CHAPTER-7

Clouded Leopard found in the reserve forests of Northeast India
Source: Ministry of Tourism, Government of India

FINDINGS
7.0 **Major Findings:**

The data collected through literature and pilot survey have been analysed in the previous chapter (Chapter-6). The analyses of the data have yielded some major results. In this chapter, these major findings are incorporated.

7.1 **Expenditure Pattern of Tourists:**

The first objective of this study is to find out the expenditure pattern of the tourists visiting North East India. To arrive at this objective, extensive literature study is done. A pilot survey is also conducted to explore information about various purposes for which tourists usually incur expenditures in North East India. Finally, 24 expenditure related variables could be identified. These variables include expenditure on accommodation, transportation to the destination, transportation within the destination, local textiles, other clothing, foods in the place of stay, foods outside the place of stay, sightseeing, magazine & newspaper, books related to the destination, film roll & accessories, refreshments, cosmetic item, gifts, decorative items, toiletries, entrance fee, porter, tour operator, handicrafts, tips, mineral water, tobacco / liquor and other.

Factor analysis is used to reduce the heads of expenditure into certain common components. The factor analysis consequently, has yielded five new heads of expenditure. These heads of expenditure can be regarded as the composition or types of expenditures incurred by tourists in North East India. These new factors are named as Shopping, Personal Expenditure, Travel Expenditure, Local Expenditure and Beverage. The reduction of data also shows the composition of Categorised and Uncategorised expenditures. As already mentioned in the previous chapter, the 'Categorised' expenditures are the expenditures that can be purchased as package tour. While 'Uncategorised' expenditures are the expenditures on those products which cannot be purchased as a package beforehand.

Thus, it is seen that two factors, namely, Travel Expenditure and Local Expenditure fall under the Categorised Expenditure. The factor 'Travel Expenditure' includes the heads expenditures on transportation to the destination, porter, tips and tour operator while the factor 'Local Expenditure' includes the heads of expenditure on accommodation, transportation within the destination, local textiles and foods in the place of stay. The items included in these two factors are the expenditures usually incurred by all type of tourists and often can be purchased as product package.
Where,
A includes expenditure on transportation to the destination, porter, tips and on tour operator.
B includes expenditure on accommodation, transportation within the destination, local textiles and foods in the place of stay.
C includes expenditure on other clothing, cosmetic items, gifts, decorative item, toiletries, and handicrafts.
D includes expenditure on foods outside the place of stay, sightseeing, magazine and newspaper, books related to the destination, purchase of film roll and accessories, refreshments and entrance fees.
E includes expenditure on mineral water and tobacco/liquor

* weighted means on a 1-10 point scale

7.2 Uncategorized Component of Expenditure of Tourists:

The second objective of this research is to arrive at some broad expenditure components which are ‘Uncategorized’. The data reduction process used shows three factors which are uncategorized. These factors are Shopping, Personal Expenditure and Beverage. The factor ‘Shopping’ includes expenditures on other clothing, cosmetic items, gifts, decorative item, toiletries, and handicrafts.

Again, the factor Personal Expenditure include the heads of expenditures on foods outside the place of stay, sightseeing, magazine & newspaper, books related to the destination, purchase of film roll & accessories, refreshments and entrance fees.
Finally, the factor Beverage includes the heads of expenditure on mineral water and tobacco/liquor. The broad composition of expenditures as extracted in this study is produced in figure 7.0.

It is seen that the composition of uncategorized expenditure of tourists include the expenditure on foods outside the place of stay, handicrafts, other clothing, cosmetic items, gifts, decorative items, toiletries, sightseeing, magazine & news paper, books related to the destination, purchase of film roll & accessories, refreshments, entrance fees, mineral water and tobacco/liquor.

7.3 Extent of Tourists' Uncategorized Expenditure:

The third objective of this study is to determine the extent of 'uncategorized' expenditure. Collected data are analysed to explore the extent to expenditures incurred for uncategorized purposes.

The analysis of data shows that relatively higher amount is spent by tourists for categorized purposes. On the other hand, expenditure incurred on uncategorized purposes is relatively less, however, isn’t negligible. The mean scores of respective factors show the extent to which such expenditures are made by tourists in the North east India. A discussion is presented in the following section about the extent of expenditure incurred for various factors/heads.

7.3.1 Extent of Expenditure and Individual item: To explore the extent of expenditure incurred on various heads, a frequency table (see Table 5.16) is drawn. The figure in the table shows that mean scores are relatively higher for the statements of transportation to the destination, accommodation, transportation within the destination and food in place of stay. The mean scores extracted by the frequency table for these statements of expenditures are 7.80, 6.69, 6.52, and 5.35 respectively. These expenditure heads are clubbed under the nature of 'categorized' expenditures. Thus, it is seen that a considerable part of tourists' total budget is spent for transportation to the destination, transportation within the destination, accommodation and food in place of stay.

It is also seen that tourists' expenditure on foods outside the place of stay, sightseeing, mineral water, gifts and refreshments fall at mid level. Tourist offered an average mean score of 4.87 for foods outside the place of stay, 4.56 for sightseeing, 4.54 for mineral water, 4.18 for gifts and 4.01 for refreshments.
The extent of expenditure on local textiles, tour operator, handicrafts, entrance fees and film roll & accessories form a smaller part of tourists' travel budget. The mean scores of the variable local textile are 3.85, tour operator 3.27, handicrafts 3.21, entrance fees is 3.09 and film roll & accessories 3.06. These heads of expenditures come under 'uncategorized' expenditure.

On the other hand, the extent of expenditure incurred by the tourists for few other uncategorized expenditure remained comparatively lesser. These expenditure heads include expenditure on clothing (2.84), tips (2.56), decorative item (2.40), books related to the destination (2.25), magazine and newspaper (2.21), tobacco/liquor (2.17), cosmetic item (2.05), toiletries (1.89), and porter (1.84)

The mean scores show that a substantial amount of tourists' travel budget is spent for uncategorized purposes. Therefore, uncategorized expenditures can be regarded as very meaningful to the tourism service provider.

7.3.2 Extent of Expenditure and Factors: The mean of comprehensive scores are also measured for each factors (See Table 5.18). It is seen from the analysis of collected data that the comprehensive mean scores are relatively higher for the factor ‘Travel Expenditure’ and ‘Local Expenditure’. The mean value for ‘Travel expenditure’ as shown in the said table is 3.60 while the same is found to be 5.39 for the factor ‘Local expenditure’ (refer to Table 5.18).

Thus, we have seen that Travel expenditure and Local expenditure share the lion’s share of the tourists’ travel budget.

It is seen that the extent of tourists’ expenditure for uncategorized purposes is not negligible. The comprehensive mean scores show that a significant amount is spent by the tourist on uncategorized heads. The comprehensive scores for factors Shopping, Personal Expenditure and Beverage are found to be 2.57, 3.63 and 2.89 respectively. It implies that tourists’ spending for uncategorized purposes are also economically meaningful to the destination area. The share of expenditures to total expenditure incurred can be represented with the help of a pie diagram. The Figure 7.1 shows the composition of different expenditures to tourists’ total expenditures in the North East India.
It is seen from the figures in the above pie diagram that 50% (16% + 20% + 14%) of the tourist travel budget is meant for uncategorized purposes. This finding can be regarded as very informative outcome of this study.

7.4 Segmentation of Variables:

The fourth objective of this research is to explain relationship, if any, between ‘different demographics and traveling behaviours’ of tourists and their uncategorized expenditure. To attain at this objective, the effects of eight classification variables on uncategorized expenditures are measured. These variables are Age, Origin, Education, Occupation, Previous Travelling Experience, Gender, Daily Budget and Marital Status of the respondents.

It is seen from the analysis that some meaningful segmentation can be drawn from the measured classification variables. Segmentations of the variables are expected to be useful to tourism marketers of the North East India. Segmentation will help in understanding effect of those variables having significant bearings on the extent of tourists’ expenditure.
The effects of these classification variables on the extent of expenditures incurred for various purposes (both categorized and uncategorized) are discussed in the following section.

7.4.1 Age and Segmentation: Age of the tourists may be used as important variable for meaningful segmentation. The sensitiveness of Age over different heads of expenditure is offered below:

a. Personal Expenditure and Age: Personal Expenditure sensitive to age groups of the tourists. As described in the Table 6.16, respondents of ‘60 years and above’ year spend significantly less (mean 3.17) for the factor Personal Expenditure. On the other hand, tourists between the age group of ‘25-40 years’ spent more (mean value 3.81) for this factor.

b. Travel Expenditure and Age: The sensitivity of ‘Age’ towards the factor Travel Expenditure is also found to be significantly different across the age groups. It is seen from the Table 6.27 that tourists of ‘60 years and above’ years incur relatively more (mean 4.79) for the factor Travel Expenditure. On the other side, tourists of age group of ‘Less than 25 years’ incur less (mean 3.11) for this factor.

It is also observed that the extent of expenditure incurred on Travel Expenditure and Age of tourist is positively correlated.

c. Mineral Water and Age: The variable ‘Age’ is also found of having different effect towards the expenditure head ‘Mineral Water’. As seen from the Table 6.45 that tourists of age group of ‘Less than 25 years’ spend less (mean value 3.50) amount on Mineral Water than the older tourists. Conversely, tourists of ‘25-40 years’ incur more (mean 4.89) on mineral water.

d. Tobacco/liquor and Age: One-to-one pair-wise differences are seen across the age groups of tourists towards the item ‘Tobacco/liquor’. It is seen that younger (less than 25 years) and older (60 years and above) tourists incur less expenditure than the middle aged (‘40-60 years’) tourists on this item (See Table 6.57).
Table 7.0 shows the mean scores for various factors/item put into test. The mean scores reflect the extent to which the tourists' incur expenditures for each factors/items. The above result shows that respondents can be segmented on the basis of variable 'Age' for expenditure incurred on the factors Personal Expenditure, Travel Expenditure, the head Mineral Water and Tobacco/liquor.

However, it is also found that tourists can't be segmented age-wise for the extent of expenditure incurred on Shopping and Local Expenditure.

<table>
<thead>
<tr>
<th>Table-7.0: Tourists and Age</th>
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<tbody>
<tr>
<td>Expenditure Heads</td>
</tr>
<tr>
<td>Personal Expenditure</td>
</tr>
<tr>
<td>Travel Expenditure</td>
</tr>
<tr>
<td>Mineral Water</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
</tr>
</tbody>
</table>

7.4.2 Origin and Segmentation: Origin of the tourists can be used to create different segments. The heads of expenditures on the basis of which respondents can be segmented are narrated below:

a. **Shopping and Origin**: Origin and extent of expenditure incurred for the factor 'Shopping' have got significant relation. As shown in the Table 6.3, the extent of expenditure incurred by the tourists of 'National' (2.79) and 'Regional' (2.89) origin is more than the 'Foreign' (1.86) tourists.

b. **Personal Expenditure and Origin**: Origins of the tourists have got significant influence on the extent of expenditure incurred for the factor 'Personal Expenditure'. It is seen from the Table 6.18 that the comprehensive mean scores for the factor Personal expenditure is more (3.86) for 'Regional' tourists. On the other hand, the mean score of the 'Foreign' tourists is found to be less (3.41).

Thus, meaningful segmentation of the tourists can be drawn based on nationality.

c. **Travel Expenditure and Origin**: Origin is also seen to be an influencing factor in determining the extent of expenditures incurred by the tourists for the factor
'Travel Expenditure' It is seen from the descriptive Table 6.29 that the mean of comprehensive scores for the factor Travel Expenditure varies according to tourists' place of origin. The mean score of the 'Foreign' tourists is quite high (Mean 4.54) than that of the 'Regional' (Mean 2.39) tourist. It indicates that foreign tourists spend more for the factor Travel expenditure.

This is an important finding that tourists' spending on the factor Travel Expenditure is influenced by origin.

d. **Mineral Water and Origin:** Origins of the tourists have got significantly different effect on the extent of expenditure incurred for the item Mineral water. From the descriptive Table 6.47 it is seen that 'Foreign' tourists spend more (mean 5.29) amount of money on mineral water than the 'Regional' (mean 3.94) tourists.

e. **Tobacco/liquor and Origin:** The variable 'Origin' also plays an important role in determining the level of sensitivity towards expenditure incurred for the item Tobacco/liquor. It is seen that the tourists can be segmented for expenditure incurred on the item Tobacco/liquor on basis of nationality. One can see from the descriptive Table 6.59 that 'Foreign' tourists spend relatively more (mean 3.24) for this item than the 'National' (mean 1.71) tourists.

<table>
<thead>
<tr>
<th>Expenditure Heads</th>
<th>Origin with maximum Expenditure</th>
<th>Origin with minimum Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>'Regional' (2.89)</td>
<td>'Foreign' (1.86)</td>
</tr>
<tr>
<td>Personal Expenditure</td>
<td>'Regional' (3.86)</td>
<td>'Foreign' (3.41)</td>
</tr>
<tr>
<td>Travel Expenditure</td>
<td>'Foreign' (4.54)</td>
<td>'Regional' (2.39)</td>
</tr>
<tr>
<td>Mineral water</td>
<td>'Foreign' (5.29)</td>
<td>'Regional' (3.94)</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
<td>'Foreign' (3.24)</td>
<td>'National' (1.71)</td>
</tr>
</tbody>
</table>

The extent of expenditure incurred is not same across the Origin. Thus, origin can be a segmentation base for the extent of expenditure they incur for Shopping, Personal Expenditures, Travel Expenditure, Mineral Water and Tobacco/liquor.

7.4.3 **Education and Segmentation:** Different levels of education may have significantly different effect on the extent of expenditure incurred for various
purposes. This variable is also plays important role in ascertaining the extent of expenditure incurred.

a. **Travel Expenditure and Education**: The extent of expenditure incurred by the tourists on the factor ‘Travel Expenditure’ is sensitive to their educational background. As described in the descriptive Table 6.31 that higher expenditure (mean 4.12) on this factor is incurred by professionally qualified tourists followed by ‘Post-graduate’ and ‘Graduate’ tourists. On the other hand, tourists classified as ‘Other’ spent less (mean 3.25) on this factor. It is seen that the extent of expenditure incurred for the factor ‘Travel Expenditure’ is sensitive to educational background of the tourist.

b. **Mineral Water and Education**: The sensitivity of education towards the item ‘Mineral Water’ is different for tourists having different educational background. As seen from the Table 6.49 that the mean score of the ‘Post-graduate’ tourists is relatively higher (5.70) than rest of the variables. On the other side, the mean value is found less (3.50) for the tourists classified as ‘Other’.

c. **Tobacco/liquor and Education**: Education plays an important role in determining the level of sensitivity towards the extent of expenditure incurred for ‘Tobacco/liquor’. The data reproduced in the descriptive Table 6.61 shows that comprehensive scores vary with the level of educational background. It is found that ‘Post-graduate’ tourists incur more (2.76) for the item ‘Tobacco/liquor’ while ‘Graduate’ tourists incur less (1.79).

<table>
<thead>
<tr>
<th>Expenditure Heads</th>
<th>Maximum Expenditure</th>
<th>Minimum Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Expenditure</td>
<td>‘Professional’ (4.12)</td>
<td>‘Other’ (3.25)</td>
</tr>
<tr>
<td>Mineral water</td>
<td>‘Post-graduate’ (5.70)</td>
<td>‘Other’ (3.50)</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
<td>‘Post-graduate’ (2.76)</td>
<td>‘Graduate’ (1.79)</td>
</tr>
</tbody>
</table>

The figures reproduced in the Table 7.2 shows that the mean scores for different factors vary on the basis of education. It is also seen that tourists can’t be segmented on the basis of variable ‘Education’ for the extent of expenditure incurred on Shopping, Personal Expenditure and Local Expenditure.
7.4.4 Occupation and Segmentation: Tourists can meaningfully be segmented according to demographics and traveling behaviours on the basis of variable ‘Occupation’ for extent of expenditure incurred. The extracted segmentations are mentioned below:

a. Travel Expenditure and Occupation: Significant relationship can be seen between the variable ‘Occupation’ and the extent of expenditure incurred on the factor ‘Travel Expenditure’. As seen from the Table 6.33 that tourists classified as ‘Professional’ spent more (4.32) on Travel Expenditure. On the other hand, ‘Service holder’ tourists spent less (3.34) on this factor.

b. Mineral Water and Occupation: Occupation also plays an important role in determining the extent of expenditure incurred for the item Mineral water. It is seen from the Table 6.51 that significant relationship exists between the tourists classified as ‘Professional’ and ‘Other’. ‘Professional’ tourists spend more (5.63) for the item Mineral water than tourists classified as ‘Other’ (3.95).

c. Tobacco/liquor and Occupation: Tourists can be segmented across the occupational background for extent of expenditure incurred on the item Tobacco/liquor. It is also seen from the Table 6.63 that tourists having professional occupation incurred relatively more (2.91) for this purpose than the rests of the tourists. While tourists classified as ‘Other’ spends the lowest (1.80) within the group.

<table>
<thead>
<tr>
<th>Expenditure Heads</th>
<th>Variables showing max. mean scores</th>
<th>Variables showing min. mean scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Expenditure</td>
<td>‘Professional’ (4.32)</td>
<td>‘Service holder’ (3.34)</td>
</tr>
<tr>
<td>Mineral water</td>
<td>‘Professional’ (5.63)</td>
<td>‘Other’ (3.95)</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
<td>‘Professional’ (2.91)</td>
<td>‘Other’ (1.80)</td>
</tr>
</tbody>
</table>

The figures as reproduced in the Table 7.3 also show that differences in the tourists are significant across expenditure on various purposes.
Contrary to this, the analysis of data also reveals that tourists can’t be segmented on the basis of variable ‘Occupation’ for extent of expenditure incurred on the factors Shopping, Local Expenditure and Personal Expenditure.

7.4.5 Previous Travelling Experience and Segmentation: Frequency of travelling is an important variable which is often considered useful in measuring the extent of expenditure incurred. This variable is also found to be sensitive in this study.

a. Shopping and Previous Travelling Experience: The extent of expenditure incurred on the factor ‘Shopping’ is sensitive to frequency of travelling. It is seen from the data reproduced in the descriptive Table 6.9 that the comprehensive mean scores for the factor ‘Shopping’ is different across the frequency of travelling. It is found that tourists having travelling experience of visiting ‘30 and above’ places incur less (2.20) on Shopping. As against to it, tourists visiting ‘20-30 places’ places incurred more for this factor (2.93).

b. Personal Expenditure and Previous Travelling Experience: Frequency of travelling has got significant influence on the extent of expenditure incurred for the factor ‘Personal Expenditure’. It is seen from the Table 6.22 that tourists having past travelling experience of ‘20-30 places’ spent more (4.32) on this factor. On the other hand, the expenditure is comparatively less (3.04) for those having the record of visiting ‘30 and above’ places.

c. Travel Expenditure and Previous Travelling Experience: The extent of expenditure incurred for the factor ‘Travel Expenditure’ is also sensitive to frequency of visit. The descriptive Table 6.35 shows that the comprehensive mean scores for the tourists having more travelling experience is high. While the mean value is significantly less for the tourists having the least travelling experiences. The mean scores found for the tourists visiting ‘30 and above’ is measured as 4.1 while the score is less (2.8) for the tourists having past experience of travelling ‘Up to 7 places’.

d. Mineral Water and Previous Travelling Experience: Tourists can also be segmented on the basis of ‘Previous Travelling Experience’ for amount of expenditure incurred on Mineral water. It is described in the Table 6.53 that the mean scores of the tourists having previous travelling experience of visiting ‘20-30 places’
is found to be more (5.79), while the score is less (3.87) for those tourists having travelling experience of ‘Up to 7 places’.

e. Tobacco/liquor and Previous Travelling Experience: The extent of expenditure incurred by the tourists on Tobacco/liquor is significantly related to frequency of visit. It is seen from the Table 6.65 that the extent of expenditure remained different across the frequency of visits. Tourists visiting up to ‘20-30 places’ incurred more (2.50) while those was having visited ‘15-20 places’ incurred the less (1.67).

This section of the analysis shows that the variable ‘Previous Travelling Experience’ can be used as an important determinants of expenditures incurred for various reasons.

<table>
<thead>
<tr>
<th>Expenditure Heads</th>
<th>Group with maximum Expenditure</th>
<th>Group with minimum Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>‘20-30 places’ (2.93)</td>
<td>‘30 and above’ (2.20)</td>
</tr>
<tr>
<td>Personal Expenditure</td>
<td>‘20-30 places’ (4.32)</td>
<td>‘30 and above’ (3.04)</td>
</tr>
<tr>
<td>Travel Expenditure</td>
<td>‘30 and above’ (4.12)</td>
<td>‘up to 7 places’ (2.84)</td>
</tr>
<tr>
<td>Mineral water</td>
<td>‘20-30 places’ (5.80)</td>
<td>‘15-20 places’ (3.87)</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
<td>‘20-30 places’ (2.50)</td>
<td>‘up to 7 places’ (1.67)</td>
</tr>
</tbody>
</table>

7.4.6 Gender and Segmentation: The sensitivity of Gender towards extent of expenditure incurred for various purposes is found to be different. On the basis of variable Gender, tourists can be segmented as pointed out as follows:

a. Travel Expenditure and Gender: Gender is found to be playing significant role for the factor Travel Expenditure. Table 6.37, shows that the mean scores for Female (3.76) tourists is marginally more than the Male (3.50) tourists.

b. Tobacco/liquor and Gender: Gender also plays vital role in determining the extent of expenditure incurred for the item Tobacco/liquor. The mean score Male tourists is ascertained against the expenditure on Tobacco/liquor is 2.44. While the mean scores of the Female (1.69) tourists is the lowest (see table 6.67).
This section of the analysis reveals some important findings. Figures reproduced in the Table 7.5 shows that the tourists can be segmented for extent of expenditure incurred for the factor Travel Expenditure and Tobacco/liquor. However, no meaningful segmentation can be drawn for extent of expenditure incurred on the factors Shopping, Personal Expenditure, Local Expenditure and the item Mineral water on the basis of male and female.

Table-7.5: Tourists and Gender

<table>
<thead>
<tr>
<th>Expenditure Heads</th>
<th>Variables showing max. mean scores</th>
<th>Variables showing min. mean scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Expenditure</td>
<td>'Female' 3.76</td>
<td>'Male' 3.5</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
<td>'Male' 2.44</td>
<td>'Female' 1.69</td>
</tr>
</tbody>
</table>

7.4.7 Daily Budget and Segmentation: Daily budget of the tourists is an influencing factor on the extent of expenditure incurred. The effect of the variable ‘Daily Budget’ on different factors/items is explained below:

a. **Shopping and Daily Budget:** Daily budget of the tourists have got significant effects on the extent of expenditure incurred for the factor Shopping. It is seen from the Table 6.12 that the mean of comprehensive scores for the variable ‘Rs.700 and Rs.1000’ is more(3.05) while it is less(1.96) for the group ‘Rs. 1500 and above’. Thus, it is seen that tourists of high budget incur less for this factor.

b. **Personal Expenditure and Daily Budget:** As seen from the Table 6.24B, the extent of expenditure incurred for the factor ‘Personal Expenditure’ is not equal across the daily budget. Tourists of ‘Rs.1500 and above’ daily budget incur less (mean 1.96) on Personal Expenditure while tourists having daily budget of ‘Rs.300 and Rs.500’ incur more (4.47) for this factor.

c. **Travel Expenditure and Daily Budget:** The sensitivity of daily budget is also found to be significantly different for the factor Travel Expenditure. As described in the Table 6.39, tourists having per day per person budget of ‘Rs.1500 & above’ spend more (mean 4.24) on the factor Travel Expenditure than the rest of the tourists. Differences are also observed between the tourists having daily budget of
Rs.300 and Rs.500 (mean 3.06), & ‘Rs.500 and Rs.700’, (mean 3.29) and ‘Rs.1000 and Rs.1500’ (3.16). On the other hand, tourists having daily budget of ‘less than Rs.300’ incurred less this factor.

This section of expenditure offers an important finding. It is seen that the extent of ‘Travel Expenditure’ is almost positively correlated with the amount of daily budget.

d. Local Expenditure and Daily Budget: The sensitivity of the variable ‘Daily Budget’ towards the factor ‘Local expenditure’ is also significantly different. It is seen from the Table 6.43 that pair-wise differences can be drawn between the variables of ‘Rs.1000 and Rs.1500’ and ‘Rs.1500 and above’. Tourists having daily budget of ‘Rs. 1500 and above’ spend comparatively less (mean 5.12) for Local Expenditure than tourists having daily budget of ‘Rs.1000 and Rs.1500’ (5.89).

e. Mineral Water and Daily Budget: The descriptive Table 6.55 shows that mean scores of expenditure on the item ‘Mineral water’ is different for tourists of having different daily budget. Differences are apparent among the tourists having daily budget of ‘Rs.500 and Rs. 700’ and ‘Rs. 1000 and Rs.1500’ as well as ‘Rs. 1500 and above’. Tourists having daily budget of ‘Rs. 1500 and above’ spend more (5.14) on Mineral water (5.14) than those having daily budget of ‘Rs.500 and Rs. 700’ (3.60).

f. Tobacco/Liquor and Daily Budget: The extent of expenditure incurred for the item Tobacco/liquor is found to be sensitive towards the amount of daily budget. The figure in the Table 6.69 shows that tourists of having daily budget of ‘Rs.1500 and above’ incur more (2.68) for the item ‘Tobacco/liquor’.

<table>
<thead>
<tr>
<th>Table-7.6: Tourists and Daily Budget</th>
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<tbody>
<tr>
<td>Expenditure Heads</td>
</tr>
<tr>
<td>Shopping</td>
</tr>
<tr>
<td>Personal Expenditure</td>
</tr>
<tr>
<td>Travel Expenditure</td>
</tr>
<tr>
<td>Local Expenditure</td>
</tr>
<tr>
<td>Mineral water</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
</tr>
</tbody>
</table>
It is seen from this section of analysis that the variable ‘Rs. 1500 and above’ has remained to be a meaningful segment across the extent of expenditure incurred for various purposes.

As observed from the Table 7.6, the extent of expenditure incurred for various factors is sensitive to the variable Daily budget. It is found that more the daily budget more is the expenditure on Travel Expenditure, Mineral Water and Tobacco/liquor. However, the same is not found to be true for Personal Expenditure and Shopping.

7.4.8 Marital Status and Segmentation: Marital status of the tourists may be used as a basis for classifying the tourists for extent of expenditure incurred for various purposes.

a. Shopping and Marital Status: The result of analysis of data indicates that the variable ‘Marital Status’ have got different effect on the extent of expenditure incurred for the factor ‘Shopping’. Table 6.14 shows that the comprehensive score of the married tourists is more (Mean 2.68) than the unmarried respondents (Mean 2.35). Thus, it is found that tourists can be segmented on the basis of marital status. Married tourists incur significantly more on the factor shopping than the unmarried.

b. Travel Expenditure and Marital Status: The extent of expenditure incurred for the factor ‘Travel Expenditure’ is significantly different for married and unmarried tourists. As seen from the Table 6.41A that comprehensive mean scores of the married tourists is more (mean 3.78) than the unmarried (mean 3.24) one. This also shows an interesting finding which indicates that expenditure of the spouse is significantly more than the unmarried tourists.

<table>
<thead>
<tr>
<th>Table-7.7: Respondents and Marital Status</th>
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<tbody>
<tr>
<td>Expenditure Heads</td>
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</tr>
<tr>
<td>Shopping</td>
</tr>
<tr>
<td>Travel Expenditure</td>
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</tbody>
</table>

It is seen that the extent of expenditure incurred for the factor ‘Shopping’ and ‘Travel Expenditure’ is different for married and unmarried tourist. But almost equal
amount is spent by respondents on the factors Personal Expenditure, Local Expenditure, Mineral water and Tobacco/liquor.

7.5A Purposes of Travel and Extent of expenditure:

The extent of expenditure tourists incurred for the different heads of expenditures is found to be influential. The analysis of data shows that the extent of expenditure incurred by tourists vary from individual to individual if they are classified on the basis of purposes of travel. The figures reproduced in the table 7.8 below show the maximum and least expenditure incurred by tourists on different factors.

<table>
<thead>
<tr>
<th>Table-7.8: Purposes of travel and Extent of expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenditure Heads</strong></td>
</tr>
<tr>
<td>Shopping</td>
</tr>
<tr>
<td>Personal Expenditure</td>
</tr>
<tr>
<td>Travel Expenditure</td>
</tr>
<tr>
<td>Local Expenditure</td>
</tr>
<tr>
<td>Mineral water</td>
</tr>
<tr>
<td>Tobacco/liquor</td>
</tr>
</tbody>
</table>

(Here, D represents the purpose of travel of 'To see wild life', E means 'Wanted to have adventure', F stands for 'Just holidaying during vacation', G represents the purpose of 'came for business work', I refers to the travel purpose of 'Pursuing special interest', J means the purpose of travel of 'Experience local people and culture', and K represent those who have no specific purpose (other) as given in the options)

7.5A.1 The analysis of data (as shown in the table 6.71 in Chapter-6) shows that two group of tourists incur relatively more expenditure on the factor Shopping. These are the tourists who came with the purpose of ‘Holidaying’ (mean 3.3) and those who came to ‘Experience local people and culture’ (mean 3.5).

7.5A.2 In contrary to above, it is found that another two new groups of tourists viz, those who came to ‘See wild life’ (mean 4.0) and that of the those who travelled to this northeast part of India with the purpose of experiencing ‘Adventure’ (mean 4.6) incurred to maximum extent of money on the factor Personal Expenditure.

7.5A.3 As far as Travel Expenditure is concerned almost equal scores have been extracted against three groups of tourists. It includes the tourists 'holidaying
during vacation' (4.6, 'came to see wild life of the area' (4.3) and those who came 'to experience local people and culture' (4.2).

7.5A.4 The analysis also shows the extent of expenditure incurred on the factor Local expenditure. 'Business' tourists and those who came to Northeast India for experiencing 'adventure' incurred relatively more expenditure for the purposes underlying the factor Personal Expenditure. The mean values extracted against these two groups of tourists are 6.5 and 6.4 respectively. In contrary, it is also seen that the tourists whose basic purpose was to visit the 'relatives' incurred the least on this factor (mean 2.0)

7.5A.5 As far as expenditure on Mineral water is concerned it is seen that the tourists who came to Northeast India with the basic purpose 'to see wild-life' incurred to the maximum extent (5.4) while the tourists who came ' to pursue special interest like studies, research' incurred more on the item 'Tobacco/liquor ( mean 3.0).

7.5B Uncategorized Expenditure and Segmentation Variables: It is seen that respondents expenditure for uncategorized purposes have got significant attachment to classification variables. Below one-to-one effect of these variables are discussed.

7.5B.1 Age: 

7.5B.1.1 Tourists of '60 years and above' incur comparatively less amount for the factor Shopping, Personal Expenditure and on the item Tobacco/liquor.

It signifies that local economy is not largely benefited from the visit of older tourists.

7.5B.1.2 Tourists of 'Less than 25 years' spent less on the factor Shopping and also on the items Mineral water as well as Tobacco/liquor. There is a possibility of less economic benefits from the respondents aged below 25 years.

7.5B.1.3 Tourists of '25-40 years' spend more for the factor Personal Expenditure and Mineral water. It implies that local economic benefits from the visit of this section of the tourists.
7.5B.2 **Origin:**

7.5B.2.1 ‘Regional’ tourists spend more than ‘Foreign’ and ‘National’ tourists for the factor Shopping and Personal Expenditure. However, ‘Regional’ tourists spend less for the item Mineral water. So, it shows that benefits derived from the visits of tourists from different parts of the country as well as abroad is comparatively less.

7.5B.2.2 ‘Foreign’ tourists incur more for the item Mineral water and Tobacco/liquor.

On the other hand, they spend less for the factor Shopping and Personal expenditure.

7.5B.3 **Education:** ‘Post-graduate’ tourists incur maximum amount for the item Mineral water and Tobacco/liquor. No significant differences could be seen in the extent of expenditure incurred in case of other factors. So, in real sense the variable ‘Education’ has been playing no significant role in respect of uncategorized expenditures.

7.5B.4 **Occupation:**

7.5B.4.1 Tourists classified as ‘Professional’ incur more expenditure for the item Mineral water and Tobacco/liquor. However, Tourists can’t be segmented for expenditure incurred on rests of the factors. Thus, no significant economic benefits could be noticed from this segment of tourists.

7.5B.4.2 Tourists classified as ‘Other’ incur less for the item Mineral water and Tobacco/liquor. Hence, this segmentation does not show much beneficial impacts on the local economy.

7.5B.5 **Previous Travelling Experience:**

7.5B.5.1 Tourists having visited ‘20-30 places’ spent more for the factors Shopping, Personal Expenditure and also for the item Mineral water &
Tobacco/liquor. Therefore, Local economy is expected to be largely benefited from the visit of this kind of tourists.

7.5B.5.2 Tourists having visited ‘30 and above’ places incur less for the factor Shopping and Personal Expenditure.

On the other hand, this category of tourists incurs more amounts for the factor Travel Expenditure. Thus, economic gained received from this segment of Tourists are appreciable.

7.5B.6 Gender: It is seen that Female tourists incur less than Male Tourists for the item Tobacco/liquor.

It is to be noted that Female tourists incur comparatively more amount than Male Tourists for the factor Shopping.

7.5B.7 Daily Budget: Tourists having per day per person budget of ‘Rs.1500 and above’ spend comparatively less for the factor Shopping and Personal expenditure.

But this category of tourists spends more for factor Mineral water and Tobacco/liquor. It indirectly refers to foreign tourists spending more on these two items.

7.5B.8 Marital Status: It is seen that married tourists spent more (mean 2.68) amount for the factor ‘Shopping’ than unmarried tourists (2.35). This variable has been playing an influencing role in benefiting the local economy as their expenditures on various purposes falled under the factor Shopping is significantly high.

7.6 Other Findings:

The analysis of primary data also yielded some other noticeable results. An empirical enquiry has been made in respect of tourists purpose of visit, source of information used while visiting the destinations of the N.E India, exposure to internet, number of days they spent, modes of transportation used, average amounts paid on accommodation, type of accommodation they preferred, type of foods wanted, travel companion, attitude towards packaged tour, previous travelling experience, source of fund, age group, origin, marital status, education and occupation. Such information is
considered very vital for the stakeholders associated with tourism industry. Below the findings are put forwarded.

7.6.1 Purpose of Visiting North East India: Respondents purposes of visit to different destinations of North East India is tried to explore. Majority of the respondents revealed that they visited the North East India ‘To have fun or joy’ and ‘See the wildlife of this area’ (see table 5.7). Out of 535 respondents 136(25.4%) stated that they wanted to ‘To have fun or joy’, while 141(26.4%) respondents stated their purpose of visit is ‘To see the wildlife of this area.’ Again, a total of 64 persons interviewed let to know that they came for visiting the ‘religious places’ (pilgrimage). another section of the respondents (58 respondents) also reported that they wanted to ‘Want to enjoy natural beauty’. Thus to see wild life, to have fun/joy, to enjoy natural beauty, and pilgrimage have remained to be main attractions for the tourists.

7.6.2 Sources of Information: The media ‘Word-of-Mouth’ has been highly scored by the respondents. In a ten point interval scale, respondents scored 5.44 against this option (see figure 5.1). The other preferred media are ‘Publication in books and news paper’ (5.17) and ‘General knowledge’ (4.74).

7.6.3 Planning the Trip: The respondents are asked to specify whether they plan before visit or not. The analysis of collected data shows that 73.5% of the respondents answered positive.

7.6.4 Exposure to Internet: Respondents were asked to specify the relevance of web-sites as a media of providing destinations related information of North East India. The responses against each options include 47.3% (253) against ‘Do not know’, 29.9% (160) against the option ‘To some extent’ and 8.8% (47) against the option of ‘To the greater extent’ (see table 5.12). Surprisingly, only 2.8% (15) of the respondents replied that information in the internet is available ‘To the full extent’.

7.6.5 Daily Budget: As far as per person per day budget is concerned, it is found that the ‘Daily Budget of majority’ (28.5 %) of the respondents is ‘Rs-1500/- and above’. This is followed by per person per day budget of ‘Between Rs.500/- and Rs.700/-’ (see table 5.6). Of the respondents 23.1% reported their budget in this
category. This shows that a large section of the respondents interviewed are high spenders. This is really an important figure the tourism planners need take into account.

7.6.6 **Duration of Stay:** Of the total population interviewed, 30.1% of the respondents reported that they stayed for a period ‘Up to 5 days’ (see table 5.8). On the other hand, respondents reporting the stay of ‘15 and above’ days are only 20.6%. This implies that tourists usually prefer to stay for a short period in this region.

7.6.7 **Mode of Transportation:** Air, Rail, Bus, Own car, local taxi and Ships are the widely used modes of transportation by respondents. A large number of respondents of national origin told that (137 out of 294) they used ‘Train’ to reach the region, while majority (108 out of 123) foreign tourists reported that they used ‘Air’ service.

On the other hand, preferred mode of transportation for the tourists originated from within the region is found to be ‘Bus’. Out of 118 respondents originated from within the region, 71 tourists revealed that they used ‘Bus’ for reaching the destination. It is also found that only foreign tourists used Ships (cruise vessel) for visiting the different destinations of the region.

7.6.8 **Accommodation Preferred:** In a query to know the type of accommodation preferred, majority (30.8%) of the respondents reported that they were ‘Happy with whatever he/she gets’ (see table 5.15). Again, 25% of the tourists told that they want the accommodation ‘As good as their residence’.

7.6.9 **Food Habit:** Again, it is seen that the preference of the respondents towards food are saturated. From the analysis of data, it is seen that 116 respondents revealed their preference towards usual food. Similarly, a total of 123 respondents revealed that they wanted to experience local food and another 164 respondents reported that they are satisfied with whatever available to them. The rest of the respondents (132) preferred the option ‘other’. So, there is a mix response as far as food habit is concerned.
7.6.10 **Companion:** Tourists in North East India usually prefer to come with friends and relatives. 62.8% of the respondents reported that they came with friends and relatives. Respondents reporting to come with strangers formed only 0.5%. Similarly, the number of tourists visiting alone is only 3.9% (see table 5.14). Thus, most of the respondents like to come in group.

7.6.11 **Package Tour:** Package tour is not preferred by the majority of the respondents visiting the North East India. Only 16.1 percent of the respondents said that they 'Always prefer' package tour in North East India. On the other hand, 23% of the respondents reported that they 'Never preferred' the packaged tour in the region (see table 5.10). 42.1% (225) of the respondents stated that they used package tour 'Sometimes'. Thus, packaged tour is yet to get popularity in this part of India.

7.6.12 **Travelling Experience:** North East India appeals the travellers having more past travelling experience. Majority (36.4%) of the respondents revealed that they have already visited '31 and above places' (see table 5.13).

7.6.13 **Funds:** The various sources from which trip related expenditures are accessed are also verified in this study. It is explored from analysis of respondents' replies that a numerous respondents used their own funds. Out of the 535 tourists, 312 (58.2%) tourists reported that they incurred trip related expenditures of themselves.

7.6.14 **Origin:** The Northeast India is popular among the domestic tourists. The region has failed to woo the foreign tourists in large numbers. Data released by Ministry of Tourism, Govt. of India shows that in the year 2005, 3.92 million Foreign tourists visited India and as against to this only 20,319 tourists visited the N.E India.