An Exploratory Study of Travel Related Decisions of Foreign and Domestic Tourists Visiting Himachal Pradesh

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Abstract

Tourism is one of the new and growing sectors of Service Industry in which there are so many factors which are associated with it for its further growth. Among those factors one of the major factors without which the existence of tourism cannot be thought of, is 'Tourist' or consumer. The ups and downs in the industry depend mainly on consumer, who is also known as "the king" in any business. So, study of consumer behavior in tourism projects the growth, trend and future of tourism industry. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post-purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not. In the study of tourist behavior, decision making is one of the important elements in it. And to understand tourist decision-making process, the context must be considered. The context refers to the external variables affecting what and how the tourist thinks, feels, learns, and behaves. A basic distinction between, environmental or situational influences and, social and cultural influences is made before discussing the dimensions a group adds to the decision-making process. In the present research paper decision making of both domestic and foreign tourists who visited Himachal Pradesh as tourist destination are taken into consideration and found some inferences.

Key Words: *Tourist Behavior, Decision Making,*

Introduction

Tourism is a phenomenon in which people use to travel from one place to another. Before going to trip some decisions related to travel has to be taken by the tourist internally, like choice of the destination or choice of services used at the destination. The major reasons for deciding to take a trip and choosing a destination are social influences of family, relatives and friends. Family is a major reference group since it is the source of most of our norms. Also, the family as a decision-making-unit (DMU) where the important decisions of life, including consumption choices, are discussed. As far as vacation is concerned, parties of friends or special interest groups also represent relevant DMUs. The level of communication, mode of decision making and result of confrontation are important determinants of group decision processes. The purchase of vacation as a product includes evaluation and decision making about the sub components of the whole vacation, like mode of travel, accommodation etc.

Promotion by the marketers also influences the decision of the tourists. When efforts are directed toward joint-decision-making families, promotion should appeal both spouses and be aimed at spouses of about same age. Joint-decision-making families participate in many leisure activities. Consequently, advertisements should incorporate families engaging in such activities as visiting friends and relatives, camping, hiking and visiting national parks and monuments.

Vacation taking is a complex decision making

process. Travelling for tourism includes a number of decision components, the finalizing of which ultimately leads to actual implementation of the main decision to undertake travel for tourism. The 'where', 'when', 'why', 'how' to go and 'who' to go with, are the broader elements of the final decision that encompass the following sub decisions:

- Choice of destination
- Choice of transport
- Choice of accommodation
- Duration of vacation
- Budget of vacation
- Activities to be undertaken while on vacation

Hyde (2003), classifies the vacation decision as 'Pretrip' and 'On vacation' decisions. He suggests that Pre-trip decision making is deliberate, purposeful, and reasoned. Pretrip decisions are carefully taken after due consideration of all factors. On-vacation (during trip) decision making, on the other hand, can be light hearted, free spirited, hedonistic and subject to spontaneity. In the present paper the data of 200 foreign and 200 domestic tourists are taken into consideration who visited Himachal Pradesh and the questionnaire are filled during the period of one year (peak and lean season).

1.1 Nature of Pre-Travel Information Search

Once a tourist recognizes a need, relevant information from long – term memory is used to determine if satisfactory alternatives exist. This is called internal information search, which is nothing more than retrieving decision – relevant information stored in an individual's long – term memory. The internal information may have been actively acquired at one time from past information searches or passively through low – involvement learning, where tourists are repeatedly exposed to marketing stimuli. In addition, prior experience with the destination or service provides a consumer with a wealth of information that is not available to first time visitors.

When internal search prove inadequate to make a purchase decision, then the search process focuses on acquiring information from external sources. This is called external information search.

Sources of external information available to consumers have generally been organized into four basic categories. They commonly appear in the literature as 1) personal (advice from friends and relatives), 2) marketer – dominated (brochures, advertisements in print and electronic media), 3) neutral (travel clubs, travel guides, travel agents) and 4) experiential sources (inspections, pre-purchase visits, or store contacts) (Beatty and Smith, 1987; Assails, 1987; Hawkins, Best and Coney, 1995). Many consider the Internet as a fifth uniquely interactive source of external information, while others would assign homepages to marketer – dominated or neutral sources depending upon their purpose or content.

Influence of Family and Friends

Tourists today are autonomous—both by choice and necessity. They have become more insular with a closely knit sphere of influence, and this is affecting how they arrive at and make purchase decisions, including the selection of lodging accommodations.Family and friends are essentially tied with traditional media as the places they go for ideas and inspiration when making travel plans. Family and friends also reign as the trusted source for insights and advice, followed by professional guidebooks.Not surprisingly, the Internet dominates as consumers move closer to making a purchase decision. Hence, different information sources exert varying degrees of influence along the journey from inspiration to reservation, and marketing efforts should be aligned accordingly.

Influence of Social Media

In this day and age, social media is very much a part of consumers' lives, as they are using social media platforms for sharing content, interacting with other consumers, and praising or complaining about brands and experiences. As a result of all of the content that is being shared, social media analytics are only just beginning to understand the importance that social media influence can have.

According to new research (http://www.prweekus.com/consumers-turn-to-social-for-travel-decisions-text-100/article/270332/),social media also is very influential to consumer travel decisions as well, which serves as a lesson to marketers and travel communications

professionals that social media can be a very beneficial outlet to promote travel packages, locations, and especially promotions. Overall the survey found that consumers are making travel decisions by simultaneously assessing information from an unprecedented variety of channels both digital and non-digital. Because of this, travel operators and communications professionals alike must increasingly integrate their efforts across platforms, focusing more on actual purchasing behaviors and motivations than sales and promotions have done in the past.

1.2 Travel Decision to Visit HP

In present research, sample size of 200 domestic and 200 foreign tourists are taken and the influence of Family, Friend, and Travel Agents (Professional) are studied for the decision to visit Himachal Pradesh. Self-decision or other is taken as "any other" among above variables. Table 1.1 shows the responses of total no. of tourists as well as domestic and foreign tourists separately, in which they respond by whom they got influenced to visit Himachal Pradesh. Out of total 400 tourists, 44 (11%) are influenced by their families, which further divides into domestic and foreign tourist. Among domestic 41 (20.5%) and among foreign tourists only 3 (15%) are influenced by family to visit Himachal Pradesh. 39 (19.5%) domestic, 33 (16.5%) foreign and total 72 (18%) tourists are influenced by friends for visit to Himachal Pradesh. 24 (12%) domestic, 61 (30.5%) foreign and total 85 (21.3%) of tourists are influenced by Travel agent or any other industry professionals whereas 96 (48%) domestic, 103 (51.3%) foreign and total 199 (49.8%) tourists are self-motivated to visit Himachal Pradesh.

Table 1.1 No. of Foreign and Domestic tourists for different factors those influenced the decision of tourists to visit Himachal Pradesh

Influenced By	Domestic	Foreign	Total
Family	41	(20.5%)	3
	(1.5%)	44	(11%)
Friends	39	(19.5%)	33
	(16.5%)	72	(18%)
Travel Agent (Prof.)	24	(12.0%)	61
	(30.5%)	85	(21.3%)

Self / Any Other	96	(48.0%)	103
	(51.5%)	199	(49.8)
Total	200	(100%)	200
	(100%)	400	(100%)

The above table infers that among family and friends, ratio of domestic and foreign tourist is nearly same in case of friends, but in case of family, difference is quite large. Foreigners are less influenced by their families to visit Himachal Pradesh. One of the reasons may be lack of knowledge about Himachal in their family. More no. of foreign tourists are influenced by Travel agents or industry professional than domestic tourists, whereas ratio of self-influenced tourists are nearly same in both the cases.

Table 1.2 analyzes responses given by the tourists pertaining advance planning of the visit done by the tourist. The intervals which are taken into consideration for the present study is less than 1 month, between 1 – 3 months, between 3 – 6 months and more than 6 months. Out of total 400 tourists, 201 (50. 3%) plan their trip within less than 1 month, the share of domestic tourists in it is 176 (88%) and of foreign tourist is 25 (12.5%). 23 (5.8%) domestic and 61 (30.5%) foreign and total 84 (21%) tourists take advance time between 1 – 3 months to plan their trip. No domestic tourist take advance time between 3 – 6 months to plan their holiday, whereas 89 (44.5%) foreign tourist take advance time between 3 – 6 months for planning their trip. Lastly only 1 domestic and 25 (12.5%) foreign tourists plan their trip more than 6 months in advance to visit Himachal Pradesh.

Table 1.2: No. of Foreign and Domestic tourists took different span of time planning their visit in advance

Advance Planning	Domestic	Foreign	Total
Less than	176	(88%)	25
1 month	(12.5%)	201	(50.3%)
Between	23	(5.8%)	61
1-3 months	(30.5%)	84	(21.0%)
Between 3-6	0	(0.0%)	89
months	(44.5%)	89	(22.3%)

More than	1	(0.3%)	25
6 months	(12.5%)	26	(6.5%)
Total	200	(100%)	200
	(100%)	400	(100%)

The above table infers that domestic tourists take lesser time to plan their trip whereas foreign tourists plan their trip more advance than domestic tourists.

Table 1.3 deals with Mann Whitney U test for influence for the decision to visit Himachal Pradesh between foreign and domestic tourists, whose value of p came out significant at 99% level of significance, which states that there is a significant difference between foreign and domestic tourist over the responses given for the influence for the decision to visit Himachal Pradesh. Hence the null hypothesis is rejected.

Table 1.3: Difference between Domestic and Foreign tourists over advance time taken for planning trip and over influence of various factors for decision of the trip

	Tourist	N	Mean Rank	Sum of Ranks	Mann-Whitney U	p-value
Advance Time	Domestic	200	282.18	56436.00	3664.0	.000**
	Foreign	200	118.82	23764.00		
Influences for Decision to visit HP	Domestic	200	183.87	36774.00	16674.0	.002**
	Foreign	200	217.13	43426.00		
	Total	400				

Same test is applied for advance time taken to plan the trip both by domestic and foreign tourist, where the value of p came out significant at 99% level of significance. Hence, it states that there is a significant difference between advance time taken for planning the trip both by domestic as well as foreign tourist. Hence the null hypothesis is rejected.

1.2.1 Association of Influence for Travel between Gender, Age and Marital status of Domestic tourists

Table 1.4 shows that there is an association between the gender and the factors which influence the domestic tourists to visit Himachal Pradesh, as the value of p in the chi –square test is significant on 99% level of significance, which rejects the null hypothesis. Also it states that out of 200 domestic respondents, among 131 male domestic tourists, only 14 (10.7%) are influenced by family, 27 (20.6%) by friends, 21 (16%) by Travel Agents and 69 (52.7%) are self-influenced or influenced by some other mode of information to visit Himachal Pradesh. Whereas among 69 female domestic respondents, 27 (39.1%) are influenced by family, 12 (17.4%) by friends, 3 (4.3%) by Travel agents and 27 (39.1%) are self-influenced to travel to Himachal Pradesh. This infers that male domestic tourists are mostly self-influenced, whereas female domestic tourists are mainly influenced by the family to visit tourist places.

Table 1.4:Association between Influence of various factors for travel decision to visit HP with gender, age and marital status ofDomestic tourists.

		Influence for Travel Decision to visit HP						
		Family	Friends	Travel Agents	Self / Other	Total	Pearson Chi-Square	p- value
Gender	Male	14	27	21	69	131	24.943	.000**
		10.7%	20.6%	16.0%	52.7%	100.0%		
	Female	27	12	3	27	69		

		39.1%	17.4%	4.3%	39.1%	100.0%	
Age Group (in years)	<20	0	0	0	1	1	9.480	.394$_{ns}$
		.0%	.0%	.0%	100.0%	100.0%	
	21 - 35	32	37	18	73	160	
		20.0%	23.1%	11.3%	45.6%	100.0%	
	36 – 50	9	2	5	20	36	
		25.0%	5.6%	13.9%	55.6%	100.0%	
	>50	0	0	1	2	3	
		.0%	.0%	33.3%	66.7%	100.0%	
Marital Status	Married	7	26	5	33	71	24.932	.000**
		9.9%	36.6%	7.0%	46.5%	100.0%	
	Unmarried	34	13	19	63	129	
		26.4%	10.1%	14.7%	48.8%	100.0%	

In case of age group of the respondents, the value of p in chi-square test for the table 7.4 does not come out significant and accepts null hypothesis, which states that there is no significant association between the age group of the respondents and the factors which influence the domestic tourists to visit Himachal Pradesh. Maximum respondents (160) are from age group between 21 – 35 years. Among these 32 (20%) are influenced by family, 37 (23%) from friends, 18 (11.3%) from travel agents and 73 (45.6%) are self-influenced. In the age group of 36 – 50 years. Out of total 36 tourists who respond in this category, 9 (25%) respond for family, 2 influenced by friends, 5 by travel agents and 20 (55.6%) are self-influenced. Only 1 teenager and 2 above 50 years also respond for self-influenced with 1 above 50 years of age influenced by travel agent. The chi-square test between marital status and factors which influence the decision of visit of Himachal Pradesh shows the association or states that both are inter-dependent as value of p comes out significant on 99% level of significance, which rejects the null hypothesis. Among 129 unmarried and 71 married domestic tourists, the number of self-influenced tourist is more than other factors. Among unmarried tourists, 34 (26.4%) tourists are influenced by family, 13 (10.1%) by friends, 19 (14.7%) from travel agents and 63 (48.8%) are self – influenced. Among married domestic tourists, 7 (9.9%) are influenced by family, 26 (36.6%) by friends, 5 by travel agent and 33 (46.6%) are self – influenced to travel to Himachal Pradesh. From the above table it is clear that domestic tourists are least influenced by travel agents and mostly self – influenced to take domestic trip.

1.2.2 Association of Influence for Travel between Gender, Age and Marital status of foreign tourists

Table 1.5 shows that the association between the gender and the factors which influence the foreign tourists to visit Himachal Pradesh is not significant, as the value of chi – square comes out insignificant, which accepts the null hypothesis. Also it states that out of 200 foreign respondents, among 109 male foreign tourists, only 1 (0.9%) is influenced by family, 18 (16.5%) by friends, 35 (32.1%) by Travel Agents and 55 (50.5%) are self-influenced or influenced by some other mode of information to visit Himachal Pradesh. Whereas among 91 female foreign respondents, 2 (2.2%) are influenced by family, 15 (16.5%) by friends, 26 (28.6%) by Travel agents and 48 (52.7%) are self-influenced to travel to Himachal Pradesh. Table 7.5 infers that the ratio of male and female respondents in foreign category for all the factors comes out almost same. Most of the foreign male and female respondents are self – influenced and then influenced by travel

agents.

In case of age group of the respondents, the value of p in chi-square test for the table 1.5came out significant which rejects null hypothesis, which states that there is an association between the age group of the respondents and the factors which influence the foreign tourists to visit Himachal Pradesh. Maximum respondents (90) are from age group between 21 – 35 years. Among these only 1 is influenced by family, 16 (17.8%) are influenced by friends, 30 (33.3%) from travel agents and 43 (47.8%) are self-influenced. In the

age group of 36 – 50 years,out of total 76 tourists who respond in this category, 1responds for family, 14 (18.4%) are influenced by friends, 27 (35.5%) by travel agents and 34 (44.7%) are self-influenced. Only 1 teenager from family and 1 from travel agent is influenced for travel to Himachal Pradesh. Among the age group of above 50 years out of total 32 respondents, 3 (9.4%)are influenced by friends and family respectively, whereas 26 (81.3%) are self-influenced to visit Himachal Pradesh. No one in this category get motivated from family.

1.5: Association between Influence of various factors for travel decision to visit HP with gender, age and marital status of Foreign tourists.

		Influence for Travel Decision to visit HP						
		Family	**Friends**	**Travel Agents**	**Self / Other**	**Total**	**Pearson Chi-Square**	**p- value**
Gender	Male	1	18	35	55	109	.796	.850 ns
		.9%	16.5%	32.1%	50.5%	100.0%		
	Female	2	15	26	48	91		
		2.2%	16.5%	28.6%	52.7%	100.0%		
Age Group (in years)	<20	1	0	1	0	2	46.769	.000**
		50.0%	.0%	50.0%	.0%	100.0%		
	21 - 35	1	16	30	43	90		
		1.1%	17.8%	33.3%	47.8%	100.0%		
	36 – 50	1	14	27	34	76		
		1.3%	18.4%	35.5%	44.7%	100.0%		
	>50	0	3	3	26	32		
		.0%	9.4%	9.4%	81.3%	100.0%		
Marital Status	Married	2	14	25	41	82	.905	.824 ns
		2.4%	17.1%	30.5%	50.0%	100.0%		
	Unmarried	1	19	36	62	118		
		.8%	16.1%	30.5%	52.5%	100.0%		

The chi-square test between marital status and factors which influence the decision of visit of Himachal Pradesh shows that there is no association between marital status and factors which influence the decision of visit as value of p comes out is not significant,hence, accepting

null hypothesis. Among 118 unmarried and 82 married foreign tourists, the number of self-influenced tourist is more than other factors. Among unmarried tourists, only 1 touristis influenced by family, 19 (16.1%) by friends, 36 (30.5%) from travel agents and 62 (52.5%) are self

– influenced. Among married foreign tourists, 2 (2.4%) are influenced by family, 14(17.1%) by friends, 25 (30.5%) by travel agents and 41 (50%) are self – influenced to travel to Himachal Pradesh. From the above table it is clear that foreign tourists are least influenced by family and are mostly self – influenced as well as influenced by travel agents to visit Himachal Pradesh.

1.3 Post and Pre Decision of Arrangements

The decision of arrangements on accommodation, transportation, sightseeing and attraction and participation in other activities by the tourists has been studied under the present research. Both domestic and foreign tourists are asked whether the arrangements of the above services are pre-decided or they decide after reaching Himachal Pradesh. Table 1.6 shows the frequency and percentage of both foreign and domestic tourist for their pre-decision and post decision for all the upper-mentioned arrangements. And table 1.7 shows the difference between foreign and domestic tourist over each type of arrangement. From table 1.6 it is clear that as far accommodation is concerned out of 200 foreign and domestic tourists each, 104 (52%) domestic and 199 (99.5%) foreign tourist decide where to stay in Himachal Pradesh before their visit, whereas 96 (48%) domestic and only 1 foreign tourist decides about

accommodation after reaching Himachal Pradesh. Table 1.7 shows the Mann Whitney U test between foreign and domestic tourists over pre-decision or post-decision for the arrangements of accommodation in Himachal Pradesh. The value of p comes out significant at 99% level of significance, which rejects null hypothesis and shows that there is a difference between foreign and domestic tourists over decision on arrangements of accommodation in Himachal Pradesh.

As far as arrangement of transportation is concerned, out of 200 foreign and domestic tourists each. 186 (96.8%)domestic and 179 (84.5%) foreign tourists pre-decided for the arrangement of transportation. Whereas 14 (7%) domestic and 21 (10.5%) foreign tourists decide about the arrangements of transportation,after reaching Himachal Pradesh. Table 1.7 shows that there is no significant difference between domestic and foreign tourist over the pre-decision or post-decision for arrangement of transportation. The value of p of Mann Whitney U test comes out insignificant, hence accepting null hypothesis, which states that there is no significant difference between foreign and domestic tourist over pre-decision or post-decision for the arrangement of transportation.

1.6: Pre decision and post decision of tourists regarding the arrangement of the services at the destination

	Domestic			Foreign			Total		
	Pre-decision	**Post-decision**	**Total**	**Pre-decision**	**Post-decision**	**Total**	**Pre-decision**	**Post-decision**	**Total**
Accommodation	104	96	200	199	1	200	303	97	400
	52%	48%	100%	99.5%	0.5%	100%	75.8%	24.2%	100%
Transport	186	14	200	179	21	200	365	35	400
	93%	7%	100%	84.5%	10.5%	100%	91.2%	8.8%	100%
Sightseeing attractions	56	144	200	129	71	200	185	215	400
	28%	72%	100%	64.5%	35.5%	100%	46.2%	53.8%	100%
Participation in other Activities	60	140	200	131	69	200	191	209	400
	30%	70%	100%	65.5%	34.5%	100%	47.8%	52.2%	100%

For arrangements of sight – seeing and attractions, out of 200 foreign and domestic tourists each, 56 (28%) domestic and 129 (64.5%) foreign tourists pre-decided the arrangements for sight-seeing and attraction. Whereas 144 (72%) domestic and 71 (35.5%) foreign tourists decide after reaching Himachal Pradesh about arrangements of sight-seeing and attractions. Table 7.7 shows that there is a significant difference between domestic and foreign tourist over pre-decision and post-decision for the arrangements of sight-seeing and attraction as the value of p in Mann Whitney U test comes out significant at 99% level of significance and rejects the null hypothesis, which states that there is no significant difference between both type of tourists over decision about sight-seeing.

Lastly for the participation in activities, out of 200 foreign and domestic tourists each, 60 (30%) domestic and 131 (65.5%) foreign tourists pre-decided for arrangements of activities they want to participate in Himachal Pradesh, whereas 140 (70%) domestic and 69 (34.5%) foreign tourists decided about arrangement of activities they want to participate in Himachal Pradesh. Table 7.7 shows there is a significant difference between domestic as well as foreign tourist over pre-decision or post-decision for the arrangements of activities they want to participate in Himachal Pradesh, as the value of p for Mann Whitney U test comes out significant at 99% level of significance and rejects null hypothesis.

Table 1.7: Difference between Foreign and Domestic Tourists on pre and post decision regarding the arrangement of the services at the destination

	Tourist	N	Mean Rank	Sum of Ranks	Mann-Whitney U	p-value
Accommodation	Domestic	200	248.00	49600.00	10500.0	.000**
Arrangements	Foreign	200	153.00	30600.00		
Transport	Domestic	200	197.00	39400.00	19300.0	.216ns
Arrangements	Foreign	200	204.00	40800.00		
Attraction	Domestic	200	237.00	47400.00	12700.0	.000**
Arrangements	Foreign	200	164.00	32800.00		
Activity	Domestic	200	236.00	47200.00	12900.0	.000**
Arrangements	Foreign	200	165.00	33000.00		
	Total	400				

The above two tables infer that in arrangement of all type of services viz. accommodation, transportation, sight-seeing and attraction, and activity participation, most of the foreign tourists decide before reaching Himachal Pradesh about their arrangements. Whereas among domestic tourists, except transportation most of them decide about the arrangement of accommodation, sight-seeing & attraction and activities after reaching Himachal Pradesh.

Association between duration of Stay and Pre and Post Decision of arrangements

Table 7.8shows the association of pre and post decision of arrangement of services at the destination and duration of stay of the tourist at

destination. The value of chi-square for all four services and duration of the stay comes significant and its value for p comes significant at 99% level of significance for decisions of arrangement for accommodation, sight-seeing & attraction and participation in activities, and for transportation the value is significant at 95% level of significance, so the null hypothesis is rejected which states that there is no significant association between the above variables.

Table also shows, most of the tourists out of total 400 foreign and domestic tourists, stay for the duration between 1 – 2 weeks, then less than 1 week and least for more than 2 weeks. In case of accommodation among those who had pre-decided for the arrangement of accommodation

40 (13.2%) stay for less than 1 week, 206 (68%) stay between 1 – 2 weeks, and 57 (18.8%) stay for more than 2 weeks. Whereas among those tourists who decide for the arrangements for the

accommodation after reaching Himachal Pradesh, 47 (48.5%) stay for less than 1 week, 46 (47.4%) stay between 1 – 2 weeks, 4 (4.1%) stayed for more than 2 weeks.

Table 1.8: Association between duration of Stay tourists and their Pre and Post Decisionfor arrangements of services

		Less than a week	1-2 weeks	More than 2 weeks	Total	Pearson Chi-Square	p-value
Accomodation	Pre - decision	40	206	57	303	57.310	.000**
		13.2%	68.0%	18.8%	100.0%		
	Post - decision	47	46	4	97		
		48.5%	47.4%	4.1%	100.0%		
Trans-portaion	Pre - decision	83	231	51	365	6.397	.041*
		22.7%	63.3%	14.0%	100.0%		
	Post - decision	4	21	10	35		
		11.4%	60.0%	28.6%	100.0%		
Attract-ions	Pre - decision	19	137	29	185	27.571	.000**
		10.3%	74.1%	15.7%	100.0%		
	Post - decision	68	115	32	215		
		31.6%	53.5%	14.9%	100.0%		
Activities	Pre - decision	19	141	31	191	30.437	.000**
		9.9%	73.8%	16.2%	100.0%		
	Post - decision	68	111	30	209		
		32.5%	53.1%	14.4%	100.0%		

In case of transportation, among those who are pre-decided for the arrangement of transportation, 83 (22.7%) stay for less than 1 week, 231 (63.3%) stay between 1 – 2 weeks, and 51 (14%) stay for more than 2 weeks. Whereas among those tourists who decide for the arrangements for the transportation after reaching Himachal Pradesh, 4 (11.4%) stay for less than 1 week, 21 (60%) stay between 1 – 2 weeks, 10 (28.6%) stay for more than 2 weeks.

In case of sight-seeing and attraction, among those who are pre-decided for the arrangements for sight-seeing and attractions 19 (10.3%) stay for less than 1 week, 137 (74.11%) stay between 1 – 2 weeks, and 29 (15.7%) stay for more than 2 weeks. Whereas among those tourists who decide for the arrangements for sight-seeing and attraction after reaching Himachal Pradesh, 68

(31.6%) stay for less than 1 week, 115 (53.5%) stay between 1 – 2 weeks, 32 (14.9%) stay for more than 2 weeks. In case of other activities, among those who are pre-decided for the arrangement of other activities 19 (9.9%) stay for less than 1 week, 141 (73.8%) stay between 1 – 2 weeks, and 31 (16.2%) stay for more than 2 weeks. Whereas among those tourists who decide for the arrangements for the other activities after reaching Himachal Pradesh, 68 (32.5%) stay for less than 1 week, 111 (53.1%) stay between 1 – 2 weeks, 30 (14.4%) stay for more than 2 weeks.

The above table infers that tourists who stay for more than 1 week, most of them are pre-decided for the arrangement of accommodation and transportation. While for attractions and other activities the ratio pre-decided and post-decided decisions are almost same. In case of tourists who

stay for the duration of less than 1 week, for accommodation and transportation the ratio of pre-decided tourist is more where as in case of attractions and activities ratio of post decided tourist is higher than former.

1.4 Arrangement of the Services

At any destination main services required by the tourists are accommodation, transportation, attraction, sight-seeing and other services. For all these services, arrangements are being done by the tourist of by the suggestion of some other source/agency. Table 7.9 shows the arrangement of the above mentioned services at Himachal Pradesh and source / agency who suggested for that particular service to the tourist. Also table 7.9 suggests that there is a significant difference between the domestic and foreign tourists over the suggestions taken for arrangements of each service at Himachal Pradesh. The value of p for the chi-square test in all the cases comes out Significant at 99% level of significance. Hence, the null hypothesis is rejected, which states that there is no significant difference between domestic and foreign tourist over the suggestions taken from various sources for the arrangement of various services at Himachal Pradesh.

For accommodation, in case of domestic tourist, out of total 200 respondents 80 (40%) have arranged accommodation by themselves, 41 (20.5%) arranged with friend's suggestion, 70 (35%) with consultation of Travel agent and 9 (4.5%) with the suggestion of any other person or source. Whereas in case of foreign tourist, 13 (6.5%) have arranged accommodation by themselves, 23 (11.5%) arranged with friend's suggestion and 162 (81%) arranged with the consultation of travel agent and only 2 (1%) arranged with the suggestion of some other source. For transportation, in case of domestic tourist, out of total 200 respondents 101 (50.5%) have arranged transportation by themselves, 32 (16%) arranged with friend's suggestion, 59 (29.5%) with consultation of Travel agent and 8 (4%) with the suggestion of any other person or source. Whereas in case of foreign tourist, 16 (8%) have arranged transportation by themselves, 25 (12.5%) arranged with friend's suggestion and 157 (78.5%) arranged with the consultation of travel agent and only 2 (1%) arranged with the suggestion of some other source. For attractions, in case of domestic tourist, out of total 200 respondents 143 (71.5%) have arranged for attractions by themselves, 35 (17.5%) arranged with friend's suggestion, 15 (7.5%) with consultation of Travel agent and 7 (3.5%) with the suggestion of any other person or source. Whereas in case of foreign tourist, 51 (25.5%) arranged for attractions by themselves, 54 (27%) arranged with friend's suggestion and 93 (46.5%) arranged with the consultation of travel agent and only 2 (1%) arranged with the suggestion of some other source.

Table 1.9: Suggestions taken by tourists from different sources for the arrangement of the services at the destination

		Self-Arranged	Friend's suggestion	Travel consultant's suggestion	Any other's suggestion	Total	Pearson Chi-Sqsuare	p-value
Arrangement of Accommodation	Domestic	80	41	70	9	200	94.269	.000**
		40.0%	20.5%	35.0%	4.5%	100.0%		
	Foreign	13	23	162	2	200		
		6.5%	11.5%	81.0%	1.0%	100.0%		
Arrangement of Transportation	Domestic	101	32	59	8	200	110.72	.000**

		50.5%	16.0%	29.5%	4.0%	100.0%		
	Foreign	16	25	157	2	200		
		8.0%	12.5%	78.5%	1.0%	100.0%		
Arrangement of Attractions	Domestic	143	35	15	7	200	106.82	.000**
		71.5%	17.5%	7.5%	3.5%	100.0%		
	Foreign	51	54	93	2	200		
		25.5%	27.0%	46.5%	1.0%	100.0%		
Arrangement of Sight Seeing	Domestic	150	30	10	10	200	85.299	.000**
		75.0%	15.0%	5.0%	5.0%	100.0%		
	Foreign	75	46	77	2	200		
		37.5%	23.0%	38.5%	1.0%	100.0%		
Arrangement of Other Services	Domestic	159	20	11	10	200	71.075	.000**
		79.5%	10.0%	5.5%	5.0%	100.0%		
	Foreign	91	39	68	2	200		
		45.5%	19.5%	34.0%	1.0%	100.0%		

For transportation, in case of domestic tourist, out of total 200 respondents 150 (75%) arranged for sight-seeing by themselves, 30 (15%) arranged with friend's suggestion, 10 (5%) with consultation of Travel agent and 10 (5%) with the suggestion of any other person or source. Whereas in case of foreign tourist, 75 (37.5%) arranged for sight-seeing by themselves, 46 (23%) arranged with friend's suggestion and 77 (38.5%) arranged with the consultation of travel agent and only 2 (1%) arranged with the suggestion of some other source. For other services, in case of domestic tourist, out of total 200 respondents 159 (79.5%) arranged for other services by themselves, 20 (10%) arranged with friend's suggestion, 11 (5.5%) with consultation of Travel agent and 10 (5%) with the suggestion of any other person or source. Whereas in case of foreign tourist, 91 (45.5%) have arranged for other services by themselves, 39 (19.5%) arranged with friend's suggestion and 68 (34%) arranged with the consultation of travel agent and only 2 (1%) arranged with the suggestion of some other source.

The above table also infers that in case of domestic tourists, for the arrangement of accommodation and transportation, they take the suggestion of travel consultant as well as friends with some significant figures along with maximum responses of self-arrangement. Whereas responses for arrangement for attraction, sight-seeing and other services the suggestions of friends, travel agents and any other source is very less and most of the domestic tourist arrange for these services by their own. In case of foreign tourists, for arrangement of accommodation and transportation maximum no. of foreign tourists have consulted from travel agents. Whereas for sight-seeing, attraction as well as for other services beside travel agents the suggestions from the friend, foreign tourist also respond considerably for self-arrangements.

1.4.1 Association between service arrangements and age, gender and marital status of the tourists

Responses of the tourists for the different service arrangements may vary according to their age group, gender as well as marital status. The association between them can be verified with the help of Chi-square test.

1.4.2 Association in accommodation arrangements

Table 7.10 shows the association between the responses of tourists for arrangement for the accommodation and their gender, age-group and marital status. The chi-square test between arrangement for accommodation and gender of the tourist comes out significant as the p value comes out significant at 99% level of significance. Hence, rejecting null hypothesis, which means there is an association between the gender of tourists and responses for arrangement for accommodation. Among males, 67 (27.9%) have arranged accommodation by themselves, 30 (12.5%) arranged with the suggestion of friends, 143 (59.6%) with the consultation of travel agents and nobody sought suggestion from any other source. Whereas in case of female respondents 26 (16.3%) have preferred self-arranged accommodation, 34 (21.3%) arranged with the friend's suggestion, 89 (55.6%) arranged with the suggestion of travel agent and 11 (6.9%) arranged with the suggestion of some other source.

Table 1.10: Association between accommodation arrangements and age, gender and marital status of tourists

		Arrangements for Accommodation						
		Self-Arran-ged	Friend's sugges-tion	Travel consul tant's sugges-tion	Any other's sugges-tion	Total	Pearson Chi-Sqsuare	p-value
Gender	Male	67	30	143	0	240	26.973	.000**
		27.9%	12.5%	59.6%	.0%	100.0%		
	Female	26	34	89	11	160		
		16.3%	21.3%	55.6%	6.9%	100.0%		
Age Group (in years)	<20	1	0	1	1	3	23.085	.006**
		33.3%	.0%	33.3%	33.3%	100.0%		
	21 – 35	66	47	130	7	250		
		26.4%	18.8%	52.0%	2.8%	100.0%		
	36 – 50	21	13	75	3	112		
		18.8%	11.6%	67.0%	2.7%	100.0%		
	>50	5	4	26	0	35		
		14.3%	11.4%	74.3%	.0%	100.0%		
Marital Status	Married	34	30	84	5	153	2.780	.427
		22.2%	19.6%	54.9%	3.3%	100.0%		
	Unmarried	59	34	148	6	247		
		23.9%	13.8%	59.9%	2.4%	100.0%		

The chi – square test between age-group and responses of tourists for the arrangement of accommodation comes out significant. The p value for the same is significant at 99% level of significance, which rejects the null hypothesis and shows that there is a significant association between age-group of the tourist and responses for the arrangement of accommodation. Among the teenagers, out of 3 respondents in this category 1 has arranged accommodation by himself, 1

arranged by the consultation of travel agent and 1 by suggestion of some other source. From the age group between 21 – 35, out of 250 respondents 66 (26.4%) have arranged by themselves, 47 (18.8%), arranged with suggestion of friends, 130 (52%) arranged with the consultation of travel agent and 7 (2.8%) with suggestion from some other source. From the age-group between 36 – 50 years out of 112, 21 (18.8%) have arranged by themselves, 13 (11.6%) arranged by suggestions of friends, 75 (67%) arranged with the consultation of travel agents and only 3 (2.7%) arranged by the suggestion from some other source. While from the age-group of above 50 years of age, out of 35 respondents, 5 (14.3%) have arranged accommodation by themselves, 4 (11.4%) arranged by suggestion of friends, 26 (74.3%) arranged with the consultation of travel agents and nobody took any suggestion from any other source.

The chi-square test between the marital status and responses of the tourist for the arrangement of accommodation comes out insignificant. Hence, null hypothesis is accepted, which states that there is no association between responses for the arrangement for accommodation and marital status of respondents. Among 153 married respondents 34 (22.2%) have arranged the accommodation by themselves, 30 (19.6%) arranged by friend's suggestion. 84 (54.9%) arranged with the suggestion of travel agent and only 5 arranged with the suggestion from some

other source. Among 247 unmarried respondents, 59 (23.9%) respond for arranged accommodation by themselves, 34 (13.8%) have arranged with suggestion of friends, 148 (59.9%) arranged after consulting travel agent and 6 (2.4%) arranged with suggestion of some other agency.

1.4.3 Association in transportation arrangements

Table 7.11 shows the association between the responses of tourist for the arrangement for transportation and their gender, age-group and marital status. The chi-square test between arrangement for transportation and gender of the tourist comes out significant as the p value comes out significant at 99% level of significance. Hence, rejecting null hypothesis, which means there is an association between the gender of tourists and responses for arrangement for transportation. Among males, 80 (33.3%) have arranged transportation by themselves, 26 (10.8%) arranged with the suggestion of friends, 143 (55.8%) with the consultation of travel agents and nobody sought suggestion from any other source. Whereas in case of female respondents 37 (23.1%) have preferred self-arranged transportation, 31 (19.4%) arranged with the friend's suggestion, 82 (51.3%) arranged with the suggestion of travel agent and 10 (6.3%) arranged with the suggestion of some other source. The chi – square test between age-group and responses of tourists for the arrangement of transportation comes out significant.

Table 1.11: Association between transportation arrangements and age, gender and marital status of tourists

		Arrangements for Accommodation						
		Self-Arran-ged	Friend's sugges-tion	Travel consul tant's sugges-tion	Any other's sugges-tion	Total	Pearson Chi-Sqsuare	p-value
Gender	Male	80	26	134	0	240	23.709	.000**
		33.3%	10.8%	55.8%	.0%	100.0%		
	Female	37	31	82	10	160		
		23.1%	19.4%	51.3%	6.3%	100.0%		
Age Group (in years)	<20	0	1	1	1	3	31.491	000**

		.0%	33.3%	33.3%	33.3%	100.0%		
	21 – 35	90	36	118	6	250		
		36.0%	14.4%	47.2%	2.4%	100.0%		
	36 – 50	23	15	71	3	112		
		20.5%	13.4%	63.4%	2.7%	100.0%		
	>50	4	5	26	0	35		
		11.4%	14.3%	74.3%	.0%	100.0%		
Marital Status	Married	47	22	79	5	153	1.027	.795
		30.7%	14.4%	51.6%	3.3%	100.0%		
	Unmarried	70	35	137	5	247		
		28.3%	14.2%	55.5%	2.0%	100.0%		

The p value for the same is significant at 99% level of significance, which rejects the null hypothesis and shows that there is a significant association between age-group of the tourist and responses for the arrangement of transportation. Among the teenagers, out of 3 respondents in this category 1 has arranged transportation by suggestion of friends, 1 arranged by the consultation of travel agent and the other by suggestion of some other source. From the age group between 21 – 35, out of 250 respondents 90 (36%) have arranged by themselves, 36 (14.4%), arranged with suggestion of friends, 118 (47.2%) arranged with the consultation of travel agent and 6 (2.4%) with suggestion from some other source. From the age-group between 36 – 50 years out of 112, 23 (20.5%) have arranged by themselves, 15 (13.4%) arranged by suggestions of friends, 71 (63.4%) arranged with the consultation of travel agents and Only 3 (2.7%) arranged by the suggestion from some other source. While from the age-group of above 50 years, out of 35 respondents, 4 (11.4%) have arranged transportation by themselves, 5 (14.3%) arranged by suggestion of friends, 26 (74.3%) arranged with the consultation of travel agents and nobody took any suggestion from any other source.The chi-square test between the marital status and responses of the tourist for the arrangement of transportation comes out insignificant. Hence, null hypothesis is accepted, which states that there is no association between responses for the arrangement for transportation and marital status of respondents. Among 153 married respondents 47 (30.7%) have arranged the transportation by themselves, 22 (14.4%) arranged by friend's suggestion. 79 (51.6%) arranged with the suggestion of travel agent and only 5 arranged with the suggestion from some other source. Among 247 unmarried respondents, 70 (28.3%) respond for arranged transportation by themselves, 35 (14.2%) have arranged with suggestion of friends, 137 (55.5%) arranged after consulting travel agent and 5 (2%) arranged with suggestion of some other agency.

1.4.4 Association invisit for attraction arrangements

Table 1.12 shows the association between the responses of tourist for the arrangement for attraction and their gender, age-group and marital status. The chi-square test between arrangement for attraction and gender of the tourist comes out significant as the p value comes out significant at 99% level of significance. Hence, rejecting null hypothesis, which means there is an association between the gender of tourists and responses for arrangement for attraction. Among males, 132 (55%) arranged attraction by themselves, 44 (18.3%) arranged with the suggestion of friends, 64 (26.7%) with the consultation of travel agents and nobody sought suggestion from any other source. Whereas in case of female respondents 62 (38.8%) have preferred self-arranged attraction, 45 (28.1%) arranged with the friend's suggestion, 44 (27.5%) arranged with the suggestion of travel agent and 9 (5.6%) arranged with the suggestion of some other source. The chi – square test between age-group and responses of tourists for the arrangement of attraction comes out significant.

The p value for the same is significant at 99% level of significance, which rejects the null hypothesis and shows that there is a significant association between age-group of the tourist and responses for the arrangement of attraction.

Table 1.12: Association between arrangements for attractions and age, gender and marital status of tourists

		Arrangements for Attraction						
		Self-Arranged	Friend's suggestion	Travel consultant's suggestion	Any other's suggestion	Total	Pearson Chi-Sqsuare	p-value
Gender	Male	132	44	64	0	240	22.888	000**
		55.0%	18.3%	26.7%	.0%	100.0%		
	Female	62	45	44	9	160		
		38.8%	28.1%	27.5%	5.6%	100.0%		
Age Group (in years)	<20	1	0	1	1	3	29.458	.001
		33.3%	.0%	33.3%	33.3%	100.0%		
	21 – 35	129	49	67	5	250		
		51.6%	19.6%	26.8%	2.0%	100.0%		
	36 – 50	40	35	34	3	112		
		35.7%	31.3%	30.4%	2.7%	100.0%		
	>50	24	5	6	0	35		
		68.6%	14.3%	17.1%	.0%	100.0%		
Marital Status	Married	69	31	48	5	153	3.927	.269
		45.1%	20.3%	31.4%	3.3%	100.0%		
	Unmarried	125	58	60	4	247		
		50.6%	23.5%	24.3%	1.6%	100.0%		

Among the teenagers, out of 3 respondents in this category 1 has arranged for attractions by himself, 1 arranged by the consultation of travel agent and other by suggestion of some other source. From the age group between 21 – 35, out of 250 respondents 129 (51.6%) have arranged by themselves, 49 (19.6%), arranged with suggestion of friends, 67 (26.8%) arranged with the consultation of travel agent and 5 with suggestion from some other source. From the age-group between 36 – 50 years out of 112, 40 (35.7%) have arranged by themselves, 35 (31.3%) arranged by suggestions of friends, 34 (30.4%) arranged with the consultation of travel agents and Only 3 (2.7%) arranged by the suggestion from some other source. While from the age-group of above 50 years, out of 35 respondents, 24 (68.6%) have arranged attraction by themselves, 5 (14.3%) arranged by suggestion of friends, 6 (17.1%) arranged with the consultation of travel agents and nobody take any suggestion from any other source.

The chi-square test between the marital status and responses of the tourist for the arrangement of attraction comes out insignificant. Hence, null hypothesis is accepted, which states that there is no association between responses for the arrangement for attraction and marital status of

respondents. Among 153 married respondents 69 (45.1%) have arranged the attraction by themselves, 31 (20.3%) arranged by friend's suggestion. 40 (31.4%) arranged with the suggestion of travel agent and only 5 arranged with the suggestion from some other source. Among 247 unmarried respondents, 125 (50.6%) respond for arranged transportation by themselves, 58 (23.5%) have arranged with suggestion of friends, 60 (24.3%) arranged after consulting travel agent and 4 (1.4%) arranged with suggestion of some other agency.

1.4.5 Association in activities arrangement

Table 1.13 shows the association between the responses of tourist for the arrangement for activities and their gender, age-group and marital status. The chi-square test between arrangement for activities and gender of the tourist comes out significant as the p value comes out significant at 99% level of significance. Hence, rejecting null hypothesis, which means there is an association between the gender of tourists and responses for arrangement for activities. Among males, 148 (61.7%) have arranged activities by themselves, 43 (17.9%) arranged with the suggestion of friends, 49 (20.4%) with the consultation of travel agents and nobody sought suggestion from any other source. Whereas in case of female respondents 77 (48.1%) have preferred self-arranged activities, 33 (20.6%) arranged with the friend's suggestion, 38 (23.8%) arranged with the suggestion of travel agent and 12 (7.5%) arranged with the suggestion of some other source.

Table 1.13: Association between arrangements for activities and age, gender and marital status of tourists

		Arrangements for Activities						
		Self-Arran-ged	Friend's sugges-tion	Travel consul tant's sugges-tion	Any other's sugges-tion	Total	Pearson Chi-Sqsuare	p-value
Gender	Male	148	43	49	0	240	21.991	000**
		61.7%	17.9%	20.4%	.0%	100.0%		
	Female	77	33	38	12	160		
		48.1%	20.6%	23.8%	7.5%	100.0%		
Age Group (in years)	<20	1	1	0	1	3	19.984	.018
		33.3%	33.3%	.0%	33.3%	100.0%		
	21 – 35	144	44	54	8	250		
		57.6%	17.6%	21.6%	3.2%	100.0%		
	36 – 50	54	28	27	3	112		
		48.2%	25.0%	24.1%	2.7%	100.0%		
	>50	26	3	6	0	35		
		74.3%	8.6%	17.1%	.0%	100.0%		
Marital Status	Married	79	30	39	5	153	2.640	.451
		51.6%	19.6%	25.5%	3.3%	100.0%		
	Unmarried	146	46	48	7	247		
		59.1%	18.6%	19.4%	2.8%	100.0%		

The chi – square test between age-group and responses of tourists for the arrangement of activities comes out significant. The p value for the same is significant at 95% level of significance, which rejects the null hypothesis and shows that there is a significant association between age-group of the tourist and responses for the arrangement of activities. Among the teenagers, out of 3 respondents in this category 1 has arranged for activities by him, 1 arranged by the consultation of friend and other by suggestion of some other source. From the age group between 21 – 35, out of 250 respondents,144 (57.6%) arranged by themselves, 44 (17.6%), arranged with suggestion of friends, 54 (21.6%) arranged with the consultation of travel agent and 8 (3.2) with suggestion from some other source. From the age-group between 36 – 50 years out of 112, 54 (48.2%) have arranged by themselves, 28 (25%) arranged by suggestions of friends, 27 (24.1%) arranged with the consultation of travel agents and Only 3 (2.7%) arranged by the suggestion from some other source. While from the age-group of above 50 years, out of 35 respondents, 26 (74.3%) arranged activities by themselves, 3 (8.6%) arranged by suggestion of friends, 6 (17.1%) arranged with the consultation of travel agents and nobody take any suggestion from any other source.

The chi-square test between the marital status and responses of the tourist for the arrangement of activities comes out insignificant. Hence, null hypothesis is accepted, which states that there is no association between responses for the arrangement for activities and marital status of

respondents. Among 153 married respondents 79 (51.6%) have arranged the activities by themselves, 30 (19.6%) arranged by friend's suggestion. 39 (25.5%) arranged with the suggestion of travel agent and only 5 arranged with the suggestion from some other source. Among 247 unmarried respondents, 147 (59.1%) respond for arranged transportation by themselves, 46 (18.6%) have arranged with suggestion of friends, 48 (19.4%) arranged after consulting travel agent and 7 (2.8%) arranged with suggestion of some other agency.

1.4.6 Association in arrangement for other services

Table 1.14 shows the association between the responses of tourist for the arrangement for other services and their gender, age-group and marital status. The chi-square test between arrangement for other services and gender of the tourist comes out significant as the p value comes out significant at 99% level of significance. Hence, rejecting null hypothesis, which means there is an association between the gender of tourists and responses for arrangement for other services. Among males, 164 (68.3%) have arranged other services by themselves, 31 (12.9%) arranged with the suggestion of friends, 45 (18.8%) with the consultation of travel agents and nobody sought suggestion from any other source. Whereas in case of female respondents 86 (53.8%) have preferred self-arranged other services, 28 (17.5%) arranged with the friend's suggestion, 34 (21.3%) arranged with the suggestion of travel agent and 12 (7.5%) arranged with the suggestion of some other source.

Table 1.14: Association between arrangements for other services and age, gender and marital status of tourists

		Arrangements for other services						
		Self-Arranged	Friend's suggestion	Travel consultant's suggestion	Any other's suggestion	Total	Pearson Chi-Sqsuare	p-value
Gender	Male	164	31	45	0	240	22.938	000**
		68.3%	12.9%	18.8%	.0%	100.0%		
	Female	86	28	34	12	160		
		53.8%	17.5%	21.3%	7.5%	100.0%		

Age Group (in years)	<20	1	1	0	1	3	19.117	.024
		33.3%	33.3%	.0%	33.3%	100.0%		
	21 – 35	159	31	52	8	250		
		63.6%	12.4%	20.8%	3.2%	100.0%		
	36 – 50	63	23	23	3	112		
		56.3%	20.5%	20.5%	2.7%	100.0%		
	>50	27	4	4	0	35		
		77.1%	11.4%	11.4%	.0%	100.0%		
Marital Status	Married	88	23	37	5	153	3.523	.318
		57.5%	15.0%	24.2%	3.3%	100.0%		
	Unmarried	162	36	42	7	247		
		65.6%	14.6%	17.0%	2.8%	100.0%		

The chi – square test between age-group and responses of tourists for the arrangement of other services comes out significant. The p value for the same is significant at 95% level of significance, which rejects the null hypothesis and shows that there is a significant association between age-group of the tourist and responses for the arrangement of other services. Among the teenagers, out of 3 respondents in this category 1 has arranged other services by him,1 arranged by the consultation of friend and other by suggestion of some other source. From the age group between 21– 35, out of 250 respondents, 159 (63.6%) have arranged by themselves, 31 (12.4%) arranged with suggestion of friends, 52 (20.8%) arranged with the consultation of travel agent and 8 (3.2) with suggestion from some other source. From the age-group between 36 – 50 years out of 112, 63 (56.3%) have arranged by themselves, 23 (20.5%) arranged by suggestions of friends, 23 (20.5%) arranged with the consultation of travel agents and Only 3 (2.7%) have arranged by the suggestion from some other source. While from the age-group of above 50 years, out of 35 respondents, 27 (77.1%) have arranged other services by themselves, 4 (11.4%) arranged by suggestion of friends, 4 (11.4%) arranged with the consultation of travel agents and nobody take any suggestion from any other source.

The chi-square test between the marital status and responses of the tourist for the arrangement of other services comes out insignificant. Hence, null hypothesis is accepted, which states that there is no association between responses for the arrangement for other services and marital status of respondents. Among 153 married respondents 88 (57.5%) have arranged the other services by themselves, 23 (15%) arranged by friend's suggestion, 37 (24.2%) arranged with the suggestion of travel agent and only 5 arranged with the suggestion from some other source. Among 247 unmarried respondents, 162 (65.6%) respond for arranged transportation by themselves, 36 (14.6%) arranged with suggestion of friends, 42 (17%) arranged after consulting travel agent and 7 (2.8%) arranged with suggestion of some other agency.

All the tables of service arrangement discussed above infers that in all the categories of gender, age-group and marital status, maximum no. of tourists have consulted travel agents in case of arrangement of accommodation and transportation. Whereas in case of arrangement for attractions, activities and all other services most of the tourists in all the categories respond for the self-arrangement. Therefore, it is evident that out of all necessary services required by the tourist, accommodation and transportation are the services for which tourist take the suggestion from travel consultant or some professional.

Conclusion

This paper dealt with pattern of decisions taken before and during the travel by the tourists, related to main services in and outside the destination.

The first decision related to travel for any tourist is decision of choice of destination. This decision may be taken by tourist himself or there may be the influence of family, friend, travel agent or any other professional who has knowledge about the destination. In present research, Himachal Pradesh as a destination, maximum no. of tourists decided by their own as far the choice of Himachal Pradesh as destination is concerned. Besides, this no. is followed by the no. of tourists influenced by travel agents in case of foreign tourists and influence of family and friends got same place in case of domestic tourists. Also, it is found maximum domestic tourists plan their trip in less than a month in advance, whereas maximum no. of foreign tourists plan their trip in between 3 – 6 months in advance.

The next important decisions are related to use of services at the destination. Main services are accommodation, transportation, attractions and activities in which tourists are intended to take part during their trip. For the arrangements of these services tourists either decide before reaching or after reaching the destination. It is found in present research in both cases of domestic and foreign tourists, mostly arrangement for accommodation and transportation are pre-decided by the tourists, whereas for sight – seeing and participation in other activities, most of the domestic tourists decide after reaching the destination and most of the foreign tourists decide before reaching the place. The arrangement of all the services is also influenced by the suggestion of the friends, family, travel agent or some other source or by tourist him/herself. Here also in case of foreign tourists, for all the necessary tourist services in Himachal Pradesh, foreign tourists consult travel agents. Whereas most of the domestic tourists arrange most of the tourist services by their own. Gender, age – group and marital status of the tourists also influence the decisions of tourists

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