TOURISM TRENDS- A CASE STUDY OF INDIA

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ABSTRACT

Tourism is a highly changing phenomenon. It depends on many factors like: economic changes, political situation, social changes, environmental changes etc. There is change in tourist's traffic to Kedranath after 2013 incident. People were reluctant to travel to places affected by Tsunami after the incident. This paper is based on secondary data. ANOVA, Time Series are used to analyze data. Present paper is focused on tourism trends in India.

Keynotes: Tourism, Time Series.

INTRODUCTION

Tourism is a multifaceted activity. Tourism is an ancient phenomenon. We consider tourism as a business activity in modern context. That is why we are interested to find trends or pattern of tourism. Tourism industry is a multifaceted industry which besides the destination has three main sectors: Transport, Accommodation and Intermediary services. 'Tourism Products' are mainly services offered by these three sectors of the industry. The sales of all the above business are directly dependent on the overall turnover of tourism industry which in turn depends on the number of tourists and the money they spend. Also though these sectors of the industry are offering different products, they are closely interdependent on each other to turn the business smoothly.

For example, if travel agents and tour operators do the promotion, tourists are drawn to the destination, which will use the transport services and then accommodation and local services. So the promotion will benefit not only travel agents or tour operators but also transport and accommodation sector. If a destination does not have good transport services then the accommodation sector at the destination may not get sufficient business and vice-a-versa. Apart from interdependence of these main sectors on each other there are numerous other complex reasons which affect the trends in tourism industry. But mainly for marketing forecasting is required to work out the Product Design and to understand the demand for that particular product. In fact forecasting is a vital component in the decision making process for planning, organizing or marketing of tourism products and services.

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Thus for tourism industry the important factors are numbers of travelers and type of travelers. You ought to know that at any given time in future what volume of tourists you expect and to how much you can cater. Once this overall scenario is predicted, then the individual organizations can work out their own marketing mix of **'Product, Price, Promotion and Place' and compete with each other for market share**. Hence, forecasting is needed to plan, develop and operate tourism facilities and services.

PATTERN OR TREND

Tourism trends can be ascertained with regard to many parameters. Market analysts researching in tourism trends facilitate a general layout of the trends with respect to outcomes of tourism which is inbound, use of information communication technology (I.T.) in the tourism and travel industry, tourism development and promoting tourism in many key areas like: tribal, medical farming, requirements, strategies development, tourism markets all over the world, promoting tourist attraction etc. *(Harssel Jan Van,* 1994).

TOURISM TRENDS AND ECONOMY WORLDWIDE

Tourism sector is among the fastest growing sectors. Data suggests that the tourism industry in the global scenario makes up 11% of GDP. Tourism industry trends also suggest that as many as 200 million people are engaged worldwide in the tourism industry like: Travel, Banking. Statistical data opine that as many as 700 million people travel internationally every year. Several other industries which are in some way related to the tourism industry are doing pretty well. Technology has facilitated simplification of tasks. Importance of improving relationships with the neighboring countries, establishing newer and faster networks across the globe has taken the tourism industry to it's peak. *(Harssel Jan Van,* 1994) With tourist arrivals in the

last six months up by 10% compared to last year, things are looking upbeat in the run-up to major events e.g. commonwealth games. Tourist arrivals have seen a major jump from 2008 that registered a negative growth of 9%. According to data collated by the ministry, foreign exchange earned by the country is increased by 28.1% in June 2010 over June 2009.

Foreign exchange earnings during January-June 2010 were $6,842 million with a growth rate of 36.6% compared to $5,007 million (in 2009). Foreign tourist arrivals in India during June 2010 were 3.70 lakh compared to 3.42 lakh during June 2009 and 0.34 million in June 2008. Foreign exchange earned in June 2010 was $1,020 million compared to $796 million in 2009.[12] Foreign tourist arrivals between January-June 2010 were 26.32 lakh compared to 23.76 lakh in the same period in 2009. (http://www.economy watch.com/world-industries/tourism/trends. html accessed on 25th Feb.'2011)

India expected to receive up to 5.5 million tourists in 2010, the highest number in any single year. However, tour operators and hoteliers were running the missed chance of marketing the first Commonwealth Games in India. They earlier complained that this number could have been higher, with the Games organized in October. (business-standard.com cited in http://www. eturbonews.com/14523/india-expects-55-million-tourists-2010 accessed on 25th Feb.'2011)

In the year 2011, the arrivals are likely to increase by just about 200,000, based on conservative estimates, and 400,000 based on optimistic projections. "This year should be much better than the last two years. The positive thing is that conversions (inquires to actual bookings) have improved and people are booking six months in advance, which is a new trend," added *Thakur*. (business-standard.com cited in http://www. eturbonews.com/14523/india-expects-55 - million-tourists- 2010 accessed on 25th Feb.' 2011)

INFRASTRUCTURE GAP

Hoteliers expected a larger influx given the limited rooms in New Delhi.[3] Foreign tourist arrivals (FTAs) in India during September 2010 grew 12.6 percent to 369,000 as compared to 3,28,000 during the month of September 2009 and 342,000 in September 2008, according to a report by Ministry of Tourism. Indian government has launched a scheme of visa on arrival (VoA) to attract more foreign tourists from January 2010 for citizens of Finland, Japan, Luxembourg, New Zealand and Singapore. During the period January - September 2010, a total number of 4,493 VoAs were issued under this Scheme. Foreign exchange earnings (FEE) from tourism during the month of September 2010 were 46.78 billion rupees as compared to 37.98 billion rupees in September 2009 and 31.43 billion rupees in September 2008.

FEE growth rate in September 2010 was 23.2 percent as compared to growth rate of 20.8 percent in September 2009. In September 2009, foreigner arrivals decreased 4.1 percent compared to September 2008.

The growth rate in September 2010 is more than previous months August 2010, 9.0 percent, July 2010, 4.1 percent and June 2010, 8.0 percent.

FTAs during the period January-September 2010 showed a growth of 10.0 percent at 3.83 million as compared to the FTAs of 3.48 million and a negative growth rate of 7.4 percent during January-September 2009 over the corresponding period of 2008.

FEE during the period January-September 2010 were 461.15 billion rupees with a growth rate of 22.7 percent, as compared to FEE of 375.89 billion rupees with a growth of 3.1 percent during January -September 2009 over the corresponding period of 2008.

The number of visas issued under VoA scheme, during January-September 2010 for nationals of the five countries were Singapore (1,420), New Zealand (1,117), Japan (980), Finland (934) and Luxembourg (42).

Total numbers of VISA issued during September 2010 were 471 with country-wise breakup as Finland (48), Japan (166), New Zealand (148), Singapore (108) and Luxemburg (1). During the ninth month period of January–September 2010, the maximum number of VoAs were issued at Delhi airport (2397), followed by Mumbai (960), Chennai (905) and Kolkata (231). (http://timesofindia.indiatimes.com/india/Tourist-arrivals-perk-up-in-last-six-months/ article show/6156827.cms, Accessed on 25TH Feb.' 2011)

There is growth in many new sectors in tourism. Seeing the remarkable growth in Medical Tourism Fortis Healthcare expects unexpected change in this form of tourism. It is expected that patient's inflow would be about 5,000. Arrival of patients from countries with advance medical system gives credence to the fact that country has got good infrastructure.[17]

PREDICTION

Prediction is also known as forecasting. It is essential to be able to predict futuristic developments in tourism and travel not only in the planning process but also while designing tourism products and services. A plan is worked out, based on certain assumptions. These assumptions are assumed on the basis of forecasting. Especially in marketing, to design a marketing plan accurate forecasting is very crucial. The forecast may predict certain behavior of customers or specific moves planned by competitors. One has to also consider government policies, general socio-economic scenario, legal, environmental changes which lead to particular trends. For example, the number of people travelling in specific destinations will change according to certain pattern. We know that more people are going to travel during vacation period (If we consider social trends). We know that in summer people from hot plains will want to escape to hill stations to enjoy cooler air (if we consider climatic seasonality).

VISA REGULATIONS

The visa regulation policies of government may affect the number of international tourists. The exchange rate will affect the number of inbound or outbound tourists. So, to understand the possible behavior of customers we have to consider various factors and make a forecast which will help in designing suitably accurate plans. Accordingly in high tourist season tourism industry should be ready to receive larger number of tourists, and in low season they should prepare for low sales turnover. Since the tourism products are various services, they have characteristics which make it difficult to stock the product. But the industry has to prepare itself for highs and lows of demand in various ways. So we c an say that trends of tourism are essential for efficient planning by airlines, railways, hoteliers, tour operators, tourist transport operators, food and catering establishments, and other industries connected with or dependent on the hospitality and tourism markets. This paper familiarizes you with different variables in trend, different methods in trend and the importance of forecasting in tourism.

To predict tourism (demand), it is essential to understand various factors which will affect the number of travelers and the flow of travelers. Some of these factors are:

1) **Social and Safety Factors**

These factors are directly related to mental and physical security of the tourists. These factors also affect the trends of tourist flows. For example, the flow of tourists to the Kashmir valley has gone down whereas Himachal Pradesh has picked up. Certain social activities attract tourists. If there is a special social event like a festival, meet or a conference the tourists industry at the location should be ready to receive higher tourist inflows.

2) **Politico- legal Environment**

It is one important factor that affects the movements of tourist flows. Political conditions, the type of government and travel regulations (like visa, foreign exchange, etc.) affect the free movement of travelers. For example, China has very recently only encouraged inbound tourism. In India there are certain regions which are not open to tourists or one need a permit to enter those regions. In fact, the general political condition of a country to a great extent determines the inflow of tourists.

The **World Tourism Oraganisation (WTO)** issues tourism forecasts at a global level making productions in terms of tourist generating regions and destination regions. However, this exercise is completely ignored in the area of domestic tourism in India.

3) **Geographical and Climatic Condition**

Geographical and Climatic Condition decide the seasonality of flows, such as, tourist flow from areas of hot plains will go to hill stations in summer or tourists form colder countries will escape to sunny beach resorts during winter, etc. By making proper observations the forecasting of tourist arrivals can be made to undertake planning of additional tourist inflows.

4) **The Economic Environment**

It also affects the trends of tourist's flow- particularly from the tourist generating regions. Also the exchange rate between two currencies can alter the cost of holidays, thus, a holiday package may become cheaper or more expensive which also affects the tourist traffic.

5) **Accessibility and Accommodation**

Accessibility and Accommodation are the two basics of tourism. Any change in these, affects the tourist traffic tremendously. The change in frequency of transport services or beginning of

any new services is bound to affect tourist traffic along with the distance and time of travel. Long haul destinations face problem in this regard. In fact, a major drawback for India in the American and European markets is the long haul travel to India from these tourist generating regions. Similarly, availability and rates of accommodation will also make an impact on tourist flow.

6) **New changes in tourism**

New Developments in the Tourism Industry are many, such as setting up of a new attraction say an amusement park or any other theme park will definitely bring in more tourists. Opening of new destinations like "Sun City" in South Africa, Genting in Malaysia has lured lot of traffic from India. Basically forecasting could be of various durations, such as,

Short term	-	Seasonal
Medium term	-	Annual
Long term	-	More than 2-5 years

7) Human Resources

Young professionals change the scenario of tourism industry. There are more institutes and colleges in the country. People have opportunity to learn updated skills and study tourism as a separate specialization.

The methods used for tourism forecasting can be similar to methods used for forecasting of other products, but they have to be applied to suit the industry setup. They can be as follows:

a) **Market tests**
Market tests are conducted to understand demand pattern and scale of demand in the market. This can give definite clues of product design, pricing, etc. The advantage of this method is, it is very quick, and does not follow detailed technical analysis. But it may not be very reliable at times.

Survey can be conducted by Government organizations, or small private firms. These are very helpful in finding out the preferences of tourist and their impressions of various tourism services. Various surveys can be conducted for customers, sales force and experts to predict the requirement of quantity and quality of a product. The DOT carries out surveys through a team at departure lounges of international airports where tourists have already finished the visit to the country and have time to answer questions of surveyors. The airlines and hotels continuously take a feedback from customers to understand their opinions which can be helpful in product design.

b) **Time-series**
History reveals future is the tagline for time series. By using historical data and sorting it on time basis, highs and lows of seasons can be better understood, especially tourism industry which is highly seasonal can benefit from such details. To promote sales figures in low season and prepare for onslaught of tourism in high season, this is necessary.

c) **Correlation**
This method can help in linking the tourist flows to certain variable factors such as per-capita incomes, etc. This is also vital in working out the marketing plan and mix product, price, place of distribution and promotion.

Different methods may give varied forecasts for the same period. So pragmatism is required in selecting the appropriate forecasting method, based on specific forecasting situation.

Relevance of forecasting and its applications for any marketing planning are important but it is more so for tourism because of the peculiar characteristics of the product. The product cannot be stocked, it is highly perishable. So only with the help of accurate forecasting marketing planning can be accurate.

We will discuss here various applications in the field of tourism.

Other aspects to be considered are pricing and quality. We see that with liberalization policy of our government the market trends in India are changing very fast. The main aspects of quality and pricing are following international norms; therefore, to complete effectively both these should be brought to global levels.

For an organization which is operating tours, various factors such as product designing, pricing methods and places of promotions should be planned out systematically. If a tour operator is selecting the sector of tour she/he has to think of popularity of that sector, number of competitors and then only take the decisions. At the same time forecasts regarding prospective buyers of the tour packages are essential for his business.

Tour operators offer special rebates for early bookers, lure customer with lucky draws etc. to survive in strong competition it has become necessary to understand the trends of product design, pricing and promotion. Also discount and

rebate norms should be well related to sales figures, otherwise organization may end up going into loss.

Forecasting pattern is also important for strategic activities of expansion, diversification and merger, etc. If these are worked out by accurate forecasting then they become successful otherwise the performance of the organization suffers.

Thus, forecasting has very varied applications from taking strategic decision, predicting sales, trends in product design styles, pricing and promotion. It can be used to work out the various details of sales budgets, etc. budgeting is always based on forecasting.

In tourism to fill up the minimum sales figures in low season, ingenuous ways are worked out. The resorts and hotels offer very high discounts and special rates for conferences, seminars booked in non-season periods. It is seen that generally business tourism has comparatively less fluctuations compared to other areas so they can be used to make-up the gap.

Anticipating high influx of tourist in season various organizations plan in different ways. Transport operators have to run additional services, resorts, etc. make arrangements of temporary kind of accommodation such as tents, etc. which needs to be planned well in advance by projecting proper demand patterns.

Also most important aspects of application is projecting demand, the capacity of organization with regards service production and then planning to get the targeted market share which is possible.

The forecasting should be evaluated on basis of historical data to come out with more accurate prediction. The projected figures should be checked with feedback to understand their accuracy.

Foreigners' visit (Duration)

Foreigners' visit to India is dependent on change in weather, global economic conditions and political stability. Following tables denotes month wise arrival of foreigners in India.

Table: 1.0 Tourist Arrival (In millions)

Year	Number of tourists	Domestic	Indians Going abroad	Share on India in world tourists arrival
2001	2.54	236.5	4.6	3.7
2002	2.38	269.6	4.9	3.4
2003	2.73	309	5.3	4.9
2004	3.37	367.6	6.2	4.4
2005	3.91	--	--	--
2006	4.44	--	--	--
2007	5.08	--	--	--
2008	5.36	--	--	--
2009	--	--	--	--
2010	--	---	---	---
2011	---	---	---	---

Source: http://www.pibbng.kar.nic.in/23_11_05_10.pdf accessed on 06th July'2011

Table 1.1: Duration of foreigners' visit in India

						%	change			
Month	**2005**	**2006**	**2007**	**2008P**	**2009P**	**2005**	**2006**	**2007**	**2008**	**2009**
Jan	385977	459489	535631	591337	487262	9.85	10.33	10.54	10.4	-17.6
Feb	369844	439090	501692	561393	501885	9.44	9.87	9.87	11.9	-10.6
Mar	352094	391009	472494	541478	471627	8.99	8.79	9.3	14.6	-12.9
Apr	248416	309208	350550	384203	370756	6.34	6.95	6.9	9.6	-3.5
May	225394	255008	277017	300840	295124	5.75	5.73	5.45	8.6	-1.9
June	246970	278370	310364	340159	340839	6.30	6.26	6.11	9.6	0.2
July	307870	337332	399866	429456	--	7.86	7.59	7.87	7.4	
Aug	273856	304387	358446	391423	--	6.99	6.85	7.05	9.2	
Sept	257184	297891	301892	330874	--	6.56	6.70	5.94	9.6	
Oct	347757	391399	444564	452566	--	8.87	8.80	8.75	1.8	
Nov	423837	442413	532428	521247	--	10.82	9.95	10.48	-2.1	
Dec	479411	541571	**596560**	521990	--	12.23	12.18	**11.74**	**-12.5**	
Total	3918610	4447167	5081504	5366966	--	100.00	100.00	100.00		

P= Provisional

Source: Ministry of Tourism, Govt. of India

Duration of foreigners' visit

Foreigners' visit to India is dependent on change in weather, global economic conditions and political stability. Following tables denotes month wise arrival of foreigners in India.

Table 1.2: Duration of foreigners' visit in India

						%	Change			
Month	**2005**	**2006**	**2007**	**2008P**	**2009P**	**2005**	**2006**	**2007**	**2008**	**2009**
Jan	385977	459489	535631	591337	487262	9.85	10.33	10.54	10.4	-17.6
Feb	369844	439090	501692	561393	501885	9.44	9.87	9.87	11.9	-10.6
Mar	352094	391009	472494	541478	471627	8.99	8.79	9.3	14.6	-12.9
Apr	248416	309208	350550	384203	370756	6.34	6.95	6.9	9.6	-3.5
May	225394	255008	277017	300840	295124	5.75	5.73	5.45	8.6	-1.9
June	246970	278370	310364	340159	340839	6.30	6.26	6.11	9.6	0.2
July	307870	337332	399866	429456	--	7.86	7.59	7.87	7.4	
Aug	273856	304387	358446	391423	--	6.99	6.85	7.05	9.2	
Sept	257184	297891	301892	330874	--	6.56	6.70	5.94	9.6	
Oct	347757	391399	444564	452566	--	8.87	8.80	8.75	1.8	
Nov	423837	442413	532428	521247	--	10.82	9.95	10.48	-2.1	
Dec	479411	541571	**596560**	521990	--	12.23	12.18	**11.74**	**-12.5**	
Total	3918610	4447167	5081504	5366966	--	100.00	100.00	100.00		

P= Provisional

Source: Ministry of Tourism, Govt. of India

56.3% increments were seen on comparing 2006 and 2007 in foreigner's tourists arrival in India and Finland secured first place. In India, maximum foreigners arrived in December (11.7%) and minimum tourists arrived in May (5.5%). Canada, China, France, Germany, Italy, Australia, Bangladesh, Japan, Korea, Malaysia, Netherland, Pakistan, Russia, Singapore, Spain, Srilanka, UK, USA contributed more than 1% in tourist's arrival in India in 2007. It is clear from the graph that tourist's arrival was affected by seasonality.

Table 1.3- Most recessive months and busy months of arrival in India from main 14 countries

	Nationality	**Recessive month (%)**	**Busy month (%)**
1	USA	Sep(4.69)	Dec.-13.9
2	UK	May (3.69)	Jan-12.67
3	Bangladesh	Sep(6.81)	Dec.-10.90
4	Canada	May (4.21)	Dec.-15.39
5	France	May-4.15	Feb.-11.21
6	Sri Lanka	May-5.89	Aug.-13.44
7	Germany	June-4.56	Nov.-12.06
8	Japan	May-5.86	Feb.-10.02
9	Australia	May-4.88	Dec.-15.40
10	Malaysia	July-5.87	Nov.-13.45
11	Pakistan	Sep.-4.42	Dec.-10.72
12	Italy	June-4.09	Aug.-12.87
13	Singapore	Sep-6.28	Nov.-12.98
14	China (main)	June-6.43	Dec.-11.17

Source: Immigration Bureau, India

It is visible from the above table that tourists' arrival was maximum in winter (31%, Oct.-Dec.) and minimum during summer (18.4%, April-June).

Dependent Variable: TOURISTS				
Method: Least Squares				
Sample: 158				
Included observations: 58				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	691310.1	146502.6	4.718756	0.0000
R-squared	0.000000	Mean dependent var		691310.1
Adjusted R-squared	0.000000	S.D. dependent var		1115731.
S.E. of regression	1115731.	Akaike info criterion		30.70501
Sum squared resid	7.10E+13	Schwarz criterion		30.74053
Log likelihood	-889.4452	Durbin-Watson stat		2.003151

Sample: 1 58

Included observations: 58

Autocorrelation	Partial Correlation		AC	PAC	Q-Stat	Prob
.*|. |	.*|. |	1	-0.078	-0.078	0.3741	0.541
.*|. |	.*|. |	2	-0.078	-0.085	0.7533	0.686
.*|. |	.*|. |	3	-0.077	-0.091	1.1238	0.771
.*|. |	.*|. |	4	-0.069	-0.093	1.4323	0.839
.*|. |	.*|. |	5	-0.069	-0.102	1.7431	0.883
.*|. |	.*|. |	6	-0.073	-0.118	2.1019	0.910
. |. |	.*|. |	7	-0.051	-0.110	2.2789	0.943
. |. |	.*|. |	8	-0.050	-0.121	2.4501	0.964
. |. |	.*|. |	9	-0.052	-0.140	2.6448	0.977
.*|. |	.*|. |	10	-0.061	-0.172	2.9137	0.983
.*|. |	**|. |	11	-0.064	-0.211	3.2177	0.988
.*|. |	**|. |	12	-0.066	-0.271	3.5518	0.990
. |****** |	. |***** |	13	0.726	0.649	44.277	0.000
.*|. |	. |. |	14	-0.058	0.004	44.542	0.000
.*|. |	. |. |	15	-0.058	0.013	44.811	0.000
. |. |	. |. |	16	-0.057	0.021	45.076	0.000
. |. |	. |. |	17	-0.051	0.027	45.299	0.000
. |. |	. |. |	18	-0.051	0.038	45.528	0.000
. |. |	. |. |	19	-0.055	0.053	45.800	0.001
. |. |	. |. |	20	-0.035	0.011	45.913	0.001
. |. |	. |. |	21	-0.035	0.013	46.026	0.001
. |. |	. |. |	22	-0.037	0.015	46.160	0.002
. |. |	. |. |	23	-0.044	0.020	46.349	0.003
. |. |	. |. |	24	-0.046	0.023	46.570	0.004

ADF Test Statistic	-5.280797	1% Critical Value*	-3.5501
		5% Critical Value	-2.9137
		10% Critical Value	-2.5942

*MacKinnon critical values for rejection of hypothesis of a unit root.

Augmented Dickey-Fuller Test Equation

Dependent Variable: D(TOURISTS)

Method: Least Squares

Sample(adjusted): 3 58

Included observations: 56 after adjusting endpoints

Variable	Coefficient	Std. Error	t-Statistic	Prob.
TOURISTS(-1)	-1.028592	0.194780	-5.280797	0.0000
D(TOURISTS(-1))	0.023869	0.137406	0.173709	0.8628
C	722642.2	206443.4	3.500437	0.0010
R-squared	0.502512	Mean dependent var		-517.9464
Adjusted R-squared	0.483738	S.D. dependent var		1607577.
S.E. of regression	1155066.	Akaike info criterion		30.80930
Sum squared resid	7.07E+13	Schwarz criterion		30.91780
Log likelihood	-859.6603	F-statistic		26.76757
Durbin-Watson stat	2.002101	Prob(F-statistic)		0.000000

Test Equation:				
Dependent Variable: RESID				
Method: Least Squares				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	325.1310	149112.3	0.002180	0.9983
RESID(-1)	-0.003225	0.134922	-0.023903	0.9810
RESID(-2)	-0.023742	0.135079	-0.175766	0.8611
R-squared	0.000571	Mean dependent var		7.83E-11
Adjusted R-squared	-0.035772	S.D. dependent var		1115731.
S.E. of regression	1135511.	Akaike info criterion		30.77340
Sum squared resid	7.09E+13	Schwarz criterion		30.87998
Log likelihood	-889.4287	F-statistic		0.015711
Durbin-Watson stat	1.999311	Prob(F-statistic)		0.984416

						%	change			
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Nov	423837	442413	532428	521247	--	10.82	9.95	10.48	-2.1	--
Dec	479411	**541571**	**596560**	521990	--	12.23	12.18	**11.74**	**-12.5**	**--**
Total	3918610	4447167	5081504	5366966	--	100	100	100		

						%	change			
Month	**2005**	**2006**	**2007**	**2008P**	**2009P**	**2005**	**2006**	**2007**	**2008**	**2009**
Jan	385977	459489	535631	**591337**	487262	9.85	10.33	10.54	10.4	-17.6
Feb	369844	439090	501692	561393	**501885**	9.44	9.87	9.87	11.9	-10.6
Mar	352094	391009	472494	541478	471627	8.99	8.79	9.3	14.6	-12.9
Apr	248416	309208	350550	384203	370756	6.34	6.95	6.9	9.6	-3.5
May	225394	255008	277017	300840	295124	5.75	5.73	5.45	8.6	-1.9
June	246970	278370	310364	340159	340839	6.3	6.26	6.11	9.6	0.2
July	307870	337332	399866	429456	--	7.86	7.59	7.87	7.4	--
Aug	273856	304387	358446	391423	--	6.99	6.85	7.05	9.2	--
Sept	257184	297891	301892	330874	--	6.56	6.7	5.94	9.6	--
Oct	347757	391399	444564	452566	--	8.87	8.8	8.75	1.8	--
Nov	423837	442413	532428	521247	--	10.82	9.95	10.48	-2.1	--
Dec	479411	**541571**	**596560**	521990	--	12.23	12.18	**11.74**	**-12.5**	**--**
Total	3918610	4447167	5081504	5366966	--	100	100	100		

One way ANOVA

Notes

Output Created		15-OCT-2009 17:54:50
Comments		
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	N of Rows in Working Data File	54
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY tourists BY monthwise /STATISTICS DESCRIPTIVES HOMOGENEITY WELCH /PLOT MEANS /MISSING ANALYSIS /POSTHOC = T2 ALPHA(.05).
Resources	Elapsed Time	0:00:00.25

Descriptive

Tourists

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Jan	5	491939.2000	77607.62775	34707.18624	395576.6026	588301.7974	385977.0	591337.0
Feb	5	474780.8000	72880.19061	32593.01208	384288.0911	565273.5089	369844.0	561393.0
Mar	5	445740.4000	74693.93149	33404.14166	352995.6344	538485.1656	352094.0	541478.0
Apr	5	999626.6000	1513619.68295	676911.30063	-879780.4673	2879033.6673	248416.0	3705756
May	5	270676.6000	30998.89364	13863.12668	232186.3898	309166.8102	225394.0	300840.0
June	5	303340.4000	40657.80410	18182.72276	252857.0684	353823.7316	246970.0	340839.0
July	4	368631.0000	55817.65662	27908.82831	279812.6525	457449.3475	307870.0	429456.0
Aug	4	332028.0000	52832.07111	26416.03556	247960.3852	416095.6148	273856.0	391423.0
Sept	4	296960.2500	30317.65688	15158.82844	248718.0924	345202.4076	257184.0	330874.0
Oct	4	409071.5000	49068.91159	24534.45579	330991.9118	487151.0882	347757.0	452566.0
Nov	4	479981.2500	54824.18543	27412.09272	392743.7368	567218.7632	423837.0	532428.0
Dec	4	534883.0000	48621.51069	24310.75535	457515.3265	612250.6735	479411.0	596560.0
Total	54	455865.5556	461538.20068	62807.39380	329889.8770	581841.2342	225394.0	3705756

Test of Homogeneity of Variances

Tourists

Levene Statistic	df1	df2	Sig.
5.635	11	42	.000

ANOVA

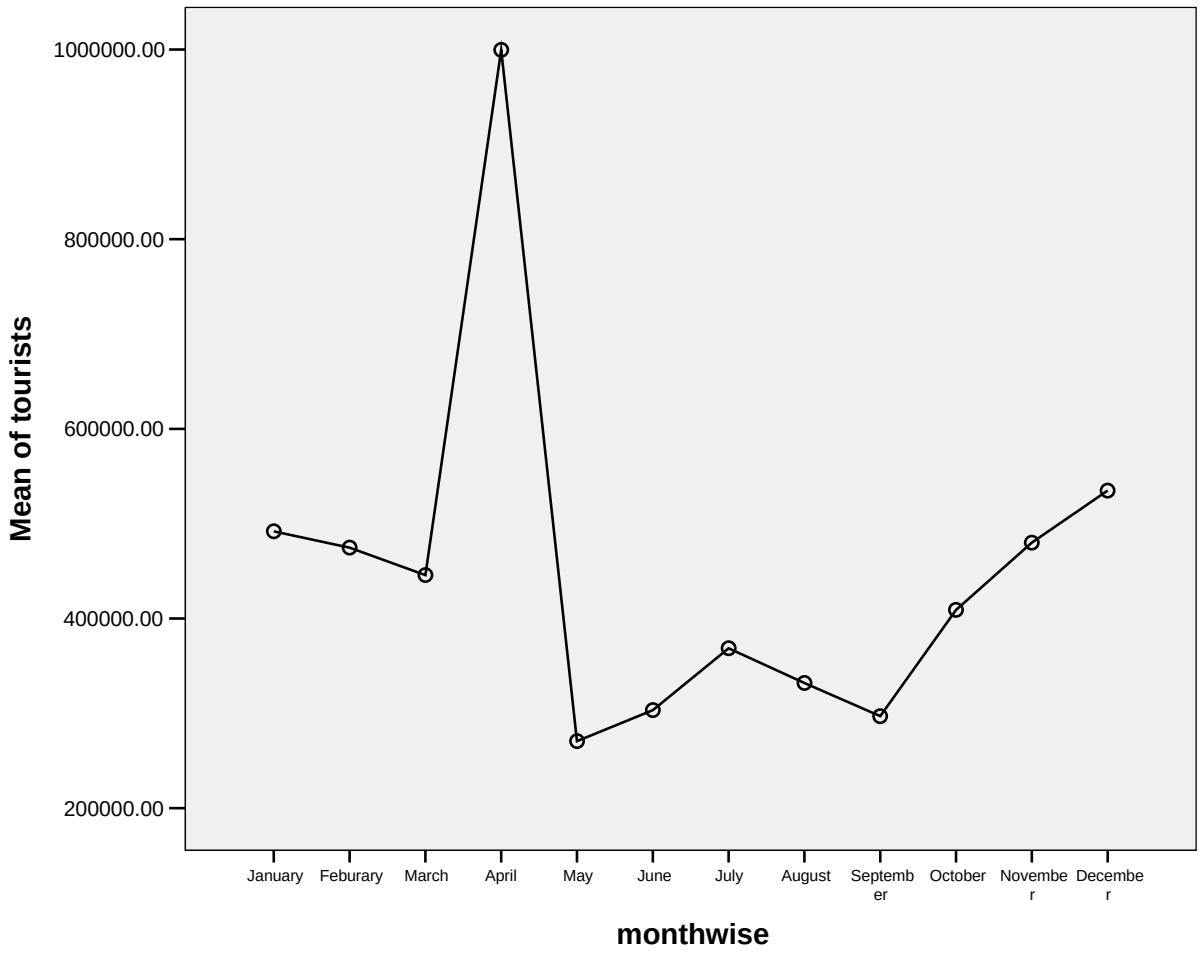
Tourists

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2003828837768.433	11	182166257978.949	.824	.617
Within Groups	9286099228694.890	42	221097600683.212		
Total	11289928066463.330	53			

Robust Tests of Equality of Means
Tourists

	Statistic(a)	df1	df2	Sig.
Welch	11.484	11	16.148	.000

a Asymptotically F distributed.



1. The series has fifty (58) observations to test the first assumption of randomness of the observations auto-correlation is checked by using the method of serial co-relation/auto-correlation developed by durbin-waston in the form of D-W stat where if the value is 2 or near to 2 then there is no auto-correlation and data quality the first assumptions of randomness on which hypothesis testing can be done.

   Result: Sample Size-58, Method : last square, D-W State Value – 2-003151

   Analysis: The result shows that there is no auto-correlation.

2. Time Series data

   For forecasting purpose & to see the volatility time series data is taken or generated for the present study the available data is time series data and to see the quality of data t-test is used with null hypothesis. HO: There is no time series data.

   Results/Findings: T-Statistics- 4.718756, R-Square-0.00000

3. Standard error (S.E>) - Probability value to see the significance of null-hypothesis.

   If probability value is less than 0.05 then null hypothesis Ho is rejected at 99% of level and 5% level of significance. The result gives probability value as 0 (zero) so alternate

hypothesis (H1) is accepted which explain time series data.

Heteroskedasticity: Since there is only variable so the problem of hetroskedasticity cannot or need not to be worried.

4. Patiala Correlation

   The graph shows that there is unit root.

5. Unit root is tested to see the stationary of the series at 90% level of confidence, 95%, 99% level of confidence by Dickey-fuller test. The result shows

   H0 says that there is unit root.

   T-test value = - 5.280797 which is away from one trial test at 1%,5% & 10% significance of level it rejects that there is no unit root.

6. Seasonality of data

   Residual show that there is seasonality in data

7. Standard error (SE) & significance

In the series while using the technique the value of standard error in AR (Auto regressive) and MA (Moving Average), value is under control and as per central limit theorem the t-test value is insignificant at 95% level of confidence.

ANOVA

While using ANOVA to see the various differences between tourist arrival in different month ANOVA is used.

The F-test value is 48.27 for different years and F value is 51.56 for different month with probability value less than 0.05 which is near to zero so result suggests that there is significant difference between tourist arrivals in different months.

Further, to make month –month analysis Post-hoc test is used (Tamhane's Test is used)

*Tanhane's Test, Welch, Mean plot homogeneity variance test

IMPACT OF PERIOD

It is observed that there is long term impact of seasonality of tourism business. It could be listed as:-

- Unemployment during lean season. Most of the tourist guides, handicraft workers are unemployed during lean season. Hence, their future is uncertain
- Low business volume.
- Unregulated tourists traffic is a cause of destruction of a place. *Manali, Shimla, Goa, Rajsthan* are not fully utilized in lean season and overcrowded in peak season.
- Difficult to plan. Once, Govt. of Goa issued an advisory that tourists should not visit the place because of no room availability.

LIMITATIONS

This study has few limitations also. These limitations are:-

1. Data of 2013, 2012 is not included , which may affect very short change cycle in the pattern.
2. Still, there is scope to consider logical indicators like: changes in the recession, economy of few countries.
3. Few factors like: political turmoil in Thailand are not in the scope of this study.

CONCLUSION

Main tourist trend in India is that tourist's arrival is good from October to March. There is lean season from April to September. The following measures can be taken to stretch this duration and attract tourists for longer period of time.

1. Development of special tourism to invite segmented/ targeted tourists round the year.
2. Development of few more less known attraction like: adventure, health etc.
3. Developing destinations like Auli, Manali, Dharmashala for winter tourist.
4. Development of new tourism products like grass ski-ing to keep on tourist traffic round the year.

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MARKETING CHANNELS

by Dinesh Kumar, foreword by Dr Jagdish N Seth.

Source: Oxford University Press, pp. 519, ISBN 0198077092.

Distribution is a crucial area and the backbone of Marketing. Product availability can make or mar well-thought out campaigns. Yet, most books available on Distribution pertain to developed markets, with some cases on developing countries added later on as an afterthought. It is thus refreshing to see a book written clearly with the Asian perspective. Professors of Marketing in India will like the book, *Marketing Channels*, which draws upon live examples and case studies to bring alive the challenges in designing and building competitive advantage through distribution channels. Besides covering the syllabi of MBA programs of universities, this book is a virtual powerhouse of information and cases that can easily be used in the classroom.

The book is divided into five sections: Roles and functions, Designing and operating, Managing, Controlling, and Modern marketing channels. Two topics are included that are not covered in other text books: Rural Distribution, and distribution in the digital age. These are going to be of immense interest to the reader and add topicality to the subject.

Each of the 16 chapters start and end with a case study. The case studies are of immediate interest to marketing professionals. Some of these cover different aspects of distribution of Tata Nano, Dabbawalas of Mumbai, Distribution of Luxury Goods, HUL's Project Shakti, Amul, Dell, Big Bazaar, and distribution to bottom-of-the-pyramid markets. The questions for discussion at the end of each case give pointers to the instructor to guide the discussion in the classroom.

The book is well illustrated not only with graphs and charts, but also with photographs that the author has taken to illustrate different types of channels. The 16 color plates and the numerous black-and-white illustrations are sure to interest the reader.

The book is written in a friendly, easy-to-read style that immediately attracts the reader. It is a welcome addition to course books by Indian authors with an Indian perspective. Distribution is a crucial area, but is only taught as an elective in the final semester of the MBA course. Students thus do not realize the importance or the immense savings that can be affected by tweaking supply chains. Fortunately, this book helps bringing marketing channels out of the closet into focus.

Reviewed by
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