CHAPTER - VII

SUMMARY OF CONCLUSIONS & SUGGESTIONS
This chapter presents in summary form the findings of the study in section A, conclusions drawn therefrom in section B, suggestions having a bearing on tourism policy and development in section C and areas for future research in section D.

Section A: Findings

In this section findings are presented consequently chapter-wise.

Chapter – I

7.1 Technological advances of the twentieth century produced “global tourism” system, connecting the remotest corner of earth to the most urbanized area.

7.2 Importance of tourism to the Indian economy can be gauged from the fact that it contributed to 5.9 per cent of GDP, provided employment to 41.8 million persons as per IBEP export.

7.3 India is one among the top four preferred holiday destinations of the world

7.4 The successful “Incredible Indian” campaign enabled India to penetrate global market and reach the ultimate tourism consumers. Consequently, India’s share in global tourist arrivals rose from 3.7 per cent in 2001 to 5.3 per cent in 2006.

7.5 Review of select literature relating to tourism industry suggests three trends along which the research studies were conducted and reported: (i) general studies on tourism; (ii) focused studies on tourism covering topics such as tourist destination attributes, tourists’ satisfaction, relationship between tourist destination attributes; and (iii) tourists’ satisfaction.

7.6 Specific objectives set for the study are: (a) to study growth of tourism in the world, India, and A.P; (b) to analyse pilgrim flows to tourist
destinations to Chittoor district; (c) to study socio-economic, demographic and travel behaviour characteristics of the sample tourists; (d) to study levels of utilization of tourist services; (e) to study tourists' overall satisfaction with tourist destination attributes; and (f) to offer suggestions to improve management of tourism destinations in Chittoor district.

7.7 With regard to sample design, stratified random sampling method was adopted. Having classified tourists coming to Chittoor district into three categories – domestic, NRI, and foreign tourists – 336, 72, 54 samples were drawn respectively. Thus, the total sample size of the study was 462. Respondents were the heads of tourist groups.

7.8 Structured schedule was the instrument used for generating primary data from sample respondents. Secondary data was also extensively used in the study, collecting and collating them from published sources from India and aboard.

7.9 Wide ranging statistical techniques from sample tools like percentages averages, S.D, C.V. To advanced tools such as t-values F-test, correlation analysis, factor analysis, multiple regression analysis, MANOVA and MANCOVA were employed to analyze both primary and secondary data to draw meaningful inferences therefrom.

Chapter – II

7.10 UNWTO is the most significant global body concerned with collection and collation of statistical information on international tourism.

7.11 In terms of international tourist arrivals and tourism earnings, the top three ranking countries in the world in 2006 and 2007 were France, Spain and America. There exists a high correlations, 0.90 and 0.927 in 2006 and 2007 respectively, between international tourist arrivals and tourist earnings.
7.12 Region-wise analysis of the world tourism reveals that annual average growth rate of tourist arrivals was highest for middle-east region at 10 per cent and lowest for American region at 1.5 per cent as compared to 4.1 per cent for the world as a whole.

7.13 In the last three years, 2005, 2006, and 2007, tourist receipts recorded positive growth rates ranging from 5.1 per cent to 5.9 per cent in US $ millions, and 3.5 per cent to 12.1 per cent in Euro millions.

7.14 Region-wise analysis of international tourism receipts reveals that in 2007 Europe had the highest share at 50.6 per cent, followed by Asia and Pacific with 22.1 per cent, America with 20.0 per cent, Middle-East with 4.0 per cent and Africa with 3.3 per cent.

7.15 On the count of per tourist receipts in US $ dollars in 2007, America topped the list with $1200, followed by Asia and Pacific with $1020, Europe with $890, Middle-East with $720, and Africa with $ 640.

7.16 Regression line of international tourist arrivals on time, for the period explains 94 per cent of variation in the trend of arrivals 'b' value show that arrivals are increasing at the rate of 27 million a year. Estimated international tourist arrivals will be 900.6, 935.6 and 972 millions in 2008, 2009, and 2010 respectively.

7.17 Regression line of international tourist receipts on time for the period explains 80 per cent of variation of trend in receipts. 'b' value shows that receipts are growing at the rate of $33.8 billion per year. The estimated receipts will be 789.9, 836.0 and 884.8 billion US $ dollars in 2008, 2009 and 2010 respectively.

7.18 In Asia and Pacific region, China was a leading country in international tourist arrivals and receipts, followed by Malaysia in tourist arrivals and Australia in tourist receipts. Tourist arrival concentration ratio was of higher magnitude (58 per cent) than tourist receipts concentration ratio (49.6 per cent) in 2006.
7.19 Top ten countries of the world accounted for 33.98 per cent of the world’s total population and 49.03 per cent of world’s total tourist expenditure. In terms of per capital tourist expenditure U.K topped the list with US $ 1,189, followed by Germany with $ 1008 and Canada with $ 754.

7.20 National Action plan for tourist in India has the objectives, among others, of development of domestic tourism for middle classes, of development of international tourism, and of increasing of Indian share in global tourism.

7.21 Indian tourism objectives are sought to be implemented by tourism policies. Indian tourist policy, 1982 had a main thrust of presenting India to foreigners as the ultimate holiday resort. Inter alia, this policy suggested measures such as promoting tourist resorts, granting the status of export industry to tourism, and inviting private sector participation into the tourism sector.

7.22 Inter alia, tourism policy, 2002, initiated measures for tourism sector such as allowing FDI up to 51 per cent in, NRI investment upto 100 per cent in Indian tourism projects without any prior approvals, 25 per cent customs duty reduction on goods needed for initial setting up or expansion of hotels, and liberal income tax incentives in the form of deductions from total income.

7.23 ITDC, established in 1966, has been playing a key role in the development of tourism infrastructure in the country.

7.24 Capital structure of ITDC reveals that between 2004-05 and 2005-06 its reserves and surpluses, net worth, and capital employed registered an increase of 66.94, 38.54 and 19.99 per cent respectively.

7.25 In the year 2006-07, the ITDC posted positive figures with regard to operating profits, profits before tax and profits after tax. Compared to the corresponding figures in 2005-06, the annual percentage increases were negative on all these measures.
7.26 Share of India in the world tourist arrivals was 0.40 per cent in 1996 which gradually increases over years to reach 0.56 in 2007. During 1996 and 2007. LGR of international tourist arrivals was of higher magnitude of 7.21 per cent for the world than 3.85 per cent for India.

7.27 Share of India in international tourist receipts was 0.63 per cent in 1996 which increased gradually to reach the level of 0.92 per cent in 2007. LGR of receipts for India was 10.05 which was higher than 6.03 per cent for the world.

7.28 In the year 2006-07, the combined share of top ten states/union territories in domestic tourist visits was 87 per cent. A.P ranked top with a share of 24.5 per cent, followed by U.P with 24.3 per cent, and Tamilnadu with 11.3 per cent.

7.29 With regard to country origins of foreign tourist arrivals to India in 2006-07, topped the list with a share of 16.5 per cent, followed by USA with 15.7 per cent share, and Canada with 4.0 per cent share. The combined share of top ten countries of international tourist origins was 56.7 per cent.

Chapter – III

7.30 Among others, the A.P tourism policy, 2006, has the objectives of positioning tourism as a major revenue generators and A.P as the destination state, involving level bodies and stakeholders more actively in planning and implementation of tourism projects, enhancing private sector participation in tourism sector, establishing conductive environment for public and private sectors' collaboration, ensuring effective co-ordination between different levels of government, devising effective delivery mechanism for incentives and concessions for the tourism projects, bringing clarity on the expectations of the government from the private sector and vice versa, bringing greater transparency in PPP, and adopting the principle of sustainability as the principal yard–stick in appraising all tourism projects and programmes.
The framework of the policy, for promotion of tourism has the following principal components: (i) defining unique selling proposition and brand image of the state to ensure proper positioning of the state on Indian and world tourism; (ii) creating and differentiating tourism products in sectors such as pilgrimage, health, spiritual, business, eco-tourisms, etc; (iii) capacity building and institutionalization for effective implementation of tourism policy, 2006; (iv) involvement of local bodies as planning and implementation agencies in tourism promotion; (v) offering incentives and concessions for tourism projects of international standards to be set-up in STAs and NTAs; (vi) PPP as a preferred model of planning and development of new tourism projects in the state; (vii) developing human resources as an integral part of attracting tourists and raising their satisfaction levels; (viii) according clearance to entrepreneurs following A.P industrial single window clearance act,2002; (ix) developing tourism marketing strategy with the goal of stepping up tourist arrivals and arriving at a happy compromise between number of tourists and quality tourism; and (x) planning comprehensively for development of rural tourist sports/government projects.

In A.P during 1987 and 2007 on yearly average basis 301.41, 1.98 and 406.97 lakhs domestic, foreign and all tourists visited. LGR of domestic foreign and all tourists for the corresponding period were 10.03, 16.46 and 10.06 per cent respectively.

Regression line of domestic tourist arrivals in India on time for period explains 88 per cent variation in trend of arrivals. Linear growth rate of domestic tourist arrivals is 46.98 lakh tourists per year. The estimated future domestic arrivals will be 1,263.87, 1412.37, and 1578.72 lakh tourists in 2008, 2009 and 2010 respectively.

Regression line of foreign tourist arrivals in India on time for period explains 85 per cent variation in trend of foreign tourist arrivals.
Foreign tourist arrivals are growing annually at 0.32 lakh tourists. The estimated future foreign tourist arrivals will be 6.18, 7.28, and 8.58 lakh foreign tourists in 2008, 2009 and 2010 respectively.

7.35 Among 23 districts of AP, Chittoor tops the list with a share of 34 per cent in total tourists arrivals in the state in 2004, 2005, 2006, and 36 per cent in 2007. Inter-district variations as revealed by S.D values are of higher magnitudes at 159.56, 156.18, 154.57 and 161.71 per cent respectively for 2004, 2005, 2006 and 2007 respectively.

7.36 APTDC, which is a principal agency for tourism promotion of in AP, has annual turnover of Rs.3 crore and its activities are nominal at present.

7.37 Vision, 2012 document prepared by mckonsey and company, envisioned A.P as the tourist destination of India by developing high quality tourist destinations, creating a tourist-friendly state, providing required infrastructure, promoting A.P both in India and aboard, and envisioning tourism as a major growth engine and strategic shift of A.P economy to industrial and service sectors.

7.38 There are 22 present tourist attractions in Chittoor district and 6 more future subsidiary tourist attractions. Of 22 present tourist centres in the district 12 are pilgrim centres (54.5 per cent), 4 heritage centre (18.3 per cent), 3 holiday resorts (13.6 per cent), 2 leisure centres (4.1 per cent) and national park (4.5 per cent) of 6 future subsidiary tourist attractions, 3 are pilgrim centres (50 per cent) and other 3 are holiday centres (50 per cent).

7.39 During 1995 – 2007, annually 206.98 lakh Indian tourists and 421 foreign tourists arrived in Tirupati-Tirumala. LGRs of Indian and foreign tourists are 7.43 and 1.78 per cent respectively. Domestic tourists accounted for 99.99 per cent of the total tourist arrivals.
7.40 Tourist inflows during 2000-07 to Papavinasanam waterfalls were 33.44 lakhs on annual basis, registering a LGR of 9.26 per cent. During 1995-2001, tourist inflows to Govindaraja swamy temple were 71.9 lakh on annual average basis, recording LGR of 11.06 per cent.

7.41 During 1994-95 and 2006-07 average tourist inflows to Srinivasa Mangapuram temple was 20.26 lakhs, recording LGR of 15.00 per cent.

7.42 From 1994-95 to 2006-07, 1.05 lakh tourists visited narayanavanam temple on annual basis, recording LGR of 15.27 per cent.

7.43 On annual basis during 1991-2007 29.29 lakh tourists visited Srikalahasti temple, recording LGR of 11.10 per cent. Annual average pilgrim inflows to Kanipakam temple during 1990-2007 were 11.59 lakh, registering LGR of 17.30 per cent.

7.44 From 1994-95 and 2006-07 annual average tourist inflows to Guimallam temple were 0.34 lakh with LGR of 8.08 per cent. During 1994-2007, 0.47 lakh tourists visited Kailasanath kona, recording LGR of 14.59 per cent. Annual average inflows to Talakona from 1995-96 to 2006-07 were 7.11 lakh tourists, posting LGR of 6.74 per cent.

7.45 Annual average visitors to national zoo park during 1994-2007 were 4.89 lakh, posting LGR of 9.4 per cent.

7.46 Annual average tourist inflows to Chandragiri fort during 1996-97 to 2006-07 were 5.2 lakhs registering LGR of 11.43 per cent

7.47 During 1995-2007 annual average tourist inflows to Horsley Hills were 0.073 lakh, registering LGR of 17.57 per cent.

7.48 Comparative analysis of tourist inflows to Vaishnavite temples other than Tirumala during 1995-2007, reveals that Govindaraja swamy temple topped the list, followed by Tiruchanur, Srinivas managapuram,
Karvetinagar and Narayanavanam. During 1995-2007, in total pilgrims that visited Vaishnavite temples in Chittoor district accounted for major share (varying from 50.2 per cent in 2005 to 67.5 per cent in 1996) and all other Vaishnavite temples minor share (ranging from 32.5 per cent in 1996 to 49.8 per cent in 2005).

During 1995-2007 in total tourist inflows to Saivate temples in Chittoor district, Srikalahasti temple had the lion's share (ranging from 61.8 per cent in 2007 to 84.8 per cent in 1995), followed by Kanipakam temple, percentage ranging from the lowest of 14.1 per cent in 1995 to the highest of 37.7 per cent in 2005 and Gudimallam temple with insignificant percentage share of below 1 per cent.

Comparative analysis of tourist inflows to Vaishnavite and Saivite temples during 1995-2007, reveals that Vaishnavite temples accounted for high percentage share in total (ranging from 85.7 per cent in 2004 to 93.2 per cent in 1996), whereas Saivite temples claimed very small percentage share (ranging from 6.8 per cent in 1996 to 14.3 per cent in 2004).

Comparative analysis of tourist inflows to heritage resorts, historical places and national zoo park during 1995-2007, reveals that in the total tourists the percentage share was highest for Akasaganga and Papavinasanam followed by Talakona, national Zoo park, Kailasanatha Kona, Chandragiri fort, and Horsley hills.

Overall comparison of tourist visits to Vaishnavite temples, Saivite temples and holiday resorts, heritage / historical site and zoo park during 1995-2007, reveals that the share of Vaishnavite temples hovered around 80 per cent, Saivite temples around 12 percent, and holiday resorts, heritage/historical sites and zoo park around 8 per cent.
Chapter - IV

In the total sample of 462 tourists, 336 were domestic tourists (73 per cent), 72 NRIs (15 per cent) and 54 foreigners (12 per cent).

7.53 With regard to origins of sample tourists, 41 per cent of NRIs originated from Asia and Pacific region, followed by 29 per cent from middle-east, 18 per cent from America, 8 per cent from Europe and 4 percent from Africa. As far as foreign tourists are concerned, 39 per cent had origins in Europe, 26 per cent in Asia and Pacific, 22 in America, 8 per cent in other countries, and 5 per cent in Africa. Regarding the origins of domestic tourists, 57 per cent were from A.P, 20 per cent from other southern states, and the remaining 23 per cent from north-Indian states.

7.54 Of 336 domestic tourists, 191 (57 per cent) were from A.P. Out of 191 domestic tourists from A.P, 74 (39 per cent) came from Coastal Andhra region, 61 (32 per cent) from Rayalaseema region, and 56 (29 per cent) from Telangana region.

7.55 Out of 462 sample respondents, 353 (76.41 per cent) were males and the rest 109 (23.59 per cent) female heads of tour groups. 71 per cent of the respondents fell in the age cohorts of 31-40 and 41-50 years. No significant differences are found between genders in domestic, NRI and foreign tourist categories as to the proportions falling in different age cohorts, based on chi-square test results.

7.56 As far as occupational distribution of sample respondents is concerned, professionals were predominant in NRI tourist category (44.4 per cent), and foreign tourist category (20.4 per cent), where as in domestic tourist category industrialists/businessmen and governmental employees were predominant (25.6 per cent and 24.4 per cent falling in former and latter categories respectively). Chi-square results reveal that there are significant differences in tourist categories as to their occupational distribution.
Model annual income class of domestic tourists was Rs.40,001 – 60,000 (33.3 per cent of them falling in this class), of NRI tourists was Rs.1,00,000 – 1,20,000 (45.8 per cent of them falling in this class), and of foreign tourists was Rs.1,20,0001 and above (59.3 per cent falling in this class). Chi-square results reveal that there are significant differences between tourist categories as to their annual household income distribution.

Model tourism expenditure class of domestic tourists was Rs.15,001 – 25,000 (32.7 per cent of them falling in this class), of NRI tourists was Rs. 45001 – 55,000 (26.4 per cent of them falling in this class), and of foreign tourists was Rs.55001 – 65,000 (29.6 per cent of them falling in this class). Based on Chi-square test results, it is found that there are significant differences between tourist categories as to their tourism expenditure distribution.

82.4 per cent of domestic tourists, 64 per cent of NRI tourists and 83 per cent of foreign tourists had multiple purpose in their tourist visits. Chi-square results indicate that there are significant differences between tourist categories as to number of purpose for which the tours were undertaken.

Model size of the group in domestic tourists was (21.7 per cent), NRI tourists was (27.8 per cent) and foreign tourists was (25.9 per cent). Chi-square results indicate that there are no significant differences between tourist categories as to their distribution by size groups.

Informal sources of information were major sources of information for domestic tourists (62.5 per cent of the total sources) and NRI tourists (82 per cent of the total sources). In contrast formal sources were the major sources of information for foreign tourists (74 per cent of the total sources). Chi-square results testify that there are no significant differences between tourist categories as to sources of tourist information.
NRI tourists used internet more as a method of information, whereas domestic and foreign tourists accessed tourist information through word of mouth.

With regard to travel arrangements, self-arrangement were predominant in domestic tourists (56.3 per cent) and NRI tourists (66.7 per cent), whereas travel agents were mostly involved in travel arrangements for foreign tourists. Chi-square results suggest that there are significant differences between tourist categories as to modes of travel arrangements.

96 per cent of domestic tourists, 93 per cent of NRI tourists and 43 per cent of foreign tourists had prior visits to Chittoor district. Chi-square results indicate that there are significant differences between tourist categories as to number of prior visits to Chittoor district.

81.5 per cent of foreign tourists had package tours to Chittoor districts, whereas 83 per cent of domestic tourists and 62.5 per cent of domestic tourists had other than package tours. Chi-square results show that there are significant differences between tourist categories as to types of tours (package and other than package tours).

Most used mode of transport was road by domestic tourists (77 per cent), NRI tourists (56.9 per cent), and air by foreign tourists (42.6 per cent). Chi-square results suggest that there are significant differences between tourist categories as to modes of transport used by them to reach Chittoor district as a tourist destination.

75 per cent of domestic tourists and NRI tourists and 100 per cent of foreign tourists used paid accommodation. Chi-square results point out that there are significant differences between tourist categories as to paid and un-paid accommodation used by them.
7.68 43 per cent of domestic tourists, 47 per cent of NRI tourists and 76 per cent of foreign tourists night-stayed in Tirupati or Tirumala. Chi-square results reveals that there are significant differences between tourist categories as to places of night stay by them.

7.69 Model length of stay was 1 day for domestic tourists (28.6 per cent), 4 days for NRI tourists (43.1 per cent), and 7 days for foreign tourists (33.3 per cent). Chi-square results show that there are significant differences between tourist categories as to the length of stay in present tours to Chittoor district.

7.70 Average tourist expenditure was highest at Rs. 41,774 by foreign tourists, followed by Rs.34,095 by NRI tourists, and Rs.29,549 by domestic tourists.

7.71 Per head tourist expenditure was highest at Rs.8,173 by foreign tourists, followed by Rs.7,241 by NRI tourists, and Rs.5,723 by domestic tourists. Per head daily expenditure was highest at Rs.5,308 by foreign tourists, Rs.2,242 by NRI tourists and Rs.340 by domestic tourists. Chi-square results testify that there are significant differences between tourist categories as to per head tourist expenditure and per head daily expenditure.

7.72 Occupation-wise per head tourist expenditure was highest at Rs.9,823 by businessmen/industrialists, followed by Rs.7,137 by professionals, Rs.6,621 by government employees, Rs.5,161 by farmers, Rs.4016 by others, and Rs.2468 by private sector employees. ANOVA results suggest that there are significant differences between. Occupational and tourist categories as to per head tourist expenditure.

Chapter – V

7.73 To measure tourist trip utilization by tourist respondents, 10 components of tourist trip utilization were identified. Each of the components was rated on 5-point scale. Thus, the maximum score of tourist trip utilization is 50 (5 x 10).
7.74 Foreign tourists utilization scores were more than 50 per cent for 8 out of 10 components of tourist utilization. NRI tourists utilization scores were more than 50 per cent for 5 out of 10 components of tourist utilization. Domestic tourists' utilization scores were more than 50 per cent in 4 out of 10 components of tourist utilization.

7.75 Overall tour utilization score was highest at 64.67 per cent by foreign tourists, followed by 54.81 per cent by NRI tourists, and 45.59 per cent by domestic tourists.

7.76 Tourists are classified into three categories: low-level utilization with below 17 points; medium-level utilization with equal or more than 17 points but less than 33 points; and high-level utilization 33 and above points.

7.77 Out of 336 domestic tourists, 189 (56.25 per cent) had medium-level of tour utilization, followed by 86 (25.60 per cent) high-level utilization and 61 (18.15 per cent) low-level utilization.

7.78 Out of 72 NRI tourists, 32 (44.44 per cent) had medium-level utilization, followed by 26 (36.11 per cent) high-level utilization, and 14 (19.44 per cent) low-level utilization.

7.79 Out of 54 foreign tourists, 37 (68.52 per cent) had high-level utilization, 13 (24.07 per cent) medium-level utilization, and 4 (7.41 per cent) low-level utilization.

7.80 Taking aggregate sample of 462, it can be found that 149 (32.20 per cent) had high-level utilization, 234 (50.65 per cent) medium-level of utilization and 79 (17.00 per cent) low-level of utilization. 93 per cent of 54 foreign tourists, 81 per cent of 72 NRI tourists, and 82 per cent of domestic students had either high-level or medium-level utilization scores. Chi-square results indicate that there are significant differences between tourist categories as to level of utilization of present tour to Chittoor district.
Variables of the study are broadly classified into dependent variable and two sets of independent variables. Tourist satisfaction is dependent valuable, whereas destination attributes, demographic and economic variables and travel behavior characteristics are independent variables.

Based on perception-expectation (P-E) gap, tourist destination attributes are classified into satisfying, indifferent and dissatisfying attributes.

Satisfying tourist destination attributes are those whose mean perceptual scores, when compared to mean expectation scores, have positive mean differences with t-values significant at 5 per cent level. Tourists were satisfied with five destination attributes such as-“transport facilities”, “hotels/restaurants”, “shopping”, “entertainment “, and “staff attributes towards visitors”.

Indifferent tourist destination attributes are those with positive or negative mean differences with t-values not significant at 5 per cent level. Indifferent tourists were indifferent with “friendly atmosphere”, and “accommodation”.

Dissatisfying tourist destination attributes are those whose mean scores are negative, regardless of t-values significant or non-significant at 5 per cent level. Tourists were dissatisfied with “places of attraction/location “, “cleanliness and hygienic”, and “safety and security”.

Hypothesis 1 was tested using co-efficient of correlation and multiple regression analysis. The null hypothesis was rejected.

Null hypotheses 2a and 2b page no. were tested using MANOVA. Both the hypotheses were rejected.
Null hypotheses 3a and 3b are tested, using t-test and ANOVA. Null hypotheses 3a was rejected for gender, age, state of origin, education and occupation. Null hypotheses 3b was rejected for length of stay and travel group sizes.

Null hypotheses 4 was tested, using MANCOVA. The hypotheses was rejected.

Section B: Conclusions

This section summarizes the conclusions of the study.

In Indian economy tourism is a significant industry as measured by its contribution to the 6 per cent of GDP and the employment of 41.8 million persons in 2006 as per IBEP report.

India figured in the top four preferred holiday destination countries of the world.

Consequent to the success of "incredible India" campaign, India's share in global tourist arrivals registered upward trend from 3.7 per cent in 2001 to 5.3 per cent in 2006.

There top-ranking nations in international tourist arrivals and tourist receipts in 2006 and 2007 were France, Spain and America.

In International tourism receipts in 2006 Europe had the highest share of 50.6 per cent and Africa the lowest share of 3.3 per cent.

For the period 2007, international tourist arrivals in the world increased at 27 million a year, and international tourists receipts in the world at $33.8 billion a year.

In Asia and Pacific region, China was the leading country in both international tourist arrivals and receipts, followed by Malaysia and Australia.
7.97 Indian tourism policy, 2002, was liberal in allowing 51 per cent FDI and 100 per cent NRI investment in Indian tourist projects, 25 per cent customs reduction on goods needed for setting up or expansion of hotels and liberal income tax incentives in the form of deductions from total income.

7.98 The activities of ITDC, established in 1966 for development of tourism infrastructure in India, are nominal at present.

7.99 India’s percentage share in international tourist receipts, through increased from 0.63 per cent in 1996 to 0.92 per cent in 2007, was insignificantly low.

7.100 International tourists coming to India were mostly from 2007, USA and Canada in that order.

7.101 During 2007, annual domestic tourist arrivals and international tourist arrivals in Indian were 46.98 lakh and 0.32 lakh respectively. Thus, the latter was of smaller magnitude than the former.

7.102 Among 23 district of A.P chittoor district is at the top in attracting tourists to A.P

7.103 In tourist attractions in Chittoor district, pilgrim centres predominate

7.104 In tourist inflows to Vaishnavite temples in Chittoor district, Tirumal topped the list followed by Govindaraja swami temple.

7.105 In tourist inflows to Saivite temples in Chittoor district, Srikalahasti figured at the top followed by Kanipakam temple.

7.106 In religious tourism to Chittoor district, Vaishnavite temples have a lion’s share.

7.107 In foreign and NRI tourists inflows to A.P high proportion came from Asia and Pacific origin, and in domestic tourist inflows to A.P majority came within A.P.
7.108 Male-headed tourist groups pre-dominated the sample tourist groups.

7.109 Professionals in foreign and NRI tourist categories and industrialists/professionals in domestic tourist category predominated.

7.110 Model income class and expenditure class were highest for foreign tourists, followed by NRI and domestic tourists.

7.111 For all tourist categories, informal sources were major sources of information. NRI tourists used internet more as a method of sourcing tourist information.

7.112 In travel arrangements self-arrangements were of major proportion in domestic and NRI categories, and travel agents in foreign tourist categories.

7.113 Package tours were popular across tourist categories.

7.114 Majority of tourist groups across categories used paid accommodations and road transport.

7.115 Model length of stay was highest for foreign tourists, followed by NRI and tourist categories.

7.116 On the measures of average tourist group expenditure, per capita tourist expenditure and per capita day expenditure, foreign tourists had the highest figures followed by NRI and domestic tourists.

7.117 Occupation-wise per head tourist expenditure was highest for industrialists/businessmen and lowest for private sector employees.

7.118 Tourist trip utilization score was highest for foreign tourists, followed by NRI and domestic tourists.

7.119 Majority of foreign tourists had high tourist trip utilization score, majority of NRI tourists medium score, and high proportion of domestic tourists medium score.
Among ten destination attributes those attributes to tourists satisfaction are transport facilities, hotels/ restaurants, shopping, and staff attitudes to visitors, where as the rest of attributes are either neutral or dissatisfying.

Section C : Suggestions

Suggestions that can have far-reaching effect on tourism policy and development are presented hereunder in this section.

Though tourism in India conferred with a status of industry in the recent past, it needs policy measures to boost up its all-round development. Public private partnership is a dyre need of the Indian tourism industry for realizing untapped tourism potential.

The popular perception of tourism in India is that tourist customers are both from India and aboard came from affluent segments. The Indian tourism industry should be oriented to down-stretch to cover hitherto neglected middle-class Indian tourist segments.

In addition to its focus on religious, heritage and cultural tourisms, Indian tourism should burden its scope to cover health and business tourisms so as to penetrate into new international tourist market segments.

In Asia and Pacific regions, India lags far behind in international tourist arrivals and receipts. To reverse this trend, more public investment should be pumped for developing tourism infrastructure, while inviting FDI and NRI investments with suitable tax incentives and subsidies.

Since the international tourist arrivals in India are from a few countries, India should be marketed as the most preferred tourist destination on a wider basis so as to allure more tourists from a long list of uncovered countries.
7.126 The present complexion of Chittoor district as only pilgrim-tourist destination should be turned to religions-cultural-heritage-historical tourist destination.

7.127 Since night-staying facilities are narrowly confined to a few centres in the district, tourist infrastructure should be developed in all 22 present tourist attractions plus 6 future subsidiary tourist attraction, enabling tourist to night-stay at these centres.

7.128 New tourist products should be designed to attract all kinds of tourists from India and aboard, keeping in with their tourism needs and their affordability.

7.129 Keeping in view of low magnitudes of annual incomes, and tourist expenditures of domestic tourists, as compared to foreign and NRI tourists, tourism should be mass tourism targeting domestic tourists in general and its middle classes in particular.

7.130 In tourism communication mix, role of formal sources and methods should be enhanced as they are more reliable and cost-effective.

7.131 Since tour utilization levels were low for domestic tourists, as compared to those of foreign and NRI tourists, suitable pricing objectives and methods should be adopted so as to improve their tour utilization levels.

7.132 As there are only 5 tourist satisfying attributed out of 10, the rest of neutral and dissatisfactioning attributes should be suitably changed so as to bring them into satisfying attributes category.

Section D : Areas For Future Research

7.133 Future research on tourism may proceed with focus exclusively on tourism market segments like domestic tourists, NRI tourists and foreign tourists.
7.134 Another fertile area for future research in tourism is special focus on tourists destinations such as religious tourism, heritage cultural tourism, etc.

7.135 Yet another fruitful area of future research is tourist behavior similar to consumer behavior, studying pre-tour, tour and post-tour behavioral stages of tourists.

7.136 Research can also be taken up to study the role of key players in tourism industry like tour operators, travel agents, etc.

7.137 Another potential area for future research is tourism products, their characteristics, pricing, delivery mechanism, etc.

7.138 GAP model which is applied extensively in services marketing, can also be extended to marketing of tourism services.

7.139 Perception-Expectation (P-E) model can also be taken up for studying tourists' satisfaction exclusively.

7.140 With exclusive focus on tourist destination attributes, a research may be conducted for developing tourist destination attributes inventory for various tourist centres across the country and A.P, state and chittoor district as well.