CHAPTER IX

HABITS: FOOD, ACCOMMODATION, TRANSPORT, SHOPPING AND LEISURE

The preceding three chapters attempted to identify general characteristics of foreign tourists, to study their expenditure pattern and their travel and transport arrangements. Since tourists are our ultimate consumer, it would be pertinent to examine their likes and dislikes. It is this consumer research relating to their likes and dislikes that would help those connected with tourist business to provide necessary amenities to the tourists. It is highly essential that the consumer, i.e. the tourist must be satisfied to the fullest extent. It is their full satisfaction that would generate demand from tourists. Tourists' habits have been studied in relation to food, accommodation, transport, shopping and leisure, the five major types of products consumed by the tourists. This study would also provide a basis for comparing actual services provided with the services demanded by the tourists.

Section I

Foot Habits

I (1) Type of Food:

One of the important factors that creates general impression about the place and its surroundings is the nature of food served to the tourists. In many cases an
important objective behind the arrangements of a foreign
tour was to experience the foreign surroundings including
association with people and enjoyment of the food. It is
often assumed without any curiosity that a foreigner would
prefer western style food only. It is customary therefore
to provide only western style food to a foreigner. The
author therefore has tried to find out how far the tourists
would like to taste Indian food in general and the local
food in particular. The relevant information is contained
in Table 126-A.

It is conspicuously seen from the above table that
about 63.7% of the tourists would like to taste Indian food
and 6.8% of them may accept both the types of food. It was
only 29.3% of the total number of tourists that opined that
they would accept only western style food. As regards the
nationality-wise preferences of tourists in regard to the
food, it is noted from Table 126 that the French (79.2%),
German (73.3%), Africans (33.3%) and Japanese (72.00%)
tourists have expressed in large number the desire to taste
Indian food. It is only for the U.S.A. and Britain that
the percentage of tourists expressing the desire to taste
Indian food was comparatively low.

Table No. 126-A reveals age wise preferences of tourists
in regard to food.² It is observed that the preference for
Indian food has generally declined with advance in the age
of tourists. Where as 70.6% of young tourists of the age

1. Chi-square value was significant at 5% level.

2. Chi-square value was significant at 5% level.
### TABLE No. 126. DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND PREFERENCE TO INDIAN FOOD.

<table>
<thead>
<tr>
<th>Country of nationality</th>
<th>Yes</th>
<th>No</th>
<th>Both</th>
<th>N/C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Pct)</td>
<td>(Pct)</td>
<td>(Pct)</td>
<td>(Pct)</td>
<td>(Pct)</td>
</tr>
<tr>
<td>1. U.S.A.</td>
<td>141</td>
<td>94</td>
<td>18</td>
<td>1</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>(55.51)</td>
<td>(37.01)</td>
<td>(7.09)</td>
<td>(0.39)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. U.K.</td>
<td>38</td>
<td>15</td>
<td>5</td>
<td>-</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(62.26)</td>
<td>(28.30)</td>
<td>(9.43)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>22</td>
<td>8</td>
<td>2</td>
<td>-</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>(79.17)</td>
<td>(16.67)</td>
<td>(4.17)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>22</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>(73.33)</td>
<td>(26.67)</td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>68</td>
<td>20</td>
<td>15</td>
<td>-</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(66.02)</td>
<td>(19.42)</td>
<td>(14.56)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(66.67)</td>
<td>(33.33)</td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>5</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(83.33)</td>
<td>(16.67)</td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>54</td>
<td>21</td>
<td>-</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(72.00)</td>
<td>(28.00)</td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>19</td>
<td>8</td>
<td>1</td>
<td>-</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(67.86)</td>
<td>(98.57)</td>
<td>(3.57)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>382</td>
<td>176</td>
<td>41</td>
<td>1</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(63.67)</td>
<td>(29.33)</td>
<td>(6.83)</td>
<td>(10.17)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentage to row total.

\[
\text{CHI-SQ} = 34.29 \quad \text{S.} \\
\text{DF} = 12.
\]
### Table No. 126-A.

**DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND PREFERENCE TO INDIAN FOOD.**

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
<th>Both</th>
<th>N/C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. 16-20 years</td>
<td>24</td>
<td>8</td>
<td>2</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(70.59)</td>
<td>(23.53)</td>
<td>(5.88)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 21-40 years</td>
<td>208</td>
<td>94</td>
<td>24</td>
<td>-</td>
<td>326</td>
</tr>
<tr>
<td></td>
<td>(63.80)</td>
<td>(28.83)</td>
<td>(7.36)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 41-60 years</td>
<td>108</td>
<td>48</td>
<td>13</td>
<td>1</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>(63.53)</td>
<td>(28.24)</td>
<td>(7.65)</td>
<td>(0.59)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 61 years and above</td>
<td>42</td>
<td>26</td>
<td>2</td>
<td>-</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(60.00)</td>
<td>(37.14)</td>
<td>(2.86)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>382</td>
<td>176</td>
<td>41</td>
<td>1</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(63.67)</td>
<td>(29.83)</td>
<td>(6.83)</td>
<td>(0.17)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 4.55  N.S.

DF = 6.
below 20 years would like to taste Indian food only, 60% of the tourists of the last age group i.e. of old people have expressed their desire to taste Indian food. But even this percentage for the old is worth taking note of.

Food habits change according to occupation of the tourists. Table 126-B suggests that the percentage of tourists preferring Indian food has varied between 45.5% for the educationists to 79.3% for the house-wives. It is observed that scientists and educationists are comparatively more rigid in their food habits. On the other hand the desire of about 79.3% of the housewives to taste Indian food catches the attention.

As regards the relationship between income of the tourists and the preference for Indian food, clear cut relationship is observed. It is revealing that about 71% of the tourists earning more than Rs. 3 lakhs per annum have expressed preference for Indian food. It was only the tourists belonging to the income group of Rs. 1.50 to 3.00 lakhs that have not expressed a strong preference for Indian food. For these categories the relevant percentage ranges between 56% to 58% (Table No. 126-C)\(^2\).

Preceding paragraphs have examined preferences of tourists for the Indian and the western style food. These findings may be compared with the actual facts. Table No. 127 contains the information regarding the tourists who have tasted Indian food and who have not. The table reveals

---
1. Chi-square value was significant at 5% level.
2. Chi-square value was significant at 5% level.
### TABLE No. 126-B.

**DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND PREFERENCE TO INDIAN FOOD.**

<table>
<thead>
<tr>
<th>Profession</th>
<th>Yes</th>
<th>No.</th>
<th>Both</th>
<th>N/C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>1. Businessmen</td>
<td>49</td>
<td>14</td>
<td>6</td>
<td>-</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>(71.01)</td>
<td>(20.29)</td>
<td>(8.70)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Estate holders</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(70.00)</td>
<td>(20.00)</td>
<td>(10.00)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>46</td>
<td>7</td>
<td>5</td>
<td>-</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>(79.31)</td>
<td>(12.07)</td>
<td>(8.62)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>33</td>
<td>18</td>
<td>2</td>
<td>-</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(62.26)</td>
<td>(33.96)</td>
<td>(3.77)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>52</td>
<td>25</td>
<td>2</td>
<td>-</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(65.82)</td>
<td>(31.65)</td>
<td>(2.53)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>61</td>
<td>61</td>
<td>11</td>
<td>1</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>(45.52)</td>
<td>(45.52)</td>
<td>(18.74)</td>
<td>(0.75)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>55</td>
<td>17</td>
<td>8</td>
<td>-</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>(68.75)</td>
<td>(21.25)</td>
<td>(10.00)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>65</td>
<td>23</td>
<td>5</td>
<td>-</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>(69.89)</td>
<td>(24.73)</td>
<td>(5.38)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>14</td>
<td>9</td>
<td>1</td>
<td>-</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(58.33)</td>
<td>(37.50)</td>
<td>(4.17)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>382</td>
<td>176</td>
<td>41</td>
<td>1</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(63.87)</td>
<td>(29.33)</td>
<td>(6.83)</td>
<td>(0.17)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.

**CHI-SQ = 39.32**  
**DF = 14.**
TABLE No. 126-G. DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND PREFERENCE TO INDIAN FOOD.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Yes</th>
<th>No</th>
<th>Both</th>
<th>N/C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0-0.50</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(61.54)</td>
<td>(23.08)</td>
<td>(15.38)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>22</td>
<td>7</td>
<td>5</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(64.71)</td>
<td>(20.59)</td>
<td>(14.71)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>43</td>
<td>17</td>
<td>4</td>
<td>-</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>(67.19)</td>
<td>(26.56)</td>
<td>(6.25)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>60</td>
<td>36</td>
<td>7</td>
<td>-</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(58.25)</td>
<td>(34.95)</td>
<td>(6.80)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>36</td>
<td>22</td>
<td>4</td>
<td>-</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(58.06)</td>
<td>(35.48)</td>
<td>(6.45)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>41</td>
<td>25</td>
<td>6</td>
<td>1</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>(56.16)</td>
<td>(34.25)</td>
<td>(8.22)</td>
<td>(1.37)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>12</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>(70.59)</td>
<td>(23.53)</td>
<td>(5.88)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>16</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>(72.73)</td>
<td>(27.27)</td>
<td>-</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>144</td>
<td>56</td>
<td>12</td>
<td>-</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>(67.92)</td>
<td>(26.42)</td>
<td>(5.66)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>382</td>
<td>176</td>
<td>41</td>
<td>1</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(63.67)</td>
<td>(29.83)</td>
<td>(6.83)</td>
<td>(0.17)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 10.28 N.S.
DF = 10.
<table>
<thead>
<tr>
<th>Nationality</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. U.S.A.</td>
<td>217</td>
<td>37</td>
<td>254 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(85.43)</td>
<td>(14.57)</td>
<td></td>
</tr>
<tr>
<td>2. U.K.</td>
<td>49</td>
<td>4</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(92.45)</td>
<td>(7.55)</td>
<td></td>
</tr>
<tr>
<td>3. France</td>
<td>40</td>
<td>8</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(83.33)</td>
<td>(16.67)</td>
<td></td>
</tr>
<tr>
<td>4. Germany</td>
<td>22</td>
<td>8</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(73.33)</td>
<td>(26.67)</td>
<td></td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>71</td>
<td>32</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(68.99)</td>
<td>(31.01)</td>
<td></td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>2</td>
<td>1</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(66.67)</td>
<td>(33.33)</td>
<td></td>
</tr>
<tr>
<td>7. Africa</td>
<td>4</td>
<td>2</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(66.67)</td>
<td>(33.33)</td>
<td></td>
</tr>
<tr>
<td>8. Japan</td>
<td>61</td>
<td>14</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(81.33)</td>
<td>(18.67)</td>
<td></td>
</tr>
<tr>
<td>9. Others</td>
<td>23</td>
<td>5</td>
<td>28 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(82.14)</td>
<td>(17.86)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>489</td>
<td>111</td>
<td>600 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(81.50)</td>
<td>(18.50)</td>
<td></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 19.57  S.
DF = 6.
that about 81.5% of the tourists have actually tasted Indian food. As regards the nationality-wise distribution of those who have tasted Indian food we note that relatively smaller percentage of West European, East European and African tourists had occasion to taste Indian food.

Table No. 127-C refers to the incomewise distribution of the tourists who have and who have not tasted Indian food. It is observed that the percentage of tourists who have tasted Indian food has generally declined with increase in income of the tourists. Thus whereas 92.3% of the tourists belonging to the lowest income group have tasted Indian food, only 68.2% tourists belonging to the highest income group of Rs. 3.00 - 3.50 lakhs and above have tasted Indian food. Parenthetically it may be noted that it was the category of higher income group that had given a preference for Indian food but at the same time it had no occasion to taste it previously. One possibility is that the higher income group tourists generally stay in luxury hotels where it is conventional to serve only western style food. Further, the percentage of tourists who had tasted Indian food has also declined with the advance in age as may be noted in Table No. 127-A.

Tourists were asked a specific question about the type of Indian dishes they would prefer i.e. sweet, spicy or plain. Opinions are classified according to profession, age, income and nationality.

1. Chi-square value was significant at 5% level.
2. Chi-square value was significant at 5% level.
### TABLE No. 127-A

DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND WHETHER TASTED INDIAN DISHES.

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 16-20 years</td>
<td>27</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(79.41)</td>
<td>(20.59)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 21-40 years</td>
<td>284</td>
<td>42</td>
<td>326</td>
</tr>
<tr>
<td></td>
<td>(87.12)</td>
<td>(12.88)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 41-60 years</td>
<td>128</td>
<td>42</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>(75.29)</td>
<td>(24.71)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 61 years and above</td>
<td>50</td>
<td>20</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(71.43)</td>
<td>(28.57)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>489</td>
<td>111</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(81.50)</td>
<td>(18.50)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 15.97  S.
DF = 3.
TABLE No. 127-C. DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND WHETHER TASTED INDIAN DISHES.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 - 0.50</td>
<td>12</td>
<td>1</td>
<td>13 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(92.31)</td>
<td>(7.69)</td>
<td></td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>31</td>
<td>3</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(91.18)</td>
<td>(8.88)</td>
<td></td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>60</td>
<td>4</td>
<td>64 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(93.75)</td>
<td>(6.25)</td>
<td></td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>87</td>
<td>16</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(84.47)</td>
<td>(15.53)</td>
<td></td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>51</td>
<td>11</td>
<td>62 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(82.26)</td>
<td>(17.74)</td>
<td></td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>60</td>
<td>13</td>
<td>73 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(82.19)</td>
<td>(17.81)</td>
<td></td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>8</td>
<td>9</td>
<td>17 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(47.06)</td>
<td>(52.94)</td>
<td></td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>15</td>
<td>7</td>
<td>22 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(68.18)</td>
<td>(31.82)</td>
<td></td>
</tr>
<tr>
<td>9. N/C</td>
<td>165</td>
<td>47</td>
<td>212 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(77.83)</td>
<td>(22.17)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>489</td>
<td>111</td>
<td>600 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(81.50)</td>
<td>(18.50)</td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer to percentages to row total.
It may be observed from Table No. 128 that the highest number of tourists (36.9%) have shown preference for spicy food. The next important category is that of tourists preferring plain food (25.3%). About 20.8% of them have expressed that any type of food would do while 17.0% of the tourists have shown preference for sweet.

Nationalitywise preference for Indian dishes is shown in Table No. 128. It appears from the above table that an equal number of African tourists gave first and second preference to spicy and plain food. Next to Africans, it was the group of Germans (49.99%) and French (41.85%) who gave first preference to spicy food. Slightly more than 1/3 of the 'others' nationality gave second preference to plain food. Next to them are those from the U.S.A. (27.11%) and U.K. (26.52%) nationals.

As regards the importance of different professions, in relation to preference for spicy food, it is observed that estate holders (55.6%), scientists (45.7%), self-employed (45.7%) and executives (44.3%) were more prominent.

As regards preference for plain food according to profession, it is noted from Table No. 128-B that relatively smaller percentage of housewives and scientists have shown preference for plain food. It appears that sweet food is preferred more by housewives and students than other categories.

Preference for different type of food may be analysed
### TABLE No. 128.

**DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND PREFERENCE TO INDIAN DISHES.**

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Sweet 1 (43) (18.21)</th>
<th>Spicy 2 (81) (34.31)</th>
<th>Plain 3 (64) (27.11)</th>
<th>All 4 (48) (20.33)</th>
<th>Total 5 (236)</th>
<th>Total 6 (254)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.K.</td>
<td>6 (12.24)</td>
<td>19 (38.76)</td>
<td>12 (26.52)</td>
<td>11 (22.44)</td>
<td>49 (100.00)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>7 (16.27)</td>
<td>18 (41.85)</td>
<td>10 (23.25)</td>
<td>8 (18.60)</td>
<td>43 (100.00)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>4 (16.66)</td>
<td>12 (49.99)</td>
<td>3 (12.49)</td>
<td>5 (20.83)</td>
<td>24 (100.00)</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>12 (14.62)</td>
<td>30 (36.57)</td>
<td>22 (26.81)</td>
<td>18 (21.94)</td>
<td>82 (100.00)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>2 (100.00)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2 (100.00)</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>-</td>
<td>2 (50.00)</td>
<td>2 (50.00)</td>
<td>-</td>
<td>4 (100.00)</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>14 (21.53)</td>
<td>26 (39.98)</td>
<td>12 (18.45)</td>
<td>13 (19.19)</td>
<td>65 (100.00)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>2 (8.33)</td>
<td>7 (29.16)</td>
<td>8 (33.32)</td>
<td>7 (29.16)</td>
<td>24 (100.00)</td>
<td>28 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>90 (17.01)</td>
<td>195 (36.86)</td>
<td>134 (25.33)</td>
<td>110 (20.80)</td>
<td>529 (100.00)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

**Note:** Figures in bracket refer to percentages to row total.

\[
\text{CHI-Sq} = \chi^2
\]

\[
\text{DF} = 8
\]
### TABLE No. 128-A. DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND PREFERENCE TO INDIAN DISHES.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Sweet</th>
<th>Spicy</th>
<th>Plain</th>
<th>All type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1-20 years</td>
<td>6</td>
<td>6</td>
<td>9</td>
<td>10</td>
<td>31</td>
</tr>
<tr>
<td>(19.35)</td>
<td>(19.35)</td>
<td>(29.02)</td>
<td>(32.28)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>2. 21-40 years</td>
<td>45</td>
<td>123</td>
<td>66</td>
<td>64</td>
<td>298</td>
</tr>
<tr>
<td>(15.09)</td>
<td>(41.26)</td>
<td>(22.14)</td>
<td>(21.61)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>3. 41-60 years</td>
<td>30</td>
<td>51</td>
<td>43</td>
<td>24</td>
<td>148</td>
</tr>
<tr>
<td>(20.26)</td>
<td>(34.45)</td>
<td>(29.05)</td>
<td>(16.24)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>4. 61 years and above</td>
<td>9</td>
<td>15</td>
<td>16</td>
<td>12</td>
<td>52</td>
</tr>
<tr>
<td>(17.30)</td>
<td>(28.84)</td>
<td>(30.76)</td>
<td>(23.10)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90</strong></td>
<td><strong>195</strong></td>
<td><strong>134</strong></td>
<td><strong>110</strong></td>
<td><strong>529</strong></td>
</tr>
<tr>
<td></td>
<td>(17.01)</td>
<td>(36.86)</td>
<td>(25.33)</td>
<td>(20.80)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket indicate percentage to row total.

**CHI-SQ = 13.38**  
**N.S.**  
**DF = 9.**
<table>
<thead>
<tr>
<th>Profession</th>
<th>Sweet</th>
<th>Spicy</th>
<th>Plain</th>
<th>All type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Businessmen</td>
<td>10</td>
<td>21</td>
<td>15</td>
<td>16</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(16.39)</td>
<td>(33.87)</td>
<td>(24.19)</td>
<td>(25.55)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Estate holders</td>
<td>-</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>(55.56)</td>
<td>(22.22)</td>
<td>(22.22)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>3. Housewives</td>
<td>9</td>
<td>14</td>
<td>7</td>
<td>10</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>(22.50)</td>
<td>(35.00)</td>
<td>(17.50)</td>
<td>(25.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>6</td>
<td>21</td>
<td>8</td>
<td>11</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>(13.04)</td>
<td>(45.65)</td>
<td>(17.39)</td>
<td>(23.92)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>16</td>
<td>17</td>
<td>25</td>
<td>20</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>(20.51)</td>
<td>(21.79)</td>
<td>(32.05)</td>
<td>(25.65)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>23</td>
<td>46</td>
<td>37</td>
<td>19</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td>(18.40)</td>
<td>(36.80)</td>
<td>(29.60)</td>
<td>(15.20)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>10</td>
<td>32</td>
<td>17</td>
<td>12</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>(14.08)</td>
<td>(15.07)</td>
<td>(23.94)</td>
<td>(16.91)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>10</td>
<td>35</td>
<td>19</td>
<td>15</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(12.65)</td>
<td>(44.30)</td>
<td>(24.05)</td>
<td>(19.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>(31.57)</td>
<td>(21.05)</td>
<td>(21.05)</td>
<td>(26.33)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Total          | 90    | 195   | 134   | 110      | 529   |
|               | (17.01)| (36.86)| (25.33)| (20.80)  | (100.00) |

Figures in bracket indicate percentages to row total.

CHI-SQ = 21.68 N.S.

DF = 21.
<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Sweet</th>
<th>Spicy</th>
<th>Plain</th>
<th>All type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0-0.50</td>
<td>1</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>(6.66)</td>
<td>(39.96)</td>
<td>(26.64)</td>
<td>(26.64)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>11</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>33</td>
</tr>
<tr>
<td>(33.33)</td>
<td>(24.25)</td>
<td>(21.21)</td>
<td>(21.21)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>12</td>
<td>26</td>
<td>15</td>
<td>11</td>
<td>64</td>
</tr>
<tr>
<td>(18.75)</td>
<td>(40.62)</td>
<td>(23.43)</td>
<td>(17.20)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>17</td>
<td>34</td>
<td>28</td>
<td>23</td>
<td>102</td>
</tr>
<tr>
<td>(16.66)</td>
<td>(33.32)</td>
<td>(27.45)</td>
<td>(22.57)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>9</td>
<td>20</td>
<td>12</td>
<td>13</td>
<td>54</td>
</tr>
<tr>
<td>(16.67)</td>
<td>(37.03)</td>
<td>(22.22)</td>
<td>(24.08)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>10</td>
<td>25</td>
<td>21</td>
<td>8</td>
<td>64</td>
</tr>
<tr>
<td>(15.62)</td>
<td>(39.06)</td>
<td>(32.81)</td>
<td>(12.51)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>(25.00)</td>
<td>(25.00)</td>
<td>(12.50)</td>
<td>(37.50)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>(17.64)</td>
<td>(41.17)</td>
<td>(23.55)</td>
<td>(17.64)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>9. N/C</td>
<td>25</td>
<td>67</td>
<td>42</td>
<td>38</td>
<td>172</td>
</tr>
<tr>
<td>(14.53)</td>
<td>(38.95)</td>
<td>(24.41)</td>
<td>(22.11)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>90</td>
<td>195</td>
<td>134</td>
<td>110</td>
<td>529</td>
</tr>
<tr>
<td></td>
<td>(17.01)</td>
<td>(36.86)</td>
<td>(25.33)</td>
<td>(20.80)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in brackets indicate percentages to row total.

CHI-SQ = 8.59  N.S.
DF = 15.
according to age of the tourists. Table No. 128-A suggests that there is no distinct relationship between age and choice of food. However, some characteristics of each age group may be pointed out. Thus the characteristics of the young, (of the age below 20 years) is the preference for all type of plain food. The characteristics of the next age group (21-40 years) is its preference for spicy food. The characteristic of the age group 41-60 years, is its preference for plain and spicy food while the characteristics of old tourists of the age 61 and above is its preference for plain food.

I (2) Arrangement of Food:

While studying characteristics of food habits of tourists, an attempt was made to know the type of food arrangements that the tourists made at the time of visit to monuments. Tourists have the option to prepare their own food and carry it to monuments or to purchase it in Aurangabad and carry it to monuments or to purchase food at the monuments itself. The results are shown in Table No. 129.

It is observed from the table that about 72.67% of the tourists purchased their food in Aurangabad and carried it to the monuments and only 17.50% of the tourists have purchased food at the site of the monuments. A small percentage (9.2%) of tourists had prepared their own food. This information vividly brings out the fact that tourists

1. Chi-square value was not significant at 5% level.
### TABLE No. 129. DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND PURCHASE OF FOOD.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Own</th>
<th>Purchased at the monument</th>
<th>Arranged from Auranagabad</th>
<th>No comments</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. U.S.A.</td>
<td>25</td>
<td>(9.84)</td>
<td>(8.66)</td>
<td>206</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(81.10)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(0.39)</td>
<td></td>
</tr>
<tr>
<td>2. U.K.</td>
<td>4</td>
<td>(7.55)</td>
<td>(37.74)</td>
<td>29</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(54.72)</td>
<td></td>
</tr>
<tr>
<td>3. France</td>
<td>4</td>
<td>(8.33)</td>
<td>(20.83)</td>
<td>34</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(70.83)</td>
<td></td>
</tr>
<tr>
<td>4. Germany</td>
<td>4</td>
<td>(13.33)</td>
<td>(6.67)</td>
<td>22</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(73.33)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(6.66)</td>
<td></td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>7</td>
<td>(6.80)</td>
<td>(16.50)</td>
<td>79</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(76.70)</td>
<td></td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>2</td>
<td>(66.67)</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(33.33)</td>
<td></td>
</tr>
<tr>
<td>7. Africa</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>8. Japan</td>
<td>8</td>
<td>(10.67)</td>
<td>(37.33)</td>
<td>39</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(52.00)</td>
<td></td>
</tr>
<tr>
<td>9. Others</td>
<td>1</td>
<td>(3.57)</td>
<td>(21.43)</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(71.43)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(3.57)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>105</td>
<td>436</td>
<td>4</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(9.70)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(17.50)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(72.67)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(0.67)</td>
<td></td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.

CHI-SQ = 56.87 S.

DF -12.
prefer to carry food from Aurangabad to purchase it at the site of the monuments. One of the main reasons for not taking food at the monument was non-availability of quality food at the site of the monuments, if the quality food made available, the hardships involved in preparing food at Aurangabad and carrying it to the monuments could be avoided. The information also suggests the prospective volume of business that may arise at the site of monuments.

The statistics relating to the food habits and the nationality of the tourists also suggest that some of the nationals have exhibited a distinct characteristic. The British (37.7%), the French (20.8%) and the Japanese (37.3%) have purchased food even at the site of the monuments. On the other hand the Americans (81.01%) have shown preference for carrying food from Aurangabad to monuments.

It is observed from Table No. 129-A that habit of carrying food from Aurangabad to Monuments is to some extent related to the age of the tourists. The young tourists have accepted food even at the monuments. Only 55.9% of the young tourists have taken food to the monuments from Aurangabad. On the other hand middle aged and old tourists had shown preference for carrying food to the monuments. More than 87% of them carried food from Aurangabad. This is to some extent a reflection of uncompromising and fastidious attitudes of the old.

As regards profession and habit of carrying food to

I. Chi-Square value was significant at 5% level.
### Table No. 129-A

**DISTRIBUTION OF TOURISTS ACCORDING TO AGES AND PURCHASE OF FOOD.**

<table>
<thead>
<tr>
<th>Age Years</th>
<th>Own</th>
<th>Purchased at the monument</th>
<th>Purchased from Aurangabad</th>
<th>No comments</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 16-20</td>
<td>4</td>
<td>11</td>
<td>19</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(11.76)</td>
<td>(32.35)</td>
<td>(55.88)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 21-40</td>
<td>32</td>
<td>84</td>
<td>207</td>
<td>3</td>
<td>326</td>
</tr>
<tr>
<td></td>
<td>(9.82)</td>
<td>(25.77)</td>
<td>(63.50)</td>
<td>0.92</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 41-60</td>
<td>13</td>
<td>8</td>
<td>149</td>
<td>-</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>(7.65)</td>
<td>(4.71)</td>
<td>(87.65)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>6</td>
<td>2</td>
<td>61</td>
<td>1</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(8.57)</td>
<td>(2.86)</td>
<td>(87.14)</td>
<td>1.43</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>55</td>
<td>105</td>
<td>436</td>
<td>4</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(9.17)</td>
<td>(17.50)</td>
<td>(72.67)</td>
<td>0.67</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.

**CHI-SQ = 55.08 S.**

**DF = 6.**
the monuments it is noted from Table No. 129-B that students, housewives and estate holders have expressed distinct characteristics. Many of the students have accepted food at the monuments. On the other hand estate holders and housewives have shown preference for carrying food from Aurangabad to the monuments.

Table No. 129-C suggests broad relationship between income of the tourists and percentage of tourists carrying food from Aurangabad to monuments. Thus relatively a small proportion of the tourists earning less than Rs. 1.50 lakhs have carried food from Aurangabad to the monuments. A large number of them have either prepared their own food or purchased it at the monuments. The position is reverse for the higher income categories. More than 72% of the tourists earning more than 1.50 lakhs carried food from Aurangabad.

Section II
Accommodation

II (1) Average Stay in Aurangabad:

It is desired that a tourist stays longer at Aurangabad. As longer the stay in Aurangabad, larger would be the receipts from them. In this context, it would be the receipts from them. In this context, it would be instructive to estimate the average stay of the tourist in Aurangabad and study whether the average stay differs according to nationality, age, occupation, and income of

1. Chi-square value was significant at 5% level.
<table>
<thead>
<tr>
<th>Profession</th>
<th>Own</th>
<th>Purchased at the monuments</th>
<th>Arranged from Aurangabad</th>
<th>No comments</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>8</td>
<td>9</td>
<td>52</td>
<td>-</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>(11.59)</td>
<td>(13.04)</td>
<td>(75.36)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Estateholders</td>
<td>1</td>
<td>-</td>
<td>9</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(10.00)</td>
<td></td>
<td>(90.00)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>3</td>
<td>2</td>
<td>53</td>
<td>-</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>(5.17)</td>
<td>(3.45)</td>
<td>(91.38)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>5</td>
<td>10</td>
<td>38</td>
<td>-</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(9.43)</td>
<td>(18.87)</td>
<td>(71.70)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>13</td>
<td>33</td>
<td>33</td>
<td>-</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(16.46)</td>
<td>(41.77)</td>
<td>(41.77)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>5</td>
<td>21</td>
<td>106</td>
<td>2</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>(3.73)</td>
<td>(15.67)</td>
<td>(79.10)</td>
<td>(1.50)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>11</td>
<td>13</td>
<td>56</td>
<td>-</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>(13.75)</td>
<td>(16.25)</td>
<td>(70.00)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>6</td>
<td>15</td>
<td>70</td>
<td>2</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>(6.45)</td>
<td>(16.13)</td>
<td>(75.27)</td>
<td>(2.16)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>3</td>
<td>2</td>
<td>19</td>
<td>-</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(12.50)</td>
<td>(8.33)</td>
<td>(79.17)</td>
<td></td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Total

<table>
<thead>
<tr>
<th></th>
<th>55</th>
<th>105</th>
<th>436</th>
<th>4</th>
<th>600</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(9.17)</td>
<td>(17.50)</td>
<td>(72.67)</td>
<td>(0.67)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 61.09 S.
DF = 14.
<table>
<thead>
<tr>
<th>Income (Rs, in lakhs)</th>
<th>Own</th>
<th>Purchased at the monuments</th>
<th>Arranged from Aurangabad</th>
<th>No comments</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0-0.50</td>
<td>5</td>
<td>1</td>
<td>7</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(38.46)</td>
<td>(7.69)</td>
<td>(53.85)</td>
<td></td>
<td>(100,00)</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>7</td>
<td>12</td>
<td>15</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(20.59)</td>
<td>(35.29)</td>
<td>(44.12)</td>
<td></td>
<td>(100,00)</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>9</td>
<td>20</td>
<td>34</td>
<td>1</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>(14.06)</td>
<td>(31.25)</td>
<td>(53.13)</td>
<td>(1.56)</td>
<td>(100,00)</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>1</td>
<td>18</td>
<td>83</td>
<td>1</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(0.97)</td>
<td>(17.48)</td>
<td>(80.58)</td>
<td>(0.97)</td>
<td>(100,00)</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>3</td>
<td>15</td>
<td>44</td>
<td>-</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(4.84)</td>
<td>(24.19)</td>
<td>(70.97)</td>
<td></td>
<td>(100,00)</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>7</td>
<td>10</td>
<td>56</td>
<td>-</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>(9.59)</td>
<td>(13.70)</td>
<td>(76.71)</td>
<td></td>
<td>(100,00)</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>1</td>
<td>1</td>
<td>15</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>(5.88)</td>
<td>(5.88)</td>
<td>(88.24)</td>
<td></td>
<td>(100,00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>2</td>
<td>3</td>
<td>16</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>(9.09)</td>
<td>(13.64)</td>
<td>(72.73)</td>
<td>(4.55)</td>
<td>(100,00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>20</td>
<td>25</td>
<td>166</td>
<td>1</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>(9.43)</td>
<td>(11.79)</td>
<td>(78.30)</td>
<td>(0.47)</td>
<td>(100,00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>55</td>
<td>105</td>
<td>436</td>
<td>4</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(9.17)</td>
<td>(17.50)</td>
<td>(72.67)</td>
<td>(0.67)</td>
<td>(100,00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 40.28
DF = 10.
the tourists. The average stay in Aurangabad can also be linked with the average stay of the tourists in India.

Table No. 130 suggests that the majority of the tourists i.e. (73.3%) stayed in Aurangabad for two days and about 16.8% of the tourists had stayed in Aurangabad for one day. It may be noted that only 8.8% of the tourists stayed for three days. The average stay in Aurangabad of a tourist was 1.94 days. It may be further observed that among the tourists from different nations the average stay of the tourists from East European countries was the longest i.e. 2.33 days and the shortest stay was that of the tourists from Germany i.e. 1.66 days.

A reference to Table No. 130-A throws light on the some relationship between age of the tourists and average stay of tourists in Aurangabad. The distinctive characteristic revealed by the above table is that the proportion of the tourists staying in Aurangabad for one day has with the advance in age. The young tourists have preferred to stay for a longer time in Aurangabad than old tourists. The average stay of the young tourists of the age below 20 years was 2.14 days per tourist while the average stay of the old tourists was 1.87 days.

As regards the relationship between occupational characteristics and average stay of tourist in Aurangabad it is noted that businessman (1.95%), housewives (1.91%), students (2.02%) and the educationists (2.00 days) have

1. Chi-square value was significant at 5% level.
2. Chi-square value was not significant at 5% level.
<table>
<thead>
<tr>
<th>Nationality</th>
<th>One day</th>
<th>Two days</th>
<th>Three days</th>
<th>More than three days</th>
<th>Total</th>
<th>Av. stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>40</td>
<td>195</td>
<td>17</td>
<td>2</td>
<td>254</td>
<td>1.92</td>
</tr>
<tr>
<td></td>
<td>(15.75)</td>
<td>(76.77)</td>
<td>(6.69)</td>
<td>(0.79)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>U.K.</td>
<td>11</td>
<td>32</td>
<td>10</td>
<td>-</td>
<td>53</td>
<td>1.98</td>
</tr>
<tr>
<td></td>
<td>(20.75)</td>
<td>(60.38)</td>
<td>(18.87)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>4</td>
<td>42</td>
<td>1</td>
<td>1</td>
<td>48</td>
<td>1.97</td>
</tr>
<tr>
<td></td>
<td>(8.33)</td>
<td>(87.50)</td>
<td>(2.08)</td>
<td>(2.08)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>10</td>
<td>20</td>
<td>-</td>
<td>-</td>
<td>30</td>
<td>1.66</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>W.E.C.</td>
<td>19</td>
<td>73</td>
<td>9</td>
<td>2</td>
<td>103</td>
<td>1.94</td>
</tr>
<tr>
<td></td>
<td>(18.45)</td>
<td>(70.87)</td>
<td>(8.74)</td>
<td>(1.94)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>E.E.C.</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>3</td>
<td>2.33</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(33.33)</td>
<td>(33.33)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>6</td>
<td>1.86</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(50.00)</td>
<td>(16.67)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>7</td>
<td>57</td>
<td>11</td>
<td>-</td>
<td>75</td>
<td>2.05</td>
</tr>
<tr>
<td></td>
<td>(9.33)</td>
<td>(76.00)</td>
<td>(14.67)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>17</td>
<td>4</td>
<td>-</td>
<td>28</td>
<td>1.89</td>
</tr>
<tr>
<td></td>
<td>(25.00)</td>
<td>(60.71)</td>
<td>(14.29)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>440</td>
<td>53</td>
<td>6</td>
<td>600</td>
<td>1.94</td>
</tr>
<tr>
<td></td>
<td>(16.83)</td>
<td>(73.33)</td>
<td>(8.83)</td>
<td>(1.00)</td>
<td>(100.00)</td>
<td></td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.

CHI-SQ = 29.75  S.
DF = 12.
<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>One day</th>
<th>Two days</th>
<th>Three days</th>
<th>More than three days</th>
<th>Total</th>
<th>Average stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>2</td>
<td>27</td>
<td>3</td>
<td>2</td>
<td>34</td>
<td>2.14</td>
</tr>
<tr>
<td></td>
<td>(5.88)</td>
<td>(79.41)</td>
<td>(8.82)</td>
<td>(5.86)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>21-40</td>
<td>55</td>
<td>232</td>
<td>35</td>
<td>4</td>
<td>326</td>
<td>1.85</td>
</tr>
<tr>
<td></td>
<td>(16.87)</td>
<td>(71.70)</td>
<td>(10.74)</td>
<td>(1.23)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>41-60</td>
<td>29</td>
<td>132</td>
<td>9</td>
<td>-</td>
<td>170</td>
<td>1.88</td>
</tr>
<tr>
<td></td>
<td>(17.06)</td>
<td>(77.65)</td>
<td>(5.29)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61 and above</td>
<td>15</td>
<td>49</td>
<td>6</td>
<td>-</td>
<td>70</td>
<td>1.87</td>
</tr>
<tr>
<td></td>
<td>(21.43)</td>
<td>(70.00)</td>
<td>(8.57)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>440</td>
<td>53</td>
<td>6</td>
<td>600</td>
<td>1.94</td>
</tr>
<tr>
<td></td>
<td>(16.83)</td>
<td>(73.33)</td>
<td>(8.83)</td>
<td>(1.00)</td>
<td>(100.00)</td>
<td></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 10.22 N.S.
DF = 6.
spent on an average more time in Aurangabad than that spent by the others. The average stay in Aurangabad is to some extent influenced by the average stay of the tourists in India. This is vividly brought out by Table No. 130-B. Thus those who preferred to stay longer in India stayed longer in Aurangabad also.

II (2) Quality of Services available in Aurangabad:

The average stay of the tourists in Aurangabad is partly influenced by the nature of services available in Aurangabad. If the services are satisfactory they themselves may prefer to stay longer and they would carry the same impression when they return to their homes and would give wide publicity to it. If the services are totally unsatisfactory it may demoralise the tourist and perhaps he may not speak good of Aurangabad. This would indirectly influence the future tourist traffic to Aurangabad. It was, therefore, desired to know the reactions of the tourists regarding services provided in Aurangabad. An attempt was made to obtain specific reaction of the tourists. It is very difficult to ascertain the opinions of the tourists in a standard form because the concept of quality may differ from tourist to tourist. Further, as a handsome gesture, tourist often speaks good about the host and he is constrained to express his true opinion about quality of the services. It is with these limitations that the findings of the survey may be interpreted.
### Table No. 130-B

DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND AVERAGE STAY AT AURANGABAD.

<table>
<thead>
<tr>
<th>Profession</th>
<th>One day</th>
<th>Two days</th>
<th>Three days</th>
<th>More than three days</th>
<th>Total</th>
<th>Average stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businessmen</td>
<td>11 (15.94)</td>
<td>51 (73.91)</td>
<td>6 (8.70)</td>
<td>1 (1.45)</td>
<td>69</td>
<td>1.95</td>
</tr>
<tr>
<td>Estate-holders</td>
<td>3 (30.00)</td>
<td>6 (60.00)</td>
<td>1 (10.00)</td>
<td>-</td>
<td>10</td>
<td>1.30</td>
</tr>
<tr>
<td>Housewives</td>
<td>7 (12.07)</td>
<td>49 (84.48)</td>
<td>2 (3.45)</td>
<td>-</td>
<td>58</td>
<td>1.91</td>
</tr>
<tr>
<td>Scientists</td>
<td>18 (33.96)</td>
<td>30 (56.60)</td>
<td>3 (5.66)</td>
<td>2 (3.77)</td>
<td>53</td>
<td>1.79</td>
</tr>
<tr>
<td>Students</td>
<td>9 (11.39)</td>
<td>59 (74.68)</td>
<td>11 (13.92)</td>
<td>-</td>
<td>79</td>
<td>2.02</td>
</tr>
<tr>
<td>Educationists</td>
<td>13 (9.70)</td>
<td>109 (81.34)</td>
<td>11 (8.21)</td>
<td>1 (0.75)</td>
<td>134</td>
<td>2.00</td>
</tr>
<tr>
<td>Self-employed</td>
<td>14 (17.50)</td>
<td>55 (68.75)</td>
<td>10 (12.50)</td>
<td>1 (1.25)</td>
<td>80</td>
<td>1.97</td>
</tr>
<tr>
<td>Executives</td>
<td>19 (20.43)</td>
<td>65 (69.89)</td>
<td>8 (8.60)</td>
<td>1 (1.08)</td>
<td>93</td>
<td>1.90</td>
</tr>
<tr>
<td>Others</td>
<td>7 (29.17)</td>
<td>16 (66.67)</td>
<td>1 (4.17)</td>
<td>-</td>
<td>24</td>
<td>1.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>101 (16.83)</td>
<td>440 (73.33)</td>
<td>53 (8.83)</td>
<td>6 (1.00)</td>
<td>600</td>
<td>1.94</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

**CHI-SQ = 30.00**  
**DF = 14.**
TABLE No. 130-D. DISTRIBUTION OF TOURISTS ACCORDING TO AVERAGE STAY IN INDIA AND IN AURANGABAD.

<table>
<thead>
<tr>
<th>Stay in India</th>
<th>One day</th>
<th>Two days</th>
<th>Three days</th>
<th>More than three days</th>
<th>Total</th>
<th>Av. stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1-20</td>
<td>17</td>
<td>52</td>
<td>3</td>
<td>-</td>
<td>72</td>
<td>1.7</td>
</tr>
<tr>
<td></td>
<td>(25.59)</td>
<td>(72.17)</td>
<td>(4.24)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. 21-40</td>
<td>58</td>
<td>232</td>
<td>29</td>
<td>-</td>
<td>319</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>(18.17)</td>
<td>(72.70)</td>
<td>(9.13)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. 41-60</td>
<td>16</td>
<td>116</td>
<td>8</td>
<td>-</td>
<td>140</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>(11.42)</td>
<td>(82.84)</td>
<td>(5.74)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. 61-80</td>
<td>6</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>22</td>
<td>2.1</td>
</tr>
<tr>
<td></td>
<td>(27.27)</td>
<td>(45.45)</td>
<td>(13.63)</td>
<td>(13.63) (100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. 81-above</td>
<td>2</td>
<td>27</td>
<td>10</td>
<td>3</td>
<td>42</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td>(4.76)</td>
<td>(64.26)</td>
<td>(23.80)</td>
<td>(7.18) (100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. N/C.</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>1.6</td>
</tr>
<tr>
<td></td>
<td>(40.00)</td>
<td>(60.00)</td>
<td></td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>101</td>
<td>440</td>
<td>53</td>
<td>6</td>
<td>600</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>(16.83)</td>
<td>(73.33)</td>
<td>(8.53)</td>
<td>(1.00) (100.00)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 47.34  S.
DF = 10.
The opinions of the tourists may vary according to nationality, age, occupation, income and also the hotel of their residence.

II (3) Quality of Accommodation at Aurangabad:

Tourists were requested to rate the quality of accommodation available in Aurangabad either 'excellent', 'good', 'satisfactory' or 'not satisfactory'. It is observed from Table No. 131 that out of 600 tourists 242 tourists expressed that accommodation was 'satisfactory', 218 expressed as 'good', 74 expressed it to be 'excellent' while 66 of them expressed it as 'not satisfactory'. As regards the nationality-wise classification of tourists it is observed, that the largest percentage of tourists expressing accommodation as 'not satisfactory', came from Japan. About 25.3% of them had categorically stated that it was 'not satisfactory'. About 50% to 52% of the tourists from the U.K., France and Germany found accommodation to be just 'satisfactory'. As regards the nationality-wise distribution of those who found accommodation 'excellent' we find that the percentage of such tourists was particularly high, for the U.S.A. (13.8%), West Europe (14.6%), and 'others' (17.9%). For most of the other countries the percentage was below ten.

As regards the relationship between age and the opinion about accommodation, the only distinct feature is the relatively larger proportion of the old people expressing

---

1. Chi-square value was significant at 5% level.
### TABLE No. 131. DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND THEIR OPINION ABOUT ACCOMMODATION.

<table>
<thead>
<tr>
<th>Country of Nationality</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not Satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. U.S.A.</td>
<td>35 (13.78)</td>
<td>97 (38.19)</td>
<td>95 (37.40)</td>
<td>27 (10.63)</td>
<td>254 (100.00)</td>
</tr>
<tr>
<td>2. U.K.</td>
<td>4 (7.55)</td>
<td>16 (30.19)</td>
<td>28 (52.83)</td>
<td>5 (9.43)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>4 (8.33)</td>
<td>16 (33.33)</td>
<td>25 (52.08)</td>
<td>3 (7.25)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>1 (3.33)</td>
<td>12 (40.00)</td>
<td>15 (50.00)</td>
<td>2 (6.67)</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>5. W.E.G.</td>
<td>15 (14.56)</td>
<td>38 (36.89)</td>
<td>41 (39.81)</td>
<td>9 (8.74)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>2 (66.67)</td>
<td>-</td>
<td>1 (33.33)</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>2 (33.33)</td>
<td>2 (33.33)</td>
<td>2 (33.33)</td>
<td>-</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>6 (8.00)</td>
<td>23 (30.67)</td>
<td>27 (36.00)</td>
<td>19 (25.33)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>5 (17.86)</td>
<td>14 (50.00)</td>
<td>8 (28.57)</td>
<td>1 (3.57)</td>
<td>28 (100.00)</td>
</tr>
<tr>
<td></td>
<td>74 (12.33)</td>
<td>218 (36.33)</td>
<td>242 (40.33)</td>
<td>66 (11.00)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

\[
\text{CHI-SQ} = 35.54 \quad \text{S.} \\
\text{DF} = 18.
\]
disapproval of the quality of the accommodation available. However, even among the tourists expressing 'excellent' opinion about the accommodation available, the old people were relatively in large number - Table No. 131-A. I

As regards incomewise classification of the opinion of the tourists regarding quality of accommodation available, it is noted from Table No. 131-C that the percentage of tourists reporting accommodation as 'excellent', has generally increased with the increase in income. 2 This is partly explained by the fact that the persons belonging to higher income availed themselves of better accommodation facilities available in Aurangabad. Therefore, the opinion about accommodation is 'excellent', on the other hand tourists from low income bracket had occasion to visit low quality or average quality hotels. This phenomenon is reflected in Table No. 139. Thus a larger proportion of tourist of lower income bracket had opted for accommodation in Holiday Camp etc. Naturally, their opinion about the quality of the accommodation is negative. It may also be noted that even though relatively a smaller proportion of the tourists belonging to lower income group had expressed opinion about accommodation as 'excellent', the proportion of the tourists reporting 'not satisfactory' accommodation is also not very large. Hotelwise classification of tourists in respect of opinion about accommodation reveals from Table No. 137 that 47.14% tourists ranked Printravel Hotel as 'good' from the

1. Chi-square value was not significant at 5% level.
2. Chi-square value was not significant at 5% level.
### TABLE No. 131-A.
DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND THEIR OPINIONS ABOUT ACCOMMODATION.

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 16-20</td>
<td>4 (11.76)</td>
<td>15 (44.12)</td>
<td>12 (35.29)</td>
<td>3 (8.82)</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td>2. 21-40</td>
<td>35 (11.74)</td>
<td>117 (35.89)</td>
<td>143 (43.87)</td>
<td>31 (9.51)</td>
<td>326 (100.00)</td>
</tr>
<tr>
<td>3. 41-60</td>
<td>22 (12.94)</td>
<td>65 (38.24)</td>
<td>63 (37.06)</td>
<td>20 (11.76)</td>
<td>170 (100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>13 (18.57)</td>
<td>21 (30.00)</td>
<td>24 (34.29)</td>
<td>12 (17.14)</td>
<td>70 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>74 (12.33)</td>
<td>218 (36.33)</td>
<td>242 (40.33)</td>
<td>66 (11.00)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

CHI-SQ = 10.07  N.S.
DF = 9.
### TABLE NO. 131-C.

DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND THEIR OPINIONS ABOUT ACCOMMODATION.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not Satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0-0.50</td>
<td>1 (7.69)</td>
<td>4</td>
<td>6 (46.19)</td>
<td>2 (15.38)</td>
<td>13</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>3 (8.82)</td>
<td>15</td>
<td>15 (44.12)</td>
<td>1 (2.94)</td>
<td>34</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>4 (6.25)</td>
<td>25</td>
<td>29 (45.31)</td>
<td>6 (9.38)</td>
<td>64</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>9 (8.74)</td>
<td>41</td>
<td>43 (41.75)</td>
<td>10 (9.71)</td>
<td>103</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>7 (11.29)</td>
<td>27</td>
<td>25 (40.32)</td>
<td>3 (4.84)</td>
<td>62</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>9 (12.33)</td>
<td>26</td>
<td>28 (38.36)</td>
<td>10 (13.70)</td>
<td>73</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>2 (11.76)</td>
<td>8</td>
<td>6 (35.29)</td>
<td>1 (5.88)</td>
<td>17</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>9 (40.91)</td>
<td>3</td>
<td>8 (36.36)</td>
<td>2 (9.09)</td>
<td>22</td>
</tr>
<tr>
<td>9. N/C</td>
<td>30 (14.15)</td>
<td>69</td>
<td>82 (38.68)</td>
<td>31 (14.62)</td>
<td>212</td>
</tr>
</tbody>
</table>

Total                  | 74 (12.33)| 218  | 242 (40.33)  | 66 (11.00)       | 600   |

Figures in bracket refer to percentages to row total.

CHI-SQ = 18.29  N.S.

DF - 15.
point of accommodation, very small proportion of the tourists stated as 'excellent' for all the hotels. In comparison to other hotels, about 49% tourists stated accommodation at Holiday Camp as 'satisfactory'.

Section III

Opinion About Hotels

III (1) Quality of Food:

Opinions of the tourists about the quality of food served are classified into four categories namely excellent, good, satisfactory and not satisfactory (Table No. 132). About 40% of the tourists found food good, 37% found it satisfactory, 12.3% of them did not find it satisfactory, while 10.7% of the tourists found it excellent. As regards the characteristics of different nationalities in respect of opinion about food, we note from Table No. 132 that the percentage of Africans, Japanese and British reporting food unsatisfactory was comparatively large. The percentage of tourists reporting food 'not satisfactory' and belonging to France, Germany, West European Countries and East European countries are relatively small. Most of them found food satisfactory.

As regards the characteristics of different age groups in respect of opinion about food, it may be noted from Table No. 132-A that the percentage of tourists belonging to age group above 60 years was distinctly large and it was about 17.1%. No other distinct features are noted about

1. Chi-square value was significant at 5% level.
2. Chi-square value was not significant at 5% level.
<table>
<thead>
<tr>
<th>Country of nationality</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25</td>
<td>103</td>
<td>98</td>
<td>28</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>(9.84)</td>
<td>(40.55)</td>
<td>(38.58)</td>
<td>(11.02)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>1. U.S.A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. U.K.</td>
<td>5</td>
<td>12</td>
<td>27</td>
<td>9</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(9.43)</td>
<td>(22.64)</td>
<td>(50.94)</td>
<td>(16.98)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>5</td>
<td>24</td>
<td>18</td>
<td>1</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>(10.42)</td>
<td>(50.00)</td>
<td>(37.50)</td>
<td>(2.08)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>4</td>
<td>15</td>
<td>9</td>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>(13.33)</td>
<td>(50.00)</td>
<td>(30.00)</td>
<td>(6.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>9</td>
<td>52</td>
<td>33</td>
<td>9</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(8.74)</td>
<td>(50.49)</td>
<td>(32.04)</td>
<td>(8.74)</td>
<td>(100.00)</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td></td>
<td>(66.67)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(16.67)</td>
<td>(33.33)</td>
<td>(16.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>9</td>
<td>24</td>
<td>20</td>
<td>22</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(12.00)</td>
<td>(32.00)</td>
<td>(26.67)</td>
<td>(29.33)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>4</td>
<td>7</td>
<td>15</td>
<td>2</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(14.29)</td>
<td>(25.00)</td>
<td>(53.57)</td>
<td>(7.14)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

**Total**: 64  238  224  74  600

(10.67)  (39.67)  (37.33)  (12.33)  (100.00)

Figures in bracket refer to percentages to row total.

CHI-SQ = 46.76 S.
DF = 18.
### TABLE No. 132-A.

DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND THEIR OPINIONS ABOUT FOOD.

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>( \frac{4}{16} )</td>
<td>( \frac{16}{47.06} )</td>
<td>( \frac{10}{29.41} )</td>
<td>( \frac{4}{11.76} )</td>
<td>( \frac{34}{100.00} )</td>
</tr>
<tr>
<td>1. 16-20</td>
<td>(4.76)</td>
<td>(11.76)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. 21-40</td>
<td>( \frac{33}{10.12} )</td>
<td>( \frac{128}{39.26} )</td>
<td>( \frac{121}{37.12} )</td>
<td>( \frac{44}{13.50} )</td>
<td>( \frac{326}{100.00} )</td>
</tr>
<tr>
<td>3. 41-60</td>
<td>( \frac{15}{8.82} )</td>
<td>( \frac{69}{40.59} )</td>
<td>( \frac{66}{38.82} )</td>
<td>( \frac{20}{11.76} )</td>
<td>( \frac{170}{100.00} )</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>( \frac{12}{17.14} )</td>
<td>( \frac{25}{35.71} )</td>
<td>( \frac{27}{38.57} )</td>
<td>( \frac{6}{8.57} )</td>
<td>( \frac{70}{100.00} )</td>
</tr>
</tbody>
</table>

Total

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>( \frac{64}{10.67} )</td>
<td>( \frac{238}{39.67} )</td>
<td>( \frac{224}{37.33} )</td>
<td>( \frac{74}{12.33} )</td>
<td>( \frac{600}{100.00} )</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.

**CHI-SQ = 6.13**  
**N.S.**  
**DF = 9.**
the relationship between age and opinion about food. 1

Table No. 137-A shows that more than 50% of the tourists stated that food at Printravel Hotel was 'good'. Very few tourists stated that food at different hotels was 'excellent' except at hotel Green (28.56%).

III (2) Quality of Services:

Opinion of the tourists about quality of the services are also ascertained and it was reported that about 41.3% of the tourists found services 'good'. About a quarter of the tourists felt that services were 'satisfactory' and an equal number of the tourists found the services 'excellent', while only 8.2% felt that the services were not satisfactory as per Table No. 133.

Except the characteristic of a relatively high proportion of the African and the Japanese, expressing disapproval of the quality of the services available, other nationalities have not expressed distinct characteristics. 2 It appears from Table No. 137-B that more than 40% of the tourists ranked Aurangabad Hotel, Printravel and Sarai as 'good' from the point of services.

1. No distinct characteristics were observed in relationship between profession income on one hand and opinion about food on the other hand.

2. No distinct characteristics were observed in relationship between age, profession and income on one hand and opinion of the services on the other hand.
<table>
<thead>
<tr>
<th>Country of nationality</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>70 (27.56)</td>
<td>102 (40.16)</td>
<td>66 (25.98)</td>
<td>16 (6.30)</td>
<td>254 (100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>11 (20.75)</td>
<td>25 (47.17)</td>
<td>14 (26.42)</td>
<td>3 (5.66)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>11 (22.92)</td>
<td>23 (47.92)</td>
<td>10 (20.83)</td>
<td>4 (8.33)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>12 (40.00)</td>
<td>13 (43.33)</td>
<td>4 (13.33)</td>
<td>1 (3.33)</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>W.R.C.</td>
<td>24 (23.13)</td>
<td>52 (50.49)</td>
<td>25 (24.27)</td>
<td>2 (1.94)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>1 (33.33)</td>
<td>1 (33.33)</td>
<td>1 (33.33)</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>2 (33.33)</td>
<td>3 (50.00)</td>
<td>-</td>
<td>1 (16.67)</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>8 (10.67)</td>
<td>14 (18.67)</td>
<td>31 (41.33)</td>
<td>22 (29.33)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>6 (21.43)</td>
<td>15 (53.57)</td>
<td>7 (25.00)</td>
<td>-</td>
<td>28 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>145 (24.17)</td>
<td>248 (41.33)</td>
<td>158 (26.33)</td>
<td>49 (8.17)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.

CHI-SQ = 82.90  S
DF = 18
III (3) Location of Hotel:

One of the factors contributing to the enjoyment of stay in Aurangabad is the location of hotel, and therefore, an attempt was made to ascertain whether tourists found location of their hotel suitable. Table No. 134-A reveals that 41.7% of the tourists had described location as 'good', 28% of them described location as 'satisfactory' and 22% of them found the location 'excellent'. Only 8.2 did not find location satisfactory. Further the proportion of the tourists approving location 'excellent' has increased with increase in age of the tourists. To a large extent this opinion is influenced by the location of a particular hotel in which the tourist was living. It would be instructive to study hotelwise classification, of opinions about the location. Table No. 137-C reveals some important facts. About 34% of the tourists ranked location of Aurangabad hotel as excellent. A small proportion of tourists from 'other hotels' expressed that their locations were excellent. However, most of them found locations only 'satisfactory'. Percentage of tourists reporting location as 'excellent' has increased with increase in income. (Table No. 134-C)²

III (4) Opinion About Charges:

Information regarding opinion of the tourists about reasonableness of the hotel charges, is presented in Table No. 135. It may be noted that the majority i.e. 63.3% of

1. Chi-square value was not significant at 5% level.
2. Chi-square value was not significant at 5% level.
### TABLE No. 134-A. DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND OPINION ABOUT LOCATION OF THE HOTELS AT AURANGABAD.

<table>
<thead>
<tr>
<th>Age</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Non satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20 Yrs.</td>
<td>5 (14.71)</td>
<td>16 (47.06)</td>
<td>10 (29.41)</td>
<td>3 (8.82)</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td>21-40 Yrs.</td>
<td>56 (17.18)</td>
<td>147 (45.09)</td>
<td>98 (30.06)</td>
<td>25 (7.67)</td>
<td>326 (100.00)</td>
</tr>
<tr>
<td>41-60 Yrs.</td>
<td>49 (28.82)</td>
<td>63 (37.06)</td>
<td>44 (25.88)</td>
<td>14 (8.24)</td>
<td>170 (100.00)</td>
</tr>
<tr>
<td>61 and above</td>
<td>23 (32.86)</td>
<td>24 (34.29)</td>
<td>16 (22.86)</td>
<td>7 (10.00)</td>
<td>70 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>133 (22.17)</td>
<td>250 (41.67)</td>
<td>168 (28.00)</td>
<td>49 (8.17)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

**Note:** Figures in bracket refer to percentages to row total.

**CHI-SQ = 16.31**  N.S.

**DG = 9**
### TABLE No. 134-C.

**DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND OPINION ABOUT LOCATION OF THE HOTELS AT AURANGABAD.**

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0 - 0.50</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(15.38)</td>
<td>(46.15)</td>
<td>(30.77)</td>
<td>(7.69)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>0.50 - 1.00</td>
<td>6</td>
<td>13</td>
<td>15</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(17.65)</td>
<td>(38.24)</td>
<td>(44.12)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>1.00 - 1.50</td>
<td>8</td>
<td>32</td>
<td>19</td>
<td>5</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>(12.50)</td>
<td>(50.00)</td>
<td>(29.69)</td>
<td>(7.81)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>1.50 - 2.00</td>
<td>21</td>
<td>51</td>
<td>25</td>
<td>6</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(20.39)</td>
<td>(49.51)</td>
<td>(24.27)</td>
<td>(5.83)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2.00 - 2.50</td>
<td>18</td>
<td>25</td>
<td>14</td>
<td>5</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(29.03)</td>
<td>(40.32)</td>
<td>(22.58)</td>
<td>(8.06)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2.50 - 3.00</td>
<td>16</td>
<td>36</td>
<td>15</td>
<td>6</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>(21.92)</td>
<td>(49.32)</td>
<td>(20.55)</td>
<td>(8.22)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3.00 - 3.50</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>(23.53)</td>
<td>(41.18)</td>
<td>(23.53)</td>
<td>(11.76)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3.50 and above</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>(31.82)</td>
<td>(27.27)</td>
<td>(31.82)</td>
<td>(9.09)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>N/C</td>
<td>51</td>
<td>74</td>
<td>65</td>
<td>22</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>(24.06)</td>
<td>(34.91)</td>
<td>(30.66)</td>
<td>(10.38)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>133</td>
<td>250</td>
<td>168</td>
<td>49</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(22.17)</td>
<td>(41.67)</td>
<td>(28.00)</td>
<td>(8.17)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

**Note:** Figures in brackets refer to percentages to row total.

**CHI-SQ = 16.18**  
**N.S.**

**DF = 15**
### TABLE No. 135.

**DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND OPINION ABOUT RATES OF HOTELS AT AURANGABAD.**

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>High</th>
<th>Medium</th>
<th>Reasonable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0 - 0.50</td>
<td>1</td>
<td>5</td>
<td>7</td>
<td>13 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(7.69)</td>
<td>(38.46)</td>
<td>(53.85)</td>
<td></td>
</tr>
<tr>
<td>0.50 - 1.00</td>
<td>2</td>
<td>13</td>
<td>19</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(5.88)</td>
<td>(38.24)</td>
<td>(55.88)</td>
<td></td>
</tr>
<tr>
<td>1.00 - 1.50</td>
<td>2</td>
<td>24</td>
<td>38</td>
<td>64 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(3.13)</td>
<td>(37.50)</td>
<td>(59.38)</td>
<td></td>
</tr>
<tr>
<td>1.50 - 2.00</td>
<td>4</td>
<td>36</td>
<td>63</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(3.88)</td>
<td>(34.95)</td>
<td>(61.17)</td>
<td></td>
</tr>
<tr>
<td>2.00 - 2.50</td>
<td>10</td>
<td>18</td>
<td>34</td>
<td>68 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(16.13)</td>
<td>(29.03)</td>
<td>(54.84)</td>
<td></td>
</tr>
<tr>
<td>2.50 - 3.00</td>
<td>2</td>
<td>19</td>
<td>52</td>
<td>73 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(2.74)</td>
<td>(26.03)</td>
<td>(71.23)</td>
<td></td>
</tr>
<tr>
<td>3.00 - 3.50</td>
<td>1</td>
<td>3</td>
<td>13</td>
<td>17 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(5.88)</td>
<td>(17.65)</td>
<td>(76.47)</td>
<td></td>
</tr>
<tr>
<td>3.50 and above</td>
<td>2</td>
<td>5</td>
<td>15</td>
<td>22 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(9.09)</td>
<td>(22.73)</td>
<td>(68.18)</td>
<td></td>
</tr>
<tr>
<td><strong>N/C</strong></td>
<td>16</td>
<td>56</td>
<td>140</td>
<td>212 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(7.55)</td>
<td>(26.42)</td>
<td>(66.04)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>40</td>
<td>179</td>
<td>381</td>
<td>600 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(6.67)</td>
<td>(29.83)</td>
<td>(63.50)</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Figures in bracket refer to percentages to row total.
the tourists found the charges reasonable, 20.8% of the tourists found the charges medium, and only 6.7% of them found the charges unusually high. Opinion of tourists regarding reasonableness of the charges is to some extent influenced by the income of the tourists. It may be observed from Table No. 135 that the proportion of tourists reporting hotel charges reasonable has increased with increase in income of the tourists. Thus the proportion of the tourists reporting hotel rates reasonable was 53.63%. In other words burden of the hotel rates is felt light by the persons belonging to higher income bracket as compared to that felt by the tourists earning less than Rs. 0.50 lakhs.

Opinion regarding reasonableness of the hotel rates was dependent on the quality of the services provided and not merely on absolute level of the rates. This is disclosed in Table No. 137-D. Thus whereas about 50% of the tourists from Aurangabad, Printravel and Sarai Hotels found hotel charges reasonable inspite of the high level of charges, only 31% of the tourists from Green Hotel, Holiday Camp and 'others' reported that the hotel rates were reasonable.

1. No distinct relationship was observed between the profession, age and nationality of the tourists and the opinion about the level of hotel rates.
The comparison of the rates charged by Aurangabad, Printravel and Sarai Hotels reveals this important feature. Green Hotel, Holiday Camp and 'others' from a group by themselves and will find that about 39% of the tourists putting up with these hotels have reported the hotel rates reasonable.

III (5) Opinion Regarding Transport Facilities at Aurangabad:

One of the important services provided by hotels is provision of transport facility for a trip to the monuments. Table No. 136 reveals that about 38.5% of the tourists found transport facility 'Good', 30.5% found it 'satisfactory', 20.2% found it 'excellent' and for 10.8% of the tourists transport facilities were 'not satisfactory'. The proportion of tourists reporting transport facilities to be "excellent" has generally increased with increase in age of the tourists. However, it is worth noting that high percentage (14.3%) of tourists reporting transport facilities to be 'not satisfactory' are from the age 61 and above.

III (6) Hotel Charges - Tourist Willingness to Pay Extra Amount:

In the preceding paragraph the fairness of hotel rates was examined, and it was observed that according to some of the tourists, the rates were high. Further, it was also observed that accommodation was not suitable for many tourists and they demanded certain improvements. It was, therefore, thought necessary to ascertain how far the

1) Chi-square value was not significant at 5% level.
### TABLE No. 136. DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND OPINION REGARDING TRANSPORT FACILITY AT AURANGABAD.

<table>
<thead>
<tr>
<th>Age</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-20 Yrs.</td>
<td>4 (11.76)</td>
<td>15 (44.12)</td>
<td>12 (35.29)</td>
<td>3 (8.82)</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td>21-40 Yrs.</td>
<td>57 (17.48)</td>
<td>126 (38.65)</td>
<td>105 (32.21)</td>
<td>38 (11.66)</td>
<td>326 (100.00)</td>
</tr>
<tr>
<td>41-60 Yrs.</td>
<td>45 (26.67)</td>
<td>61 (35.88)</td>
<td>50 (29.41)</td>
<td>14 (8.24)</td>
<td>170 (100.00)</td>
</tr>
<tr>
<td>61 and above</td>
<td>15 (21.43)</td>
<td>29 (41.43)</td>
<td>16 (22.86)</td>
<td>10 (14.29)</td>
<td>70 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>121 (20.17)</td>
<td>231 (38.50)</td>
<td>183 (30.50)</td>
<td>65 (10.83)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer to percentages to row total.

CHI-SQ = 10.63 N.S
DG = 9
### Table No. 137. Distribution of Tourists According to Nationality and Hotels and Opinion About Accommodation.

<table>
<thead>
<tr>
<th>Name of the Hotel</th>
<th>Excellent 1</th>
<th>Good 2</th>
<th>Satisfactory 3</th>
<th>Unsatisfactory 4</th>
<th>Total 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurangabad</td>
<td>58 (17.67)</td>
<td>131 (37.92)</td>
<td>115 (35.05)</td>
<td>24 (7.36)</td>
<td>328 (100.00)</td>
</tr>
<tr>
<td>Printravel</td>
<td>6 (8.56)</td>
<td>33 (47.12)</td>
<td>29 (41.41)</td>
<td>2 (2.91)</td>
<td>70 (100.00)</td>
</tr>
<tr>
<td>Sarai</td>
<td>3 (3.40)</td>
<td>26 (29.53)</td>
<td>35 (39.76)</td>
<td>24 (27.31)</td>
<td>88 (100.00)</td>
</tr>
<tr>
<td>Green</td>
<td>1 (14.28)</td>
<td>2 (28.56)</td>
<td>3 (42.74)</td>
<td>1 (14.28)</td>
<td>7 (100.00)</td>
</tr>
<tr>
<td>Holiday Camp</td>
<td>5 (5.95)</td>
<td>25 (29.75)</td>
<td>41 (48.79)</td>
<td>13 (15.51)</td>
<td>84 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>1 (4.34)</td>
<td>1 (4.34)</td>
<td>19 (82.68)</td>
<td>2 (8.64)</td>
<td>23 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>74 (12.32)</strong></td>
<td><strong>218 (36.31)</strong></td>
<td><strong>242 (40.31)</strong></td>
<td><strong>66 (11.06)</strong></td>
<td><strong>600 (100.00)</strong></td>
</tr>
</tbody>
</table>

**Note:** Figures in bracket refer to percentages to row total.

**CHI-Sq = 75.35  S**

**DF = 15**
TABLE No. 137-A
DISTRIBUTION OF TOURISTS ACCORDING TO HOTELS
AND OPINION ABOUT FOOD.

<table>
<thead>
<tr>
<th>Name of the hotel</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>41</td>
<td>126</td>
<td>128</td>
<td>33</td>
<td>328</td>
</tr>
<tr>
<td></td>
<td>(12.49)</td>
<td>(38.40)</td>
<td>(39.01)</td>
<td>(10.10)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>6</td>
<td>38</td>
<td>23</td>
<td>3</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(8.56)</td>
<td>(54.26)</td>
<td>(32.84)</td>
<td>(4.34)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Sarai</td>
<td>10</td>
<td>42</td>
<td>21</td>
<td>15</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>(11.36)</td>
<td>(47.71)</td>
<td>(23.85)</td>
<td>(17.08)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Green</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(28.56)</td>
<td>(42.74)</td>
<td>(28.56)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>4</td>
<td>24</td>
<td>39</td>
<td>17</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>(4.76)</td>
<td>(28.56)</td>
<td>(46.41)</td>
<td>(20.27)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>1</td>
<td>5</td>
<td>11</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>(4.34)</td>
<td>(21.73)</td>
<td>(47.81)</td>
<td>(26.08)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>238</strong></td>
<td><strong>224</strong></td>
<td><strong>74</strong></td>
<td><strong>600</strong></td>
</tr>
<tr>
<td></td>
<td><strong>(10.67)</strong></td>
<td><strong>(39.67)</strong></td>
<td><strong>(37.33)</strong></td>
<td><strong>(12.33)</strong></td>
<td><strong>(100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
<table>
<thead>
<tr>
<th>Name of the hotel</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurangabad</td>
<td>101</td>
<td>140</td>
<td>76</td>
<td>11</td>
<td>328</td>
</tr>
<tr>
<td></td>
<td>(30.78%)</td>
<td>(42.67%)</td>
<td>(23.16%)</td>
<td>(3.39%)</td>
<td>(100.00%)</td>
</tr>
<tr>
<td>Printravel</td>
<td>13</td>
<td>40</td>
<td>15</td>
<td>2</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(18.56%)</td>
<td>(57.12%)</td>
<td>(21.42%)</td>
<td>(2.90%)</td>
<td>(100.00%)</td>
</tr>
<tr>
<td>Sarai</td>
<td>23</td>
<td>37</td>
<td>13</td>
<td>15</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>(26.12%)</td>
<td>(42.03%)</td>
<td>(14.76%)</td>
<td>(17.09%)</td>
<td>(100.00%)</td>
</tr>
<tr>
<td>Green</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(28.56%)</td>
<td>(14.28%)</td>
<td>(57.12%)</td>
<td>-</td>
<td>(100.00%)</td>
</tr>
<tr>
<td>Holiday Camp</td>
<td>3</td>
<td>22</td>
<td>42</td>
<td>17</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>(3.57%)</td>
<td>(26.18%)</td>
<td>(49.98%)</td>
<td>(20.27%)</td>
<td>(100.00%)</td>
</tr>
<tr>
<td>Others</td>
<td>3</td>
<td>8</td>
<td>8</td>
<td>4</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>(13.04%)</td>
<td>(34.77%)</td>
<td>(34.77%)</td>
<td>(17.38%)</td>
<td>(100.00%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>145</strong></td>
<td><strong>248</strong></td>
<td><strong>158</strong></td>
<td><strong>49</strong></td>
<td><strong>600</strong></td>
</tr>
<tr>
<td></td>
<td>(24.15%)</td>
<td>(41.31%)</td>
<td>(26.32%)</td>
<td>(8.22%)</td>
<td>(100.00%)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
<table>
<thead>
<tr>
<th>Name of the hotel</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>111 (33.83)</td>
<td>138 (42.06)</td>
<td>68 (20.72)</td>
<td>11 (3.39)</td>
<td>328 (100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>4 (5.71)</td>
<td>32 (45.69)</td>
<td>32 (45.69)</td>
<td>2 (2.91)</td>
<td>70 (100.00)</td>
</tr>
<tr>
<td>3. Green</td>
<td>1 (6.81)</td>
<td>-</td>
<td>5 (30.67)</td>
<td>1 (22.76)</td>
<td>7 (100.00)</td>
</tr>
<tr>
<td>4. Sarai</td>
<td>6 (6.81)</td>
<td>35 (39.76)</td>
<td>27 (30.67)</td>
<td>20 (22.76)</td>
<td>88 (100.00)</td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>8 (9.52)</td>
<td>35 (41.65)</td>
<td>29 (34.51)</td>
<td>12 (14.32)</td>
<td>84 (100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>3 (13.04)</td>
<td>10 (43.47)</td>
<td>7 (30.42)</td>
<td>3 (13.07)</td>
<td>23 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>133 (22.15)</strong></td>
<td><strong>250 (41.65)</strong></td>
<td><strong>168 (27.98)</strong></td>
<td><strong>49 (8.22)</strong></td>
<td><strong>600 (100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
<table>
<thead>
<tr>
<th>Name of the hotel</th>
<th>High</th>
<th>Medium</th>
<th>Reasonable</th>
<th>Total</th>
<th>D/Room A/C</th>
<th>D/Room Non-A/C</th>
<th>Single Room A/C</th>
<th>Single Room Non-A/C</th>
<th>Suite A/C</th>
<th>Check-out time</th>
<th>Extra charges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurangabad</td>
<td>20.00</td>
<td>105.00</td>
<td>203.00</td>
<td>328.00</td>
<td>110.00</td>
<td>90.00</td>
<td>65.00</td>
<td>50.00</td>
<td>150.00</td>
<td>9 A.M.</td>
<td>Sales Tax</td>
</tr>
<tr>
<td>(6.09) (32.01) (61.89) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printravel</td>
<td>3.00</td>
<td>24.00</td>
<td>43.00</td>
<td>70.00</td>
<td>95.00</td>
<td>70.00</td>
<td>65.00</td>
<td>35.00</td>
<td>-</td>
<td>9 A.M.</td>
<td>10% S.C. and Sales Tax</td>
</tr>
<tr>
<td>(4.29) (34.28) (61.43) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sarai</td>
<td>9.00</td>
<td>33.00</td>
<td>46.00</td>
<td>88.00</td>
<td>90.00</td>
<td>90.00</td>
<td>60.00</td>
<td>35.00</td>
<td>125.00</td>
<td>9 A.M.</td>
<td>10% S.C. and Sales Tax</td>
</tr>
<tr>
<td>(10.23) (37.50) (52.27) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>1.00</td>
<td>1.00</td>
<td>5.00</td>
<td>7.00</td>
<td>-</td>
<td>30.00</td>
<td>-</td>
<td>15.00</td>
<td>-</td>
<td>9 A.M.</td>
<td></td>
</tr>
<tr>
<td>(14.29) (14.29) (71.43) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday Camp</td>
<td>6.00</td>
<td>15.00</td>
<td>63.00</td>
<td>84.00</td>
<td>-</td>
<td>15.00</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8 A.M.</td>
<td>Only lodging</td>
</tr>
<tr>
<td>(7.14) (17.85) (75.00) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>1.00</td>
<td>1.00</td>
<td>21.00</td>
<td>23.00</td>
<td>-</td>
<td>3.00 to</td>
<td>-</td>
<td>5.00 to</td>
<td>-</td>
<td>-</td>
<td>Only lodging</td>
</tr>
<tr>
<td>(4.35) (4.35) (91.30) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40.00 179.00 381.00 600.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(6.67) (29.84) (63.50) (100.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
<table>
<thead>
<tr>
<th>Name of the hotel</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>77</td>
<td>131</td>
<td>89</td>
<td>31</td>
<td>328</td>
</tr>
<tr>
<td></td>
<td>(23.48)</td>
<td>(39.94)</td>
<td>(27.13)</td>
<td>(9.45)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>12</td>
<td>37</td>
<td>16</td>
<td>5</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(17.14)</td>
<td>(52.86)</td>
<td>(22.86)</td>
<td>(7.15)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Sarai</td>
<td>24</td>
<td>24</td>
<td>27</td>
<td>13</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>(27.27)</td>
<td>(27.27)</td>
<td>(30.69)</td>
<td>(14.77)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Green</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>(14.29)</td>
<td>(42.87)</td>
<td>(28.58)</td>
<td>(14.29)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>6</td>
<td>28</td>
<td>39</td>
<td>11</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>(7.14)</td>
<td>(33.34)</td>
<td>(46.43)</td>
<td>(13.03)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>1</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>(4.35)</td>
<td>(34.79)</td>
<td>(43.47)</td>
<td>(17.39)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>121</strong></td>
<td><strong>231</strong></td>
<td><strong>183</strong></td>
<td><strong>65</strong></td>
<td><strong>600</strong></td>
</tr>
<tr>
<td></td>
<td>(20.16)</td>
<td>(38.50)</td>
<td>(30.50)</td>
<td>(10.83)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
<table>
<thead>
<tr>
<th>Hotel</th>
<th>0-10%</th>
<th>10-20%</th>
<th>20-30%</th>
<th>30% and above</th>
<th>N/C</th>
<th>Nil</th>
<th>Total</th>
<th>Av. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>51</td>
<td>104</td>
<td>43</td>
<td>27</td>
<td>37</td>
<td>66</td>
<td>328</td>
<td>14.6%</td>
</tr>
<tr>
<td></td>
<td>(22.66)</td>
<td>(46.21)</td>
<td>(19.10)</td>
<td>(12.03)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Printravel</td>
<td>8</td>
<td>32</td>
<td>9</td>
<td>2</td>
<td>11</td>
<td>8</td>
<td>70</td>
<td>12.6%</td>
</tr>
<tr>
<td></td>
<td>(15.68)</td>
<td>(62.72)</td>
<td>(17.64)</td>
<td>(3.96)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Sarai</td>
<td>16</td>
<td>35</td>
<td>9</td>
<td>6</td>
<td>14</td>
<td>8</td>
<td>88</td>
<td>14.0%</td>
</tr>
<tr>
<td></td>
<td>(24.24)</td>
<td>(53.02)</td>
<td>(13.63)</td>
<td>(9.11)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Green</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>4</td>
<td>-</td>
<td>7</td>
<td>6.5%</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(33.33)</td>
<td>(33.33)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>19</td>
<td>27</td>
<td>5</td>
<td>1</td>
<td>23</td>
<td>9</td>
<td>84</td>
<td>8.8%</td>
</tr>
<tr>
<td></td>
<td>(36.53)</td>
<td>(51.92)</td>
<td>(9.61)</td>
<td>(1.94)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Others</td>
<td>5</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>7</td>
<td>23</td>
<td>5.3%</td>
</tr>
<tr>
<td></td>
<td>(55.55)</td>
<td>(44.44)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>100</th>
<th>203</th>
<th>67</th>
<th>36</th>
<th>96</th>
<th>98</th>
<th>600</th>
<th>12.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>(24.63)</td>
<td>(49.33)</td>
<td>(16.50)</td>
<td>(8.88)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to tourists commented only.
tourists would be ready to pay higher rates for the additional facilities provided.

Accordingly, opinions are classified into five categories viz. (1) those ready to pay extra, (2) no additional payment, (3) pay extra upto 10%, (4) between 10-20% (5) between 20.30% and above. The relevant information is contained in Table No. 138.

Out of 600 tourists only 502 tourists i.e. 83.7% expressed their opinion, and our comments relate to only those who expressed their opinion. The largest number was that of tourists belonging to the group expressing willingness to pay additional 10 to 20% for the extra facilities. This was followed by those who were ready to pay upto 10% over and above the existing rates (16.7%). About 16% of the tourists were not ready to pay any additional charges. The percentage of tourists who were ready to pay between 20 to 30% extra was 11.21% while only 6% tourists were ready to pay 30% or more.

As regards nationality-wise distribution of tourists willing to pay different rates of additional charges is given in Table No. 138. It may be observed that the percentage of tourists unwilling to pay any additional charges was relatively high for Britain (26.4%), France (27.8%), Germany (23.9%) and Africa (33.3%).

It is noted that on an average a tourist was willing to pay 12.9% more than the existing rate paid by him.
<table>
<thead>
<tr>
<th>Nationality</th>
<th>10%</th>
<th>10-20%</th>
<th>20-30%</th>
<th>30% and above</th>
<th>Nil</th>
<th>Nil</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>1. U.S.A.</td>
<td>32</td>
<td>77</td>
<td>34</td>
<td>24</td>
<td>50</td>
<td>37</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>(19.16)</td>
<td>(46.10)</td>
<td>(20.34)</td>
<td>(14.37)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. U.K.</td>
<td>11</td>
<td>9</td>
<td>6</td>
<td>-</td>
<td>13</td>
<td>14</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(42.30)</td>
<td>(34.61)</td>
<td>(23.09)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. France</td>
<td>9</td>
<td>16</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>13</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>(31.03)</td>
<td>(55.16)</td>
<td>(6.89)</td>
<td>(6.89)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Germany</td>
<td>4</td>
<td>11</td>
<td>6</td>
<td>-</td>
<td>2</td>
<td>7</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>(19.04)</td>
<td>(52.37)</td>
<td>(28.59)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>22</td>
<td>43</td>
<td>11</td>
<td>5</td>
<td>10</td>
<td>12</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(27.14)</td>
<td>(53.06)</td>
<td>(13.57)</td>
<td>(6.17)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Africa</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(50.00)</td>
<td>(25.00)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Japan</td>
<td>17</td>
<td>34</td>
<td>4</td>
<td>2</td>
<td>11</td>
<td>7</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(29.81)</td>
<td>(59.63)</td>
<td>(7.01)</td>
<td>(3.55)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Others</td>
<td>2</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>4</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(11.11)</td>
<td>(55.55)</td>
<td>(16.66)</td>
<td>(16.66)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>203</td>
<td>67</td>
<td>36</td>
<td>98</td>
<td>96</td>
<td>600</td>
</tr>
</tbody>
</table>

Note: Figures in brackets refer percentages to tourists commented only.
Further, it is observed that the tourists from 'other' countries were willing to pay the largest 'extra amount' over and above the existing hotel rates paid by them. They were ready to pay about 15.4% more than the existing rate paid by them. Similarly the tourists from the U.S.A. were also willing to pay 14.8% more than the present rate paid by them. On the other hand tourists from Africa, Britain, and France were willing to pay 8% to 9% more than the present rate.

To some extent the extra amount that the tourists are prepared to pay is related with the rate that they actually paid. This relationship between the average increment that they are ready to pay and the present rate is expressed in Table No. 138. Aurangabad, Printravel and Sarai Hotels form one group charging fairly uniform but higher rate. Hotel Green, Holiday Camp and 'others' form another group charging fairly uniform rate but at a lower level. The table suggests that the tourists accommodated in Hotel Aurangabad, Printravel and Sarai are ready to pay about 12 to 14% extra amount. On the other hand tourists accommodated in Hotel Green, Holiday Camp and others would like to pay between 5 to 9% extra. Thus tourists accommodated in a hotel charging tourists at a higher level are ready to pay extra amount than that would be paid by tourists accommodated in hotels charging tourists at a lower rate. It is necessary to analyse this information
further. It may be that the tourists living in hotels like Hotel Aurangabad, Printravel and Sarai belonged to higher income group and, therefore, their ability to pay more was higher. On the other hand tourists putting up with Hotel Green, Holiday Camp and 'Others' belong to a lower income category and, therefore, their ability was comparatively low. This phenomenon is revealed in Table No. 139, which suggests that the average income of the tourist accommodated in hotels differed from hotel to hotel. The average income of tourists accommodated in different hotels was as follows.

Aurangabad Hotel Rs. 2.14 lakhs, Printravel Hotel Rs. 1.77 lakhs, Sarai Hotel Rs. 2.14 lakhs, Green Hotel Rs. 2.00 lakhs, Holiday Camp Rs. 1.54 lakhs, other Hotels Rs. 1.69 lakhs per annum. Another reason for this phenomenon may be the fact that the qualities of services provided by second category hotel were so low that tourists were not convinced of the utility of paying any extra amount.

It is also noted from Table No. 138 that the extra amount that the tourist is willing to pay has increased with increase in the income of the tourist. Tourists earning less than Rs. 2.50 lakhs per annum are ready to pay between 9% to 11%, whereas tourist earning more than Rs. 2.50 lakhs are ready to pay between 15% to 20% more.

Table No. 138-A expresses the relationship between the extra amount that a tourist is ready to pay and the
<table>
<thead>
<tr>
<th>Age</th>
<th>10%</th>
<th>10-20%</th>
<th>20-30%</th>
<th>30% and above</th>
<th>Nil</th>
<th>Nil</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 20 yrs.</td>
<td>5</td>
<td>13</td>
<td>1</td>
<td>-</td>
<td>6</td>
<td>9</td>
<td>34</td>
</tr>
<tr>
<td>(26.31)</td>
<td>(68.41)</td>
<td>(5.28)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 - 40 yrs.</td>
<td>63</td>
<td>105</td>
<td>33</td>
<td>13</td>
<td>50</td>
<td>62</td>
<td>326</td>
</tr>
<tr>
<td>(29.43)</td>
<td>(49.05)</td>
<td>(15.41)</td>
<td>(6.11)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 - 60 yrs.</td>
<td>26</td>
<td>60</td>
<td>16</td>
<td>15</td>
<td>33</td>
<td>20</td>
<td>170</td>
</tr>
<tr>
<td>(22.22)</td>
<td>(51.28)</td>
<td>(13.67)</td>
<td>(12.83)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61 and above</td>
<td>6</td>
<td>25</td>
<td>17</td>
<td>8</td>
<td>9</td>
<td>5</td>
<td>70</td>
</tr>
<tr>
<td>yrs.</td>
<td>(10.71)</td>
<td>(44.62)</td>
<td>(30.34)</td>
<td>(14.33)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages of tourists commented only.
age of the tourist. With increase in age of the tourists the extra amount that the tourist desires to pay has also increased. But this is also partly explained by the fact that the average income of the tourists has increased with increase in age (Table No. 33). As regards the relationship between profession and extra amount that a tourist is willing to pay, it is observed from Table 138-B that students and educationists have expressed a desire to pay smaller amount for extra amount over and above the present rate. But this also to some extent is due to difference in income rather than difference in profession.

Section IV
Tourist Suggestions

IV (1) Accommodation:

In the previous section opinion about the quality of accommodation available was studied and it was observed from Table No. 447 that many of them were not satisfied with the quality of accommodation. It is necessary, therefore, to know the particular extra service which they require. Accordingly, their suggestions for improvement in accommodation were invited. Tourists suggested four important additional services to be made available to them. The services were, supply of hot water through tap, telephone and radio in the room, air conditioning of room and clean bathroom. It is observed that the supply of hot water and clean bathroom were the two important items which
<table>
<thead>
<tr>
<th>Profession</th>
<th>10%</th>
<th>10-20%</th>
<th>20-30%</th>
<th>30% &amp; above</th>
<th>Nil N/C</th>
<th>N/C N/C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessman</td>
<td>13</td>
<td>27</td>
<td>10</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>(24.51)</td>
<td>(50.92)</td>
<td>(18.86)</td>
<td>(5.71)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Estateholder</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(20.00)</td>
<td>(50.00)</td>
<td>(20.00)</td>
<td>(10.00)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Housewife</td>
<td>13</td>
<td>13</td>
<td>14</td>
<td>8</td>
<td>8</td>
<td>2</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>(27.07)</td>
<td>(27.07)</td>
<td>(29.16)</td>
<td>(16.70)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Scientist</td>
<td>4</td>
<td>17</td>
<td>6</td>
<td>3</td>
<td>14</td>
<td>9</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(13.33)</td>
<td>(56.66)</td>
<td>(19.99)</td>
<td>(10.02)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Student</td>
<td>15</td>
<td>21</td>
<td>2</td>
<td>2</td>
<td>18</td>
<td>21</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(37.50)</td>
<td>(52.50)</td>
<td>(5.00)</td>
<td>(5.00)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Educationist</td>
<td>22</td>
<td>44</td>
<td>13</td>
<td>6</td>
<td>14</td>
<td>35</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>(25.87)</td>
<td>(51.74)</td>
<td>(15.28)</td>
<td>(7.11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Self employed</td>
<td>17</td>
<td>31</td>
<td>7</td>
<td>3</td>
<td>11</td>
<td>11</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>(29.30)</td>
<td>(53.44)</td>
<td>(12.06)</td>
<td>(5.20)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Executive</td>
<td>7</td>
<td>39</td>
<td>11</td>
<td>9</td>
<td>20</td>
<td>7</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>(10.60)</td>
<td>(59.08)</td>
<td>(16.66)</td>
<td>(13.66)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Others</td>
<td>7</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(43.75)</td>
<td>(37.50)</td>
<td>(12.50)</td>
<td>(6.25)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

|                  | 100 | 203  | 67   | 36  | 98  | 96  | 600  |

Note: Figures in bracket refer percentages of tourists commented only.
<table>
<thead>
<tr>
<th>Income</th>
<th>10%</th>
<th>10-20%</th>
<th>20-30%</th>
<th>30% &amp; above</th>
<th>N/C N/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 to 0.50</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>(22.22)</td>
<td>(11.11)</td>
<td>(44.44)</td>
<td>(22.22)</td>
<td></td>
</tr>
<tr>
<td>2. 0.50 to 1.00</td>
<td>6</td>
<td>11</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(28.56)</td>
<td>(52.37)</td>
<td>(9.52)</td>
<td>(9.52)</td>
<td>7</td>
</tr>
<tr>
<td>3. 1.00 to 1.50</td>
<td>10</td>
<td>28</td>
<td>3</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>(24.39)</td>
<td>(68.29)</td>
<td>(7.32)</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>4. 1.50 to 2.00</td>
<td>16</td>
<td>34</td>
<td>11</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>(25.79)</td>
<td>(54.80)</td>
<td>(17.73)</td>
<td>(1.61)</td>
<td>23</td>
</tr>
<tr>
<td>5. 2.00 to 2.50</td>
<td>10</td>
<td>22</td>
<td>2</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>(27.77)</td>
<td>(61.09)</td>
<td>(5.55)</td>
<td>(5.55)</td>
<td>17</td>
</tr>
<tr>
<td>6. 2.50 to 3.00</td>
<td>13</td>
<td>21</td>
<td>11</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(24.51)</td>
<td>(39.60)</td>
<td>(20.74)</td>
<td>(15.15)</td>
<td>7</td>
</tr>
<tr>
<td>7. 3.00 to 3.50</td>
<td>1</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>(7.14)</td>
<td>(49.99)</td>
<td>(28.56)</td>
<td>(14.31)</td>
<td>1</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>(17.64)</td>
<td>(17.64)</td>
<td>(35.28)</td>
<td>(29.44)</td>
<td>1</td>
</tr>
<tr>
<td>9. N/C</td>
<td>39</td>
<td>76</td>
<td>24</td>
<td>14</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>(25.48)</td>
<td>(49.66)</td>
<td>(15.68)</td>
<td>(9.18)</td>
<td>23</td>
</tr>
</tbody>
</table>

100 203 67 36 98 96 600

Note: Figures in bracket refer percentages of tourists commented only.
<table>
<thead>
<tr>
<th>Income Rs. in lakhs</th>
<th>Auranagabad</th>
<th>Prin-travel</th>
<th>Sarai</th>
<th>Green</th>
<th>Holiday Camp</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 - 0.50</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td>2. 0.50 - 1.00</td>
<td>11</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>10</td>
<td>4</td>
<td>34</td>
</tr>
<tr>
<td>3. 1.00 - 1.50</td>
<td>19</td>
<td>14</td>
<td>4</td>
<td>1</td>
<td>21</td>
<td>5</td>
<td>64</td>
</tr>
<tr>
<td>4. 1.50 - 2.00</td>
<td>62</td>
<td>12</td>
<td>13</td>
<td>-</td>
<td>15</td>
<td>1</td>
<td>103</td>
</tr>
<tr>
<td>5. 2.00 - 2.50</td>
<td>29</td>
<td>9</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>5</td>
<td>62</td>
</tr>
<tr>
<td>6. 2.50 - 3.00</td>
<td>46</td>
<td>7</td>
<td>13</td>
<td>-</td>
<td>6</td>
<td>1</td>
<td>73</td>
</tr>
<tr>
<td>7. 3.00 - 3.50</td>
<td>11</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>16</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>9. N/C</td>
<td>128</td>
<td>16</td>
<td>39</td>
<td>3</td>
<td>20</td>
<td>6</td>
<td>212</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>328</strong></td>
<td><strong>70</strong></td>
<td><strong>88</strong></td>
<td><strong>7</strong></td>
<td><strong>84</strong></td>
<td><strong>23</strong></td>
<td><strong>600</strong></td>
</tr>
<tr>
<td><strong>Average income in Rs. (lakhs)</strong></td>
<td>(2.14)</td>
<td>(1.77)</td>
<td>(2.14)</td>
<td>(2.00)</td>
<td>(1.54)</td>
<td>(1.69)</td>
<td>&lt;1.97</td>
</tr>
</tbody>
</table>
were emphasised by the largest number of tourists. The third important service demanded was air conditioning of rooms and the fourth one was provision of telephone and radio. There are, however, nationality-wise differences in respect of importance attached to particular service. Thus, large proportion of tourists from the U.K., France, East Europe and 'others', demanded clean bathrooms. Tourists from Africa, Japan and 'others' had demanded supply of hot water through tap. Availability of telephone and radio in the room was more important for tourists from the U.K., France, Germany and Africa. Lastly, air-conditioning of the room was relatively a matter of more concern for the tourists from the U.S.A., Germany, West Europe and 'Others'. (Table No. 140)

The relationship between the type of improvement in accommodation and age group is revealed by Table No. 14-4-A. It is noted that the percentage of tourists laying emphasis on cleanliness of bathroom has generally declined with increase in age. On the other hand the percentage of tourists demanding hot water and air conditioned room has generally increased with increase in age.

The suggestions made by the tourists have varied according to profession. Table No. 14-4-A shows that a larger proportion of scientists, students and executives have suggested availability of more clean bath rooms. Among the tourists demanding supply of hot water, businessmen,
<table>
<thead>
<tr>
<th>Nationality</th>
<th>Hot water</th>
<th>Telephone &amp; radio in room</th>
<th>A/C. room</th>
<th>Clean bathroom</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>52 (25.24)</td>
<td>43 (20.87)</td>
<td>52 (25.24)</td>
<td>59 (28.35)</td>
<td>206 (100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>12 (25.52)</td>
<td>12 (25.52)</td>
<td>8 (17.01)</td>
<td>15 (31.95)</td>
<td>47 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>13 (27.07)</td>
<td>12 (24.99)</td>
<td>7 (14.58)</td>
<td>16 (33.36)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>5 (29.41)</td>
<td>4 (22.52)</td>
<td>5 (17.66)</td>
<td>3 (100.00)</td>
<td>17 (100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>21 (27.61)</td>
<td>14 (18.41)</td>
<td>23 (30.24)</td>
<td>18 (23.74)</td>
<td>76 (100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td></td>
<td>1 (33.33)</td>
<td></td>
<td>2 (66.67)</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>1 (33.33)</td>
<td>2 (66.67)</td>
<td></td>
<td></td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>30 (44.10)</td>
<td>9 (13.23)</td>
<td>10 (14.70)</td>
<td>19 (27.97)</td>
<td>68 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>6 (31.57)</td>
<td>2 (10.52)</td>
<td>5 (26.34)</td>
<td>6 (31.57)</td>
<td>19 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>140 (28.74)</td>
<td>99 (20.32)</td>
<td>110 (22.58)</td>
<td>138 (28.36)</td>
<td><strong>487 (100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
TABLE No. 140-A. DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND THEIR SUGGESTIONS REGARDING ACCOMMODATION.

<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Hot water</th>
<th>Telephone and radio in room</th>
<th>A/C. room</th>
<th>Clean bath room</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1 - 20</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>10</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>(24.13)</td>
<td>(24.13)</td>
<td>(17.24)</td>
<td>(34.50)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 21 - 40</td>
<td>72</td>
<td>46</td>
<td>60</td>
<td>88</td>
<td>266</td>
</tr>
<tr>
<td></td>
<td>(27.06)</td>
<td>(17.29)</td>
<td>(22.55)</td>
<td>(33.10)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 41 - 60</td>
<td>38</td>
<td>31</td>
<td>33</td>
<td>33</td>
<td>135</td>
</tr>
<tr>
<td></td>
<td>(28.14)</td>
<td>(22.98)</td>
<td>(24.44)</td>
<td>(24.44)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>23</td>
<td>15</td>
<td>12</td>
<td>7</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>(40.34)</td>
<td>(26.31)</td>
<td>(21.04)</td>
<td>(12.31)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>99</td>
<td>110</td>
<td>138</td>
<td>487</td>
</tr>
<tr>
<td></td>
<td>(28.74)</td>
<td>(20.32)</td>
<td>(22.58)</td>
<td>(27.33)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
### TABLE No. 140-B. DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND THEIR SUGGESTIONS REGARDING ACCOMMODATION.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Hot water</th>
<th>Telephone and radio in room</th>
<th>A/G. Room</th>
<th>Clean bathroom</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>22</td>
<td>14</td>
<td>14</td>
<td>12</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(35.48)</td>
<td>(22.58)</td>
<td>(22.58)</td>
<td>(19.36)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Estate-holders</td>
<td>2</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>(40.00)</td>
<td>(60.00)</td>
<td>(60.00)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>16</td>
<td>11</td>
<td>12</td>
<td>7</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>(34.78)</td>
<td>(23.91)</td>
<td>(26.09)</td>
<td>(15.22)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>11</td>
<td>9</td>
<td>5</td>
<td>17</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>(26.19)</td>
<td>(19.56)</td>
<td>(10.86)</td>
<td>(43.39)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>21</td>
<td>9</td>
<td>7</td>
<td>19</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>(37.50)</td>
<td>(16.07)</td>
<td>(12.50)</td>
<td>(33.93)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>26</td>
<td>24</td>
<td>35</td>
<td>32</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>(22.22)</td>
<td>(20.51)</td>
<td>(29.91)</td>
<td>(27.36)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>17</td>
<td>12</td>
<td>15</td>
<td>16</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>(28.33)</td>
<td>(20.00)</td>
<td>(25.00)</td>
<td>(27.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>17</td>
<td>15</td>
<td>15</td>
<td>28</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(22.66)</td>
<td>(20.00)</td>
<td>(20.00)</td>
<td>(37.34)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>7</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(20.83)</td>
<td>(16.66)</td>
<td>(29.18)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>99</strong></td>
<td><strong>110</strong></td>
<td><strong>138</strong></td>
<td><strong>487</strong></td>
</tr>
<tr>
<td></td>
<td><strong>(28.74)</strong></td>
<td><strong>(20.32)</strong></td>
<td><strong>(22.58)</strong></td>
<td><strong>(28.36)</strong></td>
<td><strong>(100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.


<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Hot water</th>
<th>Telephone and radio in room</th>
<th>A/C. Room</th>
<th>Clean bath room</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 - 0.50</td>
<td>2 (22.22)</td>
<td>3 (33.33)</td>
<td>1 (11.11)</td>
<td>3 (33.33)</td>
<td>9 (100.00)</td>
</tr>
<tr>
<td>2. 0.50 - 1.00</td>
<td>12 (44.44)</td>
<td>2 (7.40)</td>
<td>5 (18.51)</td>
<td>8 (29.62)</td>
<td>27 (100.00)</td>
</tr>
<tr>
<td>3. 1.00 - 1.50</td>
<td>17 (27.86)</td>
<td>13 (21.31)</td>
<td>10 (16.39)</td>
<td>21 (34.44)</td>
<td>61 (100.00)</td>
</tr>
<tr>
<td>4. 1.50 - 2.00</td>
<td>21 (21.87)</td>
<td>17 (17.70)</td>
<td>31 (32.29)</td>
<td>27 (28.12)</td>
<td>96 (100.00)</td>
</tr>
<tr>
<td>5. 2.00 - 2.50</td>
<td>11 (22.00)</td>
<td>7 (14.00)</td>
<td>15 (30.00)</td>
<td>17 (34.00)</td>
<td>50 (100.00)</td>
</tr>
<tr>
<td>6. 2.50 - 3.00</td>
<td>20 (35.08)</td>
<td>16 (28.07)</td>
<td>10 (17.54)</td>
<td>11 (19.29)</td>
<td>57 (100.00)</td>
</tr>
<tr>
<td>7. 3.00 - 3.50</td>
<td>4 (28.56)</td>
<td>2 (14.28)</td>
<td>5 (35.71)</td>
<td>3 (21.42)</td>
<td>14 (100.00)</td>
</tr>
<tr>
<td>8. 3.50 &amp; above</td>
<td>7 (46.66)</td>
<td>3 (20.00)</td>
<td>3 (20.00)</td>
<td>2 (13.33)</td>
<td>15 (100.00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>46 (29.11)</td>
<td>36 (22.78)</td>
<td>30 (18.98)</td>
<td>46 (29.11)</td>
<td>158 (100.00)</td>
</tr>
</tbody>
</table>

Total: 140 (28.74) 99 (20.32) 110 (22.58) 138 (28.33) 487 (100.00)

Figures in bracket refer to percentages to row total.
estate holders, housewives, students and 'others' were relatively large in number. As regards the preference of different professions for air-conditioned room, it was observed that the demand came mainly from estate holders, housewives, educationists and self-employed. No distinct professionwise differences were observed in the case of demand for telephone and radio in the rooms. The only point worth mentioning is relatively a smaller proportion of the students demanded telephone and radio.¹

IV (2) Suggestions Regarding Food:

The suggestions relating to the type of food served into hotels were classified into four categories. Serving of (1) Indian dishes, (2) hot food, (3) supply of more varieties of food and (4) 'Others'. It may be observed from Table No. 142 that about 34% of the tourists suggested that hot food should be supplied, and an equal number of tourists demanded supply of Indian style food. About 27.1% tourists demanded more variety in foods. As regards the nationality-wise characteristics of tourists in regard to food served, it is revealed from Table No. 141 that the percentage of tourists demanding hot food was larger than the average for France, Germany, West Europe and 'Others'. On the other hand, relatively a smaller proportion of persons from the

¹ No distinct relationship was observed between, income and suggestions on accommodation.
### Table 141. Distribution of Tourists According to Nationality and Their Suggestions Regarding Food.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Indian food</th>
<th>Variety</th>
<th>Hot food</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. U.S.A.</td>
<td>95 (36.81)</td>
<td>82 (31.77)</td>
<td>73 (28.28)</td>
<td>8 (3.14)</td>
<td>258 (100.00)</td>
</tr>
<tr>
<td>2. U.K.</td>
<td>17 (32.06)</td>
<td>17 (32.06)</td>
<td>17 (32.06)</td>
<td>2 (3.82)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>18 (36.72)</td>
<td>11 (22.44)</td>
<td>18 (36.72)</td>
<td>2 (4.12)</td>
<td>49 (100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>5 (17.24)</td>
<td>6 (20.68)</td>
<td>15 (51.72)</td>
<td>3 (10.36)</td>
<td>29 (100.00)</td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>28 (27.72)</td>
<td>20 (19.80)</td>
<td>49 (48.51)</td>
<td>4 (3.97)</td>
<td>101 (100.00)</td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>2 (66.67)</td>
<td>1 (33.33)</td>
<td>-</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>1 (16.67)</td>
<td>2 (33.33)</td>
<td>2 (33.33)</td>
<td>1 (16.67)</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>32 (43.23)</td>
<td>19 (25.66)</td>
<td>19 (25.66)</td>
<td>4 (5.45)</td>
<td>74 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>7 (24.13)</td>
<td>6 (20.68)</td>
<td>12 (41.37)</td>
<td>4 (13.82)</td>
<td>29 (100.00)</td>
</tr>
</tbody>
</table>

Total | 205 (34.05) | 164 (27.14) | 205 (34.05) | 28 (4.66) | 602 (100.00) |

Figures in bracket refer to percentages to row total.
U.S.A., the U.K., Africa and Japan demanded hot food. Further, it is noted that the percentage of tourists demanding Indian dishes, was relatively higher than the overall average for the U.S.A., France, East Europe and Japan. Lastly, emphasis was laid on more varieties of food served by the tourists from the U.S.A., the U.K., East Europe and Africa. On the other hand the relevant percentage for France, Germany, West Europe, Japan and 'Others' was smaller than that of the overall average of 27.1%.

The suggestions regarding food may be ranked according to the number of tourists expressing preference. It is observed that for the U.S.A., Indian food ranks first, followed by 'variety'. For the British tourists all suggestions were of equal importance. As regards French, it is noted that Indian food and 'hot' food were of equal importance while 'variety' of food was of secondary importance. For the German tourists 'more hot' food received first preference followed by 'more variety' and Indian food. Similarly, West Europeans gave first preference to 'more hot food', second preference to 'Indian food' and third preference to 'more variety'. It is interesting to note that for the Japanese, availability of Indian food is most important, followed by 'more variety' and 'hot food'.

Suggestions of the tourists regarding the type of food served are classified according to age also. Table
No. 141-A contains the relevant information. It is observed that the percentage of tourists showing preference for 'Indian Food' has increased with increase in age. A similar trend was observed for those expressing desire to have variety of food. The percentage of those giving preference to 'hot' has generally declined with increase in the age except for the last age category.

Suggestions relating to food have been classified according to the occupations of the tourists. Table No. 141-B reveals that relatively a larger number of businessmen, estate holders and housewives had shown preference for Indian food. Among the professions which showed preference for hot food were scientists, self-employed, and executives. Further the proportion of tourists showing preference for more varieties of food was higher for students, educationists, scientists and 'others'.

Table No. 141-C reveals relationship between the type of suggestions and income. It is observed that generally the percentage of tourists demanding Indian food has increased with increase in income. Such distinct trend, however, is not seen for suggestions regarding variety of food and hot food.

In view of the desire of tourist to taste Indian food food served in the hotel can be improved on three lines, viz. serving well-known regional Indian dishes, supply of dishes which are of all Indiap nature and thirdly, serving
### TABLE No. 141-A. DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND THEIR SUGGESTIONS REGARDING FOOD.

<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Indian food</th>
<th>Variety</th>
<th>Hot food</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1 - 20</td>
<td>10 (28.57)</td>
<td>8 (22.85)</td>
<td>13 (37.14)</td>
<td>4 (11.44)</td>
<td>35 (100.00)</td>
</tr>
<tr>
<td>2. 21 - 40</td>
<td>106 (32.11)</td>
<td>94 (28.48)</td>
<td>117 (35.45)</td>
<td>13 (3.96)</td>
<td>330 (100.00)</td>
</tr>
<tr>
<td>3. 41 - 60</td>
<td>62 (36.90)</td>
<td>48 (28.56)</td>
<td>50 (29.76)</td>
<td>8 (5.78)</td>
<td>168 (100.00)</td>
</tr>
<tr>
<td>4. 61 &amp; above</td>
<td>27 (39.13)</td>
<td>14 (20.28)</td>
<td>25 (36.23)</td>
<td>3 (4.36)</td>
<td>69 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>205 (34.05)</td>
<td>164 (27.24)</td>
<td>205 (34.05)</td>
<td>28 (4.66)</td>
<td>602 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
<table>
<thead>
<tr>
<th>Profession</th>
<th>Indian food</th>
<th>Variety</th>
<th>Hot food</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Businessmen</td>
<td>33 (47.82)</td>
<td>11 (15.94)</td>
<td>16 (23.18)</td>
<td>9 (13.06)</td>
<td>69 (100.00)</td>
</tr>
<tr>
<td>2. Estate-holders</td>
<td>7 (70.00)</td>
<td>1 (10.00)</td>
<td>1 (10.00)</td>
<td>1 (10.00)</td>
<td>10 (100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>27 (42.85)</td>
<td>15 (23.80)</td>
<td>20 (31.74)</td>
<td>1 (1.61)</td>
<td>63 (100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>15 (30.61)</td>
<td>14 (28.57)</td>
<td>18 (36.73)</td>
<td>2 (4.09)</td>
<td>49 (100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>22 (27.84)</td>
<td>25 (31.64)</td>
<td>26 (32.91)</td>
<td>6 (7.61)</td>
<td>79 (100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>43 (31.15)</td>
<td>53 (38.40)</td>
<td>38 (27.53)</td>
<td>4 (2.92)</td>
<td>138 (100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>25 (30.12)</td>
<td>17 (20.48)</td>
<td>38 (45.78)</td>
<td>3 (3.62)</td>
<td>83 (100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>25 (29.41)</td>
<td>19 (22.35)</td>
<td>40 (47.05)</td>
<td>1 (1.19)</td>
<td>85 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>8 (30.76)</td>
<td>9 (34.61)</td>
<td>8 (30.76)</td>
<td>1 (3.87)</td>
<td>26 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>205 (34.05)</td>
<td>164 (27.24)</td>
<td>205 (34.05)</td>
<td>28 (4.66)</td>
<td>602 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
### Table No. 141-C

**Distribution of Tourists According to Income and their Suggestions Regarding Food.**

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Indian food</th>
<th>Variety</th>
<th>Hot food</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 - 0.50</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(23.07)</td>
<td>(30.76)</td>
<td>(46.17)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 0.50 - 1.00</td>
<td>9</td>
<td>10</td>
<td>16</td>
<td>-</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>(25.71)</td>
<td>(62.50)</td>
<td>(11.79)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 1.00 - 1.50</td>
<td>18</td>
<td>22</td>
<td>21</td>
<td>2</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>(28.57)</td>
<td>(34.92)</td>
<td>(33.33)</td>
<td>(3.18)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 1.50 - 2.00</td>
<td>33</td>
<td>37</td>
<td>29</td>
<td>6</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>(31.142)</td>
<td>(35.23)</td>
<td>(27.61)</td>
<td>(5.74)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. 2.00 - 2.50</td>
<td>15</td>
<td>23</td>
<td>20</td>
<td>4</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(24.19)</td>
<td>(37.09)</td>
<td>(32.25)</td>
<td>(6.57)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. 2.50 - 3.00</td>
<td>26</td>
<td>17</td>
<td>29</td>
<td>1</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>(35.61)</td>
<td>(23.28)</td>
<td>(39.72)</td>
<td>(1.39)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. 3.00 - 3.50</td>
<td>9</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>(60.00)</td>
<td>(6.66)</td>
<td>(20.00)</td>
<td>(13.34)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. 3.50 &amp; above</td>
<td>14</td>
<td>8</td>
<td>5</td>
<td>-</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>(51.85)</td>
<td>(29.62)</td>
<td>(18.53)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>78</td>
<td>42</td>
<td>76</td>
<td>13</td>
<td>209</td>
</tr>
<tr>
<td></td>
<td>(37.32)</td>
<td>(20.09)</td>
<td>(36.36)</td>
<td>(6.23)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

**Total** 205 164 205 28 602

(24.05) (27.24) (34.05) (4.66) (100.00)

Figures in bracket refer to percentages to row total.
indigenous fruits.

Mr. Allachin comments in this connection "that better experience has taught us to eschew cold buffets in western style hotels as we have suffered as a result even in most prestigious. A foreigner is frequently a victim to stomach trouble. It is not surprising that in the matter of food and drink he is frankly bewildered."

In the words of Mr. Allachin - as a reaction against unpreparedness of the European palate for native dishes, a whole tradition of Western style of cooking has grown up and come to definite tables of many hotels etc. As a result, the unwary western man finds himself doomed to a regime of insipid soups, boiled vegetables, tough and unpalatable meat, depressing puddings and badly made coffee. In our view an entirely new orientation is needed and the Indian should begin to take a justifiable pride in their own cuisine. The rich and subtle variations of style from region to region and truly enormous variety of dishes prepared in the ordinary Indian house, provide the necessary basis for his reorientation. The time has come when Indian hotels should be proud of the indigenous cuisine and should make general rule of providing an indigenous food as an alternative to western.

Similarly for most western visitors, indigenous food is likely to provide a satisfactory aspect of diet. There are many varieties of Indian fruits which are not widely
available in many European countries. They are likely to appeal greatly to the westerner. Apart from regional cuisines and specialists, there are certain dishes, which because of their likely appeal to the tourists should be regarded as regular Indian items of hotel cookery. They include delights of Bhelpuri, Idlidosa, Gol-gappas and other forms of chat.

Tourists have some suggestions about the nature of services provided to them in hotel. They have demanded in particular clean dress of waiters, expression of local culture in dress and faster service. The largest number of the tourists i.e. about 237 have demanded faster service, in the hotel. This point was more emphasised by the tourists from the U.K., France, Germany as shown in Table No. 142. About 174 tourists have expressed that waiters' dress should be more clean. This point was a matter of more concern for a tourist from France, West Europe, East Europe, Africa and Japan. It is interesting to note that the tourists feel that culture should be exhibited in the dress of the waiter and other personnel. About 149 tourists desired that they would like to see hotel personnel in Indian dress. This was particularly a matter of choice of the tourists from the U.S.A., Germany, West Europe, East Europe and others.

As regards the agewise classification of opinions regarding services rendered, it is noted that generally
### Table No. 142. Distribution of Tourists According to Nationality and Their Suggestions Regarding Services.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Clean dresses of waiters</th>
<th>Local culture in dress</th>
<th>Faster service</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>73 (28.51)</td>
<td>69 (26.95)</td>
<td>98 (38.27)</td>
<td>16 (6.27)</td>
<td>256 (100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>10 (18.86)</td>
<td>13 (24.51)</td>
<td>26 (49.03)</td>
<td>4 (7.60)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>17 (35.41)</td>
<td>10 (20.83)</td>
<td>21 (43.76)</td>
<td>-</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>4 (13.33)</td>
<td>9 (30.02)</td>
<td>16 (53.32)</td>
<td>1 (3.33)</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>30 (29.12)</td>
<td>26 (25.24)</td>
<td>36 (34.94)</td>
<td>11 (10.70)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>2 (66.67)</td>
<td>1 (33.33)</td>
<td>-</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>2 (33.33)</td>
<td>1 (16.67)</td>
<td>2 (33.33)</td>
<td>1 (16.67)</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>30 (39.45)</td>
<td>12 (15.78)</td>
<td>28 (36.82)</td>
<td>6 (7.95)</td>
<td>76 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>6 (22.21)</td>
<td>8 (27.62)</td>
<td>10 (37.03)</td>
<td>3 (11.14)</td>
<td>27 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>174 (28.90)</td>
<td>149 (24.75)</td>
<td>237 (39.36)</td>
<td>42 (6.99)</td>
<td>602 (100.00)</td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.
the percentage of tourists demanding faster service has increased with increase in age and same is the case for clean dress of waiters. On the other hand the percentage of tourists demanding exhibition of local culture in dress has declined with increase in age (Table 142-A).

As regards professionwise distribution of opinions regarding service rendered it will be discerned from (142-B) Table No. 142-A that faster service was conspicuously demanded by scientists, self-employed and executives. Cleanliness of waiter was a matter of concern for businessmen, estate holders, housewives and educationists. Lastly, demand for local culture to be expressed in dress came from estate holders, executives and others.

IV (3) Suggestions Regarding Location of Hotel:

Suggestions regarding location of hotels were also invited from the tourists, as it was observed that some of the tourists were not satisfied with the location of the hotels in Aurangabad. The suggestions related to two main aspects mainly a quiet location of hotel and availability of swimming pool near the hotel. In addition to these two points suggestions of nearness to market, shopping centre etc. were also made.

About 294 tourists demanded availability of swimming pool near the hotel.

---

1. No distinct relationship is observed between income and suggestions for services do not attempted. (Table No. 142-c)
<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Clean dresses of waiters</th>
<th>Local culture in dresses</th>
<th>Faster Service</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1 - 20</td>
<td>5 (14.28)</td>
<td>11 (31.42)</td>
<td>12 (34.28)</td>
<td>7 (20.02)</td>
<td>35 (100.00)</td>
</tr>
<tr>
<td>2. 21 - 40</td>
<td>97 (29.56)</td>
<td>71 (21.64)</td>
<td>134 (40.84)</td>
<td>26 (7.96)</td>
<td>328 (100.00)</td>
</tr>
<tr>
<td>3. 41 - 60</td>
<td>51 (30.35)</td>
<td>50 (29.76)</td>
<td>61 (36.30)</td>
<td>6 (3.59)</td>
<td>168 (100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>21 (29.56)</td>
<td>17 (23.93)</td>
<td>30 (42.24)</td>
<td>3 (4.27)</td>
<td>71 (100.00)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>174 (28.90)</td>
<td>149 (24.75)</td>
<td>237 (39.36)</td>
<td>42 (6.99)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
TABLE No. 142-B. DISTRIBUTION OF TOURISTS ACCORDING TO
PROFESSION AND THEIR SUGGESTIONS
REGARDING SERVICES.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Clean of dresses</th>
<th>Local culture in dresses</th>
<th>Faster service</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Messy</td>
<td>Messy</td>
<td>Messy</td>
<td>Messy</td>
<td>Messy</td>
</tr>
<tr>
<td>Businessmen</td>
<td>28 (39.43)</td>
<td>16 (22.53)</td>
<td>21 (29.57)</td>
<td>6 (8.47)</td>
<td>71 (100.00)</td>
</tr>
<tr>
<td>Estate-holders</td>
<td>3 (30.00)</td>
<td>3 (30.00)</td>
<td>3 (30.00)</td>
<td>1 (10.00)</td>
<td>10 (100.00)</td>
</tr>
<tr>
<td>Housewives</td>
<td>22 (37.93)</td>
<td>14 (24.13)</td>
<td>20 (34.48)</td>
<td>2 (3.46)</td>
<td>58 (100.00)</td>
</tr>
<tr>
<td>Scientists</td>
<td>10 (17.24)</td>
<td>8 (14.54)</td>
<td>35 (63.63)</td>
<td>2 (4.09)</td>
<td>55 (100.00)</td>
</tr>
<tr>
<td>Students</td>
<td>17 (24.63)</td>
<td>13 (18.84)</td>
<td>27 (39.13)</td>
<td>12 (17.40)</td>
<td>69 (100.00)</td>
</tr>
<tr>
<td>Educationists</td>
<td>52 (35.86)</td>
<td>44 (30.34)</td>
<td>40 (27.58)</td>
<td>9 (6.22)</td>
<td>145 (100.00)</td>
</tr>
<tr>
<td>Self-employed</td>
<td>14 (17.50)</td>
<td>19 (23.75)</td>
<td>42 (52.50)</td>
<td>5 (6.25)</td>
<td>80 (100.00)</td>
</tr>
<tr>
<td>Executives</td>
<td>23 (24.73)</td>
<td>26 (27.95)</td>
<td>41 (44.08)</td>
<td>3 (3.24)</td>
<td>93 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>5 (23.80)</td>
<td>6 (28.57)</td>
<td>8 (38.09)</td>
<td>2 (9.54)</td>
<td>21 (100.00)</td>
</tr>
</tbody>
</table>

Total 174 (28.90) 149 (24.75) 237 (39.36) 42 (6.99) 602 (100.00)

Figures in bracket refer to percentages to row total.
<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Local culture in dresses</th>
<th>Clean dresses of waiters</th>
<th>Faster service</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 - 0.50</td>
<td>3</td>
<td>4</td>
<td>7</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>(20.00)</td>
<td>(26.66)</td>
<td>(46.66)</td>
<td>(6.68)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 0.50 - 1.00</td>
<td>12</td>
<td>6</td>
<td>13</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>(37.50)</td>
<td>(18.75)</td>
<td>(40.62)</td>
<td>(3.13)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 1.00 - 1.50</td>
<td>21</td>
<td>17</td>
<td>29</td>
<td>3</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(30.00)</td>
<td>(24.28)</td>
<td>(41.42)</td>
<td>(4.30)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 1.50 - 2.00</td>
<td>34</td>
<td>24</td>
<td>36</td>
<td>7</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>(33.66)</td>
<td>(23.76)</td>
<td>(35.64)</td>
<td>(6.94)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. 2.00 - 2.50</td>
<td>14</td>
<td>20</td>
<td>19</td>
<td>9</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(22.58)</td>
<td>(32.25)</td>
<td>(30.64)</td>
<td>(14.53)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. 2.50 - 3.00</td>
<td>16</td>
<td>21</td>
<td>31</td>
<td>5</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>(21.91)</td>
<td>(28.76)</td>
<td>(42.46)</td>
<td>(6.87)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. 3.00 - 3.50</td>
<td>4</td>
<td>5</td>
<td>9</td>
<td>-</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>(22.22)</td>
<td>(27.78)</td>
<td>(50.00)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>8</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>(40.00)</td>
<td>(25.00)</td>
<td>(30.00)</td>
<td>(5.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>62</td>
<td>47</td>
<td>87</td>
<td>15</td>
<td>211</td>
</tr>
<tr>
<td></td>
<td>(29.38)</td>
<td>(22.27)</td>
<td>(41.23)</td>
<td>(7.12)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Total 174 149 237 42 602

(28.90) (24.75) (39.36) (6.99) (100.00)

Figures in bracket refer to percentages to row total.
pool near the hotel and 102 tourists felt that location of the hotel should be at a quiet place. Lastly, 47 tourists made miscellaneous suggestions, like proximity to market, shopping centre etc. The number of tourists demanding swimming pool was larger than those demanding quiet place for the hotel, for all the nationalities. But the proportion has varied from nation to nation as may be seen from Table No. 143. Further in the case of tourists from the U.S.A., West and East Europe, Africa, demand for swimming pool was more intense. On the other hand relatively larger number of tourists from Japan and East Europe had suggested that hotel be situated at a more quiet place.

It may also be noted from Table No. 143-A that demand for swimming pool mainly came from tourists whose age was less than 20 years. For other age categories the percentage of tourists demanding swimming pool varied between 61% and 66%. Persons belonging to the age 61 and above have demanded a quiet location of the hotel.

Table No. 143-B contains the information regarding occupation of the tourists and their suggestion in connection with the hotel. The table suggests that relatively a larger number of estate holders, housewives, educationists, have demanded swimming pool near the hotel. Demand for a quiet place for hotel came mainly from businessmen, students and self-employed.
**TABLE No. 143. DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND THEIR SUGGESTIONS REGARDING LOCATION.**

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Quite calm location</th>
<th>Swimming pool</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. U.S.A.</td>
<td>29 (15.59)</td>
<td>137 (73.65)</td>
<td>20 (10.76)</td>
<td>186 (100.00)</td>
</tr>
<tr>
<td>2. U.K.</td>
<td>9 (24.31)</td>
<td>20 (54.04)</td>
<td>8 (21.65)</td>
<td>37 (100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>12 (27.90)</td>
<td>26 (60.45)</td>
<td>5 (11.65)</td>
<td>43 (100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>4 (21.05)</td>
<td>13 (68.41)</td>
<td>2 (10.54)</td>
<td>19 (100.00)</td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>19 (23.75)</td>
<td>56 (70.00)</td>
<td>5 (6.25)</td>
<td>80 (100.00)</td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>1 (33.33)</td>
<td>2 (66.67)</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>1 (20.00)</td>
<td>4 (80.00)</td>
<td>-</td>
<td>5 (100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>20 (37.02)</td>
<td>28 (51.82)</td>
<td>6 (11.16)</td>
<td>54 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>7 (43.75)</td>
<td>8 (50.00)</td>
<td>1 (6.25)</td>
<td>16 (100.00)</td>
</tr>
</tbody>
</table>

**Total** | 102 (23.02) | 294 (66.36) | 47 (10.62) | 443 (100.00) |

Figures in bracket refer to percentages to row total.
### TABLE No. 143-A

DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND THEIR SUGGESTIONS REGARDING LOCATION.

<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Quite calm location</th>
<th>Swimming pool</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1 - 20</td>
<td>15 (16.84)</td>
<td>72 (80.85)</td>
<td>2 (2.31)</td>
<td>89 (100.00)</td>
</tr>
<tr>
<td>2. 21 - 40</td>
<td>62 (25.83)</td>
<td>147 (61.25)</td>
<td>31 (12.92)</td>
<td>240 (100.00)</td>
</tr>
<tr>
<td>3. 41 - 60</td>
<td>15 (19.23)</td>
<td>51 (65.38)</td>
<td>12 (15.39)</td>
<td>78 (100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>10 (27.77)</td>
<td>24 (66.64)</td>
<td>2 (5.59)</td>
<td>36 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>102 (23.02)</td>
<td>294 (66.36)</td>
<td>47 (10.62)</td>
<td>443 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
### TABLE No. 142-B.

**DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND THEIR SUGGESTION REGARDING LOCATION**

<table>
<thead>
<tr>
<th>Profession</th>
<th>Quite calm location</th>
<th>Swimming pool</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>14 (26.41)</td>
<td>35 (66.03)</td>
<td>4 (7.56)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>2. Estate-holders</td>
<td>-</td>
<td>4 (80.00)</td>
<td>1 (20.00)</td>
<td>5 (100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>6 (15.38)</td>
<td>32 (82.05)</td>
<td>1 (2.57)</td>
<td>39 (100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>5 (13.51)</td>
<td>22 (59.45)</td>
<td>10 (27.04)</td>
<td>37 (100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>22 (38.59)</td>
<td>28 (49.12)</td>
<td>7 (12.29)</td>
<td>57 (100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>22 (19.64)</td>
<td>83 (74.10)</td>
<td>7 (6.26)</td>
<td>112 (100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>18 (30.00)</td>
<td>36 (60.00)</td>
<td>6 (10.00)</td>
<td>60 (100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>12 (18.75)</td>
<td>44 (68.75)</td>
<td>8 (13.50)</td>
<td>64 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>3 (18.75)</td>
<td>10 (62.50)</td>
<td>3 (18.75)</td>
<td>16 (100.00)</td>
</tr>
</tbody>
</table>

| Total            | 102 (23.02)         | 294 (66.36)   | 47 (10.62) | 443 (100.00) |

Figures in brackets refer to percentages to row total.
The suggestions regarding location of the hotel has been partly influenced by the income of the tourists. It is observed from Table No. 143-C that generally the percentage of tourists demanding swimming pool near the hotel has increased with increase in average income of the tourists and demand for quiet place has generally declined with increase in income.

IV (4) Suggestions Regarding Hotel Rates:

Tourists were asked to give their suggestions about the rates of the hotel. It is observed from Table No. 144 that most of them felt that the present rates were moderate and they did not demand any revision of the rates. Only 9.5% of the tourists demanded decrease in rates. About 11.9% of the tourists felt that some concessions should be made available to the students and about 12% felt that no service charges should be levied separately.

IV (5) Hotelwise Suggestions Regarding Accommodation:

An attempt was made to ascertain the suggestions of tourists regarding accommodation available in individual hotels. The suggestions are to some extent related with the type of services available in each hotel. Therefore, it is instructive to study hotelwise suggestions about accommodation. Suggestions relating to accommodation have been classified in four categories, namely, supply of hot water, telephone and radio in the room, air conditioning of rooms and clean bath-rooms. It is observed from Table No. 145 that about 28.7% of the tourists have demanded


<table>
<thead>
<tr>
<th>Income (Rs, in lakhs)</th>
<th>Quite calm location</th>
<th>Swimming pool</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0 - 0.50</td>
<td>2 (22.22)</td>
<td>3 (33.33)</td>
<td>4 (44.45)</td>
<td>9 (100.00)</td>
</tr>
<tr>
<td>2. 0.50 - 1.00</td>
<td>9 (33.33)</td>
<td>15 (55.55)</td>
<td>3 (11.12)</td>
<td>27 (100.00)</td>
</tr>
<tr>
<td>3. 1.00 - 1.50</td>
<td>22 (41.50)</td>
<td>25 (47.16)</td>
<td>6 (1.34)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>4. 1.50 - 2.00</td>
<td>19 (23.75)</td>
<td>53 (66.25)</td>
<td>8 (10.00)</td>
<td>80 (100.00)</td>
</tr>
<tr>
<td>5. 2.00 - 2.50</td>
<td>11 (21.15)</td>
<td>30 (57.70)</td>
<td>11 (21.15)</td>
<td>52 (100.00)</td>
</tr>
<tr>
<td>6. 2.50 - 3.00</td>
<td>6 (16.21)</td>
<td>30 (81.08)</td>
<td>1 (2.71)</td>
<td>37 (100.00)</td>
</tr>
<tr>
<td>7. 3.00 - 3.50</td>
<td>2 (15.38)</td>
<td>10 (76.92)</td>
<td>1 (7.70)</td>
<td>13 (100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>3 (20.00)</td>
<td>11 (73.33)</td>
<td>1 (6.67)</td>
<td>15 (100.00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>28 (17.83)</td>
<td>117 (74.52)</td>
<td>12 (7.65)</td>
<td>157 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>102 (23.02)</td>
<td>294 (66.36)</td>
<td>47 (10.62)</td>
<td>443 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
### Table No. 144. Distribution of Tourists According to Nationality and Their Suggestions Regarding the Rates of the Hotel.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Student concession</th>
<th>No service charge</th>
<th>Decrease in rates</th>
<th>Moderate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. U.S.A.</td>
<td>23 (11.32)</td>
<td>23 (11.32)</td>
<td>28 (13.79)</td>
<td>127 (63.57)</td>
<td>201 (100.00)</td>
</tr>
<tr>
<td>2. U.K.</td>
<td>5 (11.62)</td>
<td>9 (20.92)</td>
<td>3 (6.97)</td>
<td>26 (60.49)</td>
<td>43 (100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>5 (12.19)</td>
<td>2 (4.87)</td>
<td>5 (12.19)</td>
<td>29 (70.75)</td>
<td>41 (100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>1 (4.34)</td>
<td>2 (8.69)</td>
<td>1 (4.34)</td>
<td>19 (82.63)</td>
<td>23 (100.00)</td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>8 (10.80)</td>
<td>12 (16.21)</td>
<td>2 (2.70)</td>
<td>52 (70.29)</td>
<td>74 (100.00)</td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3 (100.00)</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>-</td>
<td>-</td>
<td>1 (20.00)</td>
<td>4 (80.00)</td>
<td>5 (100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>11 (19.29)</td>
<td>6 (10.52)</td>
<td>4 (7.01)</td>
<td>36 (63.18)</td>
<td>57 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>3 (12.49)</td>
<td>4 (16.66)</td>
<td>1 (4.16)</td>
<td>16 (66.69)</td>
<td>24 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>56 (11.88)</strong></td>
<td><strong>58 (12.31)</strong></td>
<td><strong>45 (9.55)</strong></td>
<td><strong>312 (66.26)</strong></td>
<td><strong>471 (100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in brackets refer to percentages to row total.
<table>
<thead>
<tr>
<th>Name of hotel</th>
<th>Hot water</th>
<th>Telephone in the room</th>
<th>Air conditioned room</th>
<th>Clean Bath rooms</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>55</td>
<td>57</td>
<td>73</td>
<td>62</td>
<td>247</td>
</tr>
<tr>
<td></td>
<td>(22.26)</td>
<td>(23.07)</td>
<td>(29.55)</td>
<td>(25.12)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>19</td>
<td>12</td>
<td>8</td>
<td>16</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>(34.54)</td>
<td>(21.81)</td>
<td>(14.54)</td>
<td>(29.11)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Sarai</td>
<td>33</td>
<td>15</td>
<td>15</td>
<td>16</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(41.74)</td>
<td>(18.97)</td>
<td>(18.97)</td>
<td>(20.32)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Green</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>(12.50)</td>
<td>(50.00)</td>
<td>(37.50)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>25</td>
<td>15</td>
<td>8</td>
<td>34</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>(30.47)</td>
<td>(18.28)</td>
<td>(9.75)</td>
<td>(41.50)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>7</td>
<td>-</td>
<td>2</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>(43.75)</td>
<td>(12.50)</td>
<td>(43.75)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>140</td>
<td>99</td>
<td>110</td>
<td>138</td>
<td>487</td>
</tr>
<tr>
<td></td>
<td>(28.74)</td>
<td>(20.32)</td>
<td>(22.58)</td>
<td>(28.36)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket represent percentages to row total.
supply of hot-water, approximately an equal percentage of tourists (28.7%) demanded more cleanliness, 22.6% demanded air-conditioned rooms and 20.0% tourists demanded provision of telephone and radio in the room. As regards hotel-wise classification of these suggestions, it is noted that about 29.5% of the suggestions relating to Aurangabad Hotel were in regard to air conditioned rooms, 25% of the suggestions were about more cleanliness of bath-rooms and 22.3% suggestions were for the supply of hot water and 23.2% demanded provision of telephone and radio in the room. Hotel Printravel and Hotel Sarai also belong to the same category of Aurangabad Hotel. But the emphasis on different suggestions by the tourists, however, differed from the pattern observed for Aurangabad Hotel. Thus, as regards Hotel Printravel there was more demand for supply of hot-water followed by cleanliness of bathrooms and fitting of telephone and radio in the room. About 41.7% of the suggestions regarding hotel Sarai related to supply of hot water and 20.3% of them related to cleanliness. An equal number of suggestions related to more air-conditioned rooms and provision of telephones and radios. Hotel Green, Holiday Camp and others form a group by themselves from the point of charges levied. However, the importance of suggestions differed from Hotel to Hotel. About 50% suggestions regarding Green Hotel were in connection with the supply of air-conditioned rooms. About 35% related
TABLE No. 145-A. DISTRIBUTION OF TOURISTS - HOTELWISE AND THEIR SUGGESTIONS REGARDING FOOD.

<table>
<thead>
<tr>
<th>Name of hotel</th>
<th>Indian food</th>
<th>Variety</th>
<th>Hot food</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>117 (35.77)</td>
<td>85 (25.99)</td>
<td>107 (32.72)</td>
<td>18 (5.58)</td>
<td>327 (100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>34 (44.13)</td>
<td>19 (24.66)</td>
<td>23 (29.85)</td>
<td>1 (1.36)</td>
<td>77 (100.00)</td>
</tr>
<tr>
<td>3. Sarai</td>
<td>32 (39.00)</td>
<td>20 (24.38)</td>
<td>28 (34.13)</td>
<td>2 (2.49)</td>
<td>82 (100.00)</td>
</tr>
<tr>
<td>4. Green</td>
<td>-</td>
<td>5 (62.50)</td>
<td>2 (25.00)</td>
<td>1 (12.50)</td>
<td>8 (100.00)</td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>18 (21.94)</td>
<td>29 (35.35)</td>
<td>32 (39.00)</td>
<td>3 (3.71)</td>
<td>82 (100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>4 (15.38)</td>
<td>6 (23.07)</td>
<td>13 (49.99)</td>
<td>3 (11.56)</td>
<td>26 (100.00)</td>
</tr>
</tbody>
</table>

Total 205 (34.05) 164 (27.14) 205 (34.05) 28 (4.66) 602 (100.00)

Figures in bracket represent percentages to row total.
TABLE No. 145-B. DISTRIBUTION OF TOURISTS - HOTELWISE AND THEIR SUGGESTIONS REGARDING SERVICE.

<table>
<thead>
<tr>
<th>Name of hotel</th>
<th>Clean dress of waiters</th>
<th>Local culture shown in dress</th>
<th>Faster service</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aurangabad</td>
<td>81 (25.23)</td>
<td>80 (24.92)</td>
<td>138 (42.98)</td>
<td>22 (6.87)</td>
<td>321 (100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>19 (25.66)</td>
<td>20 (27.02)</td>
<td>31 (41.88)</td>
<td>4 (5.44)</td>
<td>74 (100.00)</td>
</tr>
<tr>
<td>3. Sarai</td>
<td>36 (39.99)</td>
<td>22 (24.44)</td>
<td>29 (32.21)</td>
<td>3 (3.33)</td>
<td>90 (100.00)</td>
</tr>
<tr>
<td>4. Green</td>
<td>2 (25.00)</td>
<td>-</td>
<td>2 (25.00)</td>
<td>4 (50.00)</td>
<td>8 (100.00)</td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>29 (34.51)</td>
<td>19 (22.61)</td>
<td>29 (34.51)</td>
<td>7 (8.37)</td>
<td>84 (100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>7 (28.00)</td>
<td>8 (32.00)</td>
<td>8 (32.00)</td>
<td>2 (8.00)</td>
<td>25 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>174 (28.90)</strong></td>
<td><strong>149 (24.75)</strong></td>
<td><strong>237 (39.36)</strong></td>
<td><strong>42 (6.99)</strong></td>
<td><strong>602 (100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in bracket represent percentages to row total.
### TABLE No. 145-C. DISTRIBUTION OF TOURISTS – HOTELWISE AND THEIR SUGGESTIONS REGARDING LOCATION.

<table>
<thead>
<tr>
<th>Name of hotel</th>
<th>Quiet location</th>
<th>Swimming pool</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>quiet location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Aurangabad</td>
<td>11 (4.88)</td>
<td>183 (81.32)</td>
<td>31 (13.80)</td>
<td>225 (100.00)</td>
</tr>
<tr>
<td>2. Printravel</td>
<td>8 (16.00)</td>
<td>37 (74.00)</td>
<td>5 (10.00)</td>
<td>50 (100.00)</td>
</tr>
<tr>
<td>3. Sarai</td>
<td>37 (46.84)</td>
<td>42 (53.16)</td>
<td>-</td>
<td>79 (100.00)</td>
</tr>
<tr>
<td>4. Green</td>
<td>-</td>
<td>3 (100.00)</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>5. Holiday Camp</td>
<td>36 (53.71)</td>
<td>22 (32.82)</td>
<td>9 (13.47)</td>
<td>67 (100.00)</td>
</tr>
<tr>
<td>6. Others</td>
<td>10 (52.63)</td>
<td>7 (36.84)</td>
<td>2 (10.53)</td>
<td>19 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>102 (23.02)</td>
<td>294 (66.36)</td>
<td>47 (10.62)</td>
<td>443 (100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket represent percentages to row total.
to more cleanliness and 12.5% demanded hot water. There was no demand for supply of telephone and radio in the rooms. As regards the Holiday Camp, it is noted that the percentage of suggestions regarding cleanliness and hot water approximates 41.5% and 30.5% respectively and, demand for telephones and air-conditioned rooms was relatively at lower level. It may also be appreciated that the two of the four suggestions regarding accommodation namely, supply of hot water and air conditioned rooms are related to season. One would ordinarily anticipate that demand for hot water in winter would increase, and demand for air-conditioning rooms in summer would increase. Figures presented in Table No. 146 vividly brings it out. Thus, the percentage of suggestions regarding the supply of hot water was generally high during the months of November, December, January, February and March. It varied between 26.3% during October to 65.0% during December. On the other hand, the percentage of suggestions regarding supply of hot-water during the months of April, May, June, July and September was low. This period is normally a period of high temperature. Further, demand for air-conditioned rooms was high during the period April to September. Suggestions regarding cleanliness have been concentrated in the months of June, July, August, September and October, i.e. the rainy season.
TABLE No. 146. DISTRIBUTION OF TOURISTS ACCORDING TO SEASONALITY AND SUGGESTIONS REGARDING ACCOMMODATION.

<table>
<thead>
<tr>
<th>Month</th>
<th>Hot water</th>
<th>Telephone &amp; Radio</th>
<th>Air conditioned room</th>
<th>Clean Bathrooms</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>28</td>
<td>14</td>
<td>8</td>
<td>27</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>(36.34)</td>
<td>(18.17)</td>
<td>(10.38)</td>
<td>(35.11)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>February</td>
<td>18</td>
<td>16</td>
<td>13</td>
<td>8</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>(32.72)</td>
<td>(29.08)</td>
<td>(23.63)</td>
<td>(14.57)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>March</td>
<td>31</td>
<td>29</td>
<td>12</td>
<td>23</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>(32.61)</td>
<td>(30.50)</td>
<td>(12.62)</td>
<td>(24.27)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>April</td>
<td>4</td>
<td>1</td>
<td>13</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(16.66)</td>
<td>(1.66)</td>
<td>(55.68)</td>
<td>(25.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>May</td>
<td>2</td>
<td>1</td>
<td>9</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>(14.28)</td>
<td>(7.14)</td>
<td>(64.27)</td>
<td>(14.28)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>June</td>
<td>5</td>
<td>2</td>
<td>9</td>
<td>11</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>(18.51)</td>
<td>(7.40)</td>
<td>(33.36)</td>
<td>(40.73)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>July</td>
<td>13</td>
<td>17</td>
<td>19</td>
<td>18</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>(19.39)</td>
<td>(25.36)</td>
<td>(28.34)</td>
<td>(26.91)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>August</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>12</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>(16.66)</td>
<td>(22.21)</td>
<td>(27.77)</td>
<td>(33.32)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>September</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(44.44)</td>
<td>(55.55)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>October</td>
<td>10</td>
<td>3</td>
<td>8</td>
<td>17</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>(26.31)</td>
<td>(7.89)</td>
<td>(21.04)</td>
<td>(44.76)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>November</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>(40.00)</td>
<td>(24.00)</td>
<td>(16.00)</td>
<td>(20.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>December</td>
<td>13</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>(65.00)</td>
<td>(10.00)</td>
<td>(5.00)</td>
<td>(20.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>99</td>
<td>110</td>
<td>138</td>
<td>489</td>
</tr>
<tr>
<td></td>
<td>(28.74)</td>
<td>(20.32)</td>
<td>(22.58)</td>
<td>(28.36)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Figures in bracket represent percentages to row total.
IV (6) Hotelwise Suggestions Regarding Food:

Suggestions regarding food mainly related to supply of (1) Indian food, (2) variety, (3) hot food and (4) others. It is noted from Table No. 145-A that a larger proportion of suggestions of tourists from Hotel Aurangabad, Printravel and Sarai were relating to supply of Indian food. The percentage varied between 35% and 44%. On the other hand a smaller proportion of tourists from Hotel Green, Holiday Camp and other hotels demanded Indian food. This is partly because of the fact that the first three are western style hotels, whereas the remaining three are Indian style hotels. It is customary for a luxurious western style hotel to supply only western style food. Our survey illuminates that a substantial percentage of the tourists demand supply of Indian food. It may also be noted that the demand of hot food was a point worth noting as a large number of tourists from Holiday Camp and 'Others' had demanded it.

IV (7) Hotelwise Suggestions Regarding Quality of Services:

It has already been observed in the preceding paragraph that suggestions relating to services provided, mainly concerned with cleanliness of waiters, dress, exhibition of local culture in the dress of the waiter and faster service. About 28.9% of the suggestions are related to cleanliness of waiters dress. The percentages were particularly higher for the tourists of hotel Sarai.
and Holiday Camp. Suggestions regarding faster services accounted for 29.4% of the total suggestions, and this percentage was particularly high in the case of the suggestions of tourists from Hotel Aurangabad and Printravel (Table No. 145-B).

IV (8) Hotelwise Suggestions About Location:

Suggestions regarding location of the hotel mainly related to availability of swimming pools near the hotel and also more quiet location. The percentage of tourists suggesting a more quiet place was particularly high for Sarai, Holiday Camp and 'Others'. Suggestions regarding location of Hotel Aurangabad and Printravel were mainly in connection with the availability of swimming pool. Tourists from Holiday Camp and 'Others' have not paid much attention to this suggestion as may be observed in Table No. 145-C.

IV (9) Preference of Stay at Near the Monuments:

It has already been observed that the main centres of tourist interest are Ajantha and Ellora, and Aurangabad being suitably located, both from the point of journey to these places of interest, its nearness to main urban area and resulting availability of many social services. It may, however, be noted that many tourists enjoy stay near the monuments and therefore prefer to avoid busy life of city. Area around the monuments has its distinct value. In view of this an attempt was made to find out preference of tourists in regard to the desire of their stay. Table
No. 147 brings out the fact that about 61.7% of the tourists do prefer stay in the city. But the percentage of tourists preferring to stay near monument is also worth noting. It was approximately 36.0%. Tourists from France, Germany, West Europe and 'Others' seem to have special preference for stay near the monuments as the relevant percentage for such tourists is conspicuously high.

As regards the age-wise characteristics of the tourists in relation to preference for stay near the monument, it is observed from Table No. 147-A that the young tourists of the age below 20 years are particularly interested in staying near the monuments. The old people have generally shown preference for stay in the city.

Table No. 147-B presents the information regarding occupation-wise preference for stay near the monument. The table brings out that estate holders, housewives, scientists and 'others' are particularly interested in stay near the monuments.

Section V

Shopping At Aurangabad

V (1) Shopping Habits:

One of the ways in which influence of the tourist trade on the economy is felt is through the shopping that the tourists do. It is highly essential that maximum shopping facilities be provided to tourists. No opportunity should be lost to encourage the tourists to spend maximum
### TABLE No. 147. DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND THEIR PREFERENCE OF STAY.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Near monument</th>
<th>In the city</th>
<th>No preference</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>85 (33.46)</td>
<td>165 (64.96)</td>
<td>4 (1.57)</td>
<td>254 (100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>17 (32.08)</td>
<td>32 (60.38)</td>
<td>4 (7.55)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>22 (45.83)</td>
<td>25 (52.08)</td>
<td>1 (2.08)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>15 (50.00)</td>
<td>15 (50.00)</td>
<td>-</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>39 (37.86)</td>
<td>62 (60.19)</td>
<td>2 (1.94)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>1 (33.33)</td>
<td>2 (66.67)</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>2 (33.33)</td>
<td>4 (66.67)</td>
<td>-</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>23 (30.67)</td>
<td>49 (65.33)</td>
<td>3 (4.00)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>12 (42.86)</td>
<td>16 (57.14)</td>
<td>-</td>
<td>28 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>216 (36.00)</strong></td>
<td><strong>370 (61.67)</strong></td>
<td><strong>14 (2.33)</strong></td>
<td><strong>600 (100.00)</strong></td>
</tr>
</tbody>
</table>

Figures in bracket refer to percentages to row total.
**TABLE No. 147-A.** DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND THEIR PREFERENCE OF STAY.

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Near the monument</th>
<th>In the city</th>
<th>No preference</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 20</td>
<td>15 (44.12)</td>
<td>18 (52.94)</td>
<td>1 (2.94)</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td>21 - 40</td>
<td>111 (34.05)</td>
<td>202 (61.96)</td>
<td>13 (3.99)</td>
<td>326 (100.00)</td>
</tr>
<tr>
<td>41 - 60</td>
<td>66 (38.82)</td>
<td>104 (61.18)</td>
<td>-</td>
<td>170 (100.00)</td>
</tr>
<tr>
<td>61 and above</td>
<td>24 (34.29)</td>
<td>46 (65.71)</td>
<td></td>
<td>70 (100.00)</td>
</tr>
</tbody>
</table>

**Total** | 216 (36.00) | 370 (61.67) | 14 (2.83) | 600 (100.00) |

Figures in bracket refer to percentages to row total.
Table No. 147-B  DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND PREFERENCE OF STAY.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Near the monuments</th>
<th>In the city</th>
<th>No preference</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>24 (34.78)</td>
<td>44 (63.77)</td>
<td>1 (1.45)</td>
<td>69 (100.00)</td>
</tr>
<tr>
<td>2. Estateholders</td>
<td>8 (80.00)</td>
<td>2 (20.00)</td>
<td>-</td>
<td>10 (100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>25 (43.10)</td>
<td>33 (56.90)</td>
<td>-</td>
<td>58 (100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>25 (47.17)</td>
<td>26 (49.06)</td>
<td>2 (3.77)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>24 (30.38)</td>
<td>51 (64.56)</td>
<td>4 (5.06)</td>
<td>79 (100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>37 (27.61)</td>
<td>92 (68.66)</td>
<td>5 (3.73)</td>
<td>134 (100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>28 (35.00)</td>
<td>51 (63.75)</td>
<td>1 (1.25)</td>
<td>80 (100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>34 (36.56)</td>
<td>58 (62.37)</td>
<td>1 (1.08)</td>
<td>93 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>11 (45.83)</td>
<td>13 (54.17)</td>
<td>-</td>
<td>24 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>216 (36.00)</td>
<td>370 (61.67)</td>
<td>14 (2.33)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
amount. Unfortunately, Aurangabad has not developed as a shopping centre for the tourists. It was observed in Chapter VII that the average expenditure on shopping at Aurangabad was Rs. 53,00. This is a very meagre amount and efforts must be made to attract a larger number of tourists to spend larger amount in Aurangabad. One of the handicaps, however, is that no traditional product is available in Aurangabad. The only exception is that of Himroo Shawls, Himroo Work is displayed only on Shawls and other small pieces of cloth. If more varieties of fabrics are presented to the tourists, it may result in remunerative business.

Another difficulty in developing Aurangabad as a shopping centre is that tourists stay at Aurangabad for a very short period. It is already observed that his average stay is 1.94 days. His main interest is visit Ajanta and Ellora with the result that little time is left for shopping. Shopping requires leisure time, which unfortunately is not available to the tourists in Aurangabad. Further no special efforts are made by the guides and the hotels in persuading tourists to visit local market and do purchasing.

If it is desired to develop Aurangabad as a marketing centre it would be pertinent to ascertain first how many would like to purchase and so also the approximate amount they would be willing to spend at Aurangabad. It
may be seen from Table No. 148 that out of 600 tourists as many as 253 tourists i.e. 42.3% have expressed their desire to do shopping at Aurangabad. As regards their profession-wise distribution we note from Table No. 148-B that housewives and executives are the two main professions who in large number have expressed desire to purchase goods at Aurangabad. Further, tourists from France (50%), Japan (52%), East Europe (66.67%), Africa (66.67%) have shown preference for purchases in Aurangabad. (Table No. 148)

Relatively a larger percentage of the young below 20 years of age (55.9%) and of very old above 61 years (52.8%) have expressed the desire to do shopping at Aurangabad as exhibited by Table No. 148-A.

Table No. 148-C presents the incomewise preference of shopping at Aurangabad. It is interesting to note that the percentage of tourists showing willingness to do shopping at Aurangabad has declined with increase in income for the first five income categories. Subsequently, for the higher income categories of Rs. 2.50 lakhs and above, the percentage of tourists expressing desire to do shopping at Aurangabad has increased.

V (2) Proposed expenditure on Shopping:

As noted earlier one would be interested in knowing the approximate amount of proposed expenditure by foreign tourists on shopping. This would be a pointer to the gap to be filled in between the potential market and the actual
Table No. 148  DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND PREFERENCE FOR SHOPPING AT AURANGABAD.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>113 (44.49)</td>
<td>141 (50.51)</td>
<td>254 (100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>17 (32.08)</td>
<td>36 (67.92)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>24 (50.00)</td>
<td>24 (50.00)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>8 (26.67)</td>
<td>22 (73.33)</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>35 (33.98)</td>
<td>68 (66.02)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>2 (66.67)</td>
<td>1 (33.33)</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>4 (66.67)</td>
<td>2 (33.33)</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>39 (52.00)</td>
<td>36 (48.00)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>11 (39.29)</td>
<td>17 (60.71)</td>
<td>28 (100.00)</td>
</tr>
</tbody>
</table>

Total        253 (42.17) 347 (57.83) 600 (100.00)

Note: Figures in bracket refer percentages to row total.
**Table No. 148-A**

DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND PREFERENCE FOR SHOPPING AT AURANGABAD.

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20 years</td>
<td>19</td>
<td>15</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(55.88)</td>
<td>(44.12)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>21-40 years</td>
<td>124</td>
<td>202</td>
<td>326</td>
</tr>
<tr>
<td></td>
<td>(38.04)</td>
<td>(61.96)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>41-60 years</td>
<td>73</td>
<td>97</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>(42.94)</td>
<td>(57.06)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>61 and above</td>
<td>37</td>
<td>33</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(52.86)</td>
<td>(47.14)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>253</td>
<td>347</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(42.17)</td>
<td>(57.83)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
Table No. 148-B

DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND PREFERENCE FOR SHOPPING AT AURANGABAD.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>29 (42.03)</td>
<td>40 (57.97)</td>
<td>69 (100.00)</td>
</tr>
<tr>
<td>2. Estate-holders</td>
<td>4 (40.00)</td>
<td>6 (60.00)</td>
<td>10 (100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>38 (65.52)</td>
<td>20 (34.48)</td>
<td>58 (100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>16 (30.19)</td>
<td>37 (69.81)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>33 (41.77)</td>
<td>46 (58.33)</td>
<td>79 (100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>44 (32.84)</td>
<td>90 (67.16)</td>
<td>134 (100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>34 (42.50)</td>
<td>46 (57.50)</td>
<td>80 (100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>45 (48.39)</td>
<td>48 (51.61)</td>
<td>93 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>10 (41.67)</td>
<td>14 (58.33)</td>
<td>24 (100.00)</td>
</tr>
</tbody>
</table>

Total          | 253 (42.17) | 347 (57.83) | 600 (100.00) |

Note: Figures in bracket refer percentages to row total.
Table No. 148-C  DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND PREFERENCE FOR SHOPPING AT AURANGABAD.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0-0.50</td>
<td>9 (69.23)</td>
<td>4 (30.77)</td>
<td>13 (100.00)</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>15 (44.12)</td>
<td>19 (55.88)</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>27 (42.19)</td>
<td>37 (57.81)</td>
<td>64 (100.00)</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>34 (33.01)</td>
<td>69 (66.91)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>18 (29.03)</td>
<td>44 (70.97)</td>
<td>62 (100.00)</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>34 (46.58)</td>
<td>39 (53.42)</td>
<td>73 (100.00)</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>11 (64.71)</td>
<td>6 (35.29)</td>
<td>17 (100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>14 (63.64)</td>
<td>8 (36.26)</td>
<td>22 (100.00)</td>
</tr>
<tr>
<td>9. N/C</td>
<td>91 (42.92)</td>
<td>121 (57.08)</td>
<td>212 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>253 (42.17)</td>
<td>347 (57.83)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
sale. At the outset it may be noted from Table No. 149 that out of 600 tourists as many as 330 tourists have reported that they did not like to spend any amount at Aurangabad. Out of the remaining, a large number of tourists expressed the desire to spend less than Rs. 50 at Aurangabad and 14% of the tourists have expressed the desire to spend between Rs. 50 and Rs. 100 at Aurangabad. The average proposed expenditure of the tourists who would like to spend at Aurangabad approximates to about Rs. 41.00 per person. In other words total additional expenditure incurred by the tourists amounts to Rs. 3.31 lakhs on the basis of estimate of tourist arrivals of 8,000 per year. Tourists from the U.S.A. (Rs. 47.00), Germany (Rs. 47.00) others (Rs. 49.00) have proposed to spend more than the overall average of Rs. 41.00.

The proposed expenditure on shopping at Aurangabad in relation to the age of the tourists is presented in Table No. 149-A. It is noted that on an average a tourist would like to spend an additional amount of Rs. 41.40. Tourists belonging to the youngest group namely below 20 years have proposed to spend an additional amount of Rs. 25.73. The proposed average expenditure has steadily increased to Rs. 93.92 for the tourists of the age 61 and above.

The survey reveals some important characteristics of different professions in respect of additional expenditure,
### Table No. 149  
**DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND PROPOSED EXPENDITURE ON SHOPPING.**

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Rs. 0.0-0.50</th>
<th>1.00</th>
<th>1.50</th>
<th>2.00 and more</th>
<th>NIL</th>
<th>Total</th>
<th>Average expenditure Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>40 (15.75)</td>
<td>36 (14.17)</td>
<td>11 (4.33)</td>
<td>15 (5.91)</td>
<td>19 (7.48)</td>
<td>133 (52.36)</td>
<td>254 (100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>6 (11.32)</td>
<td>7 (13.21)</td>
<td>1 (1.89)</td>
<td>1 (1.89)</td>
<td>4 (7.55)</td>
<td>34 (64.15)</td>
<td>53 (100.00)</td>
</tr>
<tr>
<td>France</td>
<td>12 (25.00)</td>
<td>5 (10.42)</td>
<td>3 (6.25)</td>
<td>1 (2.08)</td>
<td>1 (2.08)</td>
<td>26 (54.17)</td>
<td>48 (100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>5 (16.67)</td>
<td>2 (6.67)</td>
<td>2 (6.67)</td>
<td>4 (13.33)</td>
<td>17 (56.67)</td>
<td>30 (100.00)</td>
<td>47.50</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>17 (16.50)</td>
<td>9 (8.74)</td>
<td>1 (0.97)</td>
<td>6 (5.83)</td>
<td>5 (4.85)</td>
<td>65 (63.11)</td>
<td>103 (100.00)</td>
</tr>
<tr>
<td>E.S.E.</td>
<td>1 (33.33)</td>
<td>1 (33.33)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1 (33.33)</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>2 (33.33)</td>
<td>1 (16.67)</td>
<td>1 (16.67)</td>
<td>-</td>
<td>1 (16.67)</td>
<td>1 (16.67)</td>
<td>6 (100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>11 (14.67)</td>
<td>19 (25.33)</td>
<td>4 (5.33)</td>
<td>2 (2.67)</td>
<td>1 (1.33)</td>
<td>38 (50.67)</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>4 (14.29)</td>
<td>4 (14.29)</td>
<td>-</td>
<td>3 (10.71)</td>
<td>2 (7.14)</td>
<td>15 (53.57)</td>
<td>28 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>98 (16.33)</td>
<td>84 (14.00)</td>
<td>23 (3.83)</td>
<td>28 (4.67)</td>
<td>37 (6.17)</td>
<td>330 (55.00)</td>
<td>600 (100.00)</td>
</tr>
</tbody>
</table>

**Note** - Figures in bracket refer percentages to row total.
Table No. 149-A  DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND PROPOSED EXPENDITURE ON SHOPPING

<table>
<thead>
<tr>
<th>Age</th>
<th>Rs. 0.0-0.50</th>
<th>0.50-1.00</th>
<th>1.00-1.50</th>
<th>1.50-2.00</th>
<th>2.00 and</th>
<th>Nil</th>
<th>Total</th>
<th>Average expenditure Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 16-20 years</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>19</td>
<td>34</td>
<td>25.73</td>
</tr>
<tr>
<td></td>
<td>(23.53)</td>
<td>(14.71)</td>
<td>(2.94)</td>
<td>(2.94)</td>
<td>(55.88)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. 21-40 years</td>
<td>61</td>
<td>33</td>
<td>9</td>
<td>8</td>
<td>16</td>
<td>199</td>
<td>326</td>
<td>31.05</td>
</tr>
<tr>
<td></td>
<td>(18.71)</td>
<td>(10.12)</td>
<td>(2.76)</td>
<td>(2.45)</td>
<td>(4.91)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. 41-60 years</td>
<td>23</td>
<td>25</td>
<td>11</td>
<td>11</td>
<td>13</td>
<td>87</td>
<td>170</td>
<td>51.00</td>
</tr>
<tr>
<td></td>
<td>(13.53)</td>
<td>(14.71)</td>
<td>(6.47)</td>
<td>(6.47)</td>
<td>(7.65)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>6</td>
<td>21</td>
<td>2</td>
<td>8</td>
<td>8</td>
<td>25</td>
<td>70</td>
<td>73.92</td>
</tr>
<tr>
<td></td>
<td>(8.57)</td>
<td>(30.00)</td>
<td>(2.86)</td>
<td>(11.43)</td>
<td>(11.43)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>98</td>
<td>84</td>
<td>23</td>
<td>28</td>
<td>37</td>
<td>330</td>
<td>800</td>
<td>41.40</td>
</tr>
<tr>
<td></td>
<td>(16.33)</td>
<td>(14.00)</td>
<td>(3.33)</td>
<td>(4.67)</td>
<td>(6.17)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
on shopping at Aurangabad. Housewives, businessmen, estate holders and executives, belong to the high spending group of tourists. Housewives would like to spend about Rs. 71.55 per person, and this is the highest average expenditure proposed to be incurred by any profession. Students, self-employed, educationists and scientists belong to the low spending category of tourists. They have proposed to spend an average amount ranging between Rs. 22.16 and Rs. 30.37 as may be observed from Table No. 149-B.

One of the important elements determining the level of proposed expenditure is the level of income. Table No. 149-C contains the relevant information. It is observed that the lowest income category presents a type by itself. The tourists belonging to this group have proposed to spend Rs. 44.23 per head. However, tourists belonging to the next four income categories have proposed to spend between Rs. 23.30 and Rs. 31.65. Tourists earning above Rs. 2.50 lakhs have shown more intense desire to spend and the average expenditure of tourists belonging to the last three income categories has varied between Rs. 50 and Rs. 60.

V (3) Type of Goods Proposed to be Bought at Aurangabad:

In the preceding section, the expenditure proposed by the tourists was estimated, and it was revealed that on an average, the tourist would like to spend an amount of Rs. 41.40 per head. It would be instructive to find out what type of articles a tourist would like to purchase so
<table>
<thead>
<tr>
<th>Profession</th>
<th>Rs.0-50</th>
<th>50-100</th>
<th>100-150</th>
<th>150-2000</th>
<th>200 and above</th>
<th>Nil</th>
<th>Total</th>
<th>Average expenditure Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>9 (13.04)</td>
<td>12 (17.39)</td>
<td>3 (4.35)</td>
<td>3 (4.35)</td>
<td>9 (13.05)</td>
<td>33 (47.83)</td>
<td>69 (100.00)</td>
<td>58.70</td>
</tr>
<tr>
<td>2. Estate holders</td>
<td>1 (10.00)</td>
<td>2 (10.00)</td>
<td>20.00</td>
<td>-</td>
<td>1 (10.00)</td>
<td>5 (50.00)</td>
<td>10 (100.00)</td>
<td>57.50</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>6 (10.34)</td>
<td>12 (20.69)</td>
<td>4 (6.90)</td>
<td>11 (18.97)</td>
<td>3 (5.17)</td>
<td>22 (37.93)</td>
<td>58 (100.00)</td>
<td>71.55</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>6 (11.32)</td>
<td>5 (9.43)</td>
<td>2 (3.77)</td>
<td>1 (1.89)</td>
<td>3 (5.66)</td>
<td>36 (67.92)</td>
<td>53 (100.00)</td>
<td>22.16</td>
</tr>
<tr>
<td>5. Students</td>
<td>19 (24.05)</td>
<td>8 (10.13)</td>
<td>2 (2.53)</td>
<td>1 (1.27)</td>
<td>4 (5.06)</td>
<td>15 (56.96)</td>
<td>79 (100.00)</td>
<td>30.37</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>24 (17.91)</td>
<td>13 (9.70)</td>
<td>1 (0.75)</td>
<td>3 (2.24)</td>
<td>6 (4.48)</td>
<td>87 (64.93)</td>
<td>134 (100.00)</td>
<td>26.67</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>17 (21.25)</td>
<td>11 (13.75)</td>
<td>2 (2.50)</td>
<td>3 (3.75)</td>
<td>1 (1.25)</td>
<td>46 (57.50)</td>
<td>80 (100.00)</td>
<td>28.12</td>
</tr>
<tr>
<td>8. Executives</td>
<td>14 (15.05)</td>
<td>17 (18.28)</td>
<td>6 (6.45)</td>
<td>5 (5.38)</td>
<td>9 (9.68)</td>
<td>42 (45.16)</td>
<td>93 (100.00)</td>
<td>56.72</td>
</tr>
<tr>
<td>9. Others</td>
<td>2 (8.33)</td>
<td>5 (20.83)</td>
<td>1 (4.17)</td>
<td>1 (4.17)</td>
<td>1 (4.17)</td>
<td>14 (58.33)</td>
<td>24 (100.00)</td>
<td>39.60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>98 (16.33)</td>
<td>84 (14.00)</td>
<td>23 (3.83)</td>
<td>28 (4.67)</td>
<td>37 (6.17)</td>
<td>330 (55.00)</td>
<td>600 (100.00)</td>
<td>41.40</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
<table>
<thead>
<tr>
<th>Income in lakhs</th>
<th>Rs.0-50</th>
<th>50-100</th>
<th>100-150</th>
<th>150-200</th>
<th>200 and above</th>
<th>Nil</th>
<th>Total</th>
<th>Average expenditure Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.00-0.50</td>
<td>3 (23.08)</td>
<td>2 (15.38)</td>
<td>1 (7.69)</td>
<td>-</td>
<td>1 (7.69)</td>
<td>6 (46.15)</td>
<td>13 (100.00)</td>
<td>44.23</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>9 (26.47)</td>
<td>5 (14.71)</td>
<td>-</td>
<td>-</td>
<td>1 (2.94)</td>
<td>19 (55.88)</td>
<td>34 (100.00)</td>
<td>24.26</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>17 (26.56)</td>
<td>5 (7.81)</td>
<td>3 (4.69)</td>
<td>1 (1.56)</td>
<td>3 (4.69)</td>
<td>35 (54.69)</td>
<td>64 (100.00)</td>
<td>31.65</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>17 (16.50)</td>
<td>9 (8.74)</td>
<td>3 (2.91)</td>
<td>4 (3.88)</td>
<td>1 (0.97)</td>
<td>69 (66.99)</td>
<td>103 (100.00)</td>
<td>23.30</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>7 (11.29)</td>
<td>5 (8.06)</td>
<td>1 (1.61)</td>
<td>2 (3.23)</td>
<td>3 (4.84)</td>
<td>44 (70.97)</td>
<td>62 (100.00)</td>
<td>27.41</td>
</tr>
<tr>
<td>6. 2.50-300</td>
<td>10 (13.70)</td>
<td>12 (16.44)</td>
<td>6 (8.22)</td>
<td>6 (8.22)</td>
<td>7 (9.59)</td>
<td>32 (43.84)</td>
<td>73 (100.00)</td>
<td>62.00</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>2 (11.76)</td>
<td>5 (29.41)</td>
<td>1 (5.88)</td>
<td>2 (11.76)</td>
<td>-</td>
<td>7 (41.18)</td>
<td>17 (100.00)</td>
<td>52.94</td>
</tr>
<tr>
<td>8. 3.50-above</td>
<td>6 (27.27)</td>
<td>4 (18.18)</td>
<td>1 (4.55)</td>
<td>3 (13.64)</td>
<td>-</td>
<td>8 (36.36)</td>
<td>22 (100.00)</td>
<td>50.00</td>
</tr>
<tr>
<td>9. Nil</td>
<td>27 (12.74)</td>
<td>37 (17.45)</td>
<td>7 (3.30)</td>
<td>10 (4.72)</td>
<td>21 (9.21)</td>
<td>110 (51.89)</td>
<td>212 (100.00)</td>
<td>50.94</td>
</tr>
<tr>
<td>Total</td>
<td>98 (16.33)</td>
<td>84 (14.00)</td>
<td>23 (3.83)</td>
<td>28 (4.67)</td>
<td>37 (6.17)</td>
<td>330 (55.00)</td>
<td>600 (100.00)</td>
<td>41.40</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
that necessary facilities can be provided at Aurangabad. It is observed that the tourists have specified four main categories of articles which they would like to purchase viz. (1) Gold and silver ornaments, (2) Indian fabrics, (3) cottage industry products and (4) Antiques. It was observed that the largest number of tourists have proposed to purchase Indian Fabrics, followed by cottage industry products, gold and silver ornaments and lastly antiques.

It would be interesting to find out how far the choice of product is influenced by nationality, a profession and income. Table No. 150 presents the information regarding nationality and type of products the tourist proposes to buy at Aurangabad. It is observed that more emphasis is laid on purchase of Indian fabrics by tourists from the U.S.A., France and Africa. In comparison with these nations the response to Indian fabrics of West Europe and Japan was poor. Products of cottage industries had been a matter of distinct choice of the tourist from Japan and the U.K. The French tourists have not evinced much interest in cottage industry products. As regards preference for gold and silver ornaments it is noticed that they have been matter of particular preference of tourists from West Europe. The British, French and Japanese have showed relatively low interest in purchasing gold and silver ornaments.

Table No. 150-A suggests the relationship between
Table No. 150  DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND PREFERENCE OF ARTICLES FOR SHOPPING.

<table>
<thead>
<tr>
<th>Country of nationality</th>
<th>Gold and silver ornaments</th>
<th>Indian fabrics</th>
<th>Cottage Industry</th>
<th>Antiques</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. U.S.A.</td>
<td>71 (20.75)</td>
<td>113 (33.02)</td>
<td>85 (24.84)</td>
<td>48 (14.03)</td>
<td>25 (7.36)</td>
<td>342 (100.00)</td>
</tr>
<tr>
<td>2. U.K.</td>
<td>8 (14.54)</td>
<td>17 (30.96)</td>
<td>16 (29.08)</td>
<td>9 (16.36)</td>
<td>5 (9.12)</td>
<td>55 (100.00)</td>
</tr>
<tr>
<td>3. France</td>
<td>12 (19.66)</td>
<td>24 (39.33)</td>
<td>11 (18.02)</td>
<td>8 (13.11)</td>
<td>6 (9.88)</td>
<td>61 (100.00)</td>
</tr>
<tr>
<td>4. Germany</td>
<td>7 (23.33)</td>
<td>9 (30.00)</td>
<td>6 (20.00)</td>
<td>6 (20.00)</td>
<td>2 (6.67)</td>
<td>30 (100.00)</td>
</tr>
<tr>
<td>5. W.E.C.</td>
<td>25 (27.77)</td>
<td>21 (23.33)</td>
<td>23 (25.55)</td>
<td>14 (15.55)</td>
<td>7 (17.80)</td>
<td>90 (100.00)</td>
</tr>
<tr>
<td>6. E.E.C.</td>
<td>1 (33.33)</td>
<td>1 (33.33)</td>
<td>1 (33.33)</td>
<td>-</td>
<td>-</td>
<td>3 (100.00)</td>
</tr>
<tr>
<td>7. Africa</td>
<td>1 (14.32)</td>
<td>4 (57.12)</td>
<td>2 (28.56)</td>
<td>-</td>
<td>-</td>
<td>7 (100.00)</td>
</tr>
<tr>
<td>8. Japan</td>
<td>18 (18.18)</td>
<td>28 (28.28)</td>
<td>33 (33.33)</td>
<td>17 (17.17)</td>
<td>3 (3.04)</td>
<td>99 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>11 (24.99)</td>
<td>15 (34.08)</td>
<td>9 (20.46)</td>
<td>9 (20.46)</td>
<td>-</td>
<td>44 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>154 (21.05)</td>
<td>232 (31.71)</td>
<td>186 (25.42)</td>
<td>111 (15.17)</td>
<td>48 (6.85)</td>
<td>731 (100.00)</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
### Table No. 150-A

**DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND PREFERENCE OF ARTICLES FOR SHOPPING.**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Gold and silver ornaments</th>
<th>Indian fabrics</th>
<th>Cottage Industry</th>
<th>Antiques</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1-20 years</td>
<td>12</td>
<td>19</td>
<td>12</td>
<td>1</td>
<td>-</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>(27.26)</td>
<td>(43.16)</td>
<td>(27.26)</td>
<td>(2.32)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 21-40 years</td>
<td>86</td>
<td>115</td>
<td>92</td>
<td>69</td>
<td>34</td>
<td>396</td>
</tr>
<tr>
<td></td>
<td>(21.71)</td>
<td>(29.03)</td>
<td>(23.23)</td>
<td>(17.42)</td>
<td>(8.61)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 41-60 years</td>
<td>35</td>
<td>71</td>
<td>56</td>
<td>29</td>
<td>12</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>(17.24)</td>
<td>(34.97)</td>
<td>(27.58)</td>
<td>(14.28)</td>
<td>(6.03)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>21</td>
<td>27</td>
<td>26</td>
<td>12</td>
<td>2</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>(23.83)</td>
<td>(30.67)</td>
<td>(29.53)</td>
<td>(13.63)</td>
<td>(2.32)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>154</strong></td>
<td><strong>232</strong></td>
<td><strong>186</strong></td>
<td><strong>111</strong></td>
<td><strong>48</strong></td>
<td><strong>731</strong></td>
</tr>
<tr>
<td></td>
<td>(21.05)</td>
<td>(31.73)</td>
<td>(25.44)</td>
<td>(15.18)</td>
<td>(6.59)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

**Note -** Figures in bracket refer percentages to row total.
age of the tourists and the type of product that the tourist proposes to buy in Aurangabad Indian fabrics had been a matter of particular interest to the young tourists of the age below 20 years. Gold and silver ornaments have also been a distinct choice of the young. Old tourists have shown specific interest in cottage industry products. Antiques had been matter of particular preference of the age group 21-40 years. In this case it may be further noted that the young have shown very meagre interest in antiques. Only 2.30% of them have shown interest in antiques.

Preference of different professions in regard to the type of articles of shopping are exhibited in Table No. 150-B. It is observed that about 21.75% of the total opinion have been in favour of purchase of the Indian fabrics. Estate holders, students, educationists and executives have evinced particular interest in Indian fabrics as the relevant percentages for these professions are higher than the overall average of 31.70%. As regards the choice of the cottage industry goods it is noted that the professions like housewives, students, self-employed and others were particularly interested in this group of articles. The percentage of opinions in favour of this class of articles was higher than the percentage observed for aggregate. In connection with the opinions about gold and silver ornaments, it is seen that estate holders, house-
<table>
<thead>
<tr>
<th>Profession</th>
<th>Gold and silver ornaments</th>
<th>Indian fabrics</th>
<th>Cottage Industry goods</th>
<th>Antiques</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>15 (16.48)</td>
<td>29 (31.86)</td>
<td>21 (23.07)</td>
<td>22 (24.17)</td>
<td>4 (4.42)</td>
<td>91 (100.00)</td>
</tr>
<tr>
<td>2. Estate-holders</td>
<td>3 (33.33)</td>
<td>3 (33.33)</td>
<td>2 (22.22)</td>
<td>1 (11.12)</td>
<td>-</td>
<td>9 (100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>28 (29.16)</td>
<td>26 (27.08)</td>
<td>27 (28.12)</td>
<td>12 (12.50)</td>
<td>3 (3.14)</td>
<td>96 (100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>12 (26.08)</td>
<td>12 (26.08)</td>
<td>10 (21.77)</td>
<td>8 (17.38)</td>
<td>4 (8.69)</td>
<td>45 (100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>23 (23.46)</td>
<td>35 (35.71)</td>
<td>27 (27.55)</td>
<td>9 (9.18)</td>
<td>4 (4.10)</td>
<td>98 (100.00)</td>
</tr>
<tr>
<td>6. Educations</td>
<td>26 (14.52)</td>
<td>63 (35.19)</td>
<td>42 (23.46)</td>
<td>29 (16.20)</td>
<td>19 (10.63)</td>
<td>179 (100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>14 (17.50)</td>
<td>23 (28.75)</td>
<td>22 (17.50)</td>
<td>14 (17.50)</td>
<td>7 (8.75)</td>
<td>80 (100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>26 (24.52)</td>
<td>34 (32.07)</td>
<td>27 (25.47)</td>
<td>13 (12.26)</td>
<td>6 (5.78)</td>
<td>106 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>7 (26.92)</td>
<td>7 (26.92)</td>
<td>8 (30.76)</td>
<td>3 (11.53)</td>
<td>1 (3.87)</td>
<td>26 (100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>154 (21.06)</strong></td>
<td><strong>232 (31.75)</strong></td>
<td><strong>186 (25.44)</strong></td>
<td><strong>111 (15.18)</strong></td>
<td><strong>48 (6.77)</strong></td>
<td><strong>731 (100.00)</strong></td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Gold and silver ornaments</th>
<th>Indian fabrics</th>
<th>Cottage industry goods</th>
<th>Antiques</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.00-0.50</td>
<td>4 (25.00)</td>
<td>4 (25.00)</td>
<td>5 (31.25)</td>
<td>3 (13.75)</td>
<td>-</td>
<td>16 (100.00)</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>9 (21.95)</td>
<td>15 (36.58)</td>
<td>10 (24.38)</td>
<td>5 (12.19)</td>
<td>2 (4.90)</td>
<td>41 (100.00)</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>13 (20.00)</td>
<td>19 (29.23)</td>
<td>15 (23.08)</td>
<td>12 (18.46)</td>
<td>6 (9.23)</td>
<td>65 (100.00)</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>24 (17.64)</td>
<td>40 (29.41)</td>
<td>34 (25.00)</td>
<td>22 (16.17)</td>
<td>16 (11.78)</td>
<td>136 (100.00)</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>16 (25.00)</td>
<td>22 (34.37)</td>
<td>15 (22.43)</td>
<td>6 (10.39)</td>
<td>5 (7.81)</td>
<td>64 (100.00)</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>20 (19.60)</td>
<td>32 (31.36)</td>
<td>30 (29.44)</td>
<td>16 (15.68)</td>
<td>4 (3.92)</td>
<td>102 (100.00)</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>2 (9.52)</td>
<td>6 (28.56)</td>
<td>7 (33.36)</td>
<td>3 (14.28)</td>
<td>3 (14.28)</td>
<td>21 (100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>8 (29.62)</td>
<td>10 (37.03)</td>
<td>7 (25.95)</td>
<td>1 (3.70)</td>
<td>1 (3.70)</td>
<td>27 (100.00)</td>
</tr>
<tr>
<td>9. Nil</td>
<td>58 (22.39)</td>
<td>84 (24.72)</td>
<td>63 (24.32)</td>
<td>43 (16.60)</td>
<td>11 (4.34)</td>
<td>259 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>154 (21.05)</td>
<td>232 (31.73)</td>
<td>186 (25.44)</td>
<td>111 (15.18)</td>
<td>48 (6.59)</td>
<td>731 (100.00)</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
wives, scientists, executives and students were more interested in purchase of ornaments. On the other hand businessmen, educationists, self-employed have shown a weaker preference for these articles. Lastly, antiques have been preferred by businessmen, scientists and self-employed. Their relevant percentage of opinions in favour of antiques were higher than that observed for all professions together i.e. 15.18%.

Section VI

Utilisation of Leisure

VI (1) Mode of utilizing leisure

It would be pertinent to know the present method followed by the tourists in spending leisure time. Accordingly, tourists were asked the question how have they spent the leisure time. The answers were - rest, reading, drinking, shopping, playing and others. The survey revealed that a large number of the tourists i.e. about 248 out of 600 tourists took rest during leisure time. About 117 tourists i.e. 19.5% spent their leisure in reading. Playing absorbed the leisure time of 99 tourists (16.5%). The number of tourists spending leisure time in drinking and shopping was 72 and 62 respectively.

The mode of spending the leisure time varied according to the nationality of the tourists as is shown in Table No. 151. Thus, comparatively a larger percentage of the tourists from the U.S.A., Germany, West Europe and
Table No. 151  DISTRIBUTION OF TOURISTS NATIONALITYWISE AND PASSING OF LEISURE TIME.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Rest</th>
<th>Reading</th>
<th>Drinking</th>
<th>Shopping</th>
<th>Playing</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>113</td>
<td>42</td>
<td>35</td>
<td>23</td>
<td>40</td>
<td>1</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>(44.49)</td>
<td>(16.54)</td>
<td>(13.78)</td>
<td>(9.06)</td>
<td>(15.75)</td>
<td>(0.39)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>20</td>
<td>14</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(37.74)</td>
<td>(26.42)</td>
<td>(13.21)</td>
<td>(11.32)</td>
<td>(9.43)</td>
<td>(1.89)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>France</td>
<td>16</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>12</td>
<td>-</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(20.83)</td>
<td>(12.50)</td>
<td>(8.33)</td>
<td>(25.00)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>16</td>
<td>7</td>
<td>2</td>
<td>-</td>
<td>4</td>
<td>1</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>(53.33)</td>
<td>(23.33)</td>
<td>(6.67)</td>
<td></td>
<td>(13.33)</td>
<td>(3.33)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>51</td>
<td>18</td>
<td>6</td>
<td>16</td>
<td>12</td>
<td>-</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(49.51)</td>
<td>(17.48)</td>
<td>(5.83)</td>
<td>(15.53)</td>
<td>(11.55)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(66.67)</td>
<td>(33.33)</td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(66.67)</td>
<td>(16.67)</td>
<td></td>
<td></td>
<td>(16.67)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>21</td>
<td>16</td>
<td>11</td>
<td>10</td>
<td>17</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(28.00)</td>
<td>(21.33)</td>
<td>(14.67)</td>
<td>(13.33)</td>
<td>(22.67)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>-</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(25.00)</td>
<td>(24.00)</td>
<td>(14.29)</td>
<td>(7.14)</td>
<td>(28.57)</td>
<td>-</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>248</td>
<td>117</td>
<td>72</td>
<td>61</td>
<td>99</td>
<td>3</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(41.33)</td>
<td>(19.50)</td>
<td>(12.00)</td>
<td>(10.17)</td>
<td>(16.50)</td>
<td>(0.50)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
Africa took rest during the spare time. On the other hand a smaller percentage of tourists from the U.K., France, and East Europe, Japan and others took rest during the leisure time. Reading was more popular among the tourists from the U.K., France, Germany, East Europe, Japan and 'Others' but relatively a smaller percentage of the tourists from the U.S.A., West Europe, and Africa spent leisure time in reading. Playing was comparatively more popular among the 'Others', Japanese and French. On the whole more than 12% of the tourists had spent the leisure time in drinking, except tourists from Germany, West Europe and Africa. Leisure time was spent in shopping by proportionately a larger number of tourists from the U.K., West Europe and Japan.

Table No. 151-A presents the information regarding age of the tourists and the mode of spending leisure. It is characteristically noted that the percentage of tourists taking rest or reading during the spare time has increased with increase in age. Thus for the age group below 20 years, 32.35% of them took rest during the leisure time. While the similar percentage for the old was 47.14%. Further, only 11.76% of the young tourists, were busy in reading during the leisure time and this percentage increased to 22.86% for the old one. As regards the percentage of tourists engaged in drinking and playing during the leisure time, we note that the young below 20 years
<table>
<thead>
<tr>
<th>Age</th>
<th>Rest</th>
<th>Reading</th>
<th>Drinking</th>
<th>Shopping</th>
<th>Playing</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20 years</td>
<td>11</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>8</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(32.33)</td>
<td>(11.76)</td>
<td>(20.59)</td>
<td>(11.76)</td>
<td>(23.53)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>21-40 years</td>
<td>121</td>
<td>65</td>
<td>32</td>
<td>39</td>
<td>67</td>
<td>2</td>
<td>326</td>
</tr>
<tr>
<td></td>
<td>(37.12)</td>
<td>(98.94)</td>
<td>(9.82)</td>
<td>(11.96)</td>
<td>(20.55)</td>
<td>(0.61)</td>
<td>(100.00)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(18.94)</td>
<td></td>
<td></td>
<td>(10.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41-60 years</td>
<td>83</td>
<td>32</td>
<td>25</td>
<td>13</td>
<td>16</td>
<td>1</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>(48.82)</td>
<td>(18.82)</td>
<td>(14.71)</td>
<td>(7.65)</td>
<td>(9.41)</td>
<td>(0.59)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>61 and above</td>
<td>33</td>
<td>16</td>
<td>8</td>
<td>5</td>
<td>8</td>
<td>-</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(47.14)</td>
<td>(22.86)</td>
<td>(11.43)</td>
<td>(7.14)</td>
<td>(11.43)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>248</td>
<td>117</td>
<td>72</td>
<td>61</td>
<td>99</td>
<td>3</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(41.33)</td>
<td>(19.50)</td>
<td>(12.00)</td>
<td>(10.17)</td>
<td>(16.50)</td>
<td>(0.50)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
stand out distinctly. Thus, about 20.59% of the young devoted themselves to drinking during the leisure. The overall average percentage was 12%. Similarly, 23.53% of the young engaged themselves in playing as compared to the overall average percentage of 16.5%.

Some important differences in respect of the mode of spending the leisure are also noted (Table No. 152-B). Among the professions for which the percentage of tourists taking rest during the leisure was high, were businessmen, estate holders, housewives and scientists. Reading was a matter of preference for the educationists and the executives. More than 11% of the tourists coming from almost all professions except housewives and scientists were engaged in drinking. Further a larger number of tourists from the category of scientists, students, educationists and self-employed devoted their time towards playing. Their percentage was more than 19%. On the other hand, a small proportion of businessmen, housewives and executives devoted their time towards playing. Lastly, the percentage of businessmen, students, self-employed and others, who were engaged in shopping was high. It was more than 11%.

VI (2) Cultural Programmes:

One of the objectives of the tourists in visiting other countries is to acquaint oneself with the culture of the country visited. Similarly, the tourists receiving
Table No. 151-B  DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND PASSING OF LEISURE TIME.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Rest</th>
<th>Reading</th>
<th>Drinking</th>
<th>Shopping</th>
<th>Playing</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>30</td>
<td>(43.48)</td>
<td>14</td>
<td>(20.29)</td>
<td>11</td>
<td>(15.94)</td>
<td>8</td>
</tr>
<tr>
<td>2. Estateholders</td>
<td>8</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>31</td>
<td>(53.45)</td>
<td>12</td>
<td>(20.69)</td>
<td>6</td>
<td>(10.34)</td>
<td>5</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>25</td>
<td>(47.17)</td>
<td>7</td>
<td>(13.21)</td>
<td>4</td>
<td>(7.55)</td>
<td>3</td>
</tr>
<tr>
<td>5. Students</td>
<td>30</td>
<td>(37.97)</td>
<td>13</td>
<td>(16.46)</td>
<td>9</td>
<td>(11.39)</td>
<td>11</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>47</td>
<td>(35.07)</td>
<td>30</td>
<td>(22.39)</td>
<td>17</td>
<td>(12.69)</td>
<td>13</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>30</td>
<td>(37.50)</td>
<td>14</td>
<td>(17.50)</td>
<td>9</td>
<td>(11.25)</td>
<td>9</td>
</tr>
<tr>
<td>8. Executives</td>
<td>38</td>
<td>(40.86)</td>
<td>24</td>
<td>(25.81)</td>
<td>11</td>
<td>(11.83)</td>
<td>7</td>
</tr>
<tr>
<td>9. Others</td>
<td>9</td>
<td>(37.50)</td>
<td>3</td>
<td>(12.50)</td>
<td>3</td>
<td>(12.50)</td>
<td>5</td>
</tr>
</tbody>
</table>

Total: 248 (41.33) 117 (19.50) 72 (12.00) 61 (10.17) 99 (16.66) 3 (0.50) 600 (100.00)

Note: Figures in bracket refer percentages to row total.
Table No. 151-C DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND PASSING OF LEISURE TIME.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Rest</th>
<th>Reading</th>
<th>Drinking</th>
<th>Shopping</th>
<th>Playing</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.00-0.50</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td>(30.77)</td>
<td>(23.08)</td>
<td>(15.38)</td>
<td>(15.38)</td>
<td>(15.38)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>13</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>10</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td>(38.24)</td>
<td>(11.76)</td>
<td>(8.82)</td>
<td>(11.76)</td>
<td>(29.41)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>24</td>
<td>14</td>
<td>8</td>
<td>5</td>
<td>13</td>
<td>-</td>
<td>64</td>
</tr>
<tr>
<td>(37.50)</td>
<td>(21.88)</td>
<td>(12.50)</td>
<td>(7.81)</td>
<td>(20.31)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>36</td>
<td>17</td>
<td>14</td>
<td>12</td>
<td>22</td>
<td>2</td>
<td>103</td>
</tr>
<tr>
<td>(34.95)</td>
<td>(16.50)</td>
<td>(13.59)</td>
<td>(11.65)</td>
<td>(21.36)</td>
<td>(1.94)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>24</td>
<td>12</td>
<td>7</td>
<td>8</td>
<td>11</td>
<td>-</td>
<td>62</td>
</tr>
<tr>
<td>(38.71)</td>
<td>(19.35)</td>
<td>(11.29)</td>
<td>(12.90)</td>
<td>(17.74)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>31</td>
<td>16</td>
<td>9</td>
<td>6</td>
<td>11</td>
<td>-</td>
<td>73</td>
</tr>
<tr>
<td>(42.47)</td>
<td>(21.92)</td>
<td>(12.35)</td>
<td>(8.22)</td>
<td>(15.07)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>12</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>(70.59)</td>
<td>(11.76)</td>
<td></td>
<td></td>
<td></td>
<td>(17.65)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>8</td>
<td>5</td>
<td>3</td>
<td>-</td>
<td>6</td>
<td>-</td>
<td>22</td>
</tr>
<tr>
<td>(36.36)</td>
<td>(22.73)</td>
<td>(13.64)</td>
<td></td>
<td></td>
<td>(27.27)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>9. N/C</td>
<td>96</td>
<td>44</td>
<td>26</td>
<td>24</td>
<td>21</td>
<td>1</td>
<td>212</td>
</tr>
<tr>
<td>(46.28)</td>
<td>(20.75)</td>
<td>(12.26)</td>
<td>(11.32)</td>
<td>(9.91)</td>
<td>(0.47)</td>
<td>(100.00)</td>
<td></td>
</tr>
</tbody>
</table>

Total 248 117 72 61 99 3 500
(41.33) (19.50) (12.00) (10.17) (16.50) (0.50) (100.00)

Note - Figures in bracket refer percentages to row total.
country desires that foreigners be acquainted with the
national culture and thereby social and cultural ties
between two nations be strengthened. Culture has various
dimensions and these may be brought home to the tourists
through different media such as arrangement of movie,
dance, music etc. Equally important aspect of the cultu-
ral activities is the entertainment of the tourists. It
is essential that the tourists stay in Aurangabad is made
as pleasant as is possible. It would ultimately result in
carrying sweet memories of their visit whenever the tourists
return home. The impression that the tourists carry is
very important because it acts as an indirect publicity.
In view of the importance of the entertainment and the
importance of strengthening the cultural ties, we have
attempted to ascertain how far the tourists are interested
in cultural activities and if they are interested, what
type of cultural activity they are interested in.

The survey revealed that out of 600 tourists as many
as 563 tourists (93.8%) were interested in cultural acti-

vities. Though almost all categories of tourists have
evolved deep interest in cultural show, there are some
marginal variations in intensity of desire to see cultural
show. Table No. 152-A brings out the fact that the inten-
sity to witness cultural show has increased with increase
in age. The percentage of tourists desiring to see the
cultural show has increased from 91.2% for the youngest
### Table No. 152-A

**DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND DESIRE TO SEE CULTURAL SHOW.**

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 to 20 years</td>
<td>31</td>
<td>3</td>
<td>34 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(91.18)</td>
<td>(8.82)</td>
<td></td>
</tr>
<tr>
<td>21 to 40 years</td>
<td>304</td>
<td>22</td>
<td>326 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(93.25)</td>
<td>(6.75)</td>
<td></td>
</tr>
<tr>
<td>41 to 60 years</td>
<td>161</td>
<td>9</td>
<td>170 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(94.71)</td>
<td>(5.29)</td>
<td></td>
</tr>
<tr>
<td>61 and above</td>
<td>67</td>
<td>3</td>
<td>70 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(95.71)</td>
<td>(4.29)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>563</td>
<td>37</td>
<td>600 (100.00)</td>
</tr>
<tr>
<td></td>
<td>(93.83)</td>
<td>(6.17)</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Figures in bracket refer percentages to row total.
to 95.7% for the eldest group. Further, among the professions which have shown more interest in cultural show are housewives, and educationists (Table No. 152-B).

Cultural shows were classified in two main categories, namely Indian show and Western show. It is revealed that almost all the tourists have shown interest in Indian style cultural show, rather than in western style cultural show. Many a times, a wrong impression is carried by hotel management that foreigners should be welcomed and entertained in Western style only. The findings of the survey go against this doctrine. In fact the foreigners have expressed at all stages that they would like to receive these things in Indian atmosphere and in Indian style whether it is a matter of costume or a dance or a breakfast. It is often forgotten that foreigners come to India to see India and to participate in Indian culture. Their purpose is not to have western life in India. Indian cultural shows were classified into four categories, namely Indian dance, Indian music, Indian movie and Indian folk dance. It is observed from Table No. 153 that tourists gave first preference to Indian dance, then to Indian music, folk dance and Indian Movie. About 37.5% of the total opinions were in favour of Indian dance and this had been the case for all most all the nationalities except the tourists from the U.S., Germany and East Europe.

Further, 29.4% of the total opinions expressed were
Table No. 152-B  DISTRIBUTION OF TOURISTS ACCORDING
TO PROFESSION AND THEIR DESIRE TO
SEE CULTURAL SHOW.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>65</td>
<td>4</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>(94.20)</td>
<td>(5.80)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. Estate holders</td>
<td>9</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(90.00)</td>
<td>(10.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>57</td>
<td>1</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>(98.28)</td>
<td>(1.72)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>50</td>
<td>3</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(94.33)</td>
<td>(5.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>73</td>
<td>6</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(92.41)</td>
<td>(7.59)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>128</td>
<td>6</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>(95.53)</td>
<td>(4.47)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>72</td>
<td>8</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>(90.00)</td>
<td>(10.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>88</td>
<td>5</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>(94.63)</td>
<td>(5.37)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>21</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(87.50)</td>
<td>(12.50)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Total          | 563  | 37   | 600   |
|               | (93.83) | (6.17) | (100.00) |

Note - Figures in bracket refer percentages to row total.
### Table No. 153

DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND DESIRE TO SEE CULTURAL SHOW.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Indian dance</th>
<th>Indian music</th>
<th>Indian movie</th>
<th>Folk dance</th>
<th>Western dance</th>
<th>Western music</th>
<th>Western movie</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>213</td>
<td>168</td>
<td>47</td>
<td>139</td>
<td>2</td>
<td>4</td>
<td>-</td>
<td>573</td>
</tr>
<tr>
<td></td>
<td>(37.16)</td>
<td>(29.31)</td>
<td>(8.20)</td>
<td>(24.25)</td>
<td>(0.34)</td>
<td>(0.68)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>38</td>
<td>36</td>
<td>7</td>
<td>32</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>(33.04)</td>
<td>(31.30)</td>
<td>(6.08)</td>
<td>(27.82)</td>
<td>(0.86)</td>
<td>(0.86)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>France</td>
<td>39</td>
<td>32</td>
<td>3</td>
<td>25</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>(39.00)</td>
<td>(32.00)</td>
<td>(3.00)</td>
<td>(25.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(1.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>22</td>
<td>17</td>
<td>6</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>(34.36)</td>
<td>(26.55)</td>
<td>(9.37)</td>
<td>(29.67)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>86</td>
<td>61</td>
<td>8</td>
<td>57</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>215</td>
</tr>
<tr>
<td></td>
<td>(39.99)</td>
<td>(28.37)</td>
<td>(3.72)</td>
<td>(26.51)</td>
<td>(0.46)</td>
<td>(0.92)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>(25.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(50.00)</td>
<td>(25.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>(41.66)</td>
<td>(25.00)</td>
<td>(8.33)</td>
<td>(25.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>62</td>
<td>48</td>
<td>9</td>
<td>35</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td>(38.99)</td>
<td>(30.18)</td>
<td>(5.66)</td>
<td>(22.01)</td>
<td>(0.62)</td>
<td>(1.25)</td>
<td>(1.25)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>22</td>
<td>18</td>
<td>1</td>
<td>20</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>(36.05)</td>
<td>(29.50)</td>
<td>(1.63)</td>
<td>(32.78)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

**Total** | 488          | 383          | 82           | 330        | 6             | 10            | 4             | 1303  |
|           | (37.45)      | (29.39)      | (6.29)       | (25.32)    | (0.46)        | (0.76)        | (0.33)        | (100.00) |

**Note** - Figures in bracket refer percentages to row total.
in favour of Indian music. There were no large nationality-wise variations in regard to preference for Indian music. About 330 tourists have expressed the desire to see folk dance. Lastly, very few i.e. 82 tourists were interested in Indian movie.

The general observations noted above in respect of choice of different types of Indian cultural shows, were true for different categories of tourists according to age, profession and income and no distinct change in preference for different types of cultural shows according to different categories of tourists was observed (Table Nos. 153-A, 153-B, 153-C).

It is a common place observation that Indian cities and hotels offer comparatively little entertainment after dinner to tourists. Entertainment can be provided in the form of music, dance and such other cultural shows. There is a reservoir of professional talent available in many Indian cities and has remained untapped. It is time that hoteliers recognised that an Indian form of entertainment is to be preferred to mere aping of western form.

VI (3) Meeting the Local People:

The preceding paragraphs evaluated response of the tourists towards different types of cultural shows such as movie, dance etc. These cultural activities are partly of impersonal nature. It is also possible to establish social and cultural contact between the tourists and the
Table No. 153-A  DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND TYPE OF CULTURAL SHOW.

<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Indian dance</th>
<th>Indian music</th>
<th>Indian movie</th>
<th>Folk dance</th>
<th>Western dance</th>
<th>Western music</th>
<th>Western movie</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1-20</td>
<td>31 (41.32)</td>
<td>22 (29.32)</td>
<td>3 (3.99)</td>
<td>16 (21.32)</td>
<td>1 (1.33)</td>
<td>2 (2.66)</td>
<td>-</td>
<td>75 (100.00)</td>
</tr>
<tr>
<td>2. 21-40</td>
<td>259 (37.10)</td>
<td>207 (29.64)</td>
<td>42 (6.01)</td>
<td>180 (25.78)</td>
<td>3 (0.42)</td>
<td>4 (0.63)</td>
<td>3 (0.42)</td>
<td>698 (100.00)</td>
</tr>
<tr>
<td>3. 41-60</td>
<td>138 (36.79)</td>
<td>110 (29.32)</td>
<td>29 (7.73)</td>
<td>95 (25.32)</td>
<td>-</td>
<td>2 (0.53)</td>
<td>1 (0.31)</td>
<td>375 (100.00)</td>
</tr>
<tr>
<td>4. 61 and above</td>
<td>60 (38.70)</td>
<td>44 (28.38)</td>
<td>8 (5.16)</td>
<td>39 (25.16)</td>
<td>2 (1.30)</td>
<td>2 (1.30)</td>
<td>-</td>
<td>155 (100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>488 (37.45)</td>
<td>383 (29.39)</td>
<td>82 (6.29)</td>
<td>330 (25.32)</td>
<td>6 (0.46)</td>
<td>10 (0.76)</td>
<td>6 (0.39)</td>
<td>1303 (100.00)</td>
</tr>
</tbody>
</table>

Note - Figures in bracket refer percentages to row total.
<table>
<thead>
<tr>
<th>Profession</th>
<th>Indian dance</th>
<th>Indian music</th>
<th>Indian movie</th>
<th>Folk dance</th>
<th>Western dance</th>
<th>Western music</th>
<th>Western movie</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Businessmen</td>
<td>56 (38.35)</td>
<td>47 (32.19)</td>
<td>8 (5.48)</td>
<td>35 (23.98)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>146 (100.00)</td>
</tr>
<tr>
<td>2. Estateholders</td>
<td>9 (40.90)</td>
<td>6 (27.27)</td>
<td>1 (4.54)</td>
<td>5 (22.75)</td>
<td>-</td>
<td>-</td>
<td>1 (4.54)</td>
<td>22 (100.00)</td>
</tr>
<tr>
<td>3. Housewives</td>
<td>52 (38.80)</td>
<td>44 (32.83)</td>
<td>6 (4.47)</td>
<td>32 (23.90)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>134 (100.00)</td>
</tr>
<tr>
<td>4. Scientists</td>
<td>43 (32.82)</td>
<td>39 (29.77)</td>
<td>11 (8.39)</td>
<td>37 (28.24)</td>
<td>1 (0.78)</td>
<td>-</td>
<td>-</td>
<td>131 (100.00)</td>
</tr>
<tr>
<td>5. Students</td>
<td>65 (38.46)</td>
<td>48 (28.40)</td>
<td>9 (5.32)</td>
<td>42 (24.85)</td>
<td>1 (0.59)</td>
<td>3 (1.79)</td>
<td>1 (0.59)</td>
<td>169 (100.00)</td>
</tr>
<tr>
<td>6. Educationists</td>
<td>118 (39.07)</td>
<td>74 (24.50)</td>
<td>24 (7.92)</td>
<td>76 (25.16)</td>
<td>4 (1.32)</td>
<td>5 (1.65)</td>
<td>1 (0.38)</td>
<td>302 (100.00)</td>
</tr>
<tr>
<td>7. Self-employed</td>
<td>54 (32.92)</td>
<td>57 (34.75)</td>
<td>10 (6.09)</td>
<td>41 (25.00)</td>
<td>-</td>
<td>1 (0.62)</td>
<td>1 (0.62)</td>
<td>164 (100.00)</td>
</tr>
<tr>
<td>8. Executives</td>
<td>76 (39.37)</td>
<td>55 (28.49)</td>
<td>9 (4.66)</td>
<td>52 (26.94)</td>
<td>1 (0.54)</td>
<td>-</td>
<td>-</td>
<td>193 (100.00)</td>
</tr>
<tr>
<td>9. Others</td>
<td>15 (35.71)</td>
<td>13 (30.95)</td>
<td>4 (9.52)</td>
<td>10 (23.82)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>42 (100.00)</td>
</tr>
</tbody>
</table>

Total | 488 (37.46) | 383 (29.39) | 82 (6.29)    | 330 (25.32) | 6 (0.46)      | 10 (0.76)     | 4 (0.33)      | 1303 (100.00)  |

Note - Figures in bracket refer percentages to row total.
## Table No. 153-C  DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND REFERENCE OF CULTURAL SHOW.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Indian dance</th>
<th>Indian music</th>
<th>Indian movie</th>
<th>Folk dance</th>
<th>Western dance</th>
<th>Western music</th>
<th>Western movie</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.0-0.50</td>
<td>11</td>
<td>8</td>
<td>1</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>(34.38)</td>
<td>(25.00)</td>
<td>(3.12)</td>
<td>(37.50)</td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>25</td>
<td>16</td>
<td>3</td>
<td>12</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>(42.37)</td>
<td>(27.04)</td>
<td>(5.24)</td>
<td>(20.28)</td>
<td>(1.69)</td>
<td>(3.38)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>59</td>
<td>47</td>
<td>10</td>
<td>34</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>153</td>
</tr>
<tr>
<td></td>
<td>(38.56)</td>
<td>(30.71)</td>
<td>(6.53)</td>
<td>(22.22)</td>
<td></td>
<td>(0.65)</td>
<td>(1.33)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>77</td>
<td>63</td>
<td>15</td>
<td>58</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>218</td>
</tr>
<tr>
<td></td>
<td>(35.31)</td>
<td>(30.27)</td>
<td>(6.88)</td>
<td>(26.60)</td>
<td>(0.90)</td>
<td>(0.45)</td>
<td>(0.90)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>49</td>
<td>42</td>
<td>13</td>
<td>30</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>137</td>
</tr>
<tr>
<td></td>
<td>(35.76)</td>
<td>(30.65)</td>
<td>(9.48)</td>
<td>(21.89)</td>
<td>(0.72)</td>
<td>(1.40)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>59</td>
<td>48</td>
<td>15</td>
<td>50</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>173</td>
</tr>
<tr>
<td></td>
<td>(34.10)</td>
<td>(27.74)</td>
<td>(8.67)</td>
<td>(28.90)</td>
<td></td>
<td>(0.59)</td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>13</td>
<td>13</td>
<td>2</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>(36.11)</td>
<td>(36.11)</td>
<td>(5.55)</td>
<td>(22.23)</td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>19</td>
<td>17</td>
<td>2</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>(38.00)</td>
<td>(34.00)</td>
<td>(4.00)</td>
<td>(24.00)</td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. N/G</td>
<td>176</td>
<td>129</td>
<td>21</td>
<td>114</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>445</td>
</tr>
<tr>
<td></td>
<td>(39.54)</td>
<td>(28.98)</td>
<td>(4.71)</td>
<td>(25.61)</td>
<td>(0.44)</td>
<td>(0.72)</td>
<td></td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

**Total** | 488 | 383 | 82 | 330 | 6 | 10 | (9+50) | (100.00) |

(37.45) | (29.39) | (6.29) | (25.32) | (0.45) | (0.76) | (9+50) | (100.00) |

**Note** - Figures in bracket refer percentages to row total.
local population through personal contact. In fact Indian hospitality is seen in its natural form at home. It was felt necessary therefore, to ascertain how far the tourists are interested in meeting local people and if yes, at what time.

Table No. 154 reveals that out of 600 tourists interviewed, about 200 of them i.e. 33.33% expressed the desire to meet local people. Further, except the tourists from East European countries, tourists from all most all the countries have expressed the desire to meet people. The proportion of Japanese tourists who desired to meet local people was particularly high i.e. 67.86%.

It is interesting to note that the desire to meet local people has been influenced by age of the tourists. This phenomena is clearly brought out by Table No. 154-A. The percentage of the tourists desiring to meet local people has declined from 50% for the young of the age, below 20 years, to 18.57% for the aged above 61 years.

As regards the desire of different professions to meet local people, it may be observed from Table No. 154-B that housewives and educationists and 'Others' are not much interested in meeting the local people. On the other hand a larger number of tourists belonging to the categories of students and self-employed had expressed the desire to meet the local people. Though no specific relationship is revealed between income of the tourists and desire to
Table No. 154  DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND DESIRE TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>84</td>
<td>170</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>(33.07)</td>
<td>(66.93)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>19</td>
<td>34</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(35.85)</td>
<td>(64.15)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>France</td>
<td>17</td>
<td>31</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>(35.42)</td>
<td>(64.58)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>10</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>31</td>
<td>72</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(30.10)</td>
<td>(69.90)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>3</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Japan</td>
<td>28</td>
<td>47</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(37.33)</td>
<td>(62.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>9</td>
<td>19</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(32.14)</td>
<td>(67.86)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
<th>200</th>
<th>400</th>
<th>600</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
Table No. 154-A  DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND DESIRE TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20 years</td>
<td>17</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(50.00)</td>
<td>(50.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>21-40 years</td>
<td>109</td>
<td>217</td>
<td>326</td>
</tr>
<tr>
<td></td>
<td>(33.44)</td>
<td>(66.56)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>41-60 years</td>
<td>61</td>
<td>109</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>(35.88)</td>
<td>(64.12)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>61 and above</td>
<td>13</td>
<td>57</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(18.57)</td>
<td>(81.43)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>400</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
### Table No. 154-B

DISTRIBUTION OF TOURISTS ACCORDING TO
PROFESSION AND DESIRE TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Profession</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(</td>
<td>(%)</td>
<td>(%)</td>
</tr>
<tr>
<td>Businessmen</td>
<td>21</td>
<td>48</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>(30.43)</td>
<td>(69.57)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Estateholders</td>
<td>3</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(30.00)</td>
<td>(70.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Housewives</td>
<td>16</td>
<td>42</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>(27.59)</td>
<td>(72.41)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Scientists</td>
<td>18</td>
<td>35</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(33.96)</td>
<td>(66.04)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Students</td>
<td>35</td>
<td>44</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>(44.30)</td>
<td>(55.70)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Educationists</td>
<td>40</td>
<td>94</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>(29.85)</td>
<td>(70.15)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Self-employed</td>
<td>31</td>
<td>49</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>(38.75)</td>
<td>(61.25)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Executives</td>
<td>30</td>
<td>63</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>(32.26)</td>
<td>(67.74)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>(25.00)</td>
<td>(75.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>200</td>
<td>400</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
meet local people, we find that there are distinct categories of tourists expressing the desire to meet local people as shown in Table No. 154-C. Thus comparatively a larger proportion of the tourists from the income group of Rs. 0.50 lakhs to 2.50 lakhs have expressed the desire to meet local people and tourists from last income category of Rs. 3.50 lakhs and above. On the other hand a smaller proportion of the tourists earning less than Rs. 0.50 lakhs and between 2.50 and Rs. 3.50 lakhs have evinced the desire to meet people.

It has been noted earlier than about 33% of the tourists would like to meet local people and it would be necessary to know the convenient timings of the tourists for meeting the local people. Table No. 155 suggests that for 178 i.e. 30%% of the tourists evening would be most suitable time for meeting the local people.

VI (4) Meeting with Local People and Duration of Meeting:

It has already been noted earlier that one of the objectives was to study how much time a tourist can spare for meeting the local people. The survey revealed that only 33% of the tourists interviewed were eager to meet the local people and they were able to spare on an average about 1.38 hours. The average time that the British could spare was only 1.10 hours. On the other hand Japanese tourists expressed the desire to spend on an average 2.10 hours as per Table No. 156.
Table No. 154-C DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND DESIRE TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.00-0.50</td>
<td>2</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>(15.38)</td>
<td>(84.62)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>13</td>
<td>21</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>(38.24)</td>
<td>(61.76)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>23</td>
<td>41</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>(33.94)</td>
<td>(64.06)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>44</td>
<td>59</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(42.72)</td>
<td>(57.28)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>22</td>
<td>40</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>(35.48)</td>
<td>(64.52)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>21</td>
<td>52</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>(28.77)</td>
<td>(71.23)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>4</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>(23.53)</td>
<td>(76.47)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>9</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>(40.91)</td>
<td>(59.09)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>9. N/G</td>
<td>62</td>
<td>150</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>(29.25)</td>
<td>(70.75)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>200</td>
<td>400</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(33.33)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.
### Table No. 155
DISTRIBUTION OF TOURISTS ACCORDING TO NATIONALITY AND SUITABLE TIME TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Evening</th>
<th>Afternoon</th>
<th>Anytime</th>
<th>No comment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>77</td>
<td>7</td>
<td>1</td>
<td>169</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>(30.31)</td>
<td>(2.76)</td>
<td>(0.39)</td>
<td>(66.54)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>U.K.</td>
<td>18</td>
<td>-</td>
<td>1</td>
<td>34</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>(33.96)</td>
<td></td>
<td>(1.89)</td>
<td>(64.15)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>France</td>
<td>13</td>
<td>2</td>
<td>1</td>
<td>32</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>(27.08)</td>
<td>(4.17)</td>
<td>(2.08)</td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Germany</td>
<td>9</td>
<td>1</td>
<td>-</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>(30.00)</td>
<td>(3.33)</td>
<td></td>
<td>(66.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>W.E.C.</td>
<td>24</td>
<td>8</td>
<td>-</td>
<td>71</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>(23.30)</td>
<td>(7.77)</td>
<td></td>
<td>(68.93)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>E.E.C.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Africa</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>(16.67)</td>
<td>(16.67)</td>
<td>(66.67)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>26</td>
<td>2</td>
<td>-</td>
<td>47</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>(34.67)</td>
<td>(2.67)</td>
<td></td>
<td>(62.67)</td>
<td>(100.00)</td>
</tr>
<tr>
<td>Others</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>(35.71)</td>
<td></td>
<td></td>
<td>(64.29)</td>
<td>(100.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>178</td>
<td>20</td>
<td>4</td>
<td>398</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>(29.67)</td>
<td>(3.33)</td>
<td>(0.67)</td>
<td>(66.33)</td>
<td>(100.00)</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer to percentages to row total.
Table No. 156  DISTRIBUTION OF TOURISTS ACCORDING TO
NATIONALITY AND DURATION OF TIME TO
MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>One hour</th>
<th>2 hours</th>
<th>3 hours</th>
<th>No comment</th>
<th>Total</th>
<th>Average time hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>61</td>
<td>15</td>
<td>9</td>
<td>169</td>
<td>254</td>
<td>1.38</td>
</tr>
<tr>
<td></td>
<td>(24.02)</td>
<td>(5.91)</td>
<td>(3.54)</td>
<td>(66.54)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>U.K.</td>
<td>17</td>
<td>2</td>
<td>-</td>
<td>34</td>
<td>53</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>(32.08)</td>
<td>(3.77)</td>
<td></td>
<td>(64.15)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>11</td>
<td>3</td>
<td>2</td>
<td>32</td>
<td>48</td>
<td>1.43</td>
</tr>
<tr>
<td></td>
<td>(22.92)</td>
<td>(6.25)</td>
<td>(4.17)</td>
<td>(66.67)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>8</td>
<td>-</td>
<td>1</td>
<td>21</td>
<td>30</td>
<td>1.22</td>
</tr>
<tr>
<td></td>
<td>(26.67)</td>
<td></td>
<td>(3.33)</td>
<td>(70.00)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>W.E.C.</td>
<td>22</td>
<td>6</td>
<td>3</td>
<td>72</td>
<td>103</td>
<td>1.38</td>
</tr>
<tr>
<td></td>
<td>(21.36)</td>
<td>(5.83)</td>
<td>(2.91)</td>
<td>(69.90)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>E.E.C.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(100.00)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td>6</td>
<td>1.50</td>
</tr>
<tr>
<td></td>
<td>(16.67)</td>
<td>(16.67)</td>
<td></td>
<td>(66.67)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>14</td>
<td>11</td>
<td>3</td>
<td>47</td>
<td>75</td>
<td>2.10</td>
</tr>
<tr>
<td></td>
<td>(18.67)</td>
<td>(14.67)</td>
<td>(4.00)</td>
<td>(62.67)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>19</td>
<td>28</td>
<td>1.35</td>
</tr>
<tr>
<td></td>
<td>(25.00)</td>
<td>(3.57)</td>
<td>(3.57)</td>
<td>(67.86)</td>
<td>(100.00)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>141</td>
<td>39</td>
<td>19</td>
<td>401</td>
<td>600</td>
<td>1.38</td>
</tr>
<tr>
<td></td>
<td>(23.50)</td>
<td>(6.50)</td>
<td>(3.17)</td>
<td>(66.83)</td>
<td>(100.00)</td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentage to row total.
The age-wise classification of the time available for meeting the people as per Table No. 156-A shows that the average time that could be spent by young of the age below 20 and of the age above 60 years was approximately 1.47 hours and 1.45 hours respectively. For other two categories of age the average time that could be spent was comparatively less i.e. 1.40 and 1.33 hours respectively.

It has often been complained that the Indians are unfriendly. But it is also true that the average visitor has no chance of meeting local people other than hotel servants, drivers, guides etc. Therefore, tourist cannot be blamed for failing to discover more representative attitudes in the society. Another reason for the complaint is that Indian hospitality is traditionally in the home and there is little traditional hospitality in Inns and Hotels etc.  

The maintenance of list of suitable host willing to offer foreigners hospitality in the home deserves to be encouraged. It was with this point in view that the author attempted to ascertain how far foreign tourists were interested in meeting the local people and at what time.

1. Cultural Tourism in India, its scope and Development. Dr. F.R. Allachin, UNESCO Expert, Department of Tourism, Govt. of India, New Delhi.
Table No. 156-A
DISTRIBUTION OF TOURISTS ACCORDING TO AGE AND DURATION OF TIME TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Age</th>
<th>One hour</th>
<th>Two hours</th>
<th>Three hours</th>
<th>No comment</th>
<th>Total</th>
<th>Average time</th>
<th>Average time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>hours</td>
<td>hours</td>
</tr>
<tr>
<td>16-20 years</td>
<td>11</td>
<td>4</td>
<td>2</td>
<td>17</td>
<td>34</td>
<td>1.47</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(32.35)</td>
<td>(11.76)</td>
<td>(5.88)</td>
<td>(50.00)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21-40 years</td>
<td>78</td>
<td>19</td>
<td>12</td>
<td>217</td>
<td>326</td>
<td>1.40</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(23.93)</td>
<td>(5.83)</td>
<td>(3.68)</td>
<td>(66.56)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41-60 years</td>
<td>43</td>
<td>14</td>
<td>3</td>
<td>110</td>
<td>170</td>
<td>1.33</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(25.29)</td>
<td>(8.24)</td>
<td>(1.76)</td>
<td>(64.71)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61 and above</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>57</td>
<td>70</td>
<td>1.45</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(12.86)</td>
<td>(2.86)</td>
<td>(2.86)</td>
<td>(81.43)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>141</td>
<td>39</td>
<td>13</td>
<td>401</td>
<td>600</td>
<td>1.38</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(23.50)</td>
<td>(6.50)</td>
<td>(3.17)</td>
<td>(66.83)</td>
<td>(100.00)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Figures in brackets refer percentage to row total.
### Table No. 156-B
DISTRIBUTION OF TOURISTS ACCORDING TO PROFESSION AND DURATION OF TIME TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Profession</th>
<th>One hour</th>
<th>Two hours</th>
<th>Three hours</th>
<th>No comment</th>
<th>Total</th>
<th>Average time hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Businessmen</strong></td>
<td>17 (24.64)</td>
<td>- (5.80)</td>
<td>6 (1.72)</td>
<td>48 (69.57)</td>
<td>69</td>
<td>1.38</td>
</tr>
<tr>
<td><strong>Estate-holders</strong></td>
<td>2 (20.00)</td>
<td>1 (10.00)</td>
<td>-</td>
<td>7 (70.00)</td>
<td>10</td>
<td>1.33</td>
</tr>
<tr>
<td><strong>Housewives</strong></td>
<td>12 (20.69)</td>
<td>3 (5.17)</td>
<td>1 (1.72)</td>
<td>42 (72.41)</td>
<td>58</td>
<td>1.30</td>
</tr>
<tr>
<td><strong>Scientists</strong></td>
<td>10 (18.87)</td>
<td>6 (11.32)</td>
<td>3 (5.66)</td>
<td>34 (64.15)</td>
<td>53</td>
<td>2.01</td>
</tr>
<tr>
<td><strong>Students</strong></td>
<td>22 (27.65)</td>
<td>10 (12.66)</td>
<td>4 (5.06)</td>
<td>43 (54.43)</td>
<td>79</td>
<td>1.50</td>
</tr>
<tr>
<td><strong>Educationists</strong></td>
<td>28 (20.90)</td>
<td>7 (5.22)</td>
<td>3 (2.24)</td>
<td>96 (71.64)</td>
<td>134</td>
<td>1.35</td>
</tr>
<tr>
<td><strong>Self-employed</strong></td>
<td>22 (27.50)</td>
<td>6 (7.50)</td>
<td>2 (2.50)</td>
<td>50 (62.50)</td>
<td>80</td>
<td>1.33</td>
</tr>
<tr>
<td><strong>Executives</strong></td>
<td>22 (23.66)</td>
<td>6 (6.45)</td>
<td>2 (1.15)</td>
<td>63 (67.74)</td>
<td>93</td>
<td>1.33</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td>6 (25.00)</td>
<td>-</td>
<td>-</td>
<td>18 (75.00)</td>
<td>24</td>
<td>1.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>141 (23.50)</td>
<td>39 (6.50)</td>
<td>19 (3.17)</td>
<td>401 (66.83)</td>
<td>600</td>
<td>1.38</td>
</tr>
</tbody>
</table>

**Note:** Figures in bracket refer percentages to row total.
Table No. 156-C  DISTRIBUTION OF TOURISTS ACCORDING TO INCOME AND DURATION OF TIME TO MEET LOCAL PEOPLE.

<table>
<thead>
<tr>
<th>Income (Rs. in lakhs)</th>
<th>One hour</th>
<th>Two hours</th>
<th>Three hours</th>
<th>No comment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0.00-0.50</td>
<td>13</td>
<td>2</td>
<td>11</td>
<td>64.42</td>
<td>13</td>
</tr>
<tr>
<td>2. 0.50-1.00</td>
<td>13</td>
<td></td>
<td>21</td>
<td>61.76</td>
<td>34</td>
</tr>
<tr>
<td>3. 1.00-1.50</td>
<td>16</td>
<td>4</td>
<td>3</td>
<td>61.76</td>
<td>64</td>
</tr>
<tr>
<td>4. 1.50-2.00</td>
<td>26</td>
<td>13</td>
<td>5</td>
<td>57.28</td>
<td>103</td>
</tr>
<tr>
<td>5. 2.00-2.50</td>
<td>15</td>
<td>7</td>
<td></td>
<td>64.28</td>
<td>62</td>
</tr>
<tr>
<td>6. 2.50-3.00</td>
<td>16</td>
<td>1</td>
<td>4</td>
<td>71.23</td>
<td>73</td>
</tr>
<tr>
<td>7. 3.00-3.50</td>
<td>4</td>
<td></td>
<td></td>
<td>76.47</td>
<td>17</td>
</tr>
<tr>
<td>8. 3.50 and above</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>59.09</td>
<td>22</td>
</tr>
<tr>
<td>9. N/C</td>
<td>47</td>
<td>8</td>
<td>6</td>
<td>151</td>
<td>212</td>
</tr>
<tr>
<td>Total</td>
<td>141</td>
<td>39</td>
<td>19</td>
<td>401</td>
<td>600</td>
</tr>
</tbody>
</table>

Note: Figures in bracket refer percentages to row total.