Tourism typically involves travel to a destination outside the usual place of residence. People travel to a distant place for a number of reasons commonly including for pleasure, for leisure during vacation, for business purpose, to visit historical or archeological sites, to enjoy natural resources including bio-diversity and also to experience culture and customs of the local people. Tourists engage in a wide range of activities during their visit to a particular destination. Interestingly, all forms of tourist's activities have an economic impact on the host countries, and as such economic benefit generated by tourism is considered to be the prime reason for promoting tourism. Such benefits are very often recognized in the form of direct, indirect and induced impact. In common parlance, it is emphasised that local economy in and around the destination area must be benefited from the travellers visit. In fact, tourism will serve no purpose unless and until local people are economically benefited.

The North East India is an integral part of India which consists of eight sister states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. But the economic condition of this region is ill-fated. Surprisingly, there are ample resources in this region and effective utilization of these resources may play a pivotal role in eliminating the economic backwardness. Tourism is one of such resources that may play a dominant role in retrieving the North Eastern states from the clutches of poverty. This part of India has abundant tourism resources, sufficient to attract the kind visit of many discerning tourists. North East India is essentially a virtual paradise for travellers searching for continuous joy in Culture, Nature, Heritage, and flora & fauna. Travellers from different corner of the country and even from abroad have been paying their kind visit to this remote part of India. The numbers of such travellers have been increasing from day-to-day. But the alarming matter is that the tourism of this region is particularly nature based and unregulated flow of visitors may adversely affect the resources. Therefore, plans and policies should be framed in such a manner that benefits can be derived to the maximum possible extent at minimum cost. However, economic benefits derived from tourist's visit are not always uniform. Such benefits may vary depending upon different categories of tourists and the extent of expenditures incurred. There is a thought that economic benefit derived from tourism is positively correlated with the
extent of expenditure incurred by the tourists at the destinations. Tourists' expenditures are, however, classified as common and uncommon expenditures. The local economy is highly benefited from uncommon expenditures as these expenditures are subject to high multiplier effect due to low levels of leakages.

Keeping in mind the contribution of uncategorized expenditure to the local economy, it is decided to carry out a research to explore the extent and composition of uncategorized expenditure of tourists in N.E. India. The findings of this study may serve as yardsticks in shaping the strategies for tourism product marketing. In this study the pattern of tourists' expenditure, extent of expenditure incurred for uncategorized purposes and classification variables having effect on such expenditures are analysed. The analysis of classification variables in the light of expenditure incurred focuses on various attributes within the visitors that may have significant bearing on the extent of expenditures incurred. The findings of this study will necessarily help the market players in deriving economic benefits to the maximum possible extent and at the same time sustainable development of tourism could be preserved.

Dated: 15-02-2008

(Uttam Kr. Baruah)
Lecturer, Darrang College
Tezpur, Assam-India
extent of expenditure incurred by the tourists at the destinations. Tourists’ expenditures are, however, classified as common and uncommon expenditures. The local economy is highly benefited from uncommon expenditures as these expenditures are subject to high multiplier effect due to low levels of leakages.

Keeping in mind the contribution of uncategorized expenditure to the local economy, it is decided to carry out a research to explore the extent and composition of uncategorized expenditure of tourists in N.E. India. The findings of this study may serve as yardsticks in shaping the strategies for tourism product marketing. In this study the pattern of tourists’ expenditure, extent of expenditure incurred for uncategorized purposes and classification variables having effect on such expenditures are analysed. The analysis of classification variables in the light of expenditure incurred focuses on various attributes within the visitors that may have significant bearing on the extent of expenditures incurred. The findings of this study will necessarily help the market players in deriving economic benefits to the maximum possible extent and at the same time sustainable development of tourism could be preserved.

Dated: 15-02-2008

(Uttam Kr. Baruah)
Lecturer, Darrang College
Tezpur, Assam-India