CHAPTER V

TOURISM RESEARCH – FOREIGN AND INDIAN STUDIES

Graburn and Jafari\(^1\) editors of the special issue "Tourism Social Science", Annals of Tourism Research (1991) state that, "No single discipline alone can accommodate, treat or understand Tourism; It can be studied only if disciplinary boundaries are crossed and if multi-disciplinary perspectives are sought and formed." For example, Churchill\(^2\) adopts scientific method to Tourism marketing. His classification is very useful for a deeper insight into Tourism prospects of marketing. Simulation and modelling have useful approaches in out-door-recreation demand studied.\(^3\)

An Integrative Tourism Policy Decision Making Model was developed by Moulana and Smith (1991)\(^4\). This model posits the international tourism infrastructure as the

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3 Gunn, Clare A, Vacationscape: Designing Tourist Regions, Austin, University of Texas, 1972.

central had in the interaction among tourism issue areas, in
international and national institutions and governmental
organisations comprising the international relations policy
field. Systematic approach to the study of Travel and
Tourism was pioneered by Gunn who has referred to the
functioning tourist system involving five components;
marketing, attractions, service/facilities, transportation
and information promotion.

Brian Archer gives an exhaustive list of scholars
who have done commendable research work with regard to
Tourism Demand Forecasting and Estimation. To name a few,
Baron's Decomposition Analysis, Box - Jenkin's Time-
series approach, Turner's Multivariable Regression Demand
Analysis - have been of late employed in Tourism Research.

5 Gunn, Clare, A Tourism Planning, Taylor and Francis, 2nd
6 Archer, Brian, H., Demand Forecasting in Tourism, Univer-
7 Baron, Raymond, R., Seasonality in Tourism, Economist
8 Box, George, E.P. and Gwilym M. Jenkins, Time Series
Analysis: Forecasting and Control, Holden day, San Francisco
1970.
9 Turner, John, Forecasting Practices in British Industry,
studies throughout the world. Anyhow, S. F. Witt and C. A. Witt,\textsuperscript{10} conclude that the relative forecasting accuracy of the various techniques differ considerably according to the measure of accuracy chosen.

Determining visitors' perceptions of a country and its regions can help in selecting target markets for potential campaigns and in the positioning of resort areas. Ritchie and Sheridan\textsuperscript{11} (1988) have done significant research in Tourism Attitude Research Alternative Approaches to attitude measurement has been elegantly discussed by Gordon H. G. McDougall and Hugh, Munro\textsuperscript{12}. Since 1971, Conjoint Analysis has gained widespread acceptance as a method for evaluation of customer trade-offs. A detailed account of this Research Technique in Tourism can be seen from John D. Claxton's\textsuperscript{13} article.


Alan A. Lew\textsuperscript{14} lists in table form the noteworthy researches on tourist attraction by Piperglon' in Western Greece and Ferrario's evaluation of tourist attractions. Assessing the impacts of Travel and Tourism measuring Economic Benefits is necessary in Tourism Research. Douglas C. Frechtling's\textsuperscript{15} article is not only comprehensive but also complete in the sense that any researcher who goes through his article will have a clear perception of various methods carried out by different scholars. The Travel Economic Impact Model\textsuperscript{16} (TEIM) developed by the U.S. Travel Data Center provides information about the direct and indirect benefits that accrue from Tourism.

\footnotesize
\begin{enumerate}
\item[16] Randyl D. Elkin and Randall S. Roberts, Ibid., p. 411
\end{enumerate}
ANALYTICAL AND EMPIRICAL STUDIES OF TOURISM IN INDIA

Tourism, whether international or domestic, as an industry is tailor-made for a country like India. The labour intensive nature of the industry is particularly appropriate to its labour surplus economy. India's rich cultural heritage and the wide panorama of its scenic beauty create an inexhaustible source of touristic attraction that can not be exported or imported and hence is like any 'non-traded' good as the term is used in international literature. Yet, as an industry, tourism in India, is still relatively under studied. This is true, in spite of the fact that from time to time, both the government organisations have sponsored and national research institutes have conducted quite a few studies on tourism development. In this chapter, we give an account of some of the most significant studies on tourism development in India.

Analytical Studies

NCAER Study on Cost-Benefit: Analysis of Tourism Project

Kovalm in Kerala is one of the ideal beach resorts particularly for visitors from abroad, because of its rugged scenic beauty of its beaches, and favourable weather for safe bathing and water sports excepting the four monsoon
months. In the year 1975, the National Council of Applied Economics Research (NCAER) conducted a cost-benefit analysis of Kovalam Beach Resort Project (KBRP) located in Kerala. The NCAER study, on the basis of then available factual information attempted to evaluate at the prices prevailing in the initial year (1972-73) of the project, all the costs and benefits of the integrated KBRP which comprises the provision for enhancement of the following facilities and services to meet the needs of the tourists, namely (a) beach service centre, (b) changing room, (c) aquatic sports unit, (d) open air amphitheatre, (e) yoga-cum massage centre, (f) hotels, cottages, restaurants etc. The cost figures presented for the different parts of the project encompass both current costs and capital costs including expenses on overheads e.g. transport network. The income and expenditure for these units (and the balance between the two, i.e. the positive and negative margin in a year) were projected over the period 1973-74 to 1983-84. By combining them and including the projected expenses of the project administration office, composite totals of expected annual margins were arrived at. To discount the future stream of annual margins to its present values they applied the commonly used formula:

Here $M_1 \ldots M_n$ are the annual margins $r$, the rate of interest used for discounting and $V$, the present value or present net worth. The study shows that with the prevailing long term 9 per cent rate of interest as the rate of discount, the revenue would exceed cost at the end of 11 years. Alternatively if the rate of discount is chosen at a higher figure (i.e. 12 per cent), the project would start yielding a surplus from the 12th year, viz., 1983-84 only. Even assuming 40 years as the usual life for the coconut tree, the present value of the expected average annual margin over a span of 40 years at 9 per cent rate of discount of a coconut tree would turn out to be Rs.80 only, which was less than the value calculated with the same rate of discount in the case of KRRP (Rs.81.5 only), as worked out on the basis of a life span of only 12 years. NCAER therefore, concluded that investment in the project is more worthwhile from the financial point of view compared with the investment in the coconut plantation industry. NCAER also conducted an elaborate study of the economic impact of tourism in Jammu and Kashmir (J & K) and estimated that the tourism multiplier coefficient would be 3.2 for the state.\(^1\)

\(^{18}\) Ibid.
IIPO Study

The study made by the Indian Institute of Public Opinion (IIPO) in 1978-79 deserves special mention because, of its novel methodology in arriving at the tourist multiplier on the basis of a detailed input-output matrix of the national economy. IIPO prepared a matrix of 60 sectors for 1978-79 on the basis of the Planning Commission's input-output tables for the years 1965-69 and 1973-74. Using a relevant coefficients of the constructed matrix for the hotel and restaurants sector of the national economy, the contribution of tourism to national income as measured by gross value added was estimated to have been Rs.901 crores in 1978-79 prices with Rs.336 crores being the estimated contribution of tourism to the government revenue in the form of indirect taxes during the same year. On the basis of available data and assuming that the leakages from the economy would account for 12 per cent of gross foreign exchange earned, the IIPO worked out the value of tourist multiplier at 2.5. Projections have also been made at constant (1978-79) prices for the year 1991 by the IIPO, and the projected value of the total gross value added in the tourist sector during that year turned out to be of the order of Rs.2930 crores.

Chib's Study

Chib's short book 'Perspective on Tourism in India' (1981) was the first systematic effort in the way of formulating an appropriate tourism policy for India. The main focus of the book was on appropriate policy measures for the development of tourism. He observed: (1) The most important motivation of 70 per cent visitors to India has been to see a country with an ancient civilization, rich in monuments, temples, arts and culture. Taking advantage of this motivation our promotional policy, therefore, has been so far, to sell the mystique of India and what is generally described as 'cultural tourism'. (2) India has missed 'holiday tourism' not solely due to its slow process of development but also for India's subconscious aversion to pleasure rooted in our puritanic ethic. (3) Tourists in India spend 29 cents of a dollar on shopping in India which is a tribute to our handicrafts, garments, leather goods or jewellery but practically nothing on recreation and entertainment. According to him, the main element of such tourism development policy in India should be (a) to exploit hitherto neglected holiday and group tourism, (b) to promote

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short haul tourism for Asian countries, particularly Japan, (c) to develop the ethnic tourism of Indian communities domiciled abroad, (d) to attract the Buddhist tourists to the main Buddhist centres located in India, and (e) to develop the beach resources of India by constructing gateway airports.

ICRIER Study

Recently, Indian Council for Research on International Economic Relations (ICRIER) sponsored an important policy oriented study in the context of tourism in India. The above study focuses on the comparative advantage or disadvantage of low budget mass tourism as against high budget elite tourism. The study found that to earn the same volume of gross foreign exchange from low budget mass tourism, as are currently earned from high spending culture or elite tourists arrivals would have to go up by as much as four times. Dr. Pranab Sen who undertook the study on behalf of ICRIER argued that the economic cost of providing accommodation alone would far outweigh the gross benefits of mass tourism not taking into account the deleterious effects of mass tourism on environment and local culture. On the other hand, it was found that five star deluxe hotels employ per room merely 60 per cent of the persons that would

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be employed in the four or three star hotels. Dr. Sen, therefore concluded that the employment effect of mass tourism would be only about 33 per cent higher than that of elite tourism. But, since mass tourism had a relatively higher capital-labour ratio than elite tourism, it is less suited for a capital-scarce country like India as a long-term policy for generating employment. Another important focus of the study was the impact of tourists' expenditure on goods that could not be traded across the border. While the number of visitors has not been very impressive in India compared to east Asian countries, the earnings from tourism has been almost double of that pertaining to any other country except Sri Lanka. Dr. Sen argued that true economic worth of international tourism should not be gauged by total or even net earning but by the amount of tourists' expenditure on non-traded goods which is presented in the following Table.
### TABLE 1

**EXPENDITURE INCURRED BY THE FOREIGN TOURISTS ON NON-TRADED GOODS in 1979-80**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of Country</th>
<th>Amount of Expenditure (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>India</td>
<td>1074.0</td>
</tr>
<tr>
<td>2</td>
<td>Sri Lanka</td>
<td>82.7</td>
</tr>
<tr>
<td>3</td>
<td>South Korea</td>
<td>284.7</td>
</tr>
<tr>
<td>4</td>
<td>Hong Kong</td>
<td>893.3</td>
</tr>
<tr>
<td>5</td>
<td>Thailand</td>
<td>612.2</td>
</tr>
</tbody>
</table>

Source: ICRIER (1985)

It may be mentioned here the ICRIER study was oriented towards the foreign tourists only.

**Empirical Studies**

a. **Krishnaswamy's Empirical Study on Tourists in Delhi**

    Till the end of seventies, government was hardly concerned with the promotion of Domestic tourism. A rough estimate has been worked out from the respective figures of domestic and international tourists in some selected tourist spots shows that the ratio of domestic to foreign tourist is 10:1. One of the early studies that took account of both domestic and international tourists was that of Krishnaswamy's survey\(^\text{22}\) of the tourist traffic bound towards

The Union of Delhi. The study predicted that Delhi would be called up to plan for 6.2 million foreign and 55.8 million domestic tourists by AD 2000. The accommodation profile of Delhi visitors of domestic origin observed by the survey in 1977 (as shown in the following Table) is heavily tilted towards rent-free accommodations.

**TABLE 2**

**DISTRIBUTION OF ACCOMMODATION OF 3.6 MILLION DOMESTIC TOURISTS IN NEW DELHI (1977)**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Place</th>
<th>Percentage of Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>132 Unclassified Hotels</td>
<td>10.3</td>
</tr>
<tr>
<td>2</td>
<td>Dharmashalas and Musafirkhanas</td>
<td>9.1</td>
</tr>
<tr>
<td>3</td>
<td>Railway Stations, Bus Stands or open places</td>
<td>31.1</td>
</tr>
<tr>
<td>4</td>
<td>Places of friends and Relatives</td>
<td>50.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

b. **TECS Study of Domestic Tourist**

In 1981 the Union Government requested the Tata Economic Consultancy Service (TECS) to carry out a comprehensive nationwide survey of domestic tourist traffic. TECS selected 29 tourists centres out of 100 major tourist centres in India. The selected centres include three
metropolitan cities, (Bombay, Delhi, Madras) three business
centres, (Amristar, Bangalore and Gauhati) five hill
stations, (Darjeeling, Simla, Nainital, Ooty and Srinagar),
two beach resorts (Goa and Kanyakumari), six pilgrim
centres (Gaya, Haridwar, Mathura, Puri, Rameswaram and
Varanasi) and three historical cities (Agra, Aurangabad and
Jaipur). The survey covered a sample of 6069 respondents
but elicited the information for 16,242 tourists. On the
basis of collected data TECS estimated that the total
tourist traffic in 22 centres during 1981 was 5.5 million.
From the above, it conjectured that the total tourist traffic
for 100 major tourist centres in India would be of the order
of about 14 million in the same year.  

One of the major findings of the survey relates to
the relative position of the different states of India on
the basis of their domestic tourists generating character in
the year 1981. In that year Maharastra topped the list as
the foremost tourist generating state of the country
accounting for 15.6 per cent of total domestic tourists. It
was followed by West Bengal (11.8 per cent) Uttar Pradesh
(11.3 per cent), Tamilnadu (10 per cent)

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23 Tata Economic Consultancy Service Report on the Pilot
Study on Domestic Tourism, Bombay, 1981.
Karnataka (6.8 per cent), Gujarat (5.8 per cent) Madhya Pradesh (5.4 per cent) and Delhi (5.0 per cent) in that order. The rest of India accounted for the remaining 28.3 per cent. The salient findings of the survey relating to age-wise distribution of tourists, the occupational distribution income etc. are shown in the following table.

**TABLE 3**

**AGE-WISE DISTRIBUTION OF TOURISTS**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Age Distribution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 12 Years</td>
<td>16.3</td>
</tr>
<tr>
<td>2</td>
<td>13 to 29 years</td>
<td>38.1</td>
</tr>
<tr>
<td>3</td>
<td>30 to 55 Years</td>
<td>40.3</td>
</tr>
<tr>
<td>4</td>
<td>Above 55 years</td>
<td>5.3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: TECS, 1981.

Taking the relative share of tourist population nights in the total population nights as a dependent variable and regressing it on per capita income, TECS estimated the income elasticities of domestic tourist demand separately for the different types of centres by pooling data for all the centres falling within a given type. One implication of the above approach is that the growth of
### TABLE 4

**OCCUPATIONAL DISTRIBUTION OF TOURISTS**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business</td>
<td>42.9</td>
</tr>
<tr>
<td>2</td>
<td>Profession</td>
<td>9.3</td>
</tr>
<tr>
<td>3</td>
<td>Service</td>
<td>36.3</td>
</tr>
<tr>
<td>4</td>
<td>Agriculture</td>
<td>5.6</td>
</tr>
<tr>
<td>5</td>
<td>Students</td>
<td>4.0</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: TECS 1981.

### TABLE 5

**DISTRIBUTION OF TOURISTS ACCORDING TO ANNUAL HOUSEHOLD INCOME (Rs.)**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 6,000</td>
<td>4.9</td>
</tr>
<tr>
<td>2</td>
<td>6,001 - 10,000</td>
<td>20.4</td>
</tr>
<tr>
<td>3</td>
<td>10,001 - 20,000</td>
<td>32.6</td>
</tr>
<tr>
<td>4</td>
<td>20,001 - 30,000</td>
<td>21.5</td>
</tr>
<tr>
<td>5</td>
<td>30,001 - 50,000</td>
<td>12.8</td>
</tr>
<tr>
<td>6</td>
<td>Above 50,000</td>
<td>7.8</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Source: TECS 1981.
domestic tourist traffic would be an weighted average of the growth of population, the weights being the above income elasticity for the former and one minus the estimated elasticity for the latter. Based on the estimated income elasticities of demand for domestic tourism for the different types of centres and the assumption that the annual growth in both the per capital income and population would be 2 per cent the following growth rates of the domestic tourist traffic were projected for the different types of centres.

**TABLE 6**  
ANNUAL GROWTH RATE OF THE DIFFERENT TYPES OF TOURISM CENTRES

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Type of Centres</th>
<th>Annual Growth Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Metropolitan cities</td>
<td>5.46</td>
</tr>
<tr>
<td>2</td>
<td>Other business centres</td>
<td>7.64</td>
</tr>
<tr>
<td>3</td>
<td>Hill stations and beach resorts</td>
<td>8.36</td>
</tr>
<tr>
<td>4</td>
<td>Historical sites</td>
<td>8.16</td>
</tr>
<tr>
<td>5</td>
<td>Pilgrim places</td>
<td>7.53</td>
</tr>
</tbody>
</table>

Source: TECS 1981

The lower elasticity estimates for the metropolitan cities could be due to the higher average income level of tourists visiting the cities since the above
elasticity (like any other Engel elasticity for food) tends to decrease with an increase in income. The TECS is of opinion, 'the lower income elasticities for the metropolitan cities may even be welcomed, since tourism is already heavily concentrated in these cities and needs to be diversified to other areas'.

TECS also studied the different motives for tourism and found that for all centres as a whole business accounted for 21.3 per cent, leisure for 56.8 per cent, education 2.6 per cent, health for 2.0 per cent, pilgrimage for 13.5 per cent, visiting friends and relatives for 2.2 per cent, hometown for 0.9 per cent and others for 0.7 per cent of the total tourists. But, it also found a good deal of overlap between different types of motives. The degree of overlap being less for hill stations, beach resorts and historical sites, where leisure accounted for 88.4 per cent and 90.9 per cent of tourists respectively. But, for metropolitan cities, the dominant motive was found to be business (55.3 per cent). But leisure also accounted for 26.1 per cent tourists. Similarly, for other business centres business accounted for 62.8 per cent and leisure accounted for 14.7 per cent. The overlapping nature is most prominent in pilgrim centres where leisure accounted for 34 per cent, pilgrimage for 51.4 per cent and 7.6 per cent for
business. TECS, however, added a word of caution in this regard. In case of group tourists, the motive of the respondent for the group (i.e., a group leader) may be different from those accompanying him. For instance, a businessman travelling with his family is likely to show business as a major motive. So, there is a possibility of under-estimation in case of pleasure and over estimation in case of business for the tour. But, this problem will not arise, where pilgrimage or social factors are the driving motives for travel.

Secondly, in the case of both 'other business centre' and 'pilgrim places' the $R^3$ value of the respective regression equation was rather low, even though the 't' value of the elasticity co-efficient was high. This implies that though the income elasticity may be statistically significant, the income variable does not adequately explain the variations in the domestic tourist traffic among different income classes at those centres. Thirdly, pooling of data for a given type of centre may introduce some distortions in the result for errors of aggregation.

TECS also estimated a future growth in the number of domestic tourists from 1985 to 1990. From their estimate the projected arrival would increase from 1,000,000 in 1985 to 2,401,200 in 1991.
C. ASCI Study

Four major surveys of foreign tourists in India, have by now been conducted by autonomous organisations under the sponsorship of the Department of Tourism. The surveys in 1968-69 and in 1972-73 were conducted by the Indian Institute of Public Opinion, New Delhi, the one in 1976-77 was conducted by the Administrative Staff College of India (ASCI), Hyderabad and the one in 1982-83 by Indian Statistical Institute (ISI), Calcutta. The basic strategy in all these four surveys were to interview a sample of foreign tourist (5247 in 1968-69, 7144 in 1972-73, 10,002 in 1976-77 and 19,776 in 1982-83) at the time of their departure from India at the exit points by air, sea or land. In all the studies, the sample of tourists was chosen in two stages—in the first stage certain periods of time were selected for each of the exit points and in the second stage at the selected period at each exit point a sample of foreign tourists was chosen from amongst those departing during this period. From each such tourist, information was sought to be obtained through an oral interview about their nationality, sex, age, occupation, income, places visited, types of accommodation utilised, duration of stay at each place visited, details of the amount and pattern of expenditure incurred etc. Besides these objective data, some subjective data relating to choices and preferences of
### TABLE 7
PERCENTAGE GROWTH AND INCREASE IN THE NUMBER OF DOMESTIC TOURIST ARRIVALS (1985-1990)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Assumed Growth Rate</th>
<th>Projected Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1985</td>
<td>--</td>
<td>1,000,000</td>
</tr>
<tr>
<td>2</td>
<td>1986</td>
<td>25%</td>
<td>1,250,000</td>
</tr>
<tr>
<td>3</td>
<td>1987</td>
<td>20%</td>
<td>1,500,000</td>
</tr>
<tr>
<td>4</td>
<td>1988</td>
<td>20%</td>
<td>1,800,000</td>
</tr>
<tr>
<td>5</td>
<td>1989</td>
<td>16%</td>
<td>2,088,000</td>
</tr>
<tr>
<td>6</td>
<td>1990</td>
<td>15%</td>
<td>2,401,200</td>
</tr>
</tbody>
</table>

Source: TECS, 1981

Tourists in respect of many factors related to tourism, reasons for visiting India and other related items were also collected.

The ASCI designed their study primarily to learn the profile and the tour-landscape of the visitors. It was found that USA contributed the largest visitors to India, followed by Western European countries including UK, France and FRG. Most of the visitors were professionals by occupation. The ASCI study also established the fact that most of the visitors were not elitist by nature. As regards
the tour landscape, the survey showed that in 1977, of the total visitors 62 per cent visited Delhi, Bombay 51 per cent, Madras 23 per cent, Calcutta 17 per cent and Agra 31 per cent among others.

The sampling design of the ASCI study which did not generate any estimate of sampling error, was questioned by the ISI when they conducted a similar country-wide survey during 1982-83. In the absence of estimates of standard errors, it is not possible to satisfy oneself whether the observed differences between different category of tourists are real or are due to merely fluctuation of sampling.

D. ISI Study

The survey conducted by the ISI, Calcutta deserves special mention because of its comprehensive nature. The survey was conducted during the period 1 April 1982 to 31 March 1983 under the sponsorship of the Department of Tourism, Government of India. Both in terms of time, cost or manpower involved the study was perhaps the largest research exercise of its type. The survey was designed to cover 14 important exit points. A two-stage sampling frame was adopted. In the first stage, random periods of time

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8 Indian Statistical Institute, (A) Survey of Foreign Tourists in India, 1982-83.
during the survey year were selected. In the second stage, foreign tourists to be interviewed were selected using the method of systematic sampling in the order of arriving at the reporting counter. The survey covered in total 19,776 tourists. The primary objectives were to know:

1. the factors influencing their choice of India as a destination,
2. the expenditure on accommodation, food and drink, entertainment, shopping etc.
3. the places visited and duration of stay, and
4. preferences for types of accommodation and so on.

Among the substantive findings of the study we may summarise a few below. Of the tourists, nearly a half came from west Europe, more than a quarter from Asia, about one in seven from Australia, and about two in twenty-five from the rest of the world. About one-sixth of the tourists were from the UK and about one in nine from the USA. About one in eight was from countries of west Asia and about one in ten from south-east Asia.

The average duration of stay of the foreign tourists in India did not change much between 1976-77 and 1982-83. In 1982-83 the average for all tourists was 26.5 days, 27.55 days for the tourist travelling independently (non-package) and 13.81 days for the tourist on package
tour. About one in three of the tourists stayed in India for seven days or less and about one in four for longer than four weeks. Tourists from Japan stayed for the shortest period in India, nearly half of them for less than a week. A large proportion of the Australians, on the other hand, about one in three, stayed in India longer than four weeks. The duration of stay in India was longer for tourists from lower income groups compared to those from higher income groups. This was partly due to the lower income of tourist of Indian origin from south-east Asia who stayed longer, and partly due to the longer duration of stay of students, retired and unemployed persons on pleasure tours (like Hippies).

Foreign tourists in India in 1982-83 visited more places than they did in 1976-77. Since the total duration of stay in India on the average was almost same, average duration of stay at individual places declined slightly in 1982-83.

The average duration of stay of foreign tourists was high—longer than ten days—at Goa, Pune, Chandigarh, Trivandrum-Kovalam, Hyderabad, Ganeshpuri, Dharamsala, Pushkar, Surat, Bhopal, Ranchi, Ladakh, Tanjore, Puri, Manali and Gaya-Bodhgaya. The main reason for this probably, is the comparative tranquility, inexpensive living, religious attraction and scenic beauty of these places.
A foreign tourist travelling independently in India (non-package) spent on an average Rs. 8007.69 in 27.55 days or rupees 290.66 per day. Accommodation and food accounted for nearly 54 per cent of the total expenditure, shopping about 25 per cent and internal travel nearly 14 per cent. The average daily expenditure for non-package tourists was high for travellers from west Asia Rs. 512.76, Japan 492.94, the United States of America Rs. 387.68, comparatively lower at around Rs. 300.00 for tourists from the United Kingdom, FRG and Canada and somewhat lower for Australia. Tourists from most other countries spent about Rs. 200.00 per day, except those from south-east Asia who spent only Rs. 123.13 a day.

The average expenditure on shopping was nearly Rs. 20.00 per tourist, of which about 18 per cent was on textiles, an almost equal percentage on handicraft and curios, 15 per cent was on Jewellery, nearly 14 per cent on carpets, about 12 per cent on readymade garments, close to 7 per cent on leather goods, 4 per cent on ivory goods and about 3 per cent was on brass or copper items.

About 42 per cent of the tourists preferred to stay in five-star or four-star hotels and amongst them nearly 29 per cent considered a daily rent above Rs. 400.00 for double accommodation unreasonably high. Another 26 per cent of the
tourists preferred to stay in moderately rated hotels with three or two-star facilities, but only about 42 per cent of them agreed to pay more than Rs.200.00 a day for double accommodation of this type. About 15 per cent of the tourists preferred one-star accommodation, but amongst them only about 20 per cent considered a tariff or more than Rs.100.00 per day for double accommodation reasonable. Nearly 7 per cent of the tourists preferred very inexpensive accommodation and about 81 per cent of them were prepared to pay a rent of Rs.50.00 or less a day for double accommodation.

The tourists considered the following to be the eight most important factors in choosing the country to visit. Arranged in decreasing order of importance, these are: (1) personal security and safety (2) friendly and interesting people, (3) clean and comfortable accommodation, (4) good food, (5) ease of communication with the people, (6) good sanitary and health condition, (7) reasonable cost and (8) good local transportation facilities. Amongst these factors, they appeared to be quite satisfied about personal security, friendliness, communication and cost. But they were disappointed about cleanliness of accommodation, food, sanitary conditions and local transportation facilities.
There was a great variability in the size of the tourist and volume in different regions. The north zone was visited by nearly 60 per cent of the tourists, the west zone was visited by about 52 per cent of the tourists, the south zone by about 21 per cent and the east zone by only 13 per cent of the tourists. The visitors the south zone were mainly from south-east Asia.

The magnitude of seasonal variation in the foreign tourist traffic was considerable. This became more marked when one considered the number of foreign tourists resident in India on different days of the year rather than the number of tourist arrivals or departures. The average daily number of foreign tourists resident in India reached a peak of 111,000 during the first fortnight of December and during the second fortnight of November the average number of resident foreign tourists was the second highest at about 91,000. There were two peak seasons for tourists from west Asia—one was August when the average daily number of resident tourists from this region exceeded 13,000 and the other was from mid-November to mid-December when the average number of resident tourists was between 11,000 and 15,000 a day. The number of foreign tourists resident in India was the lowest in the third week of April when it was only about 21,000. The following tables show the comparative findings of ASCI and ISI Studies.