers in Australia based on their travel motivations	Motivation	Demographic characteristics, expenditure and travel patterns and preferences
Lang and O'Leary, 1997	To develop a typology of nature travelers based on their motivations, activity participation and destination preferences	Motivations, activity participation and destination preferences	Socio-demographics, trip-related characteristics and travel philosophies
Ahmed et al., 1998	To segment the Canadian winter sun destination tourist market on the basis of sought product benefits	Product benefits	Demographics and psychographics, destination choice and media usage behavior
Cho, 1998	To examine the feasibility of segmenting the Korean student market on the basis of destination attractiveness attributes of Australia	Destination attractiveness attributes	Tourist activity preference, travel benefits sought, trip information sources and certain socio-demographic variables
Legoherel, 1998	To assess the relevance of an expenditure-based segmentation of tourists	Expenditure	Demographic, socio-economic, behavioral and psychographic background variables
Bonn et al., 1999	To create a behavioral profile of pleasure travelers segmented based on Internet use	Behavioral (Internet use)	Demographics and behavioral
Choi and Tsang, 1999	To segment the Hong Kong outbound pleasure travel market for private housing residents by their vacation activities	Travel activities	Socio-economic, demographic and trip-related variables
Field, 1999	To examine the college market segment by comparing recess vacation of Clemson foreign students to that of domestic students	Country of origin	Demographics
Goldsmith and Litvin, 1999	To examine the travel agency usage of the Singapore travel market	Usage	Demographics and psychographics
Yannopoulos and Rotenberg, 1999	To segment the US near-home tourism market using data collected in Upper New York state area	Benefits sought	Demographics, life-style, usage of sources of travel information and frequency of travel
Bricker and Kerstetter, 2000	To document whether there are distinct segments of ecotourists	Benefits sought	Socio-demographic and travel behavior characteristics
Chen, 2000	To examine Norwegians' preferences for US lodging facilities through a segmentation approach	Lodging preference attributes	Demographic variables
Shoemaker, 2000	To examine how the mature market has changed over a 10-year period	Reasons for travel	Demographic and behavioral, activities, attitudes towards pleasure travel, important criteria in choosing a destination, barriers to travel
Sung et al., 2000	To segment the adventure travel market by activities as key products	Activities	Demographics
May et al., 2001	To gain an understanding of snowmobilers' characteristics, preferences and motivations	Motivations	Snowmobiling behavior and sociodemographic characteristics
Bieger and	To delineate the motivations	Travel motivations	Sociodemographics and travel profile

Table 2.2: Profiling variables

Researcher/date	Study Purpose	Segmentation base	Profiling or descriptor variables
Laesser, 2002	that Swiss pleasure travelers have for traveling domestically and abroad		
Galloway, 2002	To examine whether a psychological push factor, the personality construct sensation-seeking	Psychographic, sensation-seeking	Sociodemographic factors
Hsu and Lee, 2002	To identify distinct segments within the senior motorcoach traveler market	Motorcoach tour selection attributes	Demographic and travel characteristics
Jang et al., 2002	To analyze Japanese pleasure travelers and to assess the profitability and risk level of the resulting benefit segments	Benefits	Sociodemographic and trip-related profiles of travelers
McKercher et al., 2002	Explores the application of activities-based segmentation as a means of segmenting the cultural tourism market	Activities	Socio-demographic characteristics, trip profile patterns and motives
Becken et al., 2003	To segment the international tourists to New Zealand by their travel patterns for insights into achieving energy efficiency	Travel choices	Demographic and trip-related variables
Dolnicar, 2004a	To describe the group of summer tourists in Austria who care about maintaining the natural environment	Sustainable attitudes	Socio-demographics, travel behavior and visitor satisfaction
Mallou et al., 2004	To derive a categorization of the Spanish adult population in terms of preferences for tourist destinations	Tourism preferences	Socio-demographics and holiday preferences
Frochot, 2005	To provide a deeper insight into the profiles of rural tourists in two Scottish locations	Benefits sought	Socio-economic and behavioral

2.10 Different Categories of Segmentation Variables

As may be seen from Table 2.1, four broad categories of segmentation variables have been used in tourism studies. The following section discusses at length some of the specific criteria that have been used in various tourism studies over the years as identified through the brief review of tourism literature.

2.10.1 Demographic and Socio-economic Variables

Socio-economic and demographic variables have traditionally been used to segment tourists (Carmichael, 1996; Johns and Gyimothy, 2002; McKercher et al., 2002 and Beckens et al., 2003). Demographic bases are found to be popular because

they are simpler in terms of statistical analysis (Moscardo et al., 2001). However, the use of these variables has faced criticisms in the tourism literature (Beckens et al., 2003). It is believed that tourist behavior cannot be predicted appropriately using demographic variables (Johns and Gyimothy, 2002). The ability of variables such as age, gender and wealth to predict purchasing behavior is considered to be inadequate as they are only indirectly related to buying intentions (Johns and Gyimothy, 2002). An example would illustrate how researchers have blended this with other variables. Though the senior travel market has earlier been segmented on the basis of age, yet realizing the limitations of depending solely on demographics, other variables such as psychographics are also being used now in order to have a better understanding of their travel behavior (Horneman et al., 2002). It has been felt that with the growing personalization of consumer habits, the explanatory value of traditional criteria like socio-economic and demographic factors is declining.

2.10.2 Geographic Variables

Some authors claim that geographic bases are more popular than some of the other bases. Geographic segmentation is claimed to be popular because of its simplicity in terms of physical boundaries and statistical analysis. Moreover, it is useful in the development of media promotional campaigns and enjoys familiarity with practitioners (Moscardo et al., 2001). The most popular forms of geographic segmentation, according to Bojanic and Warnick (1995), are: regions, population size of cities, counties or states, population density and climate. The use of traveler's geographic origin as a segmentation base rests on the assumption that visitor characteristics can vary according to country of origin (Reid and Reid, 1997). Reid and Reid examined the effectiveness of using geographic origin as a segmentation base in the case of a small island nation like Barbados. In an evaluation of different segmentation bases, geographic segments were found to perform well on the criteria of accuracy of measurement and accessibility (Moscardo et al., 2001). However, it has been argued that geographic variables have the potential limitations of not being based on consumer behavioral patterns, of overlooking the existence of homogeneous

segments across national boundaries and of assuming complete homogeneity of the country segments (Keng and Cheng, 1999). In a study of a family-oriented ski resort in New England, Bojanic and Warnick (1995) evaluated the applicability of a geographic and a family life cycle approach for segmenting the market. Table 2.3 provides a few examples of studies using geographic as well as socio-economic and demographic variables.

Table 2.3: Summary of Studies Using Socio-economic, Demographic and Geographic variables

Researcher	Sample	Segmentation variable used	Name of segment identified
Bojanic and Warnick, 1995	New England skiers	Geographic regions and family life cycle stages	Eight geographic regions, six lifestyle stages
Field, 1999	Clemson University students	Country of origin	International students, domestic students
Reid and Reid, 1997	Visitors to the small island nation of Barbados	Geographic origin	Visitor profiles by region of origin

2.10.3 Psychographic Variables

According to Mill and Morrison (1985), 'psychographics' is the development of psychological profiles of consumers and psychologically based measures of types of distinctive modes of living or lifestyles. Such research aims to assess the motives and beliefs behind a person's behavior and generally involves measuments of his or her attitudes, interests and opinions (AIO) (Keng and Cheng, 1999). In 1972, Plog presented a paper titled 'Why destination areas rise and fall in popularity' at the Annual meeting of the Southern California chapter of the Travel Research Association. In this paper, he attached labels to personality profiles and suggested that 'tourists line up along a spectrum ranging from allocentric to psychocentric' (Chandler and Costello, 2002; Plog, 2002). In a subsequent book he changed these labels to make them more 'reader-friendly'; psychocentrics became dependables and allocentrics became venturers (Plog, 2002). The concept of psychographics has been growing in acceptance and is being widely used by hospitality and tourism researchers (Chandler and Costello, 2002; Johns and Gyimothy, 2002). According to Plog, 'segmentation systems based on psychographic segments when successful, produce clearly defined groupings of individuals with similar personalities, lifestyles

and interest patterns' (Keng and Cheng, 1999). Many authors feel that psychographic segmentation could provide a better insight into travel behavior and target markets (e.g., Hsu and Lee, 2002; Keng and Cheng, 1999). A study of heritage tourism destinations in East Tennessee tried to profile visitors according to their demographics as well as psychographic measurements of lifestyle and activity level preferences based on Plog's research (Chandler and Costello, 2002). Another study attempts to develop a profile of Singapore vacationers visiting overseas destinations according to their psychographic makeup (Keng and Cheng, 1999). Galloway (2002) examines the usefulness of psychographic analysis of park visitor markets in terms of the personality construct 'sensation-seeking' in order to identify the differences in the behavior and attitudes of park users. In another study, senior traveler's motorcoach tour behavior, the relationship between motorcoach use and the psychographic, psychological and attitudinal characteristics of senior travelers was examined (Baloglu and Shoemaker, 2001).

Table 2.4: Summary of Studies Using Psychographic Variables

Researcher/Date	Sample	Segmentation variables used	Name of segment identified
Loker-Murphy, 1996	Backpackers in Australia	Motivation	Escapers/Relaxers, Social/Excitement seekers, Self-Developers and Achievers
Carmichael, 1996	Canadian skiers	Demographic and origin	Short-trips: variety lovers, value lovers, snow lovers, access lovers; long trips: variety lovers, snow lovers
Ahmed et al., 1998	Residents of Ottowa, Canada	Product benefits	Entertainment, Active Sun and Fun, Culture Patron, Value for the money, Sun and Comfort, and Achievers
Kastenholz et al., 1999	Tourists in rural areas of Portugal	Benefits	Want-it all Ruralist, Independent Ruralist, Traditional Ruralist and Environmental Ruralist
Keng and Cheng,1999	Singapore outbound vacationers	Psychographic variables, novelty-seeking travel experiences	Culture and dissimilarity seekers, Destination novelty seekers, Novelty seekers, Familiarity seekers
Yannapoulos and Rotenberg, 1999	Residents of Upper New York state	Benefits sought	Intangible amenities, Active materialists, Entertainment and Comfort, Cultured materialists and Entertainment and Shopping
Shoemaker, 2000	Senior Pennsylvania Residents	Reasons for pleasure travel	Escape and Learn group, The Retirees, and Active storytellers
May et al., 2001	Wyoming snowmobilers	Motivations	Nature lovers who need to be alone, Those who want to experience it all, Those who want to be alone but not Get too excited, Nature lovers who Don't want to get too excited, Nature lovers who want to be with family and friends
Pennington-Gray	Female alumnae	Benefits sought	Rest and relaxation seekers, Family/ Social

Table 2.4: Summary of Studies Using Psychographic Variables

Researcher/Date	Sample	Segmentation variables used	Name of segment identified
and Kerstetter, 2001	of an US University		seekers and Action seekers
Jang et al., 2002	Japanese pleasure travelers to the USA and Canada	Benefits	Novelty/nature seekers, Escape/ relaxation seekers, Family/ Outdoor activity seekers
Galloway, 2002	Park visitors to Ontario, Canada	Psychographic, sensation-seeking	Active enjoyment of nature, Escape stress and Sensation seekers
Horneman et al., 2002	Australian Senior travel market	Demographic and psychographic	Enthusiasts, Big spenders, Pioneers, Conservatives, Indulgers, Aussies
Orth and Tureckova, 2002	Visitors to Southern Moravia	Psychographic, Demographic	Relax-in-safety tourists, Demanding pleasure travelers, Nature-loving Vacationers, Cultural interactionists, Carefree wellness tourists, sightseeing individualists
Dolnicar and Leisch, 2003	Winter tourists in Austria	Psychographic and behavioral	Fun and snow, Relaxation and health, moderate culture tourist, Pure culture Tourist and Fun, snow, snowboards and discos
Sirakaya et al., 2003	Japanese visitors to Turkey	Travel motivations	Escapers, Seekers
Lee et al., 2003	Visitors attending 2000 World Culture	Motivations	Culture and family seekers, Multi- purpose seekers, Escape seekers, Event seekers
Dolnicar, 2004a	Summer tourists in Austria	Tourist attitudes	Sustainable tourists, non-sustainable tourists
Sellick, 2004	Australian residents over 50 years or older	Travel motives	Discovery and Self-enhancement, Enthusiastic Connectors, Reluctant travelers and Nostalgic travelers
Frochot, 2005	Rural tourists in Scotland	Benefits sought	Actives, Relaxers, Gazers, Rurals
Kibicho, 2006	Tourists to Amboseli National Park, Kenya	Benefits	Environmentalists, Want-it-all- tourists, Independent tourists

Various psychographic variables have been summarized in Table 2.4. The specific variables such as travel motivations; benefits etc. are discussed in detail in the following sections.

2.10.3 (a) Travel Motivations

Motivation is considered to be an important concept in attempts to explain tourist behavior (Fluker and Turner, 2000; Sirakaya et al., 2003). In one of the earliest studies on travel motivation back in 1971, Lundberg developed a bundle of 18 factors that influence travel and later in 1979; Crompton identified 9 socio-psychological and cultural motives (Bieger and Laesser, 2002). Crompton pointed out the usefulness of motivation as a segmentation technique in marketing and development of tourism products (Sirakaya et al., 2003). Motivation has been described as the driving force

behind all behavior (Fodness, 1994; Sirakaya et al., 2003). When a person identifies a need to be satisfied, he is in a state of 'disequilibrium', the motivation to quell this disequilibrium is brought about through the concept of risk (Fluker and Turner, 2000). Thus, risk is suggested to be a basis of motivation by some authors. Another theory of tourist motivation refers to the push and pull factors – where push factors are the socio-psychological needs that would encourage a person to travel; and pull factors are the external factors such as destination attributes which act as a cause of behavior (Galloway, 2002; Fluker and Turner, 2000). Pearce regards tourist motivation as a multi motive concept and suggests that a good motivational theory should reflect the pattern of shifting and fluctuating motives (Loker-Murphy, 1996). According to Pearce, people have a 'career' in their tourist behavior; he has developed a Travel Career Ladder (TCL) on the premise that due to their motives for travel, tourists will differ with respect to their travel career level (Loker-Murphy, 1996). In a 1994 study, Fodness describes the development of a self-report scale to measure leisure travel motivation based on a functional approach. In a study of backpackers in Australia, Laurie Loker-Murphy (1996) examined travel motivations with respect to Pearce's Travel Career Ladder and derived four motive-based clusters: Escapers/Relaxers, Social/ Excitement-Seekers, Self-Developers and Achievers. Sensation seeking, a psychological push factor, is examined as a basis of segmentation for park visitors in Ontario, Canada (Galloway, 2002). The arousal theory by Iso-Ahola is another well-respected motivational theory. Sirakaya et al. (2003) have segmented Japanese travelers to Turkey using travel motivations as a part of travel behavior descriptors, within the framework of Iso-Ahola's arousal theory. In a study, the Swiss pleasure travelers are segmented based on their travel motivations, into clusters like: Compulsory travel, Cultural Hedonism, Family Travel, Meet/Meat Marketing; here travel motivations proves to be a valuable means to segment markets (Bieger and Laesser, 2002). The senior or mature market has also been segmented based on their motivations for pleasure travel (Shoemaker, 2000). The same was done for festival market as well based on motivations as reported in a study of a World

Culture Expo in South Korea. Four clusters were identified for festival markets: Culture and Family seekers, Multi-purpose seekers, Escape seekers and Event Seekers (Lee et al., 2003). Examples of travel motivation statements used by various researchers are provided in Table 2.5.

Table 2.5: Travel Motivations Used in Various Studies

Variables	Researcher	Variables	Researcher
To enjoy and improve my knowledge of the country's physical and environmental settings	Loker-Murphy, 1996	Doing something for my looks and well being	Bieger and Laesser, 2002
To enjoy and improve my knowledge of the country's history and culture	Loker-Murphy, 1996	Sports activities	Bieger and Laesser, 2002
To meet local people and characters	Loker-Murphy, 1996	Enjoying the sun and water	Bieger and Laesser, 2002
To fulfill a life long dream and ambition	Loker-Murphy, 1996	It is important for me to experience different cultures and different ways of life	Fodness, 1994
To escape other places and the pressures of life	Loker-Murphy, 1996	While on vacation, I attend cultural events that I don't have access to at home	Fodness, 1994
Because it appealed to me as an excellent place to take it easy and relax	Loker-Murphy, 1996	I like to visit foreign cultures	Fodness, 1994
To seek exciting/active/adventurous things to do	Loker-Murphy, 1996	Like to see how other people live	Fodness, 1994
To holiday and spend time with people that I care deeply about	Loker-Murphy, 1996	On vacation, I like to do the same things that the people there do	Fodness, 1994
Because it is a talked about and well publicized new travel destination	Loker-Murphy, 1996	Just to curl up with a good book in the shade sound like a wonderful vacation to me	Fodness, 1994
To mix with fellow travelers	Loker-Murphy, 1996	Just resting and relaxing is vacation enough for me	Fodness, 1994
Participating in nightlife	Bieger and Laesser, 2002	A vacation means being able to do nothing	Fodness, 1994
Enjoying comfort, spoiling myself	Bieger and Laesser, 2002	There should be no deadlines while on vacation	Fodness, 1994
Taking and having time for my partner	Bieger and Laesser, 2002	The main thing for me on vacation is just to slow down	Fodness, 1994
Taking and having time for my family	Bieger and Laesser, 2002	While on vacation, I want luxury, nice food and a comfortable place to stay	Fodness, 1994
Enjoying landscape and nature	Bieger and Laesser, 2002	Broadening my mind, enjoying sightseeing	Bieger and Laesser, 2002
The availability of good restaurant and good food is important in choosing a vacation spot	Fodness, 1994	I just like to travel, to go somewhere and to do something	Fodness, 1994
I think that the kind of accommodation that you get on vacation are real important	Fodness, 1994	Spending some time with my family	Sirakaya et al., 2003

Table 2.5: Travel Motivations Used in Various Studies

Variables	Researcher	Variables	Researcher
Its important for me to go someplace fashionable on vacation	Fodness, 1994	Being close to nature	Sirakaya et al., 2003
I like to talk about my vacation when I get home, you know, relive it	Fodness, 1994	Enjoying scenery	Sirakaya et al., 2003
When I go home I like to talk to everybody about my vacation	Fodness, 1994	Obtaining a feeling for harmony with nature	Sirakaya et al., 2003
I like to be able to talk about the places I have visited and the things I have seen on vacation	Fodness, 1994	Exploring new places	Sirakaya et al., 2003
I want to see things on vacation that I don't normally see	Fodness, 1994	Turkey's natural beauty	Sirakaya et al., 2003
There are some places I have always wanted to visit	Fodness, 1994	Chances to see wildlife, birds, and flowers that I don't normally see	Sirakaya et al., 2003
Helping to bring my family closer	Sirakaya et al., 2003	Seeing old monuments and other historic buildings	Sirakaya et al., 2003
Enriching family relations	Sirakaya et al., 2003	Visiting Turkey's important museums and art galleries	Sirakaya et al., 2003
Mixing with local people and experiencing local customs	Sirakaya et al., 2003	Going shopping	Sirakaya et al., 2003
Meeting interesting and friendly Turkish people	Sirakaya et al., 2003	Going shopping for local arts and crafts	Sirakaya et al., 2003
Experiencing Turkey's culture and way of living	Sirakaya et al., 2003	Indulging in extravagance (luxury hotels and fine dining	Sirakaya et al., 2003
Experiencing small towns and villages in Turkey	Sirakaya et al., 2003	Visiting a country my friends have not been to	Sirakaya et al., 2003
Learning a new culture	Sirakaya et al., 2003	Visiting a place I can talk about when I go home	Sirakaya et al., 2003
Participation in sports (golf, tennis)	Sirakaya et al., 2003	Getting away from work	Sirakaya et al., 2003
Having opportunities for doing sports	Sirakaya et al., 2003	Forgetting the pressures of my daily work for a while	Sirakaya et al., 2003
Staying at the best hotels	Sirakaya et al., 2003	Escaping from daily routine	Sirakaya et al., 2003
Gambling in casinos	Sirakaya et al., 2003	Learning about Turkey's archaeological treasures	Sirakaya et al., 2003
Visiting Turkey for good value for money	Sirakaya et al., 2003		

2.10.3 (b) Benefit Segmentation

Benefit segmentation is regarded by many authors as one of the best segmentation bases (MacKay et al, 2002; Jang et al., 2002; Chen, 2000). Since Haley introduced benefit segmentation as a technique for identifying market segments in 1968, this has been recognized as one of the most powerful approaches to segmentation (MacKay et al, 2002; Yannopoulos and Rotenberg, 1999). The rationale behind this approach, as put forward by Haley (1968), is that the benefits which people are seeking in consuming a given product are the basic reasons for the

existence of true market segments (Jang et al., 2002; Frochot and Morrison, 2000). He posits that benefits sought by consumers determine their behavior much more accurately than the demographic characteristics or volume of consumption. Frochot and Morrison (2000) have done a comprehensive review of the applications of benefit segmentation to travel and tourism. This work outlines the basic principles of benefit segmentation, its applications to travel and tourism, the methodological issues associated with segment identification as well as the challenges, issues, potential advantages and disadvantages of using benefit segmentation (Frochot and Morrison, 2000). According to the authors, benefit segmentation provides marketers with a fuller picture of customers, from their motivation profiles to behavioral or socio-economic characteristics. From the review, four general categories of benefit segmentation in travel and tourism are evident: (1) destination marketing (2) targeting specific markets (3) attractions, events and facilities, and (4) examining traveler decision-making processes. Jang et al. (2002) identified three benefit-based segments of the Japanese pleasure travelers to the USA and Canada and thereafter assessed the profitability and risk level of the resulting benefit segments. Johar and Sirgy (1995) demonstrated that benefit segments were more predictive of tourist's choice as a tourism destination than psychographic and life-style segments. Benefit Segmentation was also used by Yannopoulos and Rotenberg (1999) to segment residents of Upper New York State region, into five distinct segments. Kastenholz et al. (1999) examined the usefulness of benefit segmentation on rural areas in North and Central Portugal. Four useful benefit segments were identified and analyzed to provide a better understanding of rural tourism in Portugal. In another study on rural tourism, Frochot (2005) segmented the rural tourists in two Scottish locations according to benefits sought and derived four distinctive segments. In a study by Johar and Sirgy (1995), segment congruence analysis showed that the benefit segments were more predictive of tourists' choice of Maine as a tourism destination than other psychographic or lifestyle statements. Some travel and tourism authors have applied benefit segmentation to tourism destinations by using the destination's attributes as

benefits – such applications are referred to as *attribute-based benefit segmentation*. In other studies, authors have reinterpreted the nature of benefits to reflect the specific features of the destination or service. Benefit segmentation was then redefined as 'grouping customers on the basis of the importance they attach to a combination of sensory, rational and emotional benefits expected from the product or service. In this case, benefits are most often associated with travelers' motivations and such applications are referred to as *psychologically based benefit segmentation*. Finally, some studies have mixed both attribute-based and psychologically based benefits or relied on tangible benefits only. Benefits sought statements used by various researchers have been shown in Table 2.6.

Table 2.6: Benefits Sought Statements Used by Various Researchers

Variables	Researcher		Variables	Researcher
To get away from everyday life/routine	Frochot and Morrison, 2000; Jang et al, 2004; Frochot, 2005		Outdoor activities	Jang et al, 2004
To be with friends	Frochot and Morrison, 2000		Visits to appreciate natural ecological sites	Jang et al, 2004
To do something with the family/being together as a family	Frochot and Morrison, 2000;		Roughing it	Jang et al, 2004
To relax/just relaxing	Frochot and Morrison, 2000; Frochot, 2005		Opportunities for socializing	Jang et al, 2004; Frochot, 2005; Kastenholz et al, 1999
To develop my knowledge and abilities	Frochot and Morrison, 2000; Jang et al, 2004		Activities for the whole family	Jang et al, 2004; Frochot, 2005; Kastenholz et al, 1999
To experience something new	Frochot and Morrison, 2000		Getting a change from a busy job	Jang et al, 2004
To engage in physical activities/keep fit	Frochot and Morrison, 2000		The best deal I could get	Jang et al, 2004
To be with others who enjoy the same thing	Frochot and Morrison, 2000		Destination that provides value for money	Jang et al, 2004
To release tension/stress	Frochot and Morrison, 2000		Availability pre-trip and in-country tourist info	Jang et al, 2004
To experience tranquility/solitude	Frochot and Morrison, 2000; Kastenholz et al, 1999		Activities for the whole family	Jang et al, 2004
To be outdoors/in nature	Frochot and Morrison, 2000; Frochot, 2005		Experiencing new and different lifestyle	Jang et al, 2004
To do something different	Frochot and Morrison, 2000; Jang et al, 2004		Experiencing a simpler lifestyle	Jang et al, 2004
To have fun	Frochot and Morrison, 2000		Getting to know rural life/interesting rural countryside	Frochot and Morrison, 2000; Frochot, 2005; Kastenholz et al, 1999
To do exciting things	Frochot and Morrison, 2000		Trying new foods	Jang et al, 2004
For an interest in history	Frochot and Morrison, 2000		Danger of robbery and crime	Ahmed et al., 1998
To be entertained	Frochot and Morrison, 2000; Jang et al, 2004		Protection from poverty and beggars	Ahmed et al., 1998
For social recognition	Frochot and Morrison,		Escaping from the	Jang et al, 2004

Table 2.6: Benefits Sought Statements Used by Various Researchers

Variables	Researcher 2000	Variables ordinary	Researcher
To learn about nature/wildlife	Frochot and Morrison, 2000; Frochot, 2005	Scenic beauty of the area	Yannopoulos and Rotenberg, 1999; Ahmed et al., 1998
To meet local people	Frochot, 2005	Campgrounds	Yannopoulos and Rotenberg, 1999
To meet new people	Frochot and Morrison, 2000	Nightlife and entertainment	Yannopoulos and Rotenberg,1999; Ahmed et al., 1998; Kastenholz et al, 1999
To do nothing	Frochot and Morrison, 2000	Personal security and comfort	Yannopoulos and Rotenberg, 1999
To observe scenic beauty	Frochot and Morrison, 2000; Frochot, 2005	Variety of restaurants	Yannopoulos and Rotenberg, 1999
To experience new cultures/places	Frochot and Morrison, 2000; Frochot, 2005	Availability of suitable accommodations	Yannopoulos and Rotenberg, 1999
To experience something authentic	Frochot and Morrison, 2000; Frochot, 2005	Cost of holiday	Yannopoulos and Rotenberg, 1999
For the adventure	Frochot and Morrison, 2000; Frochot, 2005	Variety of things to see and do	Yannopoulos and Rotenberg, 1999
For own self-esteem/self development	Frochot and Morrison, 2000	Shopping facilities	Jang et al, 2004; Yannopoulos and Rotenberg, 1999
To satisfy curiosity	Frochot and Morrison, 2000	Short distance of vacation destination from home	Yannopoulos and Rotenberg, 1999
Environmental quality, air, water and soil	Jang et al, 2004	Cleanliness	Ahmed et al., 1998
Standards of hygiene and cleanliness	Jang et al, 2004	Threat of disease	Ahmed et al., 1998
Personal safety	Jang et al, 2004	Opportunity to learn about different people and customs	Ahmed et al., 1998
Nice weather	Jang et al, 2004	Facilities for ground sports (i.e. tennis, horseback, golfing)	Ahmed et al., 1998
Visiting a place I can talk about when I get home	Jang et al, 2004	Availability of low cost travel packages	Ahmed et al., 1998
Going places my friends have not been	Jang et al, 2004	Good value for money	Ahmed et al., 1998
Going to places I have not visited before	Jang et al, 2004	Ease of reaching the destination	Ahmed et al., 1998
Amusement or theme parks	Yannopoulos and Rotenberg, 1999; Ahmed et al., 1998	Beaches	Ahmed et al., 1998
Historical, archaeological, military places	Jang et al, 2004; Yannopoulos and Rotenberg, 1999	Climate	Ahmed et al., 1998
Arts and cultural attractions	Jang et al, 2004; Yannopoulos and Rotenberg, 1999; Ahmed et al., 1998; Frochot, 2005; Kastenholz et al, 1999	Opportunity for rest and relaxation	Ahmed et al., 1998
To experience something unspoiled	Frochot, 2005	Ease in finding location/signposts	Kastenholz et al, 1999
For fitness/sport activity	Frochot, 2005	Independence/flexibility	Kastenholz et al, 1999
To experience open countryside	Frochot, 2005	Price	Kastenholz et al, 1999
Gambling		Information	Kastenholz et al, 1999
Unique or different native	Jang et al, 2004	Get to know culture and	Kastenholz et al, 1999

Table 2.6: Benefits Sought Statements Used by Various Researchers

Variables	Researcher	Variables	Researcher
groups		history	
Traditional way of life	Kastenholz et al, 1999	Architecture/monuments	Kastenholz et al, 1999
Unpolluted environment	Kastenholz et al, 1999		

2.10.4 Product-related and Behavioral Variables

Table 2.7 provides a list of different product-related and behavioral variables. Some of these are related to activities, volume of use and expenditure. Some others are related to various aspects of travel and the trip itself. These latter factors have been grouped together under the head 'Travel/Trip-related variables'.

Table 2.7: Summary of Studies Using Product-related and Behavioral Variables

Researcher/Date	Sample	Segmentation variables used	Name of segment identified
Kaynak and Yavas, 1981	Visitors to Halifax, Canada	Purpose of trip	Vacation, Business and Visitors
Hsieh et al., 1992	Hong Kong international pleasure travelers	Activities	Visiting friends and relatives, Outdoor sports, Sightseeing, Full-house activity, and Entertainment
Jeffrey and Xie, 1995	UK based visitors to China	Holiday activities	Eight clusters
Lang and O'Leary, 1997	Australian international travelers	Motivations, activity participation and destination preferences	Physical challenge seekers, family vacationers, Culture and Entertainment seekers, Nature tourists, Escape and Relax vacationers and Indifferent travelers
Cho, 1998	Younger Korean tourism market	Destination attractiveness attributes	Cultural and ecotourism seekers, activity and variety seekers and tourist resort stylists
Becken, et al., 2003	International tourists to New Zealand	Travel choices	Coach tourist, Soft comfort traveler, Auto tourist, camper, backpacker, Tramper (hiker), and tourists who visit friends and relatives
Bonn et al., 1999	Travelers to Tampa Bay, Florida	Behavioral (Internet use)	Internet users and nonusers
Carmichael and Smith, 2004	Rural tourists selected from the Canadian Domestic Travel survey database	Activity preferences	Shopping vacation,, Short vacation, Getaway and VFR, Outdoors and sports and long vacation
Chen, 2000	Residents of Oslo, Norway	Lodging preference attributes	Frugal Visitors and Extravagant Guests
Choi and Tsang, 1999	Hong Kong private housing residents	Travel activities	Sightseeing, Outdoor Sports, Entertainment and Outdoor activities and Friends/Relatives visiting
Goldsmith and Litvin, 1999	Singapore adults	Usage	Heavy users and light users
Hsieh et al., 1992	Hong Kong international pleasure travelers	Activities	Visiting friends and relatives, Outdoor sports, Sightseeing, Full-house activity, and Entertainment
Hsu and Lee, 2002	Senior motorcoach travelers of US	Motorcoach tour selection attributes	Dependents, Sociables and Independents
Hudson and	Residents of Alberta,	Factors influencing travel	Young urban active outdoor, Indoor

Table 2.7: Summary of Studies Using Product-related and Behavioral Variables

Researcher/Date	Sample	Segmentation variables used	Name of segment identified
Ritchie, 2002	Canada	decisions	leisure traveler, Children-first traveler, Fair-weather friends, Older cost-conscious traveler
Jeffrey and Xie, 1995	UK based visitors to China	Holiday activities	Eight clusters
Johns and Gyimothy, 2002	Visitor survey on Danish island of Bornholm	Demographic, attitudinal and behavioral	Active vacationers, Inactive vacationers
Kaynak and Yavas, 1981	Visitors to Halifax, Canada	Purpose of trip	Vacation, Business and Visitors
McKercher et al., 2002	Cultural tourists to Hong Kong	Activities	Cultural Generalists, Icon-Culturalist, Chinese Heritage Culturalist, Tsim Sha Tsui Nodal Culturalist, Colonial Culturalist, Sino- Colonial Culturalist
Kerstetter et al., 2004	Visitors of Coastal Wetlands in Taiwan	Motivations, behavior	Experience tourists, Learning tourists and ecotourists
Kim and Jogaratnam, 2003	Domestic American students and Asian international students in US universities	Activity preferences	Enthusiasts, Moderates
Kim et al., 2003	Senior tourists in Australia	Travel attributes and demographics	Active learners, Relaxed family body, Careful participant, Elementary vacationers
Lang and O'Leary, 1997	Australian international travelers	Motivations, activity participation and destination preferences	Physical challenge seekers, family vacationers, Culture and Entertainment seekers, Nature tourists, Escape and Relax vacationers and Indifferent travelers
Mallou et al, 2004	Residents in mainland Spain	Tourism preferences	Nightlifers, City seekers, Culture seekers, Sun seekers, Non-urban beach seekers, Mountain enthusiasts, Non-green beach seekers, Countryside lovers
Mok and Iverson, 2000	Taiwanese tourists to Guam	Expenditure	Light spenders, medium spenders and heavy spenders
Moscardo et al., 2000	Tourists visiting Queensland, Australia	Activities	Beach relaxation group, Active nature lovers group, Inactive group, Active beach resort group
Sung et al., 2000	North American adventure travel providers	Activities	Soft nature, Risk equipped, Question marks, Hard challenge, Rugged nature, Winter snow
Sung et al., 2001	US households	Purpose of trip	VFR, Recreation, Other, Day trip
Sung, 2004	Adventure travelers in the US	Demographic and socioeconomic, trip-related factors and Perception of adventure	General enthusiast, Budget youngsters, Soft moderates, Upper high naturalists, Family vacationers and Active soloists
Weaver and Lawton, 2002	Overnight ecotourists in Gold coast, Australia	Behavioral	Harder ecotourists, Softer ecotourists, and Structured ecotourists
Yuksel and Yuksel, 2002	Departing tourists at an international airport in Turkey	Restaurant selection factors	Value seekers, Service seekers, Adventurous food seekers, atmosphere seekers, healthy food seekers

2.10.4 (a) Activity-based Segmentation

One characteristic of travel behavior that has been used for effective segmentation is: activities tourists engage in (Sung et al., 2000; Mc Kercher et al.,

2002; Choi and Tsang, 1999). Activity based approaches were first recognized as a new development in the study of Travel behavior in the Third International Conference on Travel behavior in Australia in April 1977 (Choi and Tsang, 1999). This approach groups tourists according to their behavior or visitation patterns (Mc Kercher et al., 2002). It is based on the premise that preference for particular types of activities will vary in different travelers (Sung et al., 2000). For more effective segmentation purposes, activity segmentation has often been used in conjunction with other psychographic and/or socio-demographic variables (Sung, et al., 2000). It is suggested that segmentation based on activity types can prove advantageous to both the travel industry and the travelers by helping increase industry profitability on the one hand and providing better vacation planning opportunities for the travelers on the other hand (Choi and Tsang, 1999). While trying to define adventure travel Sung et al (1997, as cited in Sung et al., 2000) identified six major components of the notion of adventure (activity, environment, experience, motivation, performance and risk) and found that activity was the most important variable for defining adventure travel and highly interrelated with experience and environment. A study on the North American adventure travel market which used activity as a segmentation base, identified six distinctive groups of adventure travel activities, labeled as: Soft Nature, Risk Equipped, Question Marks, Hard Challenge, Rugged Nature and Winter Snow (Sung et al., 2000). McKercher et al. (2002) explored the application of activities-based segmentation as a means of grouping the cultural tourism market in a study in Hong Kong, in which they identified six discrete tourism market segments- Cultural generalists, Icon Culturalist, Chinese Heritage Culturalist, Tsuim Sha Tsui Nodal Culturalist, Colonial Culturalist and Sino-Colonial Culturalist (Mc Kercher et al., 2002). In another study to segment the Hong Kong outbound pleasure travel market, four groups of Hong Kong private housing travelers were identified as Sightseeing, Outdoor Sports, Entertainment and Outdoor Activities, and Friends/ Relatives Visiting (Choi and Tsang, 1999). Activity based segmentation was also used to segment Hong Kong international pleasure travelers and the five groups identified in

this study are: Visiting Friends and Relatives, Outdoor Sports, Sightseeing, Full-house Activity and Entertainment (Hsieh, et al., 1992). The detailed list is offered in Table 2.8.

Table 2.8: List of Activities Used in Segmentation Studies

Variables	Researcher	Variables	Researcher
Visiting scenic landmarks/areas	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Canoeing	Sung et al., 1997
Visiting sites of historical and/or cultural interest	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Diving (Scuba, Sky)	Sung et al., 1997
Visiting sites of archaeological interest	Choi and Tsang, 1999; Hsieh et al., 1992	Dog sledding	Sung et al., 1997
Visiting villages and typical rural areas	Jeffrey and Xie, 1995	Four wheel drive trips	Sung et al., 1997
Sampling local foods and drinks	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Horseback riding	Sung et al., 1997; Choi and Tsang, 1999; Hsieh et al., 1992
Taking photographs/videos etc	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Hunting	Jeffrey and Xie, 1995; Sung et al., 1997; Choi and Tsang, 1999; Hsieh et al., 1992
Meeting ordinary people in their homes/workplaces/local environments	Jeffrey and Xie, 1995	Motorcycling	Sung et al., 1997
Exploring city life (unguided)	Jeffrey and Xie, 1995	Mountain biking	Sung et al., 1997
Visiting mountains	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Orienteering	Sung et al., 1997
Attending festivals and special cultural events	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Water sports	Jeffrey and Xie, 1995; Hsieh et al., 1992
Cruises on major rivers and canals	Jeffrey and Xie, 1995	Snow shoeing	Sung et al., 1997
Observing wildlife in its natural habitat	Jeffrey and Xie, 1995; Hsieh et al., 1992	Snowmobiling	Sung et al., 1997
Visiting wilderness areas	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Soaring	Sung et al., 1997
Swimming	Jeffrey and Xie, 1995; Choi and Tsang, 1999; Hsieh et al., 1992	Survival and wilderness training	Sung et al., 1997
Restaurants/Dining out	Choi and Tsang, 1999; Hsieh et al., 1992	Rappelling	Sung et al., 1997
Visit National parks/Forests	Choi and Tsang, 1999; Hsieh et al., 1992	Rogaining	Sung et al., 1997
Visit Friends/Relatives	Hsieh et al., 1992	Sailing	Sung et al., 1997
Trekking	Sung et al., 1997	Snorkeling	Sung et al., 1997
Visit galleries and museums	Jeffrey and Xie, 1995; Hsieh et al., 1992; Hsieh et al., 1992	Skiing	Sung et al., 1997
Visiting places of entertainment	Jeffrey and Xie, 1995; Choi and Tsang, 1999	Skydiving	Sung et al., 1997
Bicycling	Jeffrey and Xie, 1995; Sung et al., 1997	Windsurfing	Sung et al., 1997
Backpacking	Sung et al., 1997	Shopping	Jeffrey and Xie, 1995; Sung et al., 1997; Choi and Tsang, 1999
Ballooning	Sung et al., 1997	Sunbathing/ Beach	Jeffrey and Xie, 1995;

Table 2.8: List of Activities Used in Segmentation Studies

Variables	Researcher	Variables	Researcher
		activity	Choi and Tsang, 1999; Hsieh et al., 1992
Birdwatching	Sung et al., 1997	Tour countryside	Hsieh et al., 1992
Camping	Sung et al., 1997	Visit Amusement / Theme parks	Choi and Tsang, 1999; Hsieh et al., 1992
Fishing	Jeffrey and Xie, 1995; Sung et al., 1997; Choi and Tsang, 1999; Hsieh et al., 1992	Visit seaside	Choi and Tsang, 1999; Hsieh et al., 1992
Hang gliding	Sung et al., 1997	Attending concerts/ Live theatre	Hsieh et al., 1992
Climbing/Hiking	Sung et al., 1997; Choi and Tsang, 1999; Hsieh et al., 1992	Visit casinos/gambling	Choi and Tsang, 1999; Hsieh et al., 1992
Jungle exploring	Sung et al., 1997	Contact local inhabitants	Hsieh et al., 1992
Kayaking	Sung et al., 1997	Visit military history	Choi and Tsang, 1999; Hsieh et al., 1992
Keep fit/jogging/exercise classes etc	Jeffrey and Xie, 1995	Golfing/tennis	Choi and Tsang, 1999; Hsieh et al., 1992
Mountain climbing	Sung et al., 1997	Attending sports events	Choi and Tsang, 1999; Hsieh et al., 1992
Nature trips	Sung et al., 1997	Visit commemorative places	Choi and Tsang, 1999; Hsieh et al., 1992
Paragliding	Sung et al., 1997	Guided excursions	Hsieh et al., 1992
Rafting	Sung et al., 1997	Visit health spas	Hsieh et al., 1992
Safaris	Sung et al., 1997	Snow skiing	Choi and Tsang, 1999; Hsieh et al., 1992
Spelunking	Sung et al., 1997	Arctic trips	Sung et al., 1997
Walking tours	Jeffrey and Xie, 1995; Sung et al., 1997	Bungee jumping	Sung et al., 1997

2.10.4 (b) Volume of Use

Goldsmith and Litvin (1999) used volume segmentation in a study that described heavy usage of travel agents. In volume segmentation, usage rate (or frequency of use) is employed to partition the market into three meaningful categories of consumers: non-users, light users and heavy users (Goldsmith and Litvin, 1999). As heavy users constitute a relatively small portion of the market, but account for the majority of purchases; so they form an attractive target segment for many firms. This follows from the 'heavy half' theory according to which one-half of the consumers account for more than eighty percent of the consumption in most product categories (Haley, 1968).

2.10.4 (c) Travel/ Trip-related Variables

Another variable that is used in travel market segmentation may be referred to as the Travel/trip related variables. This comprises the factors related to travel arrangements and travel preferences as well as characteristics of the particular trip. These factors include information regarding length of trip or duration of trip (Choi and Tsang, 1999; Bieger and Laesser, 2002; Hsieh et al., 1992; Yamamoto and Gill, 1999; Sung, 2004; Becken et al., 2003), size of the travel group/ Party size (Choi and Tsang, 1999; Bieger and Laesser, 2002; Hsieh et al., 1992; Jang et al., 2002; Fodness, 1994; Yamamoto and Gill, 1999), travel frequency (Keng and Cheng, 1999) or number of trips taken in past years (Choi and Tsang, 1999), influential person (Sung, 2004), travel companions or travel party composition (Keng and Cheng, 1999; Sung, 2004; Fodness, 1994; Jang et al., 2004; Hsieh et al., 1992; Becken et al., 2003), type of trip taken (Bieger and Laesser, 2002; Jang et al., 2002), accommodation choice (Keng and Cheng, 1999) or type of accommodation used (Yamamoto and Gill, 1999) or lodging type (Fodness, 1994), accommodation booking (Yamamoto and Gill, 1999), main purpose of trip (Yamamoto and Gill, 1999; Becken et al., 2003), travel arrangements (Choi and Tsang, 1999) or travel type (Keng and Cheng, 1999; Jang et al., 2002), mode of travel (Fodness, 1994), season of trip (Jang et al., 2002), number of children in travel party (Jang et al., 2004), number of adults in travel party (Jang et al., 2004) and trip planning variables like planning time (Fodness, 1994), trip preparation (Yamamoto and Gill, 1999) and information sources used (Sung, 2004; Hsieh et al., 1992, Fodness, 1994). In most of the studies reviewed, these travel and trip-related variables have been used to describe and compare the segments derived from the segmentation exercise. Sometimes, the above variables are treated as the independent variables used in the research (Jang et al., 2004; Hsieh et al., 1992). However, a few of these variables have sometimes been used as the segmentation base. For example, in a study of visitors to Halifax, Canada, travelers were divided into vacation/relaxation, business and visitor (visiting friends and relatives) categories based on the purpose of their trip (Kaynak and Yavas, 1981). In another study,

international tourists to New Zealand were segmented on the basis of their travel choices into seven distinct clusters: a coach tourist, soft comfort traveler, auto tourist, camper, backpacker, tramper (hiker), and tourists who visit friends and relatives (Becken et al., 2003). These have been listed in Table 2.9.

Table 2.9: Travel/Trip-related Variables

Variables	Researcher	Variables	Researcher
No. of trips in past 2 years		Repeat trip	Jang et al., 2004
Number of people in the travel party	Yamamoto and Gill, 1999	Frequency of trip per year/Travel frequency	Jang et al., 2004; Sung, 2004; Keng and Cheng, 1999
Main purpose of trip	Yamamoto and Gill, 1999	Influential person (s)	Jang et al., 2004; Sung, 2004
Trip length/length of trip/duration of trip	Yamamoto and Gill, 1999; Sung, 2004	Trip arrangement	Jang et al., 2004; Sung, 2004
Trip preparation/ Planning time	Yamamoto and Gill, 1999; Fodness, 1994	Time of trip	Fodness, 1994
Lodging type	Fodness, 1994	Accommodation choice	Keng and Cheng, 1999
Accommodation booking	Yamamoto and Gill, 1999	Information sources	Hsieh et al., 1992; Sung 2004; Fodness, 1994
Mode of travel	Fodness, 1994	Travel arrangements/Travel type	Fodness, 1994; Keng and Cheng, 1999
Past long haul trip experience	Yamamoto and Gill, 1999	Household members attending trip	Beiger and Laesser, 2002
Travel type	Hsieh et al., 1992	Type of trip taken	Beiger and Laesser, 2002
Number of children in travel party	Jang et al., 2004; Fodness, 1994	Number of adults in travel party	Jang et al., 2004

2.10.4 (d) Expenditure

With the growth in international tourist spending, researchers are becoming interested in studying tourist spending behavior (Mok and Iverson, 2000, Legoherel, 1998). Thus, travel expenditure as a segmentation variable is being studied by a few researchers. It is suggested that travel expenditure based segmentation may prove to be a useful alternative to the more common approach of segmentation based on travel activities (Mok and Iverson, 2000). Two types of travelers who spend a vacation in the same area and at the same time might spend their money in very different ways. Expenditure level variables are thus thought to be more significant than the classical consumption volume variables by some (Legoherel, 1998). Legoherel (1998)

demonstrated the relevance of an expenditure-based segmentation of tourists by determining homogeneous groups of consumers based on actual expenditure levels. The usefulness of an expenditure-based segmentation technique was further demonstrated by Mok and Iverson (2000) in a study of Taiwanese tourists to Guam. Jang et al. (2004) examined the expenditure patterns of Japanese pleasure travelers visiting the US and profiled them by income level.

Based on the above review, a few insights were obtained regarding the variable selection issue, which are presented in the following section.

2.11 Appropriate Segmentation Variables: Insights from Literature Review

Selection of the most appropriate and effective market segmentation variables is considered to be a crucial and difficult step in the segmentation process (Lang and O'Leary, 1997; Frochot and Morrison, 2000). But which is the most effective and appropriate criterion? Past researchers do not agree with one criterion or variable and debates abound in the literature over the appropriate bases for segmenting tourism markets (Jang et al., 2002, Moscardo et al, 2001, Hsieh et al., 1992). Some regard psychological and behavioral variables as better for segmentation while others consider benefits sought as one of the best segmentation bases (Jang et al., 2002, Moscardo et al., 2001). However, one single variable or the same set of variables cannot be pinpointed as the 'best' for segmenting a market (McKercher et al., 2002; Sung et al., 2000). Some feel that the criteria to be used will vary depending on the situation and the needs of the organization (McKercher et al, 2002). According to Wind (1978), the selection of variables could vary depending on the specific decisions facing management and the current state of the marketing and consumer behavior knowledge about the relevance of various variables. Using a single basis for all marketing decisions may result in faulty marketing decisions and wastage of resources. Some authors contend that the appropriateness of the technique depends on the needs at the time, the skill of the researchers and the quality of data available

(Kercher et al., 2002). Wind (1978) recommends some segmentation bases for particular consumer and organizational marketing decisions as shown in Table 2.10.

Table 2.10: Segmentation Bases for Marketing Decisions

For general understanding of the market:
- Benefits sought (in industrial markets, the criterion used is the purchase decision)
- Product purchase and usage patterns
- Needs
- Brand loyalty and switching pattern
- A hybrid of the variables above

For positioning studies:
- Product usage
- Product preference
- Benefits sought
- A hybrid of the variables above

For new product concepts (and new product introduction):
- Reaction to new concepts (intention to buy, preference over current brand, etc)
- Benefits sought

For pricing decisions:
- Price sensitivity
- Deal proneness
- Price sensitivity by purchase/usage patterns

For advertising decisions:
- Benefits sought
- Media usage
- Psychographic/lifestyle
- A hybrid (of the variables above and/or purchase/usage patterns

For distribution decisions:
- Store loyalty and patronage
- Benefits sought in store selection

Source: Wind. 1978.

In this regard, a systematic analysis of 43 tourism segmentation studies was conducted. This provided some useful insights regarding the issue which have been summarized below:

2.11.1 Need for Comparative Assessment of Different Bases

According to Haley (1985), the issue of the best type of segmentation extends beyond popularity and subjective choices and implies some sort of data – ideally, comparative data. In one of the first studies to do a comparative analysis of different segmentation orientations, differences between segments were measured on criteria

such as volume of consumption, brand image and type usage. The three systems – one based on benefits, one based on beliefs and one based on personality and lifestyles – were compared to see which discriminated best on the aforementioned criteria. It was found that benefits discriminated best on the three criteria mentioned above, followed closely by beliefs while lifestyles did not fare so well (Haley, 1985). This type of objective tests may prove useful in comparing alternative segmentation criteria and thereby choosing one that works best. This point raised by Haley in his paper on benefit segmentation finds further mention and use in later studies. An example is the study on evaluation of different bases for market segmentation by Moscardo et al. (2001). According to them, the debate over the relative merits of different segmentation bases has not been informed by any systematic comparative or evaluative studies. In this study, eight criteria were used to evaluate two different approaches. The study presents a comparison of an a-priori segmentation using a geographic base and a posteriori analysis based on activity participation. The activity segmentation approach was found to fulfill the criteria more adequately than the geographic approach. It may be useful to undertake such comparative studies in the future so as to provide useful guidance regarding selection of variables.

2.11.2 Link between Variable Selection and Method of Segmentation Employed

Does the variable selection have anything to do with the method of segmentation employed? The tourism literature indeed offers some insights on this.

As far as the segmentation method is concerned, two procedures are generally used as already described in section 2.5. These are: the a-priori approach in which the basis for defining the segment is selected beforehand, and the posteriori segmentation method in which the marketer has no prior knowledge about homogeneous groups in the market and the segments are derived analytically.

According to a review of tourism segmentation studies published in the 1990s by Hsu and Lee (2002), the a-priori method seemed to be the dominant research approach when geographic and demographic characteristics were used to segment markets. The posteriori approach was almost exclusively used for psychographic segmentation. For behavioral segmentation, both approaches, a-priori and posteriori, have been used depending on specific behavior investigated. For behavior such as trip types and expenditure, a-priori method had been used and with regards to behavior on which no prior knowledge existed, (such as destination choice preferences), posteriori approach was employed. Similarly, Moscardo et al. have observed that demographic and geographic variables are most commonly associated with a-priori methodological approaches. While psychological and behavioral variables are usually associated with posteriori techniques. Again, Calantone and Mazanec (1991) have been cited by Orth and Tureckova (2002) as observing that a posteriori segmentation very often employs attitudinal or benefit variables for segmentation purposes.

Also, in reviewing the 43 studies mentioned earlier, an attempt was made to explore this link between variables and segmentation method. In the *a-priori* studies reviewed here, geographic and demographic variables were chiefly used. Apart from these, variables related to purpose of trip, usage and behavior (e.g. internet use) have also been used. The *posteriori approach* was primarily employed while segmenting respondents using variables like benefits sought, activities, motivations and psychographic variables. It also included variables like travel choices, tour selection attributes, destination attractiveness attributes as well as ecotourism related behavior. These findings seem to support the observations made in the aforementioned studies.

2.11.3 What Influences Choice of Variables?

To get a better idea of what influences different researchers to make a decision regarding the variables to be selected, a systematic analysis of the 43 studies reviewed, was conducted. This provided some useful insights regarding the variable selection decision. In a good number of these studies, this decision regarding which

variable to use followed from the objectives of that particular study. For instance, Galloway (2002) segmented visitors to parks in Ontario, Canada using psychographic variables. The aim of this paper was to examine whether sensation seeking (a psychological push factor) is useful as a basis for park segmentation. Another major influence observed in these studies is a decision based on a review of past studies. A benefit segmentation study of the near-home tourism market by Yannopoulos and Rotenberg (1999) provides an example of guidance sought from literature review. Among other studies that have been mentioned, Wind (1978) is cited as recommending the benefits sought technique if the objective of the research is to gain an understanding of the market and the reasons for its behavior. Again, in a study of backpackers in Australia, Loker-Murphy (1996) used travel motivations as the segmentation base, based on Pearce's (1991) application of the travel career ladder to a theme park setting. An effort to build on or substantiate the results from previous research has also been seen to influence the choice. In one segmentation study, Goldsmith and Litvin (1999) describe heavy users of travel agents. This study attempts to build on prior published work and to apply the findings of a previous study of travel agency usage to the Singapore travel market. In certain cases, the studies have attempted to demonstrate the usefulness and applicability of using a particular variable. For example, Reid and Reid (1997) explore the effectiveness of geographic origin as a basis for segmenting visitors to small island nations that depend entirely on international travelers as tourism markets. Filling up a research gap also motivated a few researchers to adopt a particular criterion. For instance, realizing that there has been little reported research on Japanese travel expenditure by income level; Jang et al. (2004) attempted to examine the expenditure patterns of Japanese pleasure travelers visiting the US. Sometimes, a particular variable was chosen, as it was believed to be appropriate for the specific market and situation. Ahmed et al. (1998), have reasoned that benefit segmentation seems to be an appropriate approach to define sun destination segments and to develop marketing strategies that take into account both the personal needs of tourists and the situation of

winter travel. Similarly, activity was found to be the most important variable for defining adventure travel; hence, it was used to segment the adventure travel market from the North American Industry provider's perspective (Sung et al., 2000). However, a few of these studies did not provide any clear justification for using the variables chosen.

2.11.4 Multi-dimensional Segmentation

In some of the studies reviewed, a combination of different bases or multiple variables have been advocated rather than use of a single base. According to Sung et al (2000), multi-stage segmentation or a combination approach may be the most appropriate approach for segmenting markets. As variables sometimes supplement one another, therefore, some factors regarded as primary bases have often been used in conjunction with other factors. Some authors like Lang and O'Leary (1997) suggest that since travel behavior is multi-dimensional and influenced by a variety of factors, so a multi-dimensional approach should be employed. They used the multiple segmentation approach to develop a typology of nature travelers based on their motivations, activity participation and destination preferences. A combination of benefits pursued, activity participation, and destination preference can reveal the relationships between the psychographic backgrounds and actual behavior to better classify markets according to these authors. The multi-dimensional segmentation was used by Taylor (1986) to segment the Canadian pleasure travel market. Discrete travel segments were described on the basis of travel philosophy, travel benefits and activities and interests (Taylor, 1986). Further, according to Dolnicar and Leisch (2003), segments should reflect a number of integrated personal and behavioral characteristics and thus represent a vacation style rather than a one-dimensional activity or benefit type.

2.11.5 Actionable Market Segments

Another issue that needs to be considered while choosing segmentation bases is the applicability of the variables used. According to Chen (2000), variables and

segmentation descriptors chosen should help practitioners in deriving 'actionable' market segments as well as furnish insights for marketing strategy development. As suggested by Kotler (1988), (cited by Chen, 2000), the bases to be adopted should depend on the measurability, accessibility, and substantiality of the resultant segments. Similar criteria have been suggested by Middleton. These have been applied in a study to examine the effectiveness of using geographic origin as a segmentation base for segmenting tourists to Barbados (Reid and Reid, 1997). Furthermore, according to Greenberg and McDonald (1989) dimensions chosen as a basis for segmentation should (1) correlate with market behavior (2) lead readily to product manipulation and development of message strategies and (3) provide directions for media buying. When these criteria are applied to the various segmentation strategies available, some approaches pass the test of actionability more consistently than the others. For example, demographic segments often correlate fairly well with market behavior but seldom provide much guidance for product development or message strategies. Likewise, behavioral segmentation has the virtue of providing direct relevant information on how people buy products but offer little guidance about the needs that actually motivate people to buy products. On analysis, Greenberg and McDonald (1989) are persuaded that benefit segmentation is the best method of segmentation as it meets the actionability criteria most consistently and reliably. Clancy and Roberts have been cited by Fodness and Murray (1997) regarding their procedure for assessing the relative performance of competing segmentation modes. The authors present three evaluative criteria: first, how well does each segmentation mode discriminate across the total sample on the descriptor variables; second, does each segmentation mode generate segments of sufficient size to be of consequence; and third, do the segments created make 'good marketing sense'.

On the basis of the discussion in the preceding sections, it may be reasonable to conclude that the issue of variable selection extends beyond random choice and the

discretion of the researcher. A variety of factors have been seen to affect this decision. These include an assessment of the purpose or objectives of a particular study, a review of literature pertaining to similar studies, substantiating the results from previous research, demonstration of the usefulness and applicability of a particular variable, filling up of a research gap as well as applicability of a variable to a particular market type or situation. Apart from these, a multi-dimensional approach rather than a use of a single variable has been found to be more appropriate in segmenting markets. Further, the need for a comparative assessment of alternative bases and choosing the best alternative based on comparative data, has been realized. Moreover, there seems to be a link between the variables used and the method of segmentation employed. Again, it has been suggested that the variables chosen should help practitioners in deriving 'actionable' market segments. The derived market segments should fulfill some criteria of effectiveness (as discussed in section 2.4) in order to be meaningful. Thus, the appropriateness of a variable in leading to meaningful segments that would be relevant for formulating practical marketing strategies, is an issue of importance. It may be mentioned that studies of this nature should clearly document the rationale behind selection of a particular criteria so as to provide better direction to future segmentation studies.

2.12   Market Segmentation and North-east India

The preceding sections discussed at length the various aspects involved with the market segmentation process – the segmentation methods; various segmentation variables used in tourism literature as well considerations regarding the choice of such variables. Also, the usefulness of the technique of market segmentation in the context of destination marketing has been pointed out. As mentioned previously studies related to segmentation of residents and visitors have provided fresh insights into the needs and characteristics of tourism markets thus contributing towards better marketing of such destinations. As discussed in sections 1.5 and 1.6 of Chapter 1, North-east India has a lot of potential for development of tourism. However, the inflow of tourists into the region has been negligible over the years in comparison to

national figures. In order to foster tourism development in the region (though with due consideration to the sustainability aspect), the destinations of the region have to be marketed effectively through adoption of appropriate marketing strategies in order convert North-east India into a preferred tourist destination. As no destination can offer all things to all people, an important aspect of the marketing strategy would be to match the tourism products with the right markets (Gee et al., 1997). From this perspective, it would be useful to consider the needs and characteristics of the various segments of the market in order to identify the right match and formulate suitable strategies to reach and cater to such markets. This would necessitate undertaking of market segmentation studies that would provide appropriate insights into the needs and characteristics of various homogeneous subgroups of the market. A study of this nature would constitute a step towards suitable strategy formulation by the destination marketers of the region. The following Chapter establishes the relevance of such a study for North-east India and outlines the objectives, scope and limitations of the proposed study.

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Chapter 3

One-horned Rhinoceros, Kaziranga National Park, Assam
Photo: Dr Chandan Goswami

The Study - Relevance, Scope, Objectives and Limitations

3.1 Relevance of the Study

In continuation to the discussion in the previous two Chapters, it may be stated that a study exploring the needs and characteristics of the market for North-east India's tourist destinations that would provide meaningful insights to the destination marketers of the region, needs to be undertaken. Such a study would be pertinent from the following three perspectives: (a) the importance of tourism development in the region in the backdrop of North-east India's development scenario (b) the role of tourism marketing, particularly, the importance of market segmentation in the successful promotion of the region (c) the fact that not too many studies concerned with the marketing of tourism has been conducted in the region. A brief discussion on the relevance of the study as considered from these aforementioned perspectives, is presented in the following sections.

3.1.1 Importance of Tourism Development for the Economy of the Region

Though very rich in tourism resources, North-east India is one of the least developed regions in the country – economically and industrially. It is felt by many that labor-intensive industries such as tourism should be encouraged in the region, which would contribute to the development of the region's economy (as already discussed in section 1.6 of Chapter 1). In many biodiversity-rich developing countries of the world, travel and tourism has emerged as a significant industry. It has been observed that in terms of economic benefits, tourism definitely constitutes an opportunity for economic development, economic diversification and the growth of related activities, especially in developing countries. Keeping this in view, it has been recognized that, notwithstanding possible negative impacts, tourism based on the natural environment does present a significant potential for realizing benefits in terms of the conservation of biological diversity and the sustainable use of its components. It may, therefore, be reasonable to state that tourism development in the North-eastern region, with due consideration to sustainability, could actually usher in an overall

development of the economy, benefit the local populace and even provide the resources for conservation of biodiversity in the long run.

3.1.2 Importance of Market Segmentation in the Successful Promotion of the Region

Considering the importance of tourism development to the overall development of the region, the role of effective marketing assumes importance. It, thus, seems appropriate that conscious and concerted efforts be made for promotion of tourism in the region so as to improve the tourist arrival figures significantly. However, apart some from efforts through the 'Incredible India' campaign, North-east India has not been promoted aggressively. To increase the inflow of the right kind of tourists into the region, the destinations need to be marketed effectively using appropriate marketing strategies. Considering this, destination-specific studies that explore the characteristics of the market for North-east India's tourism offerings need to be undertaken.

As a first step towards conscious marketing efforts, it is essential for the destination marketers of the region to know *whom they are trying to sell to* i.e. who comprises their market. Communicating to a diversified audience may not produce desired results. What is required is a more targeted strategy. Ideally, an understanding of each individual consumer's needs and characteristics would enable the marketer to communicate most effectively with that individual. As this would not be a realistic option for the tourism destination marketers, so the next best thing would be to understand broad groups within the market each of which is a collection of individuals with similar needs and characteristics. It would be easier to communicate with these broad groups in the market in a way that would appeal to them. How can such groups be identified? The answer lies in the concept of market segmentation discussed in sections 2.2 and 2.3 of Chapter 2. In view of the importance of tourism development to the economy and the overall development of the North Eastern region

of India, it may be noted that studies exploring various aspects of tourism promotion and marketing, need to be undertaken for the destinations of the region. Particularly, from a strategic marketing perspective, the importance of market segmentation studies that would attempt to discover the needs, characteristics and underlying motivations of the visitors to the region, can hardly be exaggerated. Thus, pursuing a study that tries to create taxonomies of tourists currently visiting the region would enable the destination marketers to clearly focus their promotional efforts thereby ensuring better response in the form of increased tourist arrivals.

3.1.3 Tourism Marketing Studies in North-east India

According to present available information, only a few studies related to tourism and hospitality have been conducted in North-east India. A thorough perusal of the University News journal that lists all doctoral theses accepted by Indian Universities revealed just a handful of studies related to travel, tourism and hospitality in the region. One study assessed the development of entrepreneurship in Nagaland with special reference to hotel enterprises (Panda, 2000). Again, a management appraisal of wildlife sanctuaries in Assam was attempted in a study of the Kaziranga National Park (Nazir, 2002). Only two studies can be found in the context of tourism marketing. One, a study on destination positioning of north-east India based on the preferences and perceptions of tourists (Sarma, 2002) and another work in which promotional and marketing practice of the State level tourism promotional organizations was studied (Bhattacharjee, 2003). Apart from these doctoral theses, there is another study on the demand pattern of tourism-oriented cottage industry in North-east India (Sarma, 2004).

As observed in section 2.2 of Chapter 2, market segmentation is the basic first step towards formulation of effective marketing strategies. However, as is evident from a perusal of all available information related to studies in the north-east, including a search on the Internet; no study, to the best of our knowledge, has so far

conducted a comprehensive segmentation and profiling of travelers coming to the North-east region. Such a study would provide a classification of travelers based on which destination marketers could determine the focus and direction of their marketing efforts. This represents a gap in available research on north-east India. Therefore, such a study may be relevant.

3.2 Research Questions

Keeping in view the above discussion, few basic questions come to mind. Answers to these questions may provide insights into what should be the focus of North-east India's marketing efforts and where and how such efforts should be effectively concentrated. These questions relate to:

(a) How can the travel market of North East India be segmented into smaller subgroups?

(b) What would be the distinguishing characteristics of each of these segments?

(c) Is it possible to identify one or more distinct segments that would be the most promising or attractive travel market segments for North East India's destination marketers

As there is no a-priori knowledge about the characteristics of North-east market, so, a systematic study needs to be conducted to provide the answers. Through such a study, an attempt has to be made to find out more about the market for North-east's tourist destinations. Who are the people in the market, where do they come from, what activities do they prefer, what are underlying motivations for traveling – in brief, the needs and characteristics of the market need to be explored.

3.3 The Study Topic

In an attempt to answer the research questions posed in section 3.2 above, a study has been taken up to gain an understanding of the travel market for North-east

India. As noted in section 1.2 of Chapter 1, the travel market is often broadly classified into two groups – leisure travelers and business travelers. The primary purpose of leisure travelers is leisure or recreation. Therefore, in the context of tourism marketing it would be more relevant to understand their needs and characteristics, as they would be more likely to visit the tourist destinations of North-east India. Also, it may be noted that leisure tourists represent the largest proportion of the traveling population accounting for 62.1% globally (Foo et al.). Such figures for the relative percentages of leisure and business travelers are not available for North-east India. So, in an initial exploratory study, it may be relevant to study the preferences and characteristics of those people who come out of their homes with the primary intention of recreation or holiday. As the primary intention of business and other travelers is not leisure or pleasure, so, it would be reasonable to conduct a study on the leisure travelers alone and not business travelers and other travelers. It has already been noted in Chapter 2 that there are several examples of studies conducted in various parts of the world to segment the leisure travelers into distinct subgroups and thereafter profile or describe these segments. These studies have been found to provide meaningful marketing insights. It may thus be said that a segmentation study of this nature would be beneficial from the perspective of the destination marketers. Such a study may, therefore, be a step towards addressing the issue of successful promotion and hence tourism development in North-east India.

In view of the above, a study on segmenting and profiling the leisure travelers to North-east India has been taken up. Specifically, the topic for the study is: *"Segmenting and Profiling the Leisure Travelers: A Study in North-east India"*. The primary purpose of this study would be to provide destination marketers with sufficient information about the leisure travelers coming to the North-east region in order to empower them with strategic inputs. However, this broad purpose first needs to be translated into definite and operational objectives.

3.4 Objectives of the Study

Keeping in view the overall purpose of the study and research questions, the following objectives have been set in order to provide a definite framework for the study. The specific objectives of this study conducted in order to provide meaningful marketing insights to the destination marketers of North-east India, are as follows:

(1) Segmentation of the leisure travel market for North East India into distinct subgroups

(2) Delineating profiles of the resultant segments and suggesting broad marketing implications for each of these segments

3.5 Information Needs

In order to assess how the above-mentioned objectives may be fulfilled, the specific information needs have to be ascertained. The first objective as outlined in section 3.4 above relates to the task of segmenting the leisure travel market. In order to fulfill this objective, the first task would be to determine how the market might be segmented, that is, using what criteria or variables. In doing this, the guidance available from the literature pertaining to segmentation studies, as detailed in section 2.12 in Chapter 2, may be useful. As noted therein, a variety of factors have been seen to affect this decision. These include an assessment of the purpose or objectives of a particular study, a review of literature pertaining to similar studies, substantiating the results from previous research, demonstration of the usefulness and applicability of a particular variable, filling up of a research gap as well as applicability of a variable to a particular market type or situation. A basic purpose of the present study is to gain an understanding of the needs and characteristics of the market, or, the structure of the market. So, it may be useful to consider the underlying motivations for leisure travel. Further, Wind (1978) has recommended the benefit sought technique if the objective of the research is to gain an understanding of the market and the reasons for its

behavior (Table 2.9 and section 2.11.3 of Chapter 2). Besides, the applicability of variables selected to the particular market type or situation in North-east India, needs to be considered. The North-east destinations provide opportunities for adventure travel as already observed in 1.4 of Chapter 1. Since activity has been found to be one of the most important variables for defining the adventure travel market, so activity preferences of tourists should be included as a key variable. Also, it has been discussed in sections 1.6 and 1.7 of Chapter 1 that tourism development in the region should take into account the sustainability aspect. Therefore, it would be relevant to incorporate some aspects related to sustainable attitudes of visitors to the region, attitudes towards local people and interest in the history and culture of the destinations in the region in the present study. Thus, it appears that it would be relevant to use variables such as motivations, benefits sought and activity preferences of leisure travelers along with their sustainable attitudes. The literature points to the appropriateness of using multiple variables rather than a single variable (section 2.11.4). Keeping this in view, a multi-dimensional segmentation including the variables noted above, may be attempted here. So, as far as information requirements are concerned, the underlying motivations of leisure travelers, the benefit sought by them, importance attached by them to the quality of the environment and concern for maintaining it as well as the activities they prefer to participate in while undertaking leisure travel, needs to be ascertained.

The second objective as outlined in section 3.4 above relates to the profiling task. Thus, to fulfill this objective, it would first be essential to determine how the segments may be described, that is, using what criteria or characteristics may the segments be profiled. For the purpose, the discussion in section 2.9.2 regarding profiling variables may serve as a guideline. Besides, from the point of view of destination marketers, it may be useful to ascertain where the leisure travelers come from, who they are, what are their travel-related preferences and so on. Keeping the

above in mind, it may be useful to ascertain the following information regarding the tourists:

(a) Accommodation preferences while traveling

(b) Travel expenditure incurred by them

(c) Travel planning and arrangements

(d) Sources of travel-related information used by them

(e) Travel party or companions

(f) Preferred mode of travel

(g) Frequency of travel

(h) Travel exposure

(i) Souvenir buying

(j) Satisfaction with North-east destinations

(k) Likelihood of recommending North-east destinations

(l) Other traveler characteristics pertaining to geographic origin, demographic and socio-economic factors

Thus, through this study, it would be necessary to gather the information identified above. Details on how this has been done are provided in Chapter 4.

3.6   Scope of the Study

With regards to scope, two aspects may be noted. The first is the geographical coverage and the second is regarding the category of travelers included in the study. The geographical coverage of this study is the North-eastern region of India comprising the seven states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. Though in recent years the state of Sikkim has been officially recognized as part of North-east India, yet in the present study Sikkim has been not been considered. Sikkim has been excluded from the purview of this study for two reasons. Firstly, traditionally and historically North-east India has been perceived as consisting of the seven-sister states excluding Sikkim. Secondly, geographically, Sikkim is not connected to this region. The North-eastern region as

mentioned earlier is geographically situated in such a way that it is connected to the rest of India through a narrow land corridor known as the Siliguri corridor. The city of Guwahati in Assam is considered to be the gateway to North-east India. Thus, tourists entering into this region through Guwahati may visit any state of this region but may not necessarily have visited Sikkim.

Further, as already noted previously, only those individuals visiting the North-eastern region for leisure purposes are included in the present study. Leisure travelers are those travelers for whom the primary purpose of undertaking the trip is leisure, pleasure or holiday (as defined in section 1.2.3.4 of Chapter 1). Business travelers and other travelers (as defined in section 1.2.3.4 of Chapter 1) have not been included within the scope of the present study. Leisure travelers to the region, both domestic and foreign, have been included in the study. Thus, the study is based on a survey of tourists, which tries to elicit information from them regarding various aspects relevant to the objectives of the study.

3.7 Perceived Limitations of the Study

Individuals traveling for business purposes were not included in this study. This was done for three reasons. First, it was considered more important to understand the motivations and preferences of leisure travelers coming to the North-east India, as their main purpose for visiting this region is pleasure or recreation and therefore, they comprise the chief market for the leisure travel destinations. Secondly, business travelers with their distinctive needs, schedules and preferences need separate focus and treatment. Including both leisure travelers and business travelers in one study may make it difficult to maintain focus and unduly broaden the scope of the study. Thirdly, the tourism segmentation literature surveyed was all regarding pleasure travel. Not much guidance was available from the literature regarding segmentation of business travelers. However, this may represent a potential limitation, as the study would not be exhaustive due to this omission.

Apart from this, prospective visitors have not been considered in this study. This again was done for two reasons. One, it was not realistic to conduct the survey in other places outside North-east India due to lack of funds and other constraints. Secondly, it was believed that an understanding of the current market i.e. actual visitors would serve as an important first step in deciding the overall strategy for the region. However, this again may represent a possible limitation as a survey of prospective visitors may have provided further useful insights.

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Chapter 4

Loktak Lake, Manipur
Source, Ministry of Tourism, Government of India

Study Methodology

4.1 Flow Chart of Study Methodology

In order to achieve the objectives described in section 3.4 of Chapter 3, the following research plan has been developed. The specific information needs for the study as identified in section 3.5 of Chapter 3, has been considered while designing the plan. At the outset, a review of tourism segmentation literature has been conducted in an attempt to gain a thorough understanding of segmentation approaches, segmentation variables as well as various data analysis techniques. Based on this review, as well as considerations regarding the appropriateness of variables for the present study in Northeast India, a set of 76 motivations, benefits sought, sustainable attitudes and activity preference items have been selected as the segmentation variables. Primary data has been collected though a sample survey during the period October 2006 - January 2007, using a self-administered questionnaire as the data collection instrument. This questionnaire contains questions (22 in number) related to the 76 segmentation variables (using 5-point scales) and several socio-demographic, geographic and travel/trip-related factors. A pilot survey with a sample size of 50 respondents has been conducted and the questionnaire duly modified based on the findings. These questionnaires have been administered to tourists coming from outside the region to visit the tourist destinations of North-east India. Subsequent to the data collection, the data has been analyzed using the SPSS package for Windows. First, a Factor analysis has been run on the 76 segmentation variables in an attempt to identify underlying factors. The reliability of each factor thus derived has been assessed using Cronbach's alpha. Thereafter, a hierarchical Cluster Analysis, using the factor scores derived from the factors obtained through the factor analysis has been conducted; in order to get an idea about the number of homogeneous groups represented by the data. Subsequently, the final clusters have been obtained through a k-means Cluster analysis. Finally, the segments thus derived have been profiled on the basis of socio-demographic, geographic and travel/trip-related factors using Cross-tabulation, Chi-square tests and ANOVA. Thereafter an attempt has been made to evaluate the attractiveness of each segment from the

perspective of destination marketers. This has been done through a matching of each segment with the chief destination attractions and the eco-consciousness displayed by each. Detailed discussions of the various methodological aspects have been outlined in the sections that follow. The analysis of the data has been provided in Chapters 5 and 6. An overview of the methodology followed is presented in the flow chart provided below.

Figure 4.1: Flow Chart of Study Methodology

Review of tourism segmentation literature to gain a thorough understanding of segmentation approaches, segmentation variables as well as data analysis techniques

↓

Selection of segmentation method, data analysis techniques and appropriate variables relevant for the present study in North-east India

↓

Collection of primary data based on the variables identified above through a sample survey using a self-administered questionnaire as the data collection instrument

↓

Factor analysis to extract factors from the 76 motivation-benefit-activity items and reliability analysis to estimate the reliability coefficients for each factor

↓

Hierarchical factor analysis using factor scores to obtain homogeneous groups represented by the data and Quick cluster analysis to derive final clusters

↓

Chi square tests and ANOVA used to identify significant differences between clusters on several socio-demographic, geographic and travel/trip-related factors

↓

Segments profiled on the basis of socio-demographic, geographic and travel/trip-related factors

↓

Matching of each segment with chief destination attractions and eco-consciousness displayed by each in order to evaluate each segment

4.2 Segmentation Methods, Variables and Data Analysis Techniques

In order to arrive at a decision regarding the segmentation approach to be followed in the study, the segmentation variables to be measured in the study as well as the statistical tools and techniques to be adopted for analyzing the data, a comprehensive review of literature has been conducted. Precedence from similar segmentation studies conducted previously has served as a guiding light in deciding on the overall methodology for this study. The sections that follow provide detailed discussions on each of these aspects.

4.2.1 Segmentation Method

As noted previously in section 2.5 of Chapter 2, there are two methods using which the segmentation task is generally conducted – a-priori segmentation and posteriori segmentation. There being a lack of prior knowledge regarding the leisure travel market of North-east India as well as of suitable variables that may be used for appropriate segmentation, an a-priori segmentation approach cannot be adopted here. Thus, a posteriori or post-hoc segmentation approach has been followed in this study. In this approach, as noted earlier, respondents are clustered according to the similarity of their multivariate profiles regarding variables such as psychological, lifestyle oriented, demographic, attitudinal and behavioral. To decide which variables would be used in the present study for grouping the respondents, guidance from previous studies was solicited as described in the next section.

4.2.2 Selection of Segmentation Variables

The selection of variables for the present study has been guided by the inferences drawn from the literature review pertaining to segmentation bases and profiling variables as discussed in section 2.9 of Chapter 2 and as well as information needs identified in section 3.5 of Chapter 3.

As discussed in section 3.5 of Chapter 3, the variables to be used for segmenting the leisure travel market of North-east India are − the underlying motivations of leisure travelers, the benefits sought by them, the activities that they prefer to participate in while undertaking leisure travel as well the importance attached by them to the quality of the environment and concern for maintaining it.

As far as the profiling variables are concerned, the discussion on information requirements in section 3.5 of Chapter 3 as well as the literature review presented in the preceding section, points to the use of socio-demographic, geographic and travel/trip related factors to serve as variables describing the segments derived from the study.

Thus, a set of traveler motivation items has been considered for inclusion in the questionnaire. These have been drawn from the literature review. A number of traveler motivation statements have been used in different studies by researchers such as Loker-Murphy (1996), Bieger and Laesser (2002), Fodness (1994) and Sirakaya et al. (2003) as shown in Table 2.5 of Chapter 2. Likewise, a list of benefits sought items have been culled from several benefit segmentation studies conducted by researchers Jang et al. (2004), Yannopoulos and Rotenberg (1999), Ahmed et al. (1998), Frochot (2005), Kastenholz et al. (1999) and a review of benefit segmentation studies by Frochot and Morrison (2000) as can be seen in Table 2.6 of Chapter 2. Similarly, a list of activities has been derived from studies in which activities have been used as the segmentation base (Table 2.7 of Chapter 2). These studies had been conducted by Jeffrey and Xie (1995), Sung et al. (1997), Choi and Tsang (1999), and Hsieh et al. (1992). As the segmentation in the present study would be done based on these motivation-benefit-activity variables, so a final list was drawn from the Tables 2.5, 2.6 and 2.7 with slight variations, including only those items that were considered relevant for the present study. Care has been taken to keep this list as concise as possible without compromising much on exhaustiveness. Care was also taken to

include in this list a few variables that would measure the importance attached by travelers to nature and environment and sustainable attitudes. For example, in a study of sustainable tourists in Austria, Dolnicar (2004a) used the statement 'On holiday the efforts to maintain unspoiled surroundings, play a major role for me' as an indicator of sustainable attitudes. This statement has been slightly modified and included as a variable here. Further, importance attached to 'quality of a destination's natural environment' and interest in 'visiting wilderness and undisturbed areas' has also been included. The final list of segmentation variables comprises 76 motivations, benefits sought and activity preference statements as shown in Table 4.1.

Table 4.1: List of 76 Motivations, Benefits sought and Activity Preferences

1.	Get away from everyday life/routine	21.	Pleasant and unpolluted environment
2.	Spend some time with the family/ do something with the family	22.	Destination that provides value for money
3.	To rest and relax	23.	Availability of low cost travel packages
4.	To know the unknown	24.	Personal security
5.	To do exciting things	25.	Availability pre-trip and in-country tourist information
6.	To have fun		
7.	Enjoy the sound and smell of nature	26.	Availability of food suitable for me/my family
8.	Explore new places		
9.	Be with others who enjoy the same thing	27.	Efforts on my part to maintain unspoiled surroundings
10.	Experience tranquility/solitude		
11.	To have entertainment	28.	Folk music and folk dance
12.	See wildlife, birds and flowers that I don't normally see	29.	Availability of suitable accommodation
		30.	Cleanliness
13.	Be recognized as a well-traveled person	31.	The quality of a destination's natural environment
14.	To indulge in things that I do not normally do		
		32.	Hospitable and friendly local people
15.	Be close to nature	33.	Luxurious outing
16.	To do nothing	34.	Ease of reaching the destination
17.	To visit places that I have always wanted to see	35.	Entertainment for the whole family
		36.	Visiting villages and typical rural areas
18.	To enjoy independence	37.	Trying local foods and drinks
19.	To have an authentic experience	38.	Taking photographs/videos etc
20.	To meet new people	39.	To engage in physical activities/keep fit

Table 4.1:   List of 76 Motivations, Benefits sought and Activity Preferences

40.	Improve my health	59.	Fishing
41.	Improve my knowledge	60.	Climbing/hiking
42.	Experience different cultures and ways of life	61.	Nightlife and entertainment
		62.	Shopping for local arts and crafts
43.	See unusual things	63.	Jungle exploring
44.	Visiting places with scenic beauty	64.	Mountain climbing
45.	Going on pilgrimages	65.	Paragliding
46.	Visiting sites of historical/cultural and archaeological interest	66.	Nature trips/Safaris
		67.	Bird watching
47.	Visiting mountains	68.	Camping
48.	Visiting wilderness and undisturbed areas	69.	Rafting
		70.	Trekking
49.	Visiting museums	71.	Exploration of caves
50.	Attending festivals and special cultural events	72.	Mountain biking
		73.	Motorcycling
51.	Cruise	74.	Golfing/tennis
52.	Attending sports events/ participation in sports activities	75.	Shopping
		76.	Sunbathing
53.	Visiting commemorative places		
54.	Visiting National parks/ Forests		
55.	Visiting Friends/Relatives		
56.	Enjoying sun and water		
57.	Winter vacation in warm areas		
58.	Observing wildlife in its natural habitat		

Source: Literature Review

In addition to the above variables that have been used as segmentation bases, certain other variables have been measured through the questionnaire in order to describe and profile the subgroups. Through a review of literature (Yamamoto and Gill, 1999; Hsieh et al., 1992; Choi and Tsang, 1999; Bieger and Laesser, 2002; Jang et al., 2004, Sung, 2004; Fodness, 1994; Keng and Cheng, 1999) a set of Travel/ trip-related factors have been compiled (provided in Table 2.9 of Chapter 2). Based on this list, a final list of travel/trip-related factors was drawn up. These are: Information sources, duration of trip, travel frequency, travel experience, accommodation

preferences, trip planning time, travel expenditure, travel companions, mode of travel (for reaching the destination and within the destination) and souvenir buying. Apart from these, another variable 'favorite pastime' has been included in the questionnaire to get additional information about the inclinations of travelers. Two other variables, 'satisfaction level' with travel experience (so far) in North-east India and 'likelihood of recommending' the destinations of the region, have been included to get an idea about the traveler's overall impression with the destinations of the region. Finally, in order to get a clearer description about the individuals, a set of geographic, demographic and socio-economic variables have been included in the questionnaire. These variables include: Nationality, State (if originating from India), Age, Marital Status, Education, Occupation and Gender.

4.2.3 Analysis Techniques Adopted

Over the years, a variety of tools and techniques have been used to segment travel and tourism markets. These range from very simple techniques to highly complex ones. The most traditional segmentation technique in marketing is simply to use cross tabulation to segment people according to easily identifiable and accessible characteristics (Fodness and Murray, 1997). However, segmentation techniques and methodologies have evolved to include some complex techniques like neural networks in areas that were once reserved for conventional multivariate statistical analysis (Venugopal and Baets, 1994). In general, techniques for segmentation may be classified in terms of linearity and have been referred to as linear and non-linear techniques (Bloom, 2004). To clarify the distinction between a linear and non-linear relationship, Bloom (2004) gives an example. A linear relationship may be described as a tourist segment, which is a function of variables such as country of origin and length of stay multiplied by constants. A non-linear relationship would be described by a tourist segment, which is a function of variables such as country of origin and length of stay multiplied by money spent by a tourist on a daily basis. Artificial Neural networks (ANNs) are a non-linear technique that has been used over the past

decade to solve a variety of problems in the business and financial field. However, not many segmentation studies have been conducted using this technique as discussed in section 4.2.3.1 (d) of this Chapter. Conventional multivariate statistical analyses comprise the linear techniques. Statistical techniques can be classified as univariate or multivariate. Univariate techniques are appropriate when there is a single measurement of each element in the sample, or there are several measurements of each element but each variable is analyzed in isolation. Multivariate techniques on the other hand are suitable for analyzing data when there are two or more measurements of each element and the variables are analyzed simultaneously (Malhotra, 2004). According to Hair et al. (2000), multivariate analysis refers to a group of statistical procedures that simultaneously analyze multiple measurements on each individual or object being investigated. In the case of the present study, multiple variables have been considered and the segmentation task necessitates simultaneous analyses of multiple measurements on each individual being investigated, therefore, multivariate analysis techniques would be appropriate here. Two of the most common multivariate analysis techniques used to analyze complex arrays of data are cluster analysis and factor analysis (May et al., 2001). The data analysis techniques to be used in the present study have been guided by the following review of tourism literature with regard to different techniques utilized in these.

4.2.3.1 Review of Tourism Segmentation Studies With Regard to Data Analysis Techniques

In order to gain an understanding of the analysis techniques used as well as other methodological considerations, a total of 51 relevant segmentation studies have been reviewed. This brief review of tourism studies reveals that a variety of techniques and methodologies have been used so far to segment tourists and visitors into homogeneous groups. However, a posteriori segmentation approach using factor analysis and cluster analysis is found to be the most commonly used technique. Of the 61 studies reviewed, 27 studies have employed the factor-cluster approach. Two of

the studies have used factor analysis alone, 16 have used cluster analysis alone, 2 have used neural networks and 14 studies have used other techniques. Methodological aspects related to these studies are discussed in detail under the heads: (i) Studies using Factor Analysis, (ii) Studies using Cluster Analysis, (iii) Studies using the Factor-Cluster approach, (iv) Studies using Neural networks and (v) Studies using other techniques.

4.2.3.1 (a) Studies Using Factor Analysis

Among the segmentation studies reviewed in relation to methodology, two have used factor analysis alone as shown in table 4.2. A study in Halifax, Canada used Factor analysis to segment residents based on 'activity packages'. 39 variables have been used in the segmentation study and these have been measured using 5-point Likert type scale. The sample size for the study is 148. The variable 'activity' has also been used in another study that employed factor analysis for deriving segments. In this study of the adventure travel market, 48 variables measured on a 5-point scale (level-of-agreement) have been considered. The sample size here was 178.

Table 4.2 :   Studies Using Factor analysis

Sl. no.	Researcher and Date	Sample size	No. of Variables	Segmentation base	Data Format/ Scale used
1.	Kaynak, 1985	148	39	Activity packages	5 point Likert type scale
2.	Sung et al., 2000	178	48	Activities	5-point level of agreement scale

Data format/scale only with regard to question on segmentation base

4.2.3.1 (b) Studies Using Cluster Analysis

A total of 16 studies have used cluster analysis alone as shown in Table 4.3. In these studies, the sample size ranged between 100 and 2961 while the number of variables ranged between 6 and 37. As far as data format is concerned, 5-point scales have been chiefly used.

As far as the method for conducting cluster analysis is concerned, various approaches are used. For instance, some studies have used the divisive hierarchical clustering procedures as this process reduces the total number of variables without losing a significant amount of information (May et al., 2001). Again, it has been seen that k-means or Quick cluster is more appropriate in analyzing very large samples (Bieger and Laesser, 2002; Sung, 2004; Sarigollu and Huang, 2005). Further, it has also been observed that one of the difficulties in conducting cluster analysis is that the best way to determine the appropriate number of clusters is yet to be resolved (Yuksel and Yuksel, 2002). Hair et al., (as cited by May et al., 2001) have recommended use of a-priori criteria, practical judgement, common sense or theoretical foundations for choosing the number of clusters.

Table 4.3:   Studies Using Cluster Analysis

Sl. No.	Author/ date	Sample size	No. of Variables	Variable used	Clustering procedure	Data format/ Scale used
1	Hsieh et al, 1992	807	36	Activities	Cluster analysis	Not Specified
2	Choi and Tsang, 1999	100	27	Travel activities	Hierarchical Cluster analysis	Not Specified
3	Chen, 2000	169	24	Lodging preference attributes	Non-hierarchical k-means Cluster analysis	5-point importance scale
4	Moscardo et al., 2000	2581	20	Behavioral	Hierarchical cluster analysis with Ward's minimum variance method	Not Specified
5	Arimond and Elfessi, 2001	229	7	Desired services or benefits	k-means cluster analysis	Categorical data
6	May et al., 2001	818	26	Motivations	Exploratory hierarchical procedure, and an iterative	7-point importance scale

Table 4.3: Studies Using Cluster Analysis

Sl. No.	Author/ date	Sam- ple size	No. of Varia- bles	Variable used	Clustering procedure	Data format/ Scale used
					partitioning procedure, FASTCLUS	
7	Bieger and Laesser, 2002	1970	10	Travel motivations	Hierarchical clustering procedure, Ward's method and Quick cluster	4-point Likert scale
8	Hudson and Ritchie, 2002	3017	13	Factors influencing travel decisions	k-means cluster analysis	Not Specified
9	Weaver and Lawton, 2002	1180	37	Behavioral	Cluster Analysis using Ward's method	5-point Likert scale
10	Weaver, 2002	1180	37	Ecotourism behavior	Ward's method	5-point Likert scales
11	Dolnicar and Leisch, 2003	2961	26	Travel motives	Bagged Clustering technique	4-point scales
12	Kang et al., 2003	553	10	Family vacation decision-making	Hierarchical cluster analysis using Ward's method and k-means cluster analysis	10-point scale
13	Carmichael and Smith, 2004	-	-	Activity preferences	Hierarchical cluster analysis using Ward's method	Not Specified
14	Inbakaran et al., 2004	776	13	Demographics, duration of patronage and reasons for destination choice	k-means Cluster analysis	5-point Likert scale
15	Mallou et al., 2004	883	6	Tourism preferences	Exploratory hierarchical	Not Specified

Table 4.3: Studies Using Cluster Analysis

Sl. No.	Author/ date	Sam- ple size	No. of Varia- bles	Variable used	Clustering procedure	Data format/ Scale used
					Cluster analysis using Ward's method and k-means Cluster analysis	
16	Sung, 2004	892	–	Traveler characteristics and trip-related factors	k-means clustering method	Not Specified

Data format/scale only with regard to question on segmentation base

In order to take care of the disadvantages of using one method alone, some studies have used a stepwise sequential approach. In these studies, initially Ward's hierarchical method has been used to determine the appropriate number of clusters. Then, based on the number of clusters suggested, a follow-up (k-means), non-hierarchical clustering method was used (Kerstetter et al. 2004; Kang et al., 2003; Pennington-Gray and Kerstetter, 2001). It has been noted that using both approaches, hierarchical and non-hierarchical Cluster analysis, has been proven to be more reliable than using only one method in defining resultant clusters, because these two techniques complement each other's benefits (Kang et al., 2003). It may be seen from Table 4.3 above that among these 16 studies using cluster analysis, 5 have used hierarchical, 6 have used non-hierarchical, 1 has used a bagged clustering approach and 4 have used a combination of hierarchical and non-hierarchical procedures.

4.2.3.1 (c) Studies Using Factor-Cluster Approach

The majority of studies reviewed (27) fall into this category. Table 4.4 (a) lists in detail the studies that have used a Factor-Cluster approach using benefits as the segmentation base, Table 4.4 (b) summarizes studies using motivations and activities

and Table 4.4 (c) shows studies that have used other psychographic, product-related and behavioral variables. In the 27 studies using the factor-cluster approach, the sample size varied between 146 and 9495. The number of variables used in the studies ranges from 8 to 157.

Table 4.4 (a): Studies Employing Factor – Cluster Segmentation Approach (Using Benefits)

Sl. No.	Author/ date	Sample size	No. of Varia-bles	Segment-ation base	Factor analysis	Clustering procedure	Data format/ Scale used
1	Palacio and McCool, 1997	206	18	Benefits	PCA with VR	Non-hierarchical Cluster analysis	Importance scales
2	Ahmed et al., 1998	617	30	Product benefits	PCA with VR	k-means Clustering procedure	7-point importance scale
3	Kastenholz et al., 1999	200	27	Benefits sought	PCA with VR	Hierarchical Cluster analysis using Ward's method	7-point importance scale
4	Yannopoulos and Rotenberg, 1999	201	13	Benefits sought	PCA with VR	k-means Cluster analysis	4-point scale
5	Bricker and Kerstetter, 2000	350	25	Benefits sought	PCA with VR	k-means Cluster analysis	4-point scale
6	Pennington-Gray and Kerstetter, 2001	485	27	Benefits	PCA with VR	Ward's hierarchical clustering method and k-means cluster analysis	Not Specified
7	Jang et al., 2002	505	42	Benefits	PCA with VR	Hierarchical cluster analysis + Non-hierarchical k-means clustering technique	Not Specified
8	Frochot, 2005	734	13	Benefits sought	CFA (VR)	k-means clustering procedure	5-point importance scale
9	Sarigollu and Huang, 2005	265	25	Benefits sought	PCA with VR	k-means cluster analysis	5-point importance scale
10	Kibicho, 2006	139	19	Benefits	PCA with VR	Hierarchical cluster analysis using Ward's method	5-point Likert scale

Note : FA - Factor Analysis, PCA - Principal Component Analysis, VR - Varimax Rotation, CFA – Common Factor Analysis. Data format/scale only with regard to question on segmentation base.

Most of the studies have used Likert type scales. The scale used is not mentioned in 6 studies. In 12 studies, 5-point scales have been used; one study uses a 6-point scale, 2 studies use a 4-point scale, a 7-point scale is used in 5 studies and one study uses a 9-point scale.

Table 4.4 (b):   Studies Employing Factor – Cluster Segmentation Approach
(Using Motivations and Activities)

Sl. No.	Author/ date	Sample size	No. of Varia-bles	Segment -ation base	Factor analysis	Clustering procedure	Data format/ Scale used
1	Jeffrey and Xie, 1995	170	26	Holiday activities	CFA	Hierarchical Clustering procedure	5-point importance scale
2	Loker-Murphy, 1996	690	10	Motivation	PCA	Quick cluster, a non-hierarchical method	5-point Likert scale
3	Lang and O'Leary, 1997	1032	157	Motivations, activity participation and destination preferences	PCA with VR	Cluster analysis with Ward's Minimum Variance method	Not Specified
4	Orth and Tureckova, 2002	249	40	Motivational, attitudinal	PCA with Oblimin rotation	Quick Cluster analysis, single linkage method and Ward's method	5-point Likert scale
5	Kim and Jogaratnam, 2003	514	16	Activity preferences	PCA with VR	Cluster analysis	5-point Likert scales
6	Sirakaya et al., 2003	313	58	Motivations	FA (VR)	k-means Cluster analysis	5-point Likert type scale
7	Lee et al., 2004	726	34	Motivations	PCA with VR	k-means clustering method	5-point Likert type scale
8	Littrell et al., 2004	146	-	Travel activities, shopping venues, mall preferences and information sources	PCA with VR	k-means cluster analysis	5-point Likert scales
9	Kerstetter et	418	16	Motivations	CFA	Ward's hierarchical	6-point

Table 4.4 (b):   Studies Employing Factor – Cluster Segmentation Approach
(Using Motivations and Activities)

Sl. No.	Author/ date	Sample size	No. of Varia-bles	Segment -ation base	Factor analysis	Clustering procedure	Data format/ Scale used
	al., 2004					clustering method and non-hierarchical k-means cluster analysis	Likert scales

Note: FA - Factor Analysis, PCA - Principal Component Analysis, VR - Varimax Rotation, CFA – Common Factor Analysis. Data format/scale only with regard to question on segmentation base.

Among the studies reviewed, 6 studies have used a hierarchical clustering procedure, 16 studies have used a non-hierarchical clustering procedure, in 4 studies a combination of hierarchical and non-hierarchical procedures is used while the algorithm used has not been mentioned in one study. Among the studies where hierarchical algorithms were applied (singly or in combination with non-hierarchical procedures); 5 studies have used the Ward's method, the average linkage method has been used in one application while three other studies do not mention the method at all. Among the studies employing a non-hierarchical procedure, the k-means clustering method was used in 17 studies (alone or in combination with hierarchical procedures) while one study did not mention the method used.

Table 4.4 (c):   Studies Employing Factor – Cluster Segmentation Approach
(Using Other Psychographic, Product-related and Behavioral Variables)

Sl. No.	Author/ date	Sample size	No. of Varia-bles	Segment -ation base	Factor analysis	Clustering procedure	Data format/ Scale used
1	Blamey and Braithwaite, 1997	1680	17	Social values	PCA with VR	Non-hierarchical k-means Cluster analysis	7-point asymmetrical rating scale
2	Cho, 1998	450	22	Destination attractiveness	CFA	k-means Clustering method,	7-point Likert type scale

Table 4.4 (c): Studies Employing Factor – Cluster Segmentation Approach
(Using Other Psychographic, Product-related and Behavioral Variables)

SI. No.	Author/ date	Sample size	No. of Varia-bles	Segment -ation base	Factor analysis	Clustering procedure	Data format/ Scale used
				attributes		FASTCLUS	
3	Keng and Cheng, 1999	150	20	Psychographics	PCA with VR	k-means Clustering method	7-point Likert scale (level of agreement)
4	Leisen, 2001	903	24	Images	PCA with VR	FASTCLUS procedure	5-point Likert-type scale
5	Galloway, 2002	9495	15	Psychographic, sensation-seeking	PCA with VR	k-means Cluster analysis, Quick cluster	9-point scale (level of satisfaction)
6	Hsu and Lee, 2002	817	55	Motorcoach tour selection attributes	PA with VR	FASTCLUS, a non-hierarchical clustering procedure	5-point Likert-type scale
7	Johns and Gyimothy, 2002	1099	8	Visitor preferences and behavior patterns	PCA with VR	Hierarchical Clustering procedure	Not Specified
8	Becken et al., 2003	453	11	Travel choices	PCA with VR	Hierarchical agglomerative Cluster analysis, average linkage method	Not Specified

Note: FA - Factor Analysis, PCA - Principal Component Analysis, VR - Varimax Rotation, CFA - Common Factor Analysis. Data format/scale only with regard to question on segmentation base.

A variety of psychographic variables as well product-related and behavioral variables have been used in these studies. Geographic and sociodemographic variables have not been used in these studies (except in one study where demographic variables are used in conjunction with other variables). Among the 27 studies, 19 have used psychographic variables, and 7 studies have used product-related and behavioral variables. In one study, activity participation, motivations and destination preferences have been used in combination while in another study demographics, duration of patronage, and reasons for destination choice has been used together.

4.2.3.1 (d) Studies Using Neural Networks

Of the studies reviewed, there were two that used the neural network approach to group respondents. In one study, a segmentation of senior tourists in Western Australia was performed using self-organizing feature maps (Kim et al., 2003). Four segments: Active learner, Relaxed family body, Careful participant and Elementary vacationer were derived from this study which utilized 37 demographic variables as well as travelers motivations and travelers concerns. In yet another study, Bloom (2005) used a self-organizing neural network and a back propagation neural network for segmenting the international tourist market to Cape Town, South Africa.

4.2.3.1 (e) Studies Using Other Statistical Techniques

14 studies among those reviewed use techniques other than factor analysis, cluster analysis and neural networks. These are listed in Table 4.5. The variables utilized as segmentation bases in these segmentation applications include geographic, socio-demographic, Travel and trip-related factors, expenditure, some psychographic as well as product related variables. Thus, a wide variety of variables have been used. The sample size in these studies varies between 184 and 5319. As far the scale used in these studies is concerned, 4 studies use 5-point Likert type scales, two studies used 4-point Likert type scales, and one study used a 6-point Likert-type scale, while

Table 4.5: Studies Using Other Techniques

Sl. no.	Researcher	Sample size	Segmentation base	Analysis technique	Scale used
1	Kaynak and Yavas, 1981	213	Purpose of trip	Chi-square, Kruskall-Wallis one way ANOVA and F-tests	4 – point scale (agreement-disagreement)
2	Taylor, 1986	1150	Travel philosophy, travel benefits, activities and interests	Cross-tabulation	Not Specified
3	Bojanic and Warnik, 1995	2981 and 4200	Geographic location and stage in the family life cycle	Analysis of variance, Duncan mean separation test	Not Specified
4	Legoherel, 1998	410	Expenditure	AID and Canonical analysis	Not Specified

Table 4.5: Studies Using Other Techniques

Sl. no.	Researcher	Sample size	Segmentation base	Analysis technique	Scale used
5	Bonn et al., 1999	5319	Behavioral	Discriminant analysis, Chi-square tests and ANOVA	Not Specified
6	Chen and Hsu, 1999	265	Destination Choice preferences	Logistic Regression and Logit analysis	5-point Likert-type scale
7	Field, 1999	2010	Country of origin	ANOVA, t-tests and rank sum analysis	5-point Likert type scale
8	Goldsmith and Litvin, 1999	184	Usage	t-tests and Pearson correlations	5-point scale
9	Fluker and Turner, 2000	344	Needs, Motivations and expectations	Cronbach's Alpha, Mann-Whitney U test	6-point Likert type scales
10	Horneman et al., 2002	1203	Demographics and Psychographics	Chi-square analysis and Spearman rank correlation statistics	4-point Likert scale
11	MacKay et al., 2002	2472 and 798 (two separate samples)	Motives, prior experience with destination, expenditure, length of stay, trip satisfaction and socio-demographic variables	Cross tabulation, ANOVA, chi-square tests, Scheffe's post-hoc tests	Likert type scales
12	Chen, 2003	261	Tourists sentiments	CHAID	5-point Likert-type scale (agree-disagree)
13	Jang et al., 2004	1330	Travel expenditure	Multiple Regression Analysis	Not Specified
14	Tsiotsou, 2006	191	Visit frequency	Discriminant Analysis	5-point Likert scales

Data format/scale only with regard to question on segmentation base.

6 studies did not mention the scale used. With regard to the statistical tools employed, a wide variety of techniques ranging from simple cross tabulations to multiple regression analysis can be observed. Chi-square tests have been used (in combination with other techniques in 3 studies. Likewise, ANOVA (in conjunction with other tools) has been used in 4 of the studies, t-tests have been used in 2 studies, cross tabulations in two studies, f-tests in one study. Duncan mean separation test, Pearson's correlations, Cronbach's Alpha, Mann-Whitney U test, AID and Canonical

analysis, rank sum analysis, Discriminant analysis, Spearman rank correlation statistics and Scheffe's post-hoc tests were used in one study each. Multiple Regression analysis was used in one study.

4.2.3.2 Analysis Techniques Used in Present Study

From the above review of literature, it may be seen that the Factor-Cluster segmentation approach has been most commonly used in tourism segmentation studies to derive homogeneous groups of respondents. Of the 61 studies reviewed, 27 have used this approach. Besides, the posteriori segmentation method is being used in this study, which is also known as factor-cluster segmentation (as noted in section 2.5 of Chapter 2). Therefore, in this study a two-step process has been followed. The first step involves identification of a set of underlying dimensions through a factor analysis of the 76 segmentation variables. These factors are then used to cluster individuals into statistically homogeneous segments. It has also been observed that as far as the method of factor analysis is concerned, the majority of studies have used Principal Component Analysis with Varimax Rotation (as may be seen from Tables 4.4(a), 4.4(b) and 4.4(c) of this Chapter). Again regarding the clustering procedure used in cluster analysis, it may be observed from sections 4.2.3.1(b) and 4.2.3.1(c) that 11 studies have used a hierarchical method, 18 have used a non-hierarchical k-means cluster analysis while 7 studies have used a combination of both approaches. Non-hierarchical methods have some disadvantages as the number of clusters must be prespecified and the selection of cluster centres is arbitrary, but these are faster than hierarchical and are appropriate when the number of observations is large (Malhotra, 2004). As already noted in section 4.2.3.1 (b), a combination of both approaches has been suggested as more reliable. In order to complement the advantages of hierarchical methods with those of non-hierarchical methods, both methods may be used in tandem (Malhotra, 2004, Hair et al., 1998). In keeping with the above, the present study employs a factor-cluster segmentation approach, where Principal

Component Analysis with Varimax Rotation and a combination of hierarchical and non-hierarchical (k-means) clustering procedures have been used.

4.3   Data Collection

In the study, secondary data has been used to gather available information on certain relevant aspects. For instance, data from secondary sources have been utilized in order to present an overview regarding the tourism potential and scenario in India and North-east India. Relevant facts and figures have been derived from secondary sources such as papers and reports downloaded from the Internet, promotional material and various websites. Apart from these, a literature review has been conducted in order to gain an understanding of market segmentation in general and tourism segmentation in particular (as discussed in Chapter 2). Various papers and articles related to segmentation have been collected from different journals, books and the Internet, in order to conduct a systematic review. Over 90 relevant studies have been reviewed in order to gain an understanding of segmentation methods, variables and data analysis techniques. The journals that have been mainly referred from are: Journal of Travel Research, which is considered to be the major outlet for segmentation studies within the field of tourism (Dolnicar, 2004b); Journal of Travel and Tourism Marketing, Tourism Management, Annals of Tourism Research, Journal of Vacation Marketing and so on.

However, the present study chiefly utilizes primary data to fulfill the stated objectives. This is done through a sample survey of tourists, which tries to elicit information regarding the motivations, benefits sought, activity preferences as well as various socio-demographic, geographic and travel-related factors. This resulted in an empirical data set based on which the respondents have been segmented and profiled. Details regarding primary data collection including the study population, sampling

procedure, sample size and study location have been provided in the following sections.

4.3.1 Study Population

The population for the survey, from which the samples are drawn, is defined as the leisure travelers visiting any place in North-east India and not originating from the region. The detailed descriptions of the element, sampling unit, extent and time are provided below:

Element: An element is the basic unit available in the population from which the required information is drawn. For the purposes of this research, elements are individuals who fulfill the following criteria: (a) The individual must be a tourist. A tourist in this study is defined as 'any person traveling to and staying in places outside his/her usual environment for at least 24 hours but not more than one consecutive year for leisure, business and other purposes' (as defined in Section 1.2.3.3 of Chapter 1). (b) Only leisure travelers i.e. tourists visiting North-east India for purposes of leisure and not those traveling for business, are considered to be elements of the population. Leisure travelers for the purposes of the present study have been defined as 'those travelers for whom the primary purpose of undertaking the trip is leisure, pleasure or holiday' (section 1.2.3.4 of Chapter 1) (c) The leisure travelers as should be visiting any place of North-east India from outside the region. Thus, the tourists originating from within the region are not eligible to be elements of the population. (d) The individuals should be at least 18 years of age. In India individuals above this age are legally considered to be mature.

Sampling unit: The sampling unit for this study is defined as the individual tourist. Tourist groups, family and other clusters of tourists have not been picked up as samples.

Extent: The survey has been conducted within the geographical boundaries of the seven states of North-east India, namely, Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura.

Survey period: The survey has been conducted during the tourist (winter) season in North-east India. The data was collected during the period October 2006 through January 2007.

4.3.2 Sampling Procedure

Due to the unavailability of a sampling frame for the population from which data would be gathered, use of any probabilistic method of sampling has been ruled out in this study. Therefore, the methods of Simple Random Sampling, Stratified Random Sampling and Cluster sampling have not been considered. Out of the other methods, quota sampling could not be used since a basis for the quota like income, age group and place of origin could not be ascertained beforehand in the absence of a sampling frame. This is also because the posteriori segmentation method has been used in this study. Hence, a combination of a convenience sampling procedure and judgement sampling procedure is used here.

As noted above, a sample survey has been used in the study for collection of primary data from tourists, specifically those traveling for leisure. The data collection instrument employed in the study is a self-administered questionnaire. As people speaking numerous languages (both from within India and abroad) visit the region, a common language English has been chosen for framing the questionnaire. Another reason for this is the researcher's familiarity with English. It is, however realized that this may have introduced some biasness due to exclusion of those who cannot speak or read English. The questionnaire contained detailed instructions on how to answer each of the questions, so that anyone having familiarity with English could respond to

the questions. Questionnaires were administered to those leisure travelers who were willing to participate in the survey. These were administered to respondents in various locations of North-east India. Apart from willingness to co-operate, a few criteria were used to determine who would qualify to participate in the survey. The first criterion was familiarity with English, as the questionnaires were designed in English only. Besides, only individuals over 18 years of age were asked to respond. Finally, a screening question was used so as to include only leisure travelers. Willing people were asked to state their main purpose of undertaking the trip to the North-east. Only those who indicated 'traveling for pleasure/leisure' as the primary purpose of the trip were requested to fill up the questionnaire. In general, care was taken to approach people only when they were found in a relaxed mood and were most likely to spare the requisite time required for responding to the questions.

Convenience has been used in spotting and gaining access to the probable respondents and then judgement has been used to ensure whether the prospect is from outside the region or not. Due to the distinctive features of people from North-east India, the researcher and the other interviewers (who belong to this region) could make a preliminary assessment regarding whether the prospect hailed from the region or not. This intuition was confirmed by approaching a person and directly asking about the region of origin. The prospect's familiarity with English was ascertained by briefly communicating with him/her.

While conducting the survey questionnaires were both personally administered by the researcher as well distributed to some other people (discussed in detail below) who helped the researcher with the data collection. The following methods were utilized for the data collection:

(a) Questionnaires were distributed to six interviewers (Postgraduate diploma holders in Tourism Management) trained by the researcher who collected the data from various locations of North-east India (locations specified in section 4.3.4).

(b) Questionnaires were distributed to owners/managers of various hotels, tourist lodges, resorts as well as an eco-camp in locations specified in section 4.3.4. After soliciting their help and briefing them on the questionnaire and criteria for selection of respondents, they were asked to request their guests to fill out the questionnaires.

(c) Owners and managers of a travel agencies (in locations specified in section 4.3.4) were also contacted and questionnaires were left with them after briefing them on questionnaire details and criteria for selection on respondents. They were requested to get the questionnaires filled out by their clients.

(d) Tour guides were also contacted in Kaziranga National Park and requested to get the questionnaires filled out by the respondents who fulfilled the above-mentioned criteria mentioned in section 4.3.2.

4.3.3 Sample Size

A variety of mathematical models are available for determining the exact sample size for a desired level of accuracy. However, these models are effective only if probabilistic methods of sampling are used. Therefore, it is not possible to use such models in the present study. Thus, determination of sample size for the present study would involve other considerations. Looking for precedence in similar studies is one such option. It may be seen from section 4.2.3.1 (c) that the sample size for studies employing a factor-cluster segmentation approach ranges between 146 and 9495, with a median value of 453 (the sample size of almost 50 percent of these studies fall between 300 and 1000). Another factor to be considered is the type of analytical tools used in the study. In the case of factor analysis, as a general rule, it has been suggested that there should be at least five times as many observations (sample size) as there are variables (Hair et al., 1998; Malhotra, 2004). In the present study the number of variables is seventy-six, so according to the above guideline the sample

should consist of at least 380 cases, since factor analysis is being used here. The above have been taken into consideration while finalizing the sample size. It was felt that a sample size of around 500 would be adequate based on the above considerations. As the survey proceeded, 1000 questionnaires in all were distributed. A total of 509 usable questionnaires were obtained at the end of the survey period, which was found to be adequate based on a review of similar studies, as mentioned earlier.

4.3.4 Study Locations

The places in North-east India where the data has been collected are provided in Figure 4.2. Due to non-availability of location-specific data regarding the number of visitors to each destination, the decision regarding the adequate number of respondents interviewed from each place had to be based on intuition. The locations from which the data has been obtained are:

(a) Kaziranga National Park in Assam that is considered to be the main hub of tourist activity in the region.

(b) Tezpur in Assam – the gateway town to the Arunachal hills, providing access to destinations such as Bomdilla and Tawang in Arunachal Pradesh

(c) Shillong – the capital city and a popular hill station in Meghalaya

(d) Nameri National Park - straddling the lush environs of Assam and Arunachal Pradesh, which has an Eco Camp and opportunities for rafting and angling

(e) Dibrugarh – through which different tourist destinations in Arunachal Pradesh and Assam can be accessed

(f) Guwahati in Assam, which is the gateway to the entire North-eastern region (except Sikkim), and

(g) Majuli, believed to be the world's largest riverine island.

Figure 4.2: Survey Locations

Survey Locations

33 27 21 2
53   228
  145

□ Kaziranga
▨ Tezpur
□ Shillong
□ Nameri
▪ Dibrugarh
□ Guwahati
▨ Majuli

The figures are in numbers
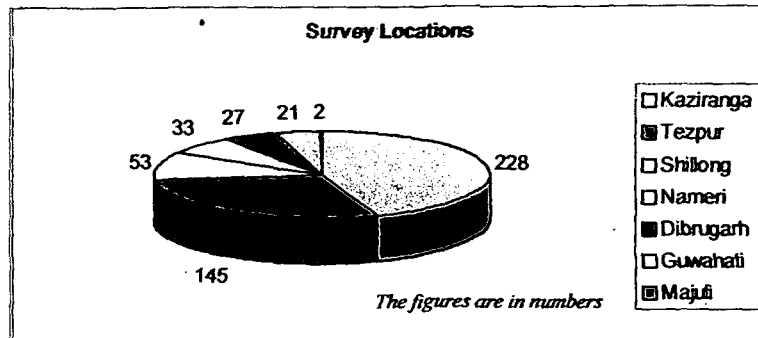
As may be seen from the chart above, the study sample was mostly obtained from the Kaziranga National Park in Assam, followed by Tezpur.

4.4 The Questionnaire

The data collection instrument employed in the study is a self-administered questionnaire. At the very outset, a request for co-operation is made in the questionnaire to the prospective respondent. This brief note gives an idea about the study being conducted while soliciting their help in completing the survey. An assurance of confidentiality is duly provided. The length of the questionnaire and the probable time (approximately 15 minutes) required for filling out the questionnaire is prominently mentioned in the beginning. Thereafter, the actual questionnaire begins. Each question is followed by detailed instructions on how to answer it, so that anyone having familiarity in English would not have any difficulty in responding to the questions. The questionnaire contains 22 questions in all. A sample questionnaire is provided in the Appendix III. Details regarding the specific questions included are provided in the following section.

4.4.1 Specific Questions Included in Questionnaire and Scales Used

At the outset, two simple questions were asked in order to make the respondent comfortable. The first is a query on whether this is the respondent's first visit to the North-eastern region of India, with a yes/no response format. This query

would provide an idea of the number of repeat visitors. Question 2 is open-ended and inquires which destinations in the region the traveler has already visited or plans to visit on this trip.

The third question is nominally scaled and tries to elicit information regarding the information sources used by the travelers. One important aspect regarding the respondent's trip planning that a destination marketer would be interested in knowing is the source (or sources) through which information related to the destinations was obtained. Irrespective of whether the traveler went for a conscious or active information search (e.g. through the internet) or just came to know about the destinations and became interested in visiting it; the sources of information that were used by a majority of respondents would reveal to the destination marketer a few crucial things. One of these would be the sources mostly being used at present and the other would be the sources currently not providing much information or not being used much but which may be developed in the future to attract a greater number of people. Therefore, the respondents are urged to check one or more of the 18 information sources listed (as shown in the questionnaire in the Appendix III) which includes an 'others' option.

Questions 4, 5 and 6 are regarding duration of trip, travel frequency and travel exposure respectively. Nominal scales have been used in these three questions. The duration of the trip or the length of stay also provides valuable information to the destination marketers as it indicates for how long these travelers have stayed in the region. The longer they stay, the more they will spend and more destinations of the region will they visit thus proving to be more lucrative visitors. Again, travel frequency or how frequently a person takes leisure trips shows how interested and able (how much time, money and effort he is able to devote) the person is in undertaking leisure travel. This information would help destination marketers to know who comprise important targets for them as frequent leisure travelers. So, this

question has been included here. The seventh question records the responses of people regarding their overall travel exposure in terms of visits to tourist destinations. A nominal scale has been used. Some people are widely traveled while others are not. Travelers with more traveling experience may have different needs, motivations and preferences. Considering this aspect, this question was included in the present study.

The 76 segmentation variables (motivation-benefits sought-activity items provided in Table 4.1 of this chapter) have been broken down into 4 separate questions in order to make it less tedious for the respondent. Question 7 tries to explore the basic motivations of the travelers. A 5-point importance scale is used here, where 1 represents 'least important' and 5 represents 'most important'. Respondents are urged to check the appropriate point on the scale corresponding to the importance they attach to each of the 24 motivation statements included in the question. Question 13 uses a 5-point scale to measure the extent to which respondents are interested in each of the 15 vacation ideas listed in the question. Likewise, question 15 uses a 5-point importance scale. It tries to elicit information regarding how important the 15 factors listed in the question are to the respondent while on a leisure trip. In the scale, 1 represents 'least interested' and 5 represents 'most interested'. Question 18 is a question on activities that respondents prefer to engage in while undertaking leisure travel. This includes a set of 22 activities and respondents are requested to indicate their preference for the activities by checking an appropriate point on the 5-point scale where 1 represents 'least preferred' and 5 represents 'most preferred'.

Question 8 is nominally scaled and seeks information regarding accommodation preferences such as preferences for hotels, tourist lodges etc. Question 9 has used a nominal scale to find out when respondents begin planning a trip. Planning for a trip may start from seeking information about alternative destinations, finalizing the destination, making the travel arrangements (deciding

whether to make own arrangements or to seek help from travel agents/tour operators) and finalizing the itinerary. Some people may require a lot of planning time while others don't plan as much and decide on things spontaneously. Destination marketers would treat these different types of people differently. So, this question is relevant. Question 10 is regarding the kind of travel arrangements (self-arranged or package tour) made by the respondents on this trip. Some people like to make their own travel arrangements while others opt for help from travel agents and tour operators. Some prefer to travel on their own while others prefer to travel as part of organized groups or on package tours. Naturally, each type of people would require separate attention from the destination marketers and hence it would be interesting for them to find out how such arrangements are made. Question 11 tries to find out the budget per day per person using an ordinal scale. As may be realized, expenditure incurred in the destinations by the travelers during leisure travel comprises a very important piece of information for destination marketers. The greater the spending by tourists, the better it is for the tourist destinations. Hence, a question on the budget of a respondent (per day per person) during the present trip was included.

In order to determine the inclinations of the leisure travelers surveyed, a question (question 12) has been included to find their level of interest in various activities to be pursued during spare time. A list of 8 items such as reading, traveling, listening to music etc is provided and respondents are asked to indicate how interested they are in these activities by checking the appropriate point on a 5-point scale, in which 1 represents 'least interested' and 5 represents 'most interested'. Questions 14 and 16 are nominally scaled. Question 14 is about travel companions (who the respondent is traveling with) and question 16 is regarding preferred mode of transportation (for reaching the destination and within the destination).

Question 17 enquires whether the respondent likes to take home some souvenir of the places visited. It utilizes a 4-point interval scale, with the options 'yes,

always', 'sometimes', 'rarely' and 'never'. One of the activities that may be engaged in by travelers on visiting a destination is shopping for something that they could take home as a souvenir of the trip. This would serve as a memory of the trip as well as enable them to exhibit these in their homes. Often, this may be indulged in simply because of the traveler's interest in shopping. It may be useful to understand how likely leisure travelers included in the sample are to take back some souvenir i.e. their souvenir buying intention, so that marketers may gauge their interest and ability to spend on local products, particularly, local arts, crafts and handicrafts; while visiting the destination. Since Northeast India has a variety of indigenous arts, handicrafts and textiles, which are authentic and unique, it would be beneficial for the local people and players connected to the tourism industry if visitors to the region display a high interest in souvenir buying. Therefore, this question has been included here.

Question 19 is intervally scaled too. It tries to gauge the level of satisfaction of the respondent with the travel experience in North-east India. The level of satisfaction of a traveler with his travel experience in the place visited is important as this will determine whether he/she would like to return for a repeat visit and, importantly, speak about it to his friends/relatives and colleagues, thus generating positive word-of-mouth. This is why a question pertaining to this has been included here. Four options are provided: very satisfied, satisfied, dissatisfied and very dissatisfied. On checking the options dissatisfied and very dissatisfied, respondents are urged to note their reasons for being dissatisfied, in question 20, which is an open-ended question. Another relevant consideration from the point of view of marketers would be the likelihood of present visitors to recommend the places visited to other people in their social circle (friends/relatives/colleagues). A positive word from a satisfied tourist may generate interest among his peer group to visit those destinations. Thus, the likelihood of recommending Northeast destinations to others has been inquired of respondents in question 21 using an interval scale. It includes the options 'definitely', 'maybe', 'can't say', 'don't think so' and 'never'.

The last question, question 22 is divided into six parts. Part A is about the nationality of the respondent. Respondents who indicate 'Indian' as their nationality are urged to provide which state in India they belong to, in part B. Part C is about the respondent's age. It utilizes an ordinal scale. The options are divided into 6 categories: 18-25, 26-35, 36-45, 46-55, 56-65 and Over 65. Parts D, E and F are about the respondent's marital status, education and occupation respectively. Nominal scales have been used in these questions. The questionnaire ends with a request for

Figure 4.3: Scales Used
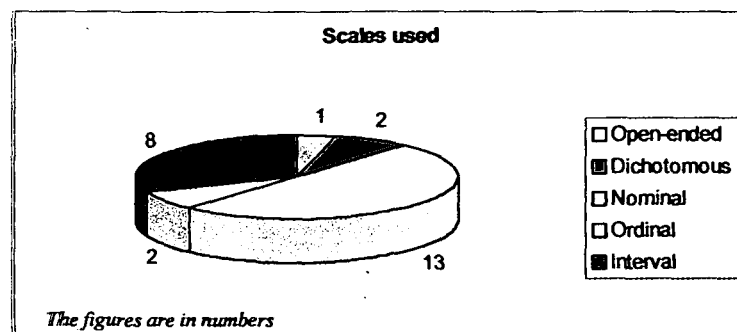
information regarding the name of the respondent as well as address, e-mail id and telephone number. The gender of the respondent is noted by the interviewer at the top of the questionnaire along with place and date of interview. In the questionnaire there are two open-ended questions, one using dichotomous scale, 13 questions using nominal scales, two questions using nominal scales and 8 questions using interval scales as shown in Figure 4.3 above.

4.4.2 Pilot Survey

Before the start of the final sampling, the questionnaire was pre-tested on a sample of 50 tourists in the Kaziranga National Park and Tezpur before finalizing it. Subsequently, necessary modifications regarding wording, sequence and framing of the questions as pointed out by the sample respondents were incorporated in the final

questionnaire. The average time required for completion of the questionnaire was observed and the approximate time (15 minutes) that would be required by the respondent was noted in the initial request for co-operation. One item 'to meet new people' was included in the list of motivation statements based on responses by the pre-testing sample. Another option 'more than two month prior' was added to the variable 'trip planning time' (question 9) based on responses obtained. Another small change was the provision to tick more than one option for the variables 'accommodation' (question 8) and 'travel companions' (question 14) as the sample respondents did not settle on one option only and indicated more than one preference. Question 20 was included (which records reasons for dissatisfaction with travel experience in the region) as the need for recording respondent's grievances was felt after interacting with them. Apart from this the question sequence was slightly re-arranged to make the exercise interesting and less tedious. This was based on observation of tourists' response patterns.

4.4.3 Software Package Used

Subsequent to the data collection, the questionnaires have been checked for completeness and usability. Thereafter, the data has been entered into the main editor of the SPSS (Statistical Package for Social Sciences) package for Windows version 8.0. The analysis of the data (as discussed in chapters 5 and 6) has been done using this package.

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Chapter 5

Nohkailikai Falls, Meghalaya
Source, Ministry of Tourism, Government of India

Respondent Profiles

5.1 Overall Profiles of Respondents

This chapter presents a general profile of all 509 respondents with respect to data collected regarding various variables such as trip-related variables, socio-demographic and geographic variables. This is done prior to commencing segmentation of the sample into smaller subgroups so that an overall picture of the characteristics and general preferences of the sample may emerge. Thus, those variables (motivations, benefits sought and activity preferences) that have been used as segmentation variables have not been analyzed in this chapter. The task of segmentation using the different segmentation variables and profiling of segments using the profiling variables has been described in the following Chapter (Chapter 6). Therefore, in this Chapter a general description of the sample has been provided, starting with general variables, then moving on to trip-related, geographic and socio-demographic variables.

5.2 General Variables

The first section of this Chapter describes the responses to the initial variables, which were basically warm-up questions asked with the intention of making the respondents comfortable. Two such variables have been measured: one, regarding whether this is the respondent's first visit to North-east India and the second regarding the places in North-east India that they have already visited/plan to visit during this trip. The analysis of the data related to these have revealed the following:

5.2.1 First visit/Repeat visit

As may be seen from the Table 5.1 that 74.3% of the sample visited the region for the first time. What is encouraging is that 25.7% of the sample i.e. one-fourth of the sample comprised those who had

Table 5.1: First or Repeat visit

First Visit	Frequency	Percent
Yes	378	74.3
No	131	25.7

visited the region before and came back again to North-east India indicating the real possibility of attracting repeat visitors.

5.2.2 Places visited

This is an open-ended question and therefore the respondents were free to note down the places that they had already visited or planned to visit during the particular trip. Some respondents have recorded the specific destinations they have visited/plan to visit on the trip, while others have listed the names of the states in the North-east region that they have visited. As far as analysis of their

Figure 5.1: States Visited
(Figures are in numbers)

responses regarding states visited is concerned, the combination of three states – Arunachal Pradesh, Assam and Meghalaya – have been indicated by the majority (as shown in Figure 5.1). Among the respondents who recorded the names of the individual destinations, the highest number of people has indicated Guwahati, followed by Kaziranga National Park and then Shillong (shown in Figure 5.2).

Figure 5.2: Specific Destinations Visited

5.3 Travel/Trip-related Variables

This section includes responses to questions relating to the profiling variables as described in section 4.2.2 of Chapter 4. These include primarily travel and trip related factors such as the length of the present trip, frequency of travel, travel companions, information sources used in deciding about the destinations and so on. This section also includes response to a question regarding the respondent's interests

in general i.e. activities preferred in their day-to-day life. Responses to each question are recorded below under separate heads.

5.3.1 Information Sources Used

In the present study, analyses of the responses show that word-of-mouth through Friends/Relatives/Colleagues represents the single most important source being used currently with 40.7 per cent of the sample indicating that they came to know about the destinations in North-east India through this source. This is followed by 'travel agent/tour operator' and 'books' and 'internet'. Other sources, though used by some, do

Figure 5.3: Information Sources Mostly Used

(*Figures are in numbers*)

not represent a reasonable proportion. For example, Government tourism office and advertisements have not influenced the respondents much. Hence it may be said that positive word-of mouth through friends/relatives and colleagues seems to constitute a very useful source that has influenced the respondents.
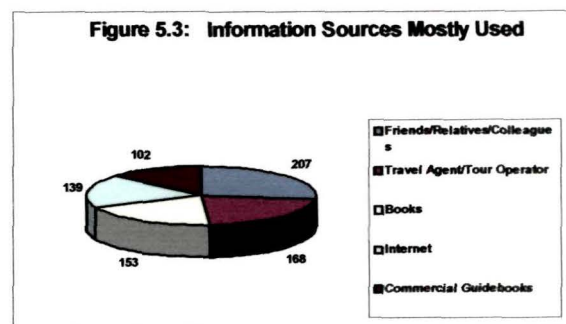
5.3.2 Length of Stay

In the present study, it is encouraging to note that a majority of the respondents have stayed for longer periods. Mostly people have stayed for 8-15 days and very few people stayed for less than 3 days in North-east during this trip. A good number have stayed for

Table 5.2: Duration of trip			
	Trip Duration	**Frequency**	**Percent**
1	8-15 days	188	36.9
2	3-7 days	149	29.3
3	More than 15 days	134	26.3
4	Less than 3 days	38	7.5
	Total	509	100.0

more than 15 days also. Thus, it may be noted that the length of stay for the majority of respondents included in the sample has been more than 8 days. This could be

because the region being large and relatively remote, it may not be worthwhile to undertake short visits. Thus, it would be useful for destination marketers to bear this in mind while designing travel packages or itineraries for visitors in the future.

5.3.3 Travel Frequency

The results indicate that the people interviewed are more or less frequent travelers. While most of them travel more than twice a year, quite a few of them travel at least once a year or even twice a year. As we may regard traveling once or twice a year for leisure purposes as a reasonable travel frequency, so we may conclude that the present study sample comprises fairly frequent travelers. This is an encouraging finding for the point of view of marketers.

Table 5.3: Travel Frequency

	Travel Frequency	Frequency	Percent
1	More than twice a year	156	30.6
2	Once a year	150	29.5
3	At least twice a year	132	25.9
4	Once every 2-3 years	41	8.1
5	Even less frequent	30	5.9
	Total	509	100.0

5.3.4 Travel Experience

Analyses of the responses show that the maximum number of people has indicated 'more than 20 places', followed by people who have indicated 'more than I can remember'. This clearly suggests that among those surveyed majorities of people are well traveled and hence relatively experienced travelers. It may be that well traveled people have a greater inclination in visiting relatively unexplored destinations and therefore mostly

Table 5.4: Travel Experience

	Travel experience	Frequency	Percent
1	More than 20 places	155	30.5
2	More than I can remember	138	27.1
3	Between 11 and 20 places	78	15.3
4	Between 6 and 10 places	70	13.8
5	Between 3 and 5 places	60	11.8
6	This is my first outing	8	1.6
	Total	509	100.0

such people have visited North-east destinations. It may also indicate that mature travelers in terms of travel experience would represent an attractive market for North-east India's tourism offerings.

5.3.5 Accommodation Preferences

It may be seen from the table below that most of the respondents prefer to stay in hotels while undertaking leisure travel. This is followed by Tourist lodges. It may be mentioned here that the 'others' option included among the response categories also drew response from some people who mostly indicated 'resorts' and 'eco-camps'. These options were somehow overlooked while framing the question. It is felt that inclusion of these options in future studies may provide an interesting picture. Also, while hotels have been shown preference by most people, yet it is not possible to gauge the kind and quality of hotels preferred. It may be meaningful to take this into consideration in the future in order to ascertain exactly the category of hotels preferred by such leisure travelers.

Table 5.5 Accommodation Preferences

	Accommodation	Frequency	Percent
1	Hotel	289	56.7
2	Tourist Lodge	212	41.6
3	Guest House	131	25.7
4	Friend/relative's place	62	12.1
5	Others	26	5.1

5.3.6 Trip Planning Time

An analysis of the responses in the present study reveal that a good majority of the people surveyed prefer to begin their planning more than 2 months prior to the trip. This group comprises 51.9 percent of the sample while 29.1 percent of those surveyed indicate that they prefer to begin planning '2 weeks to 1 month prior'. Such a finding is

Table 5.6: Trip Planning Time

	Trip planning	Frequency	Percent
1	More than 2 months prior	264	51.9
2	2 weeks to 1 month prior	148	29.1
3	Less than 2 weeks prior to trip	56	11.0
4	Don't plan my trip at all	41	8.1
	Total	509	100.0

interesting as it means that the people surveyed could be more conscious about the type of decision they make regarding various aspects of travel planning. It may be that they carefully consider various options before making a decision. For such people, it may be useful for the marketers to provide trip-related and destination-related information in sufficient detail so as to enable them to make informed decisions. Messages rich in content may be more suitable in communicating to these people in general.

5.2.7 Travel Arrangements

Regarding travel arrangements, the results reveal that a good 61.9 percent of the sample have made their own travel arrangements during the present trip. In comparison, 35.4 percent opted for package tours. It may be mentioned here that an option 'others' was checked by 14 respondents. This included four people who indicated that friends had made arrangements for them while the remaining 10 indicated 'partially package, partially self-arranged'. Thus, it appears that the majority of leisure travelers surveyed show a distinct preference for

Table 5.7 Travel Arrangements

Travel arrangements		Frequency	Percent
1	Self arranged	315	61.9
2	Package tour	180	35.4
3	Other	14	2.8
	Total	509	100.0

making their own travel arrangements. This could mean two things – one, they are independent minded and like to do things on their own and two, there were not enough or suitable options (regarding travel agents/tour operators/travel packages) from which they could satisfactorily choose (even if there were options these respondents were not aware of these). In case the former is true, the destination marketers would do well to provide detailed trip-related information in their communications. Based on such information travelers could conveniently make their own travel arrangements. However, if the latter were true it would be worthwhile for the marketers to inform, clearly and visibly, the prospective travelers regarding services of travel agents/tour operators as well availability of various travel packages.

Designing suitable packages keeping in mind the distinct characteristics of such leisure travelers may also be useful.

5.3.8 Travel Expenditure

As may be seen from the table below, no single category draws the maximum response. However, an equal percentage of people indicated 'more than Rs. 1500' and 'between Rs.1000 and Rs. 1500' while 22 percent of the sample indicated 'between Rs. 500 and Rs. 1000'. Thus, it may be concluded that tourists comprising the sample have mostly spent over Rs. 1000 per day per person.

Table 5.8: Travel Expenditure

	Budget per day per person	Frequency	Percent
1	Between Rs. 1000 and Rs. 1500	140	27.5
2	More than Rs. 1500	139	27.3
3	Between Rs. 500 and Rs. 1000	112	22.0
4	Between Rs. 300 and Rs. 500	90	17.7
5	Less than Rs. 300	28	5.5
	Total	509	100.0

5.3.9 Favorite Pastime

An examination of the table reveals that traveling is the activity that has received the highest mean score, followed by reading and listening to music. Thus, traveling, reading and listening to music (in that order) seems to be the activities that the respondents are relatively more interested in pursuing during their leisure time. Interest in travel seems encouraging from the point of view of marketers. Also as they like to read such people may be persuaded through print messages and articles in travel-related as well as general interest magazines to visit different destinations in this region.

Table 5.9: Favorite Pastime

	Favorite Pastime	Mean
1	Traveling	3.5000
2	Reading	3.2240
3	Listening to music	3.2036
4	Watching TV	2.4024
5	Adventurous activities	2.3287
6	Sports	2.2127
7	Watching movies/plays in the theatre	1.9303
8	Partying	1.7610

5.3.10 Travel Companions

As far as travel companions are concerned, it appears that most of the people surveyed have traveled in the company of 'friends/relatives' on this trip. This is followed by people who have been accompanied by their spouses/partners, followed by people traveling as part of organized groups or clubs. This may indicate that most of these leisure travelers prefer to travel in the company of their friends and relatives as well as their spouses and partners. Thus, their travel-related decisions may also be influenced by their friends, relatives and spouses. This may be borne in mind by marketers in designing and communicating their marketing efforts.

Table 5.10: Travel Companions

	Travel companions	Frequency
1	Friends/relatives	196
2	Spouse/partner	157
3	Organized group/club/etc.	128
4	Child (ren)	64
5	Alone	52
6	Parent (s)	52
7	Business associates/colleagues	11
	Total	660*

(*Due to multiple responses, total is more than 509)

5.3.11 Preferred Mode of Travel

This includes both travel to the destination and travel within the destination. As far as mode of travel preferred in reaching the destination is concerned, 'railways' scores the highest. While trains are the most preferred mode, air travel comes second in terms of preference. For travel within the destination, an almost equal percentage of people indicate cars and SUVs (Sumo/Jeep/Bolero). Air travel is much more expensive in India compared to Railways (which is more commonly used by people). This may be the reason why most people prefer railways. However, for people coming from greater distances, say, from Maharashtra state railways may not be such a convenient option due to the high travel time required for reaching the North-east. For such people Air travel would be a better option. Domestic travelers staying in distant places who cannot afford high air fares and higher travel time may sometimes feel discouraged to choose the North-east for leisure travel. Assuming that leisure

travelers who have indicated 'railways' seek affordable options, it may be a good idea to offer relatively inexpensive air travel options and special discount facilities by the marketers to such people in order to encourage people from relatively far-flung areas to visit North-east India.

Table 5.11: Mode of Travel

Mode of travel	Frequency
To reach the destination	
Rail	287
Air	228
Bus	91
Own car	49
Rental car	38
Other	6
Total	699*
Within the destination	
Car	159
Sumo/Jeep/Bolero	157
Whatever is available	111
Bus	108
Auto rickshaw	29
Manual rickshaw	9
Total	573*

(*Due to multiple responses the total is more than 509)

5.3.12 Souvenir Buying Intention

It may be observed from Table 5.12 that a high percentage of people indicated that they would definitely like to take back some souvenirs, and a good number also recorded 'sometimes' when asked if they like to take home souvenirs of the trip. This positive response from the

Table 5.12: Souvenir Buying Intention

Souvenir buying		Frequency	Percent
1	Yes, always	226	44.4
2	Sometimes	211	41.5
3	Rarely	58	11.4
4	Never	14	2.8
	Total	509	100

respondents is highly satisfactory from the point of view of tourism marketers as well as the local artisans of the region. It may, therefore, be a good idea to highlight the uniqueness of the traditional handicrafts and textiles of North-east India in future marketing efforts as this may serve as an added attraction for many leisure travelers.

5.3.13 Satisfaction

A glance at Table 5.14 presents an encouraging picture. The majority of respondents (over half of the sample) are satisfied with their overall travel experience in North-east India and interestingly more than 30 percent are very satisfied. The level of dissatisfaction is quite low. This is very satisfying to note since this augurs well for North-east India's destinations. One of the reasons for this could be that being a relatively new destination, which has not been publicized aggressively, the expectations of these people in terms of the attractions and amenities may not have been too high. Thus, it may be said that there being a match of expectations with actual experience, the level of satisfaction has been reasonably good. Thus, these leisure travelers have expressed satisfaction with the way things are in the North-east.

Table 5.13: Level of Satisfaction

Satisfaction level	Frequency	Percent
Satisfied	265	52.1
Very satisfied	170	33.4
Can't say	53	10.4
Dissatisfied	20	3.9
Very Dissatisfied	1	0.2
Total	509	100.0

5.3.14 Likelihood of Recommending

It is again heartening to note that well over half the sample would definitely recommend these places to their friends and family (shown in Table 5.14). This coincides with the fact that the majority of the respondents have

Table 5.14: Likelihood of Recommending

Likelihood of recommending	Frequency	Percent
Definitely	297	58.3
Maybe	150	29.5
Can't say	47	9.2
Don't think so	11	2.2
Never	4	0.8
Total	509	100.0

expressed satisfaction with these destinations. The variables 'satisfaction' and 'likelihood of recommending' have been cross-tabulated to see how many people who are satisfied with their travel experience in North-east India would recommend the destinations of the region. It may be seen from table 5.15 that of the 170 people who are 'very satisfied' 132 (i.e. 77.6%) would definitely recommend while 154 (58%) of the 265 'satisfied' people would definitely recommend these destinations. Thus, it appears that the percentage of people who would positively recommend North-east India improves with the level of satisfaction. Notably, none of the 'very satisfied' people indicated 'don't think so' or 'never' when asked whether they would recommend Northeast destinations to others while 5 'satisfied' people indicated these options.

Table 5.15: Satisfaction and Likelihood of Recommending

Satisfaction with Northeast destinations		Recommending Northeast destinations to others					
		Definitely	Maybe	Cannot say	Don't think so	Never	Total
	Very satisfied	132	27	11			170
	Satisfied	154	88	18	3	2	265
	Cannot say	9	27	13	2	2	53
	Dissatisfied	2	7	5	6		20
	Very dissatisfied		1				1
Total		297	150	47	11	4	509

5.3.15 Reasons for Dissatisfaction

Those respondents who indicated dissatisfaction were urged to record their reasons for dissatisfaction. This being an open-ended question, respondents expressed their feelings in their own writing. Though there were 21 dissatisfied people (dissatisfied and very dissatisfied, as may be seen from Table 5.13), yet 32 people recorded their feelings in response to this question. The various reasons provided by them have been shown in Table 5A of the Appendix IV. Most of the reasons cited by them relate to lack of facilities, information and infrastructure. It is encouraging to note that barring one or two exceptions the reasons do not include dissatisfaction with the destination attractions.

5.4   Geographic Origin

Another variable that naturally interests destination marketers of a region is: where do the travelers come from, what is their region of origin? One clear distinction that is often made is whether these travelers are of domestic or foreign origin and to what extent each constitutes the sample. As may be seen from the table below, domestic leisure travelers constitute 75.25 of the sample while foreign travelers constitute 24.75 of the sample. This may be expected since the level of awareness about North-east destinations among foreigners may not be very high as yet. It may be recognized that while foreign travelers bring in foreign exchange and may be lucrative targets, yet for North-east India's destination marketers the domestic travelers would present a very good opportunity too. India is a vast country with a huge population of over 1 billion people. So, being able to attract even a small percentage of this huge populace, would be a worthwhile from the point of view of marketers. Provided below is the information regarding the nationality of the travelers and the state to which they belong, if they are of Indian origin.
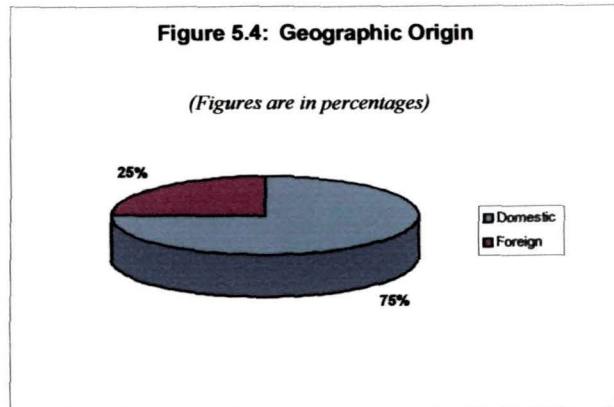
Figure 5.4: Geographic Origin

(Figures are in percentages)

25%

75%

Domestic
Foreign

5.4.1   Nationality

Respondents in the present sample come from diverse countries all over the world. Among these, Americans comprise 4.7 percent, Australians 4.3 percent, British 4.5 percent and Germans 3.5 percent. Conspicuous by their absence are people from India's neighboring countries (with the exception of one person from China and two from Bangladesh) and the Southeast Asian countries.

5.4.2 States in India

If we consider the state in India from which the respondents originate (if they are Indian), then we observe that people from West Bengal comprise the majority with 46.2 percent of the sample originating from this state, followed by people from Maharashtra who constitute 32.1 percent of the sample. Though people from various other states also form part of the sample, yet none of the states come close to these two. This finding has also been validated by some of the owners of tourist lodges in Kaziranga National Park as well as other places (during informal discussions with them) who stated that people from the two above-mentioned states comprise the maximum number of domestic travelers visiting this region. This may be borne in mind by marketers as it would be useful to specially cater to the needs of these people and try to draw more people from these states and also encourage repeat visits from present satisfied respondents.

5.5 Socio-economic and Demographic Variables

The section that follows presents the responses to those questions that aim at eliciting the socio-economic and demographic profile of the respondents. It seeks to find out answers to who these people are. Thus, the age groups, gender, marital status, education level and occupation of the people in the sample are recorded below.

5.5.1 Age

It may be seen from Table 5.5 that the sample is represented by people from all age groups (excluding those below 18 who were deliberately not included in the sample). People in the age group '26-35' represent the highest percentage (22.2%). People in the

Figure 5.5: Age Groups
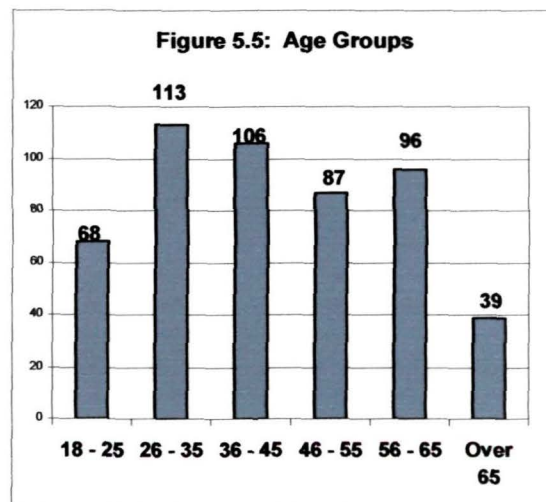
age groups 'over 65' comprises the smallest percentage. Likewise, people between '18-25' also constitute a smaller proportion of the sample. Interestingly, people in the age range of 56-65 years also constitute 18.9 per cent of the sample. Thus, older people have also visited this region. Seen as a whole, the sample is well represented by people in the broad age range of 26 to 65 years, thus excluding the very young and very senior people. Thus, young, middle-aged and older people have all undertaken this leisure trip to North-east India.

5.5.2   Marital Status

Among those surveyed, 'married/staying together' comprise the largest group accounting for 64.6 percent of the sample. It may be recalled from section 5.3.10 that a good percentage of these leisure travelers have been accompanied by their spouses and partners. This seems to suggest that this group of people enjoy traveling in the company of their spouses, spending time with them and sharing their experiences with their near ones. This piece of information would be useful for marketers in designing travel

Table 5.16: Marital Status

Marital Status	Frequency	Percent
Married/Staying together	329	64.6
Unmarried	157	30.8
Divorced/Separated/Widowed	23	4.5
Total	509	100.0

packages and in their marketing communications. While it may be that travel-related decisions and arrangements are made by one of the spouses (the influential person in the group is one variable that was overlooked in this study and may be worthwhile to examine in future), it could also be that both are involved in taking such decisions. This aspect may also be taken into account by the marketers.

5.5.3   Education

The education level of travelers may be helping in understanding the kind of persons they are and assess the type of messages that would be appropriate to use. This is why the variable assumes importance. In the present sample, the majority of

people are graduates with a good percentage of post-graduates too. One of the reasons for this relatively high percentage of reasonably educated people may be that one criterion employed before approaching people for the survey was their familiarity with English (as the questionnaire was framed in English and had to be understood by the respondent before checking the options) which may led to some biasness.

Table 5.17: Education

	Education	Frequency	Percent
1	Graduate	221	43.4
2	Post Graduate	173	34.0
3	Professional courses	57	11.2
4	School level	48	9.4
5	Other	10	2.0
	Total	509	100.0

Notwithstanding this, educated people comprise a greater percentage of the people and this information may be useful for marketers.

5.5.4 Occupation

As in the case of education, occupations of people may help in ascertaining the kind of people they are and what kind of messages and appeals would be suitable for them. People in Government service represent the largest section of people in the sample, followed by professionals. Both government employees and professionals have their distinct orientations and attitudes and it would be useful for marketers to bear this in mind while designing strategies to suit their specific interests. Interestingly, retired people come next, which indicates that people who are relatively senior (as already discussed in Section 5.5.1) also display interest in undertaking leisure travel to relatively remote areas such as North-east India. This

Table 5.18: Occupation

	Occupation	Frequency	Percent
1	Government service	136	26.7
2	Professional	87	17.1
3	Retired	80	15.7
4	Private firms	71	13.9
5	Self-employed	59	11.6
6	Student	35	6.9
7	Homemaker/Housewife	26	5.1
8	Unemployed	11	2.2
9	Others	4	0.8
	Total	509	100.0

is encouraging for marketers, as these people though relatively small in number have

more time at hand and if they have the desire and ability to travel, then they represent potentially attractive targets. Packages may be designed keeping their interests in mind.

5.5.5 Gender

A significantly large number of respondents were males, constituting 71.5 percent of the sample. This could mean that males have displayed greater interest in traveling to the type of tourist attractions found in North-east India and actually fewer women have visited these places or it could be that females have mostly refrained from participating in the survey. One of the reasons for this could also be that in groups of

Table 5.19: Gender

Gender	Frequency	Percent
Male	364	71.5
Female	145	28.5
Total	509	100.0

people (as has been observed by the researcher during the survey) comprising both males and females or when there were both spouses present (in the case of domestic travelers) the ladies displayed unwillingness to express their own opinions saying that the opinions of their husband would hold good for them. Thus, only male members (as in such cases) filled out the questionnaires. This may be because of a particular mindset among certain sections of people in Indian society that values more the opinion of male members.

5.6 Summarizing General Characteristics of Leisure Travelers

From the discussion in the preceding sections, a picture of the overall characteristics of the 509 respondents has emerged. These leisure travelers have mainly obtained information through their friends/relatives/colleagues regarding North-east India. Mostly, they have stayed in the region for 8-15 days. These people are fairly frequent travelers who travel at least once or twice a year. Most of them have been found to be well-traveled people. As regards accommodation preferences, hotels have been shown maximum preference. Interestingly, these leisure travelers

mostly begin planning more than 2 months prior to the trip indicating that they give due consideration to various aspects of travel planning. Notably, the majority of them have shown a distinct preference for making their own travel arrangements. It has been seen that they mostly spent over Rs. 1000 per day on the trip. They have mostly been accompanied by friends/relatives on this trip. For travel within the destination, they have shown preference for Cars and SUVs while railways have been preferred by most for reaching the destination. It is encouraging to note that a high percentage of people would definitely like to take back some souvenir of the places visited. Another important finding is that most of these leisure travelers are satisfied with their overall travel experience in North-east India and most of them would definitely recommend these destinations to others. It has been seen that traveling, reading and listening to music are the activities mostly pursued by these travelers during their spare time in day-to-day life. As regards the origin of the respondents, around 75 percent of the sample comprises domestic travelers and nearly 25 percent are foreigners. Among the Indians, people from West Bengal comprise the majority, followed by those from Maharashtra. The socio-economic and demographic profiles of these respondents were also ascertained. It has been seen that the sample is represented by people of all types – young, middle-aged and older people. Most of these people are married/staying together. The sample consists of educated people, most of them being graduates. They are mostly in government service. Finally, the majority of people in the sample are male.

The findings of this Chapter have been summarized above. The next Chapter presents the results of the segmentation and profiling of these leisure travelers. Details on how the segments have been derived, the description of each segment and delineation of their profiles, have been included in the subsequent Chapter 'Analyzing the Segments'.

Chapter 6

Cheraw Bamboo Dance, Mizoram
Source: Ministry of Tourism, Government of India

Analyzing the Segments

6.1 Deriving the Segments

As discussed in section 4.2.3.2 of Chapter 4, the factor-cluster segmentation approach has been used in this study to derive subgroups of leisure travelers. Thus, Factor analysis has been initially used to identify underlying factors from the 76 segmentation variables (travel motivations, benefits sought and activity preferences). Thereafter, cluster analysis has been used to derive homogeneous segments. These segments have then been profiled according to certain socio-economic, geographic and travel/trip-related factors, which differed significantly across the segments. A detailed description regarding the various aspects involved in these three steps is provided in the sections that follow.

6.2 Factor Analysis Results

Factor analysis is a generic name given to a class of procedures primarily used for data reduction and summarization. The objective is to represent a set of observed variables (or persons or occasions) in terms of a smaller number of hypothetical, underlying, and unknown dimensions, which are called *factors*. Methods of factor analysis are differentiated in terms of the bases upon which the weights are selected. The two basic approaches are *principal components analysis* and *common factor analysis*. In principal components analysis, the total variance in the data is considered. Principal components analysis is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis. The factors are called principal components. In common factor analysis, the factors are estimated based only on the common variance. This method, also called principal axis factoring, is appropriate when the primary concern is to identify the underlying dimensions and the common variance is of interest (Malhotra, 2004).

In this study, a Principal Component Analysis with Varimax rotation was run on all 76 motivation-benefits sought and activity items in an attempt to uncover a few

underlying dimensions. Only those factors with eigenvalues greater than 1 were extracted. This resulted in 18 factors, which explained 64.151 % of the total variance (as shown in Table 6.1). This is acceptable since it has been recommended that the factors extracted should account for at least 60 percent of the total variance (Malhotra, 2004, Hair et al., 1998, Boyd et al., 1985). Next, two measures have been used to assess whether the factor analysis is appropriate. The Kaiser-Meyer-Olkin measure of sampling adequacy has been used to measure the appropriateness of the factor model. Values below 0.5 imply that the factor analysis may not be appropriate (Malhotra, 2004). Here, the value obtained is 0.9, which is considered satisfactory indicating that the data are appropriate for Factor Analysis. In addition, the Bartlett's Test of Sphericity (used to examine the hypothesis that the variables are uncorrelated in the population as described in Malhotra, 2004) is significant ($p = 0.00$) implying that the correlation matrix is not orthogonal and is, therefore, appropriate for factoring.

Table 6.1: Total Variance Explained

Component	Initial Eigenvalues	% of Variance	Cumulative %
1	18.379	9.301	9.301
2	4.551	9.054	18.355
3	3.009	7.026	25.382
4	2.861	4.479	29.860
5	2.327	3.869	33.729
6	1.915	3.334	37.063
7	1.759	3.162	40.225
8	1.609	3.072	43.297
9	1.508	2.926	46.223
10	1.472	2.398	48.622
11	1.330	2.368	50.990
12	1.318	2.261	53.251
13	1.274	2.033	55.284
14	1.125	1.920	57.204
15	1.119	1.866	59.070
16	1.116	1.804	60.874
17	1.051	1.749	62.623
18	1.034	1.529	64.151

Extraction Method: Principal Component Analysis.

In order to assess reliability, reliability coefficient (Cronbach's alpha) has been computed for each factor. Hotelling's T-squared Test was used to verify that all items on the scale do not have the same mean. All factors with a reliability coefficient above 0.6 were considered to be acceptable in this study, as 0.6 is considered to be

the lower limit of acceptability (Hair et al., 1998). Based on this analysis, four such factors (factors 9, 11, 12 and 15), which had unacceptably low reliability co-efficient, were removed from further analysis (as described below). The complete list of the initial 18 factors is shown in Table 6A provided in Appendix V. The final fourteen factors (after deletion of the four factors with low reliability co-efficient) are shown in Table 6.2 on page 163. To interpret the factors, the factor loadings have been considered. According to Hair et al., factor loadings greater than 0.30 are considered to meet the minimal level; loadings of 0.40 are considered more important; and if the loadings are 0.50 or greater, they are considered practically significant. Guidelines provided by these authors for assessing statistical significance of factor loadings indicate that for sample sizes of 350 or greater, factor loadings of 0.30 would be considered significant. In a number of studies, items with factor loadings 0.40 or greater were retained for analysis (Kerstetter et al., 2004; Lee et al., 2004; Jang et al.; 2002, Keng and Cheng, 1999). These considerations provided the basis for interpreting the factors. Details regarding each factor as well as how they have been named are discussed below.

The first factor was labeled 'Eco and Amenities' as it included items relating to suitable accommodation, ease of reaching the destination, availability of suitable food, personal security and so on, as well as items such as the quality of a destination's natural environment, efforts to maintain unspoiled surroundings, hospitable and friendly local people, visiting wilderness and undisturbed areas etc. This factor includes 13 items (shown in Table 6.2). This factor has a high reliability coefficient of 0.9036 and it explained 9.3% of the total variance. One item in this factor 'visiting mountains' had a factor loading below 0.40 (i.e. 0.385) but it was retained for analysis as deletion of this item did not improve reliability rather decreased the alpha value to 0.9014.

The second factor was named 'Adventure' since it contained items related to adventurous activities such as climbing/hiking, camping, rafting, mountain biking, exploration of caves etc. This factor includes 12 items. Cronbach's alpha for this factor is 0.9026 and it explained 9.054 % of the total variance.

The third factor was labeled as 'Wander thirst' as it included items such as: to know the unknown, explore new places, to visit places that I have always wanted to see, to meet new people, to improve my knowledge, experience different cultures and ways of life and so on. This factor includes 15 items. The reliability coefficient for this factor is 0.9026 and it accounts for 7.026 % of the total variance. However, this factor contained three variables that had low factor loadings. These items 'enjoy the sound and smell of nature'; 'to indulge in things that I do not normally do' and 'visiting museums' had factor loadings of 0.375, 0.368 and 0.349 respectively. However, deletion of these items did not improve reliability of the factor, rather as in the case of one item in factor 1, overall reliability came down to 0.8906 on deletion of these items. These variables were, therefore, retained for further analysis.

The fourth factor has been labeled 'Nature and Wildlife' since it comprises the items visiting places with scenic beauty, visiting National parks/forests, observing wildlife in its natural habitat, nature trips/safaris and birdwatching. This factor includes 5 items. Cronbach's alpha for this factor is 0.754 and it accounts for 4.479% of the total variance.

The next factor has been named 'Vacation' as it contains the items: get away from everyday life/routine; spend some time with the family, to rest and relax and to have fun. This factor has a reliability coefficient of 0.6535 and it accounts for 3.869 % of the total variance.

The sixth factor has been labeled 'Fun and Shopping' since it includes the items entertainment for the whole family, shopping for local arts and crafts and shopping. Cronbach's alpha for this factor is 0.6943 and it explains 3.334 % of the variance.

The seventh factor has a Cronbach's alpha of 0.5979 and it accounts for 3.162 % of the variance. It has three items: to have entertainment, be recognized as a well-traveled person and improve my health. As the last two variables have higher loadings, so this factor has been named 'Health and Recognition'.

The eighth factor has been labeled 'Culture' as it includes three items relating to cultural element such as attending festivals and special cultural events, visiting villages and typical rural areas and trying local food and drinks. The reliability coefficient for this factor is 0.6331 and it accounts for 3.072 % of the variance.

Factors 10, 13, 14, 16, 17 and 18 have one variable each with factor loadings of 0.773, 0.648, 0.726, 0.525, 0.593 and 0.643 respectively. Though these factors have only one variable each, yet the items have high factor loadings and deleting these from further analysis may result in significant loss of information. Hence, these have also been retained for use in subsequent analysis. These factors which included the variables 'going on pilgrimages', 'taking photographs/videos etc.', 'fishing', 'pleasant and unpolluted environment', 'availability of low-cost travel packages' and 'trekking' were named as ' Pilgrimage', 'Photography', 'Fishing', 'Environment', 'Affordable packages' and 'Trekking'.

The next factor (ninth) contains two unrelated variables 'folk music and folk dance' and 'see wildlife, birds and flowers that I don't normally see'. This factor has an extremely low reliability of 0.3794 and hence has been dropped from further analysis.

Table 6.2: Final Fourteen factors

Eco and Amenities	Loadings	Adventure	Loadings
1. Availability of suitable accommodation	0.781	1. Camping	0.765
2. Hospitable and friendly local people	0.694	2. Mountain climbing	0.736
3. Ease of reaching the destination	0.685	3. Rafting	0.733
4. Efforts on my part to maintain unspoiled	0.670	4. Climbing/hiking	0.720
surroundings	0.656	5. Mountain biking	0.718
5. Personal security	0.569	6. Exploration of caves	0.611
6. Destination that provides value for money	0.516	7. Paragliding	0.600
7. The quality of a destination's natural	0.495	8. Motorcycling	0.576
environment	0.485	9. To engage in physical activities/keep	0.505
8. Visiting wilderness and undisturbed areas	0.472	fit	0.504
9. Availability of food suitable for me/my family	0.466	10. Nightlife and Entertainment	0.492
10. Availability pre-trip and in-country tourist	0.443	11. Jungle exploring	0.432
information	0.385	12. To do exciting things	
11. Luxurious outing			
12. Enjoying sun and water			
13. Visiting mountains			
Cronbach's Alpha = 0.9036		*Cronbach's Alpha = 0.9026*	
Wander thirst		**Nature and wildlife**	
1. To know the unknown	0.641	1. Bird watching	0.716
2. To meet new people	0.634	2. Observing wildlife in its natural	0.616
3. To have an authentic experience	0.609	habitat	0.539
4. Experience different cultures and ways of life	0.593	3. Visiting National parks/Forests	0.521
5. Improve my knowledge	0.562	4. Nature trips/Safaris	0.420
6. See unusual things	0.560	5. Visiting places with scenic beauty	
7. Explore new places	0.552		
8. To visit places that I have always wanted to	0.512		
see	0.508		
9. To enjoy independence	0.422		
10. Experience tranquility/solitude	0.418		
11. Visiting sites of historical/cultural and	0.408		
archaeological interest	0.375		
12. Be close to nature	0.368		
13. Enjoy the sound and smell of nature	0.349		
14. To indulge in things that I do not normally			
do			
Visiting museums			
Cronbach's Alpha = 0.9026		*Cronbach's Alpha = 0.7540*	
Vacation		**Fun and Shopping**	
1. Get away from everyday life/routine	0.692	1. Shopping	0.749
2. To rest and relax	0.678	2. Entertainment for the whole family	0.667
3. Spend some time with the family	0.540	3. Shopping for local arts and crafts	0.597
4. To have fun	0.456		
Cronbach's Alpha = 0.6535		*Cronbach's Alpha = 0.6943*	
Health and Recognition		**Culture**	
1. Be recognized as a well-traveled person	0.699	1. Trying local food and drinks	0.706
2. Improve my health	0.627	2. Visiting villages and typical rural	0.603
3. To have entertainment	0.410	areas	0.578
		3. Attending festivals and special	
		cultural events	
Cronbach's Alpha =0.5979		Cronbach's Alpha= 0.6331	
Pilgrimage		**Photography**	
Going on pilgrimages	0.773	Taking photographs/videos etc	0.648
Fishing		**Environment**	
Fishing	0.726	Pleasant and unpolluted environment	0.525
Affordable packages		**Trekking**	
Availability of low-cost travel packages	0.593	Trekking	0.643

Likewise, factor eleven has two items golfing/tennis and sunbathing and it has a very low reliability coefficient of 0.4878. Similarly factor twelve, which contains four items - to do nothing, visiting friends/relatives, winter vacation in warm areas, cleanliness - has a low reliability coefficient of 0.4074. Again, factor fifteen, which contains four items 'be with other who enjoy the same thing', 'cruise', 'attending sports events/participation in sports activities', and 'visiting commemorative places'; has a low Cronbach's alpha (alpha = 0.3773). As the variables did not have a common theme, so these factors were not named. Thus, these four items have been removed from further analysis. The final factors, which would be used as inputs for the Cluster analysis, are shown in Table 6.2.

6.3 Use of Factor Scores

One issue in the factor-cluster segmentation approach that needs to be considered is: whether the original items i.e. the raw variables are better for cluster analysis than the derived factor scores (Weaver and Lawton, 2002). In some studies, the original items are used rather than factor scores (e.g. Hsu and Lee, 2002, Weaver and Lawton, 2002). The rationale for doing this is that factor scores only represent compact summaries of the underlying construct while the original attributes provide more insightful information on characteristics of respondents (Hsu and Lee, 2002). Besides, questions have been raised regarding whether factor scores, if used as variables for clustering, accurately represent the true data structure (Weaver and Lawton, 2002). However, a number of researchers have used factor scores as inputs into the cluster analysis (e.g. Blamey and Braithwaite, 1997; Kerstetter et al., 2004; Pennington-Gray and Kerstetter, 2001; Sarigollu and Huang, 2005; Sirakaya et al., 2003; Yannopoulos and Rotenberg, 1999; Keng and Cheng, 1999; Cho, 1998; Ahmed et al., 1998; Kibicho, 2006; Yuksel and Yuksel, 2002). One line of reasoning for doing this is that "the raw variables contain interdependence that is likely to bias the cluster analysis results. By contrast, the use of dimensions removes such interdependencies through representing data by a relatively independent and parsimonious set of factors. Correspondingly Mo, Havitz, and Howard pointed out

that factor scores are more reliable than single original variables, as they are weighted as linear combinations of variables and are more readily interpreted than a large number of variables" (Yuksel and Yuksel, 2002). According to Hair et al., (1998), if the objective of factor analysis is to identify appropriate variables for subsequent application to other statistical techniques, then some form of data reduction may be employed. The options include (1) examining the factor matrix and selecting the variable with the highest loading as a surrogate representative for a particular factor dimension, or (2) replacing the original set of variables with an entirely new, smaller set of variables created either from summated scales or factor scores. The one key characteristic that differentiates a factor score from a summated scale is that the factor score is computed based on the factor loadings of all variables on the factor, whereas the summated scale is calculated by combining only selected variables.

Since in the present study, Factor analysis is being used primarily as a data reduction tool, therefore it makes sense to use the factor scores of the newly derived factors, rather than the scores on the original 76 variables. As far as the computation of the factor scores are concerned, it has been observed that no definite guideline may be obtained from the tourism segmentation literature regarding this. A lot of studies mention that factor scores have been used as inputs into the subsequent cluster analysis but do not clearly specify how these scores were calculated. Among those that do give an explanation, in one case, the simple average of item scores was used as the factor score (Hsu and Lee, 2002) while in another additive scores were developed for each participant on each of the travel factors (Littrell et al., 2004). Computerized factor scores were also used in some cases, e.g. the regression scores obtained through a factor analysis using the SPSS package were saved as the new variables in a study by Frochot (2005). It may be noted that most statistical programs can compute factor scores for each respondent. By selecting the 'factor score' option, these scores are saved for use in subsequent analyses. However, it was not considered appropriate to use these computerized factor scores in the present study since it

resulted in elimination of a number of cases. This was difficult to interpret. These missing values (factor scores) against a number of respondents reduced the ultimate number of cases to be used for clustering. Keeping the above in view, factor scores have been calculated using the formula provided below. As is already known, the factor analysis process assigns loadings to the raw variables. Factor loadings provide the correlation between the original variables and the factors, and the key to understanding the nature of a particular factor. Squared factor loadings indicate what percentage of the variance in an original variable is explained by a factor (Hair et al., 1998). That is, the square of the loading offers an explanation as to what extent the raw variable is related to the principal factor. Thus this may be used as a weight for the variable. The weighted means of the respondent's scores for each new factor have been calculated using the following formula, which has been adapted from Sarma (2003).

$$\text{Weighted Factor score} = \frac{\sum (\text{Loading } V_{ij})^2 * \text{Score } V_{ij}}{\sum (\text{Loading } V_{ij})^2}$$

where,

Loading Vij $=$ Loading of the variable i under Factor j

Score Vij $=$ Score of respondent against raw variable i under Factor j

Using this formula, factor scores have been calculated for the fourteen factors in a Microsoft Excel data sheet. These have then been entered into the main data editor (SPSS for Windows) so that further analysis could be carried out by using these fourteen new variables.

6.4   Cluster Analysis Results

The factor scores obtained for each of the factors as described above have been used as the variables to be used in the Cluster Analysis. The first step in Cluster Analysis is to select a distance or similarity measure. This is because the objective of clustering being to group similar objects together, some measure is needed to assess how similar or different the objects are. The most commonly used measure of similarity is the Euclidean distance or its square (Malhotra, 2004). So, the Squared Euclidean distance has been used here as a measure of similarity. The next step involves selecting a clustering procedure, of which there are two: hierarchical and non-hierarchical. As it has been suggested that hierarchical and non-hierarchical methods be used in tandem to complement the benefits of each (discussed in detail in section 4.2.3.2 of Chapter 4), therefore, in this study too such an approach has been used. An initial clustering solution is obtained using a hierarchical procedure and then the number of clusters so obtained is used as input to the non-hierarchical k- means clustering procedure used next.

Table 6.3: Partial Agglomeration Schedule (From the Bottom)

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage	Difference between Coefficients
	Cluster 1	Cluster 2		Cluster 1	Cluster 2		
499	11	41	38.3	498	472	505	1.3
500	14	20	39.6	492	489	505	1.1
501	2	292	40.8	494	0	504	1.3
502	1	49	42.1	497	481	503	1.8
503	1	56	43.8	502	496	504	1.6
504	1	2	45.4	503	501	507	1.7
505	11	14	47.2	499	500	506	3.4
506	11	149	50.5	505	462	507	5.3
507	1	11	55.8	504	506	508	15.4
508	1	64	71.3	507	463	0	

According to Malhotra (2004), among the hierarchical clustering methods, the average linkage method and Ward's method perform better than other procedures. He has also suggested that the squared Euclidean distance should be used with Ward's method. Thus, a hierarchical method using squared Euclidean distance and the

Ward's procedure has been used here. From an inspection of the Agglomeration schedule (as shown in Table 6.3 above) obtained from the analysis, a four-cluster solution seemed appropriate. On observing the last column 'Difference between coefficients', it may be seen that the last large difference is on fourth row from the bottom (stage 505). Thus, four clusters appear suitable. Thereafter, a non-hierarchical k-means cluster analysis was run. Therein, a four-cluster solution was prespecified. The final clusters that were obtained have been presented in Table 6.4.

Table 6.4: Final Clusters

Factors	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists
Eco and Amenities	1.73	2.52	2.59	3.93
Adventure	1.26	1.36	1.50	2.63
Wander- thirst	1.82	2.42	2.65	3.62
Nature and Wildlife	1.98	2.63	2.78	3.85
Vacation	1.88	2.21	2.58	3.35
Fun and Shopping	1.84	1.97	2.03	3.37
Health and Recognition	1.46	1.45	1.70	2.29
Culture	1.74	2.73	2.10	3.62
Pilgrimage	1.16	1.95	2.48	2.44
Photography	2.20	4.69	1.82	4.50
Fishing	1.30	1.24	1.29	1.70
Environment	1.61	3.97	4.70	4.48
Affordable packages	2.20	4.69	1.82	4.50
Trekking	1.52	1.70	1.64	3.13

6.5   Description of Segments

The four clusters that were derived form the analysis described above have been named according to their scores on each of the 14 factors i.e. the relative importance placed by the clusters on each of the factors as shown in Table 6.4. A description of each of the four clusters is provided next.

6.5.1 Cluster 1 (n = 82): Indifferent Travelers

This cluster constitutes the smallest group, accounting for just 16 percent of the sample. Overall, this cluster has the lowest scores on all the dimensions indicating that it attaches relatively lower importance on all of the motivation-benefit-activity dimensions when compared to the other clusters. This is why this cluster has been labeled as 'Indifferent Travelers'. This group scores the lowest on 'adventure' and 'pilgrimage' while recording the highest on 'photography' and 'affordable packages'. It has relatively higher scores on 'wander-thirst', 'nature and wildlife', 'vacation', 'fun and shopping' and slightly lower on 'eco and amenities' and 'culture' and still lower on 'fishing', 'health and recognition', 'trekking' and 'environment'. Thus, this cluster may be described as representing a group of general tourists who are not too interested in adventurous activities or in pilgrimage. Nor do they attach much importance to aspects such as a pleasant and unpolluted environment, to improve health, to be recognized as well-traveled persons, and interest in cultural aspects. They also do not seem to be very eco-conscious nor do they place much importance on comfort amenities. They do seem to have a basic curiosity and desire to see new places as well as an interest in nature and wildlife. They seem interested in spending a relaxed type of vacation with the family engaged in fun and shopping. However, they appear to attach importance on availability of low cost travel packages. Photography seems to be one activity that interests them while on vacation. Thus, this cluster seems to represent a passive group of travelers who undertake pleasure travel motivated by a desire to spend a relaxing (not full of activities) vacation, not attaching much importance on specific benefits or amenities but having a desire to get away from normal routine and to see new places preferably in a natural setting.

6.5.2 Cluster 2 (n = 135): Experience and Value Seekers

This cluster accounts for 26.5 percent of the sample. It scores the highest on the dimensions 'photography' and 'affordable packages' amongst all the clusters. It has relatively higher scores on the factors 'eco and amenities', 'wander-thirst',

'nature and wildlife', 'culture' and 'environment' and slightly lower scores on 'pilgrimage', 'fun and shopping' and vacation and even lower scores on 'health and recognition' and 'trekking'. It has the lowest scores on the dimensions 'fishing' and 'adventure'. Thus, it may be noted that similar to the first cluster, this segment too does not have much interest in doing exciting and adventurous things as well as activities such as fishing and trekking. However, this group seems to display a greater interest in exploring new places, in nature and wildlife, in experiencing new cultures, in the quality of the natural environment as well as availability of suitable amenities such as accommodation, suitable food, personal security, tourist information and so on. These observations when combined with the fact that this cluster scores the highest on 'photography' and 'availability of low cost travel packages' seems to point to the fact that this segment comprises a group of people who place importance on having a memorable experience (in terms of visiting new and natural destinations which provide good facilities and in preserving their memories through their interest in photography) as well as seek value in terms of affordable travel packages. Thus, this group has been labeled 'Experience and Value Seekers'.

6.5.3 Cluster 3 (n = 92): Environmentalists

This cluster too constitutes a small group of people though with 18 per cent of the sample it is slightly larger than the first cluster. It is characterized by the highest scores on the factor 'environment' not just among all the dimensions within this cluster but also across all the clusters. Besides, it has relatively higher scores on the dimensions 'eco and amenities', 'wander-thirst', 'nature and wildlife' and 'vacation' and 'pilgrimage'. As this group seems to place great emphasis on a pleasant and unpolluted environment and displays a thirst for travel particularly to experience nature and wildlife and also shows sensibility towards preserving the quality of the natural environment; therefore, this cluster has been named as 'Environmentalists'. This group also displays a desire to spend a relaxing and comfortable time away from the hassles of routine life and also shows an interest in undertaking pilgrimages. As

reflected by the lower scores this group seems to place less emphasis on adventurous activities, on cultural experiences, photography, fun and shopping, affordable packages and on health and recognition. It has the lowest scores on fishing. Thus, this segment represents a group of people who are motivated by a desire to travel to new destinations preferably in a natural setting, have a concern for preserving the natural environment, seek comfort and availability of good facilities and display an interest in knowledge and an authentic experience.

6.5.4 Cluster 4 (n = 200): Specialists

This comprises the largest group, accounting for 39.2 per cent of the sample. This cluster is characterized by the highest scores on most of the dimensions when compared to the other clusters. This seems to suggest that this segment comprises people who place the most importance on a number of the fourteen motivation- benefit-activity factors. It has the highest scores on 'environment', 'photography' and 'affordable packages'. It also has relatively higher scores on 'eco and amenities', 'wander-thirst', 'nature and wildlife' and 'culture'. Again, it has somewhat lower scores on 'adventure', 'vacation', fun and shopping', health and recognition', 'pilgrimage' and 'trekking' while having the lowest scores on 'fishing'. It may be noted here that though it has relatively lower scores on the dimension 'adventure' as compared to some of the other factors, yet this score is the highest when compared to the other clusters thus suggesting that among all the groups this segment constitutes the most adventurous type of people. Overall, this group comprises people who seek an exciting, adventurous, nature-oriented travel experience, who display great interest in exploring new places and understanding new cultures and interaction with the local people, who show a concern for the environment. They also attach importance to facilities such as accommodation, tourist information, ease of reaching the destination, value for money, suitable food and low-cost travel packages. Thus, this cluster comprises a special group of people with a special interest in different activities, seeking several benefits such as a pleasant and unpolluted environment

with suitable facilities and is highly motivated to travel to new and interesting places, display a concern for the natural environment and hence seek a complete travel experience. Therefore, this group of people has been named 'Specialists'.

6.6 Profiling the Segments

In order to profile the above-mentioned segments a set of additional variables that were not used in the clustering procedure i.e. the profiling variables described in section 4.2.2 of Chapter 4, were used. These variables are: socio-economic and demographic, geographic and the travel/trip-related factors. To identify profiles of the segments, cross-tabulation analysis has been used. The chi-square statistic has been employed in case of variables measured using categorical scales (nominal and ordinal scales) to assess whether there were any statistical differences between the segments. In case of continuous data (variables measured using interval scales), one-way ANOVA was employed to test for significant differences between the segments.

6.6.1 Socio-economic and Demographic Profiles of the Segments

The four segments obtained through the cluster analysis described in section 6.4 of this Chapter, were initially examined with regard to their socio-economic and demographic profile. Since, these variables were measured using categorical scales, therefore chi-square tests were used to examine whether there were any statistical differences between the segments. Based on Pearson's chi-square tests, it may be seen from Table 6.4 that significant differences (at the .05 significance level) exist between the segments on three variables viz. age, gender and occupation. However, no statistical differences were found between the segments on the variables of marital status and education. When statistical differences are found between the segments on certain variables, then it implies that the results would be applicable for the population as a whole. The converse is true of variables that do not exhibit such differences among segments.

Table 6.5: Pearson's Chi-square for Socio-economic and Demographic Variables

Socio-economic and Demographic variables	Pearson's Chi Square	Sig.
Age	46.152	**.000**
Gender	8.948	**.030**
Marital Status	10.853	.093
Education	13.844	.311
Occupation	81.919	**.000**

Note: The highlighted portions (in yellow) indicate that significant differences exist

between the segments on those variables (at the 0.05 significance level)

6.6.1.1 Age and Segments

Table 6.6: Age and Segments

	Age	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists
1	18-25	9	22	8	29
2	26-35	29	26	15	42
3	36-45	24	22	20	40
4	46-55	9	23	16	39
5	56-65	9	20	26	41
6	Over 65	2	22	7	8
	Median	*3*	*3*	*4*	*3*
	Age Range	36-45	36-45	46-55	36-45

In order to get a suitable profile regarding age, the median was computed with respect to each segment. It may be observed from Table 6.6 that three segments, Indifferent Travelers, Experience and Value Seekers, and Specialists, have the same median age i.e. the age-range of 36 to 45 years. The Environmentalists, however, have a median age in the range of 46 to 55 years. Thus, compared to the other segments, the Environmentalists are slightly older.

6.6.1.2 Gender and Segments

As far as gender is concerned, overall males dominate in all the segments. In case of Indifferent Travelers, the proportion of males is much higher when compared to females. In the segments, Experience and Value Seekers, and Environmentalists, the male-female ratio is similar (about 73 percent males and 27 percent females) as

shown in Table 6.7. The Specialists, though, have a higher percentage of females within the segment though males comprise the majority.

Table 6.7: Gender and Segments

Gender	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Male	68 (83%)	98 (72.5%)	67 (73%)	131 (65.5%)	364
Female	14 (17%)	37 (27.5%)	25 (27%)	69 (34.5%)	145
Total	82 (100%)	135 (100%)	92 (100%)	200 (100%)	509

Note: The figures in parentheses indicate column-wise percentages

6.6.1.3   Occupation and Segments

Occupation-wise, the segments appear to have relatively different profiles. Among the Indifferent Travelers, almost an equal percentage of people are in Government service and engaged in private firms. In the case of Experience and Value Seekers, the majority of people are in Government service. Among the Environmentalists, though there is a higher proportion of people in government service; yet, it is closely followed by people who are professionals, self-employed and retired. The Specialists are different from the others in that this segment consists of people across various different occupations. Though the majority of people are in Government service, yet, there are a good proportion of professionals and retired people apart from people who are students, homemakers, self-employed and engaged in private firms.

Table 6.8: Occupation and Segments

Occupation	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Student	1(1.21%)	10 (7.4%)	0 (0%)	24 (12%)	35
Homemaker/housewife	2 (2.4%)	4 (2.96%)	1 (1.08%)	19 (9.5%)	26
Retired	5 (6.09%)	28 (20.7%)	17 (18.4%)	30 (15%)	80
Self-employed	8 (9.75%)	8 (5.9%)	19 (20.6%)	24 (12%)	59
Government Service	25 (30.4%)	46 (34%)	22 (23.9%)	43 (21.5%)	136
Professional	11 (13.4%)	22 (16.2%)	20 (21.7%)	34 (17%)	87
Private firms	24 (29.2%)	13 (9.62%)	11 (11.9%)	23 (11.5%)	71
Unemployed	4 (4.87%)	4 (2.96%)	1 (1.08%)	2 (1%)	11
Total	82 (100%)	135 (100%)	92 (100%)	200 (100%)	509

Note: The figures in parentheses indicate column-wise percentages

Thus, the chief occupations followed by people in the segment Indifferent Travelers are government service and job with a private firm and the Experience and Value Seekers are mostly in government service. The Environmentalists are mostly in government service too though there is a good percentage of self-employed people and professionals in this group and finally the Specialists have people across various occupations.

6.6.2 Clusters by Geographic Origin

As in the case of sociodemographic variables, chi-square tests were used to detect statistical differences of the clusters in terms of their nationality too. Significant differences were found to exist between the clusters, at the 0.1 level of significance.

Table 6.9: Geographic Origin and Segments

Geographic Origin	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Domestic	69 (84.14%)	93(68.8%)	72(78.2%)	149(74.5%)	383
Foreign	13 (15.8%)	42(31.1%)	20(21.7%)	51(25.5%)	126
Total	82 (100%)	135 (100%)	92 (100%)	200 (100%)	509

Note: The figures in parentheses indicate column-wise percentages

It may be seen from table 6.9 above that within the group Indifferent Travelers, a much higher percentage of people are domestic travelers and only 15.8 percent are foreigners. Thus, it is more likely that the Indifferent Travelers would chiefly be composed of domestic tourists. In comparison to this segment, within the next segment Experience and Value Seekers, the proportion of foreigners is relatively higher (31.1%) though the majority is of domestic origin (as is the case with the whole sample). So, it may be said that within the group of Experience and Value Seekers there is a reasonable percentage of foreigners also. As regards the Specialists, no such differences are observed. The proportion of domestic and foreign tourists in both these groups is more or less similar to the overall sample characteristics. Hence

it may be concluded that the first group Indifferent Travelers is dominated by domestic tourists while the Experience and Value Seekers have a reasonable proportion of foreigners too.

6.6.3 Profiling the Clusters by Travel/trip-related Variables

It may be observed from Table 6.10 that significant differences (at the .05 significance level) were found between the clusters on the variables travel frequency, travel experience, trip planning time and travel expenditure. However, no statistical differences were found between the segments on the variables trip duration and travel arrangements.

Table 6.10: Pearson's Chi square for Travel/Trip-related Variables

Travel/Trip-related factors	Pearson's Chi Square	Sig.
Trip Duration	10.306	.326
Travel Frequency	44.796	.000
Travel Experience	79.936	.000
Trip planning time	57.895	.000
Travel arrangements	12.049	.061
Budget per day per person	48.124	.000

Note: The highlighted portions (in yellow) indicate that significant differences exist between the segments on those variables (at the 0.05 significance level)

6.6.3.1 Travel Frequency and Segments

As the frequency of travel varies significantly between the segments, therefore the segments may be profiled in terms of this variable. Within the segment Indifferent Travelers, the majority of people travel 'once a year', though, a good proportion of people travel at least twice a year or more. However, when compared to the other segments, relatively fewer people within this segment travel 'more than twice a year' and 'once a year'. Also as may be seen from Table 6.11, a proportion of people also travel less frequently i.e. once every 2-3 years and even less frequent and when compared to other clusters these figures are relatively more.

Thus, on the whole it appears that the Indifferent Travelers travel less frequently when compared to the other segments.

Table 6.11: Travel Frequency and Segments

Travel Frequency	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
More than twice a year	20 (24.3%)	46 (34%)	30 (32.6%)	60 (30.3%)	156
At least twice a year	19 (23.1%)	21 (15.5%)	17 (18.4%)	75 (37.8%)	132
Once a year	23 (28%)	56 (41.4%)	28 (30.4%)	43 (21.7%)	150
Once every 2-3 years	13 (15.8%)	8 (5.9%)	10 (10.8%)	10 (5%)	41
Even less frequent	7 (8.5%)	4 (2.9%)	7 (7.6%)	10 (5%)	28
Total	82 (100%)	135 (100%)	92 (100%)	198 (100%)	507

Note: The figures in parentheses indicate column-wise percentages

In the second segment Experience and Value seekers, the majority of people travel 'once a year', closely followed by those who travel 'more than twice a year'. Relatively lower percentages of people in this group travel less frequently. Even when compared with the other segments, a relatively higher percentage of people travel once a year. Also, in comparison to the Indifferent Travelers and Environmentalists, more people travel more than twice a year. Thus, it may be said that these people travel relatively more frequently than the Indifferent Travelers and the Environmentalists, with the majority of people in this group traveling at least once a year. Regarding the Environmentalists, the majority of people within the group travel 'more than twice a year', very closely followed by those who travel 'once a year'. Also, a certain proportion of people travel 'at least twice a year' (relatively more compared to the Experience and Value seekers). Thus, it may be said that this group comprises of people who are reasonably frequent travelers (though less in comparison to Experience and Value Seekers. Among the Specialists, the majority of people travel 'at least twice a year' (relatively more people when compared to other segments), closely followed by those who travel 'more than twice a year' (a much higher number of people when compared to other segments). Thus, it may be concluded that the Specialists are very frequent travelers. To sum up, the Indifferent

Travelers are less frequent travelers, the Experience and Value Seekers travel relatively more frequently than the Indifferent Travelers and Environmentalists, the Environmentalists are reasonably frequent travelers and the Specialists are very frequent travelers.

6.6.3.2 Travel Experience and Segments

As regards travel experience, in terms of the number of places of tourist interest that a person has traveled to, the segments display different profiles. In the first segment, the Indifferent Travelers, the majority of people have indicated 'between 3 and 5 places' (more even when compared to other segments, in this category). So, it appears that people in this group are not experienced in leisure travel when compared to other segments. On the other hand, most people within the group Experience and Value Seekers indicated 'more than I can remember' though a small number of people in this group indicated 'between 3 and 5 places' and about twenty percent of can be people in each category 'between 6 and 10 places', 'between 11 and 20 places' and 'more than 20 places'. Thus, tourists in this cluster are relatively more experienced in leisure travel than the Indifferent Travelers.

Table 6.12: Travel Experience and Segments

Travel Experience	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
This is my first outing	4 (4.9%)	1 (0.74%)	1 (1.08%)	2 (1%)	8
Between 3 and 5 places	26 (32%)	15 (11.1%)	3 (3.26%)	16 (8%)	60
Between 6 and 10 places	13 (16%)	27 (20%)	14 (15.2%)	16 (8%)	70
Between 11 and 20 places	13 (16%)	26 (19.2%)	39 (42.3%)	76 (38%)	155
More than 20 places	14 (17.2%)	26 (19.2%)	39 (42.3%)	76 (38%)	155
More than I can remember	11 (13.5%)	40 (29.6%)	24 (26%)	62 (31%)	137
Total	81 (100%)	135 (100%)	92 (100%)	200 (100%)	508

Note: The figures in parentheses indicate column-wise percentages

The third segment Environmentalists has more than forty percent people in each of the categories 'between 11 and 20 places' and 'more than 20 places' (with more

people in these two categories compared to the first two segments). A reasonable percentage of people also indicated 'more than I can remember'. Thus, it may be said that the Environmentalists have a high percentage of people who are well traveled. Clearly, however, the Specialists are the most well traveled people compared to the other segments. The majority of people (thirty-eight percent each) indicated the categories 'between 11 and 20 places' and 'more than 20 places' with a reasonably high percentage indicating 'more than I can remember'. In each of these three categories the Specialists have more people compared to the other three segments.

Thus, we may conclude that in terms of traveling to places of tourist interest, the Indifferent Travelers are not experienced in leisure travel, the Experience and Value Seekers are relatively more experienced, the Environmentalists have high travel experience and the Specialists have very high travel experience.

6.6.3.3   Trip Planning Time and Segments

As regards the amount of time that people take in planning a trip, the four segments have different profiles too. Within the group Indifferent Travelers, the majority of people prefer to begin planning more than 2 months prior to the trip (though there are less people in this category compared to the other segments). However, it may be observed from Table 6.13 that a good percentage (between 18-22 percent) of people have indicated each of the other three categories '2 weeks to 1 month prior', 'less than 2 weeks prior to trip' and 'don't plan my trip at all' (more people in the other segments). This seems to suggest this segment contains both people who plan well ahead of time and people who do not plan much. In comparison, the Experience and Value seekers clearly comprise a maximum number of people who like to begin planning well ahead of time. The majority of people like to plan two months prior to the trip (with more people in the categories 'more than 2 months prior' and '2 weeks to 1 month prior' compared to the Indifferent Travelers and the Environmentalists). The Environmentalists too prefer to plan ahead of their trip with the majority indicating 'more than 2 months prior'.

Table 6.13: Trip Planning Time and Segments

Trip planning time	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Less than 2 weeks prior to trip	18 (21.9%)	3 (2.22%)	10 (10.8%)	25 (12.5%)	56
2 weeks to 1 month prior	17 (20.7%)	45 (33.3%)	16 (17.3%)	70 (35%)	148
More than 2 months prior	32 (39%)	85 (62.9%)	54 (58.6%)	93 (46.5%)	264
Don't plan my trip at all	15 (18.2%)	2 (1.48%)	12 (13%)	12 (6%)	41
Total	82 (100%)	135 (100%)	92 (100%)	200 (100%)	509

Note: The figures in parentheses indicate column-wise percentages

However, there are a small proportion of people in this group who prefer to plan less than 2 weeks prior or don't plan their trip at all. The fourth group, Specialists, also consists of people who mostly like to plan their trip in advance. A small percentage of people also indicated 'less than 2 weeks prior to trip'. Though for the Specialists the number of people who have indicated 'more than two months prior' is more compared to the other segments, yet in terms of percentage of people within the group who have indicated this, the Experience and Value Seekers seems to fare better.

To sum up, the Indifferent Travelers have tourists of both types – those who plan ahead and those who don't plan much, the Experience and Value seekers clearly comprise people who like to plan ahead (more in comparison to the other segments), the Environmentalists plan reasonably well ahead, and the Specialists prefer more planning time (though slightly lower than the Experience and Value Seekers).

6.6.3.4   Travel Expenditure and Segments

In order to be able to interpret the travel expenditure incurred by the various segments, the cross-tabulation of the segments with various expenditure levels were examined. Besides, the median expenditure with respect to the segments was also examined. On examining these, it appears that the first segment Indifferent Travelers comprises people with various spending levels (as may be seen from Table 6.14).

Table 6.14: Travel Expenditure and Segments

Budget per day per person		Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists
1	More than Rs. 1500	13 (15.8%)	35 (25.9%)	23 (25%)	68 (34%)
2	Between Rs. 1000 and Rs. 1500	23 (28%)	38 (28%)	23 (25%)	56 (28%)
3	Between Rs. 500 and Rs. 1000	12 (14.6%)	29 (21.4%)	21 (22.8%)	50 (25%)
4	Between Rs. 300 and Rs. 500	20 (24.3%)	29 (21.4%)	17 (18.4%)	24 (12%)
5	Less than Rs. 300	14 (17%)	4 (2.96%)	8 (8.69%)	2 (1%)
Median		3	2	2.5	2
Median Expenditure		Between Rs. 500 and Rs. 1000	Between Rs. 1000 and Rs. 1500	Rs. 1000	Between Rs. 1000 and Rs. 1500

Note: The figures in parentheses indicate column-wise percentages

Though the median expenditure is between Rs. 500 and Rs. 1000 for this segment, yet it may be observed from Table 6.14 that nearly thirty percent people spend between Rs. 1000 and Rs. 1500, closely followed by those who spend between Rs. 300 and Rs. 500. Also, in this group there are more people who spend less than Rs. 300 (compared to other segments). Thus, it appears that people within this group have various spending levels. For the other segments it seems appropriate to use the median expenditure obtained. Thus, the Experience and Value Seekers spend between Rs. 1000 and Rs. 1500, the Environmentalists spend around Rs. 1000 and the Specialists spend between Rs. 1000 and Rs. 1500 per day. Thus the two segments Experience and Value Seekers, and Specialists have similar spending levels.

Hence, it may be concluded that within the group Indifferent Travelers there are people with various spending levels, the Experience and Value Seekers as well as the Specialists spend between Rs. 1000 and Rs. 1500, while the Environmentalists spend around Rs. 1000 per day per person.

Apart from the variables noted above, there were some for which multiple responses were recorded by the respondents. Therefore chi-square tests could not be performed on these. But, based on the results of cross-tabulations, the four segments were examined with regard to differences on the variables mentioned below. A description regarding these variables follows.

6.6.3.5   Accommodation Preferences and Segments

With regards to accommodation preferences of people across the clusters, the following insights were gained. The Indifferent Travelers prefer hotels the most, closely followed by tourist lodges (shown in Table 6.15). In a similar way, among the Environmentalists, the majority of people prefer tourist lodges, closely followed by those who prefer hotels. However, as far as accommodation preferences are concerned, the Experience and Value Seekers clearly prefer hotels the most. So do the Specialists (even when seen across the segments). In this, these two segments are similar. Thus, it may be concluded that the Indifferent Travelers prefer hotels and tourist lodges, the Experience and Value Seekers prefer hotels, the Environmentalists prefer tourist lodges and hotels and the Specialists clearly prefer hotels the most.

Table 6.15: Accommodation Preferences and Segments

Accommodation	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Hotel	38 (35.8%)	83 (45.6%)	41 (34.4%)	127 (44.2%)	289
Tourist Lodge	34 (32%)	53 (29.1%)	43 (36.1%)	82 (28.5%)	212
Guest House	20 (18.8%)	33 (18.1%)	24 (20.1%)	54 (18.8%)	131
Friend/relative's place	14 (13.2%)	13 (7.14%)	11 (9.24%)	24 (8.36%)	62
Total	106 (100%)	182 (100%)	119 (100%)	287 (100%)	694*

Note: The figures in parentheses indicate column-wise percentages; *As there were multiple responses on this variable, therefore, the total is different from the sample size (n = 509)

6.6.3.6   Travel Companions and Segments

The next variable with which the clusters are cross-tabulated is travel companions i.e. on this trip by whom people in different segments have been accompanied. On observing Table 6.16, it may be seen that the Indifferent Travelers have mostly been accompanied by friends/relatives. When seen across the segments also (except for the Experience and Value Seekers), more people in this segment have indicated this option. In the case of Experience and Value Seekers too, the majority of people have indicated this option. However, in this segment, a reasonable percentage has also indicated Spouse/partner. Thus, it appears that people in this group have

generally been accompanied by friends/ relatives followed by those who have
traveled with their spouses/partners. Among the Environmentalists, on the other hand,

Table 6.16: Travel Companions and Segments

Travel Companions	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Alone	11 (11.7%)	14 (8.28%)	13 (11.8%)	14 (6.25%)	52
Spouse/partner	11 (11.7%)	41 (24.2%)	24 (21.8%)	81 (36.1%)	157
Child(ren)	11 (11.7%)	11 (6.5%)	10 (9%)	32 (14.2%)	64
Parent(s)	3 (3.19%)	8 (4.7%)	5 (4.5%)	36 (16%)	52
Friends/relatives	40 (42.5%)	60 (35.5%)	26 (23.6%)	7 (3.12%)	133
Organized group/club/etc.	14 (14.8%)	31 (18.3%)	31 (28.1%)	52 (23.2%)	128
Business associates/colleagues	4 (4.25%)	4 (2.36%)	1 (0.9%)	2 (0.89%)	11
Total	94 (100%)	169 (100%)	110 (100%)	224 (100%)	597*

Note: The figures in parentheses indicate column-wise percentages; *As there were multiple responses on this variable, therefore, the total is different from the sample size (n = 509)

the majority of people have indicated Organized group/club/etc. But, a good
proportion within this group has also indicated friends/relatives and spouse/partner.
Finally regarding the specialists, the majority has been accompanied by their
spouses/partners (even when compared with responses on this option by other
segments), with a reasonable percentage also indicating organized group/club/etc.

Thus, on the whole, the Indifferent Travelers have mostly been accompanied
by friends/relatives on this trip, the Experience and Value Seekers have generally
been accompanied by friends/relatives though some have traveled with their
spouses/partners, the Environmentalists have mostly traveled as part of some
organized group/club/etc, though a good proportion has also been accompanied by
friends/relatives and spouses/partners and finally the Specialists have mostly been
accompanied by their spouses/partners though some people in this group also traveled
as part of some organized group/club etc.

6.6.3.7   Mode of Travel and Segments

Another variable on which the clusters were compared is the mode of travel. Here two cases have been considered: mode of travel preferred for reaching the destination and mode of travel preferred within the destination.

First, preferences of segments regarding mode of travel to reach the destination may be considered. In terms of preferences of the majority of people within a segment, the Indifferent Travelers, Experience and Value Seekers, and the Environmentalists mostly prefer Railways, while the Specialists mostly prefer Air travel. However, it may be noted that in case of the Experience and Value Seekers, a good proportion of people also prefer air travel and in the case of Specialists, railways too enjoy a reasonable patronage (be observed in Table 6.17).

Table 6.17: Mode of Travel and Segments

Mode of Travel	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
For reaching the destination					
Air	25 (23.1%)	62 (33.8%)	34 (26.3%)	107 (39.4%)	228
Rail	57 (52.7%)	73 (39.8%)	60 (46.5%)	97 (35.7%)	287
Bus	20 (18.5%)	24 (13.1%)	19 (14.7%)	26 (9.6%)	91
Own Car	1 (0.9%)	16 (8.74%)	8 (6.2%)	24 (8.8%)	49
Rental Car	5 (4.6%)	8 (4.3%)	8 (6.2%)	17 (6.2%)	38
Total	108 (100%)	183 (100%)	129 (100%)	271 (100%)	691
Within the destination					
Bus	16 (21.3%)	35 (19.8%)	17 (19.3%)	40 (17%)	108
Car	14 (18.6%)	51 (28.9%)	20 (22.7%)	74 (31.4%)	159
Sumo/Jeep/Bolero	30 (40%)	43 (24.4%)	23 (26.1%)	61 (25.9%)	157
Auto Rickshaw	2 (2.7%)	8 (4.5%)	4 (4.5%)	16 (6.8%)	29
Manual Rickshaw	2 (2.7%)	4 (2.3%)	0	3 (1.3%)	9
Whatever is available	11 (14.6%)	35 (19.8%)	24 (27.2%)	41 (17.4%)	111
Total	75 (100%)	176 (100%)	88 (100%)	235 (100%)	574*

Note: The figures in parentheses indicate column-wise percentages; *As there were multiple responses on this variable, therefore, the total is different from the sample size (n = 509)

For travel within the destination, the Indifferent Travelers mostly prefer SUVs (Sports Utility Vehicles) like Sumo/Jeep/ Bolero. Again, within the group Experience and Value Seekers, the majority of people prefer Cars though SUVs are also preferred by a good proportion of people. The Environmentalists appear to have a number of people who are not too concerned about how they commute within a destination and have indicated 'whatever is available' though almost an equal number of people have also indicated their preference for SUVs. Among the Specialists, most prefer Cars, followed by those who prefer SUVs.

To summarize, for travel to the destination, the Indifferent Travelers mainly prefer Railways while for travel within the destination they mostly prefer SUVs. The Experience and Value Seekers show a slightly greater preference for Railways (though a good proportion also like air travel) for reaching the destination and prefer cars and SUVs for travel within the destination. In the case of Environmentalists, the majority prefers Railways for traveling to the destination and for travel within the destination they choose SUVs or whatever mode of travel is available. Among the Specialists air travel is preferred by most for reaching the destination (a good proportion also shows an inclination for railways) and for travel within the destination, cars and SUVs are preferred.

6.6.3.8 Information Sources and Segments

Yet another useful variable on which the segments were compared is: Information sources through which the respondents came to know about the destinations of the Northeast. It may be observed from Table 6.17 that in the first group Indifferent Travelers, most people have come to know about the Northeast destinations through friends/relatives/colleagues and Internet (almost an equal percentage have indicated these options). The Experience and Value seekers have mostly been informed by travel agent/tour operator and friends/relatives/colleagues (an equal proportion of people have indicated these two sources). The Environmentalists have mostly been informed by friends/relatives/colleagues.

Table 6.18: Information Sources by Clusters

Information Sources	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists	Total
Travel agent/Tour operator	25 (10.8%)	55 (12.2%)	25 (13%)	63 (12.8%)	168
Commercial guidebooks	21 (9%)	36 (8%)	8 (4.1%)	37 (7.5%)	102
Friends/relatives/colleagues	34 (14.7%)	55 (12.2%)	38 (19.8%)	80 (16.3%)	207
Books	26 (11.2%)	50 (11.1%)	25 (13%)	52 (10.6%)	153
Airline	2 (0.86%)	1 (0.2%)	0	5 (1.02%)	8
Government tourism office	17 (7.3%)	25 (5.5%)	5 (2.6%)	29 (5.9%)	76
Embassy/consulate	-	-	-	-	-
Clubs/associations	1 (0.43%)	3 (0.6%)	5 (2.6%)	3 (0.6%)	12
Advertisements	9 (3.8%)	26 (5.7%)	12 (6.3%))	15 (3.06%)	62
Past experience	8 (3.46%)	13 (2.8%))	12 (6.3%)	22 (4.5%)	55
Other tourists	7 (3%)	18 (4%)	4 (2.09%)	21 (4.3%)	50
TV/Radio	5 (2.16%)	18 (4%)	9 (4.71%)	18 (3.7%)	50
Newspapers/Magazines	18 (7.7%)	29 (6.4%)	8 (4.1%)	32 (6.5%)	79
Brochures/Pamphlets	2 (0.86%)	18 (4%)	4 (2.09%)	16 (3.3%)	40
Internet	33 (14.3%)	47 (10.4%)	21 (10.9%)	48 (9.7%)	139
Travel Information Centre	8 (3.46%)	27 (6%)	2 (1.04%)	10 (2.04%)	47
General knowledge	15 (6.4%)	28 (6.2%)	13 (6.8%)	39 (7.9%)	95
Total	231 (100%)	449 (100%)	191 (100%)	490 (100%)	1361*

Note: The figures in parentheses indicate column-wise percentages; *As there were multiple responses on this variable, therefore, the total is different from the sample size (n = 509)

Similarly, the Specialists too have come to know about North-east destinations chiefly through friends/relatives/colleagues.

In addition to the profiling variables described above which were measured using categorical scales, certain variables used continuous scales. These are – taking home souvenirs, satisfaction with Northeast destinations and likelihood of recommending Northeast destinations. Therefore, one-way ANOVA was used in order to test for significant differences among the clusters. When there are significant differences between the segments then such results may be extended to the population as a whole, as mentioned earlier. The results of these tests and profiles of the clusters on these three variables are provided next.

6.6.3.9   Souvenir Buying and Segments

A one-way ANOVA was conducted in order to find whether the clusters differ significantly on the variable 'taking home souvenirs'. For the purpose, the variable 'taking home souvenirs' was treated as the dependent variable while the segment number was entered as the independent variable. Table 6.19 shows that the null hypothesis is rejected (p less than .05), which indicates that all means are not equal. Thus, significant differences exist between the clusters on the variable 'taking home souvenirs'.

Table 6.19: ANOVA - Souvenir Buying

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.267	3	7.422	13.424	.000
Within Groups	279.227	505	.553		
Total	301.493	508			

Further, tests for violations of the equal variances assumption were made using the Levene Test, as shown in the table alongside. Since, it is not significant (at the 0.5 level of significance), therefore pairwise comparison between group means using the

Levene Statistic	df1	df2	Sig.
.315	3	505	.815

Bonferroni tests were examined to identify significant differences between the segments. An inspection of the multiple comparison table (provided in the table 6B of Appendix VI) reveals that significant differences exist between segments 1 and 4, segments 2 and 4 and segments 3 and 4. Thereafter, descriptive statistics (shown in Table 6.20) have been examined.

Table 6.20: Mean – Souvenir Buying

	Segment	Mean
1	Indifferent Travelers	1.9146
2	Experience and Value Seekers	1.8074
3	Environmentalists	1.9783
4	Specialists	1.4750
	Total	1.7250

It may be observed that in the case of Specialists the mean differs from that of all the other segments. Thus it may be said that when compared to the other three segments, the Specialists display the least interest in taking home souvenirs. Besides,

when it comes to taking home souvenirs of the destinations visited, the Experience and Value seekers show slightly more preference than the Specialists, the Indifferent Travelers are even more interested while the Environmentalists are relatively more interested.

6.6.3.10 Satisfaction and Segments

As in the case of 'souvenir buying', results of ANOVA tests indicate that even in the case of the variable 'satisfaction with Northeast destinations' significant differences exist between the segments as may be seen from Table 6.21 (significant at the .05 level).

Table 6.21: ANOVA – Satisfaction with North-east Destinations

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.520		3.840	6.693	.000
Within Groups	289.722	505	.574		
Total	301.242	508			

Since the Levene test shows that the variances are unequal, so pairwise comparisons between the segments using Games-Howell post hoc tests were examined. An examination of table 6C (Appendix VI) shows that significant differences exist between the segments 1

Levene Statistic	df1	df2	Sig.
4.119	3	505	.007

and 3, segments 2 and 3, and segments 4 and 3. It may be seen from Table 6.22 that the third segment Environmentalists has the highest mean on this variable when compared to the other segments 1, 2 and 4. It appears, therefore, that

Table 6.22: Mean – Satisfaction with North-east Destinations

	Segment	Mean
1	Indifferent Travelers	1.8537
2	Experience and Value Seekers	1.8444
3	Environmentalists	2.1522
4	Specialists	1.7250
	Total	1.8546

people in this group are relatively more satisfied with the Northeast destinations.

People in the two groups, Indifferent Travelers and Experience and Value Seekers are comparatively less satisfied than the Environmentalists while the Specialists are much less satisfied with their overall travel experience in Northeast India as compared to the Environmentalists.

6.6.3.11   Likelihood of Recommending and Segments

Similar to the previous two cases, significant differences were found between the segments when ANOVA was conducted using 'recommending Northeast destinations to others' as the dependent variable as may be seen from Table 6.23.

Table 6.23: ANOVA – Likelihood of Recommending North-east Destinations

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.887	3	6.962	11.289	.000
Within Groups	311.451	505	.617		
Total	332.338	508			

The Levene test being significant, the pairwise comparison between the clusters using Games-Howell post hoc tests were examined in order to identify significant differences between the segments.

Levene Statistic	df1	df2	Sig.
13.551	3	505	.000

It has been found that significant differences exist between segments 1 and 4, 2 and 4 as well

Table 6.24: Mean – Likelihood of recommending North-east Destinations

	Segment	Mean
1	Indifferent Travelers	1.8537
2	Experience and Value Seekers	1.6667
3	Environmentalists	1.7174
4	Specialists	1.3350
	Total	1.5756

as 3 and 4 (as shown in Table 6D of appendix VI). An examination of the descriptive statistics reveal that the Specialists differ when compared to the other three segments. The Specialists have the lowest mean on this variable when compared to the other segments. So, this group is least likely to recommend the North-east destinations compared to the other segments.

6.6.4 Segment Profiles by Favorite Pastime

It would be meaningful to profile the different segments of leisure travelers in terms of the interests they pursue during their leisure time. This would provide a better understanding of the kind of people they are. The different variables included in 'favorite pastime' were separately subjected to one-way ANOVA in order to test for significant differences between the segments. The results show that, in terms of all the variables – reading, partying, watching TV, watching movies/plays in the theatre, traveling, adventurous activities, sports and listening to music - significant differences exist between the segments (the mean difference is significant at the .05 level). A profile of the segments with regard to each of the variables is provided below.

6.6.4.1 Reading

It may be seen from the ANOVA table below that as regards the variable 'reading', significant differences exist between the four segments.

Table 6.25: ANOVA – Reading

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	116.352	3	38.784	15.922	.000
Within Groups	1230.116	505	2.436		
Total	1346.468	508			

An examination of the Levene's test reveals that the variances are unequal. So, the results of the Games-Howell tests were examined to do a pairwise

Levene Statistic	df1	df2	Sig.
7.511	3	505	.000

comparison between the segments. It has been found that significant differences exist between segments 1 and 2, 2 and 4, 1 and 3 and 1 and 4 (Table 6E provided in Appendix VI). On examining the Table 6.26, it is found

Table 6.26: Mean - Reading

	Segment	Mean
1	Indifferent Travelers	2.3171
2	Experience and Value Seekers	3.0148
3	Environmentalists	3.3478
4	Specialists	3.6800
	Total	3.2240

that the first segment Indifferent Travelers has the lowest means, thus this group seems least interested in reading compared to the other clusters. The Experience and Value Seekers are slightly more and the Environmentalists are relatively more interested while the Specialists are much more interested in reading than the Indifferent Travelers. The Experience and Value seekers, and the Specialists are also different with regard to their interest in reading. The Specialists are comparatively more interested in this activity. Thus, the Specialists have a relatively greater interest in reading as a pastime when compared to the Indifferent Travelers and the Experience and Value Seekers.

6.6.4.2 Partying

It may be observed from the ANOVA table (Table 6.27) that in terms of partying, significant differences exist between the four segments. Also, the variances are unequal.

Table 6.27: ANOVA – Partying

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.482	3	12.161	8.833	.000
Within Groups	680.083	494	1.377		
Total	716.564	497			

Since the variances are unequal, results of Games-Howell post-hoc tests were examined to do a pairwise comparison between the segments. An inspection of

Levene Statistic	df1	df2	Sig.
12.900	3	494	.000

Table 6F (Appendix VI) reveals that significant differences exist between segments 1 and 4, 2 and 3, and 3 and 4. An examination of the above

Table 6.28: Mean - Partying

	Segment	Mean
1	Indifferent Travelers	1.5432
2	Experience and Value Seekers	1.7727
3	Environmentalists	1.3059
4	Specialists	2.0350
	Total	1.7610

descriptive means (Table 6.28) suggests that the third segment, Environmentalists have less interest in partying than the Experience and Value Seekers. The Specialists

have more interest in partying when compared to the Indifferent Travelers and the Environmentalists. Thus, the Environmentalists are less interested in partying than Experience and Value Seekers and the Specialists. Also, the Specialists are more interested in partying than the Indifferent Travelers.

6.6.4.3   Watching TV

Table 6.29 shows that with regard to the variable Watching TV, significant differences exist between the four segments.

Table 6.29: AVOVA – Watching TV

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.169	3	6.390	3.242	.022
Within Groups	981.548	498	1.971		
Total	1000.717	501			

Since the test for variances is not significant, so results of Bonferroni tests were examined to do a pairwise comparison between the segments.

Levene Statistic	df1	df2	Sig.
1.129	3	498	.337

Table 6.30: Mean – Watching TV

	Segment	Mean
1	Indifferent Travelers	2.0370
2	Experience and Value Seekers	2.5954
3	Environmentalists	2.2556
4	Specialists	2.4900
	Total	2.4024

Significant differences were found between the segments 1 and 2 (as shown in Table 6G of Appendix VI). Table 6.30 shows that the segment Experience and Value Seekers are more interested in Watching TV than the Indifferent Travelers.

6.6.4.4   Watching Movies/Plays in the Theatre

In terms of the variable 'watching movies/plays in the theatre also, it is seen from Table 6.31 that significant differences exist between the segments.

Table 6.31: ANOVA – Watching Movies/plays in the Theatre

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.434	3	6.145	3.131	.025
Within Groups	977.321	498	1.962		
Total	995.755	501			

Since the Levene's test is not significant, so the results of Bonferroni tests were examined in order to do a pairwise comparison between the segments. Significant

Levene Statistic	df1	df2	Sig.
.591	3	498	.621

differences exist between the segments 1 and 4 (shown in Table 6H of Appendix VI).

Table 6.32: Mean – Watching movies/plays in the theatre

	Segment	Mean
1	Indifferent Travelers	1.6951
2	Experience and Value Seekers	1.8092
3	Environmentalists	1.8901
4	Specialists	2.1768
	Total	1.9502

Table 6.32 reveals that the Indifferent Travelers have low interest in watching movies/plays in the theatre, while the Specialists have relatively higher interest in this activity. The second and third segments do not differ much from the Indifferent Travelers. The Experience and Value Seekers show slightly more interest than Indifferent Travelers and less than the Specialists while it is almost similar to the Environmentalists. Likewise, the Environmentalists have slightly more interest than indifferent Travelers and slightly less than the Specialists.

6.6.4.5 Traveling

One important activity in which the interest of the different segments is examined is traveling. Table 6.33 indicates that the segments differ significantly with respect to Traveling.

Table 6.33: ANOVA - Traveling

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	225.133	3	75.044	38.121	.000
Within Groups	980.367	498	1.969		
Total	1205.500	501			

Since the means are unequal, results of Games-Howell post-hoc tests were examined to do a pairwise comparison between the clusters. An

Levene Statistic	df1	df2	Sig.
18.323	3	498	.000

inspection of Table 6I (Appendix VI) reveals that significant differences exist

Table 6.34: Mean - Traveling

	Segment	Mean
1	Indifferent Travelers	2.2683
2	Experience and Value Seekers	3.4167
3	Environmentalists	3.2333
4	Specialists	4.1869
	Total	3.5000

between segments 1 and 2, segments 2 and 4, segments 1 and 3, segments 1 and 4, and segments 3 and 4. From Table 6.34, it may be seen that the Indifferent

Travelers have less interest in traveling as compared to segments 2, 3 and 4. The Experience and Value Seekers have more interest than the Indifferent Travelers but has relatively less interest than the Specialists in traveling. Likewise, the Environmentalists show more interest than the Indifferent Travelers but comparatively less interest than the Specialists. Thus, the Specialists are more interested in traveling than the other segments.

6.6.4.6   Adventurous Activities

It may be see from the ANOVA table that the segments differ significantly with regard to the variable adventurous activities.

Table 6.35: ANOVA – Adventurous Activities

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	284.348	3	94.783	51.172	.000
Within Groups	922.419	498	1.852		
Total	1206.767	501			

Since the variances are unequal, so the results of Games-Howell tests were examined. As per the

Levene Statistic	df1	df2	Sig.
12.792	3	498	.000

Games-Howell post hoc tests, significant differences were found between the

segments 1 and 4, 2 and 4 and 3 and 4 on the variable adventurous activities (Table 6J

Table 6.36: Mean – Adventurous Activities

	Segment	Mean
1	Indifferent Travelers	1.5802
2	Experience and Value Seekers	1.7803
3	Environmentalists	1.7528
4	Specialists	3.2500
	Total	2.3287

of Appendix VI). It may be observed from Table 6.35, the Specialists differ from all the other segments and this group has comparatively higher means than any of the others. Therefore, it appears that while segments 1, 2 and 3 are relatively similar in terms of their preference for adventurous activities, the Specialists have has much more interest in adventurous activities than any of the others.

6.6.4.7   Sports

As regards sports, it can be seen from Table 6.36 that there are statistically significant differences between the four segments.

Table 6.37: ANOVA - Sports

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	89.334	3	29.778	14.757	.000
Within Groups	1006.905	499	2.018		
Total	1096.239	502			

The variances are unequal; therefore the results of Games-Howell tests were examined. It may be observed from the table regarding the pairwise

Levene Statistic	df1	df2	Sig.
3.655	3	499	.013

Table 6.38: Mean - Sports

	Segment	Mean
1	Indifferent Travelers	1.5802
2	Experience and Value Seekers	1.7803
3	Environmentalists	1.7528
4	Specialists	3.2500
	Total	2.3287

comparison between segments based on Games-Howell tests, significant differences exist between the segments 1 and 4, 2

and 4 and 3 and 4 on the sports dimension (Table K of Appendix VI). A look at Table

6.38 reveals that the segments Indifferent Travelers, Experience and Value Seekers and Environmentalists appear to be more or less similar in their preferences for sports activities, while the Specialists are different from each of these. The Specialists have relatively more interest in pursuing sports activities as a pastime when compared to the other segments.

6.6.4.8 Listening to Music

The ANOVA table (Table 6.39) shows that the segments differ significantly in terms of the variable 'listening to music'.

Table 6.39 : ANOVA – Listening to Music

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	92.431	3	30.810	12.808	.000
Within Groups	1207.602	502	2.406		
Total	1300.034	505			

The variances are unequal according to the Levene's test. As far as listening to music is

Levene Statistic	df1	df2	Sig.
18.811	3	502	.000

Table 6.40: Mean – Listening to Music

	Segment	Mean
1	Indifferent Travelers	2.7654
2	Experience and Value Seekers	3.0000
3	Environmentalists	2.7609
4	Specialists	3.7200
	Total	3.2036

concerned, significant differences were found between segments 1 and 4, segments 2 and 4 and segments 3 and 4 as per the Games-Howell post hoc tests (Table 6L of Appendix VI). As in the case of sports, the Indifferent Travelers, Experience and Value Seekers and Environmentalists are more or less similar in their preferences while the Specialists display relatively more interest in listening to music as compared to any of these segments.

6.7   A Summary of Segment Profiles

In the preceding sections the profiles of the four segments in terms of several socio-demographic, geographic and travel/trip-related factors, which were found to be statistically significant, have been discussed in detail. A summary of the profiles in terms of each segment with respect to the variables described above is provided below.

6.7.1   Profiles for Indifferent Travelers

(a) The median age range of people in this segment is between 36 to 45 years

(b) Within this group the proportion of males is much higher (more than 80 percent)

(c) Most people are occupied in Government service and Private firms

(d) This segment is chiefly composed of domestic tourists

(e) People in this segment travel less frequently in comparison to other segments

(f) This group comprises people who are not experienced in leisure travel when compared to other segments

(g) In this group, there are both people who plan well ahead and those who don't plan too much

(h) There are people with various spending levels in this segment

(i) They mostly prefer to stay in hotels and tourist lodges

(j) They have mostly been accompanied by friends/relatives on this trip

(k) Regarding mode of travel preferred, they mostly prefer Railways for reaching the destination and SUVs (such as Sumo/Jeep/Bolero) within the destination

(l) They came to know about Northeast destinations through friends, relatives and colleagues, and the Internet

(m) They are more likely to take home souvenirs of the trip as compared to the Specialists

(n) They are comparatively less satisfied with their overall travel experience in Northeast India than the Environmentalists

(o) They are most likely to recommend the destinations of Northeast to others when compared to the other segments

(p) In comparison with the other segments, this group is least interested in reading as a pastime

(q) They are comparatively less interested in partying than the Specialists

(r) They have lower interest in Watching TV during their spare time as compared to the Experience and Value Seekers

(s) In comparison with the Specialists they have lower interest in Watching movie/plays in the theatre

(t) They are least interested in Traveling compared to the other segments

(u) They have much lesser interest in Adventurous activities than the Specialists

(v) This group has less interest in sports when compared to the Specialists

(w) In the case of listening to music during their spare time, this group has less interest than the Specialists.

6.7.2 Profiles for Experience and Value seekers

(a) Similar to the Indifferent Travelers, the median age range of people in this Group is 36 to 45 years

(b) Males comprise the majority, about 73 percent of the sample

(c) The majority of people are in government service

(d) Within this group there is a reasonable percentage of foreigners too, though the majority are domestic tourists

(e) People in this group travel relatively more frequently than the Indifferent Travelers and Environmentalists

(f) This group comprises relatively more experienced travelers (compared to Indifferent Travelers)

(g) These people prefer to plan ahead of the trip (more in comparison to the other segments)

(h) People in this segment spend between Rs 1000 and Rs. 1500 per day

(i) The majority of people in this group prefer to stay in hotels

(j) They have mostly been accompanied by Friends/relatives and Spouse/partner on this trip

(k) Railways represent their preferred mode of travel for reaching the destination while within the destination they prefer Cars as also SUVs

(l) They have come to know about Northeast destinations mainly through Friends/relatives/colleagues and Travel agents/tour operators/travel guides

(m) They are slightly more likely to take home souvenirs than the Specialists

(n) However, as compared to the Environmentalists they are less satisfied with their travel experience in Northeast India

(o) They are also more likely to recommend Northeast destinations as compared to the Specialists

(p) They are slightly more interested in reading as a pastime compared to the Indifferent Travelers

(q) They are more interested in Partying than the Environmentalists

(r) This segment is more interested in Watching TV than the Indifferent Travelers

(s) Again, in relation to the Indifferent Travelers, they are slightly more interested in Watching movies/plays in the theatre but less than the Specialists

(t) In terms of interest in traveling as a leisure time activity, they are more interested than the Indifferent Travelers but less interested than the Specialists

(u) As regards adventurous activities they are less interested than the Specialists

(v) Likewise, they are less interested than the Specialists in Sports

(w) Also, they are less interested in listening to music as a pastime as compared to the Specialists

6.7.3 *Profiles for Environmentalists*

(a) This group comprises relatively older people whose median age is in the range of 46 to 55 years

(b) As in the case of Experience and Value seekers, males comprise 73 percent of the sample

(c) Occupation-wise, this segment comprises people who are mostly engaged in Government service, closely followed by professionals, self-employed and retired people

(d) Domestic tourists comprise the majority of the sample (78 percent)

(e) People in this segment are frequent travelers, with most people traveling at least once a year

(f) This segment consists of people with high travel experience

(g) Mostly, people in this group prefer to plan reasonably well ahead of the trip

(h) People in this segment spend around Rs. 1000 per day

(i) As regards accommodation they mainly prefer Tourist lodges and Hotels

(j) On this trip, they have mostly traveled as part of an Organized group/club/etc., though a good proportion has also been accompanied by friends/relatives and spouses/partners

(k) People in this segment mostly prefer Railways for reaching the destination while for travel within the destination, they mostly indicated 'Whatever is available' and SUVs

(l) Friends/relatives/colleagues have mostly provided information regarding the Northeast destinations to the people in this group

(m) They are relatively more likely than the Specialists to take home souvenirs

(n) They are relatively more satisfied than the other three segments with their overall travel experience in Northeast India

(o) This segment is also more likely to recommend destinations of the Northeast to others as compared to the Specialists

(p) In terms of reading as a pastime, this segment is relatively more interested than the Indifferent Travelers

(q) As regards partying, this segment is comparatively less interested than the other segments

(r) In terms of interest in Watching TV during spare time this group is similar to the Experience and Value seekers and the Specialists

(s) Regarding interest in Watching movies/plays in the theatre, this segment is more interested than the Indifferent travelers but less interested than the Specialists

(t) Similarly, regarding traveling as a pastime too, this group is comparatively more interested than the Indifferent Travelers but less interested than the Specialists

(u) This segment is comparatively less interested in Adventurous activities than the Specialists

(v) As regards interest in sports too, this group has less interest than the specialists

(w) Similar to sports and adventurous activities, in terms of listening to music as a pastime also, this group is less interested than the Specialists

6.7.4   Profiles for Specialists

(a) This group comprises people in the median age range of 36 to 45 years

(b) Compared to the other segments, there is a slightly higher proportion of females (34.5%)in this group though males form the majority

(c) People across various occupations are included in this group

(d) Domestic travelers comprise the majority (about 75 percent of the sample)

(e) This segment consists of people who are very frequent travelers

(f) This group of people has very high travel experience

(g) People in this segment prefer to have more planning time (though slightly lower than the Experience and Value Seekers)

(h) People in this segment spend between Rs. 1000 and Rs. 1500 per day

(i) The majority of people in this group prefer to stay in hotels

(j) Travelers in this group have mostly been accompanied by Spouses/Partners, though some have traveled as part of an Organized group/club/etc

(k) For reaching the destination they mainly prefer Air travel and Railways while for travel within the destination, they prefer Cars, followed by SUVs.

(l) They came to know about the destinations of Northeast India chiefly through Friends/relatives/colleagues

(m) Among all the segments, the Specialists display the least interest in taking home souvenirs

(n) As regards satisfaction, this segment shows much less satisfaction with the overall travel experience in North-east India as compared to the Environmentalists who have shown the highest satisfaction

(o) This segment is also least likely to recommend Northeast India's destinations compared to the other segments

(p) Relatively more interested in reading as a pastime compared to other segments

(q) In terms of partying, this group is more interested than the other segments

(r) Regarding preferences for Watching TV this group is similar to the Experience and Value seekers and the Specialists

(s) They have relatively higher interest in Watching movies/plays in the theatre as compared to other segments

(t) Compared to the other segments, the Specialists are most interested in traveling as a leisure time activity

(u) Regarding adventurous activities too, the Specialists are more interested than any of the other segments

(v) In the case of Sports also, the Specialists are more interested than all the other segments

(w) Similarly as far as listening to music is concerned, this segment is more interested than all the other segments

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Chapter 7

Ceremonial Gate, Nagaland
Source: Ministry of Tourism, Government of India

Evaluating Segment Attractiveness

7.1   Matching of Segments with Destination Attractions

Having derived four distinct segments based on a variety of traveler motivations, benefits sought as well activity preferences of leisure travelers coming to North-east India and subsequently profiling them on other socio-demographic, geographic and travel/trip-related factors, the next step would be to attempt an evaluation of the various segments in order to identify which of these would be promising from the point of view of destination marketers. While a comprehensive evaluation based on various objective criteria and identification of target markets would be beyond the scope of this study, yet a preliminary assessment of the derived segments is attempted here in order to be able to discuss the implications of the study as well as to provide broad suggestions for destination marketers.

In keeping with the above, an attempt has been made to assess the four segments in terms of their relative match with the attractions of North-east India. In doing this, the chief attractions of North-east India as whole (as described in section 1.5 of Chapter 1) has been considered. North-east India has a diversity of tourist offerings that have the potential to attract tourists of various types and having varied interests. The chief attractions of the region may be summed up as: pristine environment, nature and wildlife, culture/heritage, opportunities for adventure sports and opportunities for pilgrimage. It may be noted here that some of the derived factors (identified through the factor analysis as shown in Table 6.2 of Chapter 6) correspond with the chief destination attractions mentioned earlier. These are: Environment, Nature and Wildlife, Culture/Heritage, Adventure and Pilgrimage. Therefore, the relative importance attached by a segment to the related factor has been used to effect the matching. At this point it would also be pertinent to note that, as mentioned in sections 1.6 and 1.7 of Chapter 1, from the point of view of North-east India's destinations care has to be taken to foster a sustainable approach to tourism. It may not be prudent for marketers to consider simply high tourist inflow but consideration should also be given to attract the right type of tourist. Thus,

tourists having a level of eco-consciousness may represent a suitable target for these destinations. Therefore, in the matching exercise one item 'eco-consciousness desired' has been included and the relative importance attached by a segment on the 'eco' component as manifested in their scores on the 'Eco and amenities' factor has also been taken into account. This approach has helped in providing a good picture of the relative 'fit' of each segment with North-east India's destination offerings and thereby helped in identification of promising segments. The paragraphs that follow provide a detailed discussion of this matching exercise conducted with regard to each of the four derived segments.

7.1.1 Matching with Indifferent Travelers

This is the smallest segment among the four. It may be observed from Table 7.1 that the Indifferent Travelers attach relatively low importance to aspects such as unpolluted environment (factor score – 1.61), local culture (1.74), adventurous activities (1.26) and pilgrimage (1.16). Besides, they display relatively low eco-consciousness (1.73). In fact, this segment scores the lowest on all the dimensions in the table, across all the segments. However, they do place a relatively higher importance on nature and wildlife (1.98, though even this score is lowest among all segments). So, while they do have a basic interest in nature and wildlife, yet they do not seem to display any special interest in destinations having a pristine environment, with a distinct culture, having opportunities for adventure travel and pilgrimage. Also, an important aspect desirable in prospective visitors from the point of view of destination marketers i.e. concern for the environment seems to be lacking in these people. Thus, from any respect this segment does not seem to be a suitable match with the destination offerings.

Table 7.1 : Matching of Segments with Chief Destination Attractions

Chief Destination Attractions	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists
Pristine Environment	Relatively low importance attached compared to other factors (lowest among all segments) [1.61]	Relatively higher importance compared to other factors (though lower than Environmentalists and Specialists) [3.97]	Highest importance among all factors (and highest among all segments) [4.7]	Relatively higher importance compared to other factors (lower than Environmentalists) [4.47]
Nature and Wildlife Scenic natural attractions Variety of flora, fauna and avian life Wildlife sanctuaries and national parks Opportunities for nature trips/Safaris/Birdwatching/Observing wildlife	Relatively higher importance compared to other factors (though lowest among all segments) [1.98]	Relatively high importance compared to other factors (though slightly lower than Environmentalists and much lower than Specialists) [2.63]	Relatively higher importance compared to other factors (lower than the Specialists) [2.78]	Relatively high importance compared to other factors (highest among all segments) [3.85]
Culture Indigenous tribes and their unique lifestyles Fairs and festivals Local food and drinks Places of cultural significance	Slightly lower interest in local culture compared to other factors (lowest among all segments) [1.74]	Relatively higher interest in local culture compared to other factors (higher than other segments though lower than Specialists) [2.73]	Relatively low interest in local culture (lower than the Experience and Value seekers and much lower than Specialists) [2.1]	Relatively high interest in local culture compared to other factors (highest among all segments) [3.62]

Note: The figures within square brackets (in green) indicate the scores on the related factor

Table 7.1 : Matching of Segments with Chief Destination Attractions

Chief Destination Attractions	Indifferent Travelers	Experience and Value Seekers	Environmentalists	Specialists
Adventure travel Opportunities for a variety of adventure sports	Very low interest in adventurous activities compared to other factors **(lowest among all segments) [1.26]**	Very low interest in adventurous activities compared to other factors (lower than Environmentalists and much lower than Specialists) **[1.36]**	Lower importance compared to other **factors (lower than the Specialists) [1.5]**	Relatively low importance compared to other factors (highest among all **segments) [2.63]**
Opportunities for pilgrimage	Lowest importance among all factors **(and lowest among all segments) [1.16]**	Relatively low importance attached compared to other factors (lower than Environmentalists and Specialists) **[1.95]**	Slightly lower importance among the factors (highest among all segments) **[2.48]**	Relatively low importance compared to other factors (marginally lower than Environmentalists) **[2.44]**
Desired by the destination from prospective visitors				
Eco-consciousness Quality of a destination's natural environment Efforts to maintain unspoiled surroundings Interest in visiting wilderness and undisturbed areas	Relatively low importance attached compared to other factors **(lowest among all segments) [1.73]**	Relatively high importance compared to other factors (though marginally lower than Environmentalists and much lower than Specialists) **[2.52]**	Relatively high importance compared to other factors (though lower **than the Specialists) [2.59]**	Relatively higher importance compared to other factors (highest among all **segments) [3.93]**

Note: The figures within square brackets (in green) indicate the scores on the related factor

7.1.2 Matching With Experience and Value Seekers

This group of leisure travelers is the second largest of the four. As is evident from an examination of Table 7.1, the Experience and Value Seekers represent a better match with North-east India's attractions than the Indifferent Travelers. People in this group display relatively high interest in nature and wildlife (2.63) and place relatively higher importance on a pleasant and unpolluted environment (3.97) and in local culture (2.73). However, they have a relatively low interest in undertaking pilgrimages (1.95) and a much lower interest in adventurous activities (1.36) compared to other factors. As far as eco-consciousness is concerned, they attach relatively high importance to it (2.52), though marginally lower than the Environmentalists and much lower than the Specialists. Except for scores on the culture factor, in which they place more importance than the other segments (except Specialists), on all other factors shown in the table, this group scores lower than the Environmentalists and Specialists. But, this is a relatively large group with some interests that fit in with the destination attractions. On the whole, it appears that a pristine environment appeals to these people. They are also interested in nature and wildlife though the cultural component appeals slightly more to them. They also have a reasonable concern for the environment. However, they are not particularly interested in opportunities for adventure and pilgrimage. Thus, the Experience and Value Seekers represent a reasonable match with some of the destination attractions and in that they display concern for the environment.

7.1.3 Matching With Environmentalists

The third group, Environmentalists, though smaller in size (only 18 percent of the sample), is nevertheless significant as it attaches the highest importance on a pristine environment (among all the factors and across all segments, factor score – 4.7) as well as relatively higher importance on nature and wildlife (2.78). Importantly, they display relatively high eco-consciousness (2.59, though lower than the Specialists), which is a desirable quality in prospective visitors from the point of view of North-

east's destinations. However, they display relatively lower interest in local culture (2.1, lower than Experience and Value seekers and Specialists) and adventurous activities (1.5, lower than Specialists). Interestingly, though, among all the segments, this group shows more interest in undertaking pilgrimages (2.48); though slightly lower importance among other factors such as nature and wildlife, eco and amenities and environment on which the matching has been done. Thus, by and large, on quite a few of the relevant factors the Environmentalists appear to match the chief destination attractions.

7.1.4   Matching With Specialists

As noted earlier, this is the largest among all the segments. It may be seen from Table 7.1 that among all the segments, the Specialists display the highest interest in nature and wildlife (3.85), culture (3.62) and adventure travel (2.63). Compared to the other segments; they also display the highest sensibility towards the environment (3.93). These people also place a relatively higher importance on a pleasant and unpolluted environment (4.47, though this is lower than Environmentalists). However, they attach relatively low importance on pilgrimage (2.44, which is marginally lower than the Environmentalists). Thus, in general, the Specialists represent a good match with North-east India's tourism offerings.

7.2   Effectiveness of Segmentation

Having identified, profiled and evaluated the segments, it would be meaningful to attempt an examination of the effectiveness of the market segmentation thus conducted. To do this, the segments may be examined in the light of the criteria suggested by Morrison as discussed in section 2.4 of Chapter 2. The first criterion is that the people within a segment should be similar to each other and segments should be as different from each other as possible. In the present study, the segments have been derived using Cluster analysis, a technique through which within-cluster homogeneity and between-cluster heterogeneity is maximized. Thus, the people in

each cluster tend to be similar to each other and dissimilar to elements in other clusters. So, it may be said the criterion of homogeneity has been satisfied by the four segments of leisure travelers derived here. The second criterion suggests that the segments should be identified with a reasonable degree of accuracy. The four segments identified through this study may be deemed to have fulfilled this criterion as the clusters have been derived through a methodology (combining the benefits of hierarchical and non-hierarchical cluster analysis as detailed in section 6.4 of Chapter 6) which is believed to have resulted in a fairly appropriate cluster solution. The third criterion relates to substantiality i.e. the segments should be large enough to warrant separate attention. Among the segments derived the smallest group is the Indifferent Travelers who comprise 16 percent of the sample. As has been noted already in section 7.1 of this chapter, this segment does not represent a suitable match with the destination attractions and concern for environment desired, therefore, it might not be useful for destination marketers to consider this segment. However, the Experience and Value seekers is a sizable segment accounting for 26.5 percent of the sample and the Specialists are the largest group accounting for 39.2 percent of the sample. Thus, these two segments may be considered substantial. The Environmentalists, though relatively smaller (with 18 percent of the sample), is significant from the perspective of destination marketers of North-east India as the idea is not to simply draw tourists to the region but the right type of tourist. The Environmentalists with their interest in a pristine environment and concern for the environment represent a desirable group of tourists. Besides, they are more satisfied with their overall travel experience in North-east compared to the other segments (section 6.6.3.10 of Chapter 6). Hence, the latter three segments indeed deserve separate attention from the marketers. If the tourist arrival figures for North-east India for year 2004 is considered (as shown in Table 1.1 of Chapter 1) then it may be seen that out of a total of 31,54,156 arrivals the Experience and Value Seekers would have 8,35,851 (26.5%), the Environmentalists would have 5,67,748 (18%) and the Specialists 12,36,429. These figures lend support to the substantiality aspect. The fourth criterion is regarding accessibility. Having

identified the source of information mostly used by each segment in obtaining information about North-east destinations, it would be possible to design strategies to reach these segments. It may be seen from section 6.6.3.8 of Chapter 6 that the Experience and Value Seekers have mostly been informed through friends/relatives/colleagues and travel agents/tour operators. Thus, members of this segment could be reached through travel agents/tour operators and word-of-mouth. Likewise, both the Environmentalists and the Specialists have come to know about North-east destinations chiefly through friends/relatives and colleagues, therefore one way of reaching these people would be ensure satisfaction among visitors thereby generating positive word-of-mouth. The fifth criterion states that the segments must require different marketing approaches. This criterion too has been reasonably satisfied by the segments derived here. Each segment displays relatively different interests and profiles as discussed in sections 6.5 and 6.6 of Chapter 6. Therefore, each would require a different marketing focus. The sixth criterion requires that the segments must be suited to the products or services offered by the organization. This has been ensured through the matching of segments with the destination attractions and desired concern for environment as described in section 7.1 of this chapter. The last two criteria require that the segments should be compatible with existing markets and there must be some stability in the segments. As far as compatibility is concerned, it may be seen from sections 7.1.2, 7.1.3 and 7.1.4 that the basic motivations of each segment represent a match with the chief destination features and attractions. Therefore, a compatibility of the segments with existing markets would be ensured. Regarding stability, as the interests of each segment coincide with some of the major destination attractions, so, it may be expected that these segments would remain relevant over a period of time. To ascertain this, periodic surveys and studies may be conducted. However, segments require continuous monitoring to ensure that they have remained stable over time. Thus, it appears that, on the whole, the eight criteria for effective segmentation suggested by Morrison (1996, cited in Moscardo et al., 2001) have been reasonably fulfilled.

In this Chapter the attractiveness of each of the four segments is examined. For the purpose, the chief destination attractions of North-east India have been considered. A matching of each segment with these aspects was done in order to identify attractive segments. The rationale behind doing this is that the segments that place the greatest value on the benefits and attributes that the destination is most capable of offering, are likely to be attractive from the point of view of destination marketers. Another important consideration is the importance of sustainable development of North-east India as discussed in sections 1.6 and 1.7 of Chapter 1. Accordingly, it would be reasonable to consider only those segments as attractive which display some eco-consciousness. Therefore, in matching each segment with the chief destination attractions, this aspect has also been given due consideration. From the analysis, it is found that the Indifferent Travelers definitely do not match well with the destination attractions and offerings. However, the other three segments Experience and Value Seekers, Environmentalists and the Specialists have been found to be attractive segments from some perspective or the other. Thereafter, it was considered relevant to examine the effectiveness of the segmentation based on the discussion in section 2.4 of Chapter 2. This was only a basic examination and not a detailed or objective assessment. The idea behind doing this was to inspect whether the market segmentation attempted here is effective on the whole. Fortunately, this appears to be the case as the criteria suggested by Morrison in the aforementioned section of Chapter 2 have been more or less satisfied according to the analysis presented in section 7.2 above. With this, the task of analysis of the data and presenting the results has been completed. The next Chapter summarizes the major findings of the study and discussions the implications of these findings for marketers.

Reference

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Chapter 8

Hanging Lamp, Cane Work, Tripura
Ministry of Tourism, Government of India

Major Findings and Implications for Marketers

8.1 Findings

The analysis of the data has been presented in Chapters 5, 6 and 7. The findings of the study have been discussed in detail in these chapters. Chapter 5 presents an overall picture of the characteristics of the respondents regarding various socio-demographic, geographic and travel-related variables. Chapter 6 discusses at length the segmentation of the sample of leisure travelers and the subsequent profiling of each segment. Chapter 7 offers an evaluation of each of the derived segments based on a matching with the chief destination attractions. In this Chapter, a summary of the major findings has been provided. It begins with an outline of the findings related to segmentation and profiling of the leisure travelers, then briefly touches on the evaluation of the segments and finally summarizes the other general findings. Thereafter, the implications of these findings for the destination marketers have been discussed with regard to each segment. To conclude, certain general suggestions have also been provided. The following sections sum up the findings of the study.

8.1.1 Segmentation and Profiling

The chief findings of the study relate to the segmentation and profiling tasks. As detailed in Chapter 6, the data collected through the survey was analyzed using the SPSS package for Windows in order to derive the results of the study. Firstly, a Factor analysis was run on the data related to the 76 segmentation variables (motivations, benefits sought and activity preferences) in order to uncover underlying themes, which have been expressed as factors. Scores calculated using these factors have thereafter been used as inputs into the cluster analysis that resulted in four distinct segments being obtained. These segments have thereafter been profiled using various socio-demographic, geographic and travel/trip-related variables. A brief outline of the findings related to each of these aspects is provided in the following sections.

8.1.1.1   Underlying Factors

As described in section 6.2 of Chapter 6, fourteen factors have been derived from the data regarding the segmentation variable of travel motivations, benefits sought and activity preferences of the respondents. Out of the 18 factors initially extracted, 14 factors were finally retained based on a reliability analysis. These factors have been named on the relative importance placed on the variables within a factor, as indicated by the factor loadings (details in Table 6.2). The underlying factors that have been thus derived are as follows:

(1) Eco and Amenities   (13 variables)

(2) Adventure   (12 variables)

(3) Wander thirst   (14 variables)

(4) Nature and Wildlife   (5 variables)

(5) Vacation   (4 variables)

(6) Fun and shopping   (3 variables)

(7) Health and Recognition   (3 variables)

(8) Culture   (3 variables)

(9) Pilgrimage   (1 variable)

(10) Photography   (1 variable)

(11) Fishing   (1 variable)

(12) Environment   (1 variable)

(13) Affordable packages   (1 variable)

(14) Trekking   (1 variable)

8.1.1.2   Segments and Profiles of Leisure Travelers

In order to derive distinct segments (as described in sections 6.3 and 6.4 of Chapter 6), factor scores have been calculated from the derived factors and used as variables for the Cluster Analysis. The hierarchical cluster analysis conducted using Squared Euclidean distance and Ward's procedure suggested a four-cluster solution.

In conducting the k-means cluster analysis, a four-cluster solution was therefore pre-specified which led to the derivation of the final clusters. These clusters or segments of the sample of leisure travelers have been named according to the importance placed by each on the fourteen factors noted above. Subsequent to identification of segments, an attempt has been made to delineate the profiles of these segments (as detailed in section 6.6 and summarized in section 6.7 of Chapter 6). Those socio-demographic, geographic and travel-trip-related factors that have been found to exhibit significant difference between the segments have been used to outline the profiles of each of these segments. Significant differences have been found between the segments on the variables age, gender, occupation, nationality, travel frequency, travel experience, trip planning time and budget per day per person. However, no statistical differences were found between the segments on the variables marital status, education, trip duration and travel arrangements.

(a) Cluster 1 (n = 82):   Indifferent Travelers

This is the smallest segment among the four. Overall, this segment has the lowest scores on all the dimensions indicating that it attaches relatively lower importance on all the fourteen factors when compared to the other segments. This group seems to represent some general tourists who do not attach much importance on any specific benefits or amenities but travel with a desire to get away from normal routine and to see new places preferably in a natural setting.

The Indifferent Travelers comprise people in the age range of 36-45 years with a much higher proportion of males. They are mostly engaged in government service and private firms and this group is chiefly composed of domestic tourists. They travel less frequently and have less travel experience when compared to the other segments. In this group there exist both types of tourists - those who prefer to plan ahead of the trip and those who don't plan much. They have various spending levels, and mostly prefer to stay in hotels and tourist lodges. They have mostly been

accompanied by friends and relatives on this trip and their most preferred mode of travel is Railways for reaching the destination and SUVs within the destination. They came to know about North-east destinations through friends/relatives/colleagues and Internet. People in this segment are more likely to take home souvenirs as compared to the Specialists, are comparatively less satisfied with North-east destinations than the Environmentalists, and are most likely to recommend North-east to others compared to other segments. They have lower interest in Watching TV during their spare time compared to the Experience and Value Seekers and are least interested in reading and traveling compared to the other segments. Also, they are less interested in partying, watching movies/plays in the theatre, adventurous activities, sports and listening to music compared to the Specialists.

(b) Cluster 2 (n = 135):   *Experience and Value Seekers*

This segment displays a relatively greater interest in exploring new places, particularly, in experiencing new cultures, in nature and wildlife, in the quality of the natural environment as well as availability of suitable amenities at the destination, compared to the Indifferent Travelers. Like the previous segment, they too do not show much interest in activities (except photography). In general, they seem to look for a memorable experience by visiting cultural and natural destinations and seek value in terms of affordable travel packages.

In this segment, similar to the previous group, people are in the age range of 36 to 45 years and males comprise 73 percent of the sample. Though the majority is of domestic origin yet this group has a reasonable percentage (31.1%) of foreigners too. Most people in this group are in government service. They travel relatively more frequently than Indifferent Travelers and Experience and Value Seekers and are relatively more experienced travelers than the Indifferent Travelers. These people prefer to plan ahead of the trip (more in comparison to other segments), are likely to spend between Rs. 1000 and Rs. 1500 per day, mostly prefer to stay in hotels, have

mostly been accompanied by friends/relatives and spouses/partners on this trip. They have come to know about North-east destinations mainly through friends/relatives/colleagues and Travel agents/tour operators/travel guides. Compared to the Specialists they are more likely to buy souvenirs and to recommend North-east destinations. As compared to the Environmentalists they are less satisfied with their travel experience in the region. As regards interests pursued in spare time, they are slightly more interested in reading and watching TV compared to the Indifferent Travelers and more interested in partying than the Environmentalists. Further, when compared with the Specialists, they are less interested in traveling, adventurous activities, sports and listening to music.

(c) Cluster 3 (n = 92):   *Environmentalists*

It is characterized by the highest scores on the factor 'environment' not just among all the dimensions within this segment but also across all the segments. They seem to place great emphasis on a pleasant and unpolluted environment and display a thirst for travel particularly to experience nature and wildlife. This segment also displays a desire to spend a relaxing and comfortable time away from the hassles of routine life and also shows an interest in undertaking pilgrimages. They show a concern for the natural environment and also seek comfort and availability of good facilities at the destination.

This segment comprises relatively older people whose median age is in the range of 46-55 years. In this group too, males comprise 73 percent of the sample and domestic travelers comprise the majority (78%). People in the segment are mostly engaged in government service, followed by professionals, self-employed and retired people. They are frequent travelers with high travel experience who prefer to plan reasonably well ahead of the trip. People in this segment spend around Rs. 1000 per day, mostly prefer to stay in tourist lodges and hotels, have mostly traveled as part of an organized group and have come to know about North-east destinations from

friends/relatives/colleagues. Their preferred mode of travel is Railways for reaching the destination and within the destination, they prefer SUVs or whatever is available. Compared to the Specialists they are relatively more likely to buy souvenirs and recommend North-east destinations to others. They are relatively more satisfied than the other segments with their overall travel experience in North-east India. They are less interested in partying than other segments and more interested in reading than the Indifferent Travelers. Regarding watching movies/plays in the theatre and traveling, they are more interested than Indifferent Travelers but less interested than the Specialists. Again, compared to the Specialists, they are less interested in adventurous activities, sports and listening to music.

(d) Cluster 4 (n = 200):   Specialists

Overall, this group comprises people who seek an exciting, nature-oriented travel experience, who display great interest in exploring new places and understanding new cultures and interaction with the local people, who show a concern for the environment as well as seek suitable amenities and availability of low-cost travel packages. Thus, this segment seems to comprise a special group of leisure travelers who seek a complete travel experience.

Within this segment there is a slightly higher proportion of females compared to the other segments. Similar to the Indifferent Travelers and Experience and value seekers, the median age of people in this group is 36-45 years. The proportion of domestic tourists to foreigners is similar to the overall sample characteristics (75% domestic tourists and 25% foreigners). There are people across various occupations. These people are very frequent travelers with high travel experience who prefer to have more trip planning time (though slightly lower than the Experience and Value Seekers). People in this segment spend between Rs.1000 and Rs. 1500 per day, mostly prefer to stay in hotels, have mostly been accompanied by spouses/partners and came to know about North-east destinations chiefly through

friends/relatives/colleagues. They mainly prefer Air travel (unlike the other groups) for traveling to the destination and Cars and SUVs within the destination. They display the least interest in buying souvenirs. They show much less satisfaction with their overall travel experience in North-east India as compared to the Environmentalists and are also the least likely to recommend North-east destinations as compared to the other segments. Regarding preference for watching TV this group is similar to the Experience and Value seekers and the Environmentalists. However, in terms of interest in pursuing activities such as reading, partying, traveling, adventurous activities, sports and listening to music during spare time they are relatively more interested than the other segments.

8.1.1.3   Evaluation of Segments

Having segmented and profiled the leisure travelers to North-east India, subsequently, an endeavor has been made to evaluate these in order to identify one or more promising segments from the point of view of destination marketers. To do this, a matching of each segment with the chief destination attractions has been attempted. Thus, the relative importance placed by each segment on factors such as a pristine environment, nature and wildlife, adventure, and culture that corresponds to the chief destination attractions of North-east India (as outlined in section 1.5 of Chapter1), has been evaluated. Besides, as noted in sections 1.6 and 1.7 of Chapter 1, priority has to be given to attracting the right type of tourist. Thus, in the context of North-east India, a level of eco-consciousness in the travelers is desirable. Considering this, the relative importance placed by each segment on the Eco component of the factor 'Eco and Amenities', has also been considered. The first segment, Indifferent Travelers, by virtue of lower importance placed on chief destination attractions and lower eco-consciousness, does not seem to match well with the North-east India's tourism offerings. Thus, this segment may not present a suitable marketing opportunity. However, each of the other three segments appear promising as they represent

reasonable match with the chief destination offerings as also a level of eco- consciousness. The Specialists are clearly the most attractive group.

8.1.2 Other Findings

The analysis of the responses of the 509 people who were surveyed provided some useful insights which would help in gaining a better understanding of the travel behaviour of the tourists coming for leisure purposes to the North-eastern region. These relate to various aspects such as the socio-economic and demographic profile of the respondents, their places of origin as well factors related to their travel preferences in general and trip-related information in particular. The findings have been discussed in Chapter 5. However, these are summarized below in order to provide a brief and concise overview of the results of the survey.

(a) The majority of people have indicated 'Friends/relatives/colleagues' as the source of information through which they came to know about the destinations of North-east India.

(b) The trip duration for the highest percentage of people in the sample has been 8-15 days.

(c) The study sample comprises people who are fairly frequent travelers with a good percentage undertaking leisure travel more than twice a year, twice a year or at least once a year.

(d) A good percentage of the sample has traveled to more than 20 places of tourist interest in their life and hence the respondents may be termed as fairly experienced travelers

(e) In terms of accommodation preferences, hotels clearly represent the most preferred type of accommodation having being indicated by over 50 percent of the sample

(f) The majority of people surveyed prefer to begin their planning more than 2 months prior to the trip

(g) Regarding the travel arrangement made by the travelers for the trip, over 60 percent people have indicated 'self-arranged' i.e. they made their own travel arrangements for the trip.

(h) Tourists comprising the sample have mostly spent over Rs. 1000 per day per person.

(i) Traveling, reading and listening to music (in that order) are the activities that the respondents are relatively more interested in pursuing during their leisure time.

(j) People in the sample have mostly been accompanied by their friends/relatives for the trip. Spouses/partners comprise the second largest group of companions.

(k) Railways were the most preferred mode of travel for reaching the destination while for travel to the destination; Cars and SUVs (Sumo/Jeep/Bolero) were mostly preferred by the travelers.

(l) On the whole, the majority of people constituting the sample seem quite likely to take home souvenirs of the places they visit with 44.4 percent indicating 'yes, always' and 41.5 percent 'sometimes'.

(m)More than 50 percent of the people surveyed were satisfied with their overall travel experience in North-east India. 33.3 percent were very satisfied.

(n) The majority of people (58.3%) were very likely to recommend the destinations of North-east India to others. Of the people who are 'very satisfied' more than 75 percent would definitely recommend these destinations.

(o) As regards geographic origin, one-third of the sample consisted of domestic travelers while the remaining were foreigners.

(p) As far as the nationalities of foreign tourists are concerned, the sample comprised chiefly of Americans, Australians, British and Germans.

(q) Notably, among the domestic tourists, the majority of people were from the state of West Bengal followed by those from Maharashtra.

(r) People in the age groups '26-35' and '36-45' comprise the largest groups in the sample indicating that the respondents were mostly young and middle-aged people.

(s) The majority of people in the sample were 'married/staying together'.

(t) More than 40 percent of the sample was graduates and 34 percent were post-graduates.

(u) As regards occupations of the respondents, the highest percentages of people were in Government service followed by professionals and retired people.

(v) A significantly large number of people (slightly over 70 percent) people in the sample were males.

8.2 Implications and Suggestions for Marketers

While providing comprehensive strategic inputs for destination marketers with regard to each segment would be beyond the scope of this study, yet it is imperative to discuss the implications of the findings regarding the attractiveness of each segment as revealed in the previous section (8.1) so as to lend usefulness to the segmentation exercise carried out in this study. Some broad suggestions on future marketing efforts with respect to these segments is also put forward in order to provide useful insights to the destination marketers of North-east India.

8.2.1 A Differentiated Marketing Strategy

As has been observed in the previous section, the first segment labeled as 'Indifferent Travelers', which is the smallest segment in terms of size, does not appear to represent a promising segment, as it does not seem very amenable to the destination's resources and objectives by virtue of lower importance placed on key destination features. Therefore, it may not be useful for destination marketers to target their marketing efforts on this segment. However, each of the other three segments appears promising from some perspective or the other as discussed in section 7.1 of Chapter 7 (the Specialists seemingly the most promising). As the product being considered here is the North-east region as a whole with its diversity of offerings, which holds promise for people with diverse needs and interests; therefore, it may be prudent for the marketers of the region to consider not just one but two or more promising segments and design their offerings and communications to specially suit each of these. Thus, a differentiated marketing strategy that caters to more than one segment may be beneficial for the marketers of the region. In view of this, the discussion below provides implications and suggestions for marketers regarding each of the three segments: Experience and Value Seekers, Environmentalists, and

Specialists. In doing this the segment profiles (as summarized in section 6.7 of Chapter 6) as well as the importance placed by each of these segments on other factors apart from those related to the chief destination attractions (as shown in Table 6.4 of Chapter 6), have been taken into account.

8.2.2 Suggestions for Experience and Value Seekers

As noted previously, this group displays a reasonable interest in undertaking leisure travel to destinations with a pleasant and unpolluted environment and in nature and wildlife. They have in local culture too (higher than other segments, though lower than Specialists). Thus, members of this segment place importance on things like: trying local food and drinks, visiting villages and typical rural areas, attending festivals and special cultural events, bird-watching, observing wildlife in its natural habitat, visiting national parks/forests, nature trips/safaris and visiting places with scenic beauty. Thus, marketing efforts directed to this segment need to take these into consideration. Some broad suggestions are offered below:

(a)   Travel Circuits

People in this segment show a preference for cultural and natural attractions. The North-east region of India has a variety of destinations that could cater to this segment. In keeping with the interests of this segment, it may be suggested that suitable travel circuits be designed for them so as to cater to their distinctive preferences. The suggestive circuit shown below is only an example, and several possible alternatives could be designed. The places on the circuit shown below are indicated on the map (Figure 8.1). Sualkuchi, which is just 32 km from Guwahati, has not been shown). A travel circuit designed for Experience and Value Seekers could include the following places:

'Guwahati – Sualkuchi – Kaziranga – Majuli – Kohima – Imphal – Guwahati'

(a) Guwahati in Assam – the gateway to the North-east.

[described in section 1.4.2 (a) of Chapter 1]

(b) Sualkuchi in Assam – the weaving village, which showcases the dazzling world of Assam Silk [section 1.4.2 (a)]

(c) Kaziranga National Park in Assam – which is famous for its one-horned rhinoceros [section 1.4.2 (f)]

(d) Majuli in Assam – the world's largest riverine island and the focal point of Vaishnava culture [section 1.4.2 (e)]

(e) Kohima in Nagaland – the pretty tranquil town, with its historic attractions [1.4.6 (a)]

(f) Imphal in Manipur – the heart of cultural activities of the state, located nearby is the Lokhtak lake, one of the most enchanting and biggest freshwater lakes in the region. [section 1.4.3 (a)]

(b) Pricing of Travel Packages

One noteworthy feature regarding the Experience and Value seekers is that they place a high emphasis on availability of low-cost travel packages. Therefore, in keeping with this benefit sought by this segment it would be worthwhile to provide affordable travel packages. As this segment desires low-cost travel packages, so further research may ascertain what exactly would constitute affordability for this segment and thereafter decide on the pricing of such tours. As a preliminary insight it may be observed that members of this segment mostly spent between Rs. 1000 – Rs. 1500 per day per person on this trip.

(c) Focus of Communication Efforts

In communicating to people in this segment it would be useful to highlight the availability of unique cultural and natural attractions at the North-east destinations. Moreover, this group comprises reasonably frequent and experienced travelers. These people prefer to plan their trip ahead of time (more in comparison to other segments) and may therefore be more mature in their trip planning and travel arrangements. So,

in communications targeted at them it would be useful to provide detailed trip-related and destination-related information and clearly highlight the availability of travel packages designed specially for them. Also, the availability of economic travel packages should be clearly communicated to them. Such messages should also clearly communicate the price factor. Word-of-mouth and advice from peers and travel service providers have been seen to influence this group. Therefore, it may be beneficial to use testimonials from peers and travel service providers to persuade these people.

(d)   Amenities and Service Quality

It may be remembered that this segment places some importance on availability of amenities such as availability of suitable accommodation, suitable food, hospitality and friendly local people and personal security. As people in this segment mostly prefer to travel with friends/relatives and spouses and prefer hotel accommodation, travel packages designed for them should provide facilities for comfortable stay in good hotels with family and friends stay. It may be good to have facilities for family entertainment at such places. It would be useful to ensure good quality service and hospitality during their stay, so as to generate satisfaction among the guests. As they are quite interested in taking home souvenirs of the trip, care should be taken to include opportunities to shop for local arts, crafts and textiles in their itinerary while designing packages for them. As a reasonable proportion of people in this segment are of foreign origin, special care may be taken about their distinct food preferences and other facilities desired by them. It would be necessary to ensure availability of suitable English-speaking guides for them who can communicate effectively with them. Even at the hotels and other points of interaction, care should be taken to ensure that they could interact freely with all. Besides, in all interactions with all members of this segment an effort should me made to please them with the hospitality and friendliness of local people so that they may carry home good memories of the place.

8.2.3 Suggestions for Environmentalists

As noted previously, the Environmentalists have a special interest in undertaking leisure travel to a destination with a pristine and unpolluted environment that is replete with natural attractions offering the opportunity to visit national parks/sanctuaries and observing wildlife and birds in a natural environment. They place great emphasis on the quality of a destination's natural environment and show interest in exploring new and unknown places, meeting new people, experiencing new cultures and having an authentic experience. These needs and interests of the Environmentalists coincide with the chief offerings of North-east India as a tourist destination.

(a) Travel Circuits

People in this segment place emphasis on a pristine environment and show a definite preference for nature and wildlife as discussed in section 6.5 of Chapter 6. They show great interest in things like – a pleasant and unpolluted environment, bird-watching, observing wildlife in its natural habitat, visiting national parks/forests, nature trips/safaris and visiting places with scenic beauty. In keeping with this, a travel circuit designed for Environmentalists could include the following places shown below. These places have been indicated on the map (Figure 8.1).

> *'Guwahati – Manas – Tezpur – Nameri – Kaziranga – Dibru Saikhowa – Tinsukia– Pasighat – Tinsukia – Namdapha – Guwahati'*

(a) Guwahati, Assam [section 1.4.2 (a) of Chapter 1]

(b) Manas National Park in Assam – a project Tiger reserve and a World heritage site [1.4.2 (g)]

(c) Tezpur in Assam– the gateway town to the Arunachal hills [1.4.2 (b)]

(d) Nameri National Park – Straddling the lush vistas of Assam and Arunachal Pradesh with opportunities for angling and river-rafting [1.4.2 (h)]

(e) Kaziranga National Park in Assam – the oldest park in Assam, famous for its one-horned rhinoceros [1.4.2 (f)]

(f) Dibru-Saikhowa National Park in Assam – famous for its semi-wild horses and white-winged duck [1.4.2 (k)]

(g) Pasighat – Arunachal's oldest town, set amidst pristine and scenic surroundings [1.4.1 (f)]

(h) Tinsukia – a transit town

(i) Namdapha Wildlife Sanctuary – An unique and bio-diverse sanctuary which is the natural habitat of all four great cats – the tiger, the leopard, the clouded leopard and the snow leopard [1.4.1 (g)]

(b) Pricing of Travel Packages

The Environmentalists do not display interest in availability of low-cost travel packages but they do seem likely to travel as part of an organized group. It may be that they do not feel much inclined to travel as part of general mass-marketed packages but may not be averse to undertake package tours that are specially designed and tailor-made to appeal to their distinct tastes and inclinations in the company of like-minded people. Thus, pricing of such package tours need not be based on a low-cost strategy. The price of such tours may be based on other strategies such as pricing followed by other competing products, costs or even further research into the travel expenditure incurred by them on specific components. It may be noted that on this trip the Environments spent around Rs. 1000 per day.

(c) Focus of Communication Efforts

As the Environmentalists place great emphasis on a pristine environment, all communications directed towards this segment should incorporate this aspect as the highlighting feature of North-east destinations. That these destinations are replete

with natural attractions, offering the opportunity to visit national parks/sanctuaries and observing wildlife and birds in a natural environment, should also be emphasized. One positive feature about this group of tourists is that they place emphasis on the quality of the natural environment and display sensibility towards the environment. As eco-consciousness is necessary in the interests of North-east destinations, so it would be meaningful to appeal to this positive aspect of their personalities in communications directed towards them. This would help them to identify with these destinations as also boost their self-esteem. These people came to know about North-east destinations through their friends/relatives/colleagues. Importantly, they are more satisfied with their overall travel experience in North-east India than other segments and are more likely to recommend these destinations to others compared to the Specialists. Therefore, this segment may represent a useful niche of discerning travelers who may influence like-minded people as well as their peers to visit these destinations. So, in communicating to these people, the messages may include testimonials from like-minded environmentally conscious people interested in natural destinations. This may serve to persuade them better. The Environmentalists are frequent travelers, with high travel experience who like to begin planning reasonably well ahead of time and thus may be relatively mature in their travel-decision making. Besides, they place a higher emphasis on availability of amenities at the destination. Therefore, it is important to clearly communicate detailed information related to the destination, the basic facilities available as well as other trip-related information, so that they would know what to expect at the destination. This would help them in their travel planning. In communicating to them, it would be useful to use information-rich media such as Internet. Also, televised travel programs and advertisements on television may be useful as this segment displays a reasonable interest in watching Television. Another aspect that may be borne in mind by destination marketers in designing their communications is that this group comprises relatively older people (between 46 and 55 years). Messages that are mature in content may be useful in reaching these people.

(d)   Amenities and Service Quality

As they place importance on amenities at the destination (marginally higher than Experience and Value Seekers), so care should be taken to provide suitable accommodation, food, assurance of security and so on. In all interactions with them on the tour emphasis should be given on maintaining high-quality and friendly service. While doing so, it may be noted that this group mostly comprises domestic travelers. Another consideration would be that this group comprises relatively older people compared to the other segments. So their comfort and convenience should be given due emphasis.

8.2.4   Suggestions for Specialists

The fourth group 'Specialists' clearly comprises the most attractive segment. Not only is it substantial in size (39.2% of the sample), it also seems to match the destination features and goals to a greater extent compared to all the other segments. As noted earlier, among all the segments, the Specialists display the highest interest in nature and wildlife, culture, adventure travel, the highest sensibility to the environment (eco-consciousness) and higher scores on the wander-thirst dimension (which would be significant considering that North-east India is a relatively unexplored destination). Besides, they are also very frequent travelers with high travel experience. Again, they have more wander-thirst compared to the other segments, hence may have greater propensity to explore relatively new destinations. Considering that in terms of size (the largest segment) as well as 'fit' with destination resources this segment is quite attractive, it would be worthwhile to devote considerable effort in attracting these people to the region through a carefully designed communication strategy that takes into account the special needs and interests of this segment.

(a) Travel Circuits

This segment has a variety of interests ranging from scenic, natural attractions and opportunities to view wildlife to places of cultural significance and opportunities to see indigenous tribes and their lifestyles. For these people, a travel circuit (shown in Figure 8.1) may include the following places:

'Guwahati – Tezpur – Bomdilla – Tawang – Nameri – Majuli – Kaziranga – Shillong – Cherrapunjee – Shillong – Guwahati'

(a) Guwahati in Assam – the gateway to the North-east [section 1.4.2 (a) of Chapter 1]

(b) Tezpur in Assam – the gateway town to the hills of Arunachal. [1.4.2 (b)]

(c) Bomdilla in Arunachal Pradesh – A picturesque place with apple orchards and lush forests [1.4.2 (g)]

(d) Tawang in Arunachal Pradesh – a delightfully scenic place with its snow-clad peaks, centuries-old Tawang Monastery, Monpa tribes [1.4.1 (d)]

(e) Nameri National Park – Straddling the lush forests of Assam and Arunachal Pradesh. Opportunities for rafting at the Jia Bhoroli River [1.4.2 (h)]

(f) Majuli in Assam – A riverine island which is the center of Vaishnavaite culture in Assam. A scenic place with opportunity to view rare migratory birds. [1.4.2 (e)]

(g) Kaziranga National Park in Assam – the famous park which is the abode of the one-horned rhinoceros and a variety of other wildlife [1.4.2 (f)]

(h) Shillong in Meghalaya – A scenic hill station with a number of waterfalls and brooks [1.4.4 (a)]

(i) Cherrapunjee in Meghalaya – Famous for being one of the heaviest rainfall areas in the world, it has beautiful waterfalls and deep gorges [1.4.4 (c)]

(b)   Pricing of Travel Packages

The Specialists place emphasis on availability of affordable travel packages. Therefore, it may be beneficial to design travel packages specially suited to meet their needs and interests. To decide on the pricing aspect, further research may be conducted to estimate what would constitute an affordable package for them. It may be noted here that the majority of people in this segment have spent between Rs. 1000 and Rs. 1500 on this trip.

(c)   Focus of Communication Efforts

In marketing communications directed to this segment it would be useful to highlight the diversity of North-east India's tourism offer incorporating both natural and cultural components. In keeping with the chief attractions and offerings, the region may be promoted as a pristine, biodiverse and culturally rich 'paradise unexplored' that holds a special promise for this special group of travelers. It may be promoted as offering a complete travel experience. These people are relatively more adventurous compared to other segments. So, information related to availability of opportunities for adventure travel at different destinations should be clearly communicated to them. The Specialists are very frequent travelers with very high travel experience. This combined with the fact that they prefer to plan much of their trip indicates that as leisure travelers they may be more discerning in their travel-related decision-making. So, they need to be provided with detailed information regarding the destination as well as other travel/trip-related factors. They place more importance on availability of suitable amenities at the destination, so as in the case of Environmentalists it would be useful to communicate beforehand the basic facilities available at the destination so that they would know what to expect at the destination. This would ensure that there is no mismatch between facilities available and their expectations. Regarding communication media to be used, as this group displays a reasonable interest in reading and watching television, both electronic and print media may be used to reach them. Travel programs and advertisements on television as well

as North-east related articles and advertisements on travel magazines might be used. In communication messages for these people, testimonials from peers and like-minded people may be useful as word-of-mouth seems to have influenced them in taking this trip.

(d) Amenities and Service Quality

The Specialists place the highest emphasis on availability of good facilities and factors such as suitable accommodation, suitable food, personal security, information, ease of reaching the destination, value for money as well as hospitable and friendly local people. As the level of satisfaction of the Specialists with their travel experience is relatively lower, therefore, special care needs to be taken in catering to these people. It has been observed by Ennew and Schoefer (2004) that when a service fails to live up to what was promised or expected by the consumer, then a service failure occurs. This results in dissatisfaction and thereby a variety of negative responses from the consumer. As good quality service goes a long way in ensuring satisfied guests, so this deserves special emphasis. These people may be provided with detailed information in booklets given as a welcome kit on commencing the trip. They also display an interest in local culture, so they could read about the history and culture of places they are visiting. This group being the most attractive, the focus should be on relationship building. By providing them with good-quality accommodation, a taste of exotic local cuisine (they show interest in trying local food and drinks), security, detailed information on what to expect at the destination, information related to the cultural heritage of places being visited at affordable prices; such people can be made to feel special. The opportunity to interact with locals and friendly interaction at all points would prove useful in providing a quality visitor experience.

8.2.5 An Example of Tour Itineraries for Each Segment

Based on the suggestions regarding travel circuits for the three segments provided in sections 8.2.2 (a), 8.2.3 (a) and 8.2.4 (a), an example each of tour

itineraries for Experience and Value Seekers, (Environmentalists, and Specialists. Again, it may be mentioned that there being a great variety of destinations in each state of the region, there could be various possible travel packages each equally diverse and interesting. But, only one such possibility is provided here to serve as an example for each segment. In doing so, the fact that most leisure travelers have stayed for 8-15 days in the North-east (as discussed in section 5.3.2 of Chapter 5) has been taken into consideration. These suggested itineraries are as follows (shown in the map of North-east India, Figure 8.1):

8.2.5.1   *Suggested Itinerary for Experience and Value Seekers*
Focus: Natural and Cultural Attractions

(11 days 10 nights)

Day 1:   Starting from Guwahati, visit to Hajo and Sualkuchi and back. Halt at night in Guwahati.

Day 2:   Guwahati to Kaziranga National Park. Stay overnight at Kaziranga.

Day 3:   Wildlife viewing/Safari at Kaziranga during the day. Leave for Jorhat. Night stay at Jorhat.

Day 4:   From Jorhat leave for Majuli and spend the night.

Day 5:   Visit the Vaishnavaite monasteries (Sattras) and Museum during the day and enjoy Bhaona (plays) at night. Spend the Night at Majuli.

Day 6:   Sightseeing in and around Majuli. Spend the night at Majuli.

Day 7:   Back to Jorhat and leave for Kohima via Mokochang or Dimapur. Spend the night in Kohima.

Day 8:   Spend the day in Kohima. Sightseeing and visit to places of historical and cultural interest. Spend the night.

Day 9:   Leave for Imphal. Spend the night at Imphal.

Day 10: Visit to scenic natural areas (Loktak lake). Spend the night.

Day 11: Back to Guwahati.

8.2.5.2   *Suggested Itinerary for Environmentalists*
Focus: Pristine environment and Natural Attractions

(13 days 12 nights)

Day 1:   Start at Guwahati. Leave for Manas National Park (Bansbari range). Night stay.

Day 2:   Wildlife viewing/Nature trip at Manas Banshbari. Spend the night.

Day 3:   Visit other ranges of the park and leave for Tezpur. Spend the night at Tezpur.

Day 4:   Leave for Nameri National Park. Spend the night at the Potasali Eco Camp.

Day 5:   Sightseeing at Nameri during the day. Leave for Kaziranga in the evening. Night stay at Kaziranga National Nameri Park.

Day 6:   Nature trip/Safari at the Kaziranga National Park. Stay at night.

Day 7:   Leave for Dibru Saikhowa National Park. Spend the night.

Day 8:   Visit the Park by boat. Spend the night at Tinsukia.

Day 9:   Visit to Pasighat. Night stay.

Day 10: Back to Tinsukia. Spend the night.

Day 11: Leave for Namdapha National Park. Spend the night there.

Day 12: Sightseeing at Namdapha National Park. Stay at night.

Day 13: Leave for Guwahati

8.2.5.3   *Suggested Itineraries for Specialists*
Focus: Diversity. Nature, Culture and Adventure

(12 days, 11 nights)

Day 1:   Starting from Guwahati then leave for Tezpur. Stay at night.

Day 2: From Tezpur leave for Tawang. On the way, halt at Bomdilla.

Day 3: Leave for Tawang. Stay there at night.

Day 4: Sightseeing in Tawang

Day 5: Leave for Bhalukpong. Stay at the Potasali Eco Camp in Nameri.

Day 6: Observing wildlife at Nameri National Park. Trekking, Rafting at Jia Bhoroli River. Spend the night at the Eco Camp.

Day 7: Leave for Majuli. Night stay in Majuli.

Day 8: Spend the day in Majuli, observe natural beauty and cultural heritage.

Day 9: Leave for Kaziranga. Stay at Kaziranga.

Day 10: Jungle Safari in Kaziranga. Leave for Shillong. Stay overnight at Shillong.

Day 11: Visit Cherrapunjee. Stay at night.

Day 12: Back to Guwahati.

Figure 8.1: Suggested Circuits

North-East India (Not to Scale)
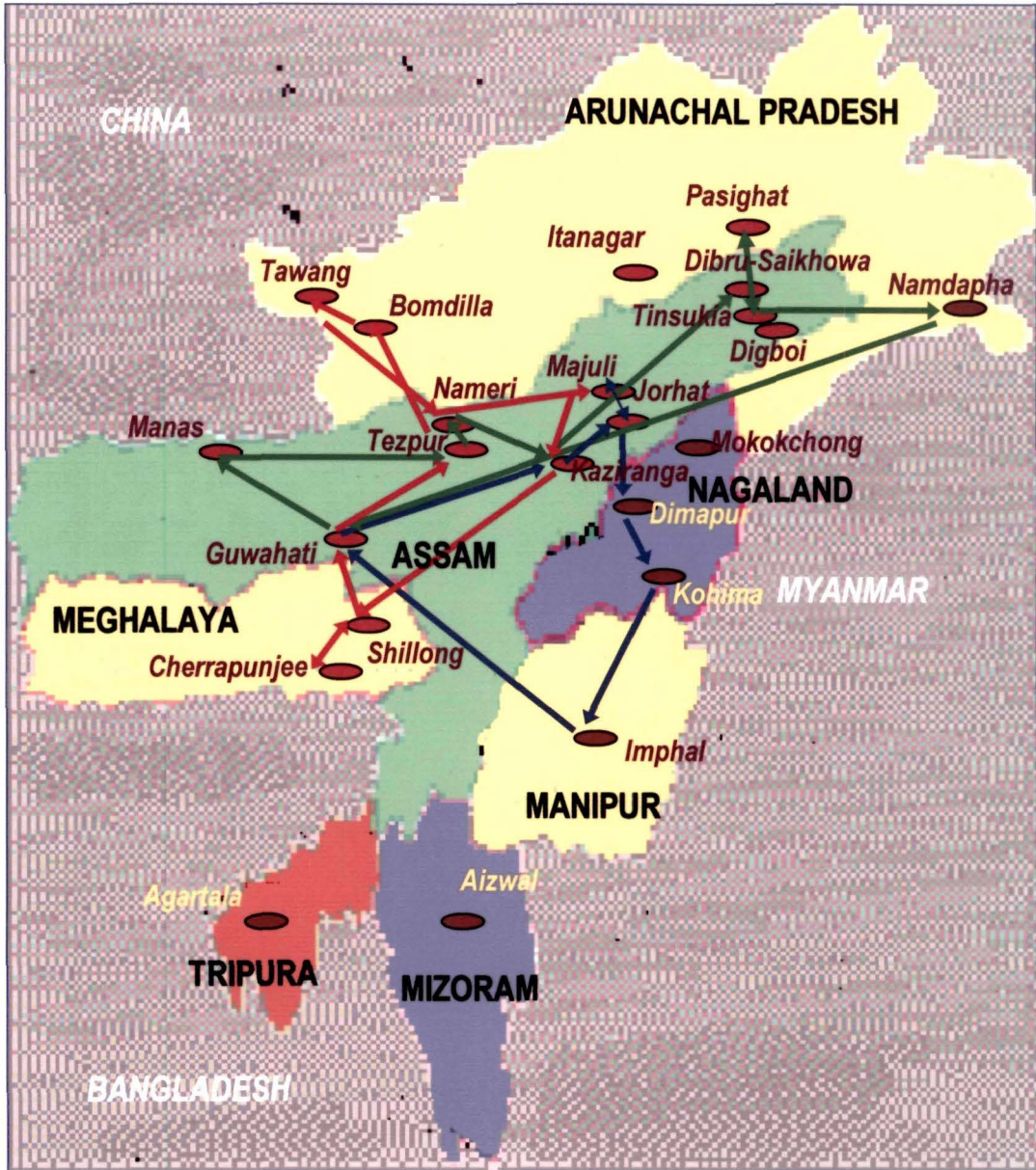
Suggested Itinerary for Experience and Value Seekers
Suggested Itinerary for Environmentalists
Suggested Itinerary for Specialists

8.2.3 Other Suggestions

As mentioned earlier, prior to conducting a segment-wise analysis, a general analysis of tourist responses regarding the initial general questions as well as the profiling variables was done. This was done to get an overall picture of the general characteristics of the leisure travelers surveyed. This analysis provided a few insights which form the basis for the suggestions provided below:

- Regarding places visited on this trip (as noted in section 5.2), the majority of people have indicated that they have visited/plan to visit three states – Arunachal Pradesh, Assam and Meghalaya. The actual tourism figures during 2002-2004 for North-east (Table 1.1) reveal that tourist inflow has been highest in the state of Assam, followed by Meghalaya and then Tripura, though the figure is not too impressive for Arunachal Pradesh. However, it is a fact that so far the main hub of tourist activity in the region has been the state of Assam and within Assam the Kaziranga National Park has been the chief attraction (also indicated by the majority of respondents as the destination they have visited/plan to visit, mentioned in the same section). This emphasizes the need to encourage visitation to the other states and other destinations of the region. For the purpose, the promotional efforts need to give a special focus to the other states besides Assam and Meghalaya and highlight the attractions and unique features of each of these destinations.

- Again, regarding the information sources used, it has been noted that the majority of respondents have come to know about North-east destinations from friends/relatives/colleagues. As discussed in section 5.3.1, a need has been felt to utilize more extensively other media, such as promotional efforts through advertisements on print and electronic media, specialized magazines, travel programs on Television, Internet etc. Considering the fact that these travelers like to plan their trip well ahead of time (section 5.3.6) and may

therefore go for an active search for information, information-rich media such as the Internet may be used more extensively.

- As the respondents seem to consider carefully various options before taking travel-related decisions (as discussed in section 5.3.6), therefore, the communications directed at these leisure travelers should be rich in content replete with trip-related and destination-related information.

- As discussed in section 5.3.7, it may be that there are some travelers who do not prefer to make their own travel arrangements but have done so on this trip as they probably did not have access to or information regarding travel agents/tour operators/travel packages from which they could satisfactorily choose. Therefore, to care of this possibility, communications directed at leisure travelers should clearly and visibly inform the prospective travelers regarding services of travel agents/tour operators as well as availability of different travel packages.

- In the case domestic travelers from relatively distant states such as Maharashtra and Gujarat who may be discouraged to travel to North-east (even though they may be interested) due to inconveniences faced during travel (particularly, by rail) and who seek affordable options; it may be a good idea to offer relatively inexpensive air travel options and special discount facilities. This would serve to encourage people from relatively far-flung areas to visit North-east India.

- As the majority of people surveyed display positive interest in taking home souvenirs (section 5.3.12), so it may be useful to highlight the availability of the traditional handicrafts and handloom products in the region. The uniqueness of the traditional crafts of the different states of the region may be

clearly communicated in future marketing efforts so as to serve as an added attraction for interested leisure travelers.

- It is generally believed in the case of services such as tourism that a gap between the expectations and actual experiences of people could lead to dissatisfaction. So to ensure that there is no mismatch between expectations and experience, it would be useful for destination marketers to remember that in their future promotional efforts the projected image of the attractions and amenities at the destination should match the actual conditions.

- In terms of geographic origin the majority of people surveyed are domestic travelers. While it is realized that foreigners bring in foreign exchange and may be seemingly lucrative targets, yet for a country like India, domestic travelers would present a very good opportunity for destination marketers. India is a huge country (of more than a billion people) with the potential to generate appropriate target markets for North-east India's destination offerings, and therefore it would be worthwhile for destination marketers to seriously focus on the domestic travelers. Proper marketing efforts including promotional efforts and packages specially designed for them would be essential.

- As noted in section 5.4.1 regarding the nationalities of respondents, it has been observed that people from India's neighboring countries and the Southeast Asian countries are conspicuous by their absence in the sample. By 2020 the Asia Pacific region will be the second largest tourist generating market in the world (Bezbaruah, 2000). As has been observed by Bezbaruah, these countries have geographical, cultural and historical links with the North-east. Therefore, it would be reasonable to take advantage of this attractive outbound market. North-east India's marketers would well to direct marketing

efforts in reaching and communicating with the prospective travelers from China, Myanmar as well as the Southeast Asian countries.

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Chapter 9

Rafting, Siang River, Arunachal Pradesh
Source: Ministry of Tourism, Government of India

Conclusions and Recommendations for Future Works

9.1 Summing Up the Study

In the previous Chapter, the Major Findings of the study have been highlighted. In this chapter an attempt is made to sum up the study as a whole by recapitulating what has been done – the rationale for embarking on the study, the purpose and objectives of the study, the methodology followed in gathering the requisite information and what the study has achieved in terms of fulfilling the outlined objectives. Thereafter, based on the insights gained through the study, a few suggestions have been put forward for future studies that may be worthwhile to pursue. At the outset, a chapter-wise summary of the study is presented as follows:

- It is widely acknowledged that tourism is one of the most important industries in the world today. As a country of infinite diversity in terms of natural, historical and cultural attractions, India undoubtedly has immense tourism potential. Though slow to reap the benefits of this fast-growing industry, yet in recent years India has firmly established itself on the world tourism map by virtue of increased tourist arrivals. One of the reasons cited for this turnaround is the tremendous success of the integrated and imaginative 'incredible India' marketing campaign, which has won many accolades. Notably, one area that truly represents the natural and cultural diversity of this vast country is its North-east region. This part of India, with its unique charms of fascinating natural beauty and an ethno-cultural mosaic, has the potential to attract tourists of diverse types. It still retains pristine vistas, as it has so far remained untouched by the effects of excessive industrialization. However, in terms of tourist arrivals, the available figures present a dismal picture in comparison to national figures. Considering that in terms of industrial and economic development, this is one of the least developed regions in the country, and taking the cue from other developing regions of the world that have taken advantage of tourism development, it may be said that tourism development will augur well for the economy providing it with a much-needed thrust. Of

course, this should be done with due attention to the sustainability aspect. As this region has immense tourism potential, therefore, it would be appropriate to take suitable measures for the successful promotion of the region. This calls for concerted efforts through adoption of suitable marketing strategies.

- With the growth in international travel and tourism, marketers are faced with the challenges posed by increased competition and difficulty in satisfying today's demanding travelers. This has necessitated the formulation of effective marketing strategies based on sound research. One such strategy is the concept of market segmentation, which is based on the premise that there exist groups or segments in every market that have somewhat different needs and wants which have to be satisfied in a different manner. Over the years, market segmentation has emerged as an extensively used technique in travel and tourism literature. There are many examples of studies conducted to segment visitors and residents in order to get a better understanding of the market. In order to undertake the segmentation task, such studies take into consideration the method to be used – a-priori or posteriori, as well as the variables to be used for segmentation. A variety of tourism segmentation variables have been used over the years. These may be broadly categorized as: socio-economic and demographic, geographic, psychographic as well as product-related and behavioral variables. Selection of appropriate variables for segmentation is an issue of importance that may be affected by a variety of factors such as findings from previous research, applicability to a particular market type or situation and so on. In any case, from the perspective of destination marketers, it is useful to understand the needs and characteristics of the various segments of the market in order to identify the right match and thereby formulate suitable strategies to reach and cater to such markets. Thus the usefulness of the concept of market segmentation in the context of destination marketing has been clearly established.

- It has been realized that tourism development in North-east India's would augur well for the economy of the region. Since the concept of market segmentation has proved useful in the successful promotion of tourist destinations, therefore, the need for a segmentation study that explores the structure of the market for North-east India's tourism offerings has been felt. Such a study would provide a classification of travelers based on which destination marketers could determine the focus and direction of their marketing efforts. Hence, such a study has been taken up. The primary purpose of this study is to provide destination marketers with sufficient information about the leisure travelers coming to the North-east region in order to empower them with strategic inputs. Specifically, the objectives of this study are: (a) segmentation of the leisure travel market for North-east India into distinct subgroups, and, (b) determining profiles of the resultant segments and suggesting broad marketing implications for each of these segments. The geographical coverage of this study is the North-eastern region of India comprising the seven states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura (excluding Sikkim).

- Precedence from similar segmentation studies conducted previously has served as a guiding light in deciding on the overall methodology for this study. There being a lack of prior knowledge about the leisure travel market of North-east India, a posteriori segmentation approach has been followed here. The study has employed a multi-dimensional segmentation approach incorporating psychographic variables such as motivations, benefits sought and sustainable attitudes as well as activity preferences of tourists. Based on a review of literature, a list of 76 segmentation variables has been selected. Besides, certain socio-demographic and geographic variables as well as travel/trip-related factors have been included as the profiling variables.

Regarding the method of data analysis, the factor-cluster segmentation approach has been selected for this study as this has been most commonly used in tourism segmentation studies. Primary data has been collected though a sample survey during the period October 2006- January 2007, using a self-administered questionnaire as the data collection instrument. These questionnaires were administered to tourists coming from outside the region to visit the tourist destinations of North-east India. The various locations from which the data was collected were: Dibrugarh, Guwahati, Kaziranga National Park, Majuli, Nameri National Park, Tezpur, and Shillong. As a sampling frame for the population is not available, therefore, a combination of convenience and judgement procedure was used for the survey. A total of 509 usable questionnaires were finally obtained. Subsequently, the data was analyzed using the SPSS (for Windows) package.

- Prior to commencing the segmentation task, the data regarding general variables was analyzed to get an overall picture of the respondent profiles. Herein, the responses of the 509 respondents to questions related to the socio-demographic, geographic and travel/trip-related variables have been assessed. It has been found that the present study sample comprises fairly frequent travelers who prefer to begin planning their trip well ahead of time and show a distinct preference for making their own travel arrangements. The majority of people surveyed have come to know about destinations in North-east India through their friends/relatives and colleagues. They have mostly been accompanied by friends/relatives on this trip and railways represent their preferred mode of travel for reaching the destination. Notably, a good percentage of people have indicated that they prefer to take home souvenirs of the places visited. Importantly, the majority of respondents is satisfied with their overall travel experience in North-east India and will definitely recommend these destinations to others. Among the states in India, the

majority of people in the sample are from West Bengal, followed by those from Maharashtra. Based on findings such as the above, the general characteristics of leisure travelers visiting the region have been summarized.

- In order to derive the segments, a two-step procedure has been used in this study. First, factor analysis has been used to derive underlying factors and then factor scores calculated from these factors have been used as the variables for the cluster analysis. The factor analysis has been run on the 76 segmentation variables using a Principal Component analysis with Varimax rotation. This resulted in 18 factors, which explained 64.151 % of the total variance. A reliability coefficient (Cronbach's alpha) has been computed for each factor. Due to unacceptably low reliability coefficient, four such factors have not considered for further analysis. The fourteen factors that have been finally retained have been named on the basis of the dominant variables in each factor. These factors are: Eco and Amenities, Adventure, Wander-thirst, Nature and Wildlife, Vacation, Fun and Shopping, Health and Recognition, Culture, Pilgrimage, Photography, Fishing, Environment, Affordable packages and Trekking. Factor scores have been calculated for each of these factors to be used as inputs into the subsequent cluster analysis. Initially, a hierarchical cluster analysis using Ward's procedure and Squared Euclidean distance has been run which has suggested that a four-cluster solution may be appropriate. Therefore, pre-specifying a four-cluster solution a k-means cluster analysis has been run subsequently. As a result, four distinct factors have been derived which have been interpreted and named based on the relative presence of each factor. The four segments of leisure travelers derived through this analysis are: Indifferent Travelers, Experience and Value Seekers, Environmentalists and Specialists. The Indifferent Travelers are apparently a passive group of travelers who do not attach much importance on specific benefits or amenities but desire to get away from normal routine and

see new places, preferably in a natural setting. The Experience and Value Seekers place importance on having a memorable experience by visiting cultural and natural destinations and seek value in terms of affordable travel packages. The Environmentalists place great emphasis on a pleasant and unpolluted environment, show a concern for the environment and display a thirst for travel to experience nature and wildlife. The Specialists, the largest segment, place importance on most of the factors, seek several benefits, display a concern for the natural environment and seek a complete travel experience. Subsequent to derivation of the factors, an attempt has been made to delineate the profiles of the segments based on socio-demographic, geographic and travel/trip-related factors. Chi-square tests and ANOVA have been employed to identify statistically significant differences between the segments. A description of each segment along with the segment profiles has been provided in detail in the Chapter.

- Having derived four segments of leisure travelers based on a variety of segmentation variables, which include traveler motivations, benefits sought and activity preferences; an attempt has been made to evaluate these in order to assess how attractive these would be from the point of view of destination marketers. To do this, the relative match of each of the segments with the chief attractions of North-east India, have been assessed. The chief attractions of the region that have been considered are: pristine environment, nature and wildlife, culture, opportunities for adventure sports and opportunities for pilgrimage. Further, in keeping with the need to take a sustainable approach to tourism development for North-east India (as mentioned previously), the level of eco-consciousness displayed by each segment has also been considered to effect the matching. This approach has helped in providing a good picture of the relative 'fit' of each segment with North-east India's destination offerings and thereby helped in identification of promising segments. The first segment,

Indifferent Travelers, does not seem to match well with the destination features and goals and may not present a suitable marketing opportunity. However, each of the other three segments appears promising, with the Specialists appearing to be the most promising.

• It has been proposed that since North-east India with its diversity of offerings has the potential to attract people with diverse needs and interests; therefore, it may be useful for destination marketers to consider adopting a differentiated marketing strategy that caters to each of the three promising segments - Experience and Value seekers, Environmentalists, and Specialists - and design their offerings and communications to specially suit each of these. While providing comprehensive strategic inputs with regard to each segment would be beyond the scope of this study, yet the marketing implications of the findings regarding the attractiveness of each segment have been discussed. Finally, some broad suggestions have been put forward in order to provide some useful insights to the destination marketers of North-east India. These recommendations relate to suggested travel circuits, pricing of travel packages, focus of communication efforts and amenities and service quality with respect to each segment. A few general suggestions have also been offered.

9.2 Suggestions for Future Work

This study on segmenting and profiling the leisure travelers in North-east India has helped in identifying four distinct segments of the market for North-east India's destinations each of which have distinctive profiles. The study has also provided a general understanding of leisure travelers visiting North-east destinations. The findings of this study may be of use to destination marketers in gaining preliminary insights based on which they could frame suitable strategies. However, this is an exploratory study providing preliminary insights only and further research into specific areas and topics on various aspects of tourism marketing may be

undertaken in order to gather more specific inputs. Thus, this study may serve in opening up further avenues for research on marketing of North-east India's destinations. Some areas for future research may be proposed as follows:

- In the present study an attempt has been made to conduct a broad-based segmentation of the leisure travel market for North-east India, based on several segmentation variables. The results show that the segments exhibit distinct interests and preferences in terms of the kind of destinations they prefer. For instance, the Experience and Value seekers, though interested in natural destinations also show a preference for cultural attraction while the Environmentalists show relatively more interest in nature and wildlife but comparatively less interest in cultural attractions. It may be useful in future to undertake studies that are more specific to the particular experiences offered by nature and wildlife destinations or culture-specific destinations and offerings. For example, studies may be conducted in National parks and sanctuaries of North-east India to probe in greater detail the specific preferences and travel behavior of visitors to these destinations. Likewise, the travel behavior and preferences of visitors to Majuli, a cultural attraction (or other cultural attractions), may be studied in depth so as to identify their distinct attributes.

- Again, in the present study, leisure travelers to North-east India have been segmented based on their activity preferences, benefits sought, travel motivations as well as attitude towards environment. However, it may be interesting to explore the personality traits, lifestyles and values of such travelers in order to understand what factors contribute to an individuals preferences for traveling to specific types of destinations, say, visits to see indigenous tribes and their lifestyles or visits to pristine, natural environments.

- It has been seen that among the domestic travelers the majority of respondents came from the states of West Bengal and Maharashtra. In keeping with the view that domestic tourists represent very important prospects and should be given increased focus by North-east India's destination marketers, people from these two states deserve special attention. In future, studies may be conducted in various locations of West Bengal and Maharashtra to explore the travel habits and general inclinations and preferences of these people. Such studies to ascertain the needs and characteristics of prospective travelers would help in getting better insights about the travel bahavior of these people and provide better guidance in marketing North-east's tourist destinations to these people.

- It has been seen that the three segments Experience and Value Seekers, Environmentalists, and Specialists have placed a relatively high importance on availability of amenities such as suitable accommodation. However, in this study, it has not been possible to ascertain the kind and quality of accommodation and other facilities that would satisfy these visitors. So, a study that explores the various specific attributes of lodging preferences or facilities desired by leisure travelers may be useful to undertake. Again, a comprehensive study that examines the satisfaction level of tourists covering specific components such as service quality, infrastructure, other amenities, destination attractions and so on; may provide valuable insights. It may also be beneficial to examine the gap (if any) between preferences and facilities actually provided in North-east India's destinations.

- Further, it has been seen that segments such as Experience and Value Seekers, and Specialists have placed emphasis on availability of low-cost travel packages. In future, studies may be undertaken to examine what constitutes

affordability for each of these segments so as to be able to provide suggestions related to pricing of specific travel packages as preferred by them.

- Another avenue for further research is regarding media usage. It has been seen from the study that the majority of people surveyed have come to know about North-east destinations through their friends/relatives. Further research may examine the specific media preferences of each segment in greater detail in order to identify what would constitute the most effective way of reaching each of these segments.

- It has also been found that the majority of people surveyed prefer to make their own travel arrangements. It would be useful to examine in future the factors that may have contributed to this and probe in greater detail the attitudes of such leisure travelers towards travel agents in general and package tours in particular. Further, it would be worthwhile to estimate the demand for such individualized form of tourist consumption in important source markets.

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Appendices

Appendix - I

Table 1A: Existing Protected Areas in North-east India

State	Existing Protected Area	State	Existing Protected Area
Arunachal Pradesh	1. Pakhui WLS 2. Itanagar WLS 3. Mouling NP 4. D'Ering WLS 5. Namdapha NP 6. Dibang WLS 7. Eaglenest WLS 8. Itanagar WLS 9. Kamlang WLS 10. Kane WLS 11. Mehao WLS 12. Sessa Orchid WLS 13. Tale Valley WLS 14. Yordi-Rabe Supse WLS	Mizoram	1. Murlen NP 2. Phawngpui Blue 3. Mountain NP 4. Dampa WLS 5. Khawnglung WLS 6. Lengteng WLS 7. Ngengpui WLS
Assam	1. Kaziranga NP 2. Manas NP 3. Orang NP 4. Garampani WLS 5. Laokhowa WLS 6. Dibru-Saikhowa NP 7. Nameri NP 8. Barnadi WLS 9. Bherjan-Borajan-Podumoni WLS 10. Bordoibam-Bilmukh WLS 11. Burachapori WLS 12. Chakrashila WLS 13. Deepor Beel WLS 14. East Karbi Anglong WLS 15. Garampani WLS 16. Gibbon WLS 17. Karbi Anglong WLS 18. Laokhowa WLS 19. Nambar Daigrong WLS 20. Pabitora WLS 21. Pani-Dihing WLS 22. Sonai-Rupai WLS	Nagaland	1. Intanki WLS 2. Pulicbadze WLS 3. Fakim WLS 4. Rangapahar WLS
Manipur	1. Keibul-Lamjao NP 2. Kailam WLS 3. Yangoupokpi-Lokchao 4. WLS 5. Zeilad WLS	Tripura	1. Trishna WLS 2. Charilam WLS 3. Gumti WLS 4. Rowa WLS 5. Sepahijala WLS
Meghalaya	1. Balphakram NP 2. Nokrek Ridge NP 3. Siju WLS 4. Baghmara WLS 5. Nongkhyllem WLS		

Source: Chatterjee et al., 2006.   Note: NP – National Park, WLS – Wildlife Sanctuary

APPENDIX - II

Table 1B: Important Fairs and Festivals of North-east India

State	Fair/Festival	Brief Description
Arunachal Pradesh	Losar Festival	Beginning of the New Year according to the Monpa Calendar. Its highlights are the colourful Aji Lhamu dance, Lion dance and Peacock dance and the Yak dance.
	Torgya Festival	This three-day festival signifies the destruction of evil spirit and harmful forces and seeks prosperity and happiness among people.
	Saka Dawa	Celebrated in the 4th month of the lunar calendar, the Saka Dawa festival marks Gautam Buddha's achievement of Nirvana.
	Dukpa Tse-Shi	Celebrates the preaching of the Four Noble Truths at Sarnath by Buddha. Falls on the 6th month of the Lunar Calendar.
	Lhabab Duechen	In the 9th month of Monpa, this festival signifies the reincarnation of Buddha as Shakyamuni.
	Ganden Ngmchoe	Commemorates the death of Tsongkha-pa, the founder of Gelugpa sect.
	Makar Sankranti	A fair held during January at the Parasuram Kund that attracts a large number of devotees.
	Nyukom Yullow	Celebrated every year on 26th February by the Nyishis to propitiate the gods for a good harvest
	Solung	The colorful festival of the Adi-Minyong group
Assam	Bihu	Celebrated during mid-April with much pomp and gaiety, Bihu marks the beginning of the agricultural season. It is the most important festival of Assam.
	Baishagu	Celebrated during mid-April, this is the most cherished festival of Boro tribe that heralds the New Year.
	Ali-ai-ligang	Ali-ai-ligang is the colorful annual festival of the Mishing tribe. The ceremonial sowing of paddy starts on this day (February-March).
	Rongker	The most important festival of the Karbis. Celebrated to propitiate different gods and goddesses for the well being of the entire village (April).
	Rajini Gabra & Harni Gabra	Annual festival of the Dimasa tribe. Celebrated before starting new cultivation.
	Baikho	Celebrated by Rabha tribe during spring season to propitiate the goddess of wealth 'Baikho'.
	Bohaggiyo Bishu	The spring festival of the Deoris – one of the four divisions of the Chutia tribe.
	Ambubachi Mela	The most important festival of the Kamakhya temple. Celebrated in mid-June every year.
	Tea Festival	Celebrated with pomp and show during January- February.
Manipur	Ras Leela	Performances of the famous classical dance form, Ras Leela, are held in and around temples such as Shri Govindaji Temple, particularly on the night of Basanta Purnima and Kartika Purnima.
	Lai Haroba	This spring festival (April/May) is a harmonious blend of stylized and ritualistic dances for peace and prosperity performed in honour of local deities in the Manipur Valley. The one at Moirang attracts huge crowds.
	Yaosang	Manipur's biggest festival. Celebrated for five days commencing from the full-moon day of the lunar month of Phalgun (Feb-March). A folk dance called Thabal Chongba is linked with the festivities.
	Heikru Hidongba	The high point of the annual celebrations of Heikru Hidongba, the colourful boat races, are held at Imphal in September.

Table 1B: Important Fairs and Festivals of North-east India

State	Fair/Festival	Brief Description
	Cheiraoba	Held in the month of April, the Cheiraoba marks the New Year for the Meiteis.
	Ningol Chak Kouba	This annual festival organized in October/November, features lavish feasts being arranged by the parents and brother to honour their married daughters and sisters.
	Gan-Ngai	Celebrated in December-January by the Kabui Nagas, this five day festival is a colourful blending of rituals, feasts and dances.
	Rath Yatra	Held in June/July in the Imphal Valley.
	Kwak Yatra	The centuries old Kwak Yatra (corresponding to Durga Puja) is observed around October in the Valley
	Chumpha	The Chumpha festival of the Tangkhul Nagas is held in early December.
Meghalaya	Nongkrem Dance	Celebrated in November, Nongkrem is one of the most important Khasi festivals.
	Shad Sukmynsiem	This 3-day Khasi festival is a joyous celebration of thanksgiving – usually held in April. Pople dress in their traditional costumes during these days.
	Beh Denkhlam	During this festival held in July, the Jaintias invoke the gods for a good harvest after the sowing has been done. Rituals are also conducted to avert evil.
	Wangala Dance	Held in November, the great harvest festival of the Garos , is a time for thanksgiving and celebration. Colourful costumes, dance and music are the highlights of all the festivities.
Mizoram	Chapchar Kut	The three-day spring festival held in March, is marked by singing and dancing and festive costumes by the tribals.
	Thalfavang Kut	This festival is celebrated every November in connection with the completion of weeding the land in preparation of the forthcoming harvest. It also depicts the cultural heritage and traditional games of the Mizos.
Nagaland	Sekrenyi	The Angami tribals celebrate this ten-day festival in the month of February.
	Aoling Monyu	With the completion of the sowing season by March-end, the festival marks the end of winter of the old year and heralds the New Year beginning with Spring. This sisx-day festival provides and excellent insight into the rich cultural heritage of the Konyak tribe.
	Moatsu	After the sowing is done, the Aos observe this six-day festival. It is marked by vigorous merry-making after the hard labour of *jhum* farming
	Tuluni	Held in July, this is the most important festival of the Semas. On the fourth day, prayers are offered to Litsaba – the deity of fruitfulness who gives life and protection to the crops.
	Naknyulum	Celebrated during July for a period of six days by the Chang Nagas. They decorate their houses with a special kind of tree, the Ngunam.
	Hornbill Festival	It is celebrated every year at Kohima from the first to fifth of December.
	Metemneo	The Yimchungers celebrate the Metmneo festival after the millet crop is harvested. It is also connected with the praying for the souls of the departed.
	Amonbmong	The Sangtams celebrate this festival in September when the new crop is ready for harvesting. The main feature of the festival is the worship of the God of the house and the three cooking stones in the fireplace.
	Tsokum	The Tsokum, a festival of the Khiamgans, is associated with harvesting which takes place in October.

Table 1B: Important Fairs and Festivals of North-east India

State	Fair/Festival	Brief Description
	Tokhu Emong	Celebrated by the Lothas once the harvesting is over and the granaries are full.
	Ngada	An annual celebration of the Rwengma Nagas observed in November/December. It is a popular belief of the ancient Rwengma that the spirits of the dead visit their graves and the homes of their relatives once every year.
	Monyu	Celebrated in April by the Phoms after the sowing of paddy every year.
Tripura	Kharchi Puja	Both tribal and non-tribal communities celebrate the seven-day festival with great vigour. The fourteen goddesses are worshipped in July every year at a venue close to Agartala.
	Garia Puja	The tribal people of Tripura celebrate Garia Puja on the seventh day of the month of Baisakh, which falls in the month of April. It includes singing and dancing.
	Pous Sankranti	The great Pous Sankranti Mela, held annually at Tirthamukh, attracts hosts of devotees from neighbouring states as well. People from all tribal and non-tribal communities converge on Trthamukh, the birthplace of the river, to take a holy dip.
	Ashokastami Fair	The annual Ashokastami fair is held in Unakoti in March/April.
	Orange and Tourism Festival	The orange harvest is the scene for this colourful festival held every year on the Jampui Hills during the month of November.
	Boat Race	The Rudrasagar Lake becomes a beehive of activity during the colourful boat race organized annually by the Information, Cultural Affairs & Tourism Department

Source: TRAVELLER'S COMPANION, A promotional booklet of the India Tourism Development Corporation.

Sample Questionnaire

Appendix III

M / F	Place	Date

Help us to know you

Dear Friend,

I am a doctoral student at the Department of Business Administration, Tezpur University, Assam. My topic of research is " Segmenting and profiling the leisure travelers: A study in North-east India." The basic purpose of this research is to gain an understanding of the needs and interests of tourists traveling to the North-eastern region so as to enable the destination marketers in framing better strategies for their travel products. This in turn will provide the tourists with better options and clearer communication from the marketers. For the purpose of this research, I request your kind co-operation in completing this survey. I assure you that this research is intended for academic purposes only and all information provided by you will be kept confidential.

Thank you for your valuable help!

With best wishes,
Banasree Dey
Research Scholar,
Department of Business Administration,
Tezpur University,
Napaam 784 028, Assam

> **Approximate time required for completion of questionnaire: 15 minutes**
>
> **Total number of pages: 4**

To answer the questions, please tick (√) the relevant boxes.

1. Is this your first visit to **North-east India**? Yes ☐ No ☐

2. Which places in **North-east India** have you already visited/plan to visit on this trip?

   _____

3. Where did you get information about **North-east India's** tourist destinations? (*You may tick more than one*)

a.	Travel agent/tour operator/ Travel guides	☐	j.	Past experience	☐
b.	Commercial guidebooks	☐	k.	Other tourists	☐
c.	Friends/ relatives/ colleagues	☐	l.	TV/ Radio	☐
d.	Books	☐	m.	Newspapers/Magazines/articles	☐
e.	Airline	☐	n.	Brochures/pamphlets	☐
f.	Government tourism office	☐	o.	Internet	☐
g.	Embassy/consulate	☐	p.	Travel information Center	☐
h.	Clubs/associations	☐	q.	General Knowledge	☐
i.	Advertisements	☐	r.	Others (*please specify*)	☐

4. On this tour, how many days do you plan to spend in the **North-east India**?
   - a. Less than 3 days ☐
   - b. 3-7 days ☐
   - c. 8-15 days ☐
   - d. More than 15 days ☐

5. How often do you travel?
   - a. More than twice a year ☐
   - b. At least twice a year ☐
   - c. Once a year ☐
   - d. Once every 2-3 years ☐
   - e. Even less frequent ☐

6. How many places of tourist interest have you traveled to so far in your life?
   - a. This is my first outing ☐
   - b. Between 3 and 5 places ☐
   - c. Between 6 and 10 places ☐
   - d. Between 11 and 20 places ☐
   - e. More than 20 places ☐
   - f. More than I can remember ☐

(Page 1)

7. " I like to travel because it gives me an opportunity to........."
Please indicate the importance you would attach to <u>each</u> of the following reasons mentioned below, by ticking (√) the appropriate point on the scale. In the scale, **1 represents least important and 5 represents most important**

		Least 1	2	3	4	5 Most
a.	Get away from everyday life/routine					
b.	Spend some time with the family/ do something with the family					
c.	To rest and relax					
d.	To know the unknown					
e.	To do exciting things					
f.	To have fun					
g.	Enjoy the sound and smell of nature					
h.	Explore new places					
i.	Be with others who enjoy the same thing					
j.	Experience tranquility/solitude					
k.	To have entertainment					
l.	See wildlife, birds and flowers that I don't normally see					
m.	Be recognized as a well-traveled person					
n.	To indulge in things that I do not normally do					
o.	Be close to nature					
p.	To do nothing					
q.	To visit places that I have always wanted to see					
r.	To enjoy independence					
s.	To have an authentic experience					
t.	To meet new people					
u.	Improve my health					
v.	Improve my knowledge					
w.	Experience different cultures and ways of life					
x.	See unusual things					
y.	Others (please specify)					

8. What type of **accommodation** do you prefer to use while traveling? (*May tick more than one*)
   a. Hotel   □
   b. Tourist Lodge   □
   c. Guest House   □
   d. Friend/ relative's place   □
   e. Others   □ (*please specify*)_____

9. When do you prefer to start planning for your trip?
   a. Less than 2 weeks prior to trip   □
   b. 2 weeks to 1month prior   □
   c. More than 2 months prior   □
   d. Don't plan my trip at all   □

10. What kind of **travel arrangements** did you make on this tour?

    a. Package tour □   b. Self arranged □   c. Other □ (*please specify*)

11. Would you please tell us what is your **budget per day per person** for this tour?
    a. More than 1500   □
    b. Between Rs. 1000/- and Rs. 1500/-   □
    c. Between Rs. 500/- and Rs. 1000/-   □
    d. Between Rs. 300/- and Rs. 500/-   □
    e. Less than Rs. 300/-   □

12. What are the things that you like to do in your spare time (in your day to day life)?
    Please indicate how interested you are in each of the following activities, by ticking (√) the appropriate point on the scale. In the scale, **1 represents least interested and 5 represents most interested**

		Least 1	2	3	4	5 Most
a.	Reading					
b.	Partying					
c.	Watching TV					
d.	Watching movies/plays in the theatre					
e.	Traveling					
f.	Adventurous activities					
g.	Sports					
h.	Listening to music					
i.	Other (please specify)...........................					

13. What type of vacation do you prefer?
Please indicate how interested you would be in _each_ of the *vacation ideas* mentioned below
by ticking (√) the appropriate point on the scale where *1 represents least interested and 5
represents most interested*

Least 1 2 3 4 5 Most

		1	2	3	4	5
a.	Visiting places with scenic beauty					
b.	Going on pilgrimages					
c.	Visiting sites of historical/cultural and archaeological interest					
d.	Visiting mountains					
e.	Visiting wilderness and undisturbed areas					
f.	Visiting museums					
g.	Attending festivals and special cultural events					
h.	Cruise					
i.	Attending sports events/ participation in sports activities					
j.	Visiting commemorative places					
k.	Visiting National parks/ Forests					
l.	Visiting Friends/Relatives					
m.	Enjoying sun and water					
n.	Winter vacation in warm areas					
o.	Observing wildlife in its natural habitat					
p.	Others *(please specify)*..					

14. On this trip, whom are you traveling with?

    a. Alone   ☐
    b. Spouse/significant other   ☐
    c. Child(ren)   ☐
    d. Parent(s)   ☐
    e. Friends/relatives   ☐
    f. Organized group (like package tour)   ☐
       /club/etc.
    g. Business associates/colleagues   ☐

15. When you are visiting a place, how important are the following factors to you?
Please indicate the importance you would attach to _each_ of the following factors, by ticking
(√) the appropriate point on the scale. In the scale, *1 represents least important and 5
represents most important*

Least 1 2 3 4 5 Most

		1	2	3	4	5
a.	Pleasant and unpolluted environment					
b.	Destination that provides value for money					
c.	Availability of low cost travel packages					
d.	Personal security					
e.	Availability pre-trip and in-country tourist information					
f.	Availability of food suitable for me/my family					
g.	Efforts on my part to maintain unspoiled surroundings					
h.	Folk music and folk dance					
i.	Availability of suitable accommodation					
j.	Cleanliness					
k.	The quality of a destination's natural environment					
l.	Hospitable and friendly local people					
m.	Luxurious outing					
n.	Ease of reaching the destination					
o.	Entertainment for the whole family					
p.	Others(please specify)					

16. What is your most preferred mode of transportation?

A. For reaching the destination   **B. Within the destination**

a.	Air	☐	a.	Bus	☐
b.	Rail	☐	b.	Car	☐
c.	Bus	☐	c.	Sumo/Jeep/Bolero	☐
d.	Own car	☐	d.	Auto rickshaw	☐
e.	Rental car	☐	e.	Manual rickshaw	☐
f.	Other	☐	f.	Whatever is available	☐
	(please specify) _____				

17. Do you like to take home some souvenir of the place you are visiting?

    (a) Yes, always ☐   (b) Sometimes ☐   (c) Rarely ☐   (d) Never ☐

18. On a trip like this, what are things that you would prefer to do?
Please indicate your preference for the activities mentioned below by ticking (√) the appropriate point on the scale. In the scale, 1 represents least preferred and 5 represents most preferred.

		Least 1	2	3	4	5 Most
a.	Visiting villages and typical rural areas					
b.	Trying local foods and drinks					
c.	Taking photographs/videos etc					
d.	To engage in physical activities/keep fit					
e.	Fishing					
f.	Climbing/hiking					
g.	Nightlife and entertainment					
h.	Shopping for local arts and crafts					
i.	Jungle exploring					
j.	Mountain climbing					
k.	Paragliding					
l.	Nature trips/Safaris					
m.	Bird watching					
n.	Camping					
o.	Rafting					
p.	Trekking					
q.	Exploration of caves					
r.	Mountain biking					
s.	Motorcycling					
t.	Golfing/tennis					
u.	Shopping					
v.	Sunbathing					
w.	Others *(please specify)*..........................					

19. How satisfied are you with your travel experience (so far) in North-east India?
a. Very satisfied ☐   b. Satisfied ☐   c. Can't say ☐   d. Dissatisfied ☐   e. Very dissatisfied ☐

20. If you were not satisfied with your experience, then would you tell us why?

_____

21. Based on your experience so far, would you recommend North-east destinations to others?
a. Definitely ☐   b. Maybe ☐   c. Can't say ☐   d. Maybe not ☐   e. Never ☐

22. Could you give us the following information about yourself?

(A) Nationality _____

(B) If you are from India, then from which state? _____

(C) **Age**
(a) 18-25 ☐   (b) 26-35 ☐   (c) 36-45 ☐
(d) 46-55 ☐   (e) 56-65 ☐   (f) Over 65 ☐

(D) **Marital Status**
(a) Married/staying together   ☐   (b) Unmarried   ☐
(c) Divorced/Separated / widowed ☐

(E) **Education**
(a) School level   ☐   (b) Graduate   ☐
(c) Post graduate   ☐   (d) Professional courses ☐
(e) Other   ☐ (please specify)_____

(F) **Occupation**
(a) Student   ☐   (b) Homemaker/ housewife ☐
(c) Retired   ☐   (d) Self-employed   ☐
(e) Government service ☐   (f) Professional   ☐
(g) Private firms   ☐   (h) Other   ☐
(i) Unemployed   ☐   (please specify)_____

If you would like to have a brief write-up on the results of this study, kindly leave your name, address, email id and telephone number in the space provided below.

Name:
Address:

E-mail id: **Telephone number:**

Thank you for your co-operation. Have a wonderful trip!   (Page 4)

Appendix - IV

Table 5A : Reasons for Dissatisfaction*

1. Could not visit interior/rural places due to package tour
2. Lack of good guides, facilities, roads etc.
3. Lack of adequate information and infrastructure
4. Too many security concerns
5. Lots of problems in moving at night and terrorism
6. Unable to visit all places due to package tour, government should arrange packages
7. Dissatisfied with travel agent, lack of information
8. Communication needs to be improved
9. Food stuff not available at many places
10. Local people do not co-operate
11. Food and accommodation needs improvement
12. Tourist spots not developed, basic amenities and good food unavailable
13. Lodging/boarding facilities not proper
14. Locals not co-operative
15. Very difficult to go where I want, need permit everywhere
16. No ATM, international calls not possible
17. Pre-information on places to be seen unavailable
18. Traffic is too chaotic
19. Wildlife viewing not easy in Manas
20. Food and facilities not up to the mark
21. Very limited time of opening hours in national parks
22. Time and entry restrictions, abusive prices for foreigners
23. Bureaucratic hassles, unhygienic food
24. Lack of good facilities, roads etc.
25. Noise, pollution, dusty places, lack of hot showers
26. Accommodation part
27. Lack of pre-trip info.
28. Standard of hotels needs to be improved
29. Natural beauty less than other hill stations
30. Hotels need to be improved
31. No good hotels
32. It is difficult to get permits

* Responses to Question number 20 (open-ended question) in the Questionnaire, which urges respondents to note the reasons for their dissatisfaction with the travel experience in North-east India

APPENDIX - V

Table 6A: Initial Factors

Factor 1	Loadings	Factor 2	Loadings
1. Availability of suitable accommodation	0.781	1. Camping	0.765
2. Hospitable and friendly local people	0.694	2. Mountain climbing	0.736
3. Ease of reaching the destination	0.685	3. Rafting	0.733
4. Efforts on my part to maintain unspoiled surroundings	0.670	4. Climbing/hiking	0.720
		5. Mountain biking	0.718
5. Personal security	0.656	6. Exploration of caves	0.611
6. Destination that provides value for money	0.569	7. Paragliding	0.600
		8. Motorcycling	0.576
7. The quality of a destination's natural environment	0.516	9. To engage in physical activities/keep fit	0.505
8. Visiting wilderness and undisturbed areas	0.495	10. Nightlife and Entertainment	0.504
		11. Jungle exploring	0.492
9. Availability of food suitable for me/my family	0.485	12. To do exciting things	0.432
10. Availability pre-trip and in-country tourist information	0.472		
11. Luxurious outing	0.466		
12. Enjoying sun and water	0.443		
13. Visiting mountains	0.385		
Cronbach's Alpha = **0.9036** % of Variance = 9.301		Cronbach's Alpha = **0.9026** % of Variance = 9.054	

Factor 3	Loadings	Factor 4	Loadings
0. To know the unknown	0.641	0. Bird watching	0.716
2. To meet new people	0.634	2. Observing wildlife in its natural habitat	0.616
3. To have an authentic experience	0.609		
4. Experience different cultures and ways of life	0.593	3. Visiting National parks/Forests	0.539
		4. Nature trips/Safaris	0.521
5. Improve my knowledge	0.562	5. Visiting places with scenic beauty	0.420
6. See unusual things	0.560		
7. Explore new places	0.552		
8. To visit places that I have always wanted to see	0.512		
9. To enjoy independence	0.508		
10. Experience tranquility/solitude	0.422		
11. Visiting sites of historical/cultural and archaeological interest	0.418		
12. Be close to nature	0.408		
13. Enjoy the sound and smell of nature	0.375		
14. To indulge in things that I do not normally do	0.368		
Visiting museums	0.349		
Cronbach's Alpha = **0.9026** % of Variance = 7.026		Cronbach's Alpha = **0.7540** % of Variance = 4.479	

Factor 5	Loadings	Factor 6	Loadings
1. Get away from everyday life/routine	0.692	1. Shopping	0.749
2. To rest and relax	0.678	2. Entertainment for the whole family	0.667
3. Spend some time with the family	0.540		
4. To have fun	0.456	3. Shopping for local arts and crafts	0.597
Cronbach's Alpha = **0.6535** % of Variance = 3.869		Cronbach's Alpha = **0.6943** % of Variance = 3.334	

Factor 7	Loadings	Factor 8	Loadings
1. Be recognized as a well-traveled person 2. Improve my health 3. To have entertainment		1. Trying local food and drinks 2. Visiting villages and typical rural areas 3. Attending festivals and special cultural events	0.706 0.603 0.578
Cronbach's Alpha =0.5979 % of Variance = 3.162		*Cronbach's Alpha= 0.6331* % of Variance = 3.072	
Factor 9	**Loadings**	**Factor 10**	**Loadings**
1. Folk music and folk dance 2. See wildlife, birds and flowers that I don't normally see	0.901 0.897	1. Going on pilgrimages	0.773
Cronbach's Alpha =0.3794 % of Variance = 2.926		% of Variance = 2.398	
Factor 11	**Loadings**	**Factor 12**	**Loadings**
1. Golfing/Tennis 2. Sunbathing	0.583 0.642	1. To do nothing 2. Visiting friends/Relatives 3. Winter vacation in warm areas 4. Cleanliness	0.488 0.386 0.588 0.412
Cronbach's Alpha =0.4878 % of Variance = 2.368		*Cronbach's Alpha =0.4074* % of Variance = 2.261	
Factor 13	**Loadings**	**Factor 14**	**Loadings**
1. Taking photographs/videos etc.	0.648	1. Fishing	0.726
% of Variance = 2.033		% of Variance = 1.92	
Factor 15	**Loadings**	**Factor 16**	**Loadings**
1. Be with others who enjoy the same thing 2. Cruise 3. Attending sports events/participation in sports 4. Visiting commemorative places	0.350 0.396 0.603 0.403	1. Pleasant and Unpolluted Environment	0.525
Cronbach's Alpha =0.3773 % of Variance = 1.866		% of Variance = 1.804	
Factor 17	**Loadings**	**Factor 18**	**Loadings**
1. Availability of low-cost travel packages	0.593	1. Trekking	0.643
% of Variance = 1.749		% of Variance = 1.529	

APPENDIX - VI

(Note: In all the tables provided below, 1 - stands for the first segment Indifferent Travelers, 2 - Experience and Value Seekers, 3 - Environmentalists and 4 - Specialists)

Table 6B: Multiple Comparisons – Souvenir Buying

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	0.1072
		3	-0.0636
		4	0.4396*
	2	1	-0.1072
		3	-0.1709
		4	0.3324*
	3	1	0.0636
		2	0.1709
		4	0.5033*
	4	1	-0.4396*
		2	-0.3324*
		3	-0.5033*
Games-Howell	1	2	0.1072
		3	-0.0636
		4	0.4396*
	2	1	-0.1072
		3	-0.1709
		4	0.3324*
	3	1	0.0636
		2	0.1709
		4	0.5033*
	4	1	-0.4396*
		2	-0.3324*
		3	-0.5033*

* The mean difference is significant at the 0.05 level

Table 6C: Multiple Comparisons – Satisfaction Level

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	0.0092
		3	-0.2985
		4	0.1287
	2	1	-0.0092
		3	-0.3077*
		4	0.1194
	3	1	0.2985
		2	0.3077*
		4	0.4272*
	4	1	-0.1287
		2	-0.1194

Table 6C: Multiple Comparisons – Satisfaction Level

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
		3	-0.4272*
Games-Howell	1	2	0.0092
		3	-0.2985*
		4	0.1287
	2	1	-0.0092
		3	-0.3077*
		4	0.1194
	3	1	0.2985*
		2	0.3077*
		4	0.4272*
	4	1	-0.1287
		2	-0.1194
		3	-0.4272*

* The mean difference is significant at the 0.05 level

Table 6D: Multiple Comparisons – Likelihood of Recommending

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	0.1870
		3	0.1363
		4	0.5187*
	2	1	-0.1870
		3	-0.0507
		4	0.3317*
	3	1	-0.1363
		2	0.0507
		4	0.3824*
	4	1	-0.5187*
		2	-0.3317*
		3	-0.3824*
Games-Howell	1	2	0.1870
		3	0.1363
		4	0.5187*
	2	1	-0.1870
		3	-0.0507
		4	0.3317*
	3	1	-0.1363
		2	0.0507
		4	0.3824*
	4	1	-0.5187*
		2	-0.3317*
		3	-0.3824*

* The mean difference is significant at the 0.05 level

Table 6E: Multiple Comparisons – Reading

	(I) Cluster	(J) Cluster	Mean Difference (I-J)

Bonferroni	1	2	-0.6977*
		3	-1.0308*
		4	-1.3629*
	2	1	0.6977*
		3	-0.3330
		4	-0.6652*
	3	1	1.0308*
		2	0.3330
		4	-0.3322
	4	1	1.3629*
		2	0.6652*
		3	0.3322
Games-Howell	1	2	-0.6977*
		3	-1.0308*
		4	-1.3629*
	2	1	0.6977*
		3	-0.3330
		4	-0.6652*
	3	1	1.0308*
		2	0.3330
		4	-0.3322
	4	1	1.3629*
		2	0.6652*
		3	0.3322

* The mean difference is significant at the 0.05 level

Table 6F: Multiple Comparisons – Partying

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-0.2295
		3	0.2373
		4	-0.4918*
	2	1	0.2295
		3	0.4668*
		4	-0.2623
	3	1	-0.2373
		2	-0.4668*
		4	-0.7291*
	4	1	0.4918*
		2	0.2623
		3	0.7291*
Games-Howell	1	2	-0.2295
		3	0.2373
		4	-0.4918*
	2	1	0.2295
		3	0.4668*
		4	-0.2623

Table 6F: Multiple Comparisons – Partying

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
	3	1	-0.2373
		2	-0.4668*
		4	-0.7291*
	4	1	0.4918*
		2	0.2623
		3	0.7291*

* The mean difference is significant at the 0.05 level

Table 6G: Multiple Comparisons – Watching TV

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-0.5584*
		3	-0.2185
		4	-0.4530
	2	1	0.5584*
		3	0.3399
		4	0.1054
	3	1	0.2185
		2	-0.3399
		4	-0.2344
	4	1	0.4530
		2	-0.1054
		3	0.2344
Games-Howell	1	2	-0.5584*
		3	-0.2185
		4	-0.4530
	2	1	0.5584*
		3	0.3399
		4	0.1054
	3	1	0.2185
		2	-0.3399
		4	-0.2344
	4	1	0.4530
		2	-0.1054
		3	0.2344

* The mean difference is significant at the 0.05 level

Table 6H: Multiple Comparisons – Watching movies/plays in the theatre

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-0.1140
		3	-0.1950
		4	-0.4816*
	2	1	0.1140
		3	-0.0809
		4	-0.3676

Table 6H: Multiple Comparisons – Watching movies/plays in the theatre

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
	3	1	0.1950
		2	0.0809
		4	-0.2867
	4	1	0.4816*
		2	0.3676
		3	0.2867
Games-Howell	1	2	-0.1140
		3	-0.1950
		4	-0.4816
	2	1	0.1140
		3	-0.0809
		4	-0.3676*
	3	1	0.1950
		2	0.0809
		4	-0.2867
	4	1	0.4816
		2	0.3676*
		3	0.2867

* The mean difference is significant at the 0.05 level

Table 6I: Multiple Comparisons – Traveling

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-1.1484*
		3	-0.9650*
		4	-1.9186*
	2	1	1.1484*
		3	0.1833
		4	-0.7702*
	3	1	0.9650*
		2	-0.1833
		4	-0.9535*
	4	1	1.9186*
		2	0.7702*
		3	0.9535*
Games-Howell	1	2	-1.1484*
		3	-0.9650*
		4	-1.9186*
	2	1	1.1484*
		3	0.1833
		4	-0.7702*
	3	1	0.9650*
		2	-0.1833
		4	-0.9535*
	4	1	1.9186*

Table 6I: Multiple Comparisons – Traveling

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
		2	0.7702*
		3	0.9535*

* The mean difference is significant at the 0.05 level

Table 6J: Multiple Comparisons – Adventurous activities

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-0.2001
		3	-0.1726
		4	-1.6698*
	2	1	0.2001
		3	0.0275
		4	-1.4697*
	3	1	0.1726
		2	-0.0275
		4	-1.4972*
	4	1	1.6698*
		2	1.4697*
		3	1.4972*
Games-Howell	1	2	-0.2001
		3	-0.1726
		4	-1.6698*
	2	1	0.2001
		3	0.0275
		4	-1.4697*
	3	1	0.1726
		2	-0.0275
		4	-1.4972*
	4	1	1.6698*
		2	1.4697*
		3	1.4972

* The mean difference is significant at the 0.05 level

Table 6K: Multiple Comparisons – Sports

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-0.2136
		3	-0.1026
		4	-0.9749*
	2	1	0.2136
		3	0.1110
		4	-0.7613*
	3	1	0.1026
		2	-0.1110
		4	-0.8723*
	4	1	0.9749*

Table 6K: Multiple Comparisons – Sports

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
		2	0.7613*
		3	0.8723*
Games-Howell	1	2	-0.2136
		3	-0.1026
		4	-0.9749*
	2	1	0.2136
		3	0.1110
		4	-0.7613*
	3	1	0.1026
		2	-0.1110
		4	-0.8723*
	4	1	0.9749*
		2	0.7613*
		3	0.8723*

* The mean difference is significant at the 0.05 level

Table 6L: Multiple Comparisons – Listening to music

	(I) Cluster	(J) Cluster	Mean Difference (I-J)
Bonferroni	1	2	-0.2346
		3	0.0046
		4	-0.9546*
	2	1	0.2346
		3	0.2391
		4	-0.7200*
	3	1	-0.0046
		2	-0.2391
		4	-0.9591*
	4	1	0.9546*
		2	0.7200*
		3	0.9591*
Games-Howell	1	2	-0.2346
		3	0.0046
		4	-0.9546*
	2	1	0.2346
		3	0.2391
		4	-0.7200*
	3	1	-0.0046
		2	-0.2391
		4	-0.9591*
	4	1	0.9546*
		2	0.7200*
		3	0.9591*

* The mean difference is significant at the 0.05 level

Addendum

The Contribution of the Study to the

Body of Tourism Marketing Knowledge

A.   Gap in Existing Literature

The usefulness of the concept of market segmentation in the context of destination marketing has been widely recognized. Thus, the literature abounds in examples of segmentation studies conducted in order to group tourists and residents for effective marketing of tourist destinations (as discussed in section 2.3, page 48 of Chapter 2). In the tourism research literature, taxonomies of tourists have often been created by various researchers (as may be seen from tables 2.3, 2.4 & 2.6 provided in pages 64, 65 and 71 respectively of Chapter 2) using a variety of segmentation variables in order to provide a better understanding of tourists and their travel behavior. The diverse variables that have been used by these researchers have been discussed in detail in sections 2.8 (page 56), 2.9 (page 59) and 2.10 (page 62) of Chapter 2. In these studies, subsequent to the segmentation, the derived segments have been profiled or described using a number of descriptors or profiling variables as listed in Table 2.2 (page 60). These taxonomies have provided constructive insights to researchers as well as the industry regarding how to improve the destination marketing efforts by better focusing on and serving the distinctive needs of distinct types of tourists derived through such segmentation exercises. Some of these segments were derived using a single variable as a segmentation base; others have used more than one variable. Sung et al. (2001) have asserted that since people have individualized needs, tastes, attitudes as well as different life stages and lifestyles, no single variable should be used to segment travel markets. In their view, employing multiple variables should yield greater explanatory power than using a single variable. The use of multiple variables in deriving the segments has been suggested by some authors as being more effective in constructing meaningful taxonomies; since, the phenomenon of travel behavior is considered to be a multi-dimensional construct influenced by a variety of factors [discussed in section 2.11.4 (page 85) of Chapter 2].

In creating such taxonomies using multiple bases as opposed to just one base various combinations of variables have been used by different researchers (as shown in Table A). For example, in 1986, Taylor used three variables – travel philosophy, travel benefits, and, activities and interests to segment the Canadian pleasure travel market and thereby derive a better understanding of the market.

Table A: Segmentation Using Multiple Variables

Researcher	Variables Used	Market
Taylor, 1986	Travel philosophy, travel benefits and activities	Canadian Pleasure Travel Market
Lang & O'Leary, 1997	Benefits Pursued, activity participation & destination preference	Australian Nature Travel Market
Fluker & Turner, 2000	Needs, motivations & expectations	Adventure Travel Market in Australia
Sung, 2000	Traveler characteristics, trip-related factors & perception of adventure travel	US Adventure Travel Market
Orth & Tureckova, 2002	Motivational & Attitudinal	Tourists to Southern Moravia, Czech Republic
Dolnicar & Leisch, 2003	Psychographic & Behavioral	Winter Tourists in Austria

Again Sung (2000) in a study of the US adventure travel market attempted to improve understanding of distinct adventure traveler subgroups through development of a classification construct with specific focus on traveler characteristics, trip-related factors and perception of adventure travel. Dolnicar and Leisch (2003) in their study of the winter tourist segments in Austria utilized two different variables – psychographic and behavioral – as segmentation bases. In their review, they pointed out that 70 percent of studies used psychographic variables and the remaining used behavioral information but none of those used two different kinds of information. They put forward their viewpoint that segments should reflect a number of integrated personal and behavioral characteristics and thus represent a vacation style rather than a one-dimensional activity or benefit type. Likewise, there are other studies in the

tourism literature that have utilized a combination of two or more variables as the segmentation bases (e.g. Fluker and Turner, 2000; Orth and Tureckova, 2002). In one significant study, Lang and O'Leary (1997) suggest that activity, motivation and product preference can provide important product-related or psychographic information to assist in developing tourism products and promotion strategies. They have pointed out that most studies reviewed by them have focused on only one of these segmentation variables. They, therefore, contend that segmenting travelers by a combination of benefits pursued, activity participation, and destination preference can reveal the relationships between the psychographic back-grounds and actual behavior to better classify markets and provide more information to aid in the development of tourist products, promotional materials and channels, management programs, and marketing strategies. So, a motivation/participation/ preference multiple segmentation approach has been used by them. They suggest this three-component approach as a new alternative to segment the international travel market. This study of Australian nature travel market has indeed made an important contribution to the body of tourism marketing literature.

It may be observed that each of the above-mentioned studies has dealt with a specific type of the travel market, such as, the nature travel market or the adventure travel market. But, what if the segmentation is effected in relation to a destination that offers a variety of attractions such as nature, culture as well as adventure travel? The literature reviewed does not seem to offer much guidance on this. Again, what if these destinations are rich in biodiversity and culture but located in a developing region of the world? It may be seen that the studies shown in Table A have mostly been carried out in developed regions such as US, Canada & Australia. Also, what if it is an emerging destination? Which, then, would be the appropriate variables to use for the segmentation task? Once again, not much guidance is available from the literature related to this aspect. Thus, it is felt that there is a gap in the tourism segmentation literature regarding emerging destinations situated in developing regions, which offer

not just nature travel experiences or cultural experiences but a combination of various types of attractions. So, it appears that there is the need for segmentation studies to explore the suitability of various segmentation variables concerning destinations that are newly emerging yet offer varied attractions. Also, studies of this nature need to be conducted in the developing regions of the world in order to find out if approaches similar to that adopted by Lang & O'Leary (1997) in the nature travel market of Australia (a developed region) will be useful and meaningful to employ in less developed areas of the world. The present study, therefore, attempts to fill up this gap in the tourism market segmentation literature and embarks on the task of segmenting travelers to one such region – the North-east region of India. Hence the study "Segmenting and Profiling the Leisure Travelers: A study in North-east India" has been undertaken with the purpose of gaining a better understanding of leisure travelers coming to the biodiversity-rich, emerging destinations of the relatively less-developed region of North-east India.

B.   Contribution to the Body of Knowledge

As has been observed in section A above, there is a gap in the existing tourism literature as far as segmentation studies pertaining to emerging destinations in developing regions of the world that may be otherwise well endowed in terms of bio-diversity and cultural attractions is concerned. In keeping with this, the present study attempts to contribute to the body of tourism marketing knowledge by proposing a segmentation approach that may be suitable when dealing with such regions. The discussion below elucidates on this.

In case of destinations such as North-east India that offer a diversity of attractions, which include various natural, cultural and historical attractions along with opportunities for adventure [as discussed in section 1.5 (page 33) of Chapter 1]; the variables to be included need to reflect appropriateness for each of these types of market i.e. nature travel market, adventure travel market, cultural tourism market etc.

Furthermore, this represents a bio-diversity rich yet ecologically vulnerable region that is part of the eight most important biodiversity hotspots. The variables chosen for segmenting the travelers to this region needs to take into account all these aspects. Therefore, the present study uses a combination approach (explained below) using variables that are believed to be appropriate for this unique region. In the above-mentioned study of the nature travel market of Australia by Lang and O'Leary (1997) (as shown in Table A), a combination of motivation, participation and preference have been used. It may be noted that in that study, the variables - benefits pursued and travel motivations - have been used to mean the same thing. Though benefit statements and motivation statements (as outlined in the tables 2.5 and 2.6 in Chapter 2) are seen to be similar or overlapping at times, yet, each of these variables have a distinct contribution in explaining travel behavior as revealed in studies listed in table 2.4 and described at length in sections 2.10.3(a) and 2.10.3 (b) of Chapter 2. It may, therefore, be meaningful to include **motivations** and **benefit sought** variables as distinct components of a combination approach (discussed in further detail in section 3.5, page 98, of Chapter 3). In keeping with the adventure travel aspect in the destination offering of regions such as North-east India, activity, that is considered to be an important element in understanding such markets; the variable **activity** may be added as the third important component of such an approach. It may be noted that activity participation (Mc Kercher et al., 2002) and motivations (Formica and Uysal, 1998) have also been used to segment the cultural tourism market. Apart from these, the sustainable attitudes of tourists may be another vital variable in dealing with biodiversity-rich yet vulnerable ecosystems. As already pointed out in section 1.6 (page 38) of Chapter 1 in relation to biodiversity-rich developing regions, a consciousness towards the environment or an emphasis towards sustainable tourism represents an important proposition. Therefore, including another component in the above-mentioned approach, that is, **sustainable attitudes** could add an important dimension to such segmentation studies. It is believed that such a combination of variables for segmentation utilizing the four components of motivation-benefits-

activities-sustainable attitudes has not been used in any other studies [as suggested by the review of literature shown in tables 2.3 (page 64), 2.4 (page 65) and 2.7 (page 71)]. Such a framework would provide a more comprehensive understanding of travel behavior particularly in the context of biodiversity-rich and newly emerging developing regions. This represents a gap in the existing tourism literature in relation to such regions. Therefore this study aims to develop *a four component 'motivations-benefits-activities-sustainable attitudes'* multiple segmentation approach to understand travel behavior and to examine whether this approach can classify the leisure travel market of developing regions with diverse natural and cultural attractions such as North-east India, into meaningful segments. It is believed that such an approach using this combination of four relevant variables i.e. travel motivations, benefits sought, activity preferences as well as sustainable attitudes has not been used in any other study so far. This approach is put forward as particularly relevant in relation to segmenting emerging destinations of developing regions of the world that are rich in natural, cultural and adventure travel attractions. The study thus makes a distinct contribution to the body of knowledge regarding tourism marketing in general and tourism segmentation literature related to such unique regions in particular.

In addition to this, certain variables have been used to describe or profile the derived segments. These include a set of travel/trip-related factors (information sources, duration of trip, travel frequency, travel experience, accommodation preferences, trip planning time, travel expenditure, travel companions, mode of travel and souvenir buying) favorite pastime, satisfaction level, likelihood of recommending as well as geographic, demographic and socio-economic variables have been utilized in order to develop a more comprehensive understanding of the various segments (as discussed in section 4.2.2, page 105 of Chapter 4). It is felt that the above four-component segmentation approach when used in conjunction with the afore-mentioned profiling variables should lead to a fuller description of various segments of leisure travelers.

As detailed in Chapter 6, the segmentation exercise undertaken in the study resulted in the derivation of four distinct segments of leisure travelers. It is interesting to note that each of these display unique characteristics, an understanding of which would definitely benefit destination marketers while framing their strategies for the region. The first segment, the smallest group, which has been named as 'Indifferent Travelers' seems to comprise a group of tourists who are simply interested in a relaxed type vacation and do not evince much interest in adventurous activities or in culture. They do have a basic curiosity, a desire to see new places and an interest in nature and wildlife. However, when compared to the other segments, these people attach the least importance to most of the 'motivation-benefit-activity-sustainable attitude' dimensions and may at best be described as a relatively passive group of travelers. In comparison, the second group (also second largest in size) 'Experience and Value Seekers' seem to place an emphasis on having a memorable travel experience. They decidedly exhibit a higher interest in exploring new places, in nature and wildlife, in experiencing new cultures etc. Notably, they show a greater interest in things such as photography and availability of affordable travel packages. The third segment 'Environmentalists' which is characterized by the highest interest in the environment, appears to comprise a group of people who desire to travel to new destinations, preferably in natural environment, look for comfort and availability of good facilities and seek an authentic learning experience. Finally, the fourth and the largest segment 'Specialists' seem to represent a distinct group of travelers who wish to indulge in a special travel experience. They seek an exciting, nature-oriented travel experience that provides them with an opportunity to explore new places and cultures. Not only do a place an emphasis on availability of facilities such as suitable accommodation, tourist information, ease of reaching the destination etc, but they display a concern for the environment as well. Thus, as has been discussed in Chapter 6, this study has shown that the proposed four-component 'motivations-benefits-activities-sustainable attitudes' approach has resulted in a useful classification of

leisure travelers to North-east India. Through an assessment of the characteristics displayed by each segment, meaningful interpretations may be made regarding not just the type of activities they prefer to engage in but also the motivating forces behind their behavior, the benefits they look for in destinations as well as their attitudes. For instance, the 'Specialists' are motivated by a desire to experience nature and wildlife and to explore new places and cultures; they prefer to engage in activities such as photography, fun and shopping, and some adventurous activities; look for benefits such as suitable accommodation, suitable food, affordable travel packages etc and also display a positive attitude with regard to concern for the environment. Such information would allow tourism marketers to better understand their target markets, design better tourism products and develop suitable promotional strategies.

Further, each of these leisure travel segments has been described using a variety of profiling variables as noted previously (discussed at length in section 6.6, page 171, of Chapter 6). The comprehensive description of each segment provided herein would afford an opportunity to tourism providers to derive a more complete understanding of the travel behavior displayed by each segment as well as their other characteristics. For example, the Environmentalists are frequent travelers with high travel experience, who mostly prefer to stay in tourist lodges and hotels, mostly prefer to travel as part of an organized group, came to know about Northeast from friends/relatives/colleagues, are relatively more likely to buy souvenirs, they are more satisfied with their overall travel experience in the region, are more likely to recommend North-east destinations and so on. Such information would no doubt prove vital to the marketers while designing travel packages and communication strategies. Furthermore, an attempt has been made in the study to assess the four segments in terms of their relative match with the attractions of North-east India (discussed in Chapter 7). This has thrown light on which of the segments appear promising from the point of view of destination marketers, thereby providing some insights to tourism marketers regarding which markets to target. The various

conclusions drawn, the implications of the study and recommendations have been provided in detail in the concluding chapters, Chapter 8 and Chapter 9. It is believed that the segments derived, their profiles, and the discussion of the various implications would result in a much fuller understanding of the travel behavior, needs and motivations of leisure travelers to the North-east region. Since prior to this, such comprehensive information related to these distinct types of travelers as revealed in the study has not been reported in relation to destinations of this region or that of other similar regions in the world, therefore, it is hoped that this study makes a significant contribution in this regard. Hence, by demonstrating the utility of the four-component segmentation approach in deriving useful understanding of travelers to unique biodiversity-rich and culturally rich and emerging destinations of developing regions, it is hoped that the study has succeeded in making a meaningful contribution to the overall body of tourism marketing literature.