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A STUDY ON DESTINATION POSITIONING OF NORTH EAST INDIA BASED ON PREFERENCES AND PERCEPTIONS OF TOURISTS

Thesis
Submitted to
Tezpur University
for Award of the
Degree of Doctor of Philosophy
under the School of Management Sciences

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This is to Certify thathe thesis entitled "*A Study on Destination Positioning of North East India Based on Preferences and Perceptions of Tourists*" by **Sri Mrinmoy Kumar Sarma** is a bona fide work carried out under my guidance and supervision.

The work has not been submitted to any other University or Institute for any Degree or Diploma.

(**Madhab Chandra Bora**)

Tezpur
Dated 29-09-2000

PREFACE

From the days of Ries and Trout(1986), product positioning has been regarded as one of the most successful marketing strategies for differentiated marketing. Many products, since then, have been marketed on physical and/or psychological differentiation and positioning. However, this concept is yet to be extended to tourism marketing, as like any other product, elements of tourist destinations can also be manipulated for achieving marketing goals. Studies on concepts of Destination Positioning have been very rare. However, in recent times Stefanou (2000) tries to offer an analysis, which may encompass the concepts of destination positioning. However, his studies are limited to analysis of medium of building the image of a place, like the Post cards. Therefore, a detailed study on destination positioning is necessitated to look into the possibility to examine whether this concept can be extended to tourism marketing.

The economic indicators of North Eastern region of India (NE) are showing a dismal economic picture for the region. However, tourism in this region has got unmatched potential that is yet to be explored. Tourists from other parts of the country are unaware of the huge potential of this region. Middlemen of the industry like Tour Operators are also in dark about this region. Very little has been done by the National Tourism Organisations of this region to promote tourism outside the region. However, these are being done in piecemeal manner to have any impact on the prospects.

Therefore, in this study, tourists' preferences are tried to be ascertained and these preferences are matched with their perception on NE. The gaps are studied and positioning strategies, which can bridge these gaps, are offered. Effective modes of communication are also suggested to the target groups.

This study is not exhaustive by nature. Many aspects like comparison among various tourism destinations in the country, which can be treated as competitors of the destinations of NE had been kept out of the scope of this study. However, this study may guide the future researchers or the NTOs on the issues those must be addressed to promote tourism in NE successfully.

Acknowledgement:

I have been receiving encouragement and helps from innumerable personalities during the course of my research. I take this opportunity to thank one and all of them.

I am particularly indebted to my supervisor *Prof. M. C. Bora, M. Eng. (AIT), Ph.D. (IIT-Kgp), FIE(I)* for his guidance and unmatched support throughout the period of the research. He has been the guiding spirit behind this huge exercise.

I would also like to acknowledge the encouragement received from my father Dr. K. C. Sarma since my Post Graduation for completion of this research. I am thankful to Dr. Bhubaneswar Saharia of Tezpur University for his criticism and guidance regarding the statistical analyses. I am also indebted to Mr. Chandan Goswami, Mr. Tridib Sarma, and to Dr. G. Shinghayah and Mr. Mukesh Saikia of Tezpur University for their helps and encouragements at various points of the study. I recall with gratitude the help offered by Mr. L. Goswami, Proprietor of Chiranjeeb Press. I could not have completed this Thesis without the moral and physical support of my wife Ms Santirekha Sarma, for which I am grateful to her.

Tezpur
Dated 29/9/2080

(Mrinmoy K Sarma)

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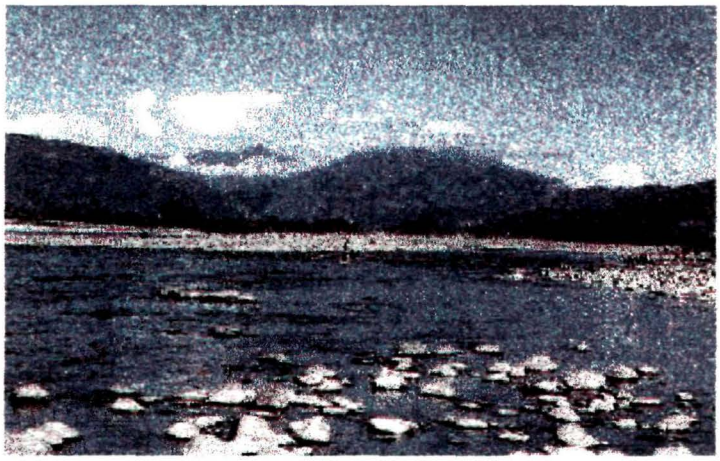


Introduction and Overview

" It is the one country (India) under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded and free and on the land that all men desire to have seen and having seen once by even a glimpse would not give that glimpse for the shows of all the globe combined... "

- Mark Twain

Welcome a Tourist--- send back a friend.

Famous saying of Jawaharlal Nehru

1.1 New Facets of Tourism in the 21st Century:

As the dawn was crawling along the river Brahmaputra and through the Bay of Bengal to usher a new century alongwith a new millennium, controversy reached the climax as to which place in India would receive the first rays of the sun in the new millenium. Is it Dawng in Arunachal Pradesh or Katchal in Nicobar Island? The media and the tourism industry of the country tried to exploit this phenomenon by selling the destination to the tourists with unprecedented professionalism. This shows the increasing importance of marketing in tourism in the country. With this, new ideas and visions, hopes and determination have generated frenzied activities in all spheres of the industry. The industry is bound to see sea changes in the coming years in terms of reach and penetration and also in terms of innovative products in the forms of destinations and attractions.

By and large, it is widely admitted that tourism is one of the few sectors that can bring about a real growth to the economy without creating significant regional or economic disparity. Tourism is also recognised as the most promising industry globally, which possesses tremendous capacity for growth and revenue generation. This industry has made inroad into the mainstream of the economy quietly but firmly. Throughout the 1980s tourism has generated receipts, which was larger than the world trade.[1] According to projections, by the end of the first quarter of this century tourism will grow at a faster rate than the world's collective wealth! And

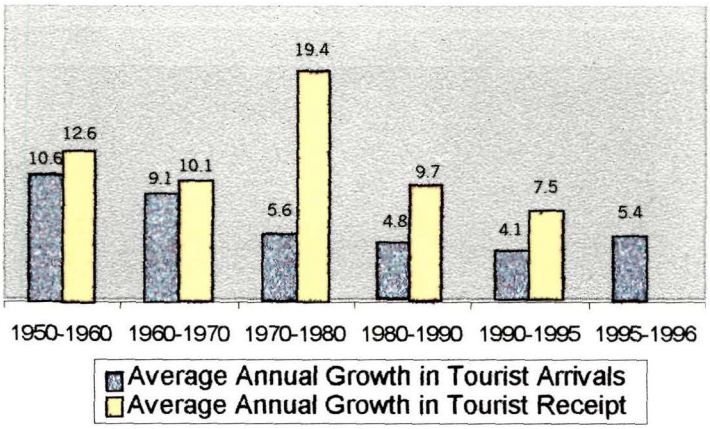
this brings even the richest businesspersons in the world to consider tourism as one of the major industries of future besides Information Technology.

In 1996, the worldwide tourism industry generated US$425,262 million from a total arrival of 5,94,756 thousand tourists. Out of these, almost 90% were generated from domestic tourism. But then in many countries like India, domestic tourism is often understated; as keeping records for domestic movement of tourists are sometimes impossible. In the same year the industry generated 255 million jobs worldwide, which was almost 11% of the total available jobs that year. This is achieved from an investment of US$766 billion, which were only 11.9% of the total global investment in all sectors.[ii] The tourism receipt is roughly 10.2% of the world's collective GDP. The growth rate of the industry is also impressive. The international arrivals increased at a rate of 1,878 % during the period from 1950 to 1992, while during the same period, the receipts increased by whopping 14,375%[iii]. Though tourism is ubiquitous and worldwide, its arrivals and receipts are unevenly shared among countries and regions. The top ten destinations in 1996 as regards to arrivals were France, USA, Spain, Italy, UK, China, Mexico, Hungary, Poland and Canada; and all of them collectively account for 52.07% of the total international tourism arrivals. Six of these countries are from Europe and only one is from Asia. In the same year these countries received a staggering amount of US$204,761 million[iv]. *(This figure, however, is not the collective receipts of the top ten tourism earner countries.)* On the basis of sheer regional disparity on growth of tourism, international tourism may be described as a cluster of eight geographical regions -- North/Central America, South America, Western Europe, Eastern Europe, Africa, North Africa/Middle East, Far East and Oceania[v],

Very Few industries have evolved as rapidly as tourism in the relatively short span of a few decades. Though tourism exists from time immemorial, it attained the status of an organised sector only in the first part of the 20th century, which was propagated by the rapid spurt of economic activities after the World War II. Developed countries, using their huge resource-base to build and modify infrastructure, captured the unprecedented opportunities thrown open by the

development of technology, like commercialisation of international flights during

Figure 1.1: International Tourism Activity, 1950-1995
(Source: World Travel and Tourism Council)



that period. Though developing countries rose to the occasion a little bit later, they soon rediscovered the potential of tourism and its role in development of economy, and started to invest heavily in this sector. Popularity of this industry went on increasing among the investors as it maintained a steady growth rate throughout the years. The chart in Figure 1.1 shows the rate of growth of tourism over the decades starting from 1950 (the growth figure on tourist receipts for the period 1995-96 is not available).

The growth pattern, however impressive it may look like, according to experts, is only the tip of the iceberg. Travelers are estimated to be only 7% of the potential prospects of the globe[vi]. The future annual growth rate of the global tourism industry, in terms of arrival is projected to be at 4.3% (6.7% in terms of receipts), which will be far above the rate of growth of the world's wealth.[vii] And this miracle-of-sort may be achieved by direct participation of only 7% of the world's population. This means that if more people are involved in the process, the rate of growth will be far more.

1.1.1 World Tourism Organisation's Vision 2020:

World Tourism Organisation (WTO) has analysed the emerging trends and factors, which will influence the future growth pattern of the industry. Some of the important observations of WTO are summarized below[viii].

- By 2020, there will be 1.6 billion international tourist arrivals and tourism receipts will rise to a staggering US$2000 billion, globally.
- There will be sustained average annual growth rate of 4.3% (for arrivals) and 6.7% (for receipts) throughout the world till 2020.
- In spite of this growth only 7% of the world's population will become potential tourists. Thus according to WTO the industry would be still in infancy even in the year 2020.
- The top 10 tourist receiving countries would undergo major changes and *China* would be receiving maximum number of tourists (estimated to be 137.1 million with a market share of 8.6%) by 2020. Present (in 1996) market leader, France would come down to the third position. China will have an average growth rate of 8.0%in tourist arrivals during the period 1995-2020.
- There will be changes in the top tourist originating countries. Japan, China, and Russian Federation will emerge as the new major outbound tourist countries.
- Though Europe will remain the largest tourist-receiving region, its share will come down to 45% from the present 59%.
- South Asia will grow at a rate of 6.1% per annum during the period but its share will grow only up to 1.2% from the present 0.7%.

According to WTO, future growth pattern will entirely depend upon the competitiveness among the nations. Nations will become aggressive and will employ newer techniques to attract more tourists. Tourists will also be exposed to the tremendous flow of information and thus their options will increase dramatically. So traditional tourist attractions may no longer be able to get as many customers in the coming years. It has been experienced that international tourism is a volatile area with potential visitors quick to abandon formerly popular destinations like Beirut or Greece[ix]. This kind of turnaround will not be surprising

in the coming years due to changing role of marketing activities in tourism. A survey conducted by WTO among 85 countries identified the following key priority areas in tourism [x]:

- Increased, more focused and more aggressive marketing.
- Constant striving for a competitive edge through a combination of product differentiation, quality and price in the destination.
- Need for sustainable tourism development to ensure long term prosperity.
- Less state control and more private sector participation.

The change in attitude of the National Tourism Organisations (NTOs) towards marketing and particularly selling would ensure a greater role for various factors affecting sales. Thus the contribution of middlemen like the travel agents and the transport companies also will increase many fold. The new tourism product will consist of many more components apart from the traditional ones-- the destination and the tourists. The new era will see, rather already has seen, the importance of selling places as a package-- putting transportation, insurance, accommodation, shopping, and many more innovative and creative ideas through the same window.

John Lea (1988) has identified the following factors that primarily influence the international tourism industry.

Figure 1.2: Primary Elements Influencing International Tourism Industry

Factors Influencing Demands	Tourist Industry Intermediaries	Factors Influencing Destinations
*Rising income	*Travel agents	*Historical connections
*Increased mobility	*Tour Companies	*Accessibility
*Improved Transport	*Hotelliers	*Stability
*Increased Tensions and Escapism	*Transporters	*Nature of tourist product
*Education/ information		

1.1.2. Tourism Defined:

In 1991-92 the WTO, the apex body on international tourism defined: 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.* In UK, the Tourism Society adopted a definition in 1979 based on the work of Burkart and Medlik[xi], which in turn draws on earlier definitions and has been widely accepted, which says *tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations.* From these two definitions, following characteristics of tourism can be derived -

1. Visitors' activities are concerned only with aspects of life outside normal routines of work and social commitments and outside the location of these routines.
2. The activity necessitates travel, and nearly in every case, some form of transport to the destinations is required.
3. The destination is the focus for a range of activities and a range of facilities are required there to support those activities.

It is clear from the definition that any kind of movement of individuals or group of individuals to a place outside the person(s)' routine movement for day-to-day activities is considered as an activity involved in tourism and the individuals are known as tourists. However, for the objectives of this research, the definition is needed to be modified marginally. Here tourists are those person(s) who travel for anything other than the necessity arisen out of some kind of compulsions. Therefore, the visitor who is visiting Vellor for medical treatment for himself or for somebody else's, or a Business Executive visiting some place due to necessity arisen out of his normal duties, are not considered as tourists, and thus the activities they are engaged in are not taken as activities related to tourism. But if the same persons visit a place of importance just nearby, this can be treated as tourism. However, it is worth mentioning here that this definition of tourism cannot be extended to any other kind of research, objectives of which might be different from the present one.

Thus the following activities are considered as tourism for the purpose of this research:

- Relaxation, fun seeking, visiting places of attractions
- pilgrimage
- Trekking, surfing, canoeing etc.
- Travel in pursuit of knowledge

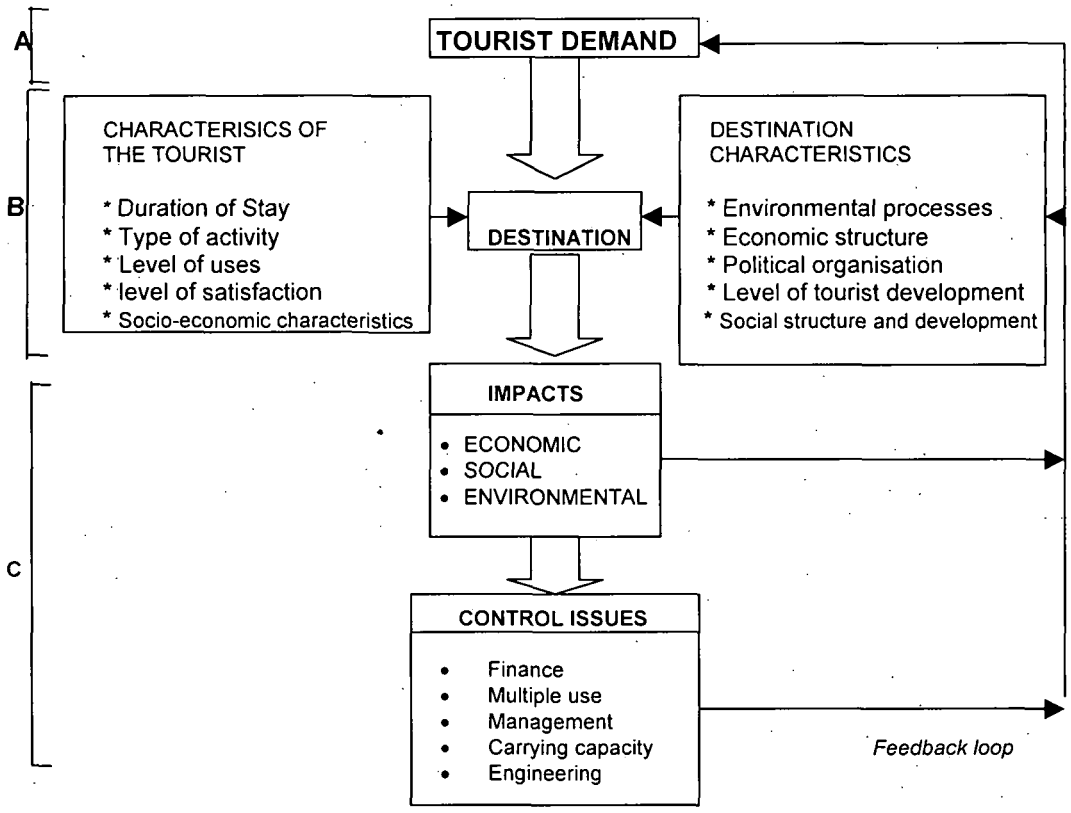
1.1.3 Components of Global Tourism

As described above, starting with the end of World War II, overall increase in quality of life and easy flow of information made travelling easier and more pleasing than ever before. The business started blooming and got institutionalised with systematic organisational activities. The tourism industry as it is today can be broadly divided into three functions. *Dynamic phase* covering movement to and from the destination; a *static phase* involving the stay in the destination; and a *consequential* element covering the economic, social and physical impacts of the tourists' visit. These can be described by the model offered by Alister Mathieson and Geoffrey Wall (1982), which is depicted in Figure 1.3.

All factors mentioned in the model affect the demand for the destination. If Causal Loop analysis is applied to this model, it is revealed that the increase in demand would have negative effects on the social and environmental factors. Control issues normally restrict the flow of tourists beyond a certain point. If judiciously applied, this model can bring a stop in social and environmental degradation in the highly tourists-infested destinations. The model also tries to put forward certain characteristics on the basis of which tourists can be segmented.

The core of tourism and travel business as identified by the World Travel and Tourism Council (WTTC)[xii] can be summarised on the basis of the three factors of tourism business as described by the model in Figure 1.3.

Figure 1.3: Functional Framework of Tourism Industry



A= Dynamic Phase; B= Static Phase; C= Consequential Phase
*Adapted from Mathieson and Wall(1982)

The three phases as mentioned above, may involve the following components.

Dynamic Phase:

Airlines, Railways and other long distance transport providers and

Tour operators

Static Phase:

Accommodation providers, accommodation *suppliers;*

Within the destination transport providers- taxi services, tourist coach service, car/bike rental;

Tour operators, travel agents;

Attractions- natural and artificial;

Food and beverages suppliers like hotels and restaurants;

Shopping malls including small scale sellers dealing with handicrafts and mementos;
Recreation/sports facilities and institutes, entertainment/art;
Porters
Cartographers, Printers
Communication network like Public Call Office, Cyber Café
Handicraft manufacturing
Maps and travel books
Cameras and films
Tour guides, Managers
Museums

Consequential Phase:
Shopping for memento, cottage industry, shopping malls, taxi and small time tour operators and guides, food and accommodation.

1.2 Marketing in Tourism

As mentioned earlier, the main thrust of the tourism industry in the coming decades will be on marketing the destination to attract optimum number of visitors throughout the year. The increased role of marketing is necessitated as only a small proportion of all potential tourists is coming out to visit a destination. Visitors from the third world countries are shyer in this regard and their propensity to travel is much less than other countries. These latent demands make the tourism industry '*the*' industry of the new century. Marketing is to play the lead role in attracting the most profitable segments of tourists to the concerned destination.

Like all services, tourism marketing is also exposed to certain limitations. These include perishability, inseparability, heterogeneity and intangibility. However, the very high degree of seasonality in most of the tourist destinations makes marketing of tourism more complicated and challenging. In tourism marketing the competitors are trying to catch the consumers' leisure time and disposable income. There is nothing essential or emergency about a holiday, in a particular place, at a particular period of time. Therefore, the skill of leisure

marketing lies in creating value, in packaging and in promoting the experience to the customers so that he/she might feel the vacation in a particular place is a must.

One of the popular marketing strategies in the contemporary time is to create some differentiation in the product or service so that a particular position can be created for the product. Destinations too can be packaged and promoted by associating some differentiation along with it. A brief discussion on destination differentiation is offered below.

1.2.1 Destination Differentiation

Product differentiation is one of the most commonly used marketing strategies in services marketing. Since the benefits of services like tourism are mainly intangible and easy to be copied by the competitors, the differentiation strategy is used by creating few distinguishable attributes for the particular service and then promoting the same. According to Kotler, differentiation is the act of designing a set of meaningful differences to distinguish the marketer's offerings from competitor's offerings. There are many ways[xiii] through which differentiation can be affected. There may be Services Differentiation, Personnel Differentiation, Channel Differentiation and Image Differentiation. As mentioned earlier, every difference should meet the criteria of Importance, Distinctiveness, Superiority, Communicability, Profitability, Affordability, and Preemptive. In other words the features should be beneficial to the customer as well as the same must be communicable to the audiences. The marketer may also think about pinpointing a *Unique Selling Proposition* (USP).

Once some distinctive features are selected, these are to be promoted to the target group, so that the buyers become aware of the distinctiveness of the offering. Basic aim of the promotional strategies is to convince the target group about the usefulness of the attributes promoted in relation to the other available offerings. Once the above criteria on distinctiveness are met, an efficient promotional campaign can perform the desired job without much difficulty.

However, before deciding about any distinguishable attribute, the marketer should segment the potential tourists. It is a well-established view that the value attached to a product by the buyer and acceptability of the same, in most of the cases, depend on the characteristics of the prospective buyer. The buyers can be divided into some distinctive groups on the basis of certain physiographic and psychographic characteristics so that homogeneity in thinking within the members of the groups can be established. This would facilitate understanding the behaviour of the target group with respect to certain attributes the marketer wants to promote. Or on the other way round the marketer may study the most appealing features present in the group in relation to the offering. Then the process of identifying the distinctiveness and promoting the same may be started.

Every tourist destination can be distinguished by virtue of its presentable attractions. Some of these attractions may be physiological, while some of them are purely psychological. Many tourist destinations might be having the same kind of physical attractions, but the tourists do not flock in all these destinations in equal proportion. The inflow of tourists in such destinations may be a function of many factors like, accessibility, cost, perception and above all on the level of promotion. Perceptions of the tourists can be manipulated to find out distinguishable attributes and thus creating a unique place for the destination in question.

1.2.2 Destination Positioning

Positioning starts with a product or service. Positioning is how the product or service is looked at by the customers or by the prospective customers (Ries and Trout, 1986).

Every product has a place in the mind of its targeted customers and sometimes in untargeted groups of prospects. This, in some cases, happens without the knowledge or conscious efforts from the marketers of the product. Likewise, the tourist destinations are also positioned in the minds of the tourists. Paris may bring the instant image of the Eiffel Tower, London the Thames, New York brings the image of skyline of tall buildings etc. Indian destinations like Himachal Pradesh

evokes the imagination of pretty hill stations, Kashmir the Dall Lake, and Goa brings the image of sunny sea beaches full of tourists. Images that already exist in the minds of the tourists or prospective tourists may not be desirable from the marketing point of view of the concerned National Tourism Organisation (NTO). Or these positions may not be sufficient to bring in the desired groups of tourists. This necessitates a detailed scientific study on the level of preference and perception of particular group(s). These preferences can then be promoted for the destination in question and thus a new and profitable position may be created as a result. Belgium was positioned as the "Beautiful Country"[xiv] to the seasoned European travelers. However, this positioning did not last long, as the promotional campaign launched did not get necessary long-term approval from the marketer. The Caribbean Island of Jamaica offers a classic example of positioning of a destination. Jamaica took full advantage of the position Hawaii had already created among the tourists. Therefore, Jamaican authority positioned the island as "the Hawaii of the Caribbean". This saved considerable amount of promotional time and resources as the tourists readily accepted the new position of Jamaica.

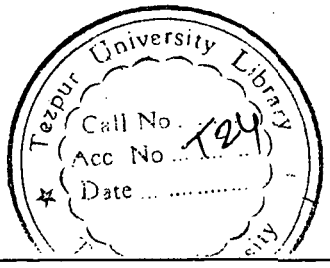
1.3 Marketing of North East India as a Tourist Destination:

North East India (NE) is full of tourist attractions. The eastern-most region of India is said to be one of the world's 16 most bio-diverse places. The region has a complete product line (may be termed as destination line) to attract any kind of tourist from anywhere in the world. It has hill stations like Tawang and Shillong, and heritage sites like Majuli and Manipur. The river Brahmaputra itself can be promoted for beach tourism. The region is full of wildlife - with many endangered species. A detailed discussion on tourism potential of NE is offered in Chapter 2. Even with these attractions and specific products the region is not being successful in attracting reasonable number of domestic and foreign tourists, which can bring steady revenue to the region. Only a handful of tourists are visiting this region every year. Meghalaya, and Tripura have been attracting the maximum number of tourists among the States of the region since the last 4 - 5 years (refer Table 2.3 in Chapter 2). Otherwise inflow of tourists into this region is negligible.

No conscious efforts have been made by the various nodal agencies of this region (basically the NTOs) in marketing the NE as one destination. Whatever precious little has been done in promoting the States of this region are done in a purely individual way. However, due to many reasons like the physical distance from the "main land" India, tourists tend to look at the region as one entity. Therefore, the region consisting of seven States must be presented and promoted as one destination.

Marketing of the States of this region is also affected by many uncontrollable events like terrorism, which is very active in this region. However, it deserves a mention here that not a single tourist has been harassed by the terrorists in the memorable past. Even then, this has created a psychological block in the minds of the tourists depicting this place as unsafe and unlikable as a tourist destination. No single State of this region can fight this mental block alone, without active coordination and involvement of the neighbouring States. Therefore, a concentrated and coordinated effort from all local NTOs should be made to promote NE as a tourist destination. Without this the psychological distance for the tourists as well as for the middlemen (operating in tourism industry) are not going to get shortened, and it will be difficult to affect a boost in tourist inflow.

Even when the need for a comprehensive promotional effort is felt beyond doubt, no visible marketing efforts are being made by the NTOs even locally. The brochures, which are very scarce and available to only selected persons, are distributed through specified and inefficient conduits. Every State is working in its own way, thus creating chaos in the already confused environment. Tourists and middlemen do not really know what to see in NE, or for that matter why NE deserves a visit. The tourists, who know about Kaziranga, do not know about the Mosmai falls, nor they get prior information about the hill resort of Tawang. The NTOs are spending resources in building substandard infrastructures in places where tourists' visits are infrequent. Basically, the governments are spending in building guesthouses near tourist attractions, which are unable to attract tourists by itself.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As it is mentioned earlier the need of the hour for the local NTOs is to work in tandem to promote the region as a whole, so that more and more tourists tend to visit the region.

1.4 Problem Definition:

As described earlier in this Chapter, tourism essentially includes the following three phases. A dynamic phase, a static one and the consequential phase (Mathieson and Wall, 1981). In a still simpler form, tourism industry generally consists of the following components.

[A] Transportation

[B] The Destination

[C] Range of facilities in the destination like accommodation and services of guide etc.

All the three factors individually and collectively affect the satisfaction level of the tourists visiting the destination. Even the consequential phase of tourism carries after-effects for the tourists visiting later. At the same time, it must be noted that these factors can be exploited to the optimum level to market the destination. In other words, these three elements are the broad product mix of the industry. One can modify and improvise the elements and thereby implement a particular marketing strategy. The factors mentioned in B and C above, in many cases can be sold as one. These two elements affect each other to a great extent as far as marketability of the destination is concerned. As mentioned earlier, WTO forecasts a major role of marketing in overall tourist accessibility to a destination for the coming decades. Therefore, both the elements-- destination and the facilities available therein will play important roles in the tourism industry in the years to come. These elements can affect the overall image and desirability of the destination. The constituents of both the elements like safety, pleasure, facilities available can also individually affect desirability of the destination. Image may also be affected by the overall behavioural characteristics of the tourists. These include *motivation, attitude, needs* and *values* of the tourist. The processing and building

of image, which is known in marketing as positioning is a complex psychological system. The positioning, in turn, affect the personal decision regarding visiting a particular destination. As in normal decision making process, however, a tourist or a prospective tourist may have many desirable destinations in his/her mental queue, wherefrom he/she can select only one destination at a time. The stronger the position of a particular destination, more is the chance of its being up in the desire ladder. It must be pointed out here that as tourism is a service, the amount of information or knowledge the traveler is going to gather is very crucial; which might even affect the whole decision making process. The amount of information in the disposal of the prospective visitor may be *limited*; which means that the traveler is going to decide about a destination without having full or reasonable information. Mathieson and Wall[xv] have identified a five-step decision making process for the travelers.

1. *Travel desire*: the initial period when the need for travel is felt and pros and cons are weighed up.
2. *Information collection and evaluation* is the next step when the travelers try to gather as many information as possible on travel destinations - through publicity materials, books and through word-of-mouth.
3. The next step is *travel decision* which covers the decision regarding destination, way of traveling, accommodation and other activities involved.
4. *Travel Preparation and Experience* involves tickets, bookings, travel money and documents, clothing and the travel itself.
5. *Travel satisfaction evaluation*: At this stage the traveler would evaluate the experience constantly and use the result in making future travel decision.

There remains limited opportunities for the destination managers to influence the decision making process of individual tourist. However, creating a position regarding a destination in the minds of the travelers can help keeping the destination in the active consideration set of the decision making process. This may, however, not result in an immediate sale of the destination. This concept is rather peculiar in tourism industry. The travelers rarely make repeat visit(s) to a destination- particularly if he or she is not under any compulsion. And hence if the

tourist wants to go for another vacation with the same purpose and consideration, the obvious choice would be the number two destination in the preference ladder. This characteristic makes destination selling somewhat different from selling a soft drink or an airline, as there remains little scope to induce repeat buying. In other cases, the top brand of the product or the service in the active consideration set has got the highest possibility of getting sold, first time and every time the person is buying that product -- till a competitor brand topples it from the number one position. But in tourism, the destinations lower in the hierarchy moves upwards as and when the choices above get exhausted as if a spring is pushing them upwards constantly. This transformation of choice in the preference ladder happens automatically -- without any direct input from the destination sellers. Therefore, creating a position is very important for the destination manager to be in the active consideration set of the prospective tourists.

All tourist spots or attractions are positioned in a particular way by the individual tourist or prospective tourist. However, the size of the awareness set (of destinations) of the potential customer would depend on the level of awareness and the level of exposure of the prospect among other things. A destination is always evaluated by the tourists on the basis of certain attributes. Tourists are also influenced by the positioning strategy of the destination marketer. Therefore, the need for market segmentation to find out the most important factors responsible for creating a position about a destination has always been present. It can be taken for granted that the importance of these factors would definitely vary from segment to segment.

At the same time, as mentioned earlier, creating a distinguishable attribute is also very important for destination marketing. Positioning will be meaningless if a particular destination is not distinguished on the basis of certain factors from host of others. For example, many sea beaches are present in Indian tourism map. These may be Gopalpur-on-sea, Pondichery, Goa, Andaman and Nicobar, Deegha, Puri to name a few. Now if the customers cannot distinguish between these 6 destinations, selling a particular destination may not be easy for the destination manager. The

beaches of Goa may be promoted to fun seekers- who may like a destination full of fun and tourists, Gopalpur-on-sea may be to the new couples searching for a place to celebrate their honeymoon quietly; Deegha to the tourists who need a quick break from the daily chores of life and also to the price sensitive segment etc. Here in each case a distinguishable attribute is given preference to other attributes, which is making the spots unique from each other. The distinguishable attributes can be created for a small tourist attraction, a cluster of attractions, for a particular geographical area or a region or for a country. Whatever the unit may be, a meaningful attribute or a composition of attributes must be promoted and emphasised upon so that prospects may recall the destination along with that attribute(s) only. However, to be meaningful, a distinguishable attribute should fulfill the following criteria.

The attributes through which a distinction is sought to be sold must be important to the prospect, must be distinctive from others, the attribute should be superior, it must be communicable to the prospect, the distinction(s) should be unique to the destination so that it can not be easily copied by others[xvi]. Uniqueness also provides for the fact that whatever is promoted must be present in the destination - physically or psychologically. Other important conditions include affordability and profitability. Therefore, there remains the need for a study to find out as to what constitute the most important distinguishable factors for different classes of prospects.

To address this problem, a study on the factors that the tourists consider before selecting a destination is to be carried out. These types of scientific study and analysis are rare in Indian context. Also, in Indian promotional materials it is evident that the marketer is not following a particular positioning strategy. There remains lot to explore regarding the segmentation of foreign tourists coming to India. Also the profile of domestic tourists are to be found out in relation to their selection of particular destination.

As described earlier, The situation is worse in NE, though it can easily be promoted as a cluster for the prospects. Tourism is regarded as the industry of 21st century for this region, whereas, nothing is being done seriously to market the attractions available in the region. Almost all spheres of the economy are witnessing a lackluster development in NE India. Infrastructure is often cited as the main reason for the underdeveloped tourism industry of the region. Infrastructure includes, among others, the transportation and other facilities as mentioned at [C] above. However, attention rarely has been paid to another often-neglected component, the destination. A clear policy regarding the destination is not forthcoming even from the NTOs. It is often cited that lack of infrastructure is a deterrent to the tourists. But it has not been probed in detail, thus giving rise to a myopic vision. Hardly any attempt has been made to examine the profile of the tourists who 'refuse' to come to a destination which is not equipped with *world standard* infrastructure! Are they the foreign tourists? If affirmative, can they be segmented into any group on the basis of some common factors - for example, the country of origin? Or are they from among the mass Indian populace? No NTO of this region, in fact, has adopted any integrated approach to recognise the existence of such segments of the tourism market. If it is not known to whom the products are being sold, how can it be concluded that the products are not saleable in the market for the lack of certain features (e.g., infrastructure)?

Therefore, a study on the profile of the tourists is important. Also the factors which affect the decision regarding a destination are to be studied in detail so as to group them into promotable variables. The prospects' perception regarding the NE as a tourist destination and its most viable positioning is to be studied to arrive at a meaningful positioning strategy for the region.

1.5 Objectives of the Study:

Above discussion suggests the following objectives of the study.

a) To identify the variables tourists think most important while evaluating a destination.

b) To boil these variables down to a few broad clusters so that these can be promoted while packaging a destination.
c) To determine the role of these factors in creating a position for a particular destination.
d) To find out the profile of the tourist segments on the basis of certain psychographic characteristics.
e) To ascertain the most effective medium to communicate to these segments of tourists.
f) To offer the most suitable position for NE to be promoted as a tourist destination and the strategies to achieve these position.

1.6 Scope and Limitations:

The study covers preference levels of various groups of tourists and prospective tourists. The tourists' perception regarding NE as a tourist destination is also measured and analysed. Persons from various origin including foreign tourists are interviewed for this purpose. Thus the study is conducted on a national basis, thereby negating any regional bias of the tourists.

The study also looks into various segmenting variables to find out the most suitable factor for segmentation. These include, purpose of travel (described as Idea of Vacation), frequency of travel for the purpose of tourism, age, place of origin, income, education level, and occupation of the tourist.

Effects of various media of communication like, the travel brochures, printed publicity materials, publicity through electronic media, reference of earlier visitors etc are also put into test to find out more sensitive media for different segments of tourists.

Role of tour operators in destination positioning has also been examined in the study.

Factors considered by the tourists while evaluating a destination are also scrutinized on the basis of the level of dependence on these factors by the tourists. Altogether, 21 variables are examined in this context. Then these variables are boiled down using factor analysis to find out the two most common factors as per consideration of the tourists. The level of importance on these factors are also found out for different segments of tourists.

The perception on NE as a tourist destination is then analysed on the basis of the two principal factors.

Best fits for NE on the basis of tourists' preferences are evaluated and the awareness level of the respondents on NE is examined.

Positioning strategies for NE are formulated considering the level of preference and the level of perception of the tourists.

The study suffers from certain limitations also.

The survey was conducted in the months of July 1998 to June 1999, which may be treated as time-barred in some cases. This needs special mention regarding the income level of the tourists and their propensity to consume tourism product. Also, during the period of field study, the revolution of Internet only started in India, and did not touch the lives of common people. However, at the present moment the common man even in India is treating Internet as one of the most reliable mode of communication and information gathering. However, the role of Internet as a mode of communication in influencing tourists' image on a destination is not included in the study.

The survey on tourists' preferences and perceptions was conducted in three places, namely, Shimla, Goa and Assam. Even though proper care was taken to select the sample purely on random basis, the sample may not represent the total

population as a whole, as the tourists interviewed may not represent the community they come from.

As the awareness level on NE among the general population outside the region is very low, the rate of non-response against the questions regarding the level of perception is unduly high. This might affect the ultimate results of the analysis.

The formula for ascertaining the Comprehensive Scores is derived from the formula of calculating weighted average. The loading from factor analysis are used to assign weight to the raw variables against the two principal factors. The loading, for different sample drawn at different point of time may significantly differ from the derived ones. This might also affect the ultimate results of the study.

Limitations, however minimal, in many instances are also mentioned in due place wherever such problems are encountered during the study.

1.7 An Overview of the Thesis:

The thesis has been arranged in the following way.

Chapter 1 starts with a discussion on the present nature of tourism industry. Tourism, for the purpose of the study, is also defined in this Chapter. The role of marketing in modern tourism is discussed briefly, which ultimately leads to the definition of the problem at hand. Objective of the study, scope and limitations are also discussed in this Chapter.

Costs and benefits of tourism are taken up for discussion in Chapter 2. A brief outline on Indian tourism including arrivals of foreign tourists and extent of domestic tourism is also discussed in Chapter 2. A detailed discussion on the tourism potential of NE is also offered in this Chapter. A brief discussion is also offered on problems associated with tourism in NE.

The third Chapter deals with the methodology of the study. This Chapter basically describes the methodology adopted for the survey on Tourists' Preferences and Perceptions. The Sampling Plan and statistical tools used in the study are mentioned in detail.

In Chapter 4 a detailed analysis of the survey is offered. The preference levels of the tourists are derived from the scores respondents offered on various variables under study. Variables those are measured to find out the tourists' behaviour while selecting destinations are boiled down to two principal factors using factor analysis. The tourists are divided into various segments on the basis of classification categories derived from the survey. Popularity of package tour is also discussed, and the effects of Income, Origin, Sex, Frequency of Visit of the respondents, and Idea of Vacation on choice of package tour are found out. Role of media of communication is discussed in detail and the effects of these on various segments of tourists are also ascertained.

Chapter 5 deals with the level of perception of tourists on NE. The perceptions are determined on the two principal factors derived in Chapter 4. The levels of perception of various segments of tourists are also ascertained. Role of law and order situation on tourist perception is discussed in this Chapter. Awareness level of various tourist attractions of NE among the respondents are found out from the survey. The types of accommodation desired by the tourists are also covered in this Chapter.

In Chapter 6 major findings of the study are listed in brief. This Chapter basically deals with the conclusions drawn from the findings of the consumer survey.

Some positioning strategies for NE are discussed in Chapter 7. Various alternatives to market NE as a tourist destination are offered. A general positioning strategy for NE is also derived from the study, which is presented in this Chapter.

Apart from various other alternatives, role of Post Cards as a form of print media to promote NE is also discussed here.

In Chapter 8 the thesis is concluded and recommendations are made for future study.

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i Bezbaruah, M K ; *Tourism: the Global Scenario,* Indian Tourism: Beyond the Millennium; Gyan Publishing House, New Delhi; 1999, p 18

ii *Travel and Tourism Report,* World Travel and Tourism Council: 1996/97, page 35

iii World Tourism Organisation, 1994

iv *Tourism Marketing Trend;* World Tourism Organisation, 1997, p. 37,40

v Lea, John; *Tourism and Development in the Third World;* Routledge, New York, 1988, p 2

vi Bezbaruah, M K ; *Tourism—Current Scenario and Future Prospects;* Yojana, August 8,1999; p7

vii Bezbaruah, M K ; *Tourism: the Global Scenario,* Indian Tourism: Beyond the Millennium; Gyan Publishing House, 1999; New Delhi, p 25

viii Bezbaruah, M K ; *Tourism: the Global Scenario,* Indian Tourism: Beyond the Millennium; Gyan Publishing House, New Delhi, 1999, p 119

ix Lea, John; *Tourism and Development in the Third World;* Routledge, New York, 1988, p 2

x *Tourism 2020 Vision : Executive Summary;* World Tourism organisation; 1998, p.35

xi Middleton, Victor and TC, Heinemen, Butterworth; Marketing in Travel and Tourism, Oxford, 1994, p8

xii *Travel and Tourism: Jobs for the Millennium;* World Travel and Tourism Council, 1997, p 4

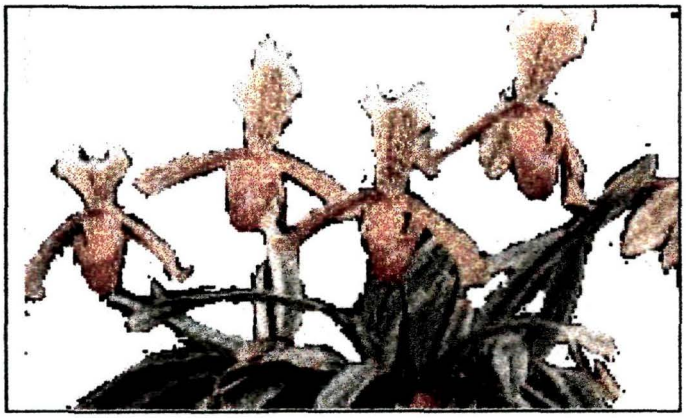
xiii Kotler, Philip; *Marketing Management, Analysis, Planning and Control;* Prantice Hall India, 1997; p 282-194

xiv Ries, Al and Trout Jack: *Positioning: the Battle of Mind*; McGraw-Hill International Edition, 1986 p 139

xv Lea, John; *Tourism and Development in the Third World;* Routledge, London and New York, 1988, p28

xvi Kotler Philip; Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall Inc., 1996, p303.

Chapter 2



Tourism in India

2.1 Cost and Benefit of Tourism:

There has been a lasting debate over the costs and benefits of tourism. International experiences support both sides of the arguments. Examples of thriving economies can easily be drawn from countries like Switzerland, Italy, USA etc., which have been successful in selling their traditional attractions. Examples of destinations (Fiji, Thailand, Maldives) adversely affected by tourism can also be found without much difficulty. A brief discussion is offered on this never-ending debate with special reference to India.

+ **Foreign Exchange Earnings**: Foreign tourists are sought after for any nation because the tourists bring foreign exchange to be spent in the traveled country. According to estimates available from the WTO, the average spending of a tourist was about US$ 715.019[i] in 1996. Hence every country, specially the poor ones are trying desperately to bring in more tourists to the country.

+ It is evident from the above that tourism can help in **boosting the Gross National Product** of a country. The effect of tourism on GNP is far more than the receipts from the foreign and domestic tourists because of the existence of a multiplier effect. Tourism is a cluster of innumerable services starting from the transporters to the services of the barber or the laundry. And the spending by the tourists is more likely to remain in that particular region. However, a small percentage of it might go out by way of import. (Exceptions are seen if capital items are acquired from outside the country.) The multiplier effect on the spending by tourists is bound to raise the GNP of the concerned country.

A generally accepted definition of tourism multiplier is offered by Douglas Pearce (1981). According to Pearce the multiplier effect is the *way in which tourist spending filters through the economy, stimulating other sectors as it does so.* This can be seen as the specialised application of Keyne's original explanation of economic multipliers. Pearce subdivides tourism multiplier into three categories, namely, Sales and Output Multiplier, Income Multiplier, and Employment Multiplier. The *Sales and Output Multiplier* measures total sales

or output stimulated by an initial expenditure as a ratio. Thus $100 spent by a tourist on a meal could result in a second round of $50 spent by the waitress out of her wages in a dress, and another $25 in a third round by the dress shop owner on weekly groceries. The total of $175 against the initial $100 gives a multiplier of 1.75. *Income Multiplier* measures the relationship between tourist spending and subsequent changes in income as shown in the formula below.

$$K = A \times 1/(1 - B*C) \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots [1]$$

Where,

A = percentage of total spending remaining in the region after some leaked away;

B= percentage of income spent by residents on local goods and services *and*

C= percentage of expenditure residents receive as local income after leakage.

Pearce defined *Employment Multiplier* as the ratio of total (primary and secondary) employment generated by the marginal tourism expenditure to primary or direct (primary) employment alone.

Donald E Landberg (1985)[ii] came up with a comprehensive formula of calculating the multiplier effect of tourism. According to Landberg, multiplier effect of tourism is related to the local beneficiaries' propensity to save and also the tourist's desire to use imported goods. In both the cases the money spent by the tourists will not be available for further use in the economy, thus nullifying any multiplier effect described by Pearce. Landberg's formula is shown below.

$$TIM = (1-TPI) / (MPS+MPI) \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots [2]$$

Where,

TIM = Tourism Income Multiplier

1 = Tourist expenditure

TPI = Tourists' propensity to Import

MPS = Marginal Propensity to Save of the local beneficiary

MPI = Marginal Propensity to Import of the local beneficiary

However, the multiplier effects of tourism would differ from place to place and one model can not be accepted everywhere. John Lea (1988) has pointed out miscalculations in determining the multiplier itself. The multiplier effect, on the other hand, would work as a catalyst for development or expansion of other sectors of the economy.

+ Tourism can also increase the revenue of the government by way of direct or indirect taxes. Various duties associated with production and sales of products and services and corporate income tax from the organised travel agents may be a lucrative source of revenue for the government.

+ Tourism is also treated as a generator of employment. According to WTTC, tourism industry offered 255 million jobs worldwide in 1996. This was equivalent to 1 in 9 available jobs in all sectors of economy. Estimated direct employment generated by tourism activities in India was almost 7.8 million in the year 1994-95[iii].

+ Improvement in availability of infrastructure is another positive effect of tourism. As tourists flow into a particular destination, investment in infrastructure in that destination goes on increasing resulting in improved infrastructure and a general upgradation of quality of life of the people of the area.

+ Development of understanding among people from different origin is another very important positive effect of tourism. Tourism is a unique event through which people would come into contact with different culture and belief of separate geographical regions. This provides the opportunity to understand and tolerate people from diverse origin. This tightens the universal bond amidst mankind and promotes harmony among different nations.

+ Tourism can also be a major stimulus for conservation of cultural heritage of the destination. Tourism, in many cases help in raise resources to preserve the archeological set up of a destination. In Singapore the old Chinese shophouses are preserved even after the building boom in the metropolitan city in the 1970s, only because tourists wanted them to be available. In most of the poor countries, governments of which are mostly concerned with improvement of standard of living of the countrymen, tourism demand for heritage and culture is playing a vital role in preservation and development of these. Tourism encourages local handicrafts and handlooms to be in their finest shape - as tourists long to buy these as mementos for their trips to the destination. Pipily of Orissa, for example, would not be as famous had tourism been not thriving in that area.

- Tourism and its related activities cause tensions, which result in degradation of the environment. This degeneration leads to imbalances in the ecology and result in further problems in the vicinity of the activities. Most of the places, which are overcrowded by the tourists, are facing the wrath of nature - by way of change in the weather, temperature or the vegetation. Beaches are polluted, hill stations are facing water crisis, erosions are increasing due to unplanned additions of infrastructures to accommodate increasing number of tourists, wet lands are loosing its flora and fauna, animals in the national parks are facing extra tensions, to name a few, due to unwelcome visits by large number of tourists- day in and day out. In 1985 an assessment was made in Maldives, one of the most visited Indian Ocean countries, only to find that the serenity, which was the major USP of marketing Maldives, had been rapidly leaving the island country. Fresh water sources in the island were polluted from sewage originated from the tourists. Effects of tourism on Amboseli National Park in Kenya were studied by Wesley Henry (1980)[iv], whose findings say that almost 80% of the visiting tourists restricted within an area of 15 sq. km exposing the animals in the park into great dangers. In fact, the research found out that just two species of animals, lions and cheetah accounted for more than 50% of the

tourists' time in the park. In the process as many as thirty vehicles sometimes cluster around a single animal group. The stress caused by this on the animals can easily be imagined. The devastating effect of tourism in India as well can be seen in the hill resorts of Shimla, Pehelgram and Ootty, where tourism waste have created havoc around the environment. Unplanned structures to accommodate more number of tourists have resulted in erosions in Shimla and also has created an artificial water crisis. Other hill stations like Shillong and Cherapunjee in Meghalaya would barely be able to take up more tourists as these places are facing acute water crisis even without heavy inflow of tourists. Even mountain places like Ladakh has its own story of litters and garbage thrown by the trekkers. The problems become many-folds as the places like Ladakh are having snow throughout the year and thus the natural biodegradable materials like peeled skins of vegetables, waste food etc are remaining as it is for years. And obviously as the number of trekkers (i.e., the tourists) increases, the problem becomes more unmanageable.

- Cultural tensions might also been experienced due to visit of large number of tourists. It is obvious that the cultures of the tourists and the hosts are not same, and hence, the hosts might not be able to accept the cultures the tourists bring alongwith them. Their behaviour, language, habits and more importantly the way they dress (this is the most tangible among all factors), which are known as *Demonstration Effect*, might create tensions between the two cultures. This conflict is seen in most third world countries, mostly in case of foreign tourists, who are seemingly more affluent, and successful than the hosts are. For example, countries like Thailand, Singapore (and also other East Asian countries) are facing direct societal problems because of this friction between the guests and the hosts. Prostitution, to be more precise, is the direct effect of tourism in Bangkok, and in other small Thai towns and cities.[v] Cultural degradations are also seen among the hosts as a result of this conflict. It is said that tourism reduces invaluable assets like culture of a region or country into a commodity, which can be sold to the tourists. Irrespective of the example of the Chinese shophouses in Singapore mentioned above, the devaluation of culture

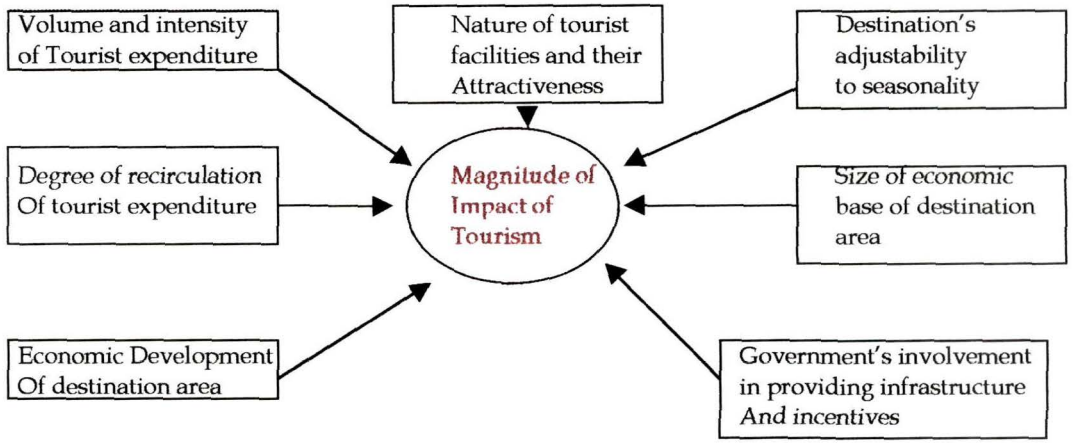
into a commodity might affect the local society very adversely. As the cultural assets like particular ritual, folk dances and songs, to name a few become salable, marketers would try to customise these to suit the needs of the consumers. This effort of marketing in the long run may corrupt the particular culture of the society, thereby degenerating the societal values further.

Even with these negative effects of tourism, its growth remains unabated, particularly in the third world countries. As the benefits are well read by the policy makers and marketers, tourism remains as one of the leading industries in the world. Governments are, however, risen to take necessary corrective steps to reduce or nullify the negative aspects of tourism. Most comprehensive list of variables, which leads to the growth of tourism, includes the following.

- Greater affluence and increase in leisure time for a large number of people.
- The freedom of the young generation and the level of disposable income they possess.
- Better transport facilities
- Growth of international business, necessitating international travel.
- Greater acceptance of package tour by the tourists
- Better education
- Mass usage of information technology

According to John Lea (1988), the magnitude of economic impact of tourism will depend upon the factors, which are depicted in the Figure 2.1.

Figure 2.1: Factors Governing Economic Impact of Tourism



Improvised from Lea, John; Tourism and Development of Third World,1995

As the destination meets the criteria mentioned in Figure 1.4, the tourism may achieve the highest impact in the local economy.

2.2 Indian Tourism:

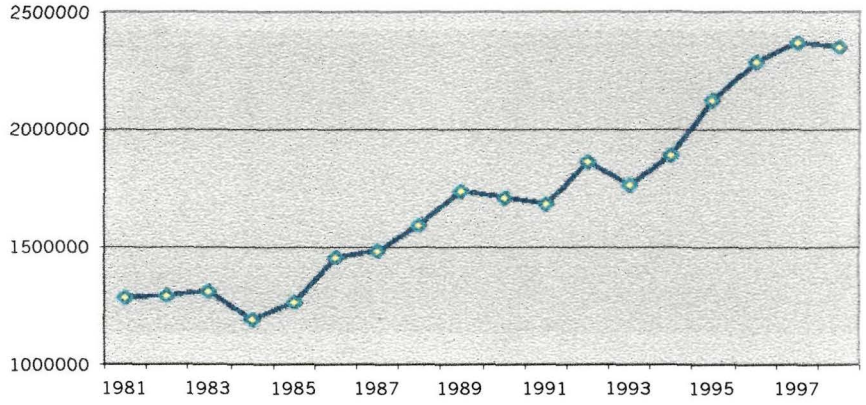
Economically, in spite of the recession during 1997-99, future growth areas are expected to be in Asia, because of the simple fact that this continent is yet to use its potential fully. Therefore, it is estimated that the average economic growth rate of Asian countries will be more than that of Latin American or European countries. As mentioned earlier, it is estimated by the WTO that China will be the market leader in tourism by the year 2020.

Travel is an integral part of Indian culture and heritage. From time immemorial people of this country have been travelling. *Atithi devo bhaba* had been the *mantra* of the day, where guests were treated like the God. India possesses rich and living cultural heritage, varied topography, attractions those can spellbound each and every kind of tourist – from the sea surfers to the trekkers in the world's most diverse mountain ranges, to the white water rafters- from the nature lover to the peace seekers. Deserts and the world's most rainy place, and many a uniqueness of the world are present in this country. However, it is often said that India is traditionally a serious destination rather than a place where

people come to relax and seek fun. With regards to diversity in India the famous orientalist, Max Mueller's observation on India can be quoted -- *If we were to look over the whole world to find out the country most richly endowed with all the wealth, power, and beauty that nature can bestow - in some parts a veritable paradise on earth- I should point to India. If I were asked under what sky the human mind most fully developed some of its choicest gifts ... I should point out to India.*

According to estimates of WTO and WTTC Indian travel and tourism industry, directly and indirectly, contributes 5.6% of the total employment and over 6% of the GDP in India. In 1999, the travel demand was Rs.1,193 billion and by 2010 it is estimated to go up to Rs.6,147 billion.[vi] In Figure 2.2 international tourist arrivals in India are shown during the period of 1981 to 1998[vii]. A depressionary trend is seen just after 1997, which can be attributed to the Asian currency crisis. The projected growth for the year 1999 is, however, 8% over the 1998 figure.

Figure 2.2: International Tourists Arrivals in India



2.2.1 Foreign Tourists and India

Tourists from all over the globe visit India. Table 2.1 offers the details of the originating countries of the tourists visiting India during the year 1998. Tourists from UK formed almost 16% of the total tourist arrivals to top the list. UK was followed by USA. Bangladesh surprisingly came next to UK which, however, was ignored by the Indian government for calculation of foreign tourists arrival. If

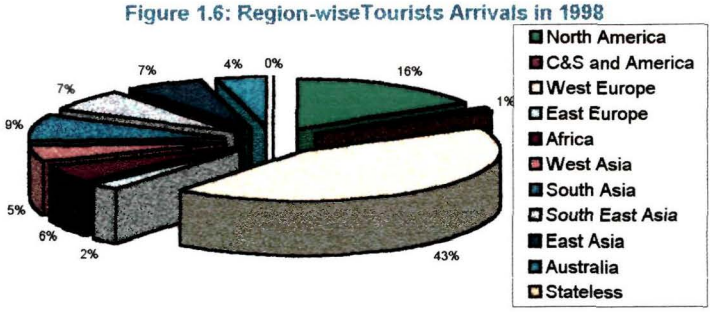
region-wise distribution of tourists arrival is considered, West Europe[viii] (consisting of UK, France, Netherlands, Greece, Germany, Belgium etc.) topped the list with 8,53,375 tourists visiting India during 1998. North America (consisting of Canada, USA, etc) is the next most tourist-originating region with 3,24,920 visitors visiting India. The third place is occupied by the South Asian Tourists (consisting visitors from Afghanistan, Iran, Nepal, Sri Lanka, Bhutan etc.) which account for 1,74,958 tourists in the year 1998 (which is down 4.5% from the previous year). Figure 2.3 offers a graphical display of region-wise arrivals of tourists in India during the year 1998. India was visited mostly by tourists of age group of 25-44 (49.8%) in the year 1998. During that year most of the tourists (91.7%) visited India for holiday and sightseeing. Incidentally, therefore, almost all tourists visiting India fulfill the definition of tourism as per this research. Foreign tourists normally visit India during winter season and lowest number of tourists is recorded during Summer.[ix]

Table 2.1: Top Ten Tourists Generating Countries in 1998

Country of Origin	Number of Tourists
United Kingdom	3,76,513
United States of America	2,44,687
Sri Lanka	1,18,292
France	97,898
Germany	93,993
Japan	89,565
Canada	80,111
Australia	57,807
Singapore	54,328
Netherlands	54,227
Others	10,91,271
Bangladesh	3,39,757
Pakistan	44,057
Total	**23,58,629**

Source: Annual Report, Ministry of Tourism, Government of India, 1998.

Figure 1.6: Region-wiseTourists Arrivals in 1998



2.2.2 Domestic Tourism in India

Domestic tourism is also vibrant in India. As the quality of life in the country is improving, the spending in leisure traveling is also increasing. Destinations like Goa, Shimla, Ootty, Manali etc. are thriving on domestic tourism. However, no systematic study has been undertaken in order to measure the impact of domestic tourism in Indian Economy. However, the sheer rush in all kinds of transportation means available in the country indicates that the number of travelers may be several billion in a year[x]. But then, this number does not distinguish between leisure travel and other kinds of travel. Domestic tourism in India is often neglected by the Government machinery and hence as mentioned above, its actual impacts are not being measured by any agency. The emergence of large *urban middle class* coupled with better transportation and communication facilities (like the Internet etc.) have created a new class of holiday and leisure tourists.

It is a well-established fact that management of domestic tourism is much easier than that of foreign tourists. Firstly, the domestic tourists' expectations regarding a destination are realistic. And hence they are not fussy about many things like the toilet, drinking water, transportation etc. Thus, the satisfaction level of this group of tourists is somewhat predictable. Moreover, potential of domestic tourism in India is boundless such that if exploited properly, this can bring a new era of economic development throughout the tourism industry. This might also help in positioning of destination easier, as the consumers are better known to the

marketers. Other social, cultural and economic advantages of Indian domestic tourism might be

- Demand for service and products from domestic tourists may be simple and thus complex process for production of these is not needed.
- Domestic tourism may maintain and sustain the industry in the off-peak period also.
- It facilitates a considerable shift of multiplier inputs, thus spreading the economic benefits to every village of the visiting region.
- Improves bonds between people from various parts of the country, thus boosting national integration.

In May, 1992, Government of India adopted a National Action Plan for Tourism to fulfill the following broad objectives:

- Socio-economic development of the areas and thereby to uplift the quality of life
- To increase employment opportunities
- Development of domestic tourism, specially the budget category
- Preservation of national heritage and environment
- To develop international tourism and for optimization of foreign exchange earnings
- Diversification of the tourism product specially into the fields of leisure, adventure, convention and incentive tourism
- To achieve an increase in India's share in international tourism.

The action plan also adopted certain strategies to achieve the above objectives.

2.3 Tourism Potentials of North East India (NE):

"The North Eastern part of India is almost another world. It is a place of magical beauty and bewildering diversity. A land nestled in myths and mysteries, lore and legends and in many tender dreams. A land where the summer rains drench the hills meeting the misty plains, where exotic wildlife haunts the jungles, where flow rivers like the Brahmaputra, the Barak and the Imphal and where the trains whistle into dark tunnels only to open out to breathtaking landscapes.

"With more than a hundred and fifty tribes speaking many languages, this region is a melting pot of variegated cultural mosaic of people and races, an ethnic tapestry of many hues and shades. The folk culture is still vital in this region. The primitive culture of at least the netithic age now co-exists with the modern and post - modern lifestyle. Well-integrated with life and nature, the folk artworks have a common element of tune and tone.

"Indeed it's a virtual paradise for travelers, searching for continuos joy in Pilgrimage, Adventure, Culture, Nature, Heritage, Wildlife, Golf and Polo and many more. All these make a rich panorama. It's a land in the twilight of imagination and reality. It's a tourists' delight, anyway."

This is how the NE is described in a Government sponsored website(www.nerdatabank.nic.in).

North East India, popularly known as NE, comprises of the seven States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura and geographically situated in the North East corner of India, precisely at Latitude 21.57°N - 29.30°N and Longitude 89.46°E - 97.30°E with an area of 25.5 million Sq. Km (7.8% of the land mass of the country). NE shares the international boundaries of India with China to the North, Bangladesh to the South West, Bhutan to the North West and Myanmar to the East. This region is connected with the rest of India only through a narrow corridor in North Bengal, known as Chicken Neck, having an approximate width of 33 km on the eastern side and 21 km on the western side.

About 70% of NE are hilly region, and the topography varies within each State. Mountains and hills cover most of Arunachal Pradesh, Mizoram, Nagaland, Meghalaya and about half of Tripura, 20% of Assam and 90% of Manipur. The plains of the region are mainly made up of separate landmasses - the Brahmaputra Valley and the Barak Valley in Assam and the Tripura plains in the South. In Manipur, the valley is small, comprising only about 10% of the total area of the State. The Brahmaputra Valley stretches longitudinally for about 730 km, from North Lakhimpur to Dhubri district in Assam. The Barak Valley, formed by the river Barak and its tributaries covers the districts of Cachar, Karimganj and Hailakandi of South Assam. The Tripura plain is an extension of the Ganga-Brahmaputra plain. The topography of the hills is generally rugged and vast areas are inaccessible.

The flora and fauna of this region is numerous and varied. As mentioned in the last Chapter, NE is regarded as one of the 16 most bio-diverse regions of the world. Hill ranges forming part of the Himalayas guard the northern side of the region. The area is made up of mountains above the snow line and plains just a little higher than sea level. Cherrapunjee and Mawsynram, places having the highest rainfall in the world are here in Meghalaya. Many endangered species of fauna like the one-horned-Asiatic rhino, white-winged-wood duck, and Golden Langur can be spotted in the reserved forests of NE.

These unique and varied natures of the region make it one of the most beautiful geographical regions of the country - ready to be explored by the tourists of different tastes and habits. This land is also very rich from the angle of heritage and culture. The Vaishnavite culture, which bloomed in the 15th century in Assam and in Manipur, is regarded as one of the most revolutionary modifications of hitherto untouched Hinduism. The *Satras* of Majuli (the largest river island in the world) still bear the testimonies of the bygone era. The famous *Pung Cholom* (drum dance from Manipur) reminds the world of its rich tradition and culture. The Krishna Leela Dance of Manipur is recognised as one of the classical dances of India, just like Kathakali and Odissi. The region is rich in folk culture and literature

also. The Nagas are easily recognised in almost all parts of the world for their unique tribal culture. Naga villages offer the example of the most disciplined traditional village councils known as Naga Ho Ho. Arunachal too is a pleasant mixture of different tribes.

No single region in the country with a meager area of 25.5 million-sq. km. can offer such diversified destinations.

However, the mostly agrarian economy of the region could not keep pace with the liberalisation and globalisation happening elsewhere in the country from 1990. The Indian nation as a whole, progressed at a faster pace than the NE. NE's per capita income is lower than most of the other regions of the country, the growth of the Net State Domestic Product (NSDP) is either still or very slow in the region. The number of persons below poverty line is increasing with higher-than-the-national-average growth rate of population in many States of the region. Industrialisation is very poor, with no private participation is coming easily. Not even a single project with foreign funding has taken off in this region in the memorable past.

Development eludes the remote villages of the region. The infrastructures like roads and electricity are hardly reaching the villagers in many parts of the region. The wooden bridges connecting many villages are broken down, roads are devoid of black tops (wherever they are, big potholes are the most common things in the roads). Buses are not plying between villages even in Brahmaputra valley. Many villages do not have electricity connections. Those who have, do not get power even for 10 hours in a day. Thus industrialisation and alongwith it, jobs are scarce in NE. Constant immigration from the bordering Bangladesh is creating pressure in the limited landmass of the Brahmaputra valley, forcing people to cease cultivation and move to the towns in search of jobs.

Such hopeless and devastating economic backdrop makes this region easy breeding ground for extremist and militant organisations. All States, except for

Arunachal Pradesh and Mizoram, are infested with number of separatist underground organisations, seeking liberalisation for its fellow ethnic people. Nagaland and Tripura have the dubious records of housing the oldest separatist movements. Assam joined in the recent past with more than 5 deadly and active underground groups.

This is creating a vicious cycle. All State Governments are to spend enormous amount of money to fight terrorism, leaving just enough to feed its huge staff, and in the process forgetting the development works. Due to low industrialisation, Governments can not raise enough money for the works to be done. Thus the backbone of the economy of this region is completely broken down. With this background, only labour-intensive production process, where the mass can be involved and employed, can bring about a real growth in the region. The much-waited green revolution may be one such remedial measure. However, the amount of subsidy and Government efforts may again create hindrances in the process. Tourism is another such agenda, where small-scale and cottage industry can be sustained to the greatest extent. Huge amount of indirect employment can be generated through ancillary units those support tourism in the region. The handicraft industry can receive the much-needed boost through tourism. As discussed in the first part of this chapter, the multiplier effect of tourist spending would start the pump priming effect in the economy. Hence tourism is regarded as the industry of future for the NE.

2.3.1 Tourist Arrivals in NE

Normally the tourists are divided into two obvious categories, foreign and domestic. This division helps the strategists to find out avenues to attract desired number of tourists. This division is also supposed to help in preparing a tourist spot for the target tourists.

NE region is receiving limited number of both the types of tourists. In fact, the number of tourists visiting the region is very low compared to national average.

Table 2.2 shows the arrival of foreign tourists in 6 NE States (excluding Arunachal Pradesh) during 1996-98 in relation to the national receipt of foreign tourists.

Table 2.2: Comparison of Foreign Tourists Arrivals[xi]

Year	NE*	National	Percentage of National
1996-97	3,091	1923,695	0.16
1997-98	3,071	1973,647	0.15

Excluding Arunachal Pradesh, for which data are not available

It is seen from the Table that the scenario in NE is very pathetic as far as tourist arrivals are concerned. Table 2.3 offers the State-wise break-up of tourist inflow in the NE States.

Table 2.3: State- wise Tourist Arrival Statistics

	Year	Domestic	Foreign	Total
Meghalaya	1994	1,54,977	577	1,55,554
	1995	1,44,529	1,172	1,45,701
	1996	1,36,183	1,573	1,37,756
	1997	1,15,563	1,071	1,16,634
	1998	1,36,952	1,055	1,38,007
Nagaland	1994- 95	16,222	301	16,523
	1995- 96	13,860	74	13,934
	1996- 97	13,139	54	13,193
	1997- 98	39,101	185	39,286
Manipur	1994- 95	82,798	370	83,168
	1995- 96	84,025	288	84,313
	1996- 97	87,074	219	87,293
	1997- 98	91,620	173	91,793
	1998- 99	50,176	173	50,349
Assam	1994	18648	340	17988
	1995	16026	479	16505
	1996	14730	1000	15730
	1997	14238	723	14961

	Year	Domestic	Foreign	Total
Mizoram	1994- 95	15659	26	15685
	1995- 96	20227	146	20373
	1996- 97	24873	53	24926
	1997- 98	27919	113	28030
	1998- 99	30000	150	30150
Tripura	1993- 94	1,80,135	44	1,80,179
	1994- 95	2,05,436	08	2,05,444
	1995- 96	1,89,251	96	1,89,347
	1996- 97	2,02,659	192	2,02,851
	1997- 98	2,36,119	806	2,36,925

Source: website www.nerdatabank.nic.in

It is seen from the figures in the Table that Meghalaya and Tripura have been receiving highest number of tourists over the years. The number of domestic tourists visiting Meghalaya shows a receding trend over the years. The foreign tourist inflow is coming down from the peak of 1,573 in the year 1996. For Nagaland, visit of domestic tourists is increasing, while the same in case of foreign tourists declined from 301 in 1994-95 to 185 in 1997-98. Manipur received 50,176 domestic tourists, which is lower than the arrival figure of 1997-98. The foreign tourists' visit to the State remains static for the years 1997-99. Clear declining trend is seen in case of domestic tourists' arrivals in Assam. Visits of foreign tourists peaked in 1996 that came down slightly in the year 1997. Both domestic and foreign tourists' arrivals in Mizoram is steadily increasing over the years. The statistics available from the Table shows that the domestic tourists' visits to Tripura almost doubled during 1993-94 and 1997-98. The arrivals of foreign tourists are also increasing with an 18 times increase during the same period.

2.3.2 Destinations of NE

As mentioned above, NE is full of tourist attractions. These attractions are very briefly mentioned in the following sections.

2.3.2.1 **Tripura:**

Tripura is a land of mountainous cleft by valleys of about ten rivers. Legends speak of the existence of Tripura as a political entity from the days of the epic, Mahabharata. The temples reflect the religious preference of a long established Hindu dynasty.

Tourist Attractions:

- *Tripura Sundari Temple*, which was built in 1501 AD, is regarded as one of the 51 Piths of Hindu pilgrimage.
- *Bhuvaneswari Temple* is a rare specimen of temple architecture, located on the bank of river Gomati. It bears close literary reference in Ravindranath Tagore's novels and dramas.
- *Pilak* attracts tourists' attention for the archaeological remains of 8th and 9th centuries. Number of terracotta plaques, sealing with stupa and stone images of *Avolokiteswara* including image of *Narasimhan* have been found here, which date back to Buddhist period.
- *Deotamura* meaning 'the peak of God', has an interesting panel of images carved on the hills facing the river Gomati.
- *Unakoti* is regarded as the largest Bas-relief sculpture in India. The stone and rock cut images on the hill slopes belong to 7th to 9th century. The rocky walls, the central Shiva Head and gigantic Ganesh figures deserve special attention.
- *Jampui Hills* is blessed with excellent climatic conditions, it is the seat of permanent spring. The sunrise and the sunset in the hill range are worth-seeing. The natural beauty, pleasant weather, orchids and orange gardens make it an ideal place for the tourists. Located at an altitude of 3000 feet above sea level, this place displays the ideal life style of a typical serene village.
- The famous royal house *Ujjayanta Palace* at the heart of the city covering an area of one sq. km., was built in 1901.
- The fourteen goddesses are worshipped every year in *Chaturdas Devtabari* in July for seven days, which is popularly known as *Kharchi Puja.* Large number of pilgrims assemble here to pay their offers.

- More than 150 species of residential birds are found in *Sepahijala*. Winter brings here a flock of birds. An Orchid Garden, a Botanical Garden and a Zoo make Sepahijala a Tourists' delight.
- *Kamalasagar* is Situated just beside the Bangladesh border. There is a *Kali* Temple, on a hill- top, built in the 15th century. A lake, in front of the Temple, alloys pilgrimage with beauty. *Neermahal,* the water palace, built by Maharaja Bir Bikram Kishore Manikya, as a Summer Resort is located in the center of a lake. This lake, covering an area of 5.3 sq. km., attracts migratory birds during winter.

- *Rowa, Sepahijala, Trishna* and *Gumti* are the four sanctuaries in this State. There is a vast water reservoir covering approximately 300-sq. km. in *Gumti.* This reservoir attracts many resident and migratory birds. *Rowa* presents ample scope for a Botanist's study. In *Trishna,* there are patches of virgin forests, which are rich in rare vegetation. The crab-eating Mongoose, which were last sighted about 72 years ago in India, has been rediscovered in *Sepahijala.*

2.3.2.2 Nagaland

Nagaland, which is situated in the eastern boarder of India touching Myanmar is full of exquisitely picturesque landscape. The vibrant tribal culture makes Nagaland a perfect choice for heritage tourism.

Tourist Attractions:

- *Tourist Village Complex* at *Chumukedina Old Village* is set up by the Dept. of Tourism. Short rides up the hill, and an absorbing view of *Dimapur* and its immediate surroundings can be seen, way down below. Up here, the summer air is relatively cooler.

- *Triple Falls,* located in Seithekima village area is another resort being developed by the Dept. of Tourism. This three-tier waterfall, cascading from a height of 280 feet into an inviting natural pool, is a trekker's haunt.
- Ruins of *Medieval Kachari Kingdom,* which was established before the 13th century AD is another place of attraction. The monoliths represent the elaborate rituals of the cult of fertility. A touch of Hindu influence on most of them can be seen. Besides, this ancient Kachari capital contains other ruins of temples, and tanks. There still exist scattered blocks of stone and brick pieces with various designs.
- *Intanki Wildlife Sanctuary,* at just 37 km. away from Dimapur, is a habitat of various animals including some rare species of birds.
- *Ungma,* the oldest and biggest Ao village, is of great interest to people who have a desire to peep into Ao folklore, customs and traditions.

Traditional Art and Dress:

The traditional ceremonial attire of each tribe is in itself, an awe inspiring sight to behold. Each male is adorned with multi coloured 'spears' and 'daos' decorated with dyed goats' hair and the headgear that is made of finely woven bamboo interlaced with orchid stems, adorned with boar's teeth and hornbill's feathers, elephant tusk armlets etc. They wear colourful and intricately designed costumes, jewelry and beads. The present generation has ventured into fashion designing in a big way; reproducing fabrics that represent the ancestral motifs blended with modern appeal.

2.3.2.3 Mizoram

Mizo Bamboo Dance

Mizoram, i.e. the Land of the Highlanders, is situated between Myanmar, Bangladesh and the States of Tripura, Assam and Manipur. The rivers, peaks, plains and the lakes are the treasures of Mizoram. Mizoram is particularly known for its colourfull dance of *Cheraw.* Long bamboo staves are used for this dance, hence called Bamboo Dance, a dance of skill and alert minds. *Khuallam* is another dance form, performed in colourful profiles to the tune of gongs and drums. This is a dance for the visitors and guests.

Tourist Attractions:

- *Lunglei Town* is full of natural landscapes, cool and pleasant climate, rich flora. All these make this place a beautiful Hill- Station. The remains of the British Missionaries and the first church of Mizoram are found there.
- *District Park Zobawk* is an archetype place for the tourists craving for nature.
- *Chhimtuipui is an* ideal Hill Station for tourists looking for solitude and clean air and is located at an altitude of 1218 meter.
- The highest mount in the State situated at 2157 meters above sea level, houses *Phawngpui National Park.* With an area of 3000 sq. meters, this park is rich in Flora and Fauna. Its' a home for Tigers, Sambar Deer, Hoolog Gibbon, Barking Deer, Bear, Serow and birds.
- *Palak Lake* is an oval shaped lake, the biggest in the State, surrounded by original thick forests and plantations. It's rich in flora and fauna and even in wild elephants. Various types of water lilies and varieties of water birds nested in these plants cover a large part of the waterfronts.
- Beautiful lakes of *Palak, Tamdil, Rungdil* and *Rengdil* give the land a touch of extra- ordinary natural beauty.

2.3.2.4 Meghalaya

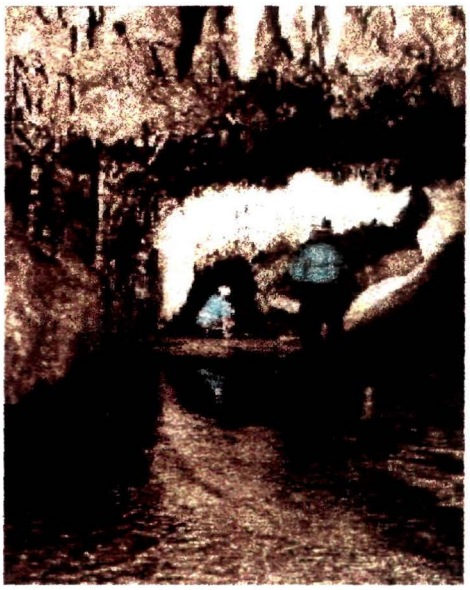
Literally, Meghalaya means Abode of the Clouds. The name Meghalaya describes the climatic phenomenon that brings torrents of rain to its mountainous terrain. This hilly State has been called 'a patch of beauty and grace'. It is linked to the Borail Range, an offshoot of the Himalayan Mountains. The refreshing mountain air, the whispering pines, the exotic flora and fauna, the caves - all stretch out the tourist a tremendous taste of beauty. Here's Nature in all its glory. Limpid lakes, expansive rivers, babbling streams breaking into waterfalls, twisting and turning, disappearing in the jungle constitute the tourism map of Meghalaya.

Tourist Attractions:

Numerous natural caves all over Meghalaya are a special attraction for tourists. A few of them are even the longest in the Indian Sub- continent.

- *Krem Phyllut* cave is situated in village Mawsmai, south of Cherrapunjee. It has a large section of fossil passage, two stream ways and three entrances. Length: 1003 m.
- *Krem Mawmluh* has a five- river passage with impressive proportions. With a length of 4503 m it is the 4th longest in the Indian sub- continent.
- *Krem Soh Shympi.* It has a large pothole entrance of 20 m deep. Length: 760 m.
- *Krem Dam* is the largest sandstone cave in the Sub- continent. Length: 1297 m.

A cave in Meghalaya



- *Krem Um- Lawan* is a beautiful cave of the Eocone Age with an upper fossil passage and a lower active passage, it has numerous cataracts and waterfalls. It is the Longest (6381 m) and deepest (106.8) cave in the sub- continent.
- *Krem Kotsati* cave has 8 entrances with a main entrance through a deep pool. Portions of the beautiful river passage have to be crossed by swimming or by using inflatable rubber boat. Length: 3650 m.

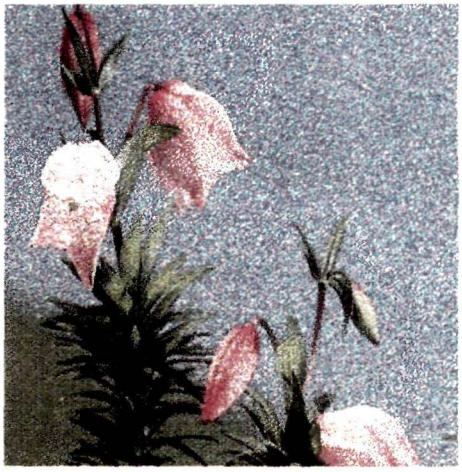
- The entrance passage of 350 meter offers a comfortable stroll on moist sand of the cave *Krem Umshangtat.* Length: 955 meter.
- *Krem Lashinng* cave has a length of 2650 meter.
- *Krem Sweep* has beautiful stalactites and stalamites. Length: 970 meter.
- *Siju Caves* is a famous limestone cave, located near Naphtak lake and Simsang Game Reserve. The formation of stalagmites and stalactites in these caves resemble those of the Blue Grotto in the Isle of Capri. Length: 4772 meter.
- The small and insignificant circular entrance of *Tetengkol Balwakol* of 1 meter in diameter hides a large cave of 5334 m long which is said to be the 2nd longest in the Indian Sub- continent.
- *Dobhakol Chibe Nala* cave is well hidden by a large rock and has a length of 1978 meter.
- *Bok Bak Dobhakol* is a rather complex cave, which seems to be an intermittently active river sink. Length: 1051 meter.
- *Trekking* in this State is unique in the sense that terrain is very rugged but with the advantage of not being snowbound. An added attraction is the possibility of encountering many rare animals such as the slow loris, assorted deer and the occasional bear. Guides can be hired to take the keen trekker in terrain, which is characterised by flowering rivers, rolling hills and towering waterfalls.
- Hot Spring at *Resubelpara* and *Pa Togan Nengminla* Memorial and *Rasina* Falls can be accessed from *William Nagar*
- A sunset view can be best seen from *Tura Peak* at 1400 meter above sea level and its summit can be reached by a 5-km trek, partly by hiking and also by rock climbing.
- *Balapakram* is a National Wildlife Park, known as the 'Abode of Perpetual Winds'. It is believed that here, the spirits of the dead dwell temporarily before embarking on the last journey. It is the home to the Lesser Panda, the Indian Bison and the Stag like Serow.
- *Umiam Lake* offers water sports facilities including sailing, water skiing, water scooter.
- *Sohpetbneng* is set amidst a beautiful scenic view against the backdrop of a sacred forest. Navel of Heaven, as per Khasi mythology, or Heavenly Peak,

which offers to fill the spiritual void and emptiness to those who seek and desire solace and peace of mind.

- *Syndai* is a unique village, dotted with a number of caves and caverns, used as hide- outs during wars between Jaintia Kings and foreign intruders. During Shivaratri, people visit this place.
- *Nartiang* was the summer capital of the Jaintia Kings. Huge monoliths form the striking landmark of the village. The Nartiang menhir measures 8.4 m in thickness. The monoliths represent the megalithic culture of the Hynniewtrep people. Also exists a 500 years old Durga temple, where there is evidence of regular human sacrifices.
- *Thadlaskein lake* is a beautiful spot for boating.
- *Jowai* is a picturesque town circled by the majestic Myntdu river.
- *Shillong* is one of the celebrated Hill Resorts in India, neither snow- bound in winter nor over-crowded in summer. This 128 years old mini-city retains a bit of its picturesque past. No wonder it is called 'The Scotland of the East'. The architecture here is unique in India. The houses look like English homes with well- laid chimneys of beautiful designs emitting smoke from fire- places through the long wintry months. Spots of tourists' interest in and around Shillong are:
  - *Golf Course*: Developed in 1889 as a 9-hole course, it was later converted to an eighteen holes course. It is termed as the 'Geneagle of the East' at the United States Golf Association Library and Museum.
  - *Shillong Peak*: The highest point in Meghalaya at 1965 meters above sea level. The city below is pretty as if a picture postcard, lying curled at one's feet.
  - *Ward's Lake* is a century-old man made lake. Popular for short garden walks and boating.
  - *Lady Hydari Park* is well- laid gardens and mini zoo.
  - *Crinoline Falls*, which is a cool spot within the city limits.
  - *Bidon* and *Bishop* are two well known beautiful falls just nearby.
  - *Spread Eagle Falls* is a treat to the eyes for its soothing setting amidst the calmness of nature.

- *Sweet Falls*: Situated near Happy Valley, ideal for picnic.
- *Elephant Falls*: situated at 12 km on the outskirts of the city. It is a unique two- tiered waterfall, set in dells of fern- covered rocks.

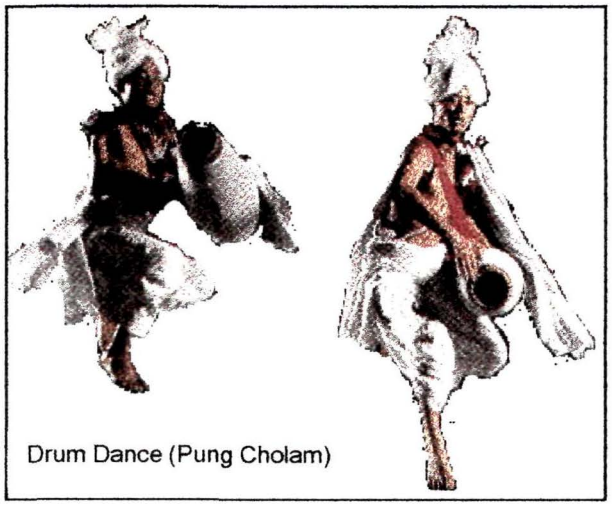
- *Cherrapunjee* (Sohra) receives the second highest rainfall in the world and literally remains amidst clouds in the summer season. It is a pleasant drive to see roaring waterfalls leaping into deep gorges, including the famed *Nohsngthiang Falls* situated in one of the rainiest belt in 1,300 meters above sea level. *Cherrapunjee* is also famous for its limestone caves, orange and honey. Cerrapunjee has been the center of *Khasi* culture and literature. The oldest Presbyterian Church and the Ram Krishna Mission are also here. Its natural beauty is complemented by springs and sacred forests, beautiful Park, Bird sanctuary, *Mawsmai Cave* and falls, which are just nearby. *Nohkalikai* Falls, the fourth tallest falls in the world, adds to the glory of Cherrapunjee.
- *Mawsynram* is the place of highest rainfall in the world, which is also known for the giant stalagmite formation shaped into a *Shivalinga* and a cave, a place of pilgrimage for Hindus. This place is unique in geological formation called *Symper Rock*, an almost flat topped loaf-shaped rocky dome, which rises sharply from the midst of the surrounding hillocks. From its base, one has to take an exciting uphill trek to reach the summit of the rock. From the top of the hill one can see the plains and the fast-moving rivers of Bangladesh.
- *Jakrem* is a popular health resort having hot springs of sulfur-water, believed to have medicinal properties.



2.3.2.5 Manipur

- *Ukhrul*, the highest hill station of the State, is a centre of the colourful warrior tribe Tangkhul Nagas. It is famous for the Siroi Hills. The ordinary looking Siroi lily blossoms on the hilltop, at a height of 2591 m during May- June.
- *Khangkhui Cave* is a remarkable natural lime- stone cave. During World War II, the villagers sought shelter in this cave.

- Besides interesting spots like Buning Meadow, Zailad Lakes, Barak Waterfalls etc., the *Tharon cave* is of great importance. Having 34 joints, this cave is 655.6 meters in length. It has five exits and good ventilation system so that no symptom of exphyxia can be experienced.
- *Bishnupur* is the 15th century Vishnu Temple built of peculiarly small bricks during the reign of King Kiyamba is of historical importance. The temple is famous for its chiseled stoneware.
- On the western fringe of the Loktak Lake, *Phubala* is a charming little resort, linked to the mainland by a narrow causeway. Boating and other water sports are being introduced here.
- *Moirang,* one of the main centres of Meitei folk culture with the ancient temple of the pre-Hindu deity Lord *Thangjing,* is situated here. Men and women dressed in colourful traditional costumes sing and dance in honour of the Lord at the Moirang *'Lai Haraoba',* which is a ritual dance festival held in May every year.
- *The INA Museum* containing letters, photographs, badges of ranks and other memorabilia remind the visitor of the noble sacrifices made by the INA under the charismatic leadership of Netaji Subhas Ch. Bose.



Drum Dance (Pung Cholam)

- *Loktak Lake* is the largest fresh water lake in the NE, a veritable miniature island sea. From the Tourist bungalow set atop *Sendra* Island, visitors get a bird's eye view of life on the lake, small islands that are actually floating weed on which live the Lake people, the shimmering blue waters of the lake, labyrinthine boat routes and colourful water plants.
- The *Sendra Tourist Home* with an attached cafeteria in the middle of the lake is an ideal tourist spot.

- *Red Hill (Lokpaching)* is a thrilling spot where a fierce battle took place between the British and the Japanese forces in the World War II and regarded as a holy place. The Japanese war veteran had constructed 'India Peace Memorial', a monument in memory of Japanese martyrs who sacrificed their lives in the fierce battle.
- *Shree Govindajee Temple* is a historic Vaishnavite centre, adjoining the Royal palace of Manipur's former Maharajas.
- *Khwairamband* Bazaar or *Ima market* is a unique all women's market, run by 3000 Imas or mothers.
- *War Cemeteries* is also another attraction, which commemorates the memories of the British and Indian soldiers, who died during the Second World War.
- *Khonghampat Orchadirium* is spread out in an area of 200 acres and with over 110 rare varieties of orchids, which include almost a dozen endemic species. Peak blooming season: April- May.
- *Kangchup* is a health resort on the hills overlooking the Manipur Valley.
- *Kaina* is a sacred place of the Hindus coupled with Charming scenery. Hill shrubs and natural surroundings give the place a sanity and religious atmosphere. *Kaina* is also famous for Ras dance performances.
- In *Chingoi Baruni* pilgrims take holy dips at the Chingoi stream.

2.3.2.6 Arunachal Pradesh

Arunachal Pradesh is on the northeastern tip of India, bordering Bhutan on the west, China on the north, Myanmar on the east and the State of Assam on the south. Part of the Eastern Himalayan ranges, this State covers 83,743 sq. km. The State is famous for orchids and there are about 450 species reported from this State and many more may yet be discovered. Many are rare and endangered. The Orchid Center, Tipi preserves more than 500 species.

Whole State is ideal of trekking and hiking. The hillocks offer ample opportunities for paragliding also. The State is situated in the Himalayan ranges and the Tibetan influences in every sphere of life, especially in food and religion is overwhelming. Properly developed and promoted, this State can offer many more

features than any other State in the country, including the beautiful Himachal Pradesh and Kashmir.

Tourist Attractions:

- *Malinithan* houses the ruins of a big temple belonging to the 14th - 15th century, which have been excavated. The ruins include sculptures of *Indra* and *Airavata*, and *Surya Nandi* Bull.
- *Akashi Ganga* is the waterfall where people take a bath to wash away sins. Ideal for trekking, hiking.
- *Namcharna* Peak
- *Nubo* Bridge Point
- *Mouling* National Park
- High altitude tea garden
- *Tarin Fish Farm*
- Pine and Bamboo groves
- *Angling* on the river Noadihing
- *National Park*, covering an area of 1850 sq. km., with the widest altitudinous variation which rises from 200 meter, nearly at sea level, to 4500 meter. This variation has given rise to the growth of peninsular as well as alpine flora. Because of its sheer remoteness and inaccessibility the entire area is pristine and virgin.

Tribal Woman of Arunachal

- Ruins of Bhismaknagar can be seen in *Roing*, which is ideal for trekking, rafting, angling and rock climbing.
- *Parasuram Kund*, is a rare shrine of India, situated in the lower reaches of the left bank of the river Lohit. It is believed that a holy dip in the Kund on *Makar Sankranti* day washes away one's sins.
- *Buddhist Temple*, a beautiful yellow roofed shrine, rises from well-maintained grounds behind a *Stupa*. It also serves as a viewpoint of Itanagar Town.
- *Ganga Lake*, situated at the end of a 6 km. drive from the capital town, takes visitors on a rugged road through some superbly primeval jungles. Besides

groves, Orchids massed on tall trees which are eye catching. The serene green forest lake is situated at the top of the ridge, which can be crossed in a rowboat.

- Buddhist Monasteries are also tourist attractions of Itanagar.
- *Tawang* is standing on the spur of a hill over 4,000 meter above sea level. It overlooks the wide valley, surrounded on all sides by towering mountains, and houses the 350 year old famous *Buddhist Monastery*. Tawang is also ideal for trekking and hiking.

2.3.2.7 Assam

Spread beneath the foothills of the Eastern Himalayas, Assam has a history dating back to the *Vedic* ages. During *Mahabharata* age, it was known as Pragjyotish. In the *Puranas* and *Tantras*, Assam was referred to as *Kamrupa*--the land where Kamadeva, the God of Love, was reborn. It was during the *Varmana* dynasty that Assam was chronicled in the SI-YUKI, the famed travelogue of Hiuen-Tsang, a Chinese pilgrim.

Assam is famous for its rich folk songs and dances. Specially, its *Bihu* and *Bagarumba* dances are very exotic and lively. Properly promoted, these can take the place of *Bhangra* in the national scenario. Assam's handicrafts are very famous world wide. Its *Muga* silk is found only in some provinces of China. Its *Eri* and *Pat* silks are also exclusive and unique. In tourism circles Assam synonyms with one-horned rhino of Kaziranga. And in the process many world-class attractions are overlooked by the tourists as well by the tour marketers. The landscape of Assam is a mosaic of lush green tea gardens, which are presently being promoted as tourist attractions.

Other Tourist Attractions:

- *Orang* is a wildlife sanctuary, covering an area of 72 sq. km, on the north bank of river Brahmaputra. The animals and birds to be seen are the great Indian

one-horned Rhinoceros, Elephant, Leopard, Samber, Barking Deer, Tiger and varieties of water birds, Green Pigeon, Teal, Geese etc.

- *Nameri* also another national park covering an area of 25 km stretch of the Bhoroli river still preserves the white-winged-wood-duck whose global population is believed to be less than 450. Other species include hornbills, varieties of bird species, elephants and tigers.
- *Bhalukpung* is surrounded by mystic blue hills and evergreen forest, on the bank of river *Jia Bhoroli.* The 'Eco-Camp' is another attraction.
- *Tezpur* was known as Sonitpur (the city of blood) in ancient times. It is situated on the northern bank of the Brahmaputra river. The 3-km long Kalia Bhumura Bridge over mighty Brahmaputra connects north bank with the south. Places of importance at Tezpur are:

Da- Parbatiya Gate

Bamuni Hill

Hazara Tank

Chitralekha Udyan, the old Cole Park

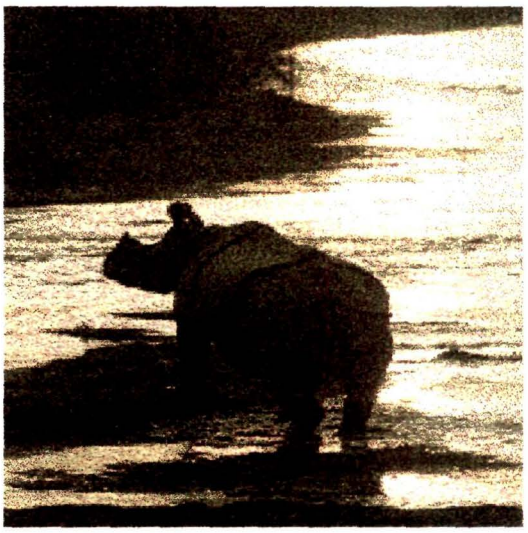
Agnigarh

Da-Parbatiya: The earliest and one of the finest evidence of ancient architecture of Assam is found here. It is a small stone door-frame dating back to the fifth or sixth century bearing some exquisite carvings clearly representing the best of Gupta art.

- *Maha Bhairav Temple* is regarded as one of the oldest Shiva shrine in India where thousands offer prayers on Shivaratri.
- *Barpeta Satra* and *Kirtan Ghar,* established by Madhabdeva, the greatest disciple of Sree Sankardeva, is a famous place with a congregational prayer hall, which draws vaishnavas from all over India.
- *Manas*, the only Tiger Project in Assam, is one of the most magnificent National Parks in India. Situated on the backdrop of sub-Himalayan hills, it is well known as one of the World Heritage Sites having its unique combination of scenic beauty and rare wealth of wildlife. The core area of the park is of 360 sq. km. Besides Tigers, the rarest species found in Manas are Hispid Hare, Pigmy

Hog and Golden Langur. Indian Rhinoceros, Wild Buffalo, Wild Boar, Samber, Swamp Deer, Hog Deer, Elephant etc. are other commonly seen animals. Hundreds of winged species migrate to the friendly climate of Manas during winter. Among them are River chats (white capped redstars), Forktails, Cormorants and various types of Ducks including the Ruddy Shelduck and Woodland Birds.

- *Kaziranga* is the oldest National Park in the State, covering an area of 430 sq. km and the home of the Great Indian One-horned Rhinoceros. The landscape of Kaziranga is full of lush green forests, tall elephant grass, rugged reeds, marshes and shallow pools. Available wildlife species are Rhinoceros, Elephant, Swamp Deer, Samber, Hog Deer, Sloth Bear, Tiger, Leopard, Leopard Cat, Jungle Cat, Hog Badger, Capped Languor, Hoolock Gibbon, Jackal, Goose, Horn Bills, Ibis, Cormorants, Egret, Heron Fishing Eagle etc. During winter, a large number of migratory birds are seen here. Barring a few places in Africa, there is perhaps no part in the world where such diverse species of wildlife exists.



- *Dibru Saikhowa* is another natural park of bird- watchers' delight. One of the bio-diversity-hot-spots with over 350 species of avifauna providing unique habitat for globally threatened species. This park is considered to be a safe habitat for extremely rare white-winged-wood duck and many migratory birds. Its *Wild-Horses*, called Feral Horses, is precisely sufficient to make the visitor delighted.
- It seems incongruous that the verdant, beautiful garden city of *Digboi* should also be the site where industrial history was created over a hundred years ago. The first oil well at Digboi still preserved as a monument to the pioneers and their epoch. Today, Digboi boasts of two modern wonders of the world - *a hundred-year-old* oil field still producing and the world's oldest operating oil

refinery. Tucked amid blue hills and undulating plains carpeted with emerald green tea plantations, it is simply breathtaking to have a bird's eye view of Digboi from the famous Ridge Hill point. On clear days, one can also see the snow- covered mountains of the eastern Himalayas.

- *National Oil Park*: Digboi also has an oil museum and a wildlife sanctuary of unsurpassed beauty. Going down the hill, visitors will come across oil derricks of various types and other devices still declaring the glory and marvel of the now outdated innovations. If one comes down from the hill on the other side, one will have the greatest sight of his lifetime. One may also bump across a herd of elephants or a Royal Bengal Tiger, besides some rare species of birds.
- The most dramatic event in Digboi's history took place during the World War II, when the belligerent Japanese got closer and were within three days marching distance of Digboi. These images come back as one kneels at the headstones at the *Digboi War Cemetery*.
- *The Indo- Myanmar border*, with the famous Pangsu Pass is nearby. Through it, successive generations of people of Mongoloid origin entered India, to make up the vast Indo- Mongoloid population.
- *Margherita* is regarded as the centre of tea gardens, plywood factories and coal mines and lot of picnic spots dotting the sandy banks of river *Dihing*. Cool, misty and away from the mainland, breathing in the aroma of fresh tea leaves is an experience, both rare and heartwarming. The *tea gardens* here are perhaps the best in the world. The jewel of the crown is a rolling *18-hole golf course* developed by the Scottish pioneers in their immutable style. In fact, Digboi can almost be called a Golfing Resort with as many as eight golf courses within its vicinity, each with its individual character and challenges.
- *Sibsagar* is the former capital of the mighty *Ahoms*, who ruled Assam for more than six hundred years till the advent of the British. The large lake situated at the heart of the town with an area of 129 acres is strewn with tell-tale ruins of a powerful empire. The *Shivadol* is believed to be the *tallest Shiva temple* in India. Its height is 104 feet and the perimeter is 195 feet, at the base.
- A seven-storied palace of Ahom kings having three stories underground known as *Tolatol Ghor* is situated in Sivasagar. *Kareng Ghor* built by King Rudra

Singha (1696-1714) is in Gargaon (near the town), the Capital of Ahom Kingdom. There were two underground tunnels from the Tolatol Ghor connecting Dikhow River and Gorgaon palace, which were later blocked by the East India Co.

- *Rang Ghor* is a two-storied oval shaped pavilion from which Ahom royalty watched elephant fights and other sporting events. It was built in the eighteenth century.
- *Joysagar Tank* was built by king Rudra Singha in memory of his mother Joymati, a martyr in 1697 at *Rangpur.* It covers an area of 318 acres and said to the largest man made lake in Asia. Three temples were built on its banks in 1698 by the same monarch. They are the Vishnudol, Shivadol and Devidol.
- The eighteenth century tank *Gaurisagar,* dedicated to goddess Durga, is of 150 acres underwater and was built in 1773.
- *Charaideo,* the first capital of the great Ahom kingdom, built by Su-Ka-Pha, in the thirteenth century, is 28 km. east of Sivasagar town. Charaideo is famous for the *maidams* (or the burial vaults) of the kings and other royal members.
- *Majuli* the largest riverine island *in the world* nestles in the lap of the mighty Brahmaputra. Majuli emerged as the crowning glory of Vaishnavite culture in Assam since the days of great religious leader Mahapurusha Shankardeva and his disciple Madhabadeva, 500 years ago. Majuli unfolds a variety of interests to the visitor -- right from the rare migratory birds like Pelican, traditional handicrafts, ethnic culture and dance forms, water sports, to village life of a real tribal type. It is a melting pot of different plain tribes possessing colourful and resourceful identities. The present area of the splendid island is about 885 sq. km. The present (1991 census) population is 1,35,378. There were 65 *Satras* growing up for propagation of ethics and socio-cultural ideals. Presently, there exists 22 satras. Prominent among these satras are -
  - *Dakhinpat.* Founded by Banamalideva,
  - *Garhmur.* Traditional Raasleela is shown here with great enthusiasm during Autumn- end. Some ancient weapons, called Bortop (canons), are preserved here.

- *Aauni-ati*: Famous for Paalnam, Apsara Dance and its' considerable collection of old Assamese utensils, jewelry and handicrafts. The best time to visit is Autumn- end.
- *Kamalabari*: A centre of art, culture, literature and classical studies. Its branch, Uttar Kamalabari Satra has performed Satriya Art in several States of India and abroad.
- *Bengena-ati*: A storehouse of antiques of cultural importance and an advanced centre of performing arts. The royal robes and the umbrella - all made of gold - are preserved here.
- *Shamaguri*: Famous for mask-crafts.

- *Bhairabkunda* is a beautiful picnic spot at the border of Arunachal Pradesh and Bhutan.
- *Pobitora* is a small wildlife sanctuary. The animals to be seen here are one-horned Rhinoceros, Leopard, Tiger, varieties of Birds etc. The tourists' season is November to April.
- *Batadrawa*, the birthplace of *Shri Sankardeva* is also a tourist attraction. The shrine is held in high veneration by the *Vaishnava*s.
- *Pobha*, covering an area of 49 sq. km, this Wildlife Sanctuary has been created exclusively for the protection of the magnificent wild water Buffalo.
- *Garampani* is a hot water spring, believed to have medicinal value.
- *Jatinga* is famous for the unique suicidal behaviour of birds. This hilly hamlet of Karbi Anglong district has been regarded as a mystery unsolved.
- *Guwahati*, the ancient *Pragjyotishpur*, is situated on the banks of the mighty *Brahmaputra* surrounded on either side by a garland of hills. It's the gateway to the enchanting region of virgin beauty. It has unique magical charm. Perhaps the magic of the demon king- *Narakasura*, who built the ancient city, still rings in the air. Or may be, it emanates from the *Nabagraha* Temple (the temple of nine planets), the seat of astronomers who perform their miracles even today on the *Chitrachal* Hill. Or this magical charm may be discovered in the sunset view from the *Bhubaneswari* Temple, as one looks down upon the crimson ripples of the *Brahmaputra* caressing the pale pink city. Some of tourist attractions of Guwahati are,

- The Temple of *Kamakhya,* at the top of *Nilachal* Hill is the greatest shrine of *tantric shakticism,* which finds mention in the inscription of Allahabad pillar of Samudragupta. Devotees from all over India visit this holy place.
- *Umananda,* a small riverine island in the Brahmaputra, is a *Shaivites'* dream come true. Devotees from all over the country assemble here during *Shivaratri.* One can visit this island by the country boat plying regularly.
- *Vashistha Ashram,* established by the great sage *Vashistha* on the Sandhyachal Hill, is another place of pilgrimage. Three rivulets *Sandhya, Kanta and Lalita* meet here, bestowing the Ashram a unique charm amidst idyllic natural panorama.
- On the riverbank of Guwahati, the Shukleswar Ghat Temple-cum-Park is another picturesque spot. One can also cruise on the river Brahmaputra in an extravagant river ferry. The Sankardev Udyan, Nehru Park, Dighalipukhuri, Gandhi Mandap, State Museum, State Zoo- cum- Botanical Garden, and the Planetarium can also extend the tourists' pleasure. A visit to the Sankardeva Kalakshetra, a cultural centre of solitary character, may also enhance tourists' interest and knowledge of Assam, its art and culture.

- *Hajo* is the meeting point of three religions - Hinduism, Islam and Buddhism. It has a number of temples, the chief among them being the temple of *Hayagrib Madhab,* which contains the relics of Lord Buddha, says a belief. A section of the Buddhists hold that Lord Buddha attained *nirvana* here. Large numbers of people from Bhutan visit this temple during the winter season every year. There is also a mosque built by *Pir Giyasuddin Auliya* and it has one-fourth sanctity of Mecca, as the saying goes. Because of this, it is known as *Poa- Mecca.* Large numbers of Hindu devotees apart from Muslim pilgrims visit the *Poa-Mecca* in the month of January-February to offer prayers, which is treated as a unique gesture of religious harmony.
- *Chandubi* is a natural lagoon and a fine picnic spot. The lake and its surroundings, broken by glades, is an ideal holiday resort and has the added attraction of fishing and rowing opportunities.
- *Sualkuchi* is another attraction for tourists, which is famous for its Assam silk industries (*muga* and *pat*).

- *Madan Kamdev*, situated in the outskirts of Guwahati, is famous for its archeological ruins origin of which is little known. *Kamrup*- the ancient name of Assam- is believed to have derived its name from the legend that Love- God *Kama* or *Madan* , after being turned into ashes by an angry *Shiva,* was reborn here. One school believes that *Madan* was reborn and united to *Rati* in this tiny hillock. The sculpture of this temple is treated at par with those of Khajuraho.

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i A total of 594756 thousand tourists spent globally US$ 425262 million: *Tourism Marketing Trend,* World Tourism Organisation, 1997, p 37,40

ii Landberg, Donald E, *The Tourist Business*(1985) [IGNOU study material, TS-5 Ecology, Environment and Tourism)

iii IGNOU study material, Unit 18 Tourism Policy and Its Impacts, 1996, page 11,

iv Henry, W.R. *Patterns of Tourist Use in Kenya's Amboseli National Park: Implication for Planning and Management* in D. Hawkins, E. Shafer, and J. Rovelstad (eds) *Tourism marketing and Management Issues,* Washington DC, George Washington University, 43-57

v Lea, John; *Tourism and Development in the Third World;* Routledge, New York, 1988, page 66-69.

vi Dharmarajan, S; *Tourism Earnings to Touch Rs.6147 billion by2010: TSA Estimate,* Express Travel and Tourism, January 2000, p 4

vii *Tourist Arrivals in India: highlights, 1998*; Market Research Division, Department of Tourism; Government of India

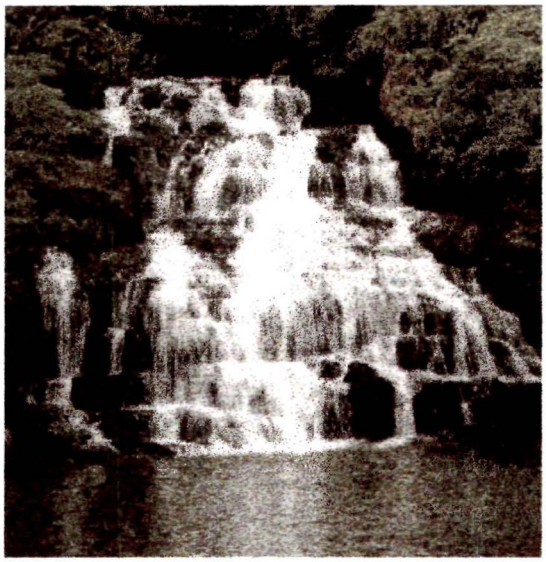
viii Kindly refer to Annexure I to look at the detailed list of constituents of the regions.

ix *Tourist Arrivals in India: highlights, 1998*; Market Research Division, Department of Tourism; Government of India , p 4

x Bezbaruah, M K ; *Tourism: the Global Scenario,* Indian Tourism: Beyond the Millennium; Gyan Publishing House, New Delhi, 1999, p 154

xi Annual Report of Ministry of Tourism, Government of India, 1998-99; page 47 and from website of North Eastern Development Finance Corporation Limited; www.Nerdatabank.nic.in

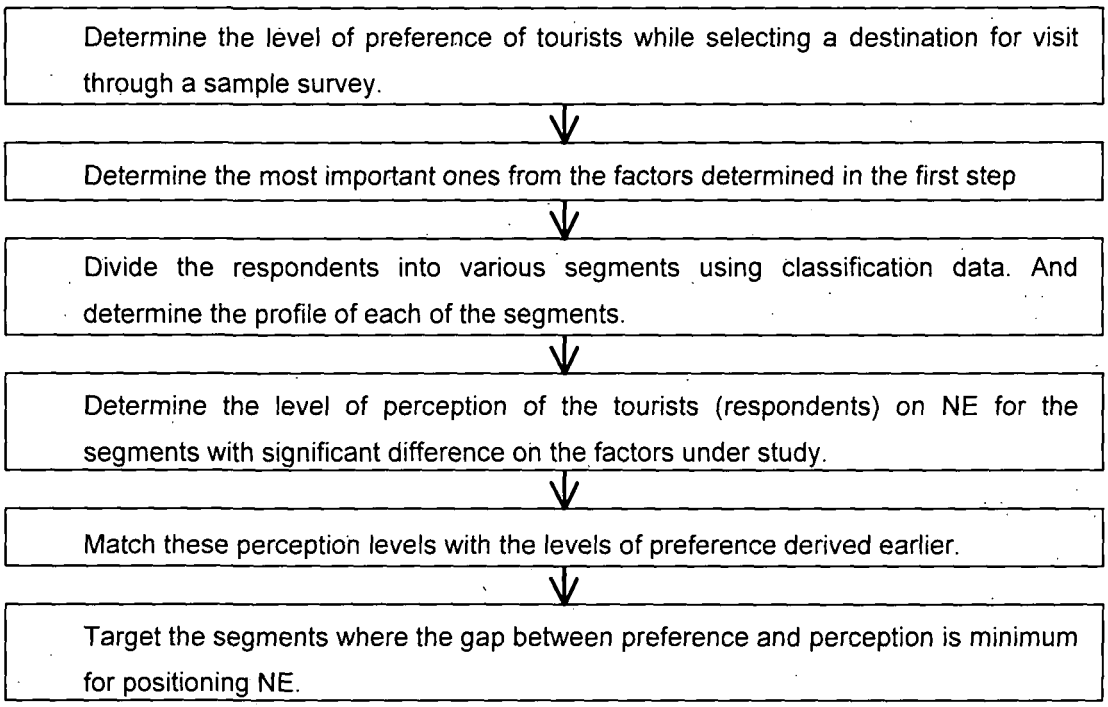
Chapter 3



Methodology Followed for the Study

To fulfill the objectives of the study mentioned in Chapter 1, a detailed analysis of the preferences and perception of tourists and prospective tourists were to be carried out.

As the first step of the study, tourists' level of preferences against certain variables in selecting a destination is to be determined through a sample survey. In order to find out the most important criteria in selecting a destination, the variables are to be compressed using factor analysis. In the process, few principal factors would be derived. The respondents are then segmented on the basis of classification data gathered from the survey. Respondents' preferences are to be determined for the principal factors against the segments as the next step of the study. Segments with significant differences in preferences are to be taken up for determining the tourists' perceptions on NE. The segments with minimum difference between the preference level and the perception on NE (against the principal factors) to be selected as the most feasible segments for targeting and positioning of NE. The process can be summed up by the following Flow Chart.



The variables that affect the ultimate selection of a destination by the tourists and the profile of the tourists are to be found out by a consumer survey, which is described below.

3.1 Survey on Tourists' Preference and Perception

A survey was conducted during July 1998 and June 1999 among tourists and prospective tourists to study the variables that had direct bearing with the study objectives. Basic objectives of the survey were to find out the factors responsible for decision making regarding the destination, the motivating factors for the tourists, the role of various communication tools in destination marketing and also the role of infrastructure in decision making, the factors that effect psychological positioning of a destination, the positioning of the North East India (NE) as a tourists destination, and to find out the level of awareness about the NE as tourists attractions. The variables to be measured in order to achieve above objectives are mentioned below.

1. Idea of vacation in order to segment the respondents on the basis of their reasons of taking a vacation
2. Planning of vacation
3. Role of family members on selection of destination
4. Role of travel brochure as an influencer in destination selection
5. Role of travel and tour operators
6. Frequency of visits by the respondents
7. Factors responsible for selection of a destination by the tourists and their extent of influence:
   - Transportation to the destination
   - Transportation within the destination
   - Availability and cost of suitable accommodation
   - Safety of the tourist
   - Availability of drinking water
   - Main tourist attraction
   - Chance factor

- Particular area of interest of the tourist
- Attraction of surrounding places
- Local people , culture
- Other infrastructure
- Number of tourists visiting the place
- Distance from the place of origin of the tourist
- Word of mouth
- Tour operator
- Weather of the destination
- Proximity to another place being visited by the tourist
- Basic nature of the place—like hill resort, sea beach, wildlife, greenery etc.
- Time available with the tourist

8. Preference for conducted tour
9. Degree of influence of the following media types in creating image for a destination:
   - Word of mouth
   - Official / unofficial brochure on the destination
   - Other publications
   - Electronic mass media like TV and radio
   - Tour operator
   - Knowledge of the tourist
10. Consistency of image on a destination, in respect of
    - available facilities
    - overall cost
    - local people /heritage/culture
    - environment
11. Type of accommodation tourist generally seek - luxury/economy

12. Respondent's opinion about NE as a tourist destination on
    - natural beauty

- wildlife
- heritage tourism
- pilgrimage
- adventure tourism etc.

13. Knowledge about NE on
    - One-horned rhino
    - Cherapunjee
    - Tawang
    - Kamakhya
    - Jatinga- the place of mysterious birds
    - Floating National Park
    - White winged wood duck

14. Comparison of NE as a tourist destination with Ootty, Kullu, Manali, Goa, Jaipur, Agra, Kanyakumarika, Andaman and Nicobar, and Kashmir

Sampling Plan:

3.1.1 The Study Population is defined as follows:

Element: Individual tourists and prospective tourists, both domestic and foreign origin.
Prospective tourists are individuals above the age of 18 years. The minimum age limit is selected to ensure that the respondents are matured and their responses can be taken as reliable.

Sampling Units: Individuals

Extent: Whole of India, particularly Shimla and Goa, the most visited tourist places of the country, and Assam.
No other criteria to filter elements were adopted.

Shimla and Goa were selected as the nodal points to collect responses on the basis of their sheer capability to attract all kinds of tourists- from different regions of the country and from throughout the globe. Getting a tourist to answer the questionnaire was relatively easy in these places as the visitors have more time to spare in such locations, compared to their very busy schedules in other places like the cities-which they visit just for transit purposes.

Also these two places attract both types of tourists- foreign and domestic – almost in equal proportions.

Time: From July 1998 to June 1999.

Shimla: June-July, 1998

Goa: November-December, 1998

Assam: June, 1998 to May, 1999

3.1.2 Sampling Frame

As the above definition suggests, the population consists of individuals – tourists and prospective tourists. And hence finding a frame of all elements of the population is near impossible task. Also the study objectives do not necessarily need a definite frame of the population. So, a sampling frame is not identified in this survey.

3.1.3 Sampling Procedure

As the study is exploratory and a sampling frame cannot be defined, no probabilistic method of sampling can be employed. Therefore, an improvised non-probabilistic convenience method is used as the basic method for selection of samples. The samples were selected on the spot.

Two basic limitations were faced during selection of samples.

(1) The questionnaire was prepared in English-- and in both the major places of sample selection, namely Shimla and Goa, only a handful of the population was willing to respond to a questionnaire in English. Shimla, a north Indian city, attracts tourists from far-flung areas of Europe and also from nearby places like Hariyana and Delhi. As these Indian places are dominated mainly by Hindi speaking population, their spontaneous responses were missing while administering the questionnaire in English. Also, many of the European tourists were not from the UK and hence they were not willing to respond in English. Likewise, Portuguese and Goanese speaking Goans found English a bit difficult. Care was taken, however, to ensure that these shortcomings do not force the interviewer to select sample only who knows English. Personal care also was taken to see that the respondents do not find difficulty in answering the questions. Interventions were made to ensure that respondents' limited knowledge in English does not create any bias in the responses. As the researcher possesses no knowledge of the local language of Goa, the interviews in Goa were conducted by the Goa Institute of Management, Panaji,

(2) Though the questionnaire was not very long, respondents found it disadvantageous to spare the 22 minutes required to fill-in the questionnaire (the tentative time required was mentioned in the front page of the questionnaire prominently). However, time required to fill-in the questionnaire was obviously more for the respondents having limited knowledge of English. This gave rise to, in some cases, non-responses against individual questions.

Care was taken, though, to ensure that the selection of samples does not loose the randomness in the process. This was done with the intention of using some analysis techniques those require a normal distribution of the sample means. However, in few instances the limitations mentioned above were cropping up after selection of the sample. Thus some of the samples had to be abandoned.

As a basic procedure, individuals who were willing to cooperate were chosen as samples.

However, for the survey in Goa, the following instructions were sent to the interviewers of Goa Institute of Management, Panaji to follow while selecting samples. Here a combination of random, convenience and quota sampling was tried to follow.

3.1.3.1 Guidelines for the interviewers in Goa:

1. Questions are framed in such a way that the respondents can answer them without the help of the enumerator. So whenever possible, leave the respondent alone with the questionnaire. However, be around, so that you can come on handy in case of need.
2. Read the questionnaire very carefully so that you can clarify any confusion that might be raised by respondents during the interview.
3. Do not pressurise a respondent to answer, if (s)he does not wish to cooperate.
4. Fill-up the empty box at the right top corner of the questionnaire immediately after or before administration of the questionnaire. Put the sex of the respondent date of interview and place in the blank box.
5. Always have the postal address of the respondent, though it is not mandatory as per the questionnaire. This is required to get back to the respondent in case of any clarification is required at the time of processing the data.
6. If after administration, it is found that one or more question(s) remain(s) unanswered, do not try to fill them up yourself.

3.1.4 Sample Size:

As it is a well known fact that higher the size of the sample lesser is the chances of occurrence of sampling errors. On the other hand, this increases the chance of non-sampling errors. However, the optimum size for a sample still remains an unsolved riddle for the social science researchers. Since the size of the present study population was unlimited and a sampling frame could not be defined, classical statistical method of sample size determination using the precision level and level of confidence could not be employed. There was a need for a large sample size as many statistical tools like factor analysis were to be used while analysing the data. On the other hand, enough funds could not be managed to get a large sample. Hence it was decided to collect responses of around 500 individuals. Eventually, 505 samples were collected. Figure 3.1 shows the composition of the selected samples. Table 3.1 also depicts the number of respondents against their places of origin.

Figure 3.1: Composition of Samples

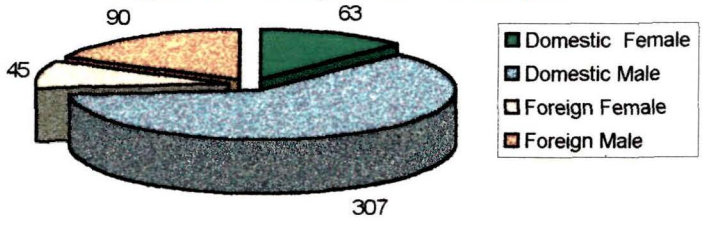


Table 3.1: States of Origin of Respondents

	Frequency	Percent	Cumulative Percent
Uncertain Origin	13	2.6	2.6
ANDHRA PRADESH	3	.6	3.2
ARUNACHAL PRADESH	1	.2	3.4
ASSAM	105	20.8	24.2
AUSTRIA	1	.2	24.4
BANGLADESH	2	.4	24.8
BELGIUM	1	.2	25.0
BIHAR	10	2.0	26.9
BOTSWANA	1	.2	27.1
BRUNEI	2	.4	27.5
CANADA	20	4.0	31.5

	Frequency	Percent	Cumulative Percent
CHANDIGARH	1	.2	31.7
DELHI	10	2.0	33.7
FINLAND	7	1.4	35.0
GOA	94	18.6	53.7
GUJARAT	6	1.2	54.9
HARYANA	1	.2	55.0
HIMACHAL P	1	.2	55.2
HOLLAND	1	.2	55.4
IRELAND	3	.6	56.0
ISRAEL	2	.4	56.4
J & K	1	.2	56.6
KARNATAKA	40	7.9	64.6
KERALA	4	.8	65.3
MADHYA PRADESH	1	.2	65.5
MAHARASTRA	15	3.0	68.5
MANIPUR	1	.2	68.7
BHUPAL	2	.4	69.1
NAGALAND	3	.6	69.7
NEPAL	1	.2	69.9
NIGERIA	1	.2	70.1
ORISSA	9	1.8	71.9
PUNJAB	7	1.4	73.3
RAJASTHAN	4	.8	74.1
SIKKIM	1	.2	74.3
TN	8	1.6	75.8
UNITED KINGDOM	91	18.0	93.9
UNITED STATES	1	.2	94.1
UTTAR PRADESH	16	3.2	97.2
WEST BENGAL	14	2.8	100.0
Total	**505**	100.0	

a: Places shown in coloured ink represent foreign countries.

3.1.6 The Questionnaire

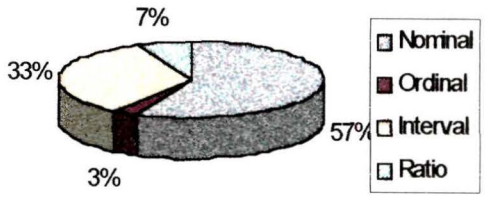
Variables described above were tried to be measured through a questionnaire using various scales. Utmost care has been taken to ensure that the variables be measured with least possible error and that these remain fit for using the analytical tools required for the study. This is described in detail in the following paragraphs. Principles regarding questionnaire preparations are followed thoroughly and precautions were taken so that the occurrences of non-sampling errors were negligible, if not nil. All questions were close ended (barring two - on planning time and frequency of tours) so that analysis could be done in a predetermined way and at the same time respondents did not find any difficulty in putting their responses.

The questionnaire was consisting of 30 main questions. However, certain variables have to be measured through two or more questions. While measuring the factors responsible for destination selection, 21 factors were put under one question. Likewise, perception regarding NE India was sought to be measured on 9 different factors under the same question. Thus the number of effective questions was 70. The questionnaire was started with an introductory note stating the reasons as to why this study was necessary. Respondents' full participation was sought. Probable time taken to fill in the questionnaire was also stated prominently,

Table 3.2: Division of Questions on Used Scales

Scales	No. of Questions
Nominal	17
Ordinal	1
Interval	10
Ratio	2
TOTAL	30

Figure 3.2: Questions Using Different Scales of Measurements



which was approximately 22 minutes. This gives the respondents an idea regarding the time the questionnaire was likely to consume. The first question was put as a warm-up question and thus it was a simple and a preliminary one. Questions using the interval scale (a 10-point scale numbering 1 to 10) were used to ascertain the effects of various predetermined factors on destination selection. The 10-point scale was used also to determine the role of various communication tools in decision making. In other questions nominal and interval scales were used. Identification data were sought from the respondents on their daily budget while on tour, their income, professions, educational qualification, age group, marital status and their place of Origin. The distribution of questions on the basis of measurement scale used is shown in Table 3.2 and in Figure 3.2 above. The idea behind inclusion of many identification data was to find out any relationship that might exist among the respondent's peer and the variables under study.

A Pilot Survey was conducted with the proposed questionnaire in May 1998 on 22 respondents and necessary modifications in the content of questions, wordings, and sequence were made.

The questionnaire is reproduced in Annexure-II to this thesis.

Data collected were validated with due cautions. Specially the data collected from Goa, were verified about the authenticity of the respondents. A form-letter was circulated among randomly selected 50 respondents to confirm whether they participated in the interview. The letters were accompanied by one Reply Paid Envelope and a small sheet of paper where the respondents were to tick to confirm their participation. Few letters returned for want of correct addresses, however, majority of the verified respondents confirmed their participation. The returned letters were attributed to wrong addresses offered by the respondents. The interviewers might also make mistakes in writing down the addresses or the same may be wrongly entered into the database.

A database was created for the information provided by the respondents with the help of Dbase III plus package. In all, 129 fields were created. Responses from all 505 questionnaires were entered in the database. For the ease of data entry, the 10 point scales at question number 9 and 11 of the questionnaire were modified to 0 to 9 from the existing 1 to 10. The change over is not going to affect the original perception offered by the respondents, as the basic scale was kept untouched. Further, minor modifications on responses were made while analysing the data, which are reported along with the analysis.

3.2 Statistical Tools Used

The data thus processed were transferred to SPSS (Statistical Packages for Social Sciences) version 8.0.0. This software is widely used in analysing the data and arriving at conclusions.

Pearson's Chi-square tests are extensively used throughout this research. Cross Tabulations were also used to find out initial relationships. Multivariate Factor Analysis, details of which are discussed at proper place, is used to extract principal factors from the variables used to study tourists' decision making process. T test for equality of means along with Levene's Test for Equality of Variance, One way ANOVA for multiple comparison are also used in appropriate places.

Microsoft Excel is used extensively to draw customised diagrams like Positioning Maps, inputs for which are gathered from the results of analyses using SPSS.

Chapter 4

Analysis of Tourists' Preferences

In view of the objectives of the research, analysis of the data collected through the sample survey is being conducted around certain broad outlines. The discussions in Chapter 4 and Chapter 5 try to find out--

- classification of respondents on various criteria including income, age group, educational background, profession, and nationality,
- the factors which tourists consider while choosing a destination,
- the most important factors for positioning a destination,
- the level of importance tourists put to various media of communication,
- perceptions regarding NE India as a tourist destination,
- current position of NE India in relation to the level of preference to the factors tourist think important,
- level of awareness about the NE,
- the preference of NE as a tourists destination over other acclaimed spots of India.

Different statistical tools and techniques are being used throughout the Chapter, which have been described in appropriate places.

4.1 Classification Categories

In the beginning, the compositions of the respondents are described so that effects of segmentation can be analysed on the variables under study.

4.1.1 Nationality

As explained earlier, the sample consists of the respondents in terms of their nationality and sex as shown in Table 4.1.

Table 4.1: Nationality and Sex-wise Distribution of Samples

	Category	Frequency	Percentage
Valid	Domestic Female	63	12.48
	Domestic Male	307	60.59
	Foreign Female	45	8.91
	Foreign Male	90	17.82
Total		**505**	**100.00**

It is clear from Table 4.1 that majority of the respondents are from within the country while about 25% of them are from foreign countries. As pointed out earlier,NE has been unable to woo even the domestic tourists, though it has full potential of attracting almost all segments of the tourists. With the intention of finding out the preferences and perception of the domestic tourists a large domestic sample was selected.

4.1.2 Age

Table 4.2 shows the age wise distribution of the respondents. This segmentation will help understanding the basic motivation of the tourists at different point of life. This can also be related to their preference for various utilities in the destination; which will in turn give a clear hint about positioning to a particular segment(s).

Table 4.2: Age-wise Distribution of Respondents

Category	Frequency	Percentage
Below 25 yrs	103	20.40
Between 25 – 30	176	34.84
Between 30 – 40	132	26.14
Between 40 – 50	59	11.68
Above 50	21	4.16
Total	**491**	**97.23**
Non-response	*14*	*2.77*

4.1.3 Education

As education plays a vital role in consumer behaviour, the respondents can be segmented on the basis of their educational background. Level of education may have different kinds of influence on behaviour of the tourists. The whole sample is tried to be differentiated on the basis of education into 5 categories. Professional Education and General Education are separated and also subdivided into two obvious categories, viz. Graduates and Postgraduates. The Other category will comprise of all undergraduate courses of study including professional ones. Table 4.3 elaborates the constituents of the sample on the basis of educational background.

Table 4.3: Background of Respondents

	Frequency	Percent
Professional Graduates	78	15.45
General Graduates	135	26.73
Professional Postgraduates	53	10.50
General Postgraduates	31	6.14
Others	50	9.90
Total	**347**	**68.71**
Non Response	*158*	*31.29*

4.1.4 Profession

Profession of a tourist also plays responsible role in his/her decision making regarding various factors under study. In the interest of creating homogeneity while grouping, the respondents are divided into 11 categories based on their occupation. Table 4.4 explains the division of the sample on occupation. However, it is seen from the Table that only 63% of the sample responded to this question. This may be because of the fact that respondents could not relate the necessity of putting their occupation with their preference for tour. It is seen from the Table that in some categories the number of respondents is very low. Hence the categories may again be clubbed into three distinct groups i.e., Service Holders, Self-Employed, and Other Occupations. This would enable the use of some of the statistical tools like the Chi square analysis.

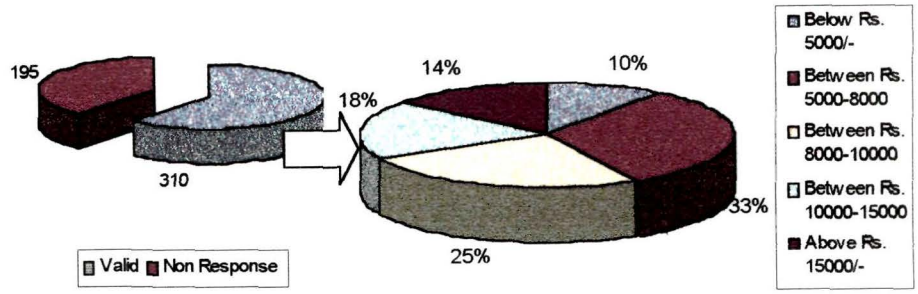
Table 4.4: Professions of the Respondents

		Frequency	Percentage
Valid	***Service Holder***	***218***	***43.18***
	Doctor	33	6.53
	Engineer	23	4.55
	Manager/Admin	50	9.90
	Lawyer	4	0.79
	Other Service Holders	108	21.39
	Self Employed	***69***	***13.68***
	Doctor	6	1.19
	Engineer	2	0.40
	Manager/Admin	2	0.40
	Lawyer	1	0.20
	Other Self Employed	58	11.49
	Others	***32***	***6.34***
	Total	**319**	**63.17**
Missing	*Non Response*	*186*	*36.83*

4.1.5 Income

Income is another important factor, which might affect the variables under study. The respondents are sought to be divided into 5 categories on the basis of their income. The groups, alongwith the percentage of respondents in each group are shown in the Figure 4.1. This classification would help in finding the relationship, if any, among the variables under study and income level of the respondents. Income level, in turn, would specify the societal and economical hierarchy of the sample and thus reflect the lifestyle. Thus this classification would also throw light on the relationship between income and spending by the tourist on vacation.

Figure 4.1: Composition of Respondents



4.2 Perfect Vacation

Respondents were asked to offer their idea of a perfect vacation in a semi-open ended question. Since pleasure travel is being considered as the basic ingredient of tourism for this study, analysis of this factor would provide with an idea on purpose of the visit as visualised by the tourists. The responses and their implications are discussed below.

Tourists' perception on holiday may differ significantly. And these variations may affect the factors under study, more importantly the way they choose a destination to visit. Benefit(s) the tourists seek from a vacation may significantly affect the selection of destination. Keeping in view the definition of tourism for the purpose of this study, the respondents were asked to offer their individual perception on holidaying. Table 4.5 summarises the responses. The Table shows that maximum number of respondents have given top preference to the categories *Relaxation and Roaming* and *Fun and Enjoyment*, which are followed by *Discover the World*. This verifies the fact that maximum number of tourists visit places just for having experiences different from his or her place of routine day-to-day life. A Survey[i] conducted by the Bureau of Travel Research, an agency for monitoring Australian Tourism

Table 4.5: Respondents' Idea of Perfect Holiday

		Frequency	Percent
Valid	A. To Stroll into the Nature	33	6.5
	B. Visit to a Place of Importance/Attraction	59	11.7
	C. To Relax/Roam Around	122	24.2
	D. Discover the World	98	19.4
	E. To have Adventure	60	11.9
	F. To have Fun / Enjoy	119	23.6
	G. Other	4	0.8
Total		**495**	**98.0**
	Non Response	10	2

Industry also found out that almost 75% of the Australian tourists come out to enjoy and celebrate holidays, and to visit friends and relatives. Only 23% of tourists visit places for business purpose.

Figure 4.2: Scores on Idea of Holiday

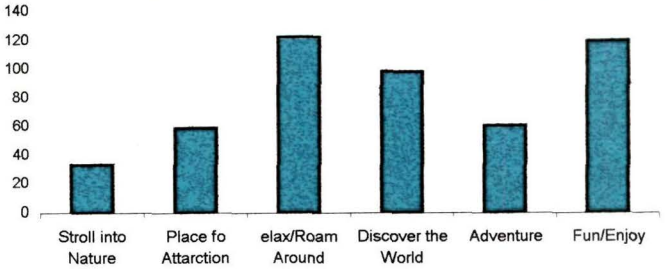


Figure 4.2 shows that maximum number of respondents voted for the choice *Relax/ Roam Around,* which is closely followed by the choice *Fun and Enjoy.*

4.2.1 Classification on the Basis of Idea of Vacation:

The respondents can be segmented into 6 distinct groups on the basis of Idea of Vacation for further analysis. Each of the six choices may create a segment of tourists, implying different benefits sought from travel. The segments are named with the help of tourists' segmentation done by Matheison and Wall (1982) and Pearce (1982)[ii]. The responses and the new groups are shown below.

Response	New Name
To Stroll into the Nature in Solitude	Missionary
To Visit a Place of Attraction	Mass Tourist
To Relax / Roam Around	Conservationist
To Discover the World	Explorer
To have Adventure	Adventurer
To have Fun / Enjoy	Holidaymaker

From Table 4.5, it is found that 4 respondents offered their open choice of a perfect holiday. These are, *to spend time with family, visit places where certain business can also be performed* etc. These observations in fact, are discrete views of one or two respondents, which can not be taken as generalisations of the tourists' views.

Cross tabulation of the Origin-cum-Sex of the respondents with the Idea of Vacation is shown in Table 4.6. From the Table it is seen that against all choices domestic males are scoring the highest column percentage. In Choice D (which says that the idea of a perfect holiday *is to Discover the World*) foreign males are scoring more than 29% with a total count of 26 respondents in that category.

Table 4.6: Sex-wise Distribution of Respondents' Idea of Perfect Holiday

Idea of Perfect Holiday			A	B	C	D	E	F	G	Total
Sex & Origin	Domestic Female	*Count*	*2*	*4*	*12*	*9*	*5*	*24*		***56***
		Row %	3.6%	7.1%	21.4%	16.1%	8.9%	42.9%		100.0%
		Column %	11.1%	14.8%	11.9%	8.1%	7.6%	14.0%		11.3%
	Domestic Male	*Count*	*13*	*9*	*65*	*62*	*42*	*113*	*1*	*305*
		Row %	4.3%	3.0%	21.3%	20.3%	13.8%	37.0%	.3%	100.0%
		Column %	72.2%	33.3%	64.4%	55.9%	63.6%	66.1%	100.0%	61.6%
	Foreign Female	*Count*	*1*	*3*	*10*	*14*	*5*	*11*		***44***
		Row %	2.3%	6.8%	22.7%	31.8%	11.4%	25.0%		100.0%
		Column %	5.6%	11.1%	9.9%	12.6%	7.6%	6.4%		8.9%
	Foreign Male	*Count*	*2*	*11*	*14*	*26*	*14*	*23*		***90***
		Row %	2.2%	12.2%	15.6%	28.9%	15.6%	25.6%		100.0%
		Column %	11.1%	40.7%	13.9%	23.4%	21.2%	13.5%		18.2%
Total		*Count*	***18***	***27***	***101***	***111***	***66***	***171***	***1***	***495***
		Row %	3.6%	5.5%	20.4%	22.4%	13.3%	34.5%	.2%	100.0%
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In Domestic Female Category the choice F- i.e. holiday is to *Have Fun and Enjoy* occupies the highest score (43%) followed by choice C with 21% of the respondents. Chi-square test is performed on the hypothesis that the *Place of Origin-cum-Sex of the respondents and their choice as the Idea of Vacation are independent,* results of which are offered in Table 4.6A. The test suggests that the null hypothesis be rejected at 95% level of confidence. Thus it can be concluded that at 95% level of confidence there remains a relationship between the sex-cum-origin and idea.

To probe the matter further, the Origin and Idea cross-tabulation is offered in Table 4.6B. It is seen from the table row percentages that there is an inclination towards choice F for domestic as well as foreign tourists. However, for foreign tourists the maximum preference is at choice D (*to Discover the World).*

Table: 4.6 A: Chi-square Tests

	Value	df
Pearson Chi-Square	24.549	12
Likelihood Ratio	23.534	12
N of Valid Cases	494	

3 cells (15.0%) have expected count less than 5. The minimum expected count is 2.40.

Table 4.6B: Origin and Idea Of Perfect Holiday Cross-tabulation

Idea on Holiday			B	C (merged with A)	D	E	F	Total
Origin	Domestic	Count	13	92	71	47	137	360
		Row %	3.6%	25.6%	19.7%	13.1%	38.1%	100.0%
	Foreign	Count	14	27	40	19	34	134
		Row %	10.4%	20.1%	29.9%	14.2%	25.4%	100.0%
Total		Count	27	119	111	66	171	**494**
		Row %	5.5%	24.1%	22.5%	13.4%	34.6%	100.0%

Table 4.6C presents the results of a Chi square test conducted on the data described above for the hypothesis that *there is no relationship between Origin of the tourists and his/her choice of Idea.* The calculated value of Chi square statistics is more than the tabulated one at 0.01 level of significance. And hence the H_0 may be rejected, and the alternative hypothesis that there exists relationship between Origin and Idea of the tourist may be accepted.

Table 4.6C:Chi-Square Tests on Origin and Idea

	Value	df
Pearson Chi-Square	18.624	4
Likelihood Ratio	17.731	4
N of Valid Cases	494	

0 cells (.0%) have expected count less than 5.
The minimum expected count is 7.32.

If the relationship between Idea and Sex of the respondents are considered, the Chi square test suggests that the null hypothesis that *there remains no relationship between Sex and Idea of the respondents* may not be rejected at 95% confidence interval. Thus it can be concluded that the sex of respondent and his/her choice as perfect vacation are independent. Table 4.6D depicts the summary of Chi square analysis.

Table 4.6D:Chi square on Sex and Idea

	Value	df
Pearson Chi-Square	1.664	4
Likelihood Ratio	1.708	4
N of Valid Cases	494	

0 cells (.0%) have expected count less than 5.
The minimum expected count is 5.47

4.2.2 Relationship between Respondents' Idea of Vacation, and Preference for Quiet Destination

Respondents were asked to offer comments on their preference for quiet destinations. A question with a five-point scale was administered for this purpose.

Table 4.7: Crosstabulation Between Idea and Preference to Quiet Place

Preference To Quiet Place		Always and Sometimes	Indifferent	Rarely and never	Total
Idea Of Perfect Holiday	Place of attraction	18	6	3	**27**
	Stroll into nature / Roam about	72	34	12	**118**
	Discover the world	57	41	13	**111**
	Adventure	49	12	5	**66**
	Fun / enjoy	112	39	19	**170**
Total		**308**	**132**	**52**	**492**

The cross tabulation of the responses with the Idea of the respondents is offered in Table 4.7. It is seen from the Table that almost all respondents, irrespective of their Idea, choose to prefer Quiet places either *always* or *sometimes*. The five-point scale is converted to a three-point one to perform the Chi square test on the hypothesis that *respondent's Idea is independent of the choice for Quiet place* as visiting destination. The responses on Idea are also modified as in the case of first Chi-square test in paragraph 4.2. The results of Chi-square tests are summarised in Table 4.7A. The calculated value of Chi -square is less than the tabulated value at 0.01 significance level (20.090), and hence the hypothesis H_0 may not be rejected. Thus a significant relationship between tourists' Idea of Vacation and Preference for Quiet destination cannot be established.

Table 4.7 A: Chi-Square Test

	Value	df
Pearson Chi-Square	12.276	8
Likelihood Ratio	12.241	8
N of Valid Cases	492	

1 cells (6.7%) have expected count less than 5. The minimum expected count is 2.85.

4.2.3 Idea and Classification

A discussion on whether the Idea of respondents on perfect vacation enjoys any relationship with the classification of the respondents, specially with educational background and age group, is offered in the following section.

4.2.3.1 Idea and Background: Table 4.8 depicts the cross tabulation between Idea and Background of the respondents. Little modifications have been made on the raw data for both the variables.

Table 4.8: Idea Of Perfect Holiday and Background Of Respondent Crosstabulation

Background Of Respondent		General Graduates	Professionals	General Post Graduates	Others	Total
Idea Of Perfect Holiday	Place of attraction	11	3	3	5	**22**
	Stroll into nature / Roam about	42	24	5	17	**88**
	Discover the world	36	9	9	10	**64**
	Adventure	22	11	2	4	**39**
	Fun / enjoy	69	15	12	12	**108**
Total		**180**	**62**	**31**	**48**	**321**

For Idea, as described earlier, choices A and C are clubbed together, and for Background, *Professional Graduates* are merged with *Professional Postgraduates* to rename the choice as *Professionals*. From Table 4.8A, where vital figures for the corresponding Chi square test are shown, it is clear that at 0.01 level of significance, the hypothesis that *there is no relationship between the choice of Idea and Background* of the respondents (H_0) may not be rejected. Hence conclusions can not be drawn that the Idea and Background of tourists are independent.

Table 4.8 A: Chi-Square Tests- Idea and Background

	Value	df
Pearson Chi-Square	17.647	12
Likelihood Ratio	17.618	12
N of Valid Cases	321	

4 cells (20.0%) have expected count less than 5. The minimum expected count is2.12.

4.2.3.2 Idea and Age: Cross tabulation between the Idea and the Age of respondents is offered in Table 4.9.

Table 4.9: Idea of Perfect Holiday and Age of Respondent Crosstabulation

Age of Respondents		Below 25	Between 25-30	Between 30-40	Above 40	Total
Idea Of Perfect Holiday	Place of attraction	11	17	13	17	**58**
	Stroll into nature / Roam about	33	45	46	25	**149**
	Discover the world	18	40	22	17	**97**
	Adventure	14	23	15	6	**58**
	Fun / enjoy	22	50	31	13	**116**
Total		**98**	**175**	**127**	**78**	**478**

The Table shows no specific concentration of a particular age group in relation to Idea. However a Chi square test with the same data may offer an inference for the whole population. The H_0 to be tested this time is that *there remains no relationship between Age of the tourist and his/her selection of a particular choice for Idea on holiday*. The summary of the test is shown in Table

Table 4.9 A: Chi-Square Tests-Age and Idea

	Value	df
Pearson Chi-Square	16.73	12
Likelihood Ratio	16.04	12
N of Valid Cases	478	

0 cells (.0%) have expected count less than 5. The minimum expected count is 9.46

4.9A. The tabulated Chi square value at the given degrees of freedom more than the calculated value at 0.1 Hence the H_0 may not be rejected in any case. Thus it may be concluded that the variables tested are independent for the population.

4.2.3.3 Idea and Profession : Idea and Profession of the respondents may also be tested for any latent relationship between them. The Chi square summary is produced in Table 4.10 for this purpose. Following modifications are made to the original coding pattern of the responses while performing this test.

Table 4.10:Chi-Square Tests-Profession and Idea

	Value	df
Pearson Chi-Square	9.79	8
Likelihood Ratio	10.28	8
N of Valid Cases	310	

2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.10.

1. Response G (Other Ideas) was assigned as a missing value in variable Idea.
2. Responses coded as A are merged with C for variable Idea; thus the response to *stroll into the nature* is merged with *to relax, roam around to forget the tedious life at home.*
3. Responses earlier coded as B,C,D,E in the variable Profession are merged with response A. Thus the subgroups for "Service Holders" are abolished for this test.
4. Likewise, the responses coded earlier as the subgroups for "Self Employed Persons" i.e., G,H,I,J are merged with F- to abolish the subgroups in this category also.
5. K and L are merged with O, thus putting such responses into Others.

The Chi square statistics at Table 4.10 clearly indicate that the null hypothesis that there remains *no relationship between the Idea and Profession of the tourists* can not be rejected. Thus it may be inferred with certainty that both the variables are not dependent on each other.

4.2.3.4 Idea and Number of Visited Places by the Respondents:

Table 4.11 summarises the respondents' Idea and the Exposure Level of tourists.

Table 4.11: Crosstabulation for Idea of Perfect Holiday and Visited Places

Frequency of Visits		7 or less	Between 8 and 12	Between 13 and 20	21 and more	Total
Idea Of Perfect Holiday	Place of attraction	25	13	17	3	58
	Stroll into nature / Roam about	39	36	58	14	147
	Discover the world	10	24	43	15	92
	Adventure	9	11	31	6	57
	Fun / enjoy	18	31	45	20	114
Total		101	115	194	58	**468**

As done on earlier occasions, Idea code A is merged with C and number of Visits group "Up to 3" is merged with "4 to 7" thus creating a new group called "Less than 7". To test the assumption that the Idea of respondents may have some relationships with the level of Exposure to different destinations is tested by Chi square in the table 4.11 A. The test at 0.01 level suggests that the calculated value is greater than the tabulated value. Thus the hypothesis that *there remains no relationship between idea and the Level of Exposures* is rejected. Thus it may be concluded that the Idea and number of Visits to tourists places may have some relationship.

Table 4.11A: Chi-Square Tests-Visit and Idea

	Value	df
Pearson Chi-Square	35.21	12
Likelihood Ratio	34.10	12
N of Valid Cases	468	

2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.08

4.3 Effects of Reference

Tourists may select a particular destination for a visit due to many influences. Primary among them may be *Family and Friends, Travel Brochures* and *Tour Operator*. These three factors are analysed here to find out which one scores the highest preference from the respondents. Figure 4.3 depicts the responses. It is seen from the Figure that *family and friends* are exerting maximum influence while a prospective tourist decides about the destination to be visited. The rate of influence by this peer group is more than twice the immediate next factor (efforts from the National Tourism Organisation).

Figure 4.3: Influences on Destination Decision

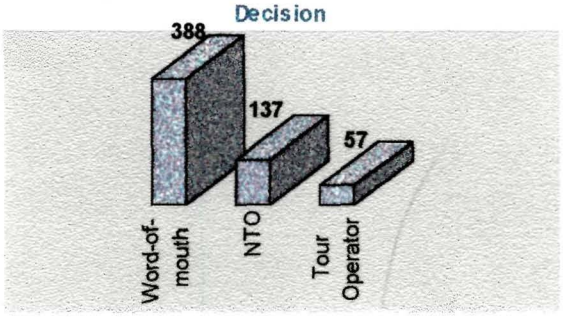


Table 4.12: Origin and Influences Crosstabulation*

Influences / *Origin*	Family & Friends	NTO	Tour Operator	Total
Domestic	299	76	29	404
Row %	*74.01*	*18.81*	*7.18*	*100.00*
Foreign	89	61	28	178
Row %	*50.00*	*34.27*	*15.73*	*178.00*
Total	**388**	**137**	**57**	**582**
Total %	*66.67*	*23.54*	*9.79*	*100*

* The total is more than 505 as the question allowed the respondent to chose more than one response.

The influence of *Tour Operator* is minimum as per the responses. The findings of this variable may be cross-checked with the findings of another variable - Destination Image, which is described in paragraph 4.6.

4.3.1 Influences of Reference and Origin of the Tourists

Cross tabulation between the sources of reference (Influences) and the Origin of the respondents are presented in the Table 4.12. All tourists, specially, the domestic tourists are more influenced by *Family and Friends*, which is evident from the fact that more than 74% of the domestic respondents (as against 50% of the foreign respondents) have chosen to tick in that choice. However, 34.27% of the foreign respondents are influenced by the *publication from the NTOs* as against only 18.81% of domestic respondents influence by that. Likewise, the percentage of domestic respondents influenced by *Tour Operator* is far less than the foreign respondents (7.18%as against 15.73%). Chi square test can be used to verify the hypothesis that *the Origin and nature of Influences are not related.* The calculated value of the Chi-square is 32.45, which is above the tabulated value for 2 *df* at 0.01 level of significance. Hence the null hypothesis may be rejected and it may be safely concluded that the origin of the tourist and the effects of the influencing factors are dependent.

4.3.2 Influences of Reference and Frequency of Visits

The effect of Influences as far as destination selection is concerned may have a relationship with the Exposure Level of the tourist. The Level of Exposure

Table4.13: Crosstabulation between Exposure level and influencing Factors

Influences		Family and Friends	NTO Publications	Tour Operators	Total
Exposure Level	7 or less	77	19	5	101
	Row%	*76.24*	*18.81*	*4.95*	*100.00*
	Column%	*20.81*	*14.29*	*8.77*	*15.30*
	Between 8 and 12	102	21	6	129
	Row%	*79.07*	*16.28*	*4.65*	*100.00*
	Column%	*27.57*	*15.79*	*10.53*	*19.545*
	Between 13 and 20	157	68	30	255
	Row%	*61.57*	*26.67*	*11.76*	*100.00*
	Column%	*42.43*	*51.13*	*52.63*	*38.636*
	21 and more	34	25	16	75
	Row%	*45.33*	*33.33*	*21.33*	*100.00*
	Column%	*9.19*	*18.80*	*28.07*	*11.364*
	TOTAL	370	133	57	**660**

may be cross-tabulated with the Influences of reference. Table 4.13 offers the cross tabulation results on both the variables. It is seen from the Table that irrespective of the Level of Exposure to the tourists' spots, the respondents depend on the recommendation of *Family and Friend* to a great extent. As the Table depicts, in all the categories of Exposure Level, the factor *Family and Friend* attracts the highest percentage of responses. Recommendation of *Tour Operator* gets the lowest preference in all the categories. It is also seen from Table 4.13 that irrespective of the Level of Exposure, tourists rely on word-of-mouth to the greatest extent. It is interesting, however, to note that the reliance on the other two modes of influences is increasing as the Level of Exposure becomes higher. This is seen from the row percentage of the *NTO* and *Tour Operator* columns. Chi-square test on the data from Table 4.13 suggests a relationship between the Level of Exposure and reliance on these three types of references. The value of calculated Chi-square is 57.16 at 6 *df*, which is greater than the table value at that degree of freedom. Thus the null hypothesis that *there is no relationship between the Exposure Level and Effects of Influences on destination selection* may be rejected, and it can be concluded that the Influence of Reference is significantly related to the tourists' Frequency of Visits to tourist destinations.

4.4 Factors Considered while Evaluating a Destination

Tourists may consider many variables while evaluating destinations for a visit. These may include variables like transportation to the destination, transportation within the destination, availability for suitable accommodation, safety, drinking water, main tourists attractions, chance factor, area of interest of the tourists, attraction of surrounding places, local people, culture, infrastructure as a whole, number of tourists visiting the place, distance from the place of origin, recommendation of earlier visitors, weather of the destination, proximity to a place visited for different reasons , basic nature of the place, available time etc. Respondents were asked to evaluate these variables on a 10-point scale from their experiences. The results of this analysis would provide with the level of importance of the variables while selecting a destination. The responses (scores) on these variables are used in the remaining part of analysis. The responses were taken in a 10-point scale starting with 0 for the least influence Respondents were requested to rate the factors, which were placed randomly in the Questionnaire to eliminate any position bias.

4.4.1 Role of Basic Variables in Decision Making:

In Table 4.14 the variables and the means of the scores by the respondents are shown, where various measures of central tendency and the standard deviation from means are also included. It is seen from the table that majority of the variables score moderate to high mean. Variables like *Suitable Accommodation, Cost of Accommodation & Transportation, Time, Basic Nature of the Destination, Main Tourist Attractions* and *Safety* are having high means around 7.0. And all these variables are having almost consistent standard deviations from mean. The standard deviation shows the deviation of the scores from the mean score. A high standard deviation indicates a higher degree of dispersion, while low standard deviation would suggest a higher concentration of scores. Except for the factor *Area of Interest,* all other factors are scoring consistent means and almost same standard deviation.

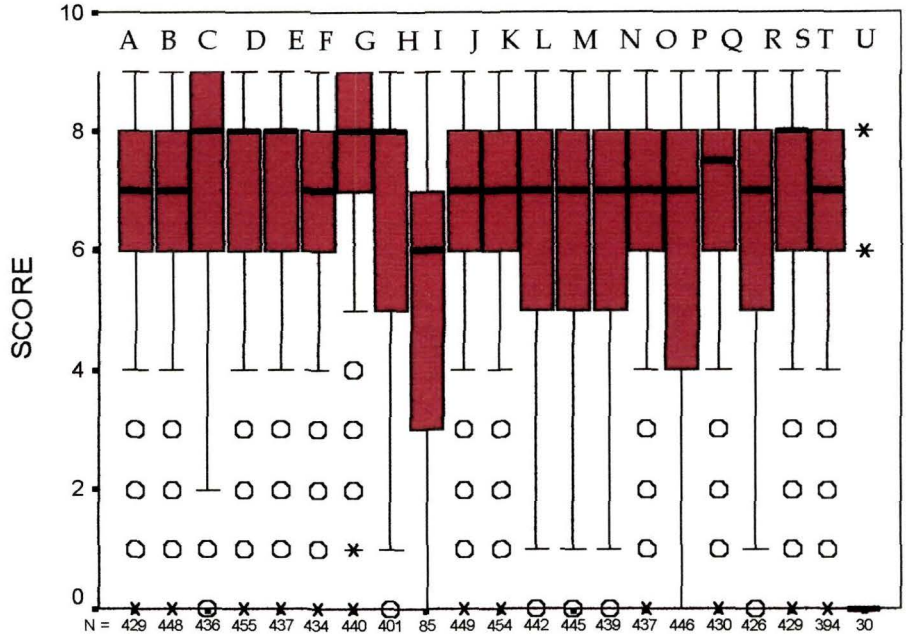
Table 4.14: Factors Influencing Destination Decisions

VARIABLES	Number of Cases		Mean	Std. Deviation	Median	Mode
	Valid	Missing				
A.TRANSPORT TO THE DESTN.	429	76	6.88	2.09	7	8
B.TRANSPORT WITHIN DESTINATION	448	57	6.54	2.28	7	8
C.AVAILABILITY OF SUITABLE ACCOMMODATION	436	69	7.14	1.94	8	8
D.COST OF ACCO. AND TRANSPORTN.	455	50	6.98	2.07	8	8
E.SAFETY	437	68	7.04	2.10	8	8
F.DRINKING WATER	434	71	6.76	2.33	7	8
G.MAIN TOURIST ATTRACTION	440	65	7.06	2.16	8	9
H.CHANCE	401	104	6.53	2.53	8	8
I.AREA OF INTEREST	85	420	6.76	3.04	6	7
J.SURROUNDING PLACES	449	56	7.06	2.06	7	7
K.LOCAL PEOPLE / CULTURE	454	51	6.53	2.34	7	8
L.INFRASTRUCTURE	442	63	6.58	2.37	7	8
M.NUMBER OF TOURISTS VISITING	445	60	6.30	2.63	7	8
N.DISTANCE FROM ORIGIN	439	66	6.55	2.58	7	8
O.RECOMMENDATIONS OF EARLIER VISITOR	437	68	6.68	2.36	7	8
P.RECOMMENDATION OF TOUR OPERATORS	446	59	5.86	2.94	7	8
Q.WEATHER	430	75	6.76	2.36	7.5	8
R.PROX. TO A PLACE YOU VISITED	426	79	6.52	2.39	7	8
S.BASIC NATURE	429	76	7.01	2.03	8	8
T.TIME	394	111	7.00	1.94	7	7
U.OTHER REASONS	30	475	0.67	2.06	0	0

Medians, on the other hand, offer the middle value of the scores. The highest median scored is 8, which implies that one half of the respondents scored above 8 and the other half below 8. It should be noted that since a 10-point scale was used in this question, only one possible scores (i.e. 9) is above 8. Thus the Table 4.14 shows that almost in all the cases the respondents offer high priority to the variables. Highest median is scored in case of the variables *Availability of Suitable Accommodation, Cost of Accommodation & Transportation, Safety, Main Tourist Attractions, Basic Nature of the Destination*, and *Chance*. Only one variable, *Area of Interest,* scores 6 as the median. Remaining variables (except for *Other Reasons)* have been offered uniform scores. Scores for median vindicate the findings of the means and standard deviation. And these variables may be considered most influential while visitors make a decision regarding a destination. The preference level against different variables will be clearer if a Box Plot is done with the quartiles of the scores, which is offered in Figure 4.4.

In Figure 4.4 the bold black lines across the bars show the position of the median for the corresponding variable. The edges of each box (hinges), mark the

Figure: 4.4: Box Plot of Scores on Factors Affecting Destination Decision



25th and 75th percentiles. The length of the box, which is known as *hspread,* describes the deviation of the values scored by the respondents from the median. From the Box Plot it is seen that majority of the variables are having the same hspread, indicating the similarity attached by the respondents. However, it is interesting to note that the hspread of some variables like A,B,D,E,F,G etc. are quite short indicating that the responses are concentrated. Also, the variables *Area of Interest,* and *Recommendation of Tour Operators* (I and P) are having hspreads up to score 0, which indicate that at least 25%of the respondents have scored between 3 and 0, and 4 and 0 respectively, which is obviously very low in the 0 to 9 point scale. However, for all the variables responses exist in the outliers. As it is seen from the Box Plot that the variables are offered almost same responses by the sample, it would be worthwhile to study the interrelationship between these factors so that these can be reduced to certain minimum number in order to make the analysis more effective and precise.

4.4.2 Extraction of Principal Factors:

In order to study the interrelationship among the above variables, factor analysis is used. Factor analysis would also allow the variables to be reduced to certain principal factors. With these new factors the tourists' preference could be ascertained and thus it would become easier to evaluate and design the positioning strategy for a particular destination. Also this analysis gives an idea about the variables to be highlighted while preparing a destination to be positioned to a particular segment of tourists. Technicalities of the factor analysis are discussed in the following section.

A total of 21 variables have been tested by factor analysis. Eigenvalues of more than one are taken as valid for extracting the factors. After the tests, it is found that the 3 factors thus extracted are able to offer reasonable explanation in terms of variance associated with the process. The Communalities and Total Variance Explained are shown along with the rotated factor loading in Table 4.15. The final load table is extracted by the computer after offering 5 iterations of the initial findings on the basis of correlation analysis. *Generalised Least Square** method with correlation is used as the method of extraction. The iterations are performed by the *Varimax* method with *Kaiser normalization*. The missing values are determined by the method *exclude cases pair-wise*. This means that if any of the two values is missing while computing correlation the pair is excluded from further computation.

Table 4.15: Rotated Component Matrix

Variables	Principal Factors			Communalities Extracted
	1	2	3	
A.TRANSPORT TO THE DESTN.	0.363	0.632		0.73
B.TRANSPORT WITHIN DESTINATION	0.578	0.536		0.75
C.AVAILABILITY OF SUITABLE ACCOMMODATION	0.371	0.702		0.73
D.COST OF ACCO. AND TRANSPORTN.	0.454	0.580		0.65
E.SAFETY	0.407	0.638		0.72
F.DRINKING WATER	0.581	0.498		0.68
G.MAIN TOURIST ATTRACTION	0.536	0.519		0.68
H.CHANCE	0.644	0.390	0.215	0.81
I.AREA OF INTEREST		0.297		0.54
J.SURROUNDING PLACES	0.265	0.669		0.74
K.LOCAL PEOPLE / CULTURE	0.579	0.437	0.209	0.69

* Efforts to use Principal Component Analysis could not extract any component, and hence the present method is used.

Variables	Principal Factors			Communalities Extracted
	1	2	3	
L.INFRASTRUCTURE	0.555	0.600		0.78
M.NUMBER OF TOURISTS VISITING	0.735	0.408		0.82
N.DISTANCE FROM ORIGIN	0.629	0.496		0.73
O.RECOMMENDATIONS OF EARLIER VISITOR	0.568	0.494		0.63
P.RECOMMENDATION OF TOUR OPERATORS	0.966		-0.214	1.00
Q.WEATHER	0.557	0.514		0.70
R.PROX. TO A PLACE YOU VISITED	0.666	0.412		0.84
S.BASIC NATURE	0.527	0.464		0.64
T.TIME	0.274	0.593		0.62
U.OTHER REASONS			0.999	1.00
VARIANCE EXPLAINED Total: 60.27	28.71	25.52	6.04	

a Rotation converged in 5 iterations.

Table 4.15 shows the loading against each variable for 3 different Factors. As expected, the loadings are different for different components. The loading are spread out in three columns and through 21 rows. The variable with the highest loading in a row is allotted to that particular column (factor). Thus the variables are spread out into different factors. In the Table, different colours are used to distinguish the variables. Thus the coffee coloured variables are clubbed into *Factor 1*, blue colour for *Factor 2*, and green colour for *Factor 3*. In the process, the 21 variables are reduced to just 3 principal factors. Table 4.16 shows the factors and the variables assigned to them. A small deviation from the rule is made to make the grouping of factors more meaningful. The variable *Transport within the Destination* (B) is having higher loading in Factor1 than in Factor 2 (0.578 and 0.536 respectively). The variable generally should have been assigned to Factor 1. But if the composition of the variables of Factors are analysed, it is seen that the variable *Transport within the Destination* is more suited to Factor 2. However, if the magnitude of loading is observed, both the columns are having almost same loading. Hence for the sake of easiness of further analysis the variable *Transport within the Destination* may be put under the factor 2. The loading of *Area of Interest* is very low (only 0.297), and hence this variable may be discarded from further analysis. The same is therefore, not included in the Factor 2. If the last row of the Table 4.15 is observed it is seen that the total variance explained by the three

new factors are 60.27, which is considered to be a good fit to the data under study[iii].

The Factors are also renamed to make the new groups more meaningful. The clubbed variables and the names of the new components are shown in Table 4.16 against the communalities associated with each variable.

Table 4.16: Clubbing of Variables into New Principal Factors

Fcator 1	*External Influence*	Communalities
Drinking Water		0.68
Main Tourist Attraction		0.68
Chance		*0.81
Local People / Culture.		0.69
Number of Tourists Visiting		*0.82
Distance from Origin		0.73
Recommendations of Earlier Visitor		0.63
Recommendation of Tour Operators		*1.00
Weather		0.70
Proximity. to a Place Visited		*0.84
Basic Nature		0.64
Factor 2	***Infrastructure***	
Transport to the Destination		*0.73
Transport within Destination		*0.75
Availability of Suitable Accommodation		*0.73
Cost Of Accommodation. And Transportation		0.65
Safety		0.72
Area of Interest ***		0.54
Infrastructure		*0.78
Surrounding Places		*0.74
Time		0.62
Factor 3	***Others***	
Other Reasons		1.00

*** Discarded for further analysis due to low loading

The new factor *External Influence* predominantly includes the variables on which outside influence work most of the time. These variables, in fact, create pressure from outside on the tourists to make or not to make a visit to a particular destination. *Recommendation of Earlier Visitors* and that of *Tour Operators* are two such variables, on which the tourist relies while making the decision. Both of them are outside influences on the tourist. Thus word-of-mouth works more on the

tourists through this new factor. It is also seen that the *Number of Tourists Visiting* is another important variable (with communality 0.82). Factor 1 is, therefore, christened as *External Influence*. The Factor 2, which is named *Infrastructure*, includes 9 variables. All the variables clubbed into this factor are related to the infrastructure available in the destination. The variables *Availability of Suitable Accommodation, Cost of Accommodation, Transportation to the Destination and within the destination* etc. are directly related to the level of infrastructure in the destination. *Surrounding Places* and *Safety* are also clearly related to infrastructure.

The variable *Other Reasons* cannot be clubbed with any other variables and hence the component is kept separately with just one variable. This variable is also not measurable as other reasons may be vague in many instances, and cannot be generalised. Hence the factor *Other Reasons* is excluded from further analysis.

The communalities marked with '*' indicate that the particular variable can explain the variances to the greatest extent. Thus *Transport within Destination* and *Availability of Suitable Accommodation* may explain all the three factors to a great extent. Thus *Recommendation of Tour Operators* (with communality 1.0) and *Proximity to a Place Visited, Chance* and *Number of Tourists Visiting* can explain the variance to a considerable extent. It is also found that the communalities are, for most of the cases, more than 0.7 and in two cases it is 1.0. Thus it may be safely concluded that the extracted components can explain the variance in the variables.

4.4.3 Importance of Principal factors:

Having extracted the principal factors it becomes easier to measure the importance assigned by the respondents on various components while evaluating a destination. The following formula can be used to measure the importance assigned on each of the extracted principal factors.

$$\text{Importance } PC_j = \sum((\text{loading } V_{ji})^2 * \text{Average } V_{ji}) \,/\, \sum (\text{loading} V_{ji})^2 \text{ ----- (1)}$$

Where,

Importance PC_j = Weighted mean of the means of the variables that constitute the Factor j, which can explain the importance assigned by the respondents on Factor j;

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

Average V_{ji} = Mean of the scores assigned in the 10-point scale by the respondents against the variable i of factor j.

This formula would help in converting the raw scores for the variables, like the mean of scores by all the responding samples, into a comprehensive score. This comprehensive score would give proper weight to the variables. The weight is supposed to be measured through the loading each variable is assigned. The loading is nothing but the correlation of that particular raw variable with the principal factor, to which the variable is assigned[iv]. Therefore, the square of loading gives an explanation as to what extent the raw variable is related to the principal factor. Thus this can be used as a weight to the variable. The remaining part of the equation is just the formula for calculation of weighted average.

4.4.4 Determination of Importance:

Putting the values from Table 4.14 (for mean of the i^{th} variable) and from Table 4.15 (for loading of ji^{th} variable), in formula (1), Table 4.17 is constituted, which describes overall importance assigned by the respondents on the two extracted factors. These scores will help in assigning degree of importance while seeking positioning strategy.

Table 4.17: Importance Assigned by the Respondents Against the New Factors

Principal Components	New name	Importance (0-9 Scale)
Factor 1	External influence	6.466
Factor 2	Infrastructure	6.853

It is clear from Table 4.16 that both the extracted factors are assigned almost equal importance by the respondents. However, Factor 2, i.e., *Infrastructure* has scored almost half-a-point more than Factor 1. This gives a general idea about the tourists' preferences while selecting a destination. However, the initial (raw) variables can not be ignored as these might give a deeper and micro level insight into the decision making process of the tourists. If these two statistics for the new principal factors are put into a two-dimensional plane, the resultant graph should give an idea regarding the general evaluation of a destination in the decision making process. This is irrespective of classification of the tourists on various grounds, like, sex, income, exposure level, origin etc. *It must be mentioned here that evaluation process cannot be summarised by only two factors, nor it can be quantified as it is done here.* An effort has been made here just to understand the role of *Infrastructure* and *External Influence*, on the overall decision making process of the tourists.

Now, if various classification data are analysed in the line of the above discussions, the roles of these two factors may be examined on smaller clusters. This, in turn, would cast light on segmentation of the tourists and then help in targeting the groups towards the NE.

In the next part of this Chapter an effort has been made to look into various segments of respondents based on classification data, to determine whether their dependence on *Infrastructure* and *External Influence* differ significantly from the above findings.

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i From website www.btr.gov.au/statistics/datacard/overnight.html

ii Burns, Peter M. and Holden, Andrew: *Tourism a New Perspective*, Prentice Hall, 1995, pp 49.

iii Boyd, Happer W.,Jr; Westfall Ralf; Stasch, Stanley F; Marketing Reaserch, 1985; Richard D Irwin Inc. Illionis, page 642

iv Boyd, Happer W.,Jr; Westfall Ralf; Stasch, Stanley F; Marketing Reaserch, 1985; Richard D Irwin Inc. Illionis, page 639

4.4.5 Segment-wise Analysis of Importance of Principal Factors:

There may be significant differences in the behaviour of tourists on the basis of various classification categories. Therefore, in the following section, the importance offered by various segments of respondents on the two principal factors are discussed.

4.4.5.1 Origin and Importance:

To study the effects of origin, if any, on the tourists' level of preference to the variables, the respondents are segmented into Domestic and Foreign origins. Then the means of the variables for each segment are calculated separately. Following two tables (Table 4.17A and Table 4.17B) have emerged as the result.

Table 4.17A: Mean Scores of Domestic Respondents

Variables	Mean	Std. Deviation	Valid N
TRANSPORT TO THE DESTINATION	6.72	2.18	301
TRANSPORT WITHIN DESTINATION	6.33	2.39	321
AVAILABILITY OF SUITABLE ACCOMMODATION	6.98	2.04	310
COST OF ACCO. AND TRANSPORTATION	6.80	2.22	330
SAFETY	6.81	2.26	313
DRINKING WATER	6.54	2.39	310
MAIN TOURIST ATTRACTION	6.84	2.32	316
CHANCE	6.20	2.73	288
AREA OF INTEREST	5.19	2.87	69
SURROUNDING PLACES	6.32	2.19	328
LOCAL PEOPLE / CULTURE	6.08	2.49	334
INFRASTRUCTURE	6.35	2.51	325
NUMBER OF TOURISTS VISITING	5.98	2.78	326
DISTANCE FROM ORIGIN	6.28	2.74	322
RECOMMENDATIONS OF EARLIER VISITOR	6.34	2.54	321
RECOMMENDATION OF TOUR OPERATOR	5.39	3.08	327
WEATHER	6.53	2.48	316
PROXIMITY TO A PLACE VISITED	6.23	2.49	308
BASIC NATURE	6.74	2.23	312
TIME	6.85	2.06	280
OTHER REASONS	0.87	2.32	23

On comparison of the Tables it is seen that the means of the scores against the variables are less in case of domestic respondents with a high standard deviation. This implies that the domestic respondents' reliance on these factors is comparatively less than that of their foreign counterparts. And the scores of

domestic respondents are more spreaded out than the foreign respondents, and hence the higher standard deviations.

Table 4.17B: Mean Scores of Foreign Respondents

Variables	Mean	Std. Deviation	Valid N
TRANSPORT TO THE DESTINATION	7.25	1.83	128
TRANSPORT WITHIN DESTINATION	7.15	1.76	126
AVAILABILITY OF SUITABLE ACCOMMODATION	7.55	1.58	126
COST OF ACCO. AND TRANSPORTATION	7.52	1.41	124
SAFETY	7.61	1.47	123
DRINKING WATER	7.37	1.98	123
MAIN TOURIST ATTRACTION	7.62	1.58	123
CHANCE	7.38	1.64	112
AREA OF INTEREST	6.00	3.72	16
SURROUNDING PLACES	7.14	1.51	120
LOCAL PEOPLE / CULTURE	7.52	1.31	119
INFRASTRUCTURE	7.22	1.80	116
NUMBER OF TOURISTS VISITING	7.23	1.81	118
DISTANCE FROM ORIGIN	7.27	1.94	116
RECOMMENDATIONS OF EARLIER VISITOR	7.64	1.35	115
RECOMMENDATION OF TOUR OPERATOR	7.19	1.94	118
WEATHER	7.46	1.73	113
PROXIMITY TO A PLACE VISITED	7.30	1.89	117
BASIC NATURE	7.75	1.06	116
TIME	7.36	1.59	113
OTHER REASONS	0.00	0.00	7

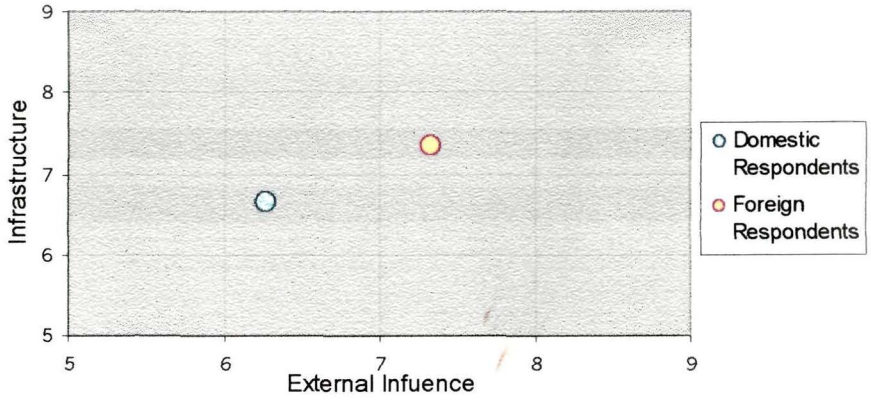
The comprehensive scores on the level of importance for both the segments are shown in Table 4.17C. As seen from the Table, the foreigners are offering higher importance on both the factors than the domestic respondents.

Figure 4.5 contrasts the level of importance assigned by the domestic respondents to foreign respondents on both the factors. As seen from Figure 4.5, there remains a clear difference on importance assigned by these two groups of respondents. Though a test of hypotheses to infer regarding the populations would have been appropriate here, due to technical shortcomings of the data the same could not be offered. However, from the trend that is available, it may safely be said that these two types of tourists have a different outlook towards the principal factors *Infrastructure* and *External Influence*.

Table 4.17C: Level of Importance on the Basis of Origin

Factors	Importance	
	Domestic Respondents	Foreign Respondents
External Influences	6.132	7.376
Infrastructure	6.657	7.360

Figure 4.5: Importance by Origin of the Respondents



4.4.5.2 Sex and Importance:

The difference of scores offered by male and female respondents might also be analysed. Table 4.18A depicts the basic descriptive statistics regarding these two segments of respondents.

Table 4.18A: Mean Scores by Sex of the Respondents

	Male			Female		
Variables	Mean	Std. Deviation	Analysis N	Mean	Std. Deviation	Analysis N
A. Transport To The Destination.	6.86	2.12	340	6.96	1.97	89
B. Transport Within Destination	6.52	2.31	353	6.70	2.05	94
C. Availability Of Suitable Accommodation	7.07	1.99	351	7.45	1.67	85
D. Cost Of Accommodation and Transportation.	7.04	2.06	360	6.85	2.03	94
E. Safety	6.98	2.20	343	7.25	1.67	93
F. Drinking Water	6.75	2.33	343	6.84	2.23	90
G. Main Tourist Attraction	7.10	2.17	343	6.91	2.14	96
H. Chance	6.56	2.54	309	6.45	2.50	91
I. Area Of Interest	5.22	2.96	65	5.75	3.34	20
J. Surrounding Places	6.54	2.07	347	6.52	2.04	101
K. Local People / Culture	6.42	2.39	354	6.61	2.10	99
L. Infrastructure	6.58	2.41	347	6.57	2.25	94
M. Number Of Tourists Visiting	6.50	2.50	346	5.63	2.89	98
N. Distance From Origin	6.62	2.56	342	6.27	2.68	96

Variables	Male			Female		
	Mean	Std. Deviation	Analysis N	Mean	Std. Deviation	Analysis N
O. Recommendations Of Earlier Visitor	6.69	2.42	341	6.64	2.14	95
P. Recommendation Of Tour Operator	5.97	2.93	352	5.48	2.94	93
Q. Weather	6.78	2.39	334	6.77	2.17	95
R. Proximity To A Place Visited	6.54	2.41	330	6.47	2.34	95
S. Basic Nature	7.03	2.06	334	6.98	1.91	94
T. Time	6.97	2.00	315	7.12	1.72	78
U. Other Reasons	0.80	2.24	25	0	0	5

If the mean scores assigned to the variables are analysed, then clear differences could be seen among the various variables on the basis of sex of the respondents. Figure 4.6 contrasts the mean scores of the variables on the basis of sex of the respondents.

It is seen from the Figure that the responses are not following any general

Figure 4.6: Contrasting Mean Scores on the Variables by Sex of the Respondents

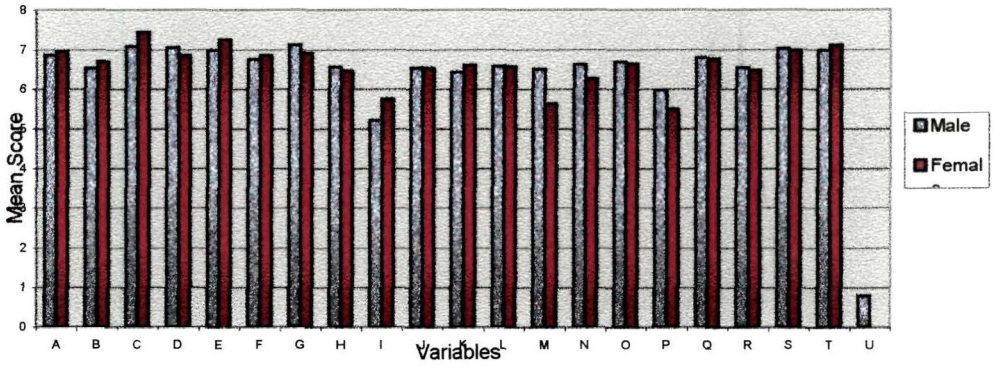
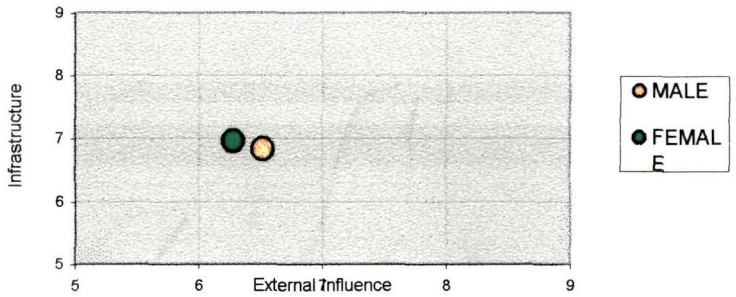


Table 4.18B: Level of Importance on the Basis of Sex

Factors	Importance	
	Male Respondents	Female Respondents
External Influences	6.517	6.280
Infrastructure	6.828	6.949

Figure: 4.7: Importance by Sex of the Respondents



pattern on the basis of sex of the respondents. For variables A (*Transportation to the Destination*), B (*Transportation within the Destination*), *C (Availability of Suitable Accommodation*), E (*Safety*), I (*Area of Interest*), K (*Local People/Culture*) and T (*Time*) the average scores of the female respondents are distinctively more than that of the male respondents; whereas, for other variables the opposite is true. The importance is calculated using the formula described at (1) earlier and these are posted in Table 4.18B. Variable *Other Reasons* is excluded from further analysis.

It is seen from the Table that there remain differences between these two segments in respect of the principal factors, though these differences may not be of significance. The male respondents are scoring higher importance in both the cases. Figure 4.7 displays the scores in graphical form, keeping *External Influence* on the X-axis and *Infrastructure* on the Y-axis.

4.4.5.3 Age and Importance:

Importance offered on the factors may also differ on the basis of the respondent's age. Following analysis tries to find out whether the scores on importance vary among different age groups. As mentioned earlier, the sample was divided into 5 different age groups. Table 4.19A provides the mean, standard deviation and the number of responses against the raw variables separately for these groups. A close look at the values reveals that the oldest group (age above 50 years) scores the minimum means with individual standard deviations more than 2. However, the average number of valid responses in this category is the lowest. The

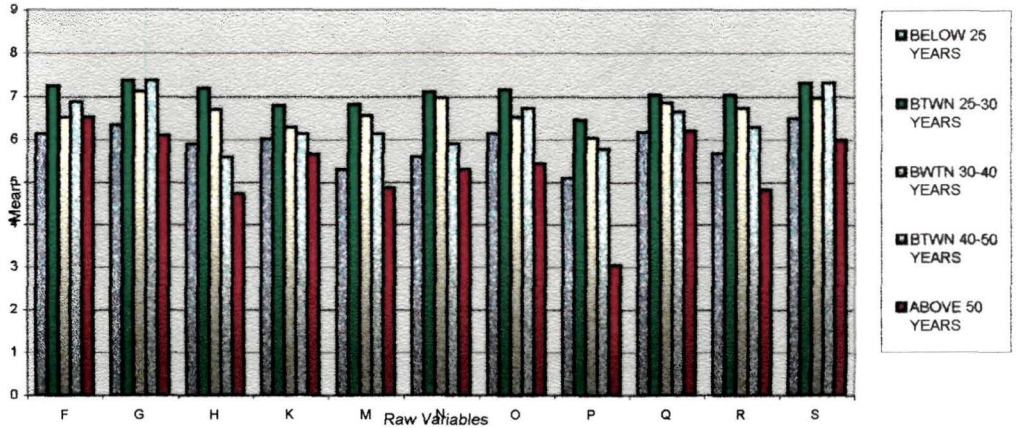
mean of the scores in the category *above 50 years* varies from 3.1 to 6.8 with the widest

Table 4.19 A: Means of Variables for Different Age Groups

Age Groups	Below 25 years			Between 25-30 years			Between 30-40 years			Between 40-50 years			More than 50 years		
Variables	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N
A	6.5	2.3	83	7.2	1.7	157	6.8	2.1	117	6.8	2.1	46	4.9	3.2	15
B	5.8	2.6	92	7.1	1.9	158	6.8	1.9	121	6.3	2.6	49	3.9	2.8	17
C	6.5	2.2	85	7.6	1.6	161	7.2	1.6	113	6.9	2.5	50	5.8	2.7	16
D	6.5	2.3	91	7.5	1.7	161	6.9	2.1	122	7.0	2.2	52	5.5	2.6	19
E	6.6	2.3	86	7.4	1.9	156	7.0	2.0	119	6.8	2.5	50	6.8	2.3	17
F	6.1	2.5	88	7.3	2.0	152	6.5	2.3	119	6.9	2.7	50	6.5	2.6	15
G	6.3	2.5	87	7.4	2.0	159	7.1	2.1	115	7.4	2.0	50	6.1	2.0	19
H	5.9	2.8	81	7.2	2.1	144	6.7	2.3	108	5.6	3.2	44	4.7	3.0	15
I	5.9	2.7	16	5.4	3.1	25	4.3	3.0	25	5.5	3.1	6	6.6	2.7	10
J	6.2	2.0	92	6.6	2.0	163	6.5	2.0	116	6.8	2.3	50	6.5	2.2	18
K	6.0	2.5	94	6.8	2.1	161	6.5	2.3	120	6.1	2.8	52	5.7	2.8	18
L	5.9	2.7	91	7.1	2.0	155	6.8	2.2	117	6.3	2.8	51	4.7	2.6	19
M	5.3	2.9	94	6.8	2.4	161	6.6	2.3	119	6.1	3.1	47	4.9	2.7	15
N	5.6	2.9	91	7.1	2.2	157	7.0	2.4	115	5.9	3.1	47	5.3	2.1	19
O	6.1	2.5	91	7.2	2.1	155	6.5	2.3	114	6.7	2.6	49	5.4	3.1	18
P	5.1	3.1	91	6.5	2.8	160	6.1	2.8	117	5.8	3.1	49	3.1	2.2	20
Q	6.2	2.3	92	7.0	2.4	156	6.9	2.1	113	6.7	2.9	46	6.2	2.6	14
R	5.7	2.6	85	7.0	2.2	153	6.7	2.2	113	6.3	2.7	48	4.8	2.1	17
S	6.5	2.1	89	7.3	1.9	156	7.0	2.0	112	7.3	1.9	47	6.0	2.7	15
T	6.8	1.9	80	7.3	1.8	140	7.0	1.8	107	6.8	2.1	42	5.8	3.0	17
U	0.0	0.0	4	1.3	2.6	9	0.7	2.4	11	0.0	.	1	0.0	0.0	5

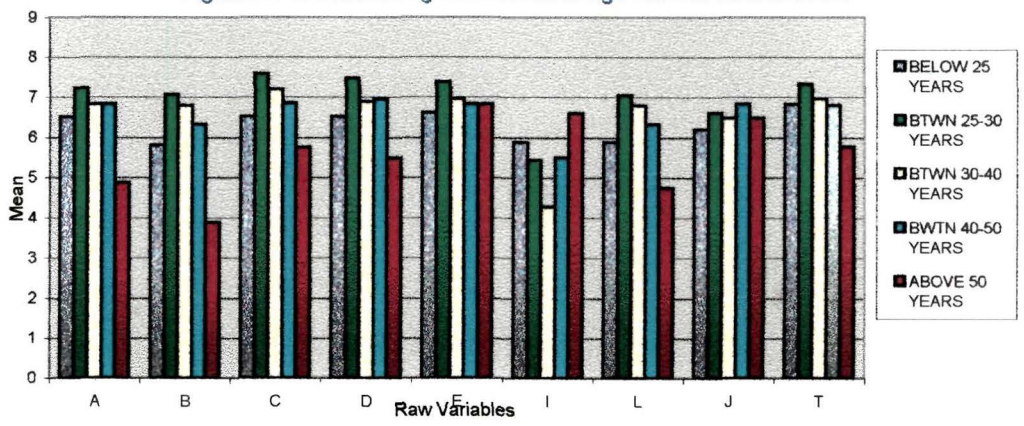
fluctuations among the 5 categories based on age of the respondents. The comprehensive scores for the principal factors would also help in understanding the behaviour of the age-wise groupings, which is discussed later in this section. Figures 4.8A and 4.8B depict the means of the individual variables group-wise for

Figure 4.8A: Contrasting Raw Variables Age-wise for External Influence



External Influence and *Infrastructure* respectively. A look at Figure 4.8A reveals that the green bars (indicating the age group *Between 25-30 years*) are almost always above the rest and the red ones are the shortest in all the cases. It is also seen that except for the age group *Above 50 years*, all other groups are having pretty well balanced means of scores. The commonness is more prominent in case of the green, yellow and light blue bars, indicating that the respondents between 25 to 50 years are having more or less the same preferences for variables under *External Influence* as far as destination selection is concerned.

Figure 4.8 B: Contrasting Raw Variables Age-wise for Infrastructure



The Figure 4.8B offers a graphical display of the mean scores of the variables under the factor *Infrastructure*. The red bars are the shortest ones in most of the cases here also. However, an interesting change is found to be present for the variables I (*Area of Interest*), where the mean score of the age group *Between 30 and 40 years* (the yellow bars) is the lowest. Otherwise, the means of the groups *Below 25 years, Between 25-30 years, 30-40 years* and *Between 40-50 years* are not differing very much. Hence the respondents up to 50 years of age are having almost the same preferences for *Infrastructure*. Chi square tests would throw idea on whether the responses to individual variables and the age of the tourists are independent. Detailed test results are shown in Annexure-III. The tests yielded that the null hypotheses that the scores to the individual variables and the age of the respondents are independent may be rejected at 90% level of confidence for the following variables.

1) Transportation to the Destination
2) Transportation within the Destination
3) Main Tourist Attractions
4) Chance
5) Infrastructure
6) Number of tourists Visiting the Place
7) Distance from the Place
8) Word-of-mouth
9) Recommendation of Tour Operator
10) Weather of the Destination
11) Proximity to a Visited Place
12) Basic Nature of the Place

Therefore, it may be concluded that the above variables and the age of the respondents are dependent on each other. However, this does not automatically mean that variables not listed above have nothing to do with the age of the respondent. In fact, 5 test results (for the variables *Availability of Suitable Accommodation, Cost of Accommodation and Transportation, Safety, Area of Interest,* and *Time*) were found invalid for not adhering to the 20% criteria. But, the null hypotheses for the following variables may not be rejected at **90%** confidence level.

1) Drinking Water,
2) Surrounding Places,
3) Local People

This means the variables mentioned above do not have any relationship with the age of the respondents.

The differences among various groups on *External Influence* and *Infrastructure* for importance can also be analysed through the formula described in (1) at paragraph 4.4.3 in this Chapter. This would be more specific as the weights (loading) are also considered while evaluating the mean scores of the respondents from various Age groups. Table 4.19B shows the importance (in a 0-9 scale) for the

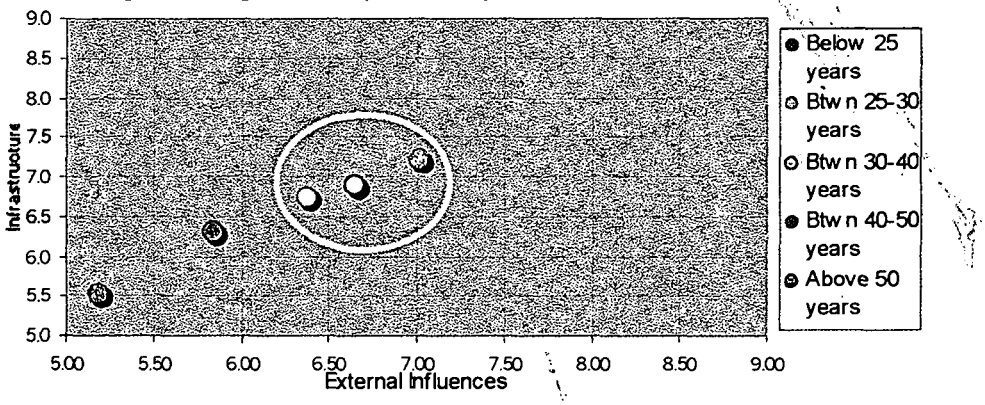
principal factors. It is seen that the scores are more than the halfway mark (4.5) of the scale used. The levels of importance for the factor *External Influence* are just above 5 in two occasions, while it is moderate in another two occasions. In one case, it is just more than 7. However, in case of *Infrastructure*, the lowest score (5.52) is for the Age groups *Above 50 years*. The highest score is from the group *Between 25-30 years* vindicates the above findings.

The level of importance against the different Age groups are illustrated (Figure 4.9) in a two dimensional plane putting the *External Influence* on the X-axis

Table 4.19 B: Level of Importance- on the Basis of Age

Age Groups	<25	25-30	30-40	40-50	>50
External Influence	5.748	6.961	6.593	6.293	5.178
Infrastructure	6.334	7.221	6.893	6.764	5.560

Figure 4.9: Age-wise Importance by the Respondents



and *Infrastructure* in the Y-axis. It is seen from this perceptual map that the Age groups and the sensitiveness to *External Influence* and *Infrastructure* do not have a distinct pattern of behaviour. However, the older the group, the tendency of coming closer to the origin (5 for this map) is more. The exception is seen only in case of the group consisting of respondents *less than 25 years* of age. This group is close to the origin, just next to the oldest group. Thus the sensitivity of the respondents in the age group *Above 50* years towards both the factors are lowest in the hierarchy. And the group *Between 25-30 years* is the most sensitive towards both the factors. It can also be seen from the Figure that the groups *25-30, 30-40* and *40-50* are creating a close cluster within the 6.5 and 7.5 range. And a distinct trend

that is proportionately positive for both the axes with respect to age for these groups can be seen. This implies that these groups are having almost same levels (which is high on both the principal factors) of preferences, which tend to be higher as the age of the respondent increases.

4.4.5.4 Income and Importance:

It was pointed out in the beginning of this Chapter that the respondents could be classified on the basis of income. Sensitivity towards the principal factors under study may be different for different income groups of the respondents. However, it must be noted that there exists a high proportion of non-response (195 out of 505) to the question targeted to find out the monthly income of the respondents. 5 different groups are constituted for the respondents on the basis of their responses to question no. 24(b) of the Questionnaire. Table 4.20A shows the mean scores against the raw variables for different groups of respondents. Non-responses were excluded pair-wise while calculating the means.

Table: 4.20A: Means of Variables for Different Income Groups

Income (pm)	Below Rs. 5000			Between Rs. 5000-8000			Between Rs. 8000-10000			Between Rs. 10000-15000			More than Rs. 15000		
Variables	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N
A	6.2	2.7	25	6.9	2.0	78	7.0	2.2	69	6.5	2.5	49	6.1	2.5	36
B	5.7	2.7	24	6.6	2.2	89	6.5	2.4	71	6.0	2.3	50	5.4	2.9	35
C	6.8	2.2	25	7.0	1.7	85	7.2	2.1	71	6.8	2.5	46	6.7	2.0	36
D	6.7	2.4	23	7.1	2.0	86	7.0	2.1	74	6.3	2.6	54	6.5	2.1	39
E	6.3	2.9	24	7.1	2.3	85	7.1	2.2	71	6.6	2.3	48	6.1	2.4	37
F	6.1	2.8	26	6.6	2.4	85	6.9	2.1	70	6.1	2.9	46	5.5	2.9	35
G	6.4	2.6	23	7.1	2.1	86	7.0	2.2	72	6.0	2.7	48	6.5	2.2	37
H	5.8	2.6	21	7.0	2.2	79	6.1	2.9	61	5.6	3.0	45	4.6	2.4	31
I	5.3	3.3	8	4.8	2.9	19	5.8	3.2	16	3.9	3.0	13	6.8	1.9	12
J	5.9	2.5	27	6.3	2.1	88	6.5	2.3	72	6.0	2.2	52	7.1	1.9	34
K	6.0	2.4	26	6.0	2.5	91	6.6	2.2	73	5.6	2.8	54	5.9	2.7	37
L	5.8	2.7	25	6.5	2.3	88	6.8	2.4	71	5.6	3.0	50	5.8	2.5	37
M	4.9	2.9	28	6.6	2.3	90	6.3	2.8	71	5.7	2.8	49	5.0	2.9	34
N	5.3	2.7	25	6.5	2.7	88	6.9	2.3	68	5.7	3.1	53	5.9	2.7	32
O	5.0	2.5	25	6.5	2.7	87	6.9	2.3	68	5.7	2.6	53	6.3	2.2	33
P	4.4	3.3	26	5.5	2.9	89	6.3	2.9	70	4.8	3.2	53	4.2	2.7	37
Q	5.5	2.1	25	6.4	2.6	89	6.8	2.7	66	6.2	2.6	48	6.3	2.6	30
R	5.4	2.8	23	6.5	2.1	86	6.7	2.3	68	6.0	2.7	46	4.7	2.6	35
S	5.9	2.2	27	6.7	2.4	87	7.2	2.1	68	6.7	2.1	46	6.9	1.9	32
T	6.6	1.8	22	7.1	1.9	80	6.8	2.1	64	6.5	2.5	43	6.4	2.5	29
U	0.0	0.0	2	3.5	4.1	4	0.67	2	9	0.0	0.0	9	0.0	0.0	3

It is seen from the Table that the group with the highest income (*Above Rs. 15000/- pm*) scores the lowest mean (4.2) for the variable P (i.e., *Recommendation of Tour Operators*) and the highest (7.1) for J (*Surrounding Places*). The group with income *Less than Rs.5000/-* pm (the lowest) scores the lowest mean against P (4.4) and the highest (6.8) for the variable C (*Availability of Suitable Accommodation*). The range of scores for the group *Between Rs.5000/-and Rs.8000/-* is 4.8 (for I) and 7.1 (for D, E, G and T i.e., *Cost of accommodation, Safety* and *Main Tourist Attractions*, and *Time* respectively). This group also scores 7 as means for two other variables--*Availability of Suitable Accommodation* (C) and *Chance* (H). This income group scores high mean for *A (Transport to the Destination*). The lowest score for the group *Rs.8000/- to Rs.10000/-* is 5.8 for variable I and the highest is 7.2 for variables C and S. The group scores high mean (*7 or more*) for variables D, E, G and A (*Cost of Accommodation and Transportation, Safety, Main Tourist Attraction*, and *Transportation to the Destination* respectively). The range of the mean scores for the group with income *Between Rs.10000/- and Rs.12000/-* is 3.9 for I and 6.8 for C. It is seen from the Table 4.20A that the variable I has scored low to very low means except for the group with highest income. On the other hand, the variables A, B, C and G are scoring high responses from all the groups. The graphical display at Figure 4.10A would give a better idea of the scores of the respondents across various income groups.

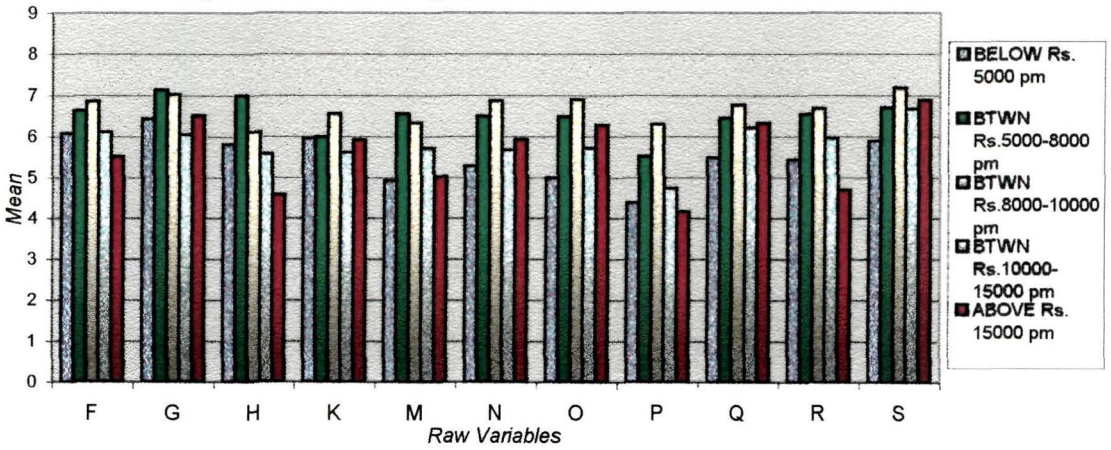
Chi-square tests for the Individual variables with the level of income of the respondents suggest that for the variables mentioned below, null hypotheses that they have no relationship with income be rejected at **90%** level of confidence. Modifications of the scales of measurements had to be made for the analysis as the percentage of cells with less than 5 as expected frequencies were found to be more than 20%. Therefore, the 10-point scale, which was used to measure the variables, is reduced to a three-point scale. The scales 0,1, and 2 are clubbed as the lowest scale; scales 3, 4, 5, and 6 are made one as the middle scale; and the scales 7, 8, and 9 are clubbed as one as the highest scale. Even after doing these modifications Chi-square tests for a few variables are found to be invalid for want of the criteria mentioned

above. Detailed test results are summarised in Annexure IV. The following variables are found to be related to the level of income of the respondents.

1) Safety
2) Drinking Water
3) Main Tourist Attractions
4) Chance
5) Number of Tourists Visiting the Place
6) Recommendation of Earlier Visitors
7) Recommendation of Tour Operators
8) Proximity to a Place visited for other Reasons
9) Basic Nature of the Place

However, the Chi-square tests for the variables *Availability of Suitable Accommodation, Cost of Accommodation and Transportation* and *Area of Interest* with level of income were found to be *invalid* due to high number of cells (more than 20%) with less than 5 as expected frequency.

Figure 4.10 A: Contrasting Raw Variables Income-wise for External Influence



Figures 4.10A and 4.10B display the means of the scores for different income groups for the principal factors *External Influence* and *Infrastructure* respectively. In Figure 4.10A, it seen that the bars with yellow, green and light blue colours are showing consistency, while the bars with violet and red colours are differing significantly over the variables. It is also seen that the variables G (*Main Tourist*

Attraction) and S (*Basic Nature of the Place*) are scoring high means irrespective of the income level of the respondents. This may also signify existence of correlation between these two factors. And this trend is seen in case of other classification groups also. It is also seen from the bar chart that the overall score for variable O (*Recommendation of Earlier Visitors*), which signifies the word-of-mouth, is more than the scores of P *(Recommendation of Tour Operators*). It is important to note that the lowest income group does not give much importance to any of the two factors, while the highest income group gives more value to word-of-mouth than the professional advice.

Figure 4.10 B:Contrasting Raw Variables Income-wise for Infrastructure

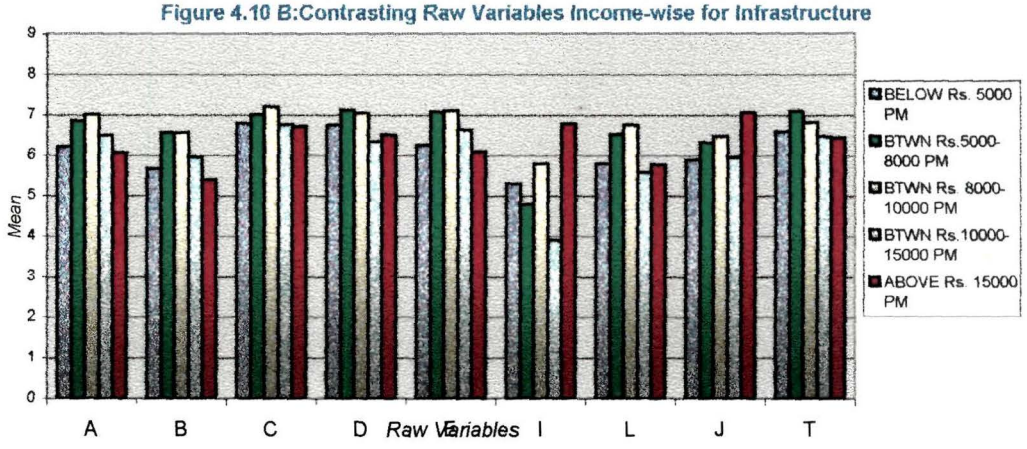


Figure 4.10B illustrates the bar chart depicting the mean of the scores of the variables associated with the principal factor *Infrastructure* for various income groups. It can be seen from the bar chart that the means for the variables A, C, D and T (*Transportation to the Destination, Availability of Suitable Accommodation, Cost of Accommodation and Transportation* and *Time* respectively) are almost consistent across various groups. But the same is not seen in earlier Figure 4.8B, where classification variable was age. This fluctuation of scores may have occurred due to the difference in the number of non-responses (non-response to Age was only 14). In Figure 4.10B a clear contrast is seen in case of the variables I and J, where the group *Above Rs. 15000 /- pm* is scoring the highest means. This implies that this group is more sensitive to *Area of Interest* and *Attraction of Surrounding*

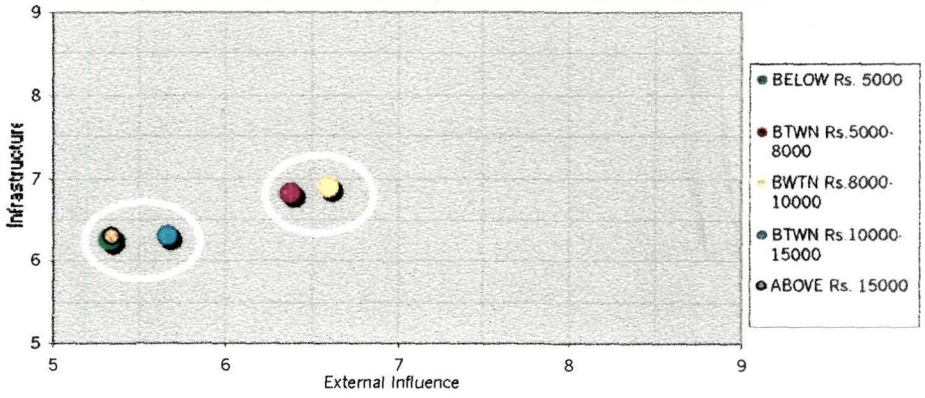
Places. Interestingly, for both the variables the means of other income groups are low, and for the variable I the mean is the lowest for all the remaining categories.

A macro view on the level of importance assigned by various income groups emerges when the means are weighted and the score is counted with the help of the

Table4.20B: Income-wise Importance of Principal Factors

Income Groups	Less than Rs. 5000/- pm	Between Rs.5000/- & Rs.8000/- pm	Between Rs.8000/- & Rs.10000/- pm	Between Rs.10000/- & Rs.15000/- pm	Above Rs. 15000/- pm
External Influence	5.331	6.375	6.598	5.659	5.338
Infrastructure	6.264	6.822	6.886	6.299	6.313

Figure 4.11: Importance by Respondents on the Basis of Income



formula (1) as described earlier. Table 4.20B shows the importance levels of various income groups for the two principal factors under investigation. It is seen from the Table that the income groups of both the extremes are scoring almost the same degree of importance for *External Influence*. The comprehensive score at around 5.5 may be termed as moderate in the 0-9-point scale. The factor *Infrastructure* has scored almost the same level of importance across all income groups at around 6.5, which implies that the groups are pretty consistent for this factor. The highest level is indicated by the group *Between Rs. 8000/- and Rs. 10000/-* for both the factors. At importance score 6.60 for *External Influence* and 6.89 for *Infrastructure*, this group has shown a high level of sensitivity towards both the principal factors. Figure 4.11 depicts the scores in a two dimensional plane, keeping *External Influence* on X-axis and *Infrastructure* on Y-axis. The diagram shows two distinct clusters. The consecutive groups, *Between Rs. 5000/- & Rs. 8000/-* and *Between Rs.*

8000/- & Rs. 10000/- have created one cluster towards the higher end of the plane. The other three groups (the groups at the two extremes and the group *Between Rs. 10000/- & Rs. 15000/-*) formed another cluster towards the origin of the axes. It can be presumed that the respondents with lower middle income (monthly income from Rs.5000/- to Rs. 10000/-) are highly sensitive to both the principal factors, while the lowest income group as well as the high income groups are not that sensitive to the factors at a macro level.

4.4.5.5 Education and Importance:

The process of learning plays a vital role on consumer behaviour. It is believed that more educated a person, higher is the chance of behaving differently while making a buying decision. The respondents in the current analysis are divided into 5 different groups, namely, Professional Graduates, General Graduates, Professional Postgraduates, General Postgraduates, and Others. These categories might have different importance assigned to the variables and thus to the two principal factors under analysis. Table 4.21A illustrates the important statistics on the raw variables by different categories based on education of the respondents. It may be pointed out that 158 respondents did not respond to the question no.24 (C) of the Questionnaire, where respondents were asked to point out their educational background. Thus the non-response amounts to be 31.3% of the total respondents.

It is seen from Table 4.21A that the group Professional Graduates scores as low as 2.8 against *Recommendation of Tour and Travel Operators* (P). The highest score in that group is 5.5 for the variable T (*Available Time*).

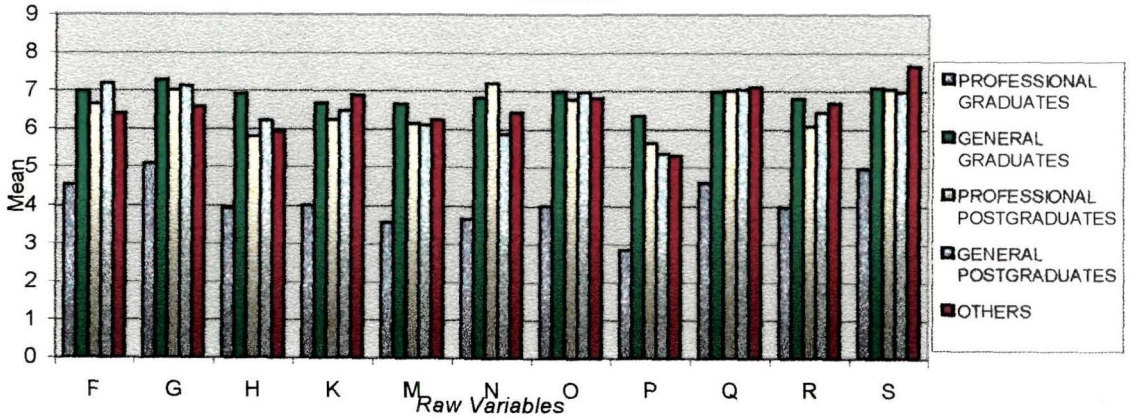
Table: 4.21 A: Means of Variables for Different Educational Backgrounds of Respondents

Backgrounds	Professional Graduates			General Graduates			Professional Postgraduates			General Postgraduates			Others		
Variables	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N
A	5.3	2.8	46	6.7	2.1	122	7.6	1.7	46	7.0	2.0	28	6.3	2.5	42
B	4.4	2.8	58	6.7	2.2	124	6.7	2.1	49	6.9	1.7	30	6.2	2.8	42
C	5.2	2.8	53	7.2	1.7	124	7.6	1.8	46	7.3	1.5	27	6.5	2.2	41
D	5.0	2.7	61	7.2	2.0	128	6.9	2.2	51	7.2	1.5	30	6.9	2.2	43
E	5.3	2.8	56	7.2	1.8	126	7.2	2.1	46	7.5	1.5	28	6.7	2.7	41
F	4.5	3.1	59	7.0	2.0	126	6.6	2.8	42	7.2	1.8	28	6.4	2.5	41

Backgrounds	Professional Graduates			General Graduates			Professional Postgraduates			General Postgraduates			Others		
Variables	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N
G	5.1	2.7	58	7.3	2.0	130	7.0	2.2	47	7.1	1.6	30	6.6	2.6	40
H	3.9	2.7	59	6.9	2.3	118	5.8	3.0	40	6.2	2.6	31	6.0	2.4	28
I	4.3	2.8	32	5.8	2.8	21	5.3	3.4	12	8.0	1.0	5	4.5	3.4	4
J	5.1	2.7	62	6.6	1.9	130	6.8	2.1	49	6.5	2.2	29	6.7	1.7	39
K	4.0	2.7	68	6.7	2.1	130	6.3	2.5	52	6.5	2.5	29	6.9	2.1	40
L	4.1	2.6	65	6.9	2.2	124	6.7	2.3	50	6.6	2.1	30	6.0	2.5	39
M	3.6	2.7	68	6.7	2.4	126	6.1	2.6	47	6.1	2.7	30	6.2	2.8	38
N	3.6	2.8	65	6.8	2.5	124	7.2	1.8	48	5.9	3.1	26	6.4	2.3	39
O	4.0	2.8	64	7.0	2.2	127	6.8	2.3	50	7.0	1.8	28	6.8	2.2	34
P	2.8	2.4	73	6.3	2.6	123	5.6	3.2	50	5.4	3.5	29	5.3	2.7	38
Q	4.6	2.9	69	7.0	2.1	120	7.0	2.3	46	7.0	1.9	28	7.1	2.0	34
R	4.0	2.4	60	6.8	2.2	125	6.1	2.7	48	6.4	2.4	27	6.7	2.0	35
S	4.9	2.5	59	7.1	2.1	124	7.1	2.1	49	7.0	1.4	29	7.7	1.4	32
T	5.5	2.5	51	7.2	1.8	116	7.4	2.0	41	6.5	1.8	23	7.2	2.0	32
U	1.8	3.3	8	0.0	0.0	10	0.0	0.0	5	0.0	.	1	0.0	0.0	2

The group consisting of General Graduates has a range of scores from a minimum of 5.8 (against variable I) to a maximum of 7.3 (for G-*Main Tourist Attractions*). This group records almost similar scores for variables C, D, E, F, H, O, Q, and T. Professional Postgraduates score a minimum mean of 5.3 against I (*Area of Interest*) and the maximum of 7.6 for variables A and C. The group General Postgraduates scores a high of 8.0 (again for I) and a low of 5.4 for P (*Recommendation of Tour Operator*). The group with all Other respondents scores a low of 4.5 for variable I and a high of 7.7 for variable S (*Basic Nature of the Place*).

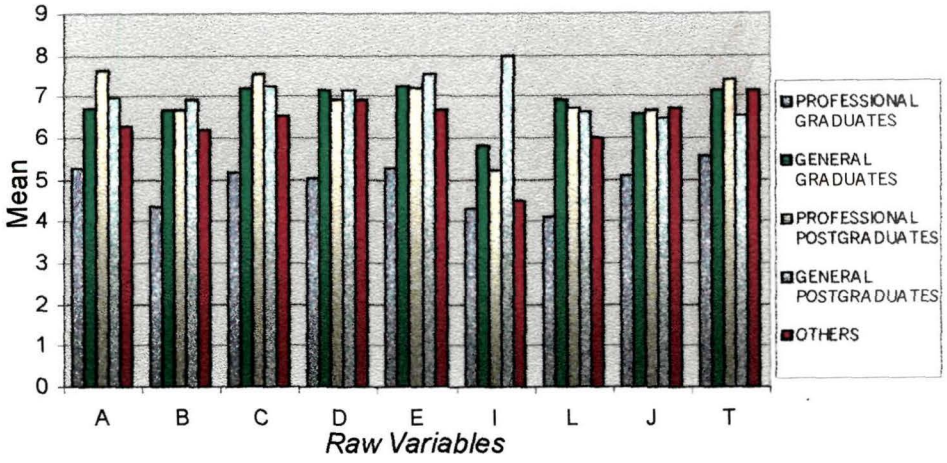
Figure 4.12 A: Contarsting Raw Variables Background-wise for External Influence



Figures 4.12A and 4.12B show the means of the variables for the groups separately for *External Influence* and *Infrastructure*.

It is seen from Figure 4.12A that Professional Graduates are consistently scoring lowest means across the categories. The group Others scores significantly high mean for S. Except for the variable P, other groups are having consistently moderate to high means. *Recommendations of Tour Operators* are not influencing the destination decision to a high extent except for the respondents in the group -- General Graduates.

Figure 4.12 B: Contrasting Raw Variables Background-wise for Infrastructure



As it is seen from the Figure 4.12B, the group-- General Postgraduates has offered high score for the variable *Area of Interest*. However, this may be a skewed score as the number of responses to this particular variable from this group is only 5. It is clear that responses to this variable from other groups are low. The variables C and D are showing fairly consistent results across the groups. It is further observed that the violet bars (representing Professional Graduates) for different variables are the shortest ones among the groups for this principal factor also. The responses for the groups are summarised into Table 4.21B with respect to the principal factors.

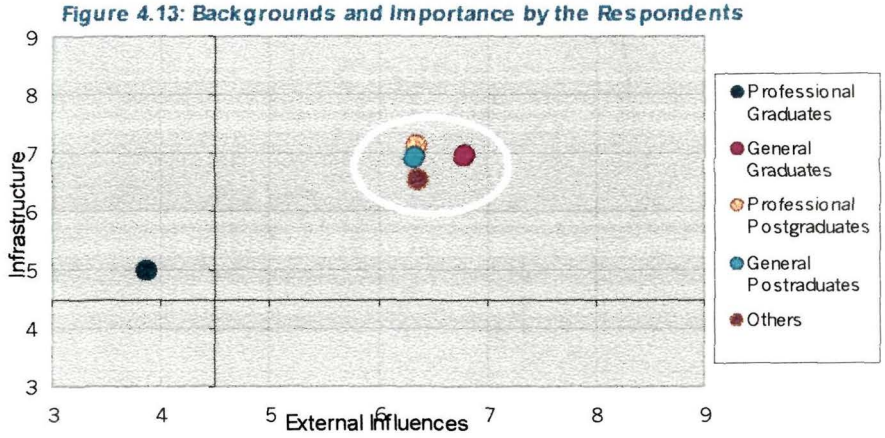
Table 4.21B: Background-wise Importance of Principal Factors

Backgrounds	Professional Graduates	General Graduates	Professional Postgraduates	General Postgraduates	Others
External Influence	3.995	6.783	6.349	6.327	6.355
Infrastructure	5.010	6.975	7.140	6.947	6.563

Table 4.21B shows that the Professional Graduates are not sensitive at all to the principal factor *External Influence*. This group of respondents has also scored a low response to the other factor, *Infrastructure*.

Figure 4.13 depicts the information in a two-dimensional plane, which gives a better idea with respect to differences of opinion of various groups. The minimum scales for both the axes are brought down to 3, unlike the other perceptual maps where the minimum scales were 5. It is seen from the Figure that all other groups except for the Professional Graduates are creating a close cluster around the 6-7

Figure 4.13: Backgrounds and Importance by the Respondents



point of the scale. The groups professional Graduates fall in the area marked with a dark blue bubble, signifying a low level of preference towards both the principal factors.

4.4.5.6 Frequency of Visits and Importance:

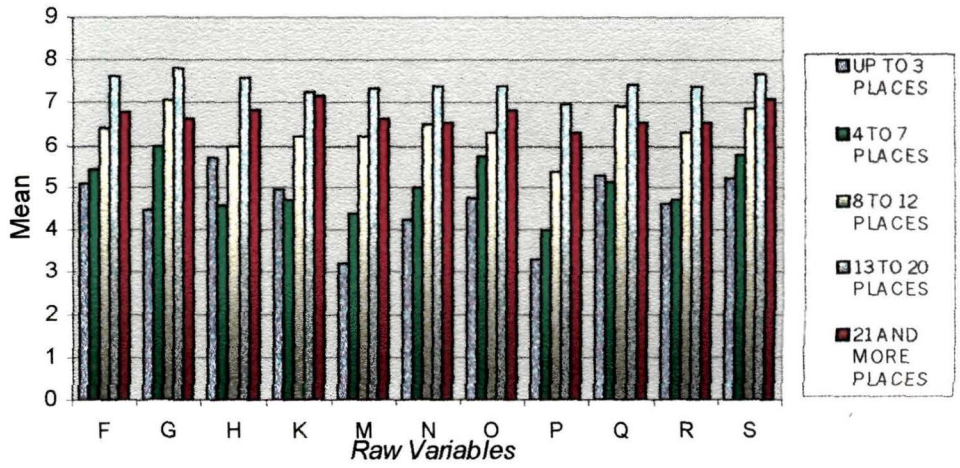
Tourists travelling more might be habituated in making decisions regarding a destination more easily than the persons who travel less. Thus the level of preferences towards the raw variables and the principal factors might also be different depending upon the tourists' exposure level. Following section tries to find out the relationship between the variables under study and the frequency of travel. Table 4.22A, shows the vital statistics regarding the raw variables and the frequency of visits.

Table: 4.22 A: Means of Variables by Frequency of Visits

Frequency of Visits	Up to 3 Places			4 to 7 Places			8 to 12 Places			13 to 20 Places			21 and more Places		
Variables	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N
A	4.6	2.1	17	5.9	2.7	60	6.7	2.2	104	7.4	1.3	181	7.2	2.5	48
B	4.3	2.3	18	5.4	2.7	63	6.3	2.3	109	7.3	1.6	190	6.8	2.6	48
C	5.5	2.0	15	6.0	2.5	62	7.1	1.8	106	7.6	1.4	184	7.4	2.1	49
D	5.3	2.1	17	5.8	2.7	70	6.7	2.1	112	7.7	1.3	185	7.3	2.0	49
E	5.2	2.2	19	6.0	2.6	67	6.9	2.1	101	7.7	1.5	182	7.1	2.3	49
F	5.1	2.3	18	5.4	2.8	63	6.4	2.4	107	7.6	1.6	180	6.8	2.6	47
G	4.5	2.1	18	6.0	2.5	70	7.1	2.0	107	7.8	1.4	178	6.6	2.6	47
H	5.7	1.8	14	4.6	2.7	66	6.0	2.8	97	7.6	1.7	164	6.8	2.5	44
I	5.0	2.9	7	4.8	3.2	26	5.8	3.0	27	5.6	3.0	18	6.0	3.5	6
J	5.1	2.1	20	5.5	2.6	71	6.7	2.0	108	6.9	1.6	184	6.9	2.3	46
K	4.9	2.3	19	4.7	2.7	73	6.2	2.4	112	7.3	1.5	181	7.2	2.4	49
L	4.7	1.5	19	5.1	2.8	71	6.7	2.4	102	7.3	1.9	183	6.7	2.6	46
M	3.2	2.1	20	4.4	2.8	71	6.2	2.6	103	7.3	1.8	182	6.6	2.7	47
N	4.2	2.5	18	5.0	2.8	70	6.5	2.6	105	7.4	1.9	179	6.5	2.9	47
O	4.7	2.1	19	5.8	2.7	69	6.3	2.5	105	7.4	1.8	177	6.8	2.7	47
P	3.3	2.6	21	4.0	2.9	72	5.4	3.1	104	7.0	2.3	181	6.3	3.0	47
Q	5.3	2.3	19	5.2	3.0	66	6.9	2.2	102	7.5	1.7	176	6.5	2.8	47
R	4.6	2.4	18	4.7	2.5	67	6.3	2.4	98	7.4	1.7	178	6.5	2.7	46
S	5.2	2.2	18	5.8	2.5	66	6.9	2.0	102	7.7	1.4	176	7.1	2.2	47
T	5.4	2.2	15	6.2	2.6	53	7.1	1.7	93	7.4	1.4	167	6.7	2.5	47
U	0.0	.	1	0.6	1.9	10	1.0	2.8	8	0.9	2.3	7	0.0	0.0	4

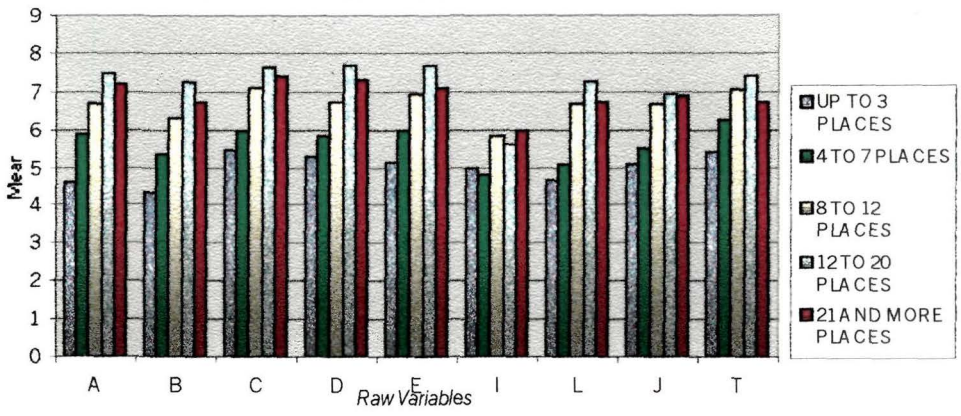
It is seen from the Table that in almost all the cases the mean score is increasing with the experience of the respondents and then slightly comes down for the group of respondents who travel most. The bar diagrams at Figure 4.14A and 4.14B illustrate this inclination clearly.

4.14 A : Contrasting Raw Variables Visit-wise for External Influence



Thus it is evident that there is a clear upward trend in the mean scores as the Level of Exposure increases, but comes down slightly for the group with the highest exposure. It is also seen from the Figure 4.14A that the group who visited 13 to 20 places has scored almost at the same level across the variables. It is seen, however, that in case of Figure 4.14B the difference in mean scores between the top two groups are reducing. However, the variable I (*Area of Interest*), as seen in case of other groups, offers a different trend with the yellow and red bars scoring almost the same means, which are more than the otherwise unbeaten group "Between 12 to 20 visited places". However, the distinct trend in case of other variables calls for a detailed one-to-one analysis of relationship between the raw variables and the Level of Exposure of the respondents. For this, Chi square tests would be proper, which is offered below.

4.14 B: Contrasting Raw Variables Visit-wise for Infrastructure



Chi Square Tests:

To make the Chi square test valid, slight modifications had to be made in the responses. The 10-point scale for the raw variables are brought down to a 3-point one by clubbing the scales 0,1, and 2 with 2; 3, 4, 5 and 6 with 6; and 7,8 and 9 with 9. As the number of responses in the group "Up to 3" is very low, the results of the tests could be considered invalid. To reduce this hazard, the lowest two groups namely, the group "Up to 3 Places" and "4 to 7 Places" are clubbed to create one group that may be named as "Up to 7 Places". The results of the chi-square tests are summarised in the Annexure V. The tests are conducted on 21 separate

hypotheses to find out relationship, if any, between the Level of Exposure and the respondent's sensitivity towards a particular raw variable while making a destination decision. The following variables are found to be related to the Frequency of Visits by the respondents. (Detail test results are enclosed in Annexure V)

1) Transportation to the Destination,
2) Transportation within the Destination,
3) Availability of Suitable Accommodation
4) Cost of Accommodation and Transportation,
5) Safety/ Law and Order Situation,
6) Drinking Water
7) Main Tourists Attraction,
8) Chance,
9) Attractions of Surrounding Places,
10) Local People / Culture,
11) Infrastructure,
12) Number of Tourists Visiting the Place,
13) Distance from Origin,
14) Word-of-mouth,
15) Recommendation of Tour Operators,
16) Weather,
17) Proximity to a Place Visited for Other Reasons, *and*
18) Basic Nature of the Place

The test results of the other factors are found to be invalid of the remaining three variables and hence relationships cannot be established.

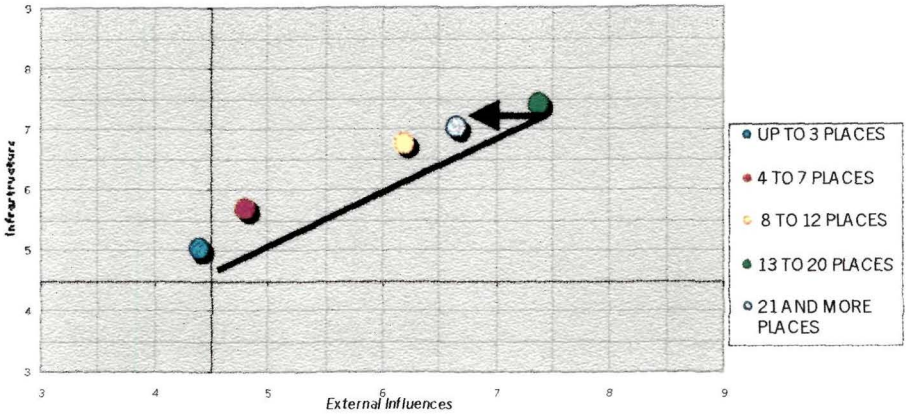
Table 4.22B: Importance of Principal Factors Based on Level of Exposure

Frequency of Visit	Up to 3 Places	4 to 7 Places	8 to 12 Places	13 to 20 Places	21 Places and More
External Influence	4.386	4.807	6.190	7.381	6.651
Infrastructure	5.036	5.686	6.754	7.415	7.024

A macro view of situation can be had from the importance offered by the respondents of various groups towards the two principal factors. Table 4.22B offers

the importance for the factors for groups by Level of Exposure. It is seen from the Table that for the first four groups the scores for both the factors are increasing steadily. However, the scores come down slightly for the last group. Figure 4.15 offers a two dimensional graphical representation of the scores from the Table 4.22B. It is evident from the Figure that the blue bubble, which represents the group "Up to 3 Places", has scored moderate importance. The importance level is increasing almost in a linear form up to the green bubble representing the group "13 to 20 Places". However, the trend is reversed for the group with the purple bubble.

Figure 4.15: Importance and Frequency of Visits



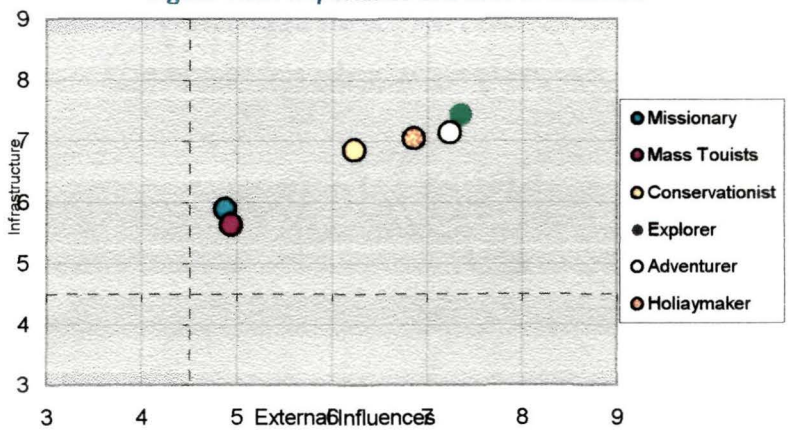
4.4.5.7 Idea of Vacation and Level of Preference:

As mentioned earlier at paragraph 4.2, the tourists may be divided into 6 distinct groups based on their philosophy and purpose of tour. The sensitivity to the groups towards the raw variables and then towards the principal factors, may also differ for these groups. The Importance calculated from the means of the scores separately for the groups are shown in Table 4.22C.

Table 4.22C: Level of Importance and Idea of Vacation

	Missionary	Mass Tourists	Conservationist	Explorer	Adventurer	Holidaymaker
External Influence	4.873	4.936	6.236	7.346	7.238	6.862
Infrastructure	5.889	5.639	6.849	7.442	7.137	7.041

Figure 4.16: Importance and Idea of Vacation



The Scores are converted into a two-dimensional diagram in Figure 4.16. It is clear from Table 4.22C and from Figure 4.16 that the groups "Missionary" and "Mass Tourists" do not give much importance to any of the principal factors. However, the scores for *Infrastructure* are more than the scores for *External Influence* in both the cases. The maximum sensitive group to the principal factors is "Explorer", which is denoted by the green bubble. This is closely followed by the white bubble signifying the group "Adventurer".

This analysis also provides the characteristics of the different groups under study. Their preference levels to individual raw variables might also be studied. However, this is beyond the scope of this report and hence not discussed further.

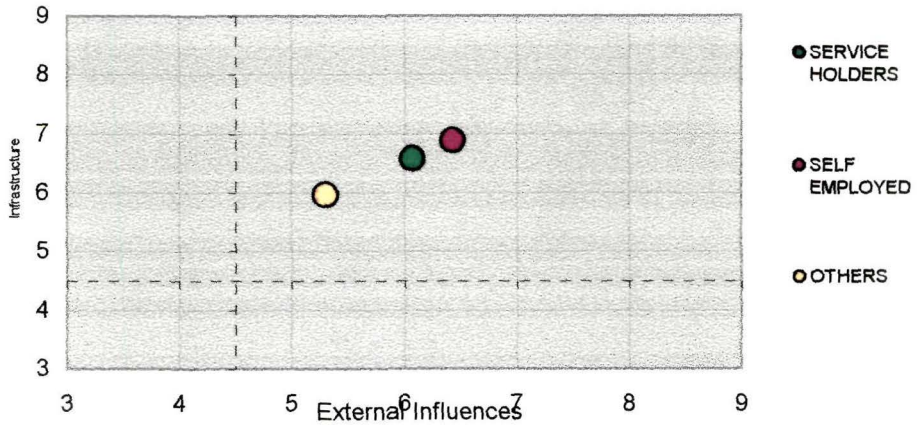
4.4.5.8 Profession and Importance:

Profession, though does not have any significant relationship with the Idea of the respondents on perfect vacation (as derived in paragraph 4.2.3.3) may be tested for significant difference for importance over the two principal factors. The levels of importance for *External Influence* and *Infrastructure,* which are calculated directly from the mean of scores for the individual variables, are presented in Table 4.22D. Scores are shown graphically in Figure 4.16 A.

Table 4.22D: Level of Preference and Profession of the Respondents

	Service Holders	Self Employed	Others
External Influence	6.071	6.429	5.303
Infrastructure	6.581	6.886	5.965

Figure 4.16 A: Importance and Profession



It is seen from the Table and from the Figure that the levels of importance assigned on the two factors are different for the respondents from different professions. The group "Others" have showed minimum preference for both the factors. The other two groups have scored almost identical preferences.

The levels of importance as described above do explain the expectations of tourists in a particular destination in relation to a particular variable. Therefore, the comprehensive scores on the principal factors would represent the level of preference of different groups of tourists. Therefore, the level of importance will be referred to as the level of preference of a group of tourists for any further reference.

4.5 Package Tour

Decision making process and behaviour may be different for the tourists on conducted tours from the tourists who decide to visit without any middlemen. There are two distinct types of conducted tours: (a) tour conducted within the destination like the sight seeing tours by a third party and (b) whole tour conducted by a third party to a destination alongwith the within the destination transportation and the return journey back home. Analysis of popularity of conducted tours is also vital to ascertain the role of the middlemen like the tour operators, guides etc. in a tourist destination. Following section also provides with segment-wise analysis of popularity of conducted tours.

Two questions (number 10(a) and 10(b)) in the survey were included to measure the respondents' likelihood to travel in packaged tour. The first question was about the packaged tour within the destination and the second dealt with the packaged tour to the destination on a turnkey basis. Both the questions were in interval scale and 4 choices were offered for each of the questions namely, *always, sometimes, rarely,* and *never.* 475 samples responded to the first question and 465 to the second one. Table 4.23 shows the responses for both the questions against the choices.

Table 4.23: Preference for Package Tour

	Choice	Package Tour within the Destination.		Turnkey Package Tour for the Destination	
		Frequency	*Percent*	*Frequency*	*Percent*
Valid	Always	27	*5.35*	37	*7.33*
	Sometimes	232	*45.94*	193	*38.22*
	Rarely	168	*33.27*	176	*34.85*
	Never	48	*9.50*	59	*11.68*
Total		475	*94.06*	465	*92.08*
Non- response		*30*	*5.94*	*40*	*7.92*

It is seen from the Table that the respondents have overwhelmingly voted in favour of "Sometimes" and "Rarely", which constitute almost 80% of the responses in case of the first question and 75% for the second question. It is also seen that responses at both the extremes are quite few.

To find out relationship between the preferences for package tours and other classification data Chi square tests are performed in the next part of this discussion.

4.5.1 Origin and Preference towards Package Tour:

The respondents are divided on the basis of their Origin (namely, domestic and foreign). Two different Chi square tests on the null hypotheses that there remains no relationship between Origin and preference to Package Tours (within the destination and overall tour) are performed on the processed data.

Table 4.24: Cross Tabulation for Package Tour by Origin of the Respondents

		Domestic	Foreign	Total
	Always	25	2	27
	Sometimes	174	58	232
	Rarely	116	52	168
	Never	38	10	48
Total		353	122	**475**

Table 4.24 A: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.817	3	.050
Likelihood Ratio	9.042	3	.029

0 cells (.0%) have expected count less than 5. The minimum expected count is 6.93

Tables 4.24 and 4.24A show the results of Chi square test for the null hypothesis that there remains *no relationship between the Origin of the respondent and his/her preference for Package Tour within the destination.* The test results indicate that the hypothesis be rejected at 95% confidence interval. Therefore, it may be interpreted that the choice for package tour (within the destination) is dependent on the origin of the tourists.

Table 4.25 and 4.25A show the cross tabulation and the test results for the second hypothesis that *the respondents' choice of a Package Tour (in a turnkey basis) is not related to the Origin of the respondents.*

Table 4.25: Cross Tabulation between Package to the Destination and Origin

	Domestic	Foreign	Total
Always	30	7	37
Sometimes	152	41	193
Rarely	115	61	176
Never	49	10	59
Total	346	119	465

Table 4.25 A: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.695	3	.005
Likelihood Ratio	12.560	3	.006

0 cells (.0%) have expected count less than 5. The minimum expected count is 9.47

It is concluded from the Chi square test that the null hypothesis be rejected (at 90% level of confidence) and an interpretation be made that the choice of turnkey Package Tours and the Origin of the tourists may be dependent on each other.

4.5.2 Choice of Package Tour and Income of the Respondents:

Choice of Package Tour may have relationship with the income level of the respondents. To test this, Chi square tests may be applied on the null hypotheses that the *choice for Package Tour within the destination and the level of Income are independent* (Hypo. 1), and *the choice of Package Tour in a turnkey basis and the level of Income of the respondents are not related* (Hypo.2).

To test the first hypothesis, cross tabulation in Table 4.26 is extracted from the data file with the help of the SPSS package. The results of the Chi square test are also tabulated in Table 4.26A.

Table: 4.26: Cross Tabulation Between Income and Choice of Package Tour

Monthly Income of Respondent		Less than Rs. 5000/- pm	Between Rs. 5000/- and Rs. 8000/-	Between Rs. 8000/- and Rs. 10000/-	Between Rs. 10000/- and Rs. 15000/-	Rs. 15000/- and above.	Total
Package Tour within the Destination	Always	3	4	7	4	3	21
	Sometimes	15	46	41	29	16	147
	Rarely	7	39	22	11	11	90
	Never	4	8	6	10	5	33
Total		29	97	76	54	35	291

It is seen form the Tables that the Chi square value derived from the calculations is less than the tabulated value of 12 degrees of freedom at 90% confidence interval (18.549). Hence the null hypothesis may not be rejected and the null hypothesis that there remains no relationship between the choice of within-the-destination-conducted tour with the income of the respondents is accepted. Therefore, it may be concluded that the two variables are independent from each other.

Table 4.26 A: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.494	12	.407
Likelihood Ratio	12.473	12	.408

a 5 cells (25.0%) have expected count less than 5. The minimum expected count is 2.09.

Table: 4.27: Cross Tabulation Between Income and Choice of Turnkey Package Tour

Monthly Income of Respondent		Less than Rs. 5000/- pm	Between Rs. 5000/- and Rs. 8000/-	Between Rs. 8000/- and Rs. 10000/-	Between Rs. 10000/- and Rs. 15000/-	Rs. 15000/- and above.	Total
Turnkey Package Tour	Always	3	7	9	5	4	28
	Sometimes	14	38	36	23	12	123
	Rarely	4	38	23	18	12	95
	Never	6	13	7	8	4	38
Total		27	96	75	54	32	284

Table 4.27 and 4.27A explain the results of the calculations regarding the null hypothesis 2. It is seen from the Tables that the variables-- Income and choice of turnkey Package Tour are independent of each other. The tabulated Chi square value at 90% level of interval is 18.549 at 12 df which is above the calculated value of the test. Therefore, the null hypothesis cannot be rejected. Thus it may be concluded that the income of the respondents and his/her choice for turnkey package tour are not related.

Table 4.27 A: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.491	12	.660
Likelihood Ratio	10.021	12	.614

a 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.66

4.5.3 Sex and Preference towards Package Tour:

The Chi square statistics for the null hypotheses that a) *there remains no relationship between the Sex and Choice of Package tour within the Destination*; and b) *that there remains no relationship between the Sex of the Respondents and the choice of turnkey Package Tour in the destination* are summarised in Table 4.28.

Table 4.28: Chi Square Summary for Sex and Package Tour

	Chi-Square Tests for Package Tour and Sex			Chi-Square Tests for Turnkey Package Tour and Sex		
	Value	df	Asymp. Sig. (2-sided)	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.113	3	0.250	3.274	3	0.351
Likelihood Ratio	4.157	3	0.245	2.988	3	0.394
N of Valid Cases	475			465		
	0 cells (.0%) have expected count less than 5. The minimum expected count is 5.80.			0 cells (.0%) have expected count less than 5. The minimum expected count is 7.80.		

According to the figures in Table 4.28, none of the hypotheses may be rejected and thus the initial belief that there remains no relationship between Sex and choice of Package Tour is confirmed.

4.5.4 Profession and Preference Towards Package Tour:

Tourists' profession and choice of package tour may have some relationship. To study this, the respondent's profession and choice of package tour are analysed and tested with the Chi-square. Table 4.29 offers the summary of the tests. The Null Hypotheses were,

a) there remains no relationship between the tourists' choice of Package Tour within the destination and his/her Profession;

b) there remains no relationship between the choice of turnkey Package Tour and the Profession of the respondents.

Table 4.29: Chi Square Tests for Package Tour and Profession

	Chi-Square Tests for Package Tour and Profession			Chi-Square Tests for Turnkey Package Tour and Profession		
	Value	df	Asymp. Sig. (2-sided)	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.421	3	0.936	2.369	3	0.499
Likelihood Ratio	0.413	3	0.937	2.290	3	0.514
N of Valid Cases	299			292		
	0 cells (.0%) have expected count less than 5. The minimum expected count is 5.80.			0 cells (.0%) have expected count less than 5. The minimum expected count is 7.80.		

For conducting the tests, all professionals are clubbed together into two mutually exclusive and collectively exhaustive groups, namely *Service Holders*, and *Self Employed* including Others. It is seen from the Table that at 0.1 level of significance none of the hypotheses can be rejected. Hence it can be concluded that the choice of package tour in any form and the profession of respondents are independent.

4.5.5 Frequency of Visit and Package Tour:

The Table 4.30 depicts the summary of the Chi-square tests between Frequency of Visits and Package Tour to the destination and Turnkey Package Tour.

Table 4.30 : Chi Square Tests for Package Tours and Frequency of Visits

	Chi-Square Tests for Package Tour and Frequency of Visits			Chi-Square Tests for Turnkey Package Tour and Frequency of Visits		
	Value	df	Asymp. Sig. (2-sided)	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.634	12	0.00037	14.245	12	0.285
Likelihood Ratio	39.586	12	0.00008	16.577	12	0.166
N of Valid Cases	456			446		
	4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.18.			3 cells (15.0%) have expected count less than 5. The minimum expected count is 1.58.		

The null hypotheses that *there remains no relationship between the Frequency of Visits and the Package Tours (within the destination, and turnkey)* are to be tested with the help of Chi statistics. From the Table 4.30 it can be concluded that there remains significant relationship (at any level) between the choice of package tour to the destination and the frequency of visit to tourist destinations. However, the test does not suggest any relationship between choice of turnkey package tour and the level of exposure of the tourists.

4.5.6 Idea of Perfect Vacation and Package Tour:

There may be an interesting study to analyse the relationship, if any, between the choice of the mode of Package Tour and the choice of Idea of a perfect vacation. As done earlier, the choice A (*to Stroll into the Nature in Solitude*) for idea of perfect holiday is merged with the choice C (*to Relax and Roam Around to Forget the Tedious and Routine Home/Work life*), to make the Chi-square test valid. Also the responses to choice G (open choice) are treated as missing values as that was an open-ended choice. The results of the test performed by using SPSS package from the responses of the 505 respondents are tabulated in Table 4.31. The null hypotheses to be tested are

a) there remains no relationship between choice of Idea of Vacation and the choice of the Package Tour within the destination.

b) there remains no relationship between the choice of Idea of Vacation and the choice of Turnkey Package Tour .

Table 4.31 : Chi Square Tests for Package Tours and Idea of Perfect Holiday

	Chi-Square Tests for Package Tour and Idea of Perfect Holiday			Chi-Square Tests for Turnkey Package Tour and Idea of Perfect Holiday		
	Value	df	Asymp. Sig. (2-sided)	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.333	12	0.00020	43.156	12	2.12E-05
Likelihood Ratio	39.370	12	0.00009	39.327	12	9.30E-05
N of Valid Cases	462			453		
	2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.03.			2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.21.		

It is seen from the Table 4.31 that the calculated values of both the statistics are more than the respective tabulated value (which is 26.217 for 12 *df* at 0.01 level of significance). Thus both the null hypotheses are rejected and it can be concluded that the choice of vacation and the choice of package tour are related to each other. Thus it can be said that the choice of package tour (and the type of the package) are related to the mindset of the tourist, whether he is a fun seeker, escapist etc.

4.6 Image Builders

Image of a destination plays very important role in formulating marketing strategies for a destination. The effects of medium of communication on the tourists in relation with formation of an image of a destination are discussed in the following section.

Generally, respondents gather information about a particular destination and thereafter formulate the image by processing the data according to his/her preferred weight to these mediums. Thus the carriers of information play a vital role in media planning and subsequent image building campaigns. The respondents of the survey were asked to offer their rating as to how different Media Types influence their destination image. Responses were collected on the following 6 variables: *Word-of-mouth, Travel Brochure, General Publications in Print Media, Electronic Media like the TV/Radio, Tour Operators,* and *Overall knowledge* of the respondents.

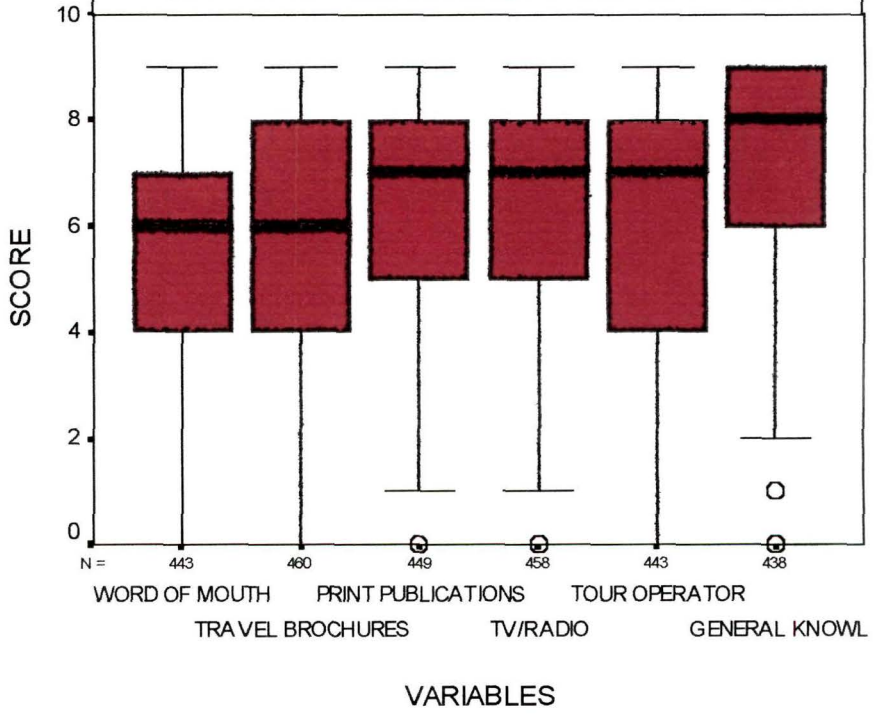
The average scores and related statistics against each variable are shown in the Table 4.32. It is seen from the mean scores in the Table that respondents are more dependent on their overall knowledge while building an image on a particular destination. Surprisingly Word-of mouth has been given the last

Table 4.32: Scores on Media Responsible for Creating Images

	No. of Responses		Mean	Median	Std. Deviation
	Valid	Missing			
Word-of-mouth	443	62	5.53	6	2.15
Travel Brochure	460	45	5.56	6	2.45
General Publications in Print Media	449	56	6.22	7	2.31
Electronic Media	458	47	6.34	7	2.45
Tour Operators	443	62	5.87	7	2.98
Overall knowledge	438	67	7.10	8	2.08

preference by the respondents. However, the margins of difference of means among other Media Types are very thin. The scores are more or less equally dispersed over different respondents, as the standard deviations are almost same for the variables.

Figure 4.17: Box Plot of the Responses on Media Influence



If the medians of scores are observed then also, the variable *Overall Knowledge* scores the highest median (8). Among the remaining variables *Word-of-mouth* and *Travel Brochure* have scored 6, which is the lowest median. The Box Plot which is shown in Figure 4.17 depicts the dispersion in the scores alongwith the median against each variable. The black lines across the red boxes indicate the median of the particular box. The length of the boxes indicates the dispersion of the responses within 25% of the median. It is seen from the box plot that the responses, except for the variable *Travel Brochure* have right skews, indicating that the responses are more concentrated towards the upper scales.

Above analysis offers a generalised idea about the effect of media as image builders. It would be worthwhile to study the role of media with respect to various classification categories of the respondents.

4.6.1 Sex of the Respondents and the Role of Image Builders:

Sex of the respondent might have a role on media influences. Table 4.33 offers the summary of the Chi square tests derived from the responses collected from the survey. It is seen from the Table that none the hypotheses may be rejected and conclusions can be drawn that Sex of the tourists and the Influence of Media are not related to each other.

4.6.2 Origin of the Respondents and Influence of Media:

Influence of media on image creation may differ significantly between domestic tourists and foreign tourists due to their lifestyle, exposure and other reasons. Table 4.34 offers the summary of Chi square tests conducted to find out any relationship between the Origin of the tourists and influence of various Media Types. It is seen from the Table that null hypotheses that there remains no relationship between the Media Types and the Origin of the tourist are rejected for all 6 Media Types. Therefore, it may be concluded that the influence of the media is related to the origin of the tourist. In wider terms, the selection of media is dependent on the origin of the tourist.

Table 4.33: Chi Square Tests Between Sex and Types of Media

	Value	df	Asymp. Sig. (2-sided)
Sex and word of Mouth			
Pearson Chi-Square	6.867	9	0.651
Likelihood Ratio	6.646	9	0.674
N of Valid Cases	443		
3 cells (15.0%) have expected count less than 5. The minimum expected count is 2.14.			
Sex and Travel Brochure			
Pearson Chi-Square	3.350	9	0.949
Likelihood Ratio	3.337	9	0.949
N of Valid Cases	460		
2 cells (10.0%) have expected count less than 5. The minimum expected count is 2.11.			
Sex and Publication			
Pearson Chi-Square	11.908	9	0.219
Likelihood Ratio	11.895	9	0.219
N of Valid Cases	449		
4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.38.			

	Value	df	Asymp. Sig. (2-sided)
Sex and TV/Radio			
Pearson Chi-Square	6.745	9	0.664
Likelihood Ratio	6.870	9	0.651
N of Valid Cases	458		
4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.72.			
Sex and Tour Operator			
Pearson Chi-Square	8.122	9	0.522
Likelihood Ratio	8.783	9	0.458
N of Valid Cases	443		
2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.20.			
Sex and Overall Knowledge.			
Pearson Chi-Square	3.569	9	0.937
Likelihood Ratio	3.598	9	0.936
N of Valid Cases	438		
7 cells (35.0%) have expected count less than 5. The minimum expected count is 1.11.			

t-test can be used to study whether there remains any significant difference between the means of scores against the Media Types for this two different segments. Various hypotheses with relation to comparison between scores from domestic and foreign respondents can be tested to find out whether Origin and media's effects on the tourists are related. The null hypotheses to be tested are,

1. H_0: $\mu_{\text{Foreign: word-of-mouth}} = \mu_{\text{Domestic: word-of-mouth}}$

This hypothesis is aimed to test whether the population means of the scores for the variable *Word-of-mouth* for domestic and foreign respondents are same. By rejecting this hypothesis conclusions can be drawn that the influence of *Word-of-mouth* on these population segments are having a significant difference.

Table 4.34: Chi Square Tests between Origin and Types of Media

	Value	df	Asymp. Sig. (2-sided)
Origin and word of Mouth			
Pearson Chi-Square	26.921	9	0.001
Likelihood Ratio	30.016	9	0.000
N of Valid Cases	443		
3 cells (15.0%) have expected count less than 5. The minimum expected count is 2.69.			
Origin and Travel Brochure			
Pearson Chi-Square	42.797	9	2E-06
Likelihood Ratio	45.542	9	7E-07
N of Valid Cases	460		
1 cells (5.0%) have expected count less than 5. The minimum expected count is 2.61.			
Origin and Publication			
Pearson Chi-Square	29.987	9	0.0004
Likelihood Ratio	34.643	9	0.0001
N of Valid Cases	449		
4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.92.			

	Value	df	Asymp. Sig. (2-sided)
Origin and TV/Radio			
Pearson Chi-Square	24.296	9	0.004
Likelihood Ratio	27.455	9	0.001
N of Valid Cases	458		
3 cells (15.0%) have expected count less than 5. The minimum expected count is 3.38.			
Origin and Tour Operator			
Pearson Chi-Square	40.225	9	7E-06
Likelihood Ratio	43.127	9	2E-06
N of Valid Cases	443		
0 cells (.0%) have expected count less than 5. The minimum expected count is 5.23.			
Origin and Overall Knowledge.			
Pearson Chi-Square	22.478	9	0.007
Likelihood Ratio	26.834	9	0.001
N of Valid Cases	438		
7 cells (35.0%) have expected count less than 5. The minimum expected count is 1.37.			

2. H_0: μ Foreign: Tourist Brochures = μ Domestic: Tourist Brochures

There may not be any significant difference between the population segments, domestic tourists and foreign tourists, as far as the influence of the *Travel Brochure* published by the NTO is concerned. To test this, the hypothesis number (2) is formulated.

3. H_0: μ Foreign: Print Publication = μ Domestic: Print Publication

There may not exist any difference between the two segments under study as far as sensitivity towards the media *Print Publication* is concerned. This can be tested with the help of hypothesis (3).

4. H_0: μ Foreign: TV/Radio $=\mu$ Domestic: TV/Radio

Hypothesis (4) would help in testing the difference between the two segments on the basis of their habits regarding *Electronic Media.*

5. H_0: μ Foreign: Tour Operator $=$ μ Domestic: Tour Operator

The effects of *Tour Operator* on the tourist while forming an idea about a particular destination may be different for Domestic and Foreign tourists. Hence the 5th hypothesis is formulated.

6. H_0: μ Foreign: Overall Knowledge $=\mu$ Domestic: Overall Knowledge

To find out whether there remains a significant difference between both the segments on the basis of *Overall Knowledge,* hypothesis number 6 is formulated.

As mentioned above, all these hypotheses can be tested with Independent Sample t Test using the SPSS package. The results of the tests are shown in Table 4.34A and Table 4.34B.

Table 4.34A: Independent Samples Test - Levene's Test for Equality of Variances

VARIABLES		F	Significance
Word-of-mouth	Equal variances assumed	13.13	0.00
	Equal variances not assumed		
Travel Brochure	Equal variances assumed	12.81	0.0004
	Equal variances not assumed		
Print Publication	Equal variances assumed	14.42	0.00
	Equal variances not assumed		
TV/Radio	Equal variances assumed	12.20	0.00
	Equal variances not assumed		
Tour Operator	Equal variances assumed	30.15	0.00
	Equal variances not assumed		
Overall Knowledge	Equal variances assumed	13.58	0.00
	Equal variances not assumed		

Table 4.34 B: Independent Samples Test - t-test for Equality of Means

Variables	Assumption	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Word-of-mouth	Equal variances not assumed	-5	263.30	0.000	-0.938	0.204	-1.339	-0.536
Travel Brochure	Equal variances not assumed	-6.95	258.204	0.000	-1.567	0.225	-2.011	-1.123
Print Publication	Equal variances not assumed	-4.14	246.77	0.000	-0.926	0.224	-1.367	-0.486
TV/Radio	Equal variances not assumed	-4.37	235.37	0.000	-1.050	0.240	-1.524	-0.576
Tour Operator	Equal variances not assumed	-6.25	265.38	0.000	-1.747	0.279	-2.297	-1.197
Overall Knowledge	Equal variances not assumed	-4.24	259.905	0.000	-0.852	0.201	-1.247	-0.456

As seen from Table 4.34A that none of the variables meets the Levene's standard of equal variance. Hence the assumption that the variances are equal for both the populations (segments) is rejected for all Media Types and thus for further analysis equal variances for the two populations cannot be assumed. Therefore, only the relevant parts from the resultant calculations are reproduced in Table 4.34B. It is seen from Table 4.34B that for all the variables the significance level for a two-tailed test is below 0.05. Hence all the hypotheses mentioned above are rejected. Therefore, it can be concluded that the populations of tourists divided on the basis of Origin (Domestic and Foreign) do have significantly different (at 95% confidence interval) effects of the media. This may prove to be an important finding in relation to the promotional strategy for positioning a destination to these two different groups of tourists.

4.6.3 Income and Media's Role as Image Builder:

Income might have a direct relationship with the effect of media in building an image about the destination. Following discussion throws light in this aspect. As described earlier, the respondents of the survey are divided into 5 distinct income categories. Table 4.35 shows the means of the scores assigned by the respondents income-wise.

Table 4.35: Mean Scores of Media Types on Income

		N	Mean	Std. Deviation			N	Mean	Std. Deviation
Word-of-mouth	A	27	4.48	2.44	TV/RADIO	A	28	5.43	2.63
	B	83	5.22	2.08		B	92	5.72	2.56
	C	71	5.32	2.40		C	71	6.28	2.29
	D	54	5.50	2.18		D	56	5.98	2.44
	E	30	5.57	2.80		E	35	5.60	3.02
	Total	*265*	*5.27*	*2.31*		*Total*	*282*	*5.87*	*2.54*
Travel Brochure	A	27	4.52	3.02	Tour Operator	A	24	4.46	3.39
	B	92	5.00	2.40		B	91	5.24	3.07
	C	74	5.65	2.16		C	67	6.40	2.46
	D	56	5.00	2.40		D	52	4.56	2.92
	E	32	4.84	2.93		E	33	3.79	3.27
	Total	*281*	*5.11*	*2.48*		*Total*	*267*	*5.15*	*3.06*

		N	Mean	Std. Deviation			N	Mean	Std. Deviation
Print Publication	A	24	5.46	2.86	Overall Knowledge	A	24	6.46	2.54
	B	91	5.87	2.26		B	85	6.84	2.15
	C	70	6.24	2.22		C	71	6.92	2.22
	D	53	6.00	2.48		D	53	6.55	2.28
	E	31	5.35	2.96		E	29	6.55	2.23
	Total	*269*	*5.90*	*2.44*		*Total*	*262*	*6.73*	*2.23*

Note: A: Monthly Income less than Rs. 5000/- ; B: Monthly Income between Rs. 5000-8000; C: Monthly Income between Rs. 8000-10000; D: Between Rs. 10000-15000; and E: Monthly Income above Rs. 15000/-

It is seen from the Table that the scores on Media Types are not differing much on the basis of Income within groups. To test the belief that there remains no difference in population score on the media on the basis of income a one way ANOVA test is conducted. Hypotheses to be tested are written below.

1. $H_{0\text{-WORD OF MOUTH}}$: $\mu_A=\mu_B=\mu_C=\mu_D=\mu_E$

2. $H_{0\text{-TOURIST BROCHURE}}$: $\mu_A=\mu_B=\mu_C=\mu_D=\mu_E$

3. $H_{0\text{-PRINT PUBLICATION}}$: $\mu_A=\mu_B=\mu_C=\mu_D=\mu_E$

4 $H_{0\text{-TV/RADIO}}$: $\mu_A=\mu_B=\mu_C=\mu_D=\mu_E$

5 $H_{0\text{-TOUR OPERATOR}}$: $\mu_A=\mu_B=\mu_C=\mu_D=\mu_E$

6. $H_{0\text{-OVERALL KNOWLEDGE}}$: $\mu_A=\mu_B=\mu_C=\mu_D=\mu_E$

Where, A: Monthly Income less than Rs. 5000/- ;
B: Monthly Income between Rs. 5000-8000;
C: Monthly Income between Rs. 8000-10000;
D: Monthly Income between Rs. 10000-15000; *and*
E: Monthly Income above Rs. 15000/-

Before testing the hypotheses mentioned above, homogeneity of variance of the 5 different Income groups for the 6 media variables is to be verified, and for this Levene Statistics are used. Table 4.36 describes the statistics.

Table 4.36: Test of Homogeneity of Variance

	Levene Statistic	df1	df2	Sig.
Word-of-mouth	1.20	4	260	0.313
Travel Brochure	2.76	4	276	0.028
Print Publication	2.76	4	264	0.028
TV/Radio	1.84	4	277	0.121
Tour Operator	3.91	4	262	0.004
Overall Knowledge	0.18	4	257	0.946

It is seen from the Table that the hypothesis of homogeneity of variance of the groups can be rejected at 95% confidence level for the following media variable.

- Travel Brochure,
- Print Publication , and
- Tour Operator

Therefore, it can be concluded that the above groups do have non-homogeneous variance across the Income groups. As the hypotheses of homogeneity cannot be rejected (at 0.05 level of significance) for the other three Media Types, which are mentioned below, it may be assumed that the following media variables are having homogeneous variance across the Income groups under study.

- Word of Mouth
- TV/Radio, and
- Overall knowledge

Table 4.37 in the next page offers the statistics for ANOVA tests with *Bonferroni Method* for Post Hoc pairwise multiple comparisons. It is seen from the Table that for all three Media Types with homogeneous variance across the groups, the hypotheses of equal population means (shown in 1, 4 and 6 at 4.6.3) can not be rejected at 0.05 level of significance.

Table 4.37: ANOVA for Groups with Homogeneous Variance

		Sum of Squares	df	Mean Square	F	Sig.
Word-of-mouth	Between Groups	22.72	4	5.68	1.062	0.376
	Within Groups	1391.25	260	5.35		
	Total	1413.98	264			
TV/Radio	Between Groups	22.89	4	5.72	0.885	0.473
	Within Groups	1791.26	277	6.47		
	Total	1814.15	281			
Overall Knowledge	Between Groups	7.85	4	1.96	0.391	0.815
	Within Groups	1289.45	257	5.017		
	Total	1297.30	261			

Thus it can be concluded that for the media variables *Word-of-mouth, TV/Radio* and *Overall Knowledge,* the population means of different Income groups do not have significant differences.

For the variables where homogeneity of variance cannot be assumed, *Games-Howell method* is used for Post Hoc pairwise multiple comparisons. The results of the ANOVA test are tabulated in Table 4.38.

Table 4.38: ANOVA for Groups with Non-Homogeneous Variance

		Sum of Squares	df	Mean Square	F	Sig.
Travel Brochure	Between Groups	34.97	4	8.74	1.430	0.224
	Within Groups	1687.82	276	6.12		
	Total	1722.80	280			
Print Publication	Between Groups	22.74	4	5.69	0.957	0.432
	Within Groups	1568.34	264	5.94		
	Total	1591.09	268			
Tour Operator	Between Groups	181.13	4	45.28	5.217	0.000
	Within Groups	2274.22	262	8.68		
	Total	2455.35	266			

It is seen from Table 4.38 that Media Type *Tour Operator* has significant differences (at 0.05 level) of population mean of scores across the Income groups. However, no significant difference is seen for the other two variables, *Travel Brochure,* and *Print Publication.*

It is seen from the Multiple Comparison tables enclosed in Annexure VI that the following pairs of Income groups have significant difference between the

population mean scores within the media variable *Tour Operator* at 0.05 level of significance.

Income Groups: a. Between Rs. 8,000/- & Rs. 10,000/- pm and Between Rs. 10,000/& Rs. 15,000/-.

b. Between Rs. 8,000/- & Rs. 10,000/- pm and above Rs. 15,000/-.

Thus only the 5th hypothesis involving *Tour operator* is rejected. This means that *Tour Operator* does have significantly different population mean scores across the Income groups. The effect of *Tour Operator* as a media of image creation does differ across different Income groups. A Chi square analysis can be done to check further whether *Tour Operator* and *Income* bear some significant relationship. Table 4.39 displays the Chi square statistics of the analysis.

Table 4.39: Chi-Square Statistics for Tour Operator and Income

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.66	12	0.023
Likelihood Ratio	24.57	12	0.017
Linear-by-Linear Association	2.61	1	0.106
N of Valid Cases	267		

3 cells (15% have expected count less than 5. Minimum expected count in 2.6

It is seen from the Table that the null hypothesis on independence of the two variables tested, can be rejected at 0.05 level of significance. Therefore, it may be concluded that income of the tourists and the effects of tour operator on image building is related to each other. However, the test can not substantiate a "linear-to-linear" relationship between these two variables.

4.6.4 Idea of Vacation and Influence of Media:

As mentioned earlier, the respondents were asked to offer their closest idea of a perfect vacation. On the basis of the responses, as reported in the beginning of this Chapter, the sample is divided into 6 distinct segments. These are *Missionary, Mass Tourist, Conservationist, Explorer, Adventurer,* and *Holidaymaker.*

Tourists segmented on the basis of Idea of Vacation may be tested for any significant difference of population means on influences of the media. ANOVA is used to check for any differences in the mean scores of the 6 Media Types under study. Table 4.40 shows the mean scores for the 6 Media Types against the groups based on Idea of Vacation.

Table 4.40: Mean Scores for Media Types against Groups Based on Idea

		N	Mean	Std. Deviation			N	Mean	Std. Deviation
Word-of-mouth	A	28	5.32	2.36	**TV/RADIO**	A	29	4.69	2.54
	B	43	5.16	2.09		B	51	5.06	2.46
	C	105	5.38	2.48		C	112	6.12	2.55
	D	89	5.78	1.75		D	90	7.27	1.71
	E	57	5.63	1.97		E	54	7.00	2.08
	F	110	5.75	2.17		F	111	6.66	2.47
	Total	*432*	*5.56*	*2.15*		*Total*	*447*	*6.38*	*2.44*
Travel Brochure	A	29	4.52	2.44	**Tour Operator**	A	26	4.38	2.84
	B	48	4.29	2.49		B	47	4.79	2.98
	C	113	5.13	2.57		C	103	6.52	3.07
	D	89	6.31	1.97		D	91	7.81	2.32
	E	55	6.00	2.17		E	55	7.53	2.37
	F	115	6.11	2.29		F	110	7.25	2.71
	Total	*449*	*5.59*	*2.42*		*Total*	*432*	*6.79*	*2.91*
Print Publication	A	27	4.96	2.77	**Overall Knowledge**	A	27	6.59	1.99
	B	47	5.09	2.54		B	43	6.28	2.47
	C	107	6.13	2.34		C	103	6.91	2.22
	D	86	6.81	1.92		D	92	7.24	1.99
	E	56	6.93	1.67		E	56	7.59	1.66
	F	114	6.33	2.28		F	108	7.32	2.00
	Total	*437*	*6.24*	*2.30*		*Total*	*429*	*7.09*	*2.09*

Note: A: Stroll into the Nature in Solitude, B: To Visit a Place of Attraction, C: to Relax and Road Around, D: to Discover the World, E: to Have Adventure, F: to Have Fun

First, homogeneity of variance is tested through Levene Method. The results of the test are depicted in Table 4.41.

Table 4.41: Test of Homogeneity of Variance

	Levene Statistic	df1	df2	Sig.
Word-of-mouth	2.42	5	426	0.035
Travel Brochure	2.34	5	443	0.041
Print Publication	3.14	5	431	0.009
TV/Radio	4.66	5	441	0.000
Tour Operator	4.31	5	426	0.001
Overall Knowledge	2.03	5	423	0.073

It is seen from the Table that in case of all the Media Types, except for the variable *Overall Knowledge*, the hypothesis of homogeneity of variance across the groups can be rejected at 0.05 level of significance. Hence it can be concluded that variances for Media Types *Overall Knowledge* are homogeneous, while the 5 other Media Types across the idea groups are non-homogeneous.

4.6.4.1 Having tested for non-homogeneity, the ANOVA test is offered in Table 4.42 to check whether the media scores do possess significant differences across the groups. It is seen from the Table that the hypotheses of equal population means across the various groups based on idea may be rejected at 0.05 level of significance for all the Media Types except for *Word-of-mouth*.

Table 4.42:ANOVA for Different Media Types against Groups on Idea

		Sum of Squares	df	Mean Square	F	Sig.
Word-of-mouth	Between Groups	20.31	5	4.06	0.877	0.496
	Within Groups	1973.87	426	4.63		
	Total	1994.19	431			
Travel Brochure	Between Groups	225.34	5	45.07	8.350	0.000
	Within Groups	2390.89	443	5.40		
	Total	2616.23	448			
Print Publication	Between Groups	163.86	5	32.77	6.622	0.000
	Within Groups	2132.86	431	4.95		
	Total	2296.72	436			
TV/Radio	Between Groups	279.75	5	55.95	10.415	0.000
	Within Groups	2369.11	441	5.37		
	Total	2648.86	446			
Tour Operator	Between Groups	495.13	5	99.03	13.358	0.000
	Within Groups	3158.12	426	7.41		
	Total	3653.25	431			
Overall Knowledge	Between Groups	60.12	5	12.02	2.820	0.016
	Within Groups	1803.33	423	4.26		
	Total	1863.45	428			

The information in the Table imply that there remains significant difference of the effects of the following Media Types among various groups based on Idea of Vacation at 0.05 level of significance. The Media Types with different effects over Idea are

- Travel Brochure
- Print Publication
- TV/RADIO

- Tour Operator
- Overall Knowledge

4.6.4.2 Pairwise difference is tested for the different groups on the basis of Idea of Vacation with Games-Howell method of Post Hoc multiple pairwise comparison with homogeneity not assumed. The detail test results are shown in Annexure VII. The test suggests pairwise significant difference of mean scores at 0.05 level for the following idea groups for different Media Types.

For Media Type- Tourist Brochures:

- Between Mass Tourist and Explorer,
- Between Mass Tourist and Adventurer,
- Between Mass Tourist and Holidaymaker
- Between Conservationist and Explorer,
- Between Conservationist and Holidaymaker,
- Between Explorer and Missionary,
- Between Holidaymaker and Missionary,

For media Type – Tour Operator:

- Missionary and Conservationist,
- Missionary and Explorer,
- Missionary and Adventurer,
- Missionary and Holidaymaker,
- Mass Tourist and Conservationist,
- Mass Tourist and Explorer,
- Mass Tourist and Adventurer,
- Mass Tourist and Holidaymaker,
- Conservationist and Explorer

For Media Type- Print Publications:

- Missionary and Explorer,
- Missionary and Adventurer
- Mass tourist and Explorer,
- Mass Tourist and Adventurer
- Mass Tourist and Holidaymaker

For Media Type TV/Radio:

- Missionary and Explorer,
- Missionary and Adventurer,
- Missionary and Holidaymaker,
- Mass Tourist and Explorer,
- Mass Tourist and Adventurer,
- Mass Tourist and Holidaymaker,
- Conservationist and Explorer.

For Media Type- Overall Knowledge:

- Between Mass Tourist and Adventurer

4.6.5. Age and Influence of Media:

Age of the tourist might play an important role in determining the level of sensitivity towards a particular media. The analysis that follows discusses the

effects of Age on the dependence on media. As observed in the paragraph 4.4.5.3, the Age groups can be trimmed into three distinct and broad groups, namely, "Below of 25 Years", "From 25 to 50 Years" and "Above 50 Years". The means of scores for various Media Types across the Age groups are offered in Table 4.43.

Table 4.43: Mean Scores of Different Age Groups for Media Types

	Below 25 Years		Between 25 to 50 Years		Above 50 Years	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Word of mouth	5.38	2.23	5.55	2.12	5.13	2.50
Travel Brochure	4.67	2.64	5.88	2.30	3.82	2.83
Print Publication	5.70	2.55	6.48	2.08	4.19	3.08
TV/Radio	5.74	2.68	6.60	2.36	4.11	1.73
Tour Operator	5.09	3.16	6.22	2.82	2.76	2.80
Overall Knowledge	6.86	1.88	7.20	2.08	5.69	3.15

It is seen from the Table that the mean scores across various Age groups do not differ much. ANOVA test would throw light on whether the difference is insignificant for the corresponding population mean scores also. As done earlier, the test of homogeneity of variance across different age groups is offered first. The test results are shown in Table 4.44.

Table 4.44: Test of Homogeneity of Variance

	Levene Statistic	df1	df2	Sig.
Word-of-mouth	0.54	2	429	0.585
Travel Brochure	3.29	2	446	0.038
Print Publication	8.87	2	435	0.000
TV/Radio	4.73	2	444	0.009
Tour Operator	3.06	2	431	0.048
Overall Knowledge	3.41	2	424	0.034

As it is evident from the Table, the assumption of homogeneity of variance can be rejected for all Media Types except *Word-of-mouth*. To test the hypotheses that the population means bear no significant difference across the Age groups for different Media Types ANOVA is used, results of which are shown in Table 4.45.

Table 4.45: ANOVA Test Results

		Sum of Squares	df	Mean Square	F	Sig.
Word-of-mouth	Between Groups	4.07	2	2.03	0.436	0.647
	Within Groups	1999.93	429	4.66		
	Total	2004.00	431			

		Sum of Squares	df	Mean Square	F	Sig.
Travel Brochure	Between Groups	162.35	2	81.17	14.114	0.000
	Within Groups	2565.14	446	5.75		
	Total	2727.49	448			
Print Publication	Between Groups	115.07	2	57.53	11.543	0.000
	Within Groups	2168.10	435	4.98		
	Total	2283.17	437			
TV/Radio	Between Groups	149.67	2	74.84	12.957	0.000
	Within Groups	2564.48	444	5.78		
	Total	2714.15	446			
Tour Operator	Between Groups	259.46	2	129.73	15.501	0.000
	Within Groups	3607.25	431	8.37		
	Total	3866.71	433			
Overall Knowledge	Between Groups	33.83	2	16.91	3.917	0.021
	Within Groups	1830.62	424	4.32		
	Total	1864.45	426			

It is seen from the Table the null hypotheses for all the Media Types, except for *Word-of-mouth* can be rejected at 0.05 significance level. Therefore, it may be concluded that the population scores are significantly different for different Age groups for the 5 Media Types-- *Travel Brochure, Print Publication, TV/Radio, Tour Operator,* and *Overall Knowledge*. The Multiple pairwise comparisons, which are enclosed in Annexure VIII would indicate following one-to-one pairwise difference of population means at 0.05 level of significance.

For Travel Brochure:

- Between all 3 pairs of Age Groups

For Print Publication:

- Between all pairs

For Tour Operator:

- Between all pairs

For TV/Radio:

- Between all pairs

4.6.6 Frequency of Visits and Influence of Media:

As found out earlier in paragraph 4.4.5.6, 18 out of the 20 individual variables tested do bear significant relationship with the frequency of travel by the tourist. The level of exposure and preference towards the principal factors do have almost a linear positive relationship.

Therefore, a study on the influences of the Media Types may offer some significant insight regarding the mean score of the respective population for the segments based on Visit of tourist. First, the Test of Homogeneity is offered in Table 4.46. The first choice for exposure level "Less than 3 places" is merged with "4 to 7" to have a broader category "Up to 7 places". This is done in tune with the modifications affected in the paragraph 4.5.5.

Table 4.46: Test of Homogeneity for Media Types across Frequency of Visit

	Levene Statistic	df1	df2	Sig.
Word-of-mouth	11.45	3	422	0
Travel Brochure	5.26	3	439	0.0014
Print Publication	2.67	3	428	0.047
TV/Radio	9.94	3	436	0.000
Tour Operator	10.63	3	423	0.000
Overall Knowledge	13.93	3	417	0.000

It is seen from the Table that all Media Types across the groups tested negative in favour of an unequal variance at 0.05 level of significance. Hence it can be concluded that the groups do not have equal variance for any of the Media Types. The test of ANOVA is offered in Table 4.47. The multiple pairwise comparison is calculated with the help of Games-Howell Post Hoc method, results of which is offered below. The detailed analysis is offered in the Annexure IX.

Table 4.47: ANOVA Test Results for Frequency of Visit and Media Types

		Sum of Squares	df	Mean Square	F	Sig.
Word-of-mouth	Between Groups	21.45	3	7.15	1.52	0.209044
	Within Groups	1986.77	422	4.71		
	Total	2008.22	425			
Travel Brochure	Between Groups	449.98	3	149.99	29.27	0.00
	Within Groups	2249.31	439	5.12		
	Total	2699.28	442			
Print Publication	Between Groups	139.24	3	46.41	9.13	0.000007
	Within Groups	2175.04	428	5.08		
	Total	2314.28	431			
TV/Radio	Between Groups	353.51	3	117.84	22.05	0.00
	Within Groups	2330.45	436	5.35		
	Total	2683.96	439			
Tour Operator	Between Groups	767.06	3	255.69	35.39	0.00
	Within Groups	3055.93	423	7.22		
	Total	3823	426			
Overall Knowledge	Between Groups	308.3	3	102.77	27.65	0.00
	Within Groups	1549.9	417	3.72		
	Total	1858.2	420			

It is clear from the Table that for all Media Types, except for *Word-of-mouth,* the mean scores are significantly different for the respective populations, across all groups based on frequency of Visit. This means that the variables *Travel Brochures, Print Media, TV/Radio, Tour Operator* and *Overall Knowledge* do have different effects for different segments based on frequency of Visit.

The pairwise significant differences of means are recorded for the following pairs.

For Travel Brochure:

- "Up to 7" and "8 to 12"
- "Up to 7" and "13 to 20"
- "Up to 7" and "21 and more"
- "8 to 12" and "13 to 20"

For Print Media:

- "Up to 7" and "8 to 12"
- "Up to 7" and "13 to 20"
- "Up to 7" and "21 and more"

For TV/Radio:

- "Up to 7" and "8 to 12"
- "Up to 7" and "13 to 20"
- "Up to 7" and "21 and more"
- "8 to 12" and "13 to 20"

For Tour Operator:

- "Up to 7" and "8 to 12"
- "Up to 7" and "13 to 20"
- "Up to 7" and "21 and more"
- "8 to 12" and "13 to 20"

For Overall Knowledge:

- Up to 7" and "8 to 12"
- "Up to 7" and "13 to 20"
- "Up to 7" and "21 and more"
- "8 to 12" and "13 to 20"

The analysis in this Chapter offers significant insight into the level of preference of the tourists while they select a particular destination for a visit. The level of preference of different segments of tourists are also determined. The influences of different common media types used to communicate to tourists are also found out for different segments.

In the next Chapter tourists' perception on NE are analysed so that the gaps between levels of preference and perception can be studied.

Chapter 5

Perception of Tourists on North East India

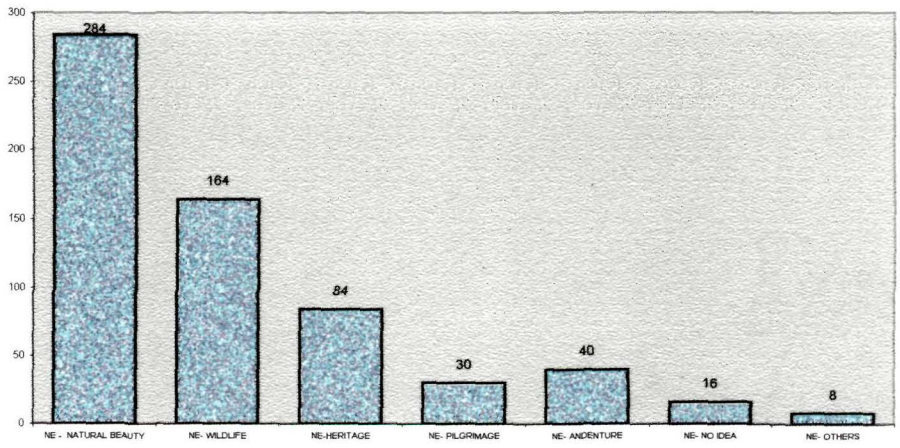
Perception of Tourists on North East India as a Destination

The survey also attempts to find out current psychological position of NE as a tourist destination. Altogether six questions were administered to judge the perception of the respondents about NE as a tourist destination. The position of NE in the tourists' mind in relation to various segments is derived in this Chapter. This would facilitate formulation of the most suitable strategy for NE. In the beginning respondents' views regarding NE as a tourist destination is taken up.

5.1 Best Fit for NE as Tourist Destination:

Respondents were asked to offer their judgement regarding the best fit for NE as a tourist destination. Following discussion analyses the responses of the sample. Figure 5.1 offers the graphical display of the raw responses of the sample. It is seen from the diagram that majority of the respondents have chosen *Natural Beauty,* which is followed by the choice *Wildlife.* 40 respondents think that NE can be promoted as an *Adventure destination,* while 30 said it could be a *Pilgrimage site.*

Figure 5.1: NE as Most Suitable Destination Fit



The choice of the respondents may differ on the basis of his/her exposure to the NE. People who actually visited NE may have different views than those who

have never visited NE. Table 5.1 offers the cross tabulation between the Choice as the Best Destination Fit and Visit to NE.

Table: 5.1: Respondents' Choice as Best Fit and Visit to NE

	Visited NE	Not Visited NE	Non-response (to either of the variables)	Total Responses (to either of the two variables)
Natural Beauty	108	156	20	284
Row %	*38.03*	*54.93*	*7.04*	*100.00*
Wildlife	60	89	15	164
Row %	*36.59*	*54.27*	*9.15*	*100.00*
Heritage	14	60	10	84
Row %	*16.67*	*71.43*	*11.90*	*100.00*
Pilgrimage	19	10	1	30
Row %	*63.33*	*33.33*	*3.33*	*100.00*
Adventure	25	14	1	40
Row %	*62.50*	*35.00*	*2.50*	*100.00*
No idea	0	13	3	16
Row %	*0.00*	*81.25*	*18.75*	*100.00*
Others	1	1	6	8
Row %	*12.50*	*12.50*	*75.00*	*100.00*
Total	**227**	**343**	**56**	

No pattern of response to the choice can be seen from the Table in relation to visit to NE. It is also seen that maximum number of responses is without actually visiting the area and hence the responses reflect the respondents' perception and overall knowledge.

5.1.1 Idea of Vacation and Best Fit:

In paragraph 4.2.1 tourists were divided into 6 distinct segments on the basis of their Idea of Vacation, which also signifies the purpose of visit. The respondent's recommendation for NE as the best fit for a destination might be related with his/her Idea of Vacation. This section tries to find out the relationship between the choice as a best fit and the idea of vacation of the respondent. Table 5.1A presents the information in a tabular form.

Table 5.1A: Cross Tabulation between Idea and Choice as Best Fit for NE

	Natural Beauty	Wild-life	Heritage	Pilgrimage	Adventure	Total
Missionary	27	13	6	5	4	55
Row Percentage	*49.1*	*23.6*	*10.9*	*9.1*	*7.3*	*100.0*
Mass Tourist	41	24	10	7	4	86

	Natural Beauty	Wild-life	Heritage	Pilgrimage	Adventure	Total
Row Percentage	*47.7*	*27.9*	*11.6*	*8.1*	*4.7*	*100.0*
Conservationist	76	45	23	6	12	162
Row Percentage	*46.9*	*27.8*	*14.2*	*3.7*	*7.4*	*100.0*
Explorer	44	27	13	2	5	91
Row Percentage	*48.4*	*29.7*	*14.3*	*2.2*	*5.5*	*100.0*
Adventurer	28	18	12	4	5	67
Row Percentage	*41.8*	*26.9*	*17.9*	*6.0*	*7.5*	*100.0*
Holidaymaker	59	32	19	4	7	121
Row Percentage	*48.8*	*26.4*	*15.7*	*3.3*	*5.8*	*100.0*
Others	4	2		1	1	8
Total	279	161	83	29	38	
Non Response	5	3	1	1	2	

There is no pattern, however, which is evident for the Table. Therefore, need for a Chi square analysis also does not arise. Thus it can be concluded that Idea of Vacation does not affect the choice of best fit.

5.2 Perception regarding NE

Respondents were asked (in question no. 17 of the Questionnaire) to rate NE on some of the variables mentioned earlier in paragraph 4.4. The variables sought to be measured now form parts of the principal factors, *External Influence* and *Infrastructure*. However, for the fear of making the questionnaire longer, all the variables as mentioned in 4.4 were not repeated in the Questionnaire. The variables, which were thought to be important in creating an image regarding a destination, were included as the choices to this question. And incidentally, these variables form a major part of both the principal factors derived already. *This vindicates the balance of judgement applied while selecting the variables.* Manipulation of the responses to this question would offer the current psychological position of NE among tourists. Before that, a small discussion is offered on the variables sought to be measured and their relation with the principal factors.

5.2.1 Variables for Measurement of Perception on NE:

The variables measured now, and their loading as found from factor analysis are shown in Table 5.2. The respondents were asked to score against the interval scale expressed in words. These scores are now converted to numeric data with ordinal scale. The initial information was collected in a 5-point scale. To make

the responses comparable to the earlier 10-point scale, present responses are converted onto a 10-point scale in the following pattern.

Poor	1 → 0 (*the lowest scale*)
Fair	2 → 3 (=2*2-1)
Good	3→ 5 (=3*2-1)
Better	4 → 7 (=4*2-1)
Excellent	5 → 9 (=5*2-1, *the highest scale*)

Table 5.2: Mean Scores on Perception on NE

Variables under Principal Factors	Loading	Mean Score (0-9)	S.D.	Analysis N	Non Response
Infrastructure:					
Transportation	0.584[$]	4.38	2.70	234	271
Availability of Suitable Accommodation	0.702	4.72	2.38	229	276
Cost of Accommodation and Transportation	0.580	4.91	2.30	218	287
Safety / law and Order Situation	0.638	3.66	3.14	228	277
External Influences:					
Drinking Water	0.581	4.79	2.73	228	277
Main Tourist Attractions	0.536	6.31	2.13	226	279
Local People	0.579	6.31	2.05	222	283
Culture / Heritage	0.579	6.80	1.90	226	279
No. of Tourist Visiting	0.735	4.92	2.87	200	305

The conversion is believed to have no effect on the originality of the responses collected, as the order, the direction and the distance of the responses remain unchanged. This conversion is necessitated by the fact that the perception on NE will have to be depicted in physical perceptual maps, so that the results can be compared to the level of importance expressed by the segments (as derived in the last Chapter) on the two principal factors. Table 5.2 shows the variables measured for this analysis and the overall score against these as per responses of the sample. The standard deviation from the individual means and the number of actual response and non-responses are also shown in the table. The loading against the variables were reproduced form results of earlier analysis presented in paragraph 4.4.2.

[$] Average of the two raw variables Transportation to the Destination and Transportation within the Destination

A high magnitude of non-response is evident from the Table. This may be due to the fact that most of the respondents interviewed had no or very little knowledge regarding NE. It should be mentioned here that the responses to original "No idea" are merged with non-response. This is done because the total set of unaware respondents is far more than those who opted to tick in "No idea". Many, who did skip this question, might have done so because they just did not have any idea on NE. The frequencies of "No idea" are mentioned in Table 5.3 for reference.

Table 5.3:Percetngae of Respondents with "No Idea"

Variables	Count	% of Response to the Variable	% of Total Respondents
Transportation	60	20.4	11.9
Availability of Suitable Accommodation	34	12.3	6.7
Cost of Accommodation and Transportation	34	13.4	6.7
Safety / law and Order Situation	24	9.5	4.8
Drinking Water	24	9.5	4.8
Main Tourist Attractions	24	9.6	4.8
Local People	28	11.2	5.5
Culture / Heritage	23	9.2	4.6
No. of Tourist Visiting	40	16.6	7.9

The loading shown in Table 5.2 is assigned as weight for each raw variable within a particular principal factor. As mentioned, some of the variables measured earlier are not present in the current analysis. However, a look at the Table 4.16 would reveal that the communalities of selected variables for the present analysis are the highest ones except for a few. On the other hand, *Weather*, which is supposed to be measured already along with *Main Tourist Attraction*, is excluded from the currently analysed variables. The variables *Distance from Origin*, *Proximity to a Place Visited*, *Surrounding Places* and *Time* have not been measured due to their irrelevance for general perception measurement on NE. Likewise, the variable *Chance* has not been included, as this too is not relevant. *Recommendation of Earlier Visitors*, and *Recommendation of Tour Operators* are not included as these are measured in the next question, which is analysed later.

5.2.2 Calculation of Comprehensive Scores:

It is seen from Table 5.2 that the mean scores for the variables under the principal factor *Infrastructure* are almost uniform, ranged between 4.83 and 3.66 in the 0-9-point scale. The general response to these factors is obviously towards the lower side of the scale. A macro statistics for all the variables under *Infrastructure* can be calculated with the formula described at (1) of paragraph 4.4.3. The formula is reproduced here for ready reference.

$$\text{Importance } PC_j = \sum ((\text{loading } V_{ji})^{2} * \text{Average } V_{ji} \,/ \sum (\text{loading } V_{ji})^{2}$$

The variables under the factor *External Influence* have a higher score in comparison to those under *Infrastructure*. The minimum average score for this factor is 4.79 and the highest is 6.80, which is comparatively high in a 0-9 scale. The comprehensive score for *External Influence* can also be calculated with the help of the formula mentioned above. Table 4.46 depicts the comprehensive scores on perception on NE in general for the two principal factors.

Table 5.4: General Comprehensive Scores on Perception

Principal Factor	Comprehensive Score (0-9 point scale)
External Influence	5.709
Infrastructure	4.415

Figure 5.2: Perceptual Map of NE

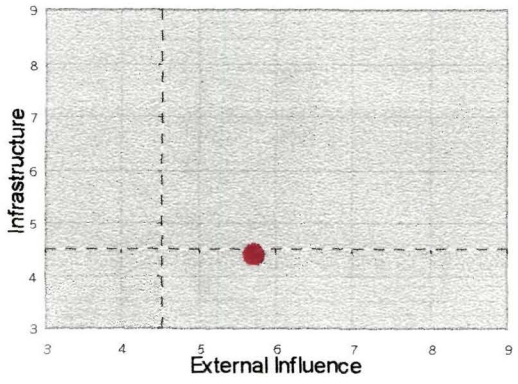
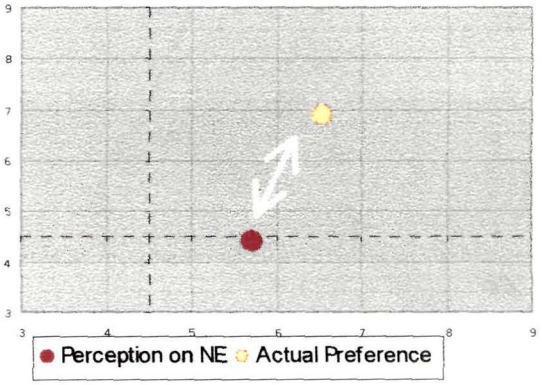


Figure 5.2A: Comparision between Preference and Perception



It is seen from the Table that both the factors are scoring just around a moderate value. *Infrastructure* acquires a lower score than *External Influence*. The

comprehensive score for *Infrastructure* is lower than the mid value (4.5) of the scale, which suggests that the respondents' perception about the level of infrastructure in NE is low. However, the comprehensive score for the principal factor *External Influence* is just moderate. Figure 5.2 depicts the scores in a two dimensional plane. If these scores are compared with scores derived from earlier analysis at paragraph 4.4.4, it is seen that there remains a huge gap between what tourists expect in a destination and their perception regarding the NE. Figure 5.2A is arrived at after putting the values from the Tables 4.16 and 5.4.

This implies that NE is to improve its position in relation to the two principal factors. The strategies for achieving this are discussed elsewhere. Segment-wise comparisons between the perception and actual preference expressed by the respondents are offered below.

5.3 Segment-wise Comparison

Significant difference might exist between the perception on NE for *Infrastructure* and *External Influence* and the actual preference observed for different segments of respondents. The following section analyses segment-wise comparisons.

5.3.1 Origin and Comprehensive Score:

The effect of origin is analysed first for the comparison purpose. Table 5.5 offers the Origin-wise mean scores for the current variables.

Table 5.5: Origin-wise Mean Scores for Individual Variables

Variables	Domestic Respondents			Foreign Respondents		
	Mean	Analysis N	Missing N	Mean	Analysis N	Missing N
Transportation	4.41	227	143	3.14	7	128
Availability of Suitable Accommodation	4.72	223	147	5.00	6	129
Cost of Accommodation and Transportation	4.93	209	161	4.56	9	126
Safety / law and Order Situation	3.74	219	151	1.78	9	126
Drinking Water	4.82	220	150	3.75	8	127
Main Tourist Attractions	6.32	217	153	6.11	9	126
Local People	6.29	212	158	6.80	10	125
Culture / Heritage	6.79	216	154	7.00	10	125
No. of Tourist Visiting	4.98	193	177	3.29	7	128

It is to be noted that the responses from the foreign samples are very low. This obviously implies the low level of awareness among the foreign respondents regarding the NE as tourist destination. Therefore, these responses can not be used for further analysis. However, the responses may provide a rough idea about the gap between the actual preference and perception about the NE region. Diagrams in Figure 5.3A and Figure 5.3B offer the comparison in graphical forms. It is to be noted that the comprehensive score for foreign respondents are only a symbolic view, which cannot be taken as representative of all foreign tourists in the absence of a large response base. Table 5.6 offers the comprehensive scores derived by the formula mentioned earlier.

Table 5.6: Origin-wise Comprehensive Scores on Respondents' Perception

Principal Factors	Comprehensive Score on NE (0-9 point scale)	
	Domestic	Foreign
External Influence	5.729	5.134
Infrastructure	4.444	3.671

Figure 5.3A: Comparison of Domestic Respondents

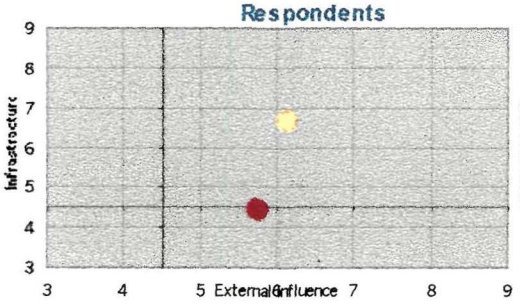
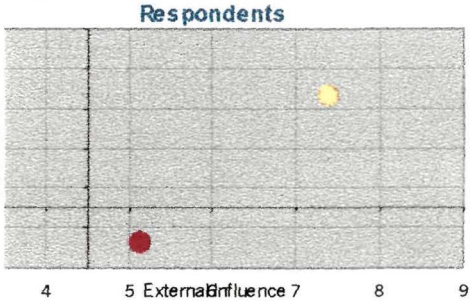


Figure 5.3B: Comparison for Foreign Respondents



It is clear from the Figures that gaps exist in both the cases between perception and actual preference for the two principal factors. It is obvious from the Figures that the gap in case of foreign respondents is far greater than the gap that exists in domestic group.

5.3.2 Exposure to NE and Comprehensive Scores:

If the perception of respondents who had visited NE, (and thus possess on-the-spot experiences regarding the variables measured) are compared with those who had never been to this place, then it may be possible to ascertain whether the gaps are purely psychological. In question number 15 of the Questionnaire respondents were asked to mention whether they had visited the NE as a tourist. Out of 505 persons interviewed, only 128 (25.3% of total-with-46 non-responses) had visited NE as a tourist. Table 5.7 depicts the mean scores on the variables for both the groups. It is interesting to note from the Table that the mean scores are higher for those who have not visited. The respondents with no exposure to the NE may have some positive ideas about NE and hence the higher scores.

Table 5.7: Visit to NE and Mean Scores for Individual Variables

Variables	Respondents Visited NE		Respondents not Visited NE	
	Mean	Analysis N	Mean	Analysis N
Transportation	3.67	126	5.50	88
Availability of Suitable Accommodation	4.03	126	5.62	86
Cost of Accommodation and Transportation	4.27	121	5.91	79
Safety / law and Order Situation	2.59	124	5.27	85
Drinking Water	4.15	124	5.86	85
Main Tourist Attractions	6.07	123	6.63	84
Local People	5.96	118	6.79	84
Culture / Heritage	6.51	123	7.39	82
No. of Tourist Visiting	4.05	111	6.21	73

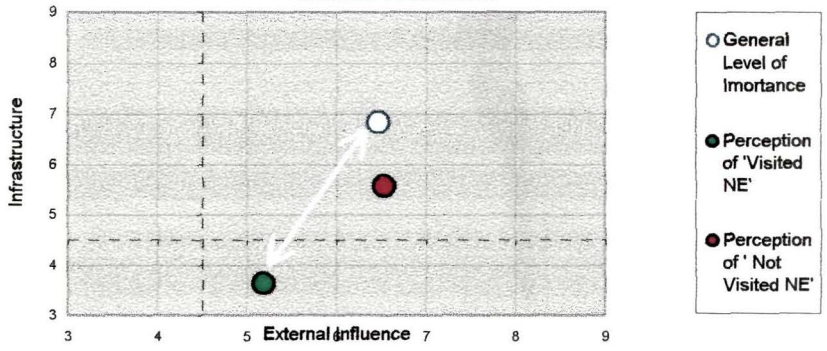
The Table reveals that the perception about NE is better than the actual experience tourists gather while visiting NE. This is in contrast to the popular belief that the perceptual image of NE in general is not good outside the region. The comprehensive scores on these two groups are calculated and presented in Table 5.7A.

Table 5.7A: Comprehensive Scores by Visit to NE

Principal Factors	Comprehensive Score on NE (0-9 point scale)	
	With NE Visit	Without NE Visit
External Influence	5.181	6.531
Infrastructure	3.631	5.567

Figure 5.4 depicts the general level of importance (derived at paragraph 4.4.4) with the perception on the principal factors on the basis of

Figure 5.4: Contrasting Perception Based on Exposure with General Preference



exposure to NE. The white arrow mark shows the gap between the general level of preference for both the principal factors and the perception on these after visiting NE. As it is seen that this gap is far more than the gap between the general preference and perception for the group of respondents who were not exposed to NE. This finding can be very disturbing. The NTOs of this region will have to take some corrective measures, which are discussed later, to improve the situation.

5.3.3 Sex and Comprehensive Scores:

Segmentation can be done on the basis of Sex of the respondents. As mentioned earlier, among the 505 tourists interviewed, 108 were female and 397 were male. The analysis at paragraph 4.4.5.2 showed that there remains a small difference between the importance level of both the sexes of respondents. Table 5.8 depicts the derived comprehensive scores regarding the perception for both the sexes. It is seen from the Table that the scores across sex groups are not differing much, which was seen also in case of preference also at paragraph 4.4.5.2. Thus no further analysis is offered on perception and sex of the respondents.

Table 5.8: Comprehensive Scores on Visit to NE

Principal Factors	Comprehensive Score on NE (0-9 point scale)	
	Male	Female
External Influence	5.773	5.443
Infrastructure	4.454	4.249

5.3.4 Perception across Age Groups:

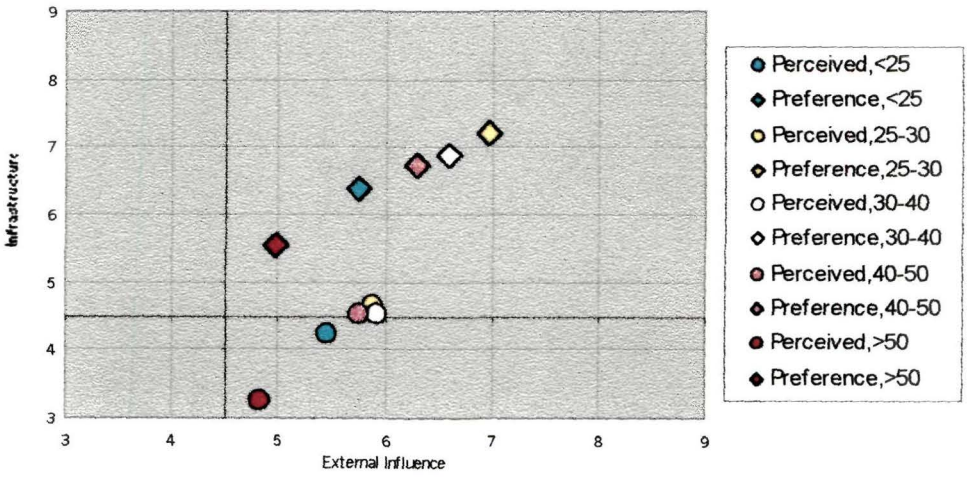
It was observed in earlier paragraph 4.4.5.3 that the Age and the level of preference to the principal factors were related. Preference level differs significantly across the Age groups. Now the effects, if any, of Age on perception are discussed. The comprehensive scores across the Age groups are shown in Table 5.9, which are contrasted with the preference level over the segments in Figure 5.5.

Table 5.9: Comprehensive Scores on Perception across the Age Groups

Age Groups	Comprehensive Score on NE (0-9 point scale)				
	< 25	25-30	30-40	40-50	>50
External Influence	5.443	5.877	5.912	5.750	4.826
Infrastructure	4.249	4.662	4.548	4.545	3.260

As seen from the Table, the highest comprehensive score is recorded by the respondents "Between 25 and 30 years" that is closely followed by the Age groups "25 to 30 years" and "30 to 40 years". The trend that was available in the preference

Figure 5.5: Age-wise Comparison between Perception and Preference



level is also seen in case of perception. The cluster of bubbles around the mid-value of X-axis in Figure 5.5 is prominent. A close look at the Figure would reveal that for the oldest group of respondents, the score on *External Influence* is almost same as the preferred one. Improvement in the infrastructure sector would bring the perception of this group up to the preferred level. Thus the easiest task to improve

the situation is to position the NE to the group with tourist "Over 50 years" of age. This is discussed in detail later in this Thesis.

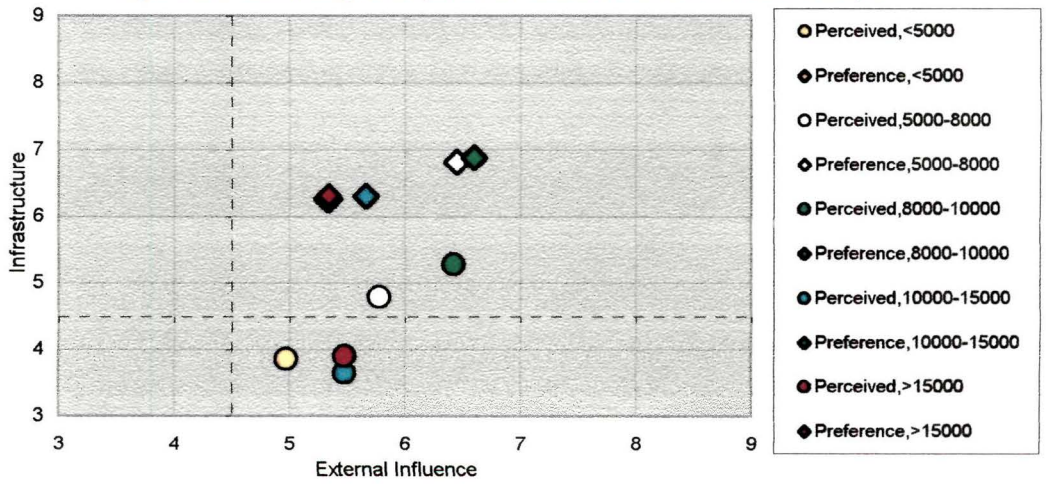
5.3.5 Perception across Income Groups:

In paragraph 4.4.5.4 of the last Chapter, significant relationship was observed between the Income of the respondents and their level of preference for certain raw variables. Also, the scores for principal factors were found to be different over the Income groups. In fact, two distinct clusters were formed by the bubbles as the scores were put in a two dimensional plane. The perceptions on NE across the Income groups might as well be different. This is discussed in the following section. Table 5.10 offers the comprehensive scores for the 5 Income groups.

Table 5.10: Comprehensive Scores on Perception across the Income Groups

Principal Factors	Comprehensive Score on NE (0-9 point scale)				
	Less than Rs. 5000/- pm	Between Rs. 5000/- & Rs. 8000/- pm	Between Rs. 8000/- & Rs.10000/- pm	Between Rs. 10000/- & Rs.15000/- pm	Above Rs. 15000/-pm
External Influence	4.975	5.780	6.422	5.478	5.480
Infrastructure	3.860	4.794	5.282	3.652	3.906

Figure 5.6: Contrasting Perception and Preference across Income Groups



If the comprehensive scores for perception across various Income groups are compared with preference levels as shown in the earlier Table 4.20B, it is seen that perception and preference for the principal factor *External Influence* are closely matched over the groups, except for the group with income "Between Rs.5000/-

and Rs.8000/- pm". The closeness for the values for X-axis is clearly seen in Figure 5.6.

However, huge deviations are experienced for the values along Y-axis, which represent the principal factor *Infrastructure*. The Figure also indicates that the perception regarding NE on *Infrastructure* is low among the Income groups, with the lowest level scored by the group with income "Between Rs. 10000/- and Rs. 15000/- pm".

5.3.6 Frequency of Visit and Perception:

As discussed earlier, frequency of visit plays an important role in determining the level of sensitivity of the tourists towards the variables under study. Chi-square tests performed earlier (as reported in paragraph 4.4.5.6) suggested that 18 out of 21 variables analysed do bear relationship with the Level of Exposure of the tourist. Therefore, it is worthwhile to study the level of perception of the different segments of respondents based on the Level of Exposure.

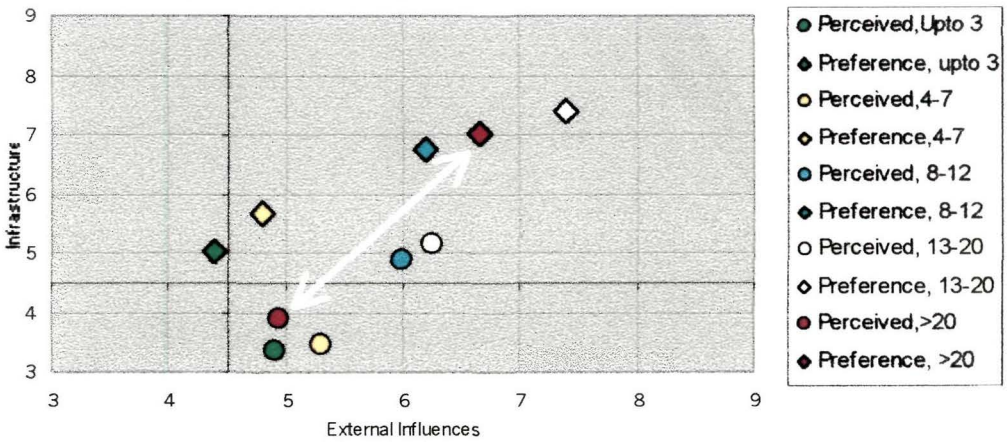
Table 5.11: Visit-wise Comprehensive Scores on Perception

Principal Factors	Comprehensive Score on NE (0-9 point scale)				
	Up to 3	4 to 7	8 to 12	13 to 20	21 and More
External Influence	4.907	5.305	5.981	6.245	4.944
Infrastructure	3.370	3.488	4.898	5.159	3.928

The perceptual comprehensive scores are shown in Table 5.11. Interestingly, for the first time, the perceptual scores on *External Influence* are more than the level of preference. This is found for two groups, namely "Up to 3" and "4 to 7". For other groups also, the scores on perception and preference for *External Influence* register only marginal differences. Figure 5.7 is graphically contrasting the scores on perception with preference. It is easily seen that the green and yellow coloured spots are at a higher level for the values for X-axis. But for all categories the diamonds are at a higher plane than the bubbles for the values for Y-axis. This denotes that the comprehensive scores on perception for principal factor

Infrastructure have always been scoring lower than the preferential scores. The longest gap is seen between the red bubble and the red diamond, which is highlighted by a white arrow, which shows that the travelers with highest exposures do have a big difference between the level of preference and their perception regarding NE.

Figure 5.7: Contrasting Perception with Preferennce- Visit wise



5.3.7 Idea and Perception:

As mentioned in paragraph 4.2, the tourists may be divided on the basis of philosophy of tour and the purpose of visit (mentioned as Idea of Vacation). These six different segments may have different perception regarding NE. Following discussion tries to find out the perception level for the groups based on Idea of Vacation. The scores on perception are presented in the Table 5.11A.

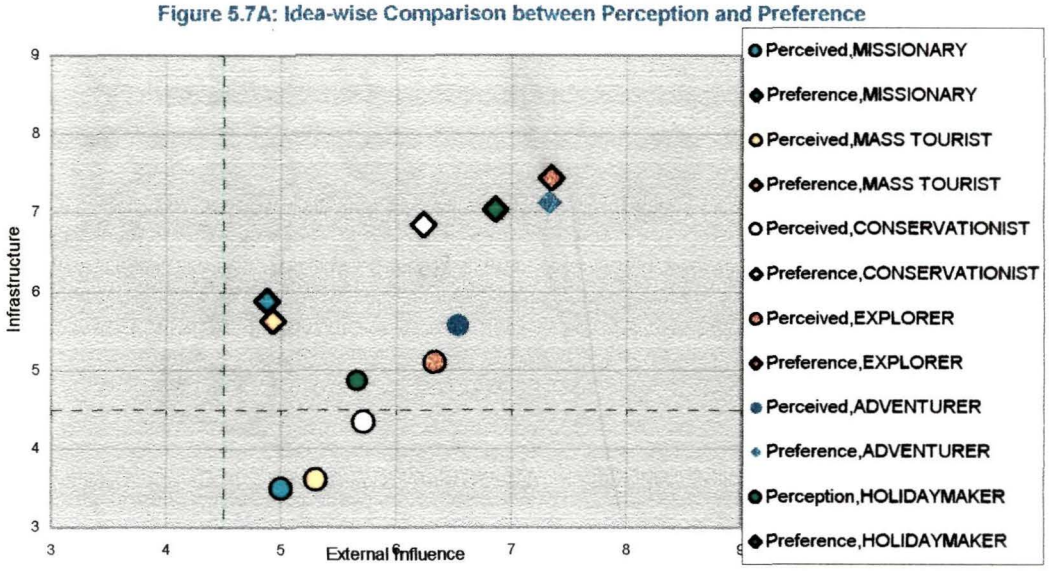
Table 5.11A: Idea-wise Comprehensive Scores on Perception

Principal Factors	Comprehensive Score on NE (0-9 Point Scale)					
	Missionary	Mass Tourist	Conservationist	Explorer	Adventurer	Holidaymaker
External Influence	5.006	5.307	5.718	6.332	6.53	5.661
Infrastructure	3.497	3.609	4.345	5.101	5.579	4.864

The scores are graphically represented in the Figure 5.7A. It is seen from the Table and from the Figure that the comprehensive scores on *External Influence* are

more than the preferred ones for the groups "Mass Tourist" and "Missionary". However, the scores on perception for *Infrastructure* are much lower than the level desired for all the segments including these two. The longest diagonal difference can be seen for the segments "Holidaymaker" and "Explorer" (denoted by green and red colours, respectively).

Figure 5.7A: Idea-wise Comparison between Perception and Preference



5.4 Role of Law and Order Situation:

The perceptual comprehensive statistics are hopelessly low for every pattern of segmentation. This is alarming in case of the principal factor *Infrastructure*. The unfavourable perception about the safety of the tourists in NE may pull the overall factor towards the bottom of the scale. If the score on individual variable *Safety/Law and Order Situation* is excluded from the calculation of the factor *Infrastructure*, the true picture will emerge. Therefore, the comprehensive scores for the various groups for *Infrastructure* are calculated again without adding the weighted scores of the individual variable *Safety*. The new scores on *Infrastructure* are compared with the overall perceptual scores. Table 5.12 presents the differences seen in the factor *Infrastructure* for different groups due to exclusion of *safety* from the calculation.

Table 5.12: Effect of Safety on Perceptual Scores on Infrastructure

	Overall Score	Origin		Visit to NE		Sex		Age Groups				
		Domestic	Foreign	Visited NE	Not Visited NE	Male	Female	Below 25	25-30	30--40	40-50	Above 50
Without Safety	**4.67**	4.68	4.28	3.99	5.67	4.70	4.53	4.53	4.93	4.71	4.66	3.87
With Safety	**4.41**	4.446	3.643	3.63	5.56	4.45	4.24	4.254	4.66	4.54	4.55	3.24
% of change	*5.84*	*5.44*	*17.50*	*9.83*	*1.84*	*5.63*	*6.85*	*6.62*	*5.72*	*3.79*	*2.44*	*19.17*

	Income Groups					Frequency of Visits				
	Less than 5000/-	5000-8000/-	8000 – 10000/-	Rs. 10000 – 15000/-	More than Rs. 15000/-	upto 3 Places	4 to 7 Places	8 to 12 Places	13-20 Places	More than 21
Without Safety	4.062	5.03	5.29	3.99	4.41	3.35	3.85	5.13	5.21	4.35
With Safety	3.85	4.80	5.26	3.64	3.91	3.80	3.48	4.91	5.15	3.90
% of change	*5.29*	*4.64*	*0.51*	*9.69*	*12.70*	*4.56*	*1.18*	*11.38*	*1.18*	*11.38*

Percentage of change occurred due to non-inclusion of the mean scores against the variable *Safety* in calculating the comprehensive statistics is shown just below each segment. It is seen from the Table that a drastic change in the score has not occurred even after exclusion of the variable *Safety*. The change is less than the percentage change (34.87%) of total weight for the factor *Infrastructure* after the weight for *Safety* was excluded. Therefore, it cannot be said conclusively that the score for infrastructure is low only because of low scores in the variable *Safety*.

5.5 Recommendation of NE by Tour Operators:

Another question (number 19 in the Questionnaire) was administered to find out whether the respondents were suggested by any tour operator to visit NE. The responses are shown in Table 5.13.

Table 5.13: Recommendation of NE by Tour Operators

		Frequency	% of Total Sample
Valid	YES	46	9.1
	NO	391	77.4
	NO IDEA	49	9.7
Non Response		19	3.8
Total		505	100

It is evident from the Table that tour operators recommended NE to only 9% of the respondents. A look at the origin of these respondents will show whether any specific group received the recommendation. The cross tabulation shows that 42 of the respondents who received feedback from the tour operators were domestic and only 4 were of foreign origin. This result is not conclusive as 42 consist only 10.8% of the total domestic respondents. Likewise, the foreign respondents who said "Yes" form only 2.9% of the total foreign tourists interviewed. No further analysis is possible based on this segmentation as the number of respondents who received feedback is very low. However, it is absolutely clear from the above that the NE has not been promoted by the tour operators. A quick look at the cross tabulation of the scores against the variable *Recommendation of Tour Operator* (at question number 9(p)) with the responses of question number 19, also could not show a definite pattern of response. Therefore, there remains no evidence to accept that those who give high importance to the recommendation of tour operators responded positively to the question.

5.6 Awareness on Well Known Attractions of NE:

As mentioned in Chapter 3, the knowledge of the following variables is put into test to find out the level of awareness among the respondents.

- ✓ One-horned rhino of Kaziranga

- ✓ White-winged-wood-duck of Assam
- ✓ Floating National Park of Manipur
- ✓ Tawang as one of the most beautiful resorts
- ✓ Cherapunjee the second most rainy place of the world
- ✓ Kamakhya, temple in Assam
- ✓ Jatinga, the place where birds commit suicide.

It is deliberately chosen to keep some of the lesser-known attractions in the question. For example, Jatinga and White-winged-wood-duck are not known even to most of the people who reside in Assam. This was done to check blind responses to the questions. The results of count of the responses are shown in Table 5.14.

Table 5.14: Awareness Level on Famous Attractions of NE

Attractions	Aware	Unaware	Non Response
Rhino in Kaziranga	300	29	176
Row Percentage	*59.41*	*5.74*	
White-Winged-Wood Duck	123	100	282
Row Percentage	*24.36*	*19.80*	
Floating National Park	120	106	226
Row Percentage	*23.76*	*20.99*	
Tawang	176	49	280
Row Percentage	*34.85*	*9.70*	
Cherapunjee-Second highest Rainfall	222	31	252
Row Percentage	*43.96*	*6.14*	
Kamakhya	205	29	271
Row Percentage	*40.59*	*5.74*	
Jatinga	159	69	277
Row Percentage	*31.49*	*13.66*	

The Table shows that the highest awareness level is scored by the Kaziranga National Park for its one-horned-rhino. 43.96% of the respondents are aware of Cherapunjee for its second highest rainfall in the world. This score is also the second highest awareness level. The lowest awareness level is scored by the floating national park of Manipur, which is just bettered by white-winged-wood-duck awareness level (23.76% and 24.36% respectively). Jatinga and Tawang have also scored low awareness level.

It is seen from the Table that most of the attractions of NE, which are potential crowd pullers, are not getting desired exposure among the tourists. Only Kaziranga is known to more than 50% of the respondents, which is expected to be known to all the respondents. A look into the origin-wise break up of the awareness scores would help in finding out situation between these two segments.

Table 5.15: Origin-wise Awareness Level on NE

	Domestic			Foreign		
Attractions	Aware	Unaware	Total Response	Aware	Unaware	Total Response
Rhino In Kaziranga	293	15	312	7	14	21
Row Percentage	*95.1*	*4.9*	*100*	*33.33*	*66.67*	*100*
White-Winged-Wood Duck	121	84	208	2	17	19
Row Percentage	*59.0*	*41.0*	*100*	*10.53*	*89.47*	*100*
Floating National Park	115	92	211	5	14	19
Row Percentage	*55.6*	*44.4*	*100*	*26.32*	*73.68*	*100*
Tawang	174	32	210	2	17	19
Row Percentage	*84.5*	*15.5*	*100*	*10.53*	*89.47*	*100*
Cherapunjee-Second highest Rainfall	217	17	238	5	14	19
Row Percentage	*92.7*	*7.3*	*100*	*26.32*	*73.68*	*100*
Kamakhya	200	15	219	5	14	19
Row Percentage	*93.0*	*7.0*	*100*	*26.32*	*73.68*	*100*
Jatinga	157	52	213	2	17	19
Row Percentage	*75.1*	*24.9*	*100*	*10.53*	*89.47*	*100*

It is evident from Table 5.15 that almost all domestic respondents (who had chosen to respond) have very high rate of awareness about NE. However, this may not be taken as representative of all the tourists as the respondents from within the region form a sizable proportion of domestic respondents (110 out of 370). Even if this point is taken into account, then also Kaziranga is scoring high awareness with almost 300 domestic samples responding favourably. However, there remains scope for improving the awareness level about the NE within the domestic tourists also.

The awareness scenario with the foreign tourists is pathetic with very few are actually aware about the NE's famous attractions. Unfortunately, Kaziranga, which scores the highest awareness level, is known to only 7 foreign respondents (out of 135 interviewed).

5.6.1 Ranking of NE in Relation to Other Indian Tourist Spots:

Respondents were also asked to rank NE as a tourist destination in relation to other established Indian tourist places. This was measured to know the position of NE in the minds of the tourists as a tourist destination. The destinations compared with NE are Ootty, Kullu, Goa, Gopalpur-on-sea, Jaipur, Agra, Kanyakumarika, Andaman and Nicobar, and Kashmir. The popularity was sought to be measured differently for winter and for summer seasons. Table 5.16 shows the scores against each destination. The scores are computed by multiplying the frequency of response for a particular rank (from 1 to 7) by a weight. The ranks are converted into weight by the following conversion standard.

1→ 7
2→ 6
3→ 5
4→ 4
5→ 3
6→ 2
7 → 1

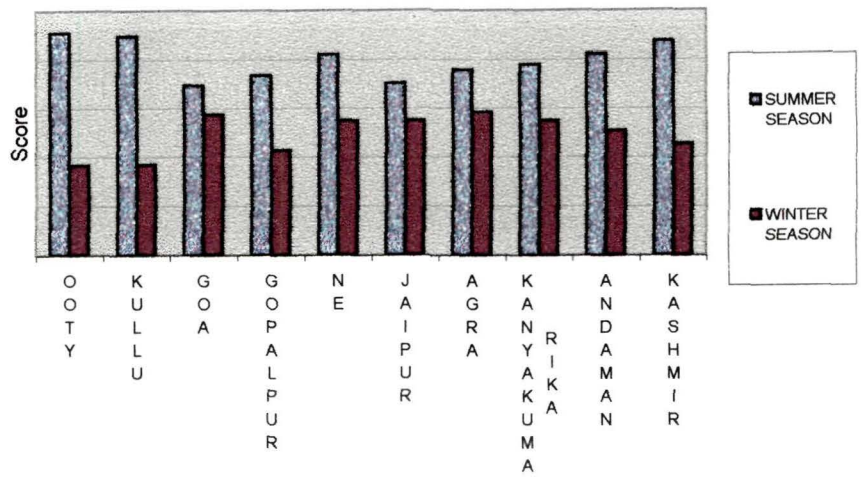
Table 5.16: Comparative Scores for Destinations

Destination	Summer		Winter	
	Score	Non response	Score	Non Response
Ooty	910	*244*	368	*390*
Kullu	898	*258*	370	*396*
Goa	695	*203*	576	*369*
Gopalpur	733	*327*	428	*400*
NE	820	*314*	550	*373*
Jaipur	703	*314*	550	*370*
Agra	757	*312*	585	*368*
Kanyakumarika	779	*194*	550	*374*
Andaman& Nicobar	825	*307*	508	*377*
Kashmir	874	*292*	455	*385*

It is seen from the Table that for Summer Season, Ooty scores the highest preference (910 points) and for Winter Season, Agra comes first with 585 points, closely followed by famous Goa with 576 points. However, the non-response to this question is very high, which are shown against each destination differently for the two seasons. Specially, the rate of non-response is high for Winter Season, and hence there might exist reservations in accepting the results as valid. Nevertheless, the data are depicted pictorially in Figure 5.8. Interestingly enough, NE's position in Summer season is above the popular destination Goa. However, the information on

tourist arrivals (both domestic and foreign) do not support this popularity of NE India. This may occur due to the biases of the respondents who chose to respond to the query.

Figure 5.8: Season-wise Popularity of Tourist Destinations



In the next part, a brief analysis is offered on relationships among variables like Income and Daily Budget, Income and Preference for Accommodation etc. Also an analysis is presented on the overall role played by the tour operators as per the responses of the survey.

5.7 Income and Daily Travel Budget of Tourists:

Common belief indicates that spending while on tour (vacation) is proportionate to the income of the tourist. This belief may be studied with the data collected from the survey. Before proceeding, the limitations of such analysis must be mentioned. (a) there is no mechanism at the disposal of the researcher to verify whether the respondents were honest in stating their monthly income and daily budget, (b) the non-response rate was high, as expected, to this question. All together, only 310 respondents out of 505 responded to this question, (c) the closed choices for income slabs were put in Indian Rupee, which the foreign respondents might find difficult to respond. Errors might occur in converting their income into Rupees, which might lead to biases in their response.

Chi square test would be appropriate in testing the initial belief that the Income and the Daily Budget of the traveler do not have any relationship. The null hypothesis is formally stated below.

H_0: The Income and the Daily Budget of the tourists are independent.

Little Modifications are affected to make the Chi square test valid. The response to choice A for daily budget per person per day, "Less than Rs. 100/-", has been only 17. Therefore, the responses to A are clubbed with the next immediate choice "Between Rs. 100/- and Rs. 200/". This changes the lowest choice to "less than Rs. 200/-" per person per day. Likewise, the choice E (responses to which are 20) is clubbed with immediate preceding choice, i.e., D. thus the highest choice comes down to "More than Rs. 500/-" per person per day. The cross tabulation of the responses to the modified choices to daily budget and income are shown in Table 5.17. The test results are offered in Table 5.17A.

Table 5.17: Frequencies for the Modified Choices for Daily Budget

	MONTHLY INCOME OF RESPONDENT					Total
BUDGET PER PERSON/DAY	Less than Rs. 5000/- pm	Between Rs. 5000 - 8000 pm	Between Rs. 8000 - 10000 pm	Between Rs. 10000 - 15000 pm	Above Rs. 15000/- pm	
Less than Rs. 200/-	17	49	17	10	4	97
Rs. 200/- to Rs.500/-	7	29	47	32	11	126
Above Rs.500/-	6	19	13	15	27	80
Total	30	97	77	57	42	**303**

Table 5.17A:Chi-Square Tests for Income and Daily Budget

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.346	8	0.00
Likelihood Ratio	69.292	8	0.00
N of Valid Cases	303		
0 cells (.0%) have expected count less than 5. The minimum expected count is 7.92.			

It is seen from Table 5.17A that the null hypothesis may be rejected at 0.01 level of significance, as the tabulated Chi value at 8 *df* is less than the calculated value as shown in the Table. Thus it may be safely concluded that the budget of the tourist is related to income of the tourists.

A correlation test between the variables is conducted to check the direction of the relationship. For this the code pattern of the Income levels and Daily Budget had to be changed to numeric values. This would not affect the originality of the choices, as this changeover does not necessarily mean a conversion to ratio scale. This had to be done because the SPSS takes only numeric data while calculating rank correlation. Two tail tests with Kendalls tau_b method has given +0.333 as the coefficient. This correlation is significant at 0.01 level, and the direction of relationship is positive. But the coefficient implies a very weak correlation between the variables.

5.7.1 Origin and Daily Expenditure:

The common belief that the foreign tourists are spending more than the domestic ones may be tested from the available data. The hypothesis of equal population mean for the two groups, domestic and foreign, is tested with *Independent Samples T Test.* The test results show that the hypothesis be rejected. Therefore, it is concluded that the population means for these two groups are significantly different at 95% level of confidence. The foreign tourists are spending more, and their average spending is around Rs. 700/- per person per day, while the same for domestic tourists is around Rs.450/-

5.8 Choice of Accommodation by Tourists

The samples were administered a question regarding the type of accommodation they generally seek while on holiday. The question was divided into three parts, Luxury Accommodation, Economy Accommodation and Any kind of Accommodation. The choice "Any kind of Accommodation" will imply that the respondent is not choosy about the place of stay while in vacation. In the following part the staying habits of the respondents are discussed. The frequency of responses is shown in Table 5.18.

Table 5.18: Accommodation Habits of the Tourists

		Luxury		Economy		Anything	
		Frequency	*Percent*	Frequency	*Percent*	Frequency	*Percent*
Valid	Most of the Times	29	*5.74*	287	*56.83*	133	*26.34*
	Sometimes	140	*27.72*	119	*23.56*	118	*23.37*
	Cannot Say	16	*3.17*	10	*1.98*	25	*4.95*

		Luxury		Economy		Anything	
	Rarely	39	7.72	5	0.99	16	3.17
	Never	23	4.55	3	0.59	7	1.39
	Total	**247**	**48.91**	**424**	**83.96**	**299**	**59.21**
	Nonresponse	258	51.09	81	16.04	206	40.79

It is seen from the Table that the "Economy Accommodation" has scored the highest response rate, with only 81 (16.04%) non-response. In other two cases, the non-response rate is as high as 51.09% and 40.79% respectively. Therefore, "Economy Accommodation" may be termed as the most popular staying habits of tourists. In the following part the profile of tourists who seek different kind of accommodation are discussed.

Since these three kinds of tourist accommodations are complementary to each other, only the scores to "Most of the Times" and "Sometimes" may be considered while finding out the profile of the tourists. Therefore, the other responses "Cannot say", "Rarely", and "Never" are excluded from this discussion.

5.8.1 Accommodation Type and Origin:

Respondents' behaviour towards Accommodation type on the basis of Origin are taken first. The Table 5.19 offers the cross tabulation on accommodation and origin of the respondents.

Table 5.19: Origin-wise Cross Tabulation of Accommodation Habit

Count		LUXURY			ECONOMY			ANYTHING		
		Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
	Always	28	1	29	229	58	287	89	44	133
	Sometimes	96	44	140	85	34	119	89	29	118
Total		124	45	169	314	92	406	178	73	251

It is seen from the table that irrespective of origin, the respondents are choosing "Economy" and "Anything " accommodations. Table 5.19A displays the summary of Chi square statistics.

Table 5.19 A: Chi Square Tests for Origin and Type of Accommodation

Chi-Square Tests for "Luxury" and "Origin"			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.6268263	1	0.0019176
Likelihood Ratio	12.88027	1	0.0003321
N of Valid Cases	169		

A Computed only for a 2x2 table

0 cells (.0%) have expected count less than 5. The minimum expected count is 7.72.

Chi-Square Tests for "Economy" and "Origin"

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.3565731	1	0.0669372
Likelihood Ratio	3.2559852	1	0.0711632
N of Valid Cases	406		

a
Computed only for a 2x2 table

0 cells (.0%) have expected count less than 5. The minimum expected count is 26.97.

Chi-Square Tests for "Anything" and "Origin"

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.1936116	1	0.138584
Likelihood Ratio	2.2073072	1	0.1373582
N of Valid Cases	251		

aComputed only for a 2x2 table

0 cells (.0%) have expected count less than 5. The minimum expected count is 34.32.

From the Table it is clear that the null hypothesis *on independence of Luxury Accommodation and Origin may be rejected at 0.05 level* of significance. But the null hypothesis *of independence between Economy Accommodation and Origin cannot be rejected* at 0.05 level of significance. However, this hypothesis may also be rejected at 0.1 significance level. The hypothesis *of independence between the Anything Accommodation and Origin may not be rejected at all.* Therefore, relationship between "Luxury Accommodation" and "Origin" of respondents (at 0.05 level) and "Economy Accommodation" and "Origin" of respondents (at 0.10 level) may be predicted for the population. However, the same cannot be said for the pair " Anything Accommodation" and "Origin" of the respondents.

5.8.2 Accommodation Type and Income:

Income of the tourist may have direct effect on the choice of accommodation of the tourist while on holiday. The relationship in the population can be inferred with the help of Chi square tests on independence between the types of accommodation sought by the respondents and their income groups. The results of Chi square tests are presented in Table 5.20.

Table 5.20: Chi square Statistics for Type of Accommodation and Income of the Respondents

Chi-Square Tests for "Luxury Accommodation" and "Income"			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.6280282	6	0.1956033
Likelihood Ratio	9.3553691	6	0.1545566
N of Valid Cases	153		
1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.72.			
Chi-Square Tests for "Anything Accommodation" and "Income"			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.4413953	4	0.0509655
Likelihood Ratio	9.0947389	4	0.0587746
N of Valid Cases	165		
0 cells (.0%) have expected count less than 5. The minimum expected count is 5.41.			

For executing the Chi square tests certain modifications on the coded data had to be done. For testing "Luxury Accommodation" and "Income", the choice of accommodation response to *Cannot say* is taken as non response. Income groups are trimmed by merging the two extreme choices into the immediate next ones. For testing "Economy Accommodation" and "Anything Accommodation" with "Income" choices *rarely* and *Never* are merged into one group.

It is seen from the Table that the null hypotheses of *independence of choice of Luxury Accommodation and Income* cannot be rejected at 0.05 level of significance. However, the hypothesis of independence between *Anything Accommodation and Income* can be rejected at 0.10 significance level. The hypothesis of independence between "Economy Accommodation" and "Income" could not be tested as the results were found invalid for want of requisite number of cells with expected frequency more than 5. And available trend shows that this hypothesis too would have been rejected at 0.1 level.

5.8.3 Accommodation Type and Idea of Vacation:

The behaviour of the tourist may be a direct fall out of his/her philosophy towards holiday. As the respondents are divided into six categories on the basis of their ideas of a perfect vacation, (refer paragraph 4.2) their choice of accommodation might be different across these categories. Chi square tests are

performed here also to study the relationship, if there is any. The results of Chi square tests are depicted in Table 5.21.

Table 5.21: Chi Square Tests between Choice of Accommodation and Idea of Vacation

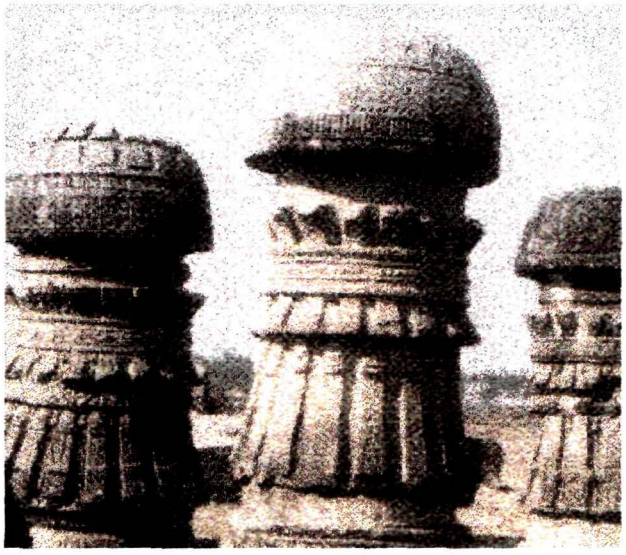
Chi-Square Tests for "Luxury Acommodation" and "Idea"			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.8642	8	0.04437
Likelihood Ratio	16.0078	8	0.04227
N of Valid Cases	226		
2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.69.			
Chi-Square Tests for "Anything Accommodation" and "Idea"			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.7297	8	0.00053
Likelihood Ratio	29.4259	8	0.00027
N of Valid Cases	269		
2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.04.			

Modifications affected for the above tests: For *Idea of Perfect Holiday* choice *Others* is defined as missing value. Choice *To Stroll into the Nature* is merged with *To Relax / Roam Around to Forget the Tedious Routine home / work life*. For the variables "Luxury Accommodation", "Economy Accommodation" and "Anything Accommodation", choice *Rarely* is merged with choice *Never*.

From Table 5.21 it is seen that the variables "Luxury Accommodation" and "Idea"; and "Anything Accommodation" and "Idea" are related to each other. It would not be difficult to prove that the choice of accommodation is dependent on the philosophy of the tourist. The hypotheses of independence between "choice of Accommodation" and "Idea" have been tested at 0.05 level of significance. The variable "Economy Accommodation" could not be tested, as the results have been found invalid. This signifies that the choice of "Luxury Accommodation" and "Anything Accommodation" may also be related to the *purpose of travel*.

The perception of tourists towards NE as a tourist destination is discussed in this Chapter, which are also compared with their level of preferences for different segments. The major findings of the Chapter 4 and Chapter 5 are discussed in the next chapter.

Chapter 6



Major Findings

The data related to preferences and perceptions of tourists have been analysed in the last two chapters. The analyses have yielded some important results, based on which strategies for marketing NE as a tourist destination can be taken up. The important findings are mentioned and discussed in the following part.

6.1 Factors Considered by Tourists while Choosing a Destination:

It may be concluded from the analyses that the factors mentioned in paragraph 4.4 are given more or less equal emphasis by the tourists while evaluating a destination. However, from paragraph 4.4.1 it is observed that the following variables are given more preference over the rest.

a) Availability of Suitable Accommodation
b) Cost of Accommodation and Transportation.
c) Safety / Law and Order Situation at the Destination
d) Drinking Water
e) Main Tourist Attraction
f) Chance
g) Basic Nature of the Place

Least importance is given to the variable Area of Interest by the tourists while evaluating a destination.

Other 12 variables record equal importance at the time of evaluation of a destination for visit.

6.2. Most Important Factors for Positioning a Destination:

Two mutually exclusive broad groups of variables are extracted from the raw variables using factor analysis. These groups, which are also known as principal factors are named as *Infrastructure,* and *External Influence.*

6.2.1 Infrastructure:

Principal factor *Infrastructure* consists of 9 variables, which are mentioned below. The loading against each raw variable are also shown in italics within brackets. Out of these variables *Area of Interest* was excluded from further consideration due to very low loading (0.297) in the Rotated Component Matrix. Other 8 variables are,

a) Transport to the Destination *(0.73)*

b) Transport within the Destination *(0.75)*

c) Availability of Suitable Accommodation *(0.73)*

d) Cost of Accommodation and Transportation *(0.65)*

e) Safety (and Law and Order Situation) *(0.72)*

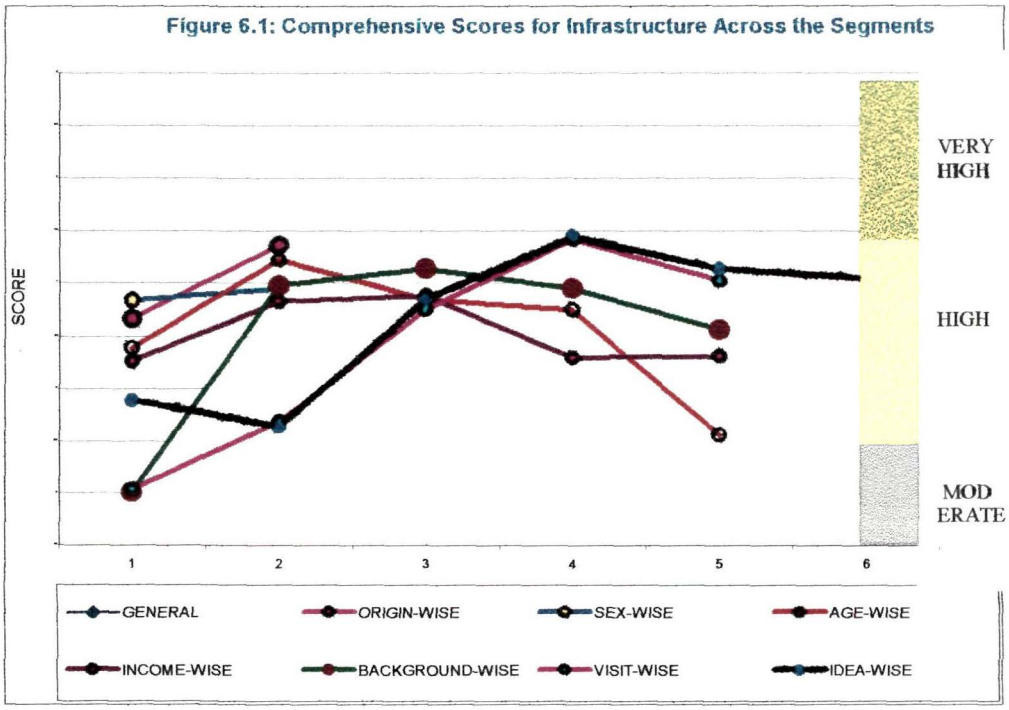
f) Infrastructure (from respondents' point of view) *(0.78)*

g) Surrounding Places *(0.74)*

h) Time Available with the Tourist *(0.62)*

Figure 6.1 depicts the dispersion of the scores for *Infrastructure* against various segments.

Figure 6.1: Comprehensive Scores for Infrastructure Across the Segments



It is seen clearly from the Figure that the scores for *Infrastructure* varies across different segments. Coloured legends at the right of the diagram indicate the intensity of the score. No segment is seen in the green area at the top of the Figure, indicating none with Very High score. However, maximum spots are seen in the High category. Some of the segments scored at Moderate level also. This variation of score justifies segmentation of the tourists on the basis of the categories mentioned above.

However, the difference between "Male" and "Female" respondents are very thin and thus the segmentation would not serve any purpose. Likewise, the different Age groups between 25 years to 50 years are having scores on *Infrastructure* around the same range. In case of Income, no two consecutive groups have created a cluster. For Idea, "Missionary" and "Mass Tourists"; and "Explorer", "Adventurer" and "Holidaymaker" have scored almost at the same levels. On the basis of "Background" except for "Professional Graduates" all other groups have scored within a close range. For "Visit-wise" differentiation, the respondents with "more than 8 visits" have scored pretty consistently.

6.2.2 External Influence:

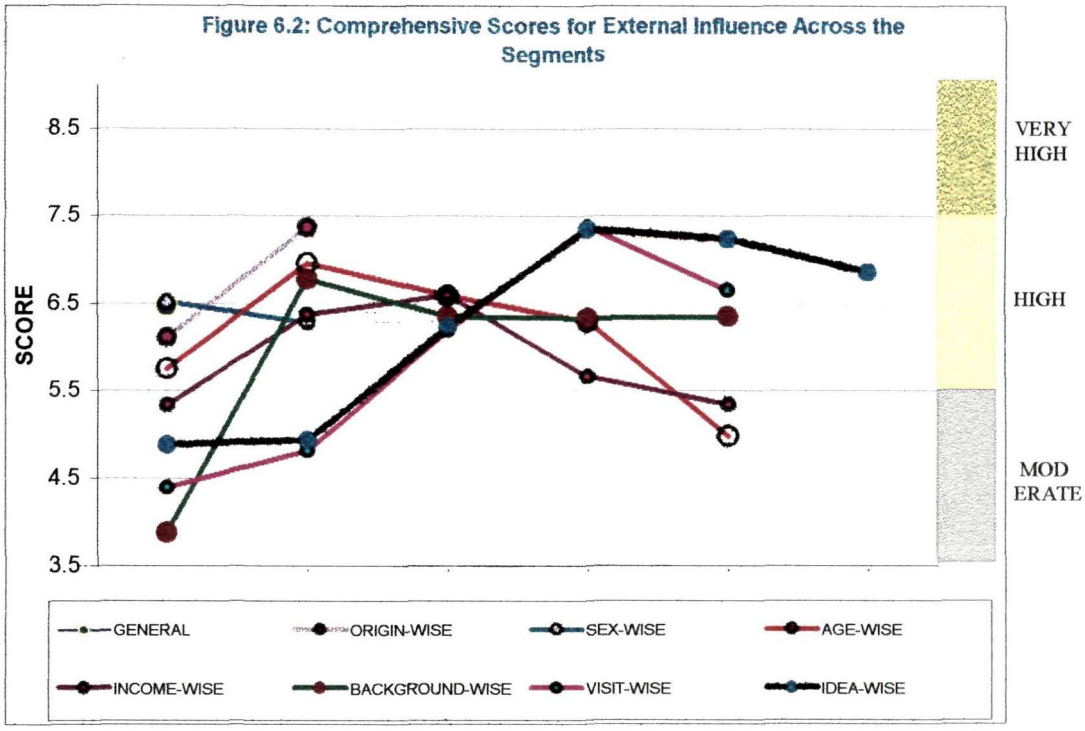
Factor analysis clearly assigned the following variables into one principal factor, which is christened as *External Influence*. The variables that constitute *External Influence* along with the loading are shown below. 11 variables are clubbed together under this principal factor.

a) Drinking Water *(0.58)*
b) Main Tourist Attraction (*0.54)*
c) Chance *(0.64)*
d) Local People / Culture (*0.58)*
e) Number of Tourists Visiting *(0.74)*
f) Distance from Origin *(0.63)*
g) Recommendations of Earlier Visitor *(0.57)*
h) Recommendation of Tour Operators *(0.67)*
i) Weather *(0.56)*

j) Proximity to a Place Visited *(0.67)*

k) Basic Nature *(0.53)*

Figure 6.2 shows the dispersions of the comprehensive scores calculated for *External Influence.*



As seen from the Figure, the dispersion of the scores for *External Influence* is very high across the groups. The commonness found in case of *Infrastructure* is not present in this factor. However, the groups based on Background of the respondents, which are away from the origin of X-axis in the Figure, and the Age groups in the middle of the axis are having quite uniform scores. Therefore, the clubbing of groups as suggested in case of the factor *Infrastructure,* is not applicable here.

6.3 Segmentation of Tourists:

The analysis indicates many meaningful segmentation bases for tourists, which could be utilised for development of positioning strategies for NE.

6.3.1 Origin:

Origin of the respondents can be used to create different segments.

a. The sensitivity towards the factors, *External Influence*, and *Infrastructure* are significantly different for domestic and foreign tourists. As described in Table 4.17C, the difference is more for the factor *External Influence* (reference paragraph 4.4.5.1).

b. Choice of Package Tour within the destination is significantly related to the origin of the tourist. Preference towards Turnkey Package Tour also bears relationship with the origin of the tourist as well (reference paragraph 4.5.1).

c. Influence of media as image builders is dependent on the origin of the tourist. The tests signify different levels of influence for the groups based on origin, for different media types, namely, Word-of-mouth, Travel brochure, Print Publication, Electronic media like TV/Radio, Tour Operator, and Overall Knowledge of the tourist (reference paragraph 4.6.2).

6.3.2 Sex:

Sex of the respondent does not have significantly different effects on the variables of interest. Hence sex may not be used as a demographic factor for segmentation of tourists. At the same time the effects of various tools of communication do have significant relationship with the sex of the respondent.

a. The difference of the importance level of the principal factors for the segments based on sex is too thin to be considered significant (reference paragraph 4.4.5.2).

b. Choice of Package Tour, either within the destination or on a turnkey basis does not bear any relationship with the sex of the tourists (reference paragraph 4.5.3).

c. However, the influence of the media as tools of building image of a destination does have significant relationship with the sex of the tourist (reference paragraph 4.6.1).

6.3.3 Age:

Age plays vital roles in determining the preferences of the tourist.

a. Age carries significant relationship with the scores of the respondents for the following individual variables. (Reference paragraph 4.4.5.3).

- Transportation to the Destination,
- Transportation within the Destination
- Main Tourist Attractions,
- Chance,
- Infrastructure
- Number of tourists Visiting the Place,
- Distance from the Place of origin,
- Word-of-mouth,
- Recommendation of Tour Operator,
- Weather of the Destination,
- Proximity to a Visited Place
- Basic Nature of the Place

However, no significant relationship is found between the age of the respondents and the variables mentioned below.

- Drinking Water,
- Surrounding Places,
- Local People

b. Different levels of preference for the principal factors *External Influence* and *Infrastructure* have been observed across the Age groups. The levels can be clustered into 3 groups, i.e., "Below 25 Years", "From 25 to 50 Years" and "Above 50 Years" (reference Figure 4.9, and paragraph 4.4.5.3).

c. The influence of different media types over the three Age groups is significantly different. This is found to be true in case of the respective populations also. This implies that all tourists grouped on the basis of age may have different reaction to the media types (except for the media type Word-of-mouth), while formulating an image about a destination.

6.3.4 Income:

Tourists may be differentiated on the basis of Income. Due to difficulties in conversion and comparison, foreign tourists are also measured in the same Income groups as the domestic ones. At the same time it is recognised that there remains difference in the disposable income between both the classes of tourists as they are earning in different currencies. Also, the social class enjoyed by a domestic tourist at a particular level of income would definitely not be the same with a foreign one.

However, this grouping does not signify large difference for preferences for different factors. The preference levels for the two principal factors indicate 5 Income groups with different characteristics. These groups are "Below Rs. 5000/-", "Between Rs. 5000/- and Rs. 8000/-", "Between Rs. 8000/- and Rs. 10000/-", "Between Rs. 10000/- and Rs. 15000/-", and "Above Rs. 15000/-". The groups "Between Rs. 5000/- and Rs. 18000/-" and "Between Rs. 8000/- and Rs. 10000/-" are most sensitive towards the principal factors. And other three groups possess more or less the same level of sensitivity towards these factors. (Reference: paragraph 4.4.5.4)

a. Income carries significant relationship with the following individual variables.

- Safety
- Drinking Water
- Main Tourist Attractions
- Chance

- Number of Tourists Visiting the Place
- Recommendation of Earlier Visitors
- Recommendation of Tour Operators
- Proximity to a Place visited for other Reasons and
- Basic Nature of the Place

b. Choice towards Package Tours and Income of the tourists are not dependent. Hence, Income does not signify anything regarding the choice of the respondents towards Package Tour.

c. Influences of different media types for building image of a destination are not different for all Income groups. Only "Tour Operator" possesses significantly different means of scores across the Income groups. Within the media "Tour Operator", the following Income groups are found to have significantly different mean scores (for the population).

- "Between Rs. 8000/- and Rs. 10000/-", and "Between Rs. 10000/- and Rs. 15000/-".
- "Between Rs. 8000/- and Rs. 10000/-", and "Above Rs. 15000/-"

6.3.5. Education:

Education too does not play important role in segmenting the tourists on the basis of sensitivity towards the principal factors. Only two distinct clusters can be seen in this regard. They are "Professional Graduates" and all "Other" (Reference: paragraph 4.4.5.5).

6.3.6 Profession:

Respondents divided on the basis of their Profession offer different levels of importance for the principal factors. However, the groups "Service Holders" and "Self Employed" are having almost equal scores for the factors. The scores for the group "Others" are away from these two variable.

a. Profession and preference for Package Tour do not bear any relationship. Therefore, the variable *Profession* may not be used as demographic criteria to segment the tourists.

6.3.7 Frequency of Visit:

Tourists may be divided meaningfully on the basis of another physical criteria-- Frequency of Visit or "Level of Exposure", which signifies the number of visits made by the tourists to various destinations. Many factors are significantly related to this variable.

a. Four distinct segments of tourists might be created taking exposure level as the base. They are namely, "Up to 7 visits", "8 to 12 visits", "13 to 20 visits", "21 and more visits". First two groups ("up to 3" and "4 to 7") were clubbed together for the Chi square analysis mentioned in the following paragraph.

b. 18 out of 20 individual variables tested, found to have significant relationship with the Level of Exposure of the tourists. The two variables for which significant relationships are not found are "Area of Interest" and available "Time".

c. There is a clear upward trend of the mean scores of the respondents alongwith the level of exposure for the raw variables. However, this trend is found to be slightly reversed for the group with highest exposure level. The levels of preference for the two principal factors also follow the same trend. (Reference paragraph 4.4.5.6.)

d. Choice of Package Tour to the destination and Level of Exposure are significantly related to each other. In fact, choice of Package Tour is a dependent variable of the Level of Exposure of the tourists (reference paragraph 4.5.5).

e. Media types "Travel Brochures", "Print Publication", electronic media like "TV/Radio", "Tour Operator", and "Overall Knowledge", which help creating a position for a tourist destination do have significant differences in the respective population mean scores for the groups based on the Level of Exposure. That is, if the tourists are segmented on the basis of the Level of Exposure, the influence of the individual media type over different groups of tourists would be significantly different.

6.3.8 Idea of Vacation:

Psychological factor Idea of Perfect Vacation, which also indicates the purpose of the visits, can be used as a criteria for meaningful segmentation of the tourist into homogeneous groups. The segments thus created may be named as

- Missionary
- Mass Tourist
- Conservationist
- Explorer
- Adventurer and
- Holidaymaker

a. The preference levels of the groups for the two principal factors have created two distinct clusters. The groups "Missionary" and "Mass Tourists" with medium comprehensive scores for both the principal factors create one cluster, whereas, the groups "Explorer", "Adventurer" and "Holidaymaker" create another cluster towards the high end of the scales. The group "Conservationist" cannot be put into any of the clusters. The scores for the factor *Infrastructure* for this group is just around the other three groups mentioned later.

The groups in the first cluster do not prefer high level of infrastructure in the destination, nor they want high level of motivation from external sources to make the decision regarding a destination. The second cluster

needs high level of motivation from external sources (*External Influence*) and also high presence of the variables under the principal factor *Infrastructure*.

b. With the exception of the media type "Word-of-mouth", all other types of media measured in the study do bear significant difference in their effects across various groups based on Idea. Thus the effects of various media for the segments mentioned above are different. Therefore, the media would not work the same way for all the segments based on Idea. However, this is not applicable in case of the media type "Word-of-mouth".

6.4 Perceptual Position of NE as a Tourist Destination:

Inflow of tourists into NE, both foreign and domestic, is very low. And for many states this is negligible. The current perceptual position of NE is found to be very discouraging in general and across various segments in particular.

6.4.1 General perception on NE is just moderate in the 0-9-point scale for both the principal factors. The perception on *Infrastructure* is quite low in the scale (4.415).

a. If the perceptual position of NE is compared with the preferred levels of these factors, gap is found to be present between perception and preference. The gap is narrow in case of *External Influence*, while the same is wide for *Infrastructure*.

6.4.2 Segment-wise findings are mentioned below. A general trend is observed regarding the level of perception on both the principal factors. The difference between the preference level and perception regarding NE for the factor *Infrastructure* is quite high across all segments, while the same on the principal factor *External Influence* is very thin, and in some cases the perceptual scores are just above the preferential scores.

a. Domestic respondents are found to have almost the same level of perception as their level of preference for *External Influence*. However, for the factor *Infrastructure* the level of perception is far below the level of preference.

b. The level of perception of those who have visited NE differs from those who have not been to NE. The gap is very wide between the level of perception and preference for the respondents who possess the first-hand experience regarding NE. However, the difference is positive for the factor *External Influence* for the group consisting of the persons who have not visited NE. Likewise, for this group the difference between perception and preference for the factor *Infrastructure* is also comparatively narrow (reference: Figure 5.4).

c. The groups based on Age of the respondents also bear wide gap between perception and preference. The difference for principal factor *External Influence* is very small, specially for the respondents of the age group "Above 50 Years". The same can be observed also for the respondents of "Below 25 Years" of age. But for other segments the differences for both the principal factors are large. (Reference: perceptual map at Figure 5.5.)

d. For all segments based on Income, the difference between preference and perception for the factor *External Influence* is very thin. In fact, for the group with Income "Above Rs. 15000/-" per month the comprehensive score for perception on *External Influence* is slightly more than the preferential score. However, for all groups the perceptual scores on *Infrastructure* are much lower than the preference levels. The group mentioned above singularly shows high level of perception (red bubble in perceptual map at Figure 5.6) on both the factors. All other groups have been clustering around with moderate values in the perceptual map.

e. From the scores based on Frequency of Visit it is observed that two consecutive groups at the lower end of the scale namely, "Up to

3" and "4 to 7" register slightly higher perceptual scores than the preference for the factor *External Influence*. This trend can be seen for other groups also except for the group "above 21". However, for the factor *Infrastructure*, the preferential scores are always at a much higher level than the perceptual scores for all the groups.

f. Perception on NE has also been found out for the segments based on Idea of Vacation. The scores across the 6 groups are lower than the preferential scores for the factor *Infrastructure*. The cluster of groups consisting of "Missionary" and "Mass Tourist" behave little differently, as their perceptual scores for *External Influence* are higher than the preferential scores. However, in case of other groups this is not seen.

6.5 Current Position of NE

NE's position in relation to other well-known Indian tourist spots is found to be encouraging. For the winter season NE enjoys the 3rd position (jointly with Jaipur and Kanyakumarika) while for the summer season it occupies the 5th position. Interestingly, NE has occupied better standing than the famous destination Goa for summer season.

6.6 Level of Awareness about NE

Of the total respondents interviewed, only 60% knew about the One-horned-rhino of *Kaziranga*, 44% were aware about *Cherrapunjee*, while 41%knew about *Kamakhya*.

a. 95% of the Domestic respondents said "Yes" to *Kaziranga*, while 93% said so in case of *Kamakhya*. The Awareness level for *Cherrapunjee*, *Tawang* and *Jatinga* are also fair with more than 75%.

b. Many of the foreign respondents, who had chosen to respond, were not aware about these attractions of NE. One-third of the respondents said "Yes" to Kaziranga. The response rate is very low from the foreign respondents, which can be attributed to the low level of awareness about NE.

6.7 Other Findings

6.7.1 The daily budget of the tourist is significantly related to the income. The direction of the relationship is positive. However, the correlation coefficient is only 0.333, which signifies a weak relationship.

6.7.2 While on tour foreign tourists do spend more per person per day compared to their domestic counterpart. The average spending of foreign tourist per day is around Rs. 700/- while the same for domestic tourist is around Rs.450/-.

6.7.3 The effect of Law and Order situation of NE on the level of perception is negligible in general. The highest effect is shown by the age group "Above 5o years" (with a percentage of change of 19.17). The income-wise segment "Above Rs. 15000/- pm" is the next to follow with a change 12.70%.

6.7.4 Preference to Quiet Place is significantly related to the Idea of Vacation of the tourist. In fact, the preference to quiet place may be a dependent variable of the Idea.

6.7.5 Role of Tour Operator:

The role of Tour Operators as potential promoter of destinations was examined at various points in Chapters 4 and 5. The findings thus gathered are mentioned in the following paragraphs.

6.7.5.1 The influence of Tour Operators while making a decision was found to be minimum in comparison to other vehicles of influence namely, Family and Friends, and National Tourism Organisation (NTO).

6.7.5.2 "Recommendation of Tour Operator" scored an average of 5.86 in the 0-9-point scale, which is lower than the average score (6.68) for the variable "Recommendation of Earlier Visitor".

6.7.5.3 Tour Operators play an important role in overall image creation for a destination. The mean score for influence of Tour Operator on image creation is 5.87, which is more than other media types, *Word-of-mouth* and *Travel Brochure*, but less than other media types *Print Publication, TV/Radio,* and *Overall Knowledge* of the respondents.

6.7.6 Word-of-mouth and Destination:

The role of *Word-of-mouth* is also ascertained in promoting a destination. However, contrary to the standard belief that word-of-mouth plays an important role in services promotion, it is observed that the role of *Word-of-mouth* in destination marketing is limited. Respondents overwhelmingly voted for their own knowledge while processing a destination decision. However, if the influence of *Word-of mouth* is compared with *Tour Operator* and *NTOs,* the variable *Family and Friends* (which indicates Word-of-mouth in different terms) scores the highest response from both Domestic (74%) and Foreign (50%) respondents.

6.7.7 Influence of Reference on Tourists:

The variables for measurement of influence of reference on the tourist in the process of a destination decision have shown varied effects. *Family and Friends* (which can be termed as Word-of-mouth) scores the highest response in general, which is followed by the scores of *NTO* and *Tour Operator.*

6.7.7.1 Origin-wise division of the respondents shows that *Family and Friends* scores the highest response for both the groups. However, foreign tourists tend to depend more on *NTO* and *Tour Operator* than their domestic counterparts. Thus the foreign tourists' dependence on *Family and Friends* are lesser than the domestic ones.

6.7.7.2 The segments on the basis of Level of Exposure do bear significant relationships with the level of dependence on these three vehicles of influence. The reliance on *NTO* increases with the increase in number of visits by the tourists. On the other hand, the dependence on *Family and Friends* reduces

with the increase in the exposure level. The dependence on *Tour Operators* increases with the increase in the number of visit.

6.7.8 Accommodation Tourists Seek: Economy Accommodation is the most popular accommodation form for the tourists across all segments of tourists.

On the basis of the above findings certain position for NE can be determined, details of which along with the strategies to achieve this position are discussed in the next Chapter.

Chapter 7

Positioning Strategies for North East India

Some of the segments of tourists are having negligible or small difference between their perception on NE and preference levels in relation to the two principal factors, *External Influence* and *Infrastructure*. From the discussions in Chapter 5 few such segments can be identified. Feasibility of targeting these segments and some strategies to achieve these targets are discussed below.

7.1 Easily Accessible Segments for Positioning

The groups of tourists, which are discussed below are most easily accessible. This is because the gaps between the level of groups' preference and perception on NE are comparatively narrow. However, in case of all the groups the levels of perception are0 almost always lower than their expectations in a destination.

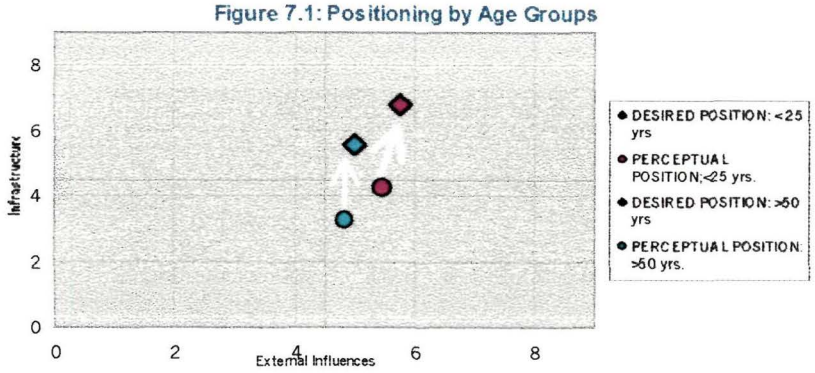
7.1.1 Positioning Based on Age of the Tourists:

The groups "Below 25 Years" of age and "Above 50 Years" of age have been found to possess the smallest gaps among the segments based on Age. Figure 5.5 in Chapter 5 clearly depicts that these two groups are having close comprehensive scores on perception and preference. Particularly, in case of the group "Above 50 Years" of age is having very negligible gap between perception and preference for *External Influence*. However, the gaps for the principal factor *Infrastructure* is huge.

As both the groups are having low gaps for at least one principal factor (*External Influence),* efforts in positioning NE can be concentrated in improving the level of perception on *Infrastructure*. The comprehensive scores of the two targeted groups for the principal factors are redrawn in Figure 7.1.

The positioning map at Figure 7.1 clearly shows that to achieve the desired target, the perception regarding the principal factor *Infrastructure* must be improved. As it was derived in paragraph 4.4.2, *Infrastructure* includes the variables like Transport to the Destination, Transport within the Destination, Availability of Suitable Accommodation, Cost of Accommodation and

Figure 7.1: Positioning by Age Groups



Transportation, Safety, Area of Interest, Infrastructure, Surrounding Places and Time. Improvement must be made on these variables to reduce the gaps in the values of Y-axis of the map. Since the loading are evenly distributed, improvement in only one or two variables may not provide for a significant shift of the perception. Nothing much is to be done in case of the other principal factor, *External Influence*.

The perceptual position of NE regarding *Infrastructure* is not exactly representing the facts. Therefore, a campaign to reduce the misconception about the infrastructure in NE may be launched without delay. At the same time corrective measures should be started at the product level for the variables found responsible for the misconception. *Safety* may be one of such variables, which needs urgent attention from the NTOs. Improvement in the law-and-order situation in NE may do wonders as far as perceptual position of NE is concerned.

Tourists at their "full nest" stage of the life cycle (usually more than 50 years of age), and the students (usually less than 25 years) may be targeted for positioning.

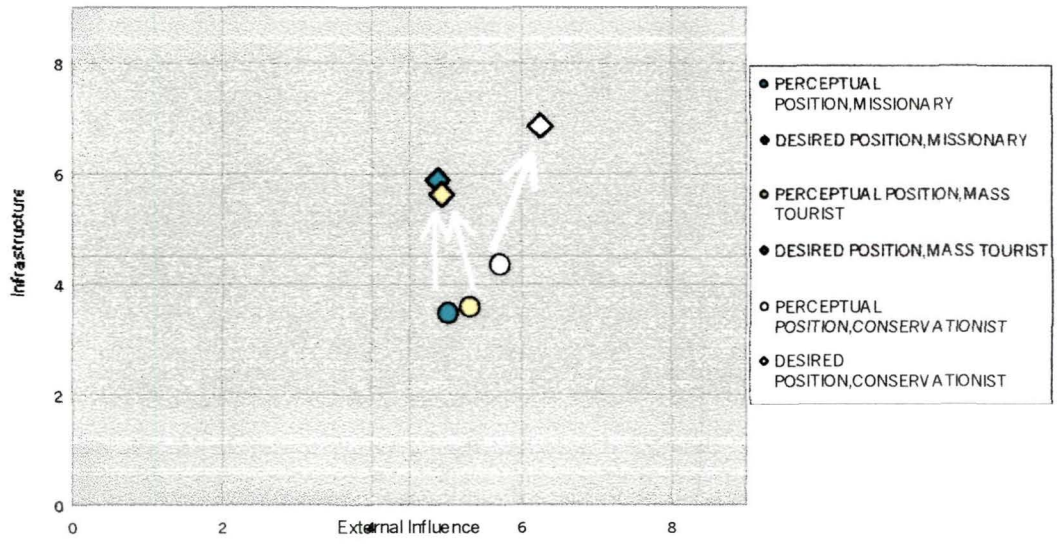
Effective media for communication to these groups can be identified from the findings of the study. As found in paragraph 4.6.5 of Chapter 4, one of the most influential Media Types for both the age groups is *Word-of-mouth*. Therefore, proper care must be taken to offer the tourists an unmatched experience at the destination. *Print Publication* and *Electronic Media* can also be used for the promotional campaign. However, as *Overall Knowledge* occupies the most

important role, long term measures to increase the knowledge base of the tourists about NE may also be adopted.

7.1.2 Positioning Based on Idea of Perfect Vacation:

Idea of Vacation indicates the purpose of travel of the tourist. Purpose may also indicate the underlying philosophy of travel. Therefore, Idea of Vacation may provide with the most feasible position for NE as a destination. Figure 7.2 offers the feasible alternatives with perceptual and desired positions of NE based on Idea of Vacation.

Figure7.2: Positioning by Idea of Perfect Vacation



As seen from the Figure, three groups based on Idea of Vacation may be targeted for positioning NE. These groups are *Missionary, Mass Tourist* and *Conservationist.* Interestingly, for the groups *Missionary* and *Mass Tourist* the scores on *External Influence* are more in case of perceptual position than the desired position. This is very encouraging, and if proper care is taken, positioning these two groups should not be difficult. However, the situation in case of *Infrastructure* needs improvement and for this, campaign in media should be initiated among other measures.

The following media types may perform the task of communication to the respective groups most effectively. *(Appeared in order of effectiveness.)*

Missionary:

- Overall Knowledge
- Word-of-mouth
- Print Publication

Mass Tourist:

- Overall Knowledge
- Word-of-mouth
- Print Publication

Conservationist:

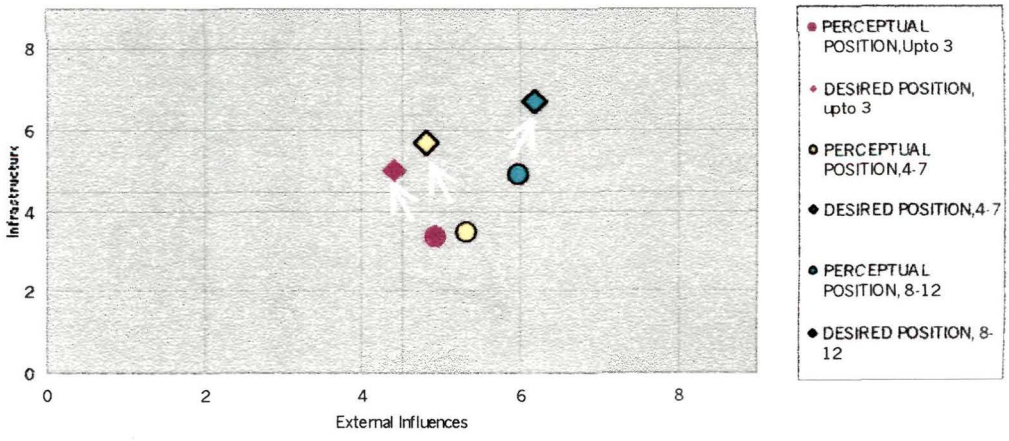
- Overall Knowledge
- Tour operator
- Print Publication
- Electronic Media

It is seen that the groups *Missionary* and *Mass Tourist* can be reached through the same kind of media, though the comparative effectiveness of these media types will be more in case of the group *Mass Tourist*.

7.1.3 Positioning Based on Frequency of Visit:

As derived in earlier Chapters, Frequency of Visit plays important role in determining tourists' behaviour. Therefore, the positioning alternatives on the basis of Frequency of Visit are discussed in the following section. The tentative positioning map is offered in Figure 7.3.

Figure 7.3: Positioning by Level of Exposure



The perceptual position for the groups "Up to 3" and "4 to 7" are encouraging as the scores for principal factor *External Influence* are higher than the desired position for the respective groups. Demarketing is not necessary at this stage, as higher perceptual scores on *External Influence* may not adversely affect the overall desirability of the destination. At the same time, serious efforts must be made to improve the perception on *Infrastructure*. The most influential media types to reach the desired groups are mentioned below in order of effectiveness against respective groups.

Groups with "Less than 3 Visits" and "4 to 7 Visits":

- Overall Knowledge
- Print Publication
- Word-of-mouth

Group with "8 to 12 Visits":

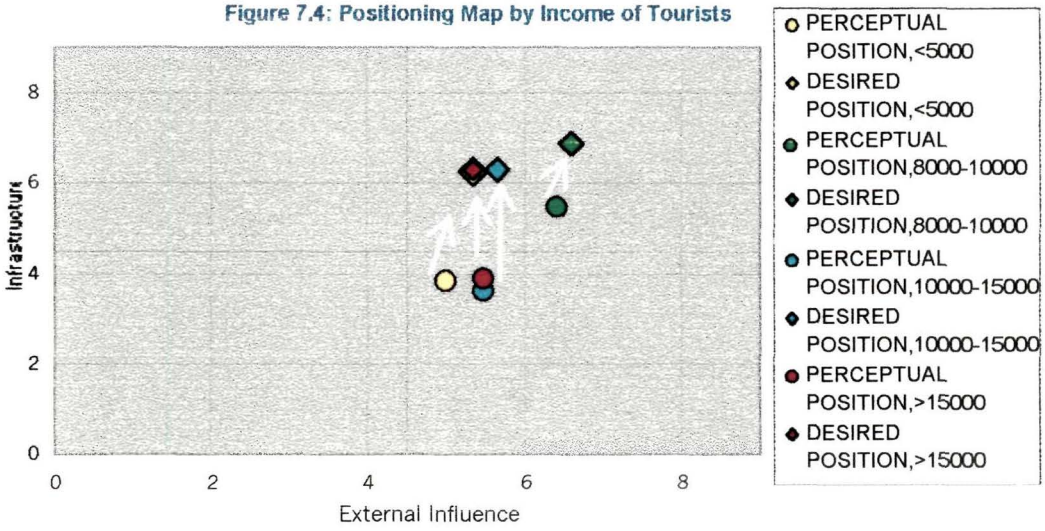
- Overall Knowledge
- Print Publication
- Electronic Media

Efforts for achieving the position would be more or less same for all these groups, as the distances to be covered on Y-axis are almost same in case of all the three variables. A discussion on individual vehicles of communication is offered later in this Chapter.

7.1.4 Positioning Based on Income:

Tourists are having different levels of perception and preference on the basis of their Income level. The following positioning map depicts the most feasible income groups for positioning NE.

Figure 7.4: Positioning Map by Income of Tourists



It is seen that the income groups "Less than Rs. 5000/-", "Between Rs. 8000/- and Rs. 10000/-", "Between Rs. 10000/- and Rs. 15000/-" and "Above Rs. 15000/" can be targeted for positioning NE as a tourist destination. In case of the group "Above Rs. 15000/-" the perceptual position (denoted by red colour) for the factor *External Influence* is higher than the preferential position. For all other groups the scores on *External Influence* are just below the preferential level. However, as usual, the scores for the other principal factor *Infrastructure* is lower than the preferential scores.

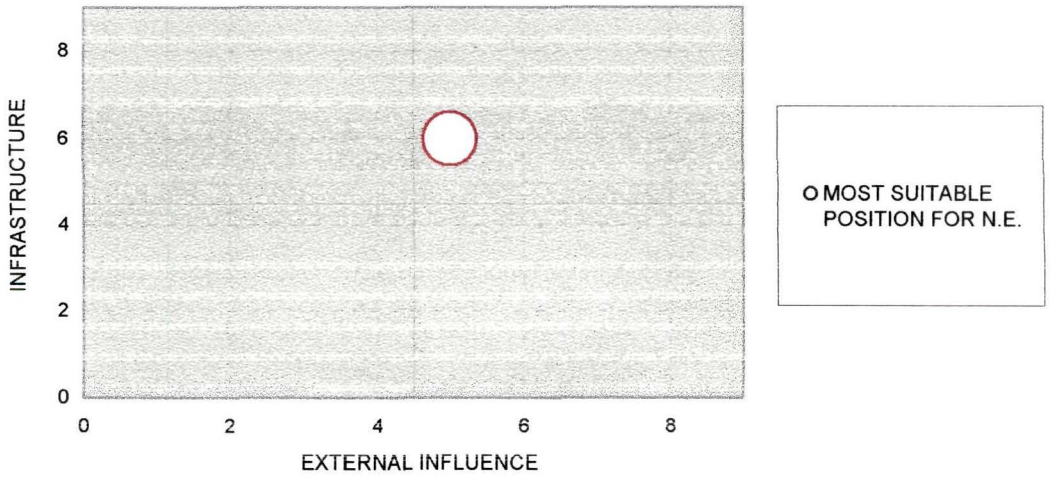
From the analyses in Chapter 4 it is found that the media types *Word-of-mouth, Electronic Media* and *Overall Knowledge* do not have significantly different effects over the income groups. Hence all these media types can be used with equal effectiveness to communicate the desired position. However, for the group "Between Rs.8000/- and Rs.10000/-" *Tour Operator* plays important role. The effectiveness of *Tour Operator* for that group is significantly higher than the other groups, particularly compared to the group "Between Rs. 10000/- and Rs. 15000/-". Hence, more emphasis should be put on *Tour Operator* for the group "Between Rs.8000/- and Rs.10000/-" while communicating the position.

It has been proved beyond doubt from the analyses at Chapter 4 and Chapter 5 that foreign tourists may be targeted by NE without much difficulty. The per capita expenditure of foreign tourists is found to be more than their domestic counterpart and thus per capita revenue from such tourists may be significantly high. As found out in paragraph 5.3.1, the gap between preference level and perception on NE of the foreign tourists is huge and hence the efforts needed to bridge the gap will also be more. This problem does not arise in case of the domestic tourists. Also, the unlimited potentials of domestic tourism in India indicate the lucrative position. The segments indicated for targeting above may also be taken up for domestic tourists also.

7.1.5 General Position for NE:

From the above discussions it is evident that NE should be positioned at the middle of both the two most important factors tourists consider while evaluating a destination. This position, which can be determined at around point-6 for *Infrastructure* and at about point-5 for *External Influence,* in the 0-9-point scale would be able to attract tourists from all the segments found feasible of targeting. This position would give NE the coverage to all the groups found to be feasible for targeting while positioning NE. The Figure 7.5 depicts the most suitable position for NE.

Figure 7.5: General Position for NE



7.2 Perception on Infrastructure:

It is evident that the perception of *Infrastructure* on NE is very poor for all the groups to be targeted. If the physical evidence of all the variables under principal factor *Infrastructure* is collected, it is obvious to notice that for most of the variables the situation in NE is yet to be satisfactory. The transportation front is weak, as the roads are not of national standard, basic minimum facilities in the destinations are absent and decent accommodation is scarce near the places of attraction. Even then the situation is not as bad as the tourists perceive. This brings in the lasting debate on whether infrastructure should be built first or to bring in tourists first. If the facilities are not available the tourists will have bitter experience which will further create unfavourable word-of-mouth. If infrastructures are built huge capital expenditures are to be made without any guarantee of return on investment (as the number of tourists visiting the place in future is totally uncertain). In this situation no non-governmental commercial firm would come forward to invest in the accommodation or other facility sectors.

To analyse this situation a causal loop diagram is offered in Figure 7.6, which indicates that as the inflow of tourists increases to a particular destination, facilities in the destination would improve as the market forces would start intervention automatically. This would happen due to increase in the inflow of private participation in facility building, as the investors are more or less sure about their return.

This model indicates that even without huge investment in infrastructure, growth in this sector can be obtained as the number of tourists visiting the place increases. Thus, inflow of tourists helps in building infrastructure without direct investment from the NTO or from any other sector. Therefore, the risks (and the problem of getting and motivating initial investors) associated with heavy investment may not exist in the tourism sector.

However, it must be noted that the diagram does not suggest unlimited growth in the sector as a result of operation of market forces. The negative loop

associated with the increase in tourists will start working as the tourist inflow reaches a particular level. This would result in a slowing down in the growth rate.

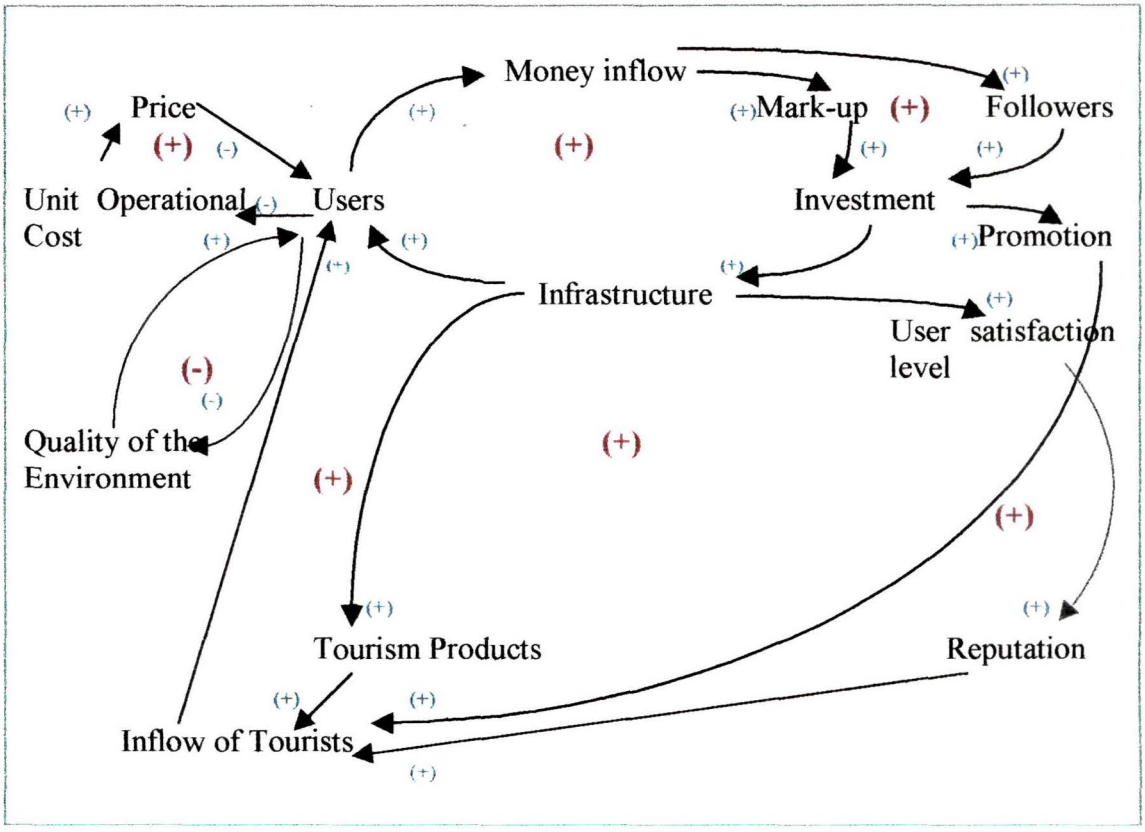


Figure 7.6: Effects of Tourists Inflow on Infrastructure

7.3 Strategies for Communication:

The most effective communication media for each group of tourists decided to be targeted are mentioned above. However, the individual vehicles of communication and their application may be different for segments. Brief suggestions are offered below on the proposed vehicles of communication in the light of the characteristics of the individual segments.

7.3.1 Media Type: Word-of-mouth

For *Word-of-mouth*, sheer experience of the visitor is responsible. And the marketer has hardly anything to do to influence *Word-of-mouth* after the visitor receives a particular experience. Level of satisfaction of a tourist is a function of his/her level of expectation and the actual experience received at the destination. It is an established fact that every

group of tourists possesses different levels of expectation from a destination. The expectation may be formed from the purpose of the visit, the level of earlier experience of the visitor, and the reference of earlier visitor or the tour operators (Parasuraman, Zeithaml and Berry, 1985).

Therefore, the destination manager does not have any alternative but to study the expectation levels of the tourist segments and to offer hospitality and destination attractions accordingly. As the perception on NE for *Infrastructure* is low, if reasonable facilities can be offered against the variables under this principal factor, a particular level of satisfaction of the tourists may be achieved.

7.3.2 Media Type: Travel Brochure Travel brochures do play an important role in formation of initial opinion about a particular destination. The availability and the presentation of the brochure can give the distant evaluator an idea about the destination. Travel brochure may be made available in two distinct broad forms: a) in print format and b) in electronic format mainly in the Internet. Possible steps that can be taken up in this regard by the NTOs of NE are discussed below.

The establishment of a matrix type of *apex organisation* to handle all publicity matters of the entire NE region is the first step to be taken up in this regard. This may be in the style of Garhwal Mandal Vikash Nigam or Kumayun Mandal Vikash Nigam, with the difference being that the new organisation will work in a macro level rather than the exemplified micro organisations. All publicity to be carried out must be routed through the new organisation, which in turn would decide about the target audience and would design the campaign accordingly. For performing this responsibility the apex body should have clear-cut policy guidelines about the groups to be targeted and the theme to be promoted to such groups. Though a relationship between the response of the sample as the best fit for NE and Idea of Vacation could not be established in the study (reference paragraph 5.1.1), the best fits as shown by the respondents may be promoted without delay. Especially the first three (in order of responses) themes of *Natural*

Beauty, Wildlife, and *Heritage Tourism* should be promoted vigorously. Also niche marketing can be done for the themes *Pilgrimage,* and *Adventure Tourism.* Details of destinations to be promoted for each of the themes are discussed later in this chapter. However, *Natural Beauty* may be promoted as the general theme for undifferentiated promotion of NE.

The printed Travel Brochures must be made available to all middlemen operating in the tourism sector like the Tour Operators, Travel Agents including Airlines Agents, NTOs of different places – foreign and domestic, and in the Tourism Fairs. In fact, the apex body should participate in every national and international tourism fair. These Fairs can be used for niche marketing for the themes mentioned above. The tour operators from different regions (from within and outside the country– especially from the largest tourists generating countries) should be targeted for such niche marketing of NE. The publication of these brochures must be of international standard and the layout and copy should be eye catching. The competitiveness among the destinations must be remembered while generating these brochures.

As the region is not yet frequented by tourists and thus the natural balance of the environment is not lost, unlike the crowded destinations, the Unique Selling Proposition for NE may be the *Unmatched Virginity* of its nature and landscape. *Serenity* may also be promoted along with virginity. This USP may be promoted keeping the *Missionary, and Conservationist* groups of tourists in mind. It is found out in paragraph 5.8.3 that the above two groups look for modest type of accommodation and other facilities. As mentioned earlier, these two groups and *Mass Tourist* are found to be feasible for positioning from the preference and perception analysis. As seen from Annexure X, above three groups' levels of preference towards various raw variables under *Infrastructure* are lower compared to other groups, which is also reflected in the comprehensive scores for the principal factor. Hence, as suggested earlier, achieving the desired positions should not be difficult.

7.3.3 Media Type: Print Publication Printed publicity materials play a very important role in generating influence regarding a particular destination. This also works as a free publicity material, which in turn increases the *Overall Knowledge* level of the tourist. As found out from the study *Overall Knowledge* plays the most crucial role in influencing tourists.

To gain publicity in reputed newspapers and travel related magazines, the Editors of such magazines and reputed Travel Writers should be invited to visit NE as the guests of the apex body mentioned above. The costs incurred thus should be treated as marketing expenditures. These writers should be taken into confidence and in some cased should be motivated to promote NE as a tourist destination. Any such publicity has to have trickle-down effects, which in turn would affect the *Overall Knowledge* and *Word-of-mouth* regarding NE.

7.3.3.1 Post Card as a Vehicle for Print Publication: The marketers of destinations have traditionally used Post cards as successful print publication for image building. Post Card is an art by itself and accepted by the mass without much resistance. Post Cards have been used by the tourists to signify their visit to a particular destination. However, Post Cards are easily commodified for commercial reasons by agencies other than the marketer. This helps the marketer from the point of view of saved costs, efforts and other resources. However, as these agencies are guided purely by commercial motives, commodification of Post Cards may not achieve the objectives desired by the concerned NTO. Nevertheless, independent bodies publishing Post Cards do help the destination managers in communicating the image of a destination to the tourists and prospective tourists.

As pointed out by Stefanou (2000)[i] Post Cards can be related to the landscape of the destination in two ways.

- The Post Card chooses a landscape because it is famous.
- Landscapes are famous because Post Cards diffuse their image throughout the world.

The same author also observed that if the Post Card distribution system changes, the movement of tourists change as well, which implies that Post Cards play an important role in bringing tourists in to a particular destination. Stefanou also mentions that the buyers of the Post Cards pay special attention, during the selection process, to buy an image, which is full of references to the real characteristics of the destination as well as to its symbolic, emotional and ideological dimensions.

Post Cards do follow an evolution process, which was found in a study conducted at Greece.[ii] The landscapes that appeared in post cards in general at different phases of destination life cycle are depicted below.

Phase I: *Innocent Intents:* Ancient monuments, Sea, the Sun and the Natural Beauty of Greece were depicted in the Post Cards with the intention of catching the tourists' attention.

Phase II: Neo classical buildings, Statues and small local monuments were added to the earlier themes to be depicted on the Post Cards.

Phase III: Large hotel complexes, Luxurious beaches, cosmopolitan environment appeared in the cards indicating a shift towards luxury.

Phase IV: The element of Luxury is merged with romanticism and natural beauty of the region.

Phase V: This corresponds the tourism recession phase. The motive is to sell out every theme. And in the process all the elements covered in the earlier phases were put into a single post card so that all the landscapes can be sold in the price of one post card.

The communication through Post Card for NE should be started with *Innocent Intent.* Till today, not a single Post Card depicting the landscape of any of the NE attractions has been published by any agency. Therefore, the apex body responsible for communication (as suggested earlier) should take up the matter immediately so that precious little can be started towards creating an image of NE. However, the landscape to be covered in the first phase of post cards should have

mass appeal and must be related to the three broad themes *Natural Beauty, Wildlife,* and *Heritage Tourism.*

Souvenirs depicting desired image can also be produced and marketed to the mass people. Some private agencies have been doing this on commercial basis. They are producing mementos depicting mainly the rhino and other handicrafts. NTOs' involvement in this regard may give this the much needed direction, which may be helpful in creating a position for NE.

7.3.3.2 Special Tourism Events: Special tourism events can be used to receive free publicity among the media. If the electronic media like the TV can be associated with such events, the nature of publicity can be moulded towards intended image.

Government of Assam has been organising *Tea Tourism Festivals* since 1996 to promote tea gardens as one of the attractions in Assam. However, the event is not as successful as it should have been. Publicity in print media should also be supplemented by the electronic media to get the desired exposure among the mass outside the region.

Brahmaputra Beach Festival is another upcoming event being organised during winter every year. However, the exposure of this among outside tourists is still limited, as this event also is not receiving desired publicity. NTOs should actively consider ways and means to publicise the events outside the region.

Bihu of Assam is another festival which can be organised and promoted vigorously. Fortunately, one of the three *Bihus* is celebrated in the month of January, the peak season for tourism in the plains of NE. This festival can be organised in the ancient *Ahom* kingdom at Sivasagar. As mentioned in Chapter 2, the ruins of the palaces of *Ahom* kings are preserved in and around Sivasagar. As a part of the festival the *Rang ghar* and the *Talatal ghar* may be decorated as a palace and dramas on the royal lives be enacted there. The *Bhogali Bihu,* which is

celebrated during January 13 and 14 every year should be arranged extensively keeping the cultural conventions intact. As a part of the *Bihu,* various traditional games like the elephant race, buffalo fight, bird fights be arranged as done in the *Ahom* era in the yard of the *Rang ghar.* These games are arranged now-a-days also in a amateurish way. However, in the proposed festival everything must be arranged in a professional way, so that the tourists get real entertainment participating in the festival.

This festival should be given high publicity in the national and international media. If need be, advertisements can be issued in the prestigious national and international print media to gain publicity. Tour operators should also be involved in marketing this festival.

7.3.4 <u>Media Type: Electronic</u> TV and Radio play important roles in promoting and sustaining a particular image of a destination. The Travel programmes beamed by most of the TV channels, specially channels like *Discovery* and *National Geographic* have been taken by the viewers seriously. These TV channels have access to the international viewers also. From the survey conducted in connection with the study it has been established that the TV and Radio are more influential than *Word-of-mouth, Travel Brochure,* and *Print Media* as far as destination image building is concerned. Therefore, the producers of such programmes may be motivated to produce programmes on NE. The smaller groups like the adventure tourists may also be targeted through this type of publicity.

The same can be done in case of radio also. As the All India Radio is controlled by the Government itself, the NTOs of the region or the proposed apex body should not find it difficult to get special programmes aired for the listeners of the country. Doing so locally, which has been done intermittently within the region may not yield desired results. Widely heard international radio stations like the BBC, VOA etc. may also be approached for production of publicity materials to promote the desired position of NE.

The recent revolution in Information Technology has brought in drastic changes in the way tourists look for information regarding a destination. The Internet brings in changes in dissemination and collection of information. Therefore, maximum importance should be put on creating and maintaining NE related web sites on NE. Some independent agencies apart from the Department of Tourism of some State Governments (in NE) like the www.nerdatabank.nic.in, www.assamcompany.com, www.assam.org, www.indianvisit.com etc. have launched portals in the Internet on the States of NE. However, in the absence of a policy document on positioning of the region, individual efforts are not yielding a definite position for the NE. The need of the hour is, therefore, to adhere to a policy statement on positioning of NE and start a comprehensive effort to launch a web site in macro level.

7.3.5 Media Type: Tour Operator As mentioned in the paragraphs above, for certain groups of tourists Tour Operator plays the most important role in influencing their behaviour. Even though Tour Operator cannot be classified as a media, they can influence the behaviour of tourists as other traditional media types. In case of tourism, tour operators are more than just middlemen, as they play important roles in creating opinion about a destination among the prospective tourists. Therefore, Tour Operator is treated as one of the traditional media types.

Apart from the local tour operators within the region, the perception levels of tour operators from outside the region on NE is hazy[iii] and therefore, one should not expect them to recommend NE for visits. The study also found out negligible instances of recommendation of NE by the tour operators.

Hundreds of tour operators are functioning in India, though only a handful of them are working at the national level. Some international tour operators are also operating in India. Large tour operators, specially the members of Indian Association of Tour Operators (IATO) and Indian Tourist Transporter Association (ITTA) may be invited to NE as guests of the destination managers, and they

should be made acquainted with the attractions of NE. They may also be offered incentives to promote the smaller destinations within NE to the tourists, based on specific micro level positioning objectives. International tour operators may also be contacted with the same purpose.

7.3.6 Media Type: Overall Knowledge As reported in the earlier Chapters, Overall Knowledge of the tourists plays the most important role in influencing the image of a destination. However, the overall image cannot be created overnight. This is to be built up slowly in favour of the image of the destination. The feedback the tourists receive from various sources help in building the Overall Knowledge. Therefore, the long-term promotional policies may be used to affect the knowledge level of the tourists and prospective tourists. As a destination becomes famous over the years, it goes on affecting the knowledge-base of more number of people. This in turn influences the image of the destination among the tourists.

7.4 Details of Destinations to be Promoted for Each Theme of Positioning:

Individual destinations may also be positioned against different segments of tourists depending upon the theme of positioning. Some such destinations are matched against the five themes of positioning proposed to be promoted.

7.4.1 Natural Beauty: As discussed in Chapter 2, whole of NE is endowed with unmatched natural beauty. Some of the destinations within NE are mentioned below *as examples* with their different promotable USPs and possible competitions.

a) Tawang: *USP*: Himalayan Tourism with Tibetan connections. Snow and trekking. Virginity of the environment.

Competition: Destinations in Himachal Pradesh, (particularly from Manali), Kashmir (particularly from Leh and Ladakh), Garhwal region of Uttar Pradesh, and Sikkim.

b) Shillong: *USP:* Hill resort with Cherrapunjee nearby. Virginity in the environment with unexplored limestone caves and waterfalls.

Competition: From Shimla, Ootty etc. But none of these destinations is bestowed with so many exciting options of nearby attractions.

c) Ukhrul: *USP*: Hill station full of unexplored hills nearby full of *Siroi* Lily. Surrounded by *Khangkhui* Cave, Zailad Lakes and Barak Waterfalls.

Competition: Same as Shillong

7.4.2 Wildlife: Individual destinations of NE offer tremendous opportunities for the tourists looking for exotic flora and fauna. Some such destinations promotable on the basis of wildlife are mentioned below with their possible USPs. It should be noted that these mentions are made only as examples, and therefore, these are not exhaustive. NE itself can be promoted as one of the world's 16 most bio-diverse places, which is bound to attract lot of wildlife enthusiastic.

a) Kaziranga: *USP*: Only place in the world where Asiatic one-horned rhinos can be spotted in abundance.

Competition: None

b) Manas: *USP*: Only Tiger project in NE

Competition: Sunderban, Corbet National Park etc.

c) Tipi: *USP*: Orchid garden with more than 500 species.

7.4.3 Heritage Tourism: Many destinations, which can be promoted as heritage sites, including famous pilgrimage sites are in NE. Some examples of positioning such sites are mentioned below.

a) Majuli: *USP*: Largest river island in the world, full of 15th century Vaisnavite culture. Declared World Heritage Site.

b) Kamalsagar and Neermahal: *USP*: 15th century architecture.

c) Tourist Village Complex, Nagaland: *USP*: Naga Tribal Culture.

d) Ruins of Medieval Kachari Kingdom: *USP*: Palace of 13th century.

e) Moirang: One of the main centres of Meitei folk culture.

7.4.4 Adventure Tourism: NE is full of spots where adventure tourism can also be promoted. Some of them are mentioned below.

a) Tawang: Skiing, trekking and hand gliding.

b) Shillong: Exploration of Caves and trekking.

c) Stillwell Road: Exploration of the ancient road connecting India and Myanmar, developed during the world war II may be promoted for adventure tourism.

7.4.5 Pilgrimage: NE is also full of Hindu and Buddhist pilgrimage sites. Some of the most promising ones are mentioned below.

a) Tripura Sundari Temple: *USP.* Built in 1501 AD. It is regarded as one of the 51 Piths of Hindu pilgrimage.

b) Kamakhya: *USP.* Legendary Hindu Temple

c) Parasuram Kund : A sacred shrine for Hindus.

d) Gompa of Tawang: Buddhist Monastery

7.5 Tourist Circuits: Few travel circuits within NE may be developed to cover the spots for individual themes. Some such circuits are mentioned below.

National Circuits:

a) Guwahati-----Kaziranga-------Majuli-----Sivasagar--------Tezpur-------Tipi------Tawang--- Guwahati

[Themes: *Wildlife, Heritage , Adventure* and *Natural Beauty*]

Restrictions: Inner Line Permit to visit Tawang. Restricted area Permit for foreign tourists (in a group of 4 or more) for Tawang.

b) Calcutta-----Tezpur------Tawang-------Kaziranga-----Jorhat-----Majuli---Guwahati ---Calcutta

[Themes: *Wildlife, Heritage, Adventure* and *Natural Beauty*]

Restrictions: Inner Line Permit to visit Tawang. Restricted Area Permit for foreign tourists in a group of 4 or more for Tawang

c) Calcutta---Guwahati-----Shillong------Cherrapunjee-----Shillong---Silchar---Calcutta
[Themes: *Natural Beauty* and *Adventure*]
Restrictions: None

d) Calcutta----Silchar-----Agartala------Silchar-----Aizwal----Silchar---Shillong----Guwahati---Calcutta
[Themes: *Natural Beauty* and *Heritage*]
Restrictions: Inner Line Permit for domestic tourists and Restricted Area Permit for foreign tourists in a group of 4 or more to visit Aizwal.

d) Guwahati---Kaziranga----Dimapur----Imphal---Guwahati
[Themes: *Natural Beauty, Wildlife* and *Heritage*]
Restrictions: Inner Line Permit for domestic tourists and Restricted Area Permit for foreign tourists in a group of 4 or more to visit Dimapur and Imphal.

f) Guwahati---Kaziranga---Sibasagar---Digboi--Guwahati
[Themes: *Natural Beauty, Wildlife* and *Heritage*]
Restrictions: None

International Circuits:

If NE can be linked with the neighbouring countries like Thailand, Malaysia and Bangladesh, the gateway to the world tourists will be opened for NE. Specially, the tourists from Malaysia, Myanmar and Thailand can visit India through the proposed international airport in Guwahati. Three international circuits are suggested so that the foreign tourists may find it easier to visit NE. The States included in the circuits do not need Restricted Area Permit (RAP) for the foreign nationals. Visa Rules, however, are applicable to all foreign nationals.

a) Singapore---Bangkok----Guwahati-----Kaziranga---Guwahati-
---Shillong----Guwahati-----Delhi---Agra---Jaipur---

b) Dhaka – Agartala---Silchar---Shillong----Guwahati---
Darjeeling---- Sikkim – Kathmandu – Calcutta---Dhaka

c) Dhaka – Agartala---Silchar---Shillong----Guwahati---- Tezpur
----Kaziranga----Guwahati----Darjeeling----Calcutta---Dhaka

As discussed in this Chapter, efforts should be concentrated primarily on *Promotion*. While another important element of marketing mix, *Product* (the destination) may also be given importance. However, at this stage of marketing NE, other elements of the mix do not warrant urgent attention except in a piecemeal manner. It must be recognised that efforts for improvement of the product should receive due importance in promotion and vise versa. If products are not presented and promoted properly to the market, the desired stimulation in demand may not be achieved.

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[i] Stefanou Josheph; *The Analysis of Image and the Formulation of Tourism Policy;* in Briasoulis, Helen and Straaten, Jan Van der, *Tourism and Environment Regional, Economic, Cultural and Policy Issues,* Kluwer Academic Publishers, 2000, page 231.

[ii] Stefanou Josheph; *The Analysis of Image and the Formulation of Tourism Policy;* in Briasoulis, Helen and Straaten, Jan Van der, *Tourism and Environment Regional, Economic, Cultural and Policy Issues,* Kluwer Academic Publishers, 2000, page 233

[iii] Results of exploratory study conducted by the students of the Department of Business Administration, Tezpur University, 1998.

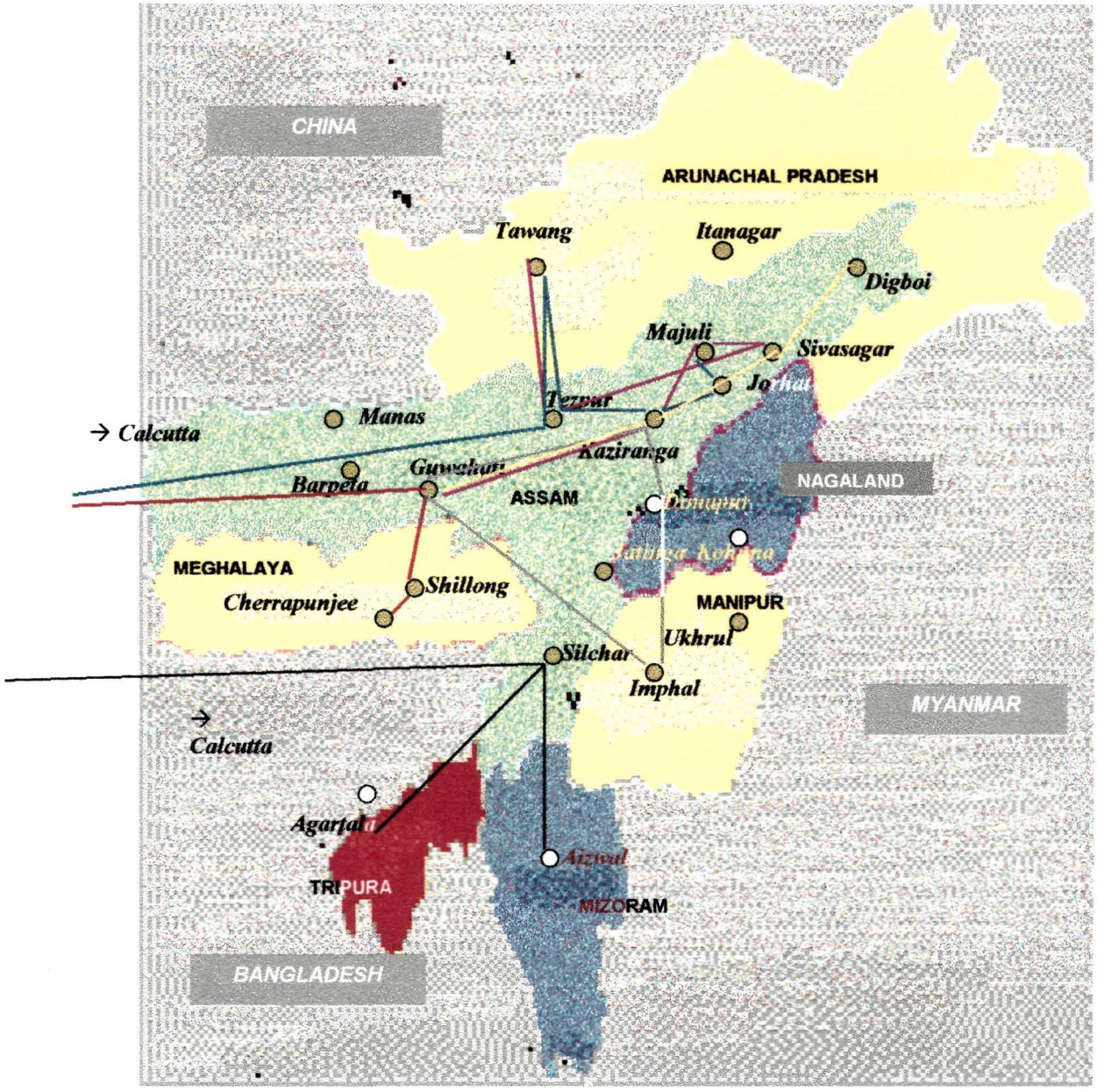

Figure 7.7: National Tourist Circuits Proposed for NE

Chapter 8

Conclusions and Recommendations for Future Works

8.1 Conclusions:

Basic aim of this research work was to find out the most suitable positioning strategies for marketing North East India as a tourist destination. In the process of fulfilling this, the following objectives were considered.

a) To identify the variables tourists think most important while evaluating a destination
b) To boil down these variables to a few broad clusters so that these can be highlighted and promoted while packaging a destination.
c) To determine the roles of these factors in creating a position for a particular destination.
d) To ascertain the most effective medium to communicate the position.
e) To find out the profile of the tourists on the basis of certain psychographic characteristics.
f) To offer the most suitable position for NE to be promoted as a tourist destination and the strategies to achieve these positions.

The study arrived at certain conclusions, which are mentioned below.

Tourists' levels of preference on certain variables while evaluating a destination were measured as a part of the study. On the basis of the scores of the respondents on certain variables, in a 0-9-point interval scale, two principal factors were extracted using factor analysis. The new factors are named as *Infrastructure*, and *External Influence*. Therefore, these two principal factors were considered for further reference to the variables. These two factors are also treated as the variables tourists consider while selecting a destination. This makes the study on positioning possible as only two variables are considered at one time in stead of 21 variables considered initially.

It is found from the study that tourists can be segmented on the basis of the variables like *Age, Level of Income, Occupation, Background, Idea (Purpose) of vacation,* and *Frequency of Visit (to tourist destinations).* The levels of preferences on the principal factors vary significantly for various segments based on these factors.

The perceptions of the tourists on NE, under the individual segments, were also measured for the study. The perceptions are derived on the two principal factors. The factor *External Influence* does not have much difference between the preferred level and the perceptual level for almost all categories of tourists. However, the perception for the other factor *Infrastructure* carries huge gaps with the preferred levels across the segments. In certain segments, however, this difference is smaller. The study identified such groups and found them to be the most feasible segments for targeting NE as a tourist destination. Thus, the positions suitable for NE with respect to the principal factors are derived. A general position, from which NE can reach out to almost all the segments targeted, is also derived. Positioning Maps depicting the proposed positions are constructed keeping *External Influence* on the X-axis, and *Infrastructure* on the Y-axis.

It is also derived from the study that law and order situation of the region, which is identified with the principal factor *Infrastructure,* does not affect the level of perception of the tourists to a great extent. Therefore, other variables under this principal factor are responsible for the low perception. The availability of accommodation, and transportation etc. may also affect the tourists' overall perception towards NE. This, however, is not the effect of limited exposure to NE, as it is found that the respondents who have never been to NE are having higher level of perception than those who are exposed to NE. Therefore, reasons exist to believe that the lower level of perception may be related to prevailing physical environment of the region.

To reduce the physical imbalances between preference and perception, increase in tourist inflow is a must, which would offer the much needed impetus for private investment in the tourism sector in NE.

Therefore, proper strategy for communication to the targeted segments may be taken up without delay. Effective media types for communication may be *Word-of-mouth, Travel Brochure, Print Publications like Post Cards, Electronic media like TV/Radio and web sites, Tour Operator,* and *overall Knowledge* of the tourists. A matrix type apex organisation may be created by all NTOs of the region to take up every communication job for positioning NE. This is needed because if individual NTOs work differently with separate objectives, which they have been doing so far, creation of a holistic image for NE may be difficult. Separate segments of tourists have different levels of sensitivity towards the media and hence care should be taken to use proper medium of communication to effectively reach the desired segments.

8.2 Recommendation for Future Work

The study has opened up avenues for certain other works to be carried out in the line of this study. Such areas are discussed briefly in the following section.

8.2.1 Destination Life Cycle: Like every product, destinations may also experience life cycle over a period of time. The stages of the life cycle can be measured by sheer popularity of the destination, since using any other measurement would be almost impossible for such study. The popularity of a destination may fade away because of many reasons. Emergence of competing destination(s) may be one of them. The proposed study may include the cycle of a destination, if any, and the reasons for occurrence of such cycle. The study may also include marketing strategies for destinations at different phases of the life cycle.

8.2.2 Infrastructure of NE in Comparison to Other Successful Destinations: It is established from the study that there remains a huge gap between the perception on

availability of infrastructure in NE and the level of infrastructure expected by the tourists. This may prompt a study on availability of infrastructure in other popular destinations and to find out existence of such gap for the destinations in question. The findings of such study may offer valuable input for future destination positioning works.

8.2.3 A study may also be commissioned to derive the multiplier effects of tourism spending in popular Indian destinations. This study may also find out the proportion of such tourist spending reaching the cottage industry of the nearby regions. This would offer significant input to the development strategies for cottage industries in NE.

8.2.4 A detailed analysis can be commissioned on the Unique Selling Proposition (USP) of individual tourist destinations of NE. At the same time the possible competitor destinations may also be identified. The USP of a destination must be a real one rather than imaginary so that consumers do not get disappointed after the experience.

8.2.5 A detailed analysis may also be carried out on the behaviour of tourist segments for different raw variables taken up for this study. This would provide with a micro level view of the importance offered by the tourists on the individual factors.

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Annexures

ANNEXURE I
REGION-WISE DISTRIBUTION OF COUNTRIES FOR THE PURPOSE OF TOURISM STATISTICS

North America:

1. Canada
2. United States of America
3. Others

Central and South America:

1. Argentina
2. Brazil
3. Mexico
4. Others

Western Europe:

1. Austria
2. Belgium
3. Denmark
4. Finland
5. France
6. Germany
7. Greece
8. Ireland
9. Italy
10. Netherlands
11. Norway
12. Portugal
13. Spain
14. Sweden
15. United Kingdom
16. Others

Eastern Europe:

1. Czechoslovakia
2. Hungry
3. Poland
4. CIS
5. Others

Africa:

1. Egypt
2. Ethiopia
3. Kenya
4. Mali
5. Mauritius
6. Nigeria
7. South Africa
8. Sudan
9. Others

West Asia:

1. Bahrain
2. Israel
3. Jordan
4. Kuwait
5. Oman
6. Qatar
7. Saudi Arabia
8. Turkey
9. U A E
10. Yemen Arab Republic
11. Others

South Asia:

1. Afghanistan
2. Iran
3. Nepal
4. Bhutan
5. Sri Lanka
6. Others

South-East Asia:

1. Indonesia
2. Malaysia
3. Myanmar
4. Philippines
5. Singapore
6. Thailand
7. Others

East Asia:

1. China
2. China (Taiwan)
3. Hong King
4. Japan
5. South Korea
6. North Korea
7. Others

Australia:

1. Australia
2. New Zealand
3. Fiji
4. Others

ANNEXURE II

	1168

Dear respondent,

This is an opportunity to greet you and solicit your kind patronage in conducting a research work on Destination Positioning. The aim of this survey is to find out from tourists and prospective tourists, the factors responsible for selection and subsequent visit to a destination for vacation. Your experiences and comments are sought in the form of responses. If you are not presently on vacation, kindly recall your experiences on your last such occasion.

This questionnaire is consisting of 6 pages and 24 questions. These are very easy to respond and involve little thinking. It is worth mentioning that there is no right or wrong response, we just want your experiences to be shared with us. This would help us in solving age-old mystery — why different tourists prefer different destinations. Kindly feel free to respond the way you are comfortable.

This survey is being carried out in pure academic interest and the responses would be treated in strict confidentiality.

Kindly go through the instructions before responding to a question.

Average time taken during Pilot Survey to fill up the questionnaire was ***22 minutes***

M. K. SARMA
Tezpur University
Tezpur (Assam)
784 001

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1. Your idea of a perfect vacation ....

(Kindly tick the statement closest to your thought)

a. To stroll into the nature in solitude
b. To visit a place of attraction / importance
c. To relax / roam around to forget the tedious and routine home / work life
d. To discover the world
e. To have adventure *(like trekking, skiing, rafting etc.)*
f. To have fun / enjoy

If you think otherwise, kindly specify below :

2. How do you feel when you compare this or your last holiday with your idea of a perfect vacation *(as mentioned in response to the above query)* ?

Absolutely Perfect	Perfect to a great extent	O.K.	Somewhat Perfect	Not perfect at all
☐	☐	☐	☐	☐

3. Do you generally plan your vacation ?

Yes ☐ No ☐

4. If *yes*, when did you first thought about this or your last vacation ?

5. You have decided to come to this place ....

[Kindly tick one or more answer(s) you think right]

a. in consultation with your family / friends ☐

b. after going through a travel brochure of the tourism department ☐

c. as per recommendation of tour / travel agent(s) ☐

6. How frequently do you visit places for vacation (approximate average) ?

☐ times in ☐ year(s)

(for example, 2 times in 1 year)

7. Would you please mention how many tourist places you have visited so far ?

Upto 3	4 to 7	8 to 12	13 to 20	21 and more
☐	☐	☐	☐	☐

8. Do you generally prefer holidays in a quite place to a place where tourists visit frequently ?

Always	Sometimes	Can't say	Rarely	Never
☐	☐	☐	☐	☐

9. What are the factors that you consider while evaluating a destination for a visit on a vacation ?

[This question is designed to find out the factors responsible for selection of a particular destination. An effort is made to compare your general feeling towards various factors and the influence of these factors in your present, if you are visiting a tourist place on a holiday, or on your last such occasion. Tick the comment that represents your feeling on the following 10 point scale. If you think the factor is affecting your decision to the highest extent, tick the 10th point. If it is least affecting, tick the 1st point. It is not necessary to have same degree on both the occasions against a factor.]

	HOW MUCH ARE THE FACTORS RESPONSIBLE IN GENERAL FOR SELECTING A PLACE WHILE PLANNING HOLIDAY	*HOW MUCH WERE THE FACTORS RESPONSIBLE FOR YOUR PRESENT SELECTION OF PLACE OR ON YOUR LAST OCCASION*
a. Transportation to the destination *(accessibility)*	1 5 10	1 5 10
b. Transportation within the destination		
c. Availability of suitable accommodation		
d. Cost of accommodation and transportation		
e. Safety / law and order situation		
f. Drinking water		
g. Main tourist attractions		
h. Chance		
i. Area of interest (*Kindly specify below*)	1 5 10	1 5 10

.....

	HOW MUCH ARE THE FACTORS RESPONSIBLE IN GENERAL FOR SELECTING A PLACE WHILE PLANNING HOLIDAY	*HOW MUCH WERE THE FACTORS RESPONSIBLE FOR YOUR PRESENT SELECTION OF PLACE OR ON YOUR LAST OCCASION*
j. Attractions of surrounding places	1 5 10	1 5 10
k. Local people, culture		
l. Infrastructure		
m. Number of tourists visiting the place		
n. Distance from your place		
o. Recommendations of people who already have visited the place		
p. Recommendations of tour/ travel operators		
q. Weather of the destination		
r. Proximity to a place you like to visit for another reason		
s. Basic nature of the place		
t. Time available with you	1 5 10	1 5 10
u. Any other ? *(kindly specify and assign degree)*		

10. Do you prefer conducted (or packaged) tour while visiting a destination ?

	Always	*Sometimes*	*Rarely*	*Never*
a. Within the destination	☐	☐	☐	☐
b. To the destination	☐	☐	☐	☐

[including the return journey, within the destination transportation; sometimes lodging and boarding also]

11. How do you develop ideas about a particular destination ?

[Kindly put your score from 1 to 10, 10 being the most influential]

a. Remarks of the people who had visited the place
b. From brochures of tourist department
c. From publications like article, book, newspaper
d. From TV / radio
e. From tour operators
f. From your general knowledge
[Without actively searching for information]

1 5 10

Any other factor ?
[Kindly assign score also]

12. Does your image of a particular place change after actually visiting the place ?

Always	*Sometimes*	*Can't say*	*Rarely*	*Never*
☐	☐	☐	☐	☐

13. If your image changes *always* or *sometimes* *(in reponse to the question no. 12)*, can you tell us in which areas ?

		Most of the cases	Sometimes	Can't say	Rarely	Never
a.	Facilities available	☐	☐	☐	☐	☐
b.	Overall cost	☐	☐	☐	☐	☐
c.	Local people / culture / heritage	☐	☐	☐	☐	☐
d.	Main attraction	☐	☐	☐	☐	☐
e.	Environment	☐	☐	☐	☐	☐
f.	Other(s) ?	☐	☐	☐	☐	☐

14. What type of accommodation do you seek ?

		Most of the cases	Sometimes	Can't say	Rarely	Never
a.	Luxury	☐	☐	☐	☐	☐
b.	Economy	☐	☐	☐	☐	☐
c.	Anything (Luxury OR economy OR in-between)	☐	☐	☐	☐	☐

15. Have you ever visited the North Eastern part of India (the states of Arunachal Pradesh, Assam, Meghalaya, Nagaland, Manipur, Mizoram and Tripura) as a tourist ?

Yes ☐ No ☐ Cannot remember ☐

16. According to you, out of the following options, what fits the NE India as a tourist destination ?

a.	Natural beauty	☐	b.	Wildlife	☐
c.	Heritage tourism	☐	d.	Pilgrimage	☐
e.	Adventure tourism	☐	f.	No idea	☐

Any other ? *(please specify)* ☐

17. What is your opinion regarding the following in NE states ?

(even if you have not visited the NE, kindly tick from your information and perception)

		poor	fair	good	better	excellent	no idea
a.	Transportation	☐	☐	☐	☐	☐	☐
b.	Availability of suitable accommodation	☐	☐	☐	☐	☐	☐
c.	Cost of accommodation and transportation	☐	☐	☐	☐	☐	☐
d.	Safety / law and order situation	☐	☐	☐	☐	☐	☐
e.	Drinking water	☐	☐	☐	☐	☐	☐
f.	Main tourist attractions	☐	☐	☐	☐	☐	☐
g.	Local people	☐	☐	☐	☐	☐	☐
h.	Local / heritage / culture	☐	☐	☐	☐	☐	☐
i.	Number of tourists visiting	☐	☐	☐	☐	☐	☐

18. Have any of your friends / family members ever visited NE ?

Yes ☐ No ☐ No idea ☐

19. Have any tour operator ever recommended NE for a visit ?

Yes ☐ No ☐ No idea ☐

20. ***Did you know ?***
that

	Yes	**No / Don't care**
a. the famous one horned rhino is found in *Kaziranga* in Assam ?	☐	☐
b. White winged wood duck — one of the most endangered species in the world is found in Assam ?	☐	☐
c. the only floating National Park in the world is in Manipur ?	☐	☐
d. *Tawang* — one of the most beautiful hill resorts in the world is in Arunachal Pradesh ?	☐	☐
e. *Cherapunjee*, one of the world's 2 most rainy places is in Meghalaya and that the Mosmai falls can be seen only by the ones who are favoured by the Good of Cloud ? *(the place is so cloudy all the time that tourist have to wait for hours to see the actual water in the falls)*	☐	☐
f. the *Kamakhya*, one of the major Hindu temples is in Assam ?	☐	☐
g. *Jatinga*, the only place in the world where birds themselves come down to death is in Assam ?	☐	☐

21. Given a choice among the places mentioned below which are the places you are going to select for a visit ? *(Kindly rank them according to your preference. Tick the appropriate box)*

Destination ↓ Rank →	**During summer** *(March-September)*							**During winter** *(October-February)*						
	1	*2*	*3*	*4*	*5*	*6*	*7*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
Ootty														
Kulu														
Goa														
Gopalpur-on-sea														
NE India														
Jaipur														
Agra														
Kanyakumarika														
Andaman & Nicobar														
Kashmir														

22. What is your budget (*per person per day*) on an average, when you come out for holidaying ?
(Kindly tick the slab you are in)

Less than	Rs.100.00	☐
Between	Rs.100.00 and Rs.200.00	☐
Between	Rs.200.00 and Rs.500.00	☐
Between	Rs.500.00 and Rs.700.00	☐
More than	Rs.700.00	☐

23. Does it vary from place to place ?

Always ☐ sometimes ☐ cann't say ☐ rarely ☐ never ☐

24. **Information regarding yourself** *(This would be treated as most confidential)*

a. Your age group (in years) below 25 ☐ 25-30 ☐ 30-40 ☐ 40-50 ☐ more than 50 ☐

b. Your monthly income (in Rs.)

Less than 5000/- ☐ 5000 - 8000 ☐ 8000-10000 ☐ 10000-15000 ☐ 15000 and above ☐

c. You are —

Graduate ☐ Professional ☐ General ☐ Post-Graduate ☐ Professional ☐ General ☐ Others ☐

d. You are *[Please give your category first and then your profession (like, doctor, lawyer etc.)]*

Category : Service holder (*private* ☐ *Govt.* ☐) Self-employed ☐ Others ☐

Profession : Doctor ☐ Engineer ☐ Manager/ Administrator ☐ Lawyer ☐ Others ☐

e. If you are a service holder, does your employer sponsor visit(s) for a vacation ?

Routinely ☐ Occasionally ☐ Never ☐

f. You are — *Married* ☐ *Single* ☐

g. You are from ..... state / country

If you need a summary of the findings of this study kindly leave your postal address in block letters below. We will get in touch with you in due course of time.

_____

_____

Thank you for your kind co-operation

ANNEXURE III
CHI SQUARE TESTS FOR AGE OF THE RESPONDENT AND RAW VARIABLES

- **TRANSPORT TO THE DESTN. * AGE OF RESPONDENT** — Value of Chi at 8 df at 90% is **13.632**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	23.100292	8	0.0032378	*Reject*
Likelihood Ratio	20.05844	8	0.0101172	
N of Valid Cases	418			

4 cells (26.7%) have expected count less than 5. The minimum expected count is .90.

- **TRANSPORT WITHIN DESTINATION * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	44.35155	8	4.882E-07	*Reject*
Likelihood Ratio	36.004254	8	1.753E-05	
N of Valid Cases	437			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.44.

- **AVAILABILITY OF SUITABLE ACCOMMODATION * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	30.894913	8	0.0001467	*Invalid*
Likelihood Ratio	28.901591	8	0.00033	
N of Valid Cases	425			

5 cells (33.3%) have expected count less than 5. The minimum expected count is .56.

- **COST OF ACCO. AND TRANSPORTN. * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	24.108977	8	0.0021973	*Invalid*
Likelihood Ratio	22.865666	8	0.0035411	
N of Valid Cases	445			

4 cells (26.7%) have expected count less than 5. The minimum expected count is .90.

- **SAFETY * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	9.267415	8	0.3202419	*Invalid*
Likelihood Ratio	8.9686191	8	0.3449501	
N of Valid Cases	428			

4 cells (26.7%) have expected count less than 5. The minimum expected count is .91.

- **DRINKING WATER * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.125822	8	0.1456777
Likelihood Ratio	13.524807	8	0.0950233
N of Valid Cases	424		

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.17.

- **MAIN TOURIST ATTRACTION * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	27.573254	8	0.0005626	*Reject*
Likelihood Ratio	25.030582	8	0.0015361	
N of Valid Cases	430			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.10.

- **CHANCE * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	31.99294	8	9.341E-05	*Reject*
Likelihood Ratio	31.182836	8	0.0001304	
N of Valid Cases	392			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.53.

- **AREA OF INTEREST * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	9.5672851	8	0.2967188	*Invalid*
Likelihood Ratio	10.140822	8	0.2552809	
N of Valid Cases	82			

7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.24.

- **SURROUNDING PLACES * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.2046608	8	0.920865
Likelihood Ratio	3.2594292	8	0.917038
N of Valid Cases	439		

2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.03.

- **LOCAL PEOPLE / CULTURE * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.017079	8	0.1112633
Likelihood Ratio	13.016041	8	0.1112989
N of Valid Cases	445		

1 cells (6.7%) have expected count less than 5. The minimum expected count is 1.78.

- **INFRASTRUCTURE * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	26.811377	8	0.000762	*Reject*
Likelihood Ratio	25.861886	8	0.001109	
N of Valid Cases	433			

2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.58.

- **NUMBER OF TOURISTS VISITING * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	28.843216	8	0.0003378	*Reject*
Likelihood Ratio	28.131633	8	0.0004499	
N of Valid Cases	436			

2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.82.

- **DISTANCE FROM ORIGIN * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	40.290509	8	2.828E-06	*Reject*
Likelihood Ratio	37.374229	8	9.821E-06	
N of Valid Cases	429			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.99.

- **RECOMMENDATIONS OF EARLIER VISITOR * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	11.762854	8	0.1621025	*Reject*
Likelihood Ratio	11.009759	8	0.2011469	
N of Valid Cases	427			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.60.

- **RECOMMENDATION OF TOUR * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	34.367812	8	3.484E-05	*Reject*
Likelihood Ratio	41.131059	8	1.97E-06	
N of Valid Cases	437			

2 cells (13.3%) have expected count less than 5. The minimum expected count is 4.07.

- **WEATHER * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	19.99323	8	0.0103617	*Reject*
Likelihood Ratio	19.363698	8	0.013031	
N of Valid Cases	421			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.20.

- **PROX. TO A PLACE YOU VISITED * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	28.928278	8	0.0003264	*Reject*
Likelihood Ratio	27.989367	8	0.0004763	
N of Valid Cases	416			

3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.47.

- **BASIC NATURE * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	21.947358	8	0.0050143	*Reject*
Likelihood Ratio	20.341636	8	0.009118	
N of Valid Cases	419			

4 cells (26.7%) have expected count less than 5. The minimum expected count is .72.

- **TIME * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	14.062436	8	0.0801525	*Invalid*
Likelihood Ratio	10.36543	8	0.2403082	
N of Valid Cases	386			

5 cells (33.3%) have expected count less than 5. The minimum expected count is .66.

- **OTHER REASONS * AGE OF RESPONDENT**

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	6.6554433	8	0.5742221	*Invalid*
Likelihood Ratio	7.0873577	8	0.5272375	
N of Valid Cases	30			

13 cells (86.7%) have expected count less than 5. The minimum expected count is .03.

ANNEXURE IV

CHI-SQUARE CALCULATIONS FOR INCOME WITH RAW VARIABLES

At 90% Value
13.362

*TRANSPORT TO THE DESTN. * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.6678933	8	0.6843762
Likelihood Ratio	5.5918092	8	0.6928485
Fisher's Exact Test	6.1492283		
N of Valid Cases	257		

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.95.

*TRANSPORT WITHIN DESTINMATION * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.7848023	8	0.2804561
Likelihood Ratio	9.06196	8	0.3370961
Fisher's Exact Test	9.5167984		
N of Valid Cases	269		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.68.

*AVAILABILITY OF SUITABLE ACCOMMODATION * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.228037	8	0.0392301
Likelihood Ratio	18.732586	8	0.0163571
Fisher's Exact Test	15.212846		
N of Valid Cases	263		

Reject *Invalid*

a 5 cells (33.3%) have expected count less than 5. The minimum expected count is .95.

*COST OF ACCO. AND TRANSPORTN. * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.4713478	8	0.3041053
Likelihood Ratio	9.4119222	8	0.3087464
Fisher's Exact Test	9.6930806		
N of Valid Cases	276		

Invalid

a 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.33.

*SAFETY * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	19.002784	8	0.0148448	Reject
Likelihood Ratio	18.538247	8	0.017534	
Fisher's Exact Test	18.784785			
N of Valid Cases	265			

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.72.

*DRINKING WATER * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	14.383957	8	0.0722905	Reject
Likelihood Ratio	15.157087	8	0.056162	
Fisher's Exact Test	15.11485			
N of Valid Cases	262			

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.68.

*MAIN TOURIST ATTRACTION * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	16.704283	8	0.03334	Reject
Likelihood Ratio	16.043523	8	0.0417614	
Fisher's Exact Test	16.244041			
N of Valid Cases	266			

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.82.

*CHANCE * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	26.212657	8	0.0009658	Reject
Likelihood Ratio	27.035399	8	0.0006971	
Fisher's Exact Test	26.816128			
N of Valid Cases	237			

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.57.

*AREA OF INTEREST * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.4725275	8	0.4866105
Likelihood Ratio	10.000104	8	0.2650186
Fisher's Exact Test	8.1475		
N of Valid Cases	68		

a 9 cells (60.0%) have expected count less than 5. The minimum expected count is 1.65.

Invalid

*SURROUNDING PLACES * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.3532402	8	0.6077281
Likelihood Ratio	6.5414807	8	0.5868103
Fisher's Exact Test	6.3265609		
N of Valid Cases	273		

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.98.

*LOCAL PEOPLE / CULTURE * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.761378	8	0.4571199
Likelihood Ratio	7.9964492	8	0.4338171
Fisher's Exact Test	7.7651221		
N of Valid Cases	281		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.42.

*INFRASTRUCTURE * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.084017	8	0.2591785
Likelihood Ratio	9.914874	8	0.2710516
Fisher's Exact Test	10.245286		
N of Valid Cases	271		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.86.

*NUMBER OF TOURISTS VISITING * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	15.170363	8	0.0559163	*Reject*
Likelihood Ratio	15.717195	8	0.0466115	
Fisher's Exact Test	15.969764			
N of Valid Cases	272			

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.91.

*DISTANCE FROM ORIGIN * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.852263	8	0.1170349
Likelihood Ratio	13.041202	8	0.1104398
Fisher's Exact Test	13.126976		
N of Valid Cases	266		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.29.

*RECOMMENDATIONS OF EARLIER VISITOR * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	14.99139	8	0.0593131	*Reject*
Likelihood Ratio	15.154292	8	0.0562139	
Fisher's Exact Test	15.200534			
N of Valid Cases	266			

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.73.

*RECOMMENDATION OF TOUR * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	22.571356	8	0.0039605	*Reject*
Likelihood Ratio	22.683618	8	0.0037951	
Fisher's Exact Test	22.298272			
N of Valid Cases	275			

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.90.

*WEATHER * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.2247662	8	0.4118281
Likelihood Ratio	8.2487243	8	0.409559
Fisher's Exact Test	8.4066794		
N of Valid Cases	258		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.91.

*PROX. TO A PLACE YOU VISITED * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	24.614445	8	0.0018064	Reject
Likelihood Ratio	25.105459	8	0.0014919	
Fisher's Exact Test	25.004577			
N of Valid Cases	258			

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.41.

*BASIC NATURE * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	13.502773	8	0.095682	Reject
Likelihood Ratio	13.188017	8	0.1055422	
Fisher's Exact Test	13.126595			
N of Valid Cases	260			

a 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.77.

*TIME * MONTHLY INCOME OF RESPONDENT*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.5463083	8	0.5862758
Likelihood Ratio	7.1555818	8	0.5199435
Fisher's Exact Test	6.1169829		
N of Valid Cases	238		

a 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.11.

OTHER REASONS * MONTHLY INCOME OF RESPONDENT

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.5	8	0.3018856
Likelihood Ratio	8.0592743	8	0.4277016
Fisher's Exact Test	9.6039512		
N of Valid Cases	27		

a 13 cells (86.7%) have expected count less than 5. The minimum expected count is .07.

ANNEXURE V

CHI-SQUARE TESTS FOR FREQUENCY OF VISIT WITH RAW VARIABLES

- **TRANSPORT TO THE DESTN. * VISITED PLACES**

Value of Chi at 6 df **at *90%* is *10.645***

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	50.8983595	6	3.10439E-09	*Reject*
Likelihood Ratio	53.2351812	6	1.0521E-09	
N of Valid Cases	411			

2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.92.

- **TRANSPORT WITHIN DESTINATION * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	42.7788768	6	1.2901E-07	*Reject*
Likelihood Ratio	45.3438929	6	3.9986E-08	
N of Valid Cases	431			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.23.

- **AVAILABILITY OF SUITABLE ACCOMMODATION * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	49.9935053	6	4.7152E-09	*Reject*
Likelihood Ratio	46.8231306	6	2.0294E-08	
N of Valid Cases	418			

3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.76.

- **COST OF ACCO. AND TRANSPORTN. * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	54.6381021	6	5.48E-10	*Reject*
Likelihood Ratio	59.0252621	6	7.10E-11	
N of Valid Cases	436			

2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.36.

- **SAFETY * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	55.4311999	6	3.7932E-10	*Reject*
Likelihood Ratio	54.5700708	6	5.6609E-10	
N of Valid Cases	420			

2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.68.

- **DRINKING WATER * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	59.8576986	6	5E-11	*Reject*
Likelihood Ratio	60.6973117	6	3.2478E-11	
N of Valid Cases	417			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.83.

- **MAIN TOURIST ATTRACTION * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	60.0498027	6	4.3974E-11	*Reject*
Likelihood Ratio	58.7173884	6	8.1976E-11	
N of Valid Cases	422			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.78.

- **CHANCE * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	96.5854029	6	1.2926E-18	*Reject*
Likelihood Ratio	99.311534	6	3.4928E-19	
N of Valid Cases	387			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.55.

- **AREA OF INTEREST * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	4.99286784	6	0.5447282	*Invalid*
Likelihood Ratio	5.0575393	6	0.53645476	
N of Valid Cases	85			

4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.27.

- **SURROUNDING PLACES * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	33.4480729	6	8.5964E-06	*Reject*
Likelihood Ratio	31.5782716	6	1.9653E-05	
N of Valid Cases	431			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.77.

- **LOCAL PEOPLE / CULTURE * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	61.5814484	6	2.1466E-11	*Reject*
Likelihood Ratio	61.9678718	6	1.791E-11	
N of Valid Cases	436			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.94.

- **INFRASTRUCTURE * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	53.906215	6	7.7055E-10	*Reject*
Likelihood Ratio	53.4312687	6	9.6058E-10	
N of Valid Cases	424			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.91.

- **NUMBER OF TOURISTS VISITING * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	95.7800715	6	1.902E-18	*Reject*
Likelihood Ratio	99.1219567	6	3.8257E-19	
N of Valid Cases	426			

0 cells (.0%) have expected count less than 5. The minimum expected count is 5.74.

- **DISTANCE FROM ORIGIN * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	74.4802503	6	4.9105E-14	*Reject*
Likelihood Ratio	74.3305601	6	5.2714E-14	
N of Valid Cases	421			

0 cells (.0%) have expected count less than 5. The minimum expected count is 5.14.

- **RECOMMENDATIONS OF EARLIER VISITOR * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	37.3716464	6	1.4902E-06	*Reject*
Likelihood Ratio	38.1786953	6	1.0365E-06	
N of Valid Cases	420			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.25.

- **RECOMMENDATION OF TOUR * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	76.6213801	6	1.7789E-14	*Reject*
Likelihood Ratio	80.8009291	6	2.4408E-15	
N of Valid Cases	428			

0 cells (.0%) have expected count less than 5. The minimum expected count is 9.77.

- **WEATHER * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	55.0655848	6	4.4963E-10	*Reject*
Likelihood Ratio	53.2001923	6	1.0693E-09	
N of Valid Cases	413			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.10.

- **PROX. TO A PLACE YOU VISITED * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	95.5674485	6	2.1062E-18	*Reject*
Likelihood Ratio	97.9218822	6	6.8067E-19	
N of Valid Cases	408			

1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.06.

- **BASIC NATURE * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	73.5556847	6	7.6091E-14	*Reject*
Likelihood Ratio	73.3839166	6	8.2539E-14	
N of Valid Cases	412			

2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.28.

- **TIME * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	26.7224516	6	0.00016321	*Invalid*
Likelihood Ratio	25.824739	6	0.00024002	
N of Valid Cases	377			

3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.99.

- **OTHER REASONS * VISITED PLACES**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	4.32178932	6	0.63321714	*Invalid*
Likelihood Ratio	4.85211824	6	0.56291537	
N of Valid Cases	30			

ANNEXURE VI

ANOVA POST HOC MULTIPLE COMPARISONS WITH GAMES-HOWELL METHOD for non-Homogenous Groups

Multiple Comparisons
Games-Howell

Dependent Variable	(I) MONTHLY INCOME OF RESPONDENT	(J) MONTHLY INCOME OF RESPONDENT	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Travel Brochure	Less than Rs. 5000/- pm	Between Rs. 5000 - 8000 pm	-.48	.541	.940	-2.30	1.33
		Between Rs. 8000 - 10000 pm	-1.13	.556	.397	-2.95	.69
		Between Rs. 10000 - 15000 pm	-.48	.579	.949	-2.37	1.41
		Above Rs. 15000/- pm	-.33	.646	.993	-2.52	1.87
	Between Rs. 5000 - 8000 pm	Less than Rs. 5000/- pm	.48	.541	.940	-1.33	2.30
		Between Rs. 8000 - 10000 pm	-.65	.386	.357	-1.62	.32
		Between Rs. 10000 - 15000 pm	.00	.419	1.000	-1.13	1.13
		Above Rs. 15000/- pm	.16	.508	.999	-1.48	1.79
	Between Rs. 8000 - 10000 pm	Less than Rs. 5000/- pm	1.13	.556	.397	-.69	2.95
		Between Rs. 5000 - 8000 pm	.65	.386	.357	-.32	1.62
		Between Rs. 10000 - 15000 pm	.65	.438	.507	-.48	1.78
		Above Rs. 15000/- pm	.80	.523	.632	-.83	2.44
	Between Rs. 10000 - 15000 pm	Less than Rs. 5000/- pm	.48	.579	.949	-1.41	2.37
		Between Rs. 5000 - 8000 pm	.00	.419	1.000	-1.13	1.13
		Between Rs. 8000 - 10000 pm	-.65	.438	.507	-1.78	.48
		Above Rs. 15000/- pm	.16	.548	.999	-1.56	1.88
	Above Rs. 15000/- pm	Less than Rs. 5000/- pm	.33	.646	.993	-1.87	2.52
		Between Rs. 5000 - 8000 pm	-.16	.508	.999	-1.79	1.48
		Between Rs. 8000 - 10000 pm	-.80	.523	.632	-2.44	.83
		Between Rs. 10000 - 15000 pm	-.16	.548	.999	-1.88	1.56
Print Publication	Less than Rs. 5000/- pm	Between Rs. 5000 - 8000 pm	-.41	.559	.965	-2.23	1.41
		Between Rs. 8000 - 10000 pm	-.78	.577	.738	-2.63	1.06

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
		Between Rs. 10000 - 15000 pm	-.54	.600	.929	-2.47	1.39
		Above Rs. 15000/- pm	.10	.663	1.000	-2.13	2.34
	Between Rs. 5000 - 8000 pm	Less than Rs. 5000/- pm	.41	.559	.965	-1.41	2.23
		Between Rs. 8000 - 10000 pm	-.37	.387	.829	-1.34	.59
		Between Rs. 10000 - 15000 pm	-.13	.421	.998	-1.28	1.02
		Above Rs. 15000/- pm	.51	.507	.902	-1.14	2.17
	Between Rs. 8000 - 10000 pm	Less than Rs. 5000/- pm	.78	.577	.738	-1.06	2.63
		Between Rs. 5000 - 8000 pm	.37	.387	.829	-.59	1.34
		Between Rs. 10000 - 15000 pm	.24	.444	.980	-.96	1.44
		Above Rs. 15000/- pm	.89	.526	.571	-.80	2.58
	Between Rs. 10000 - 15000 pm	Less than Rs. 5000/- pm	.54	.600	.929	-1.39	2.47
		Between Rs. 5000 - 8000 pm	.13	.421	.998	-1.02	1.28
		Between Rs. 8000 - 10000 pm	-.24	.444	.980	-1.44	.96
		Above Rs. 15000/- pm	.65	.551	.844	-1.14	2.43
	Above Rs. 15000/- pm	Less than Rs. 5000/- pm	-.10	.663	1.000	-2.34	2.13
		Between Rs. 5000 - 8000 pm	-.51	.507	.902	-2.17	1.14
		Between Rs. 8000 - 10000 pm	-.89	.526	.571	-2.58	.80
		Between Rs. 10000 - 15000 pm	-.65	.551	.844	-2.43	1.14
Tour Operator	Less than Rs. 5000/- pm	Between Rs. 5000 - 8000 pm	-.82	.676	.820	-3.04	1.39
		Between Rs. 8000 - 10000 pm	-1.88	.701	.121	-4.07	.31
		Between Rs. 10000 - 15000 pm	-.16	.727	1.000	-2.49	2.16
		Above Rs. 15000/- pm	.65	.790	.949	-1.88	3.18
	Between Rs. 5000 - 8000 pm	Less than Rs. 5000/- pm	.82	.676	.820	-1.39	3.04
		Between Rs. 8000 - 10000 pm	-1.06	.474	.108	-2.24	.13
		Between Rs. 10000 - 15000 pm	.66	.512	.718	-.80	2.11

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	Between Rs. 8000 - 10000 pm	Above Rs. 15000/- pm	1.47	.599	.162	-.34	3.28
		Less than Rs. 5000/- pm	1.88	.701	.121	-.31	4.07
		Between Rs. 5000 - 8000 pm	1.06	.474	.108	-.13	2.24
		Between Rs. 10000 - 15000 pm	1.72*	.545	.009	.30	3.13
		Above Rs. 15000/- pm	2.53*	.627	.002	.75	4.30
	Between Rs. 10000 - 15000 pm	Less than Rs. 5000/- pm	.16	.727	1.000	-2.16	2.49
		Between Rs. 5000 - 8000 pm	-.66	.512	.718	-2.11	.80
		Between Rs. 8000 - 10000 pm	-1.72*	.545	.009	-3.13	-.30
		Above Rs. 15000/- pm	.81	.656	.768	-1.13	2.75
	Above Rs. 15000/- pm	Less than Rs. 5000/- pm	-.65	.790	.949	-3.18	1.88
		Between Rs. 5000 - 8000 pm	-1.47	.599	.162	-3.28	.34
		Between Rs. 8000 - 10000 pm	-2.53*	.627	.002	-4.30	-.75
		Between Rs. 10000 - 15000 pm	-.81	.656	.768	-2.75	1.13

* *The mean difference is significant at the .05 level.*

Multiple Comparisons of Scores of Media Types Across Various Income Groups with Bonferroni Method for Homogeneous Variables

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable	(I) MONTHLY INCOME OF RESPONDENT	(J) MONTHLY INCOME OF RESPONDENT				Lower Bound	Upper Bound
Word-of-mouth	Less than Rs. 5000/- pm	Between Rs. 5000 - 8000 pm	-.74	.512	1.000	-2.19	.72
		Between Rs. 8000 - 10000 pm	-.84	.523	1.000	-2.32	.64
		Between Rs. 10000 - 15000 pm	-1.02	.545	.629	-2.56	.53
		Above Rs. 15000/- pm	-1.09	.614	.782	-2.82	.65
	Between Rs. 5000 - 8000 pm	Less than Rs. 5000/- pm	.74	.512	1.000	-.72	2.19
		Between Rs. 8000 - 10000 pm	-.11	.374	1.000	-1.17	.95
		Between Rs. 10000 - 15000 pm	-.28	.404	1.000	-1.43	.86
		Above Rs. 15000/- pm	-.35	.493	1.000	-1.74	1.05
	Between Rs. 8000 - 10000 pm	Lss tahn Rs. 5000/- pm	.84	.523	1.000	-.64	2.32
		Between Rs. 5000 - 8000 pm	.11	.374	1.000	-.95	1.17
		Between Rs. 10000 - 15000 pm	-.18	.418	1.000	-1.36	1.01
		Above Rs. 15000/- pm	-.24	.504	1.000	-1.67	1.18
	Between Rs. 10000 - 15000 pm	Lss tahn Rs. 5000/- pm	1.02	.545	.629	-.53	2.56
		Between Rs. 5000 - 8000 pm	.28	.404	1.000	-.86	1.43
		Between Rs. 8000 - 10000 pm	.18	.418	1.000	-1.01	1.36
		Above Rs. 15000/- pm	-6.67E-02	.527	1.000	-1.56	1.42
	Above Rs. 15000/- pm	Lss tahn Rs. 5000/- pm	1.09	.614	.782	-.65	2.82
		Between Rs. 5000 - 8000 pm	.35	.493	1.000	-1.05	1.74
		Between Rs. 8000 - 10000 pm	.24	.504	1.000	-1.18	1.67
		Between Rs. 10000 - 15000 pm	6.67E-02	.527	1.000	-1.42	1.56
TV/RADIO	Less than Rs. 5000/- pm	Between Rs. 5000 - 8000 pm	-.29	.549	1.000	-1.84	1.26
		Between Rs. 8000 - 10000 pm	-.85	.567	1.000	-2.46	.75
		Between Rs. 10000 - 15000 pm	-.55	.589	1.000	-2.22	1.11
		Above Rs. 15000/- pm	-.17	.645	1.000	-2.00	1.65
	Between Rs. 5000 - 8000 pm	Less than Rs. 5000/- pm	.29	.549	1.000	-1.26	1.84
		Between Rs.	-.56	.402	1.000	-1.70	.57

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Overall Knowledge	Between Rs. 8000 - 10000 pm	Between Rs. 10000 - 15000 pm	-.26	.431	1.000	-1.48	.95
		Above Rs. 15000/- pm	.12	.505	1.000	-1.31	1.55
		Less than Rs. 5000/- pm	.85	.567	1.000	-.75	2.46
		Between Rs. 5000 - 8000 pm	.56	.402	1.000	-.57	1.70
	Between Rs. 10000 - 15000 pm	Between Rs. 10000 - 15000 pm	.30	.454	1.000	-.99	1.59
		Above Rs. 15000/- pm	.68	.525	1.000	-.80	2.17
		Less than Rs. 5000/- pm	.55	.589	1.000	-1.11	2.22
		Between Rs. 5000 - 8000 pm	.26	.431	1.000	-.95	1.48
		Between Rs. 8000 - 10000 pm	-.30	.454	1.000	-1.59	.99
	Above Rs. 15000/- pm	Above Rs. 15000/- pm	.38	.548	1.000	-1.17	1.93
		Less than Rs. 5000/- pm	.17	.645	1.000	-1.65	2.00
		Between Rs. 5000 - 8000 pm	-.12	.505	1.000	-1.55	1.31
		Between Rs. 8000 - 10000 pm	-.68	.525	1.000	-2.17	.80
	Less than Rs. 5000/- pm	Between Rs. 10000 - 15000 pm	-.38	.548	1.000	-1.93	1.17
		Between Rs. 5000 - 8000 pm	-.38	.518	1.000	-1.84	1.09
		Between Rs. 8000 - 10000 pm	-.46	.529	1.000	-1.95	1.04
		Between Rs. 10000 - 15000 pm	-8.88E-02	.551	1.000	-1.65	1.47
		Above Rs. 15000/- pm	-9.34E-02	.618	1.000	-1.84	1.66
	Between Rs. 5000 - 8000 pm	Less than Rs. 5000/- pm	.38	.518	1.000	-1.09	1.84
		Between Rs. 8000 - 10000 pm	-8.02E-02	.360	1.000	-1.10	.94
		Between Rs. 10000 - 15000 pm	.29	.392	1.000	-.82	1.40
		Above Rs. 15000/- pm	.28	.482	1.000	-1.08	1.65
	Between Rs. 8000 - 10000 pm	Less than Rs. 5000/- pm	.46	.529	1.000	-1.04	1.95
		Between Rs. 5000 - 8000 pm	8.02E-02	.360	1.000	-.94	1.10
		Between Rs. 10000 - 15000 pm	.37	.407	1.000	-.78	1.52
		Above Rs. 15000/- pm	.36	.494	1.000	-1.03	1.76
	Between Rs. 10000 - 15000 pm	Less than Rs. 5000/- pm	8.88E-02	.551	1.000	-1.47	1.65
		Between Rs.	-.29	.392	1.000	-1.40	.82

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	Above Rs. 15000/- pm	5000 - 8000 pm Between Rs.	-.37	.407	1.000	-1.52	.78
		8000 - 10000 pm Above Rs.	-4.55E-03	.517	1.000	-1.47	1.46
		15000/- pm Less than Rs.	9.34E-02	.618	1.000	-1.66	1.84
		5000/- pm Between Rs.	-.28	.482	1.000	-1.65	1.08
		5000 - 8000 pm Between Rs.	-.36	.494	1.000	-1.76	1.03
		8000 - 10000 pm Between Rs.	4.55E-03	.517	1.000	-1.46	1.47
		10000 - 15000 pm					

ANNEXURE VII

MULTIPLE COMPARISONS FOR MEAN SCORES FOR MEDIA TYPES AGAINST GROUPS BASED ON IDEA OF PERFECT HOLIDAY USING GAMES-HOWELL METHOD FOR NON- HOMOGENEITY ACROSS THE GROUPS.

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable	(I) IDEA OF PERFECT HOLIDAY	(J) IDEA OF PERFECT HOLIDAY				Lower Bound	Upper Bound
Word-of-mouth	1	2	.16	.523	1.000	-1.46	1.78
		3	-5.95E-02	.458	1.000	-1.57	1.45
		4	-.45	.466	.933	-1.90	1.00
		5	-.31	.497	.990	-1.85	1.22
		6	-.43	.456	.949	-1.90	1.04
	2	1	-.16	.523	1.000	-1.78	1.46
		3	-.22	.390	.994	-1.38	.95
		4	-.61	.400	.563	-1.69	.47
		5	-.47	.435	.864	-1.67	.73
		6	-.59	.387	.630	-1.70	.52
	3	1	5.95E-02	.458	1.000	-1.45	1.57
		2	.22	.390	.994	-.95	1.38
		4	-.39	.310	.789	-1.26	.47
		5	-.25	.354	.981	-1.26	.76
		6	-.37	.294	.850	-1.28	.53
	4	1	.45	.466	.933	-1.00	1.90
		2	.61	.400	.563	-.47	1.69
		3	.39	.310	.789	-.47	1.26
		5	.14	.365	.998	-.78	1.07
		6	2.07E-02	.307	1.000	-.77	.81
	5	1	.31	.497	.990	-1.22	1.85
		2	.47	.435	.864	-.73	1.67
		3	.25	.354	.981	-.76	1.26
		4	-.14	.365	.998	-1.07	.78
		6	-.12	.351	.999	-1.07	.83
	6	1	.43	.456	.949	-1.04	1.90
		2	.59	.387	.630	-.52	1.70
		3	.37	.294	.850	-.53	1.28
		4	-2.07E-02	.307	1.000	-.81	.77
		5	.12	.351	.999	-.83	1.07
Tourist Brochure	1	2	.23	.546	.999	-1.48	1.93
		3	-.62	.484	.836	-2.15	.91
		4	-1.80	.497	.010	-3.29	-.30
		5	-1.48	.533	.083	-3.08	.12
		6	-1.60	.483	.031	-3.09	-9.73E-02
	2	1	-.23	.546	.999	-1.93	1.48
		3	-.84	.400	.384	-2.10	.42
		4	-2.02*	.416	.000	-3.24	-.81
		5	-1.71*	.459	.005	-3.06	-.36
		6	-1.82*	.399	.001	-3.04	-.60
	3	1	.62	.484	.836	-.91	2.15
		2	.84	.400	.384	-.42	2.10
		4	-1.18*	.329	.003	-2.09	-.27
		5	-.87	.382	.200	-1.95	.21
		6	-.98*	.308	.029	-1.90	-6.14E-02
	4	1	1.80*	.497	.010	.30	3.29
		2	2.02*	.416	.000	.81	3.24
		3	1.18*	.329	.003	.27	2.09
		5	.31	.398	.952	-.73	1.36
		6	.20	.328	.985	-.65	1.05
	5	1	1.48	.533	.083	-.12	3.08
		2	1.71*	.459	.005	.36	3.06

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
		3	.87	.382	.200	-.21	1.95
		4	-.31	.398	.952	-1.36	.73
		6	-.11	.381	1.000	-1.16	.94
	6	1	1.60*	.483	.031	9.73E-02	3.09
		2	1.82*	.399	.001	.60	3.04
		3	.98*	.308	.029	6.14E-02	1.90
		4	-.20	.328	.985	-1.05	.65
		5	.11	.381	1.000	-.94	1.16
Print Publication	1	2	-.12	.537	1.000	-2.04	1.80
		3	-1.17	.479	.352	-2.91	.57
		4	-1.85*	.491	.029	-3.57	-.13
		5	-1.97*	.521	.019	-3.70	-.23
		6	-1.37	.476	.188	-3.10	.36
	2	1	.12	.537	1.000	-1.80	2.04
		3	-1.05	.389	.164	-2.31	.22
		4	-1.73*	.404	.002	-2.97	-.49
		5	-1.84*	.440	.001	-3.11	-.58
		6	-1.25*	.386	.050	-2.50	-1.75E-04
	3	1	1.17	.479	.352	-.57	2.91
		2	1.05	.389	.164	-.22	2.31
		4	-.68	.322	.226	-1.56	.19
		5	-.80	.367	.122	-1.70	.11
		6	-.20	.299	.987	-1.09	.69
	4	1	1.85*	.491	.029	.13	3.57
		2	1.73*	.404	.002	.49	2.97
		3	.68	.322	.226	-.19	1.56
		5	-.11	.382	.999	-.98	.75
		6	.48	.318	.589	-.37	1.33
	5	1	1.97*	.521	.019	.23	3.70
		2	1.84*	.440	.001	.58	3.11
		3	.80	.367	.122	-.11	1.70
		4	.11	.382	.999	-.75	.98
		6	.60	.363	.387	-.29	1.48
	6	1	1.37	.476	.188	-.36	3.10
		2	1.25	.386	.050	1.75E-04	2.50
		3	.20	.299	.987	-.69	1.09
		4	-.48	.318	.589	-1.33	.37
		5	-.60	.363	.387	-1.48	.29
TV/Radio	1	2	-.37	.539	.988	-2.09	1.35
		3	-1.43	.483	.097	-3.00	.15
		4	-2.58*	.495	.000	-4.09	-1.06
		5	-2.31*	.534	.002	-3.94	-.68
		6	-1.97*	.483	.007	-3.54	-.40
	2	1	.37	.539	.988	-1.35	2.09
		3	-1.06	.392	.130	-2.28	.17
		4	-2.21*	.406	.000	-3.34	-1.07
		5	-1.94*	.453	.000	-3.24	-.64
		6	-1.60*	.392	.003	-2.81	-.39
	3	1	1.43	.483	.097	-.15	3.00
		2	1.06	.392	.130	-.17	2.28
		4	-1.15*	.328	.002	-2.01	-.29
		5	-.88	.384	.165	-1.94	.18
		6	-.54	.310	.593	-1.50	.42
	4	1	2.58*	.495	.000	1.06	4.09
		2	2.21*	.406	.000	1.07	3.34
		3	1.15*	.328	.002	.29	2.01
		5	.27	.399	.968	-.71	1.24
		6	.61	.329	.309	-.23	1.45
	5	1	2.31*	.534	.002	.68	3.94
		2	1.94*	.453	.000	.64	3.24
		3	.88	.384	.165	-.18	1.94
		4	-.27	.399	.968	-1.24	.71
		6	.34	.385	.939	-.71	1.39

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	6	1	1.97*	.483	.007	.40	3.54
		2	1.60*	.392	.003	.39	2.81
		3	.54	.310	.593	-.42	1.50
		4	-.61	.329	.309	-1.45	.23
		5	-.34	.385	.939	-1.39	.71
Tour Operator	1	2	-.36	.675	.995	-2.40	1.69
		3	-2.03*	.606	.024	-3.89	-.18
		4	-3.49*	.614	.000	-5.28	-1.71
		5	-3.21*	.657	.000	-5.08	-1.33
		6	-2.79*	.602	.001	-4.61	-.97
	2	1	.36	.675	.995	-1.69	2.40
		3	-1.68*	.486	.023	-3.21	-.15
		4	-3.14*	.496	.000	-4.58	-1.70
		5	-2.85*	.548	.000	-4.41	-1.29
		6	-2.43*	.481	.000	-3.92	-.95
	3	1	2.03*	.606	.024	.18	3.89
		2	1.68*	.486	.023	.15	3.21
		4	-1.46*	.397	.002	-2.56	-.36
		5	-1.17	.461	.083	-2.43	8.19E-02
		6	-.75	.379	.437	-1.92	.41
	4	1	3.49*	.614	.000	1.71	5.28
		2	3.14*	.496	.000	1.70	4.58
		3	1.46*	.397	.002	.36	2.56
		5	.29	.472	.980	-.88	1.45
		6	.71	.391	.390	-.34	1.75
	5	1	3.21*	.657	.000	1.33	5.08
		2	2.85*	.548	.000	1.29	4.41
		3	1.17	.461	.083	-8.19E-02	2.43
		4	-.29	.472	.980	-1.45	.88
		6	.42	.456	.921	-.79	1.62
	6	1	2.79*	.602	.001	.97	4.61
		2	2.43*	.481	.000	.95	3.92
		3	.75	.379	.437	-.41	1.92
		4	-.71	.391	.390	-1.75	.34
		5	-.42	.456	.921	-1.62	.79
Overall Knowledge	1	2	.31	.507	.992	-1.26	1.89
		3	-.32	.446	.978	-1.63	.99
		4	-.65	.452	.674	-1.94	.65
		5	-1.00	.484	.234	-2.31	.32
		6	-.73	.444	.534	-2.01	.55
	2	1	-.31	.507	.992	-1.89	1.26
		3	-.63	.375	.694	-1.91	.64
		4	-.96	.381	.237	-2.22	.30
		5	-1.31*	.419	.042	-2.59	-2.84E-02
		6	-1.05	.372	.149	-2.29	.20
	3	1	.32	.446	.978	-.99	1.63
		2	.63	.375	.694	-.64	1.91
		4	-.33	.296	.888	-1.19	.53
		5	-.68	.343	.251	-1.56	.21
		6	-.41	.284	.720	-1.24	.42
	4	1	.65	.452	.674	-.65	1.94
		2	.96	.381	.237	-.30	2.22
		3	.33	.296	.888	-.53	1.19
		5	-.35	.350	.859	-1.22	.52
		6	-8.49E-02	.293	1.000	-.89	.72
	5	1	1.00	.484	.234	-.32	2.31
		2	1.31*	.419	.042	2.84E-02	2.59
		3	.68	.343	.251	-.21	1.56
		4	.35	.350	.859	-.52	1.22
		6	.27	.340	.946	-.57	1.10
	6	1	.73	.444	.534	-.55	2.01
		2	1.05	.372	.149	-.20	2.29
		3	.41	.284	.720	-.42	1.24

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
		4	8.49E-02	.293	1.000	-.72	.89
		5	-.27	.340	.946	-1.10	.57

* The mean difference is significant at the .05 level.

Note: **1**:To Stroll into the Nature in Solitude; **2**: To Visit a Place of Attraction; **3**to Relax and Roam Around; **4**: To Discover the World; **5**: To have Adventure and **6**: To have Fun/Enjoy

ANNEXURE VIII

POST HOC MULTIPLE COMPARISION WITH GAMES-HOWELL METHOD FOR TESTING DIFFERENCE IN POPULATION MEANS BETWEEN AGE AND INFLUENCE OF MEDIA

Multiple Comparisons

Games-Howell							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable	(I) AGE OF RESPONDENT	(J) AGE OF RESPONDENT				Lower Bound	Upper Bound
TOURIST BROCHURE	1	2	-1.210	0.277	0.000	-1.905	-0.516
		3	0.847	0.631	0.497	-1.012	2.705
	2	1	1.210	0.277	0.000	0.516	1.905
		3	2.057	0.596	0.023	0.266	3.848
	3	1	-0.847	0.631	0.497	-2.705	1.012
		2	-2.057	0.596	0.023	-3.848	-0.266
PRINT PUBLICATION	1	2	-0.787*	0.259	0.016	-1.453	-0.120
		3	1.510	0.603	0.179	-0.559	3.580
	2	1	0.787*	0.259	0.016	0.120	1.453
		3	2.297*	0.572	0.025	0.283	4.311
	3	1	-1.510	0.603	0.179	-3.580	0.559
		2	-2.297*	0.572	0.025	-4.311	-0.283
TV/RADIO	1	2	-0.856*	0.283	0.015	-1.576	-0.136
		3	1.634*	0.606	0.005	0.452	2.816
	2	1	0.856*	0.283	0.015	0.136	1.576
		3	2.490*	0.567	0.000	1.443	3.537
	3	1	-1.634*	0.606	0.005	-2.816	-0.452
		2	-2.490*	0.567	0.000	-3.537	-1.443
TOUR OPERATOR	1	2	-1.130*	0.340	0.005	-1.981	-0.279
		3	2.321*	0.763	0.014	0.441	4.201
	2	1	1.130*	0.340	0.005	0.279	1.981
		3	3.451*	0.720	0.000	1.673	5.230
	3	1	-2.321*	0.763	0.014	-4.201	-0.441
		2	-3.451*	0.720	0.000	-5.230	-1.673
OVERALL KNOWLEDGE	1	2	-0.338	0.247	0.302	-0.874	0.198
		3	1.165	0.616	0.418	-1.192	3.521
	2	1	0.338	0.247	0.302	-0.198	0.874
		3	1.503	0.588	0.241	-0.835	3.840
	3	1	-1.165	0.616	0.418	-3.521	1.192
		2	-1.503	0.588	0.241	-3.840	0.835

* The mean difference is significant at the .05 level.

ANNEXURE IX

GAMES HOWELL MULTIPLE COMPARISON FOR FREQUENCY OF VISIT AND INFLUENCE OF MEDIA

Dependent Variable	(I)** VISITED PLACES	(J) **VISITED PLACES	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Word-of-mouth	1	2	-0.533718487	0.3121275	0.4627631	-1.4737604	0.40632342
		3	-0.540597878	0.2848064	0.3559186	-1.395425	0.31422922
		4	-0.656777494	0.3971592	0.4552388	-1.8172994	0.50374443
	2	1	0.533718487	0.3121275	0.4627631	-0.4063234	1.47376039
		3	-0.006879391	0.2603118	0.9999922	-0.6411778	0.627419
		4	-0.123059006	0.3799776	0.9889632	-1.1428229	0.89670486
	3	1	0.540597878	0.2848064	0.3559186	-0.3142292	1.39542497
		2	0.006879391	0.2603118	0.9999922	-0.627419	0.64117778
		4	-0.116179615	0.3578744	0.9876329	-1.0503113	0.81795205
	4	1	0.656777494	0.3971592	0.4552388	-0.5037444	1.81729942
		2	0.123059006	0.3799776	0.9889632	-0.8967049	1.14282287
		3	0.116179615	0.3578744	0.9876329	-0.817952	1.05031128
Travel Brochure	1	2	-1.504301075*	0.3188616	0.0001312	-2.415488	-0.59311413
		3	-2.573285032*	0.2872161	1.37E-06	-3.3616336	-1.7849365
		4	-2.525055792*	0.3895731	4.59E-06	-3.632358	-1.41775358
	2	1	1.504301075	0.3188616	0.0001312	0.59311413	2.41548802
		3	-1.068983957*	0.2719901	0.0003932	-1.7581898	-0.37977811
		4	-1.020754717	0.3784875	0.0560867	-2.0597947	0.01828526
	3	1	2.573285032	0.2872161	1.37E-06	1.7849365	3.36163357
		2	1.068983957	0.2719901	0.0003932	0.37977811	1.75818981
		4	0.04822924	0.3522401	0.9991063	-0.8876254	0.98408391
	4	1	2.525055792	0.3895731	4.59E-06	1.41775358	3.632358
		2	1.020754717	0.3784875	0.0560867	-0.0182853	2.05979469
		3	-0.04822924	0.3522401	0.9991063	-0.9840839	0.88762543
Print Publication	1	2	-0.988636364*	0.3224086	0.0190375	-1.8618897	-0.11538306
		3	-1.48470516*	0.2919213	5.60E-06	-2.255385	-0.7140253
		4	-1.423701299*	0.401821	0.0078831	-2.5604964	-0.2869062
	2	1	0.988636364	0.3224086	0.0190375	0.11538306	1.86188966
		3	-0.496068796	0.2714192	0.250691	-1.1855296	0.19339205
		4	-0.435064935	0.3871826	0.7197478	-1.5188172	0.64868736
	3	1	1.48470516	0.2919213	5.60E-06	0.7140253	2.25538502
		2	0.496068796	0.2714192	0.250691	-0.1933921	1.18552965
		4	0.061003861	0.3621894	0.9985344	-0.9445229	1.06653063
	4	1	1.423701299	0.401821	0.0078831	0.2869062	2.56049639
		2	0.435064935	0.3871826	0.7197478	-0.6486874	1.51881723
		3	-0.061003861	0.3621894	0.9985344	-1.0665306	0.94452291
TV/RADIO	1	2	-1.336657359*	0.3273163	0.0005852	-2.2198555	-0.45345923
		3	-2.378681627*	0.2946788	1.37E-06	-3.1505017	-1.60686159
		4	-1.57588187*	0.3986841	0.0087881	-2.8475433	-0.30422039

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	2	1	1.336657359	0.3273163	0.0005852	0.45345923	2.21985549
		3	-1.042024268*	0.2788805	0.0004491	-1.7192779	-0.36477063
		4	-0.239224511	0.3871534	0.9552676	-1.4567816	0.9783326
	3	1	2.378681627	0.2946788	1.37E-06	1.60686159	3.15050166
		2	1.042024268	0.2788805	0.0004491	0.36477063	1.7192779
		4	0.802799757	0.3599825	0.2585412	-0.339542	1.9451415
	4	1	1.57588187	0.3986841	0.0087881	0.30422039	2.84754335
		2	0.239224511	0.3871534	0.9552676	-0.9783326	1.45678162
		3	-0.802799757	0.3599825	0.2585412	-1.9451415	0.33954199
Tour Operator	1	2	-1.739649507*	0.3907914	0.0001823	-2.8124943	-0.66680473
		3	-3.507011653*	0.3556952	1.37E-06	-4.3982271	-2.61579624
		4	-3.026458776*	0.4782225	3.64E-06	-4.3584753	-1.69444228
	2	1	1.739649507	0.3907914	0.0001823	0.66680473	2.81249429
		3	-1.767362146*	0.3242752	2.26E-06	-2.6352751	-0.89944924
		4	-1.286809269	0.4553373	0.0577389	-2.6027191	0.02910052
	3	1	3.507011653	0.3556952	1.37E-06	2.61579624	4.39822707
		2	1.767362146	0.3242752	2.26E-06	0.89944924	2.63527506
		4	0.480552877	0.4255975	0.7055443	-0.6959749	1.65708069
	4	1	3.026458776	0.4782225	3.64E-06	1.69444228	4.35847528
		2	1.286809269	0.4553373	0.0577389	-0.0291005	2.60271906
		3	-0.480552877	0.4255975	0.7055443	-1.6570807	0.69597494
Overall Knowledge	1	2	-1.521428571*	0.2861084	6.11E-05	-2.4071987	-0.63565845
		3	-2.301351351*	0.2579743	2.50E-06	-3.1191533	-1.48354941
		4	-2.099019608*	0.3454538	2.50E-06	-3.1386766	-1.05936259
	2	1	1.521428571	0.2861084	6.11E-05	0.63565845	2.40719869
		3	-0.77992278*	0.2355607	0.0017691	-1.3355982	-0.22424734
		4	-0.577591036	0.3290538	0.317985	-1.4547704	0.29958833
	3	1	2.301351351	0.2579743	2.50E-06	1.48354941	3.11915329
		2	0.77992278	0.2355607	0.0017691	0.22424734	1.33559822
		4	0.202331744	0.3049084	0.9086832	-0.5953064	0.99996988
	4	1	2.099019608	0.3454538	2.50E-06	1.05936259	3.13867663
		2	0.577591036	0.3290538	0.317985	-0.2995883	1.4547704
		3	-0.202331744	0.3049084	0.9086832	-0.9999699	0.59530639

*The mean difference is significant at the .05 level.

***Note: 1 stands for "Up to 7 visits", 2 for" 8 to 12 visits", 3 for "13 to 20 visits" and 4 stands for "21 and more visits"*

Mean of Scores of Influence of Media for Groups Based on Frequency of Visit

Descriptives				
		N	Mean	Std. Deviation
Word-of-mouth	Less than 7	85	5.08	2.77
	8 to 12	112	5.62	2.21
	13 to 20	183	5.62	1.78
	Above 20	46	5.74	2.23
	Total	*426*	*5.53*	*2.17*
Travel Brochure	Less than 7	93	3.80	2.62
	8 to 12	110	5.30	2.39
	13 to 20	187	6.37	1.94
	Above 20	53	6.32	2.38
	Total	*443*	*5.56*	*2.47*
Print Publication	Less than 7	88	5.15	2.42
	8 to 12	110	6.14	2.32
	13 to 20	185	6.63	2.07
	Above 20	49	6.57	2.45
	Total	*432*	*6.20*	*2.32*
TV/RADIO	Less than 7	92	4.78	2.53
	8 to 12	109	6.12	2.30
	13 to 20	186	7.16	1.97
	Above 20	53	6.36	2.97
	Total	*440*	*6.31*	*2.47*
Tour Operator	Less than 7	83	3.54	2.74
	8 to 12	110	5.28	3.04
	13 to 20	183	7.05	2.34
	Above 20	51	6.57	2.94
	Total	*427*	*5.85*	*3.00*
Overall Knowledge	Less than 7	80	5.45	2.61
	8 to 12	105	6.97	1.88
	13 to 20	185	7.75	1.55
	Above 20	51	7.55	2.00
	Total	*421*	*7.10*	*2.10*

ANNEXURE X

MEANS OF SCORES AGAINST RAW VARIABLES FOR GROUPS BASED ON IDEA OF VACATION

	Idea Of Vacation	N	Mean	Std. Deviation
TRANSPORT TO THE DESTN.	Missionary	26	6.54	2.35
	Mass Tourist	39	5.67	2.27
	Conservationist	104	6.87	2.28
	Explorer	89	7.46	1.65
	Adventurer	55	7.22	1.75
	Holidaymaker	104	6.89	1.93
	Total	*417*	*6.91*	*2.05*
TRANSPORT WITHIN DESTINATION	Missionary	32	5.16	2.95
	Mass Tourist	44	5.50	2.43
	Conservationist	102	6.44	2.32
	Explorer	92	7.37	1.66
	Adventurer	56	6.80	1.89
	Holidaymaker	110	6.78	2.13
	Total	*436*	*6.58*	*2.24*
AVAILABILITY OF SUITABLE ACCOMMODATION	Missionary	29	6.31	2.48
	Mass Tourist	42	5.88	2.43
	Conservationist	106	7.03	1.81
	Explorer	88	7.69	1.52
	Adventurer	55	7.38	1.84
	Holidaymaker	105	7.48	1.65
	Total	*425*	*7.16*	*1.92*
COST OF ACCO. AND TRANSPORTN.	Missionary	29	6.72	2.17
	Mass Tourist	47	5.57	2.36
	Conservationist	114	6.98	2.17
	Explorer	92	7.32	1.81
	Adventurer	56	7.09	1.87
	Holidaymaker	106	7.32	1.72
	Total	*444*	*6.98*	*2.04*
SAFETY	Missionary	29	5.76	2.46
	Mass Tourist	43	5.77	2.31
	Conservationist	108	7.09	1.98
	Explorer	90	7.71	1.55
	Adventurer	54	7.46	1.70
	Holidaymaker	102	7.13	2.12
	Total	*426*	*7.05*	*2.06*
DRINKING WATER	Missionary	30	5.43	2.56
	Mass Tourist	43	4.95	2.80
	Conservationist	105	6.64	2.30
	Explorer	89	7.44	1.71
	Adventurer	54	7.35	1.87
	Holidaymaker	101	7.20	2.15
	Total	*422*	*6.77*	*2.31*
MAIN TOURIST ATTRACTION	Missionary	32	5.53	2.85
	Mass Tourist	44	6.11	2.41
	Conservationist	106	6.75	2.35
	Explorer	90	7.68	1.31
	Adventurer	55	7.38	1.81
	Holidaymaker	101	7.65	1.79
	Total	*428*	*7.08*	*2.13*
CHANCE	Missionary	31	4.97	3.07
	Mass Tourist	45	4.84	2.57
	Conservationist	87	5.99	2.67
	Explorer	80	7.30	1.72
	Adventurer	52	7.29	2.22
	Holidaymaker	97	7.29	2.11
	Total	*392*	*6.54*	*2.51*

	Idea Of Vacation	N	Mean	Std. Deviation
AREA OF INTEREST	Missionary	15	5.60	2.77
	Mass Tourist	16	5.13	2.66
	Conservationist	24	5.13	3.08
	Explorer	7	7.14	1.68
	Adventurer	5	6.40	3.71
	Holidaymaker	16	4.88	3.72
	Total	*83*	*5.41*	*3.02*
SURROUNDING PLACES	Missionary	31	5.45	2.36
	Mass Tourist	49	5.53	2.53
	Conservationist	109	6.52	2.07
	Explorer	91	7.26	1.55
	Adventurer	55	6.58	1.79
	Holidaymaker	103	6.64	1.96
	Total	*438*	*6.53*	*2.06*
LOCAL PEOPLE / CULTURE	Missionary	30	5.53	2.24
	Mass Tourist	51	4.75	2.73
	Conservationist	109	6.39	2.29
	Explorer	92	7.25	1.78
	Adventurer	55	7.25	1.58
	Holidaymaker	105	6.45	2.46
	Total	442	6.44	2.34
INFRASTRUCTURE	Missionary	32	4.91	2.89
	Mass Tourist	50	5.20	2.59
	Conservationist	106	6.70	2.27
	Explorer	89	7.43	1.91
	Adventurer	54	6.98	1.83
	Holidaymaker	101	6.79	2.19
	Total	*432*	*6.60*	*2.34*
NUMBER OF TOURISTS VISITING	Missionary	30	4.57	2.62
	Mass Tourist	47	4.81	2.72
	Conservationist	110	6.00	2.68
	Explorer	89	7.36	2.07
	Adventurer	54	7.11	2.22
	Holidaymaker	104	6.63	2.47
	Total	*434*	*6.34*	*2.61*
DISTANCE FROM ORIGIN	Missionary	29	4.52	2.79
	Mass Tourist	51	4.80	2.83
	Conservationist	100	6.44	2.58
	Explorer	90	7.42	1.92
	Adventurer	54	7.00	2.16
	Holidaymaker	104	7.13	2.37
	Total	*428*	*6.56*	*2.57*
RECOMMENDATIONS OF EARLIER VISITOR	Missionary	31	5.13	3.11
	Mass Tourist	46	6.02	2.48
	Conservationist	107	6.15	2.37
	Explorer	88	7.51	1.89
	Adventurer	54	7.37	1.88
	Holidaymaker	99	7.08	2.10
	Total	*425*	*6.72*	*2.34*
RECOMMENDATION OF TOUR	Missionary	32	3.88	2.93
	Mass Tourist	51	4.16	2.85
	Conservationist	108	5.50	2.93
	Explorer	87	7.16	2.24
	Adventurer	56	7.02	2.34
	Holidaymaker	102	6.27	2.84
	Total	436	5.93	2.90
WEATHER	Missionary	28	5.11	2.83
	Mass Tourist	44	5.36	2.88
	Conservationist	103	6.75	2.30
	Explorer	88	7.50	1.65
	Adventurer	53	7.60	1.75
	Holidaymaker	102	6.81	2.29
	Total	*418*	*6.78*	*2.34*

	Idea Of Vacation	N	Mean	Std. Deviation
PROX. TO A PLACE YOU VISITED	Missionary	30	5.10	2.58
	Mass Tourist	50	4.80	2.53
	Conservationist	100	6.54	2.22
	Explorer	86	7.12	2.16
	Adventurer	55	7.20	2.00
	Holidaymaker	97	7.02	2.11
	Total	*418*	*6.55*	*2.36*
BASIC NATURE	Missionary	29	6.10	2.32
	Mass Tourist	47	5.60	2.37
	Conservationist	102	7.07	2.02
	Explorer	88	7.56	1.33
	Adventurer	53	7.68	1.60
	Holidaymaker	102	7.07	2.15
	Total	*421*	*7.02*	*2.04*
TIME	Missionary	27	6.07	2.46
	Mass Tourist	40	5.88	2.16
	Conservationist	93	7.08	2.02
	Explorer	85	7.18	1.54
	Adventurer	51	7.51	1.79
	Holidaymaker	89	7.20	1.78
	Total	*385*	*6.99*	*1.94*
OTHER REASONS	Missionary	3	.00	.00
	Mass Tourist	6	.00	.00
	Conservationist	8	.75	2.12
	Explorer	2	.00	.00
	Adventurer	2	.00	.00
	Holidaymaker	8	.75	2.12
	Total	*29*	*.41*	*1.55*