Tourism in India has assumed unprecedented importance in recent years, both from the socio-economic and political point of view. Its importance in international understanding in rapid economic development of the nation - in earning valuable foreign exchange - is well appreciated at the national level. Its importance at the regional level however, has not been well appreciated. My close association with the tourist business for about five years created deep interest in this business. I, however, realised that a systematic and scientific study of the tourism had, however, not been attempted. The importance of research both at the Macro and Micro level was not well appreciated. Few studies had been made at national level but because of the unwieldy size of the research project at national level deep analysis of tourist business, particularly of tourist, the consumer had not been attempted. It would be agreed that many research works at the required levels should be attempted, and then co-ordinated at the national level. In the absence of research at the grassroot level research at the national level, is likely to be lopsided, and superficial. Being in the tourist business, for a long time, I also felt that the research should have utility orientation. It should not be merely an ivory tower of philosophy but should have empirical base and should provide guidance to those who are
already in the business, to the Government and to those who desire to enter, this business in future. Importance of tourism research at the regional level and its utility orientation were the two factors, which motivated me to undertake this type of work. Being a student of commerce my motivation was business oriented. I construed tourism as a business and tourist as the consumer. My approach therefore, had been that of student of marketing studying the consumer, the marketing process, the marketing channels etc. It is hoped that this would be well appreciated.

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