Chapter 9

Summary and policy suggestions

Tourism is one of the fastest growing industries and influential part of service sector having large positive and negative externalities. Tourism can contribute to economic development through many direct, indirect and induced effects. Apart from economic benefits, tourism is also considered as an essential part of a healthy lifestyle. It brings joy and peace to a hectic and monotonous human life, especially when performed for recreational purposes. Besides recreation, tourism also facilitates religious, medical, shopping, adventure, and social needs. It is vital for a well-balanced life of citizens in a country, so that they become better human resources of the nation. Therefore, policy makers, governments, and stakeholders for the welfare of tourism and tourists ought to be cautious of the micro factors influencing tourism. Literature on the tourism suggest that there are few studies in Indian context to explore the micro determinants of tourism and its related components like choice of destination, frequency of tourism, mode of travelling, and expenditure on tourism. The present study is an attempt in this direction to study the factors impacting the domestic tourism in India. More specifically, objectives and hypotheses of present study are as follows:

Objectives

1. To study the nature of domestic tourism across various geographical regions and socio-economic groups in India.
2. To identify the determinants of decision to travel by Indians households.
3. To identify the factors that impact travel expenditure, travel frequency, choice of destination, and choice of travel mode of domestic tourists in India.

Hypotheses

1. Nature of domestic tourism innately related with socio-economic characteristics of households across India.
2. Socio-economic characteristics and traveller related characteristics impact the decision to travel.
3. Socio-economic characteristics, trip related characteristics and attributes of destinations impact travel expenditure, travel frequency, choice of destination, and choice of travel mode.
Data and methodology

The present study was based on household level information collected by the NSSO during its 72th round on domestic tourism from 1st July 2014-30th June 2015. During the survey, detailed information on the choice of tourist destinations, mode of travel, expenditure on travelling and other related aspects, frequency of travel and duration of stay, etc. was collected from all over India by using multi-stage random sampling. Besides this information on travel, additional information on various household characteristics like occupation, caste, religion, size, etc. was also collected by NSSO. Information was also collected regarding age, gender, education and employment status of all family members of the sampled households. In this round information from 1,39,688 households and 6,45,852 individuals was collected. In this round, three types of trips’ information were collected in detail and these were: a) Overnight trips completed during last 365 days from the date of survey for the purpose of ‘holiding, leisure and recreation’, ‘health & medical’, and ‘shopping’. From the 139,688 households across India, 71899 overnight trips’ information was collected by NSSO. b) Overnight trips completed during last 30 days from the date of survey for the purpose of business, social, religious & pilgrimage, education & training and others. Out of the 139,688 households across India, 189760 overnight trips’ information was collected by NSSO. c) Same day trips completed in the last 30 days. In the 139,688 households across India, information on 103298 same day trips completed in the last 30 days was collected by NSSO. As per NSSO, overnight trip refers to a travelling of household individual(s) for a duration of not less than twelve hours in two consecutive calendar days and of not more than 6 months outside his (their) usual environment. A domestic same-day trip is defined as that trip which does not involve an overnight stay. Keeping in mind, time, resources, and scope of the present study, the information collected on 71899 overnight trips performed during the last 365 days was utilized for the present research.

As discussed above, NSSO had collected detailed information on trip and traveller’s characteristics but not on attributes of destinations. Therefore, present analysis relied largely on socioeconomic and demographic characteristics of households and individuals, trip’s characteristics, and traveller’s characteristics of sampled population across India. However, the decision to travel, travel frequency, choice of destination, mode of travel, and trip expenditure were overlapping and inter-linked concepts but these were studied separately using different techniques and tools like logit models, zero-inflated regression model, OLS
and quantile regression. The methodology to study these overlapping issues in detail was presented in their respective chapters.

**Empirical findings**

1. **Socio-economic profile and decision to travel in India:** In this chapter, the socio-economic profile of the sample was presented. NSSO due to multistage and proportionate sampling covered entire India and the sample size was around 139,688 households. Highest contribution was from North-Central and Southern zone. Among the individual states and union territories, contribution of most populous states like Uttar Pradesh, Maharashtra, West Bengal, Tamil Nadu was higher as compared to other states. Most of the sample was from rural India and proportion of Hindus was relatively higher. The proportion of other backward castes was also higher and was around 44 percent. The sampled households had comparatively large family size and consumed around 8000 rupees per month. However, there was large variability in the consumption and household size. Around half of the sampled rural households primarily depended upon agriculture for living. Around three-fourth of the sampled urban households were either self-employed or regular wage earners in urban India. The overnight trips were conducted by around one-fifth of the households only. A large proportion of households (around 81.4 percent) did not perform any overnight trips in 365 days for health & medical, holidaying, leisure and recreation; and for shopping purpose. Among the Western, Northern, and Eastern zone, the proportion of households performing overnight trips was higher. Moreover, in the northern, southern, and western zones; rural households travelled more as compared to the urban households. Among the states and union territories, in Lakshadweep, Arunachal Pradesh, Kerala, Jammu & Kashmir, Odisha, Manipur, and Mizoram the proportion of travelling households was higher than other states. These states also performed better than other states on tourism front in the rural and urban sectors. There was stark difference in the behaviour of rural and urban households in many of the Indian states and union territories. In states and union territories like Andaman & Nicobar Islands, Sikkim, Mizoram, Andhra Pradesh, Puducherry, Maharashtra, Himachal Pradesh, Telangana, Tamil Nadu, and Daman & Diu greater proportion of the rural households were performing overnight trips than their urban counterparts. In states like Lakshadweep, Delhi, Jharkhand, Assam, Chhattisgarh, Meghalaya, Odisha, West Bengal, Punjab, and Haryana greater proportion of urban households performed overnight trips than their rural counterparts. Travel frequency was low among the households as only 2 to 3 percent of the households performed two or more
than two trips in the 365 days. Among the states and zones, where extent of tourism was higher the travel frequency was also little higher as compared to other states and zones. Religion, caste, consumption, household size, occupation type was significantly related with travel decisions of households. Among the large households, socially and economically well-off households the proportion of travellers was more as compared to others. Among the self-employed and regular wage earners the proportion of households performing overnight trips was higher than others.

2. **Determinants of households’ decision to travel in India:** In this chapter the factors influencing the travelling decision of the households were analysed. In the previous chapter, descriptive (mostly using tables) analysis was done. In this chapter, the multivariate regression analysis was conducted. Since, the dependent variable was binary i.e. ‘travelled’ or ‘not travelled’ in the reference period, therefore binary dependent variable models were utilised. Specifically, logit model using maximum likelihood was estimated and results were reported in odds ratios. The logit model for three leading purposes for travelling ‘holidaying, leisure and recreation’, ‘health and medical’, and ‘shopping’ were also estimated. The findings were that economic status of household represented by the monthly consumption of household impacted positively the decision to travel in all the four models. Household’s main occupation also impacted the travel decisions. Households with causal labour had less probability to travel for overnight trips and also for holiday, leisure, and recreational trips. Interestingly, households with a regular income or salaried job also had low tendency to go for tours and travels as compared to the self-employed households. The, self-employed and salaried persons performed more overnight trips. In this multivariate analysis, it came to the fore that odds in favour of travelling were higher for self-employed households in India as compared to the salaried or causal labourer. Moreover, it would be interesting for future research to explore association of nature of salaried jobs (like public, private, or professional) and decisions to perform overnight trips. The hypothesis was not rejected and concluded that economic status of households did impact the decision to travel in India. The family size had no impact on the decision to travel or travelling for holidaying, leisure or recreation. With more family members, the probability to travel for health and medical reasons, and for shopping increased. The number of unemployed persons in the family had no impact on the travelling decision. With increase in number of illiterates, the probability of travelling increased for the purpose of health and medical. But probability for holidaying, leisure, and recreation declined. With more illiterates, the households gave less emphasis on recreational activities and went for need based travelling like health and
medical. On the contrary, with increase in number of graduates the probability of households travelling for leisure and recreation increased and for health and medical decreased. It shows that with increase in number of graduates, the earning capacity as well as the understanding to take informed decisions regarding recreational activities like tourism increased and also regarding their health and medical choices. With increase in number of children, the probability of travelling for health and medical also increased. Interestingly, with increase in number of old persons in the household, the probability of travelling increased except from the purpose of shopping. Increase in number of disabled persons in the family, the household travelled for the purpose of health and medical only. Therefore, the hypothesis that type of family members impacts the decision to travel was not rejected in case of India. The caste of the person/household also impacted the decision to travel and schedule caste, schedule tribe and backward caste’s probability of travelling for leisure, holidaying, and recreation was less. On one hand, for schedule caste and backward caste households, their probability to travel for the purpose of health and medical was positive. It seemed that due to their ailments, different treatment seeking behaviour, and health financing behaviour these households were travelling more for the purpose of health and medical. On the other hand, schedule tribe’s probability for travelling for shopping was high. These households usually live in far-flung parts of India and usually lack basic infrastructure. Probably due to this, they may be performing overnight trips for shopping. Among the various religious communities, Christian households’ probability of travelling was more for the purpose of ‘holidaying, leisure, and recreation’, ‘health and medical’, and ‘shopping’. For Sikh households, the probability of travelling for leisure, recreation, and holiday was high, whereas for health and medical, or for shopping, the odds in favour of travelling were less. For Muslim households, the results were quite opposite and the odds in favour of travelling for holidaying, leisure, and recreation were less. However, for health and medical reasons the odds in favour of travelling increased for Muslim households. For Zoroastrian households, the odds in favour of travelling for holidaying, leisure and recreational declined while for shopping the odds in favour of travelling increased. Thus, the hypothesis that caste and religion impact the travel decision is not rejected in case of India. For rural households it had been witnessed that odds in favour of travelling declined for leisure, recreation, and holidaying whereas odds in favour of travelling increased for the purpose of health and medical. It was apparent that rural households gave less emphasis to leisure and recreation. Also, rural households had high travel probability for the purpose of health and medical reasons. Age of the head of the households also impacted the decision to
travel. With increase in age of head of household, the odds in favour of travelling increased for health and medical and for shopping. However, the odds in favour of travelling for leisure and recreation activities declined with age of head. For female headed households the odds in favour of travelling were high for the purpose of leisure, holidaying, and recreational activities. In case of widower or divorced head of the household, the odds in favour of travelling declined for the purpose of leisure, holidaying, recreational and for the purpose of health and medical. Education of the head of households was significant factor impacting the decision to travel. For educated head of household, the odds in favour of travelling increased for all the purposes. Therefore, it could be summarized that characteristics of head of the households like gender, marital status, and education impacted the travel decisions. The travel pattern and probability of travelling for households differed belonging to various geographical parts of India. With reference to north-central zone, for the households belonging to north-eastern zone the odds in favour of overall travelling, travelling for leisure, recreational, holidaying, and travelling for health and medical purposes declined. Households belonging to this zone travelled more for the purpose of shopping. Poor infrastructure, problem of insurgency and governance issues were the few reasons for less travelling. With reference to north-central zone, for the households belonging to northern, eastern, and southern zone, the odds in favour of travelling increased. The households belonging to these zones liked to travel more as compared to north-central zone of India. Among the southern zone households, the odds in favour of travelling declined for the purpose of holidaying, leisure, and recreation and for the purpose of health and medical, odds in favour of travelling increased.

3. **Travel frequency of overnight trips in India: nature and its determinants:**

   **Household’s characteristics:**

   The chapter was devoted to how often the household members travels and this information can be helpful in designing marketing strategy for tourism and it can also reveal information about different segments of tourism market. Zero-inflated Poisson regression models were utilised to analyse the travel frequency as many households were not travelling at all in the reference period. The determinants of travel frequency are further explored for these three-leading purposes separately namely; a) holidaying, leisure and recreation, b) health and medical, c) and shopping. 81.37 per cent did not perform any overnight trips in the last 365 days, followed by 15.94 per cent households that took at least one overnight trip. Only 2.05 per cent households performed two overnight trips, whereas only 0.48 per cent took three trips and meagre 0.16 per cent performed four or more than four trips. This signify that
travel frequency is quite low in India for domestic tourism. Among the three leading purposes, the travel frequency was quite low for ‘holiding, leisure and recreation’, and ‘shopping’. However, for ‘medical and health’ purposes it was little higher. It seems that tourists were travelling frequently due to compulsions of medical reasons rather than willingness to travel. The determinants of travel frequency also highlighted that economic status of household represented by the monthly consumption of household positively impacted the travelling frequency in all the four models. Households with causal labour had less travelling frequency for overnight trips and also for holiday, leisure, and recreational trips. The family size impacted the travelling frequency for holidaying, leisure or recreation, and for the purpose of health and medical. However, with more family members, the travelling frequency for health and medical reasons, and for shopping decreased. It appeared that inter-personal barriers among the family members, and large family size acted as deterrent in recreational activities (like tourism). The number of unemployed persons in the family also had an impact on the travelling frequency. With increase in number of unemployed persons, the travelling frequency decreased for the purpose of health, medical, and shopping as a greater number of unemployed persons usually signified the low earning capacity and capability of household. Number of illiterate and number of graduates in the household had no significant impact on the travel frequency. With increase in number of children, travel frequency for health and medical also increased. Interestingly, with increase in number of old persons in the household, travel frequency increased for leisure, recreation, and holidaying. Also, in India, people spend most of their lives making future savings for children and unforeseen situations, and avoid living for themselves, thus postponing recreation and leisure activities to later times of their lives. Therefore, due to such factors in Indian context, with increase in number of old age people in household, trips frequency for leisure, holidaying, increased. With increase in number of disabled persons in the family, travel frequency for the purpose of health and medical was higher. Therefore, the hypothesis that type of family members impacts the decision to travel is not rejected in case of India. The caste and religion of the person/household had little impact on travel frequency. Schedule caste, schedule tribe, and backward caste and different religious group were significant in one or two models. Only households belonging to Christian religion had high travel frequency for overall, health and medical, and shopping purposes. It is apparent from findings of the present chapter that the hypothesis that caste and religion impact the travel frequency is rejected in case of India. For rural households it had been witnessed that travel frequency was positively related for leisure, recreation, and holidaying, and for the purpose
of health and medical. On the one hand, rural households gave less emphasis to leisure and recreation. However, on the other hand, those who travelled their travel frequency were higher. Moreover, due to weak health care infrastructure in rural India, rural households had high travel frequency for the purpose of health and medical reasons. Head’s characteristics like age, education, or marital status had little impact on the travelling frequency in India, as most of the variables were not significant in more than two models with few exceptions. With increase in age of head of household, the travel frequency was less for leisure and recreation but for health and medical reasons the travel frequency increased. For female headed households the travel frequency was higher for purpose of leisure, holidaying, and recreational activities. In case of widower or divorced head of the household, the travel frequency declined for the purpose of shopping and for the purpose of health and medical. Education of the head of households was not a significant factor impacting travel frequency as only education up to primary vis-à-vis illiterate head impact the travel frequency. The travel frequency for households differed belonging to various geographical parts of India. With reference to north-central zone, for the households belonging to north-eastern zone the travel frequency of overall travelling and travelling for health and medical purposes declined. As discussed earlier also, poor infrastructure, problem of insurgency, and governance issues were the few reasons for less frequent travels. With reference to north-central zone, for the households belonging to northern, eastern, western, and southern zone, the travelling frequency was higher. As discussed in the previous chapter, the households belonging to these zones liked to travel more as compared to north-central zone of India. Except for the purpose of shopping, the geographical location significantly impacted the travel frequency. It is evident from the above discussion that hypothesis stating geographical location of the household impacts the travel frequency is not rejected and location of the household does impact the travel frequency.

4. **Choice of destination of overnight trips in India: nature and its determinants:**

Choice of destination and its determinants are explored in this chapter. The travellers choose among these four choices viz. ‘within district’, ‘outside the district but within the state’, ‘outside the state’, ‘port of departure for international trip’. Graphical analysis is done to study the choice of destination and multinomial logistic models have been utilised to study the factors impacting the choice of destination. It had been estimated that most favourite destination for overnight trips in the last 365 days was within the district for domestic tourists. For the purpose of holidaying, leisure, and recreation, pilgrimage and religious activities the travellers were ready to go outside the state. For the purpose of shopping and
holidaying, leisure, and recreation activities, health and medical reasons the travellers were ready to go outside the district but within the state. For activities like education and training the travellers mostly preferred within district destination. Physical proximity was one of the major reasons of choosing a particular state as choice of destination and most travellers from their resident states preferred to travel to geographically nearby states. Self-employment in agriculture, causal worker in agriculture, head’s age, marital status of head, head’s education, secondary and senior secondary education of traveller, work status of travellers like causal worker of private sector, domestic worker, or rentier and month of the trip played no significant role in choice of destination. Among the household’s characteristics, the consumption expenditure/ economic status was a significant explanatory variable impacting the choice of destination and hypothesis that with increase in consumption the household’s choice of destination was outside the district or state is not rejected. Large household size, greater number of unemployed persons, higher number of illiterates, increase in number of children, or old aged persons, and disabled persons acted as deterrent to choosing distant locations for travelling. Therefore, the hypothesis that size and composition of family impacts the destination choice is not rejected. The schedule caste, schedule tribe, and backward caste household also did not choose the distant places to travel. The hypothesis that caste of the households impacts the destination choice is not rejected. However, in case of religion of the travellers, the picture was mixed. Muslim travellers preferred for international travels than travelling within district and Jain travellers preferred ‘outside the district but within the state’ to ‘within the district’ and ‘outside the state’ to ‘within the district’. The Buddhist, Christian, Sikh, and Zoroastrian travellers did not choose to travel to distant places and preferred to travel within district. The travellers belonging to self-employed households or salaried households chose to travel distant places like outside their respective states. However, travellers belonging to households relying on causal work chose to travel within district. Rural travellers preferred and chose ‘within district’ rather than ‘outside the district but within the state’ or ‘outside the state’ or ‘port of departure for international trip’. The hypothesis that rural Indians’ travels are confined to nearby places is not rejected. Among the head’s characteristics, most of the variables were statistically insignificant. However, female headed household and households with graduate (or above) head, the travellers preferred to travel to distant places than nearby ones. Among the travellers’ characteristics, the female travellers and student travellers chose nearby places than distant ones. The hypothesis that females and students travel largely in the nearby areas i.e. within district or state is not rejected. With increase in age of travellers,
increase in education of traveller, they travelled to distant areas. For those travellers seeking work, the travellers could choose international travels also. Among the geographical characteristics/location of travellers, travellers from north-eastern region liked to travel outside the district but within the state. Travellers belonging to eastern, western, and southern zone of India chose to travel to nearby places i.e. ‘within district’ rather than ‘outside the district but within the state’ or ‘outside the state’ or ‘port of departure for international trip’. Among the trips’ characteristics, the number of trips performed before the current trip was statistically significant and it was apparent that regular travellers or travellers performing multiple trips tend to travel to distant places. The travellers taking a package for trips (which can include transportation and accommodation etc.) usually travelled to distant places. With increase in number of females in the travel party for overnight trips, the travellers chose nearby places than distant ones. Among the various purposes for overnight trips in last 365 days, for holidaying, leisure, and recreation, for religious reasons, for health and medical reasons, and for shopping, the travellers were performing trips to distant places. Furthermore, the month or timing of overnight trips had no significant role on the choice of destination.

5. **Choice for mode of travel for overnight trips in India: nature and its determinants**: The choice of various mode of travel has been analysed in the chapter. The categories of the mode of travel are broadly divided into ten groups namely: On foot, bus, train (railways), ship/boat, air, own motorised transport, own non-motorised transport, rental/hired motorised transport, rental/hired non-motorised transport, and others. The major and minor mode of travel are studied by utilising graphical analysis. Determinants of choice of mode of travel for ‘on foot’, ‘bus’, ‘train (railways)’, ‘air’, ‘own motorised transport’, and ‘rental/hired motorised transport’ are explored by utilising logit models. The results are presented for these six models in odds ratio. Moreover, while interpreting the results of these models it should be kept in mind that some of the variables give little conflicting results as categories of dependent variables are not specific. For example, the own motorised transport can be a cheap two-wheeler or expensive car. The bus service can be simple bus or air-conditioned deluxe bus. Rental/hired motorised transport can be autorickshaw, two-wheeler or car. It has been analysed that roads played a dominant role in transportation in India as bus service and own/hired motorised transport were most utilised mode of transport. Apart from these two modes of transport, railways were second most utilised major mode of transport. Walking (on foot) was second most utilised minor mode of transport. For most of the purposes of travelling, majority of travellers employed road
transport services (Buses, own motorised transport, and hired motorised transport). For the purpose of pilgrimage, religious activities and holidaying/leisure, recreational activities, a good proportion of travellers employed railways or trains for transportation. A good proportion of travellers (usually around 1/3th) also employed hired motorised transport for the purpose of education and training, health and medical reasons, business, and social gatherings. For nearby destinations, the travellers preferred road transport like bus, hired transport services, and own motorised transport. However, for out of state destinations, travellers preferred railways or train services than road transport. For destinations of final port of departure in Indian Territory for international trip, the travellers relied largely on bus, rail, and hired motorised services. Interestingly for destinations of final port of departure in Indian Territory for international trip, the utilisation of air transport services also increased. Travellers belonging to poor strata of society in India preferred bus services and hired motorised transport. With increase in monthly consumption i.e. economic status, the travellers also preferred railways or trains services. However, for travellers belonging to high consumption quartile, the travelling by air and by hired motorised transport services increased. States due to its geographical location, terrain, and natural water resources preferred ships and boats (like tourists from Andaman & Nicobar Islands and Lakshadweep). Railways were less preferred by tourists of hilly and mountainous states like Himachal Pradesh, Jammu & Kashmir, and north-eastern states. In these states, bus services were highly preferred mode of transportation. As compared to other states, a little larger proportion of tourists from Andaman & Nicobar Islands, Chandigarh, Tripura, and Goa used air as mode of travel. It seemed that better-off travellers from Chandigarh and Goa utilised air services. A little larger proportion of travellers from north-eastern states and economically better-off states chose own motorised transport for overnight trips in India. In case of economically weaker states like Bihar, Madhya Pradesh, Andhra Pradesh, Rajasthan, and Uttar Pradesh the tourists largely utilised bus services or hired motorised transport services. Among household’s characteristics, consumption expenditure/ economic status was a significant explanatory variable impacting the mode of transport. The better-off households chose to travel by train, air, own motorised transport, and hired motorised transport. Large household size and with a greater number of unemployed persons, the household preferred bus services than other modes of travel. With increase in number of graduates, number of children, or old aged persons, and disabled persons the travellers chose travelling by air or motorised transport (hired or owned) rather than public transport of bus, train or by foot. The schedule caste, schedule tribe, and backward caste travellers
preferred bus services. However, in case of religion of the travellers the picture was mixed. Muslim travellers preferred trains or own motorised transport rather than bus or walking. Christian travellers preferred motorised transport (hired or owned) rather than bus or train. Sikh travellers preferred own motorised transport. For travellers belonging to self-employed households or salaried households or causal worker, the probability of walking was higher than others. However, for travellers belonging to self-employed households in urban area or salaried households, the preference for mode of travel was motorised transport (hired or owned). For travellers belonging to household relying on causal work, the probability of utilising air as mode of travel or even own motorised vehicles was low. Rural travellers preferred bus services or rented motorised transport. The hypothesis that household’s characteristics impact the choice of mode of transport is not rejected. Among the head’s characteristics, most of the times variables were statistically insignificant. However, female headed household preferred to travel by bus and widow headed households preferred railways rather than bus services. Education of head of households portrayed a mixed picture of choice of mode of travel for overnight trips in India. Among the travellers’ characteristics, the female travellers preferred bus or air travel rather than train or own motorised transport. With increase in age of traveller, the tourist preferred trains or air as mode of travel than rental motorised vehicle. With increase in education of tourists, the traveller preferred trains, own motorised vehicle or air as mode of travel rather than bus service etc. Casual workers preferred buses or trains. Travellers seeking work preferred to travel by train and student travellers choose bus services. Casual workers, travellers seeking work, or students preferred these methods, as travel by these modes is usually cheap. Travellers from northern, north-eastern, eastern, western, and southern region vis-à-vis north-central travellers, liked to travel by bus or rented motorised vehicle. This relationship changed diagonally for railway services. It was obvious that travellers from north-central region preferred trains and rest preferred to travel by bus service. However, for travellers from north-eastern, western, and southern zone the probability of travelling by air was higher than travellers from north-central zone. Northern and southern travellers relied more on own motorised transport for travelling than others. Among the trips’ characteristics, the number of trips performed before the current trip were statistically significant and it was apparent that regular travellers or travellers performing multiple trips tended to travel by bus or trains. The travellers taking a package for trips (which can include transportation and accommodation etc.) had high probability of travelling by rented motorised vehicle. Also, with increase in number of females in the travel party for overnight trips, the probability of
choosing rented motorised vehicle increased. Among the various purposes for overnight trips in last 365 days, for holidaying, leisure, and recreation, and shopping, the travellers had high probability of choosing walking, bus, train, or air as mode of travel and low probability of choosing motorised transport (rented or owned). For the purpose of travelling due to religion and pilgrimage, the probability of choosing railways was higher. For health and medical reasons, the probability of choosing bus, train or air as mode of travel was higher. Furthermore, the month of overnight trips had no significant role in the choice of mode of travel.

6. **Travel expenditure for overnight trips in India: Nature and its determinants:**
The travel expenditure of domestic tourist for overnight trips in last 365 days has been studied in the present chapter. The average travel expenditure of tourists during July 2014 to June 2015 was Rs. 12299.48 and package expenditure and non-package expenditure were Rs. 571.32 and Rs 11728.16 respectively. Indian spent very less on package trips and among non-package expenditure, maximum expenditure contribution came from medical and health related activities i.e. 65.2 per cent and around Rs.8018. This depicts that Indian are spending most of the travelling expenditure on medical and health related activities. Holidays are generally perceived to be for leisure, recreational, cultural, or educational activities. But least expenditure was done (around Rs 50) on recreation, religious and cultural activities i.e. 0.4 per cent of total average expenditure. Apart from medical and health expenditure, the largest non-package expenditure was done on accommodation and then on transportation. Tourists travelling for the purpose of ‘holidaying, leisure, and recreation’ spent more on package trips and their spending was scattered around number of activities (like accommodation, food and beverages, transportation, shopping etc.). However, tourists travelling for specific activities like ‘health and medical’ or ‘shopping’ spent largely on these specific activities and spent little on other activities (like accommodation, food and beverages, transportation etc.) while travelling. As distance of travelling increased, the tourist spent more on transportation, accommodation, food and drinks, shopping, recreational, religious, and cultural activities. Moreover, the expenditure on package trips also increased for long distances. The expenditure on recreation, religious, and cultural activities showed little increasing trend for long distances, however, it was dismally low across the choice of destination. Among the destination states, on average tourists were spending their money more in coastal and hilly states like Andaman and Nicobar Islands, Sikkim, Lakshadweep, Goa, Jammu and Kashmir, Himachal Pradesh etc. The estimates of ordinary least square were explored by utilising household’s
characteristics, head’s characteristics, traveller’s characteristics, trip’s related characteristics, and location related characteristics as independent variables. Among the household’s characteristics, it was apparent that number of workers, number of illiterates, number of children, number of old persons in the households, households belonging to Muslim, Jain, and Buddhism had no significant impact on the travel expenditure. Monthly consumption, number of graduates in the household, number of differently-abled member in household, rural households, Sikh and Zoroastrian households, household self-employment in agriculture or self-employed, or salaried households spent more on overnight travels. Households belonging to SC, ST, or BC castes and Christian households spent less on overnight trips. Among the head’s characteristics, marital status of head, education of head up to primary or secondary had no significant impact on the travel expenditure. Age of head, female headed households, education of the head positively impacts travel expenditure. Among the traveller’s characteristics, old aged person in the travel party, proportion of illiterates, proportion of unemployed, proportion of widowed persons in the travel party had no significant impact on the travel expenditure. With more members in travel party, presence of kids (aged 0 to 6 years) in travel party, proportion of pensioner or rentier in the travel party, the travel expenditure increased. Interestingly, with increase in proportion of females in the travel party, the travel expenditure declined. Among the trip’s characteristics, almost every characteristic except for month of travelling (April, June July, September, November) significantly impacted the travel expenditure for overnight trips in India. With increases in total nights spent, reimbursements, distance travelled, package trips, travelling by air or by rented car or own car or by bus or train, stay at hotel, guesthouse, dharma shala, or rented house, the travel expenditure for overnight trips increased. For tourists, who performed trips earlier, stay during the overnight trips at friends or leading purpose of trip as medical and health activities vis-à-vis shopping, travel expenditure declined. Furthermore, as compared to May, tourist’s travelling in the month of January, February, March, August, October, and December increased the travel expenditure. Among the location of households, the residents residing in northern zone and eastern zone had no significant impact on the travel expenditure. As compared to north-central zone, the travel expenditure increased for western zone or north-eastern travellers. Therefore, the hypotheses that household’ characteristics, head’s characteristics, traveller’s characteristics, trip’s characteristics, and location of the household do not impact the travel expenditure are rejected. The estimates of quantile regression also revealed interesting facts about travel expenditure. Among the household’s characteristics, number of workers, number of children, number of old persons
in the household, rural households, Jain and Zoroastrian households, the F-statistics revealed that quantile coefficients were not significantly different from each other for each quantile. In high spending quantiles/groups, factors positively impacting the travel expenditure were monthly consumption, number of graduates, number of differently-abled, Christian, Sikh, Buddhist, Zoroastrian, self-employed, and salaried households. In high spending quantiles/groups, factors negatively impacting the travel expenditure were household size, number of workers, rural households, SC, ST, and BC households. In low spending quantiles/groups, factors impacting positively the travel expenditure were monthly consumption, number of graduates, Muslim, Christian, Sikh, self-employed, and salaried households. In low spending quantiles/groups, factors negatively impacting the travel expenditure were household size, number of illiterates, rural households, SC, ST, and BC households. Among the head’s characteristics, coefficients of various variables did not vary significantly across the quantiles. However, it was apparent from these coefficients that female headed households were spending more on tourism across all quantiles and widow or separated headed households’ expenditure was less as compared to others. With increase in age of head of household, travel expenditure also increased. Moreover, with increases in education, the travel expenditure significantly increased across all the quantiles of expenditures. Among the traveller’s characteristics, for variables like presence of child (aged 0 to 6) in the travel party, presence of old in travel party, proportion of illiterates, proportion of unemployed or proportion of widowed in the travel party, F-statistics revealed that quantile coefficients were not significantly different from each other for each quantile. However, as discussed in the OLS estimates, presence of children in the travel party significantly reduced the travel expenditure across all quantiles. In high spending quantiles/groups, factors positively impacting the travel expenditure were members of travel party and proportion of widower in the travel party. In high spending quantiles/groups, factors negatively impacting the travel expenditure were presence of children and proportion of female in the travel party. In low spending quantiles/groups, factors impacting positively the travel expenditure were members in the travel party and proportion of rentier or pensioner in the party. In low spending quantiles/groups, factors negatively impacting the travel expenditure were presence of children in travel party and proportion of females in the travel party. Among the trip’s characteristics, F-statistics for equality of coefficients among the various quantiles revealed that apart from month of travelling, all quantile coefficients were significantly different from each other for each quantile. In high spending quantiles/groups, factors positively impacting the travel expenditure were number of nights
spent, reimbursement received, long distance, package trips, travelling by air, rented or own motor vehicle, stay at hotel, and month of travel. In high spending quantiles/groups, factors negatively impacting the travel expenditure were number of previous trips, travelling by bus or train, staying at guest house, dharmshala, rented house, stay at friend’s place, purpose of holidaying or shopping. In low spending quantiles/groups, factors impacting positively the travel expenditure were number of nights spent, reimbursement received, long distance, package trips, travelling by bus, train, air, rented or own motor vehicle, staying at hotel, guest house, dharmshala, rented house, and month of travel. In low spending quantiles/groups, factors negatively impacting the travel expenditure were number of previous trips, stay at friend’s place, and purpose of holidaying or shopping. There was no clear-cut pattern between the location of travellers and travel expenditure even in different quantiles. However, it can be ascertained that for high spending groups, travellers belonging to northern and eastern zone vis-à-vis north-central zone spent less on overnight trips. Moreover, for lower spending groups, travellers belonging to north-eastern zone and western zone vis-à-vis north-central zone spent more on overnight trips. Therefore, using estimates of quantile regression, the hypotheses that household’ characteristics, head’s characteristics, traveller’s characteristics, trip’s characteristics, and location of the household do not impact the travel expenditure are rejected.

Some policy suggestions

Preceding findings of the present analysis on decision to travel, travel frequency, choice of destination, mode of travelling, and travel expenditure raised following basic questions for policy makes and stakeholders prompting tourism and travels:

1. What can be done to increase the proportion of travellers and travel frequency?
2. What need to be done to strengthen the existing infrastructure for promoting or assisting tourism?
3. What can be done so that tourists spend more on tourism and number of tourism related activities?

Although there can be some overlapping and inter-linked measures addressing the above questions, however, these are discussed as follows:
1. **Capacity building measures**: These measures focus upon building the capacity of tourists to travel more and spend more on tourism and therefore enhance the tourism demand. Some such measures are as follows:

- **Income**: As the findings suggest that economic status positively impacts the decision to travel, travel frequency, choice of destination, mode of travelling, and travel expenditure. Therefore, increasing income or economic status of citizens of the country could lead to increased domestic tourism expenditure in the country. Moreover, reduction in income inequalities and unequal wealth distribution could also lead to better tourism consumption in the country as lower consumption groups are largely focused upon fulfilling their basic necessities.

- **Employment**: It has been witnessed that number and type of employment also influences the domestic tourism. Since, more the number of employed persons in the household, better are the chances of the household making travel decisions. Also, as per our analysis, households with a smaller number of unemployed members had higher travel frequency and those with more employed members had higher travel expenditure. Thus, creating better and higher number of job opportunities can directly affect the tourism growth of the country. Not only the number of employed persons but also the type of employment like self-employment or regular/salaried jobs influenced domestic tourism. As findings suggest casualisation of jobs negatively impacts tourism. Therefore, apart from creating employment opportunities, the quality of employment i.e. regular jobs or profitable self-employment opportunities can positively influence the domestic tourism in India.

- **Education**: It is apparent from the findings that a greater number of graduates or educated persons in households favourably impact domestic tourism. It seems that education provides better vision and earning capacity. Thus, increasing quantity and quality of education can also influence the tourism of the country.

2. **Women empowerment**: Evidences form the present study indicate that female travellers, female headed households impact the tourism and its various dimensions. Therefore, improving gender ratio besides its other effects, would result in increased tourism in the country. It was observed that female headed households had better chances of travelling as compared to male headed households. Thus, in addition to improving
gender ratio, empowering women by making them financially independent and socially self-reliant, would result in increased tourism expenditure.

3. **Empowering the marginalised groups:** Empirical evidences of the present study indicate that schedule caste, schedule tribe, and backward caste’s probability of travelling for leisure, holidaying, and recreation was low. For schedule caste and backward caste households, their probability to travel for the purpose of health and medical was positive. The schedule caste, schedule tribe, and backward caste households also did not choose the distant places to travel. Moreover, certain religious communities like Muslim were also lagging behind in case of domestic tourism. Besides the various affirmative actions of government to raise the economic and social status of these marginalised sections of society, these communities were still not in positions to make tourism an integral part of their lives, especially as a source of recreation. Therefore, the government needs to put improved efforts for upliftment of these communities.

4. **Better Infrastructure:** Infrastructure facilities at destinations and better connectivity (in terms of rail, road, air, and water ways) of tourist destinations with rest of India can lead to increased tourism in the country. Since residents only travel to nearby states as per our analysis, developing infrastructure would make way for trips to distant states and regions, thereby increasing tourism. On the one hand, improving quantity and quality of existing rail and road infrastructure remains important since buses, motorised transport, and railways are the most favoured transport for tourism in India and therefore, it could lead to increased travel frequency and travel expenditure. Moreover, safer infrastructure and environment to facilitate women travellers, should also be an important concern for the government, since as per empirical evidences of the present study female tourist are mostly confined only within the district. On the other hand, developing affordable and accessible new transport facilities like air connectivity and waterways can also rejuvenate domestic tourism. The recent efforts of the present government like UDAN (Ude Desh ka Aam Nagrik) is a step towards this direction.

5. **Development of new products/destinations:** Besides focusing upon the infrastructure of the nation in general, destination infrastructure should be also focused upon. The creation of new and innovative products/destinations and also creating awareness about the existing destinations is also crucial to promote domestic tourism. As the finding of the present study suggest that tourists travelled largely in nearby places but creating awareness about the other destinations or states is crucial. India has a huge tourism potential like number of monuments and heritage sites, huge beach and coastal
line, vast variety of traditional cuisines for culinary, sites for authentic rural tourism, number of national parks, and mountain-based adventure tourism, and festivals of India. These can be developed as attractive tourist destinations. The destinations should be friendlier especially towards target groups like old aged and differently abled persons. Since people largely travelled to nearby states due to cultural similarities and easy approach. Every state needs to strengthen their existing infrastructure by providing improved public facilities and cultural hospitality, so as to attract more tourists from distant states.

6. **Targeted and improved marketing campaigns:** Although, the various states and central governments have attempted to promote tourism over the years, however, the empirical evidences suggest that certain travellers or communities have large potential or appetite for tourism than other communities or group. In Christian and Sikh households, the probability of travelling for leisure, recreation, and holiday was observed to be high. The Muslims had higher possibility to travel to final port for international trip (probably Hajj). Therefore, these religious groups could be targeted with campaigns exclusively focusing their needs. Most campaigns in the country are aiming the entire nation rather than planning out different marketing strategies aiming different groups. Another observation from our study was, with increase in number of old persons in the household, travel frequency increased for leisure, recreation, and holidaying. Therefore, marketing strategies should be carefully designed to capture this section of the residents. Destinations should have public and private facilities directly aiming the senior citizen section. Furthermore, creating awareness about the destinations in the local language of tourists may also attract number of tourists.

7. **Tourism for meetings, trainings, convention and exhibition:** Empirical evidence suggest that very few residents performed overnight trips for business meetings, educational trainings, conventions, or exhibitions. The promotion of certain cities or states for such kind of activities can attract domestic as well as international tourists.

8. **Tourism for shopping:** Shopping can have many direct and indirect impacts on the economy through forward and backward linkages. It has been analysed in the present study that tourists spend good amount of money on shopping. Therefore, establishing few huge centres of shopping especially traditional and ethnic centres like *haats* or villages can promote domestic tourism. This way not only small-scale industry gets boosted but it also enhances ‘make in India’ brand.
9. **Market research programs:** As it has been witnessed in the present study that different socio-economic background of travellers, destination attributes, mode of travelling, travel frequency are interlinked and impact the tourism. Therefore, extensive market research programmes from time to time should be conducted by government, policymakers, various agencies or stakeholders promoting tourism.

10. Last but not least, National Tourism policy, 2002, which was drafted by department of tourism, Ministry of tourism and culture, Government of India, should be updated from time to time. Moreover, a separate policy/strategy for domestic or international tourists should be devised as socio-economic background or taste and preferences of these tourists are by some means different.