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A Study of Tourist Expenditure Pattern in Jammu and Kashmir: An Inter-regional Analysis

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Abstract

The main purpose of this study is to examine the expenditure pattern of tourists in three geographical regions of erstwhile Jammu and Kashmir[i]. The study further investigates the nature of tourist spending with respect to different seasons - summer and winter. A survey method has been deployed to collect the primary data for the study. The regional and seasonal differences with respect to the expenditure pattern of the Jammu and Kashmir tourists are analysed with the help of ANOVA. From the ANOVA test, it is found that there is a significant difference in the mean expenditure of tourists visiting the three regions of Jammu and Kashmir. It was further analysed that the seasonal effect on tourist expenditure is stronger in Ladakh than in the Kashmir and Jammu regions and is stronger than the regional effect. The regression analysis has also been used to determine the impact of socioeconomic, demographic, travel-related, and expenditure-related variables on the total expenses of tourists. The regression results confirm that almost all variables significantly impact tourist expenditure. Still, travel-related variables have a more decisive influence than socioeconomic and demographic variables. This study enables the policymakers to obtain the necessary information to implement an adequate policy to attract tourists, who are heavy spenders. It is also beneficial for marketers and tour operators to know

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the attributes of tourists at a destination, provide them facilities accordingly, and offer them genuine, affordable, and attractive packages to boost their business and tourism inflow to Jammu and Kashmir.

Keywords: Tourism industry, Expenditure Pattern, Travel Behaviour, regression, ANOVA

1. Introduction

The tourism[ii] industry is a titanic industry. It comprises an amalgamation of several diligences and sub-divisions that provide tourism-related services. Rodday, Biwal & Joshi (2009) mentioned that tourism is a collection of activities, services, and industries that deliver a travel experience. It comprises transportation, accommodation, eating and drinking establishments, retail shops, entertainment, business, and other hospitality services for individuals or groups traveling away from home. Thus, it is essential to mention that tourism cannot exist or flourish in isolation. It works in a tourism environment with various tourism products and a congregation of visitors. Among these constituents of the tourism industry, tourist is an important one. When we examine the tourism industry, we find that a tourist[iii] is the main icon in the tourism phenomenon. Without their presence at a destination, we cannot think about tourism, and the word tourism will seem to be meaningless. When we talk about tourist expenditure, the tourist becomes the unit to measure the visitor's total demand for consumption. It is also a fact that the tourist cannot visit any destination without these facilities. While on a trip, tourists have to make decisions related to their travel behaviour, which are usually interrelated and show temporal and spatial variations. In other words, every tourist has to prepare a travel itinerary to visit any destination outside their residence. When tourists decide to travel to a particular destination, they look forward to maximizing their utility in terms of the best accommodation and meals, exciting attractions and leisure activities, excellent transport service, and a safe and comfortable journey. All these products are available for tourists at specific prices but not free.

Thus, we can say that the benefits of the tourism industry start with the spending of tourists. Spending by international tourists is classified as visitors' exports and represents 5% of world trade. Travel and tourism ranks as the seventh export sector among G20 countries. This export sector contributes positively to global business, contributing about 10% of global gross domestic product, 7% of total world exports, 30% of world services exports, and employs one in every eleven jobs globally (UNWTO, 2019). It contributes 6.88% of GDP to the national economy and 12.36% to its total employment(Ministry of tourism Govt., India, 2016). It also provided 6.98% to the ex-state of Jammu and Kashmir (J.K. Economic survey 2017).

2. Literature Review

Perez & Sampol (2000), in their study of "Tourist Expenditure of Mass Tourism Markets," pointed out that tourist expenditure is the most important variable in estimating the economic profitability of the tourism sector. They suggested that developing a product strategy that considers productivity in terms of expenditure for economic profitability is necessary. The government should promote tourism in a better way so that those tourists should be attracted who are heavy spenders. Lim (1997); Lim et al. (2012); Eusebio, Kastenholz, & Carnerio, (2016); Mudrra-Frenandez et al. (2018), etc. have analysed that tourist expenditure has been used in 42% of all tourism demand studies as the dependent variable. Mudrra-Frenandez et al. (2018) mentioned that tourist expenditure is essential for assessing tourism benefits and is an essential variable for analysing tourist expenditure patterns at a destination. Chui et al. (2015) mentioned that young travellers are eager to travel and have great leisure to spend at a destination. Despite this, the study found that they are highly interested in spending a good amount at any destination they visit. The study also found that young travellers spent most of their money on food, beverage, shopping, recreation, and entertainment and less on souvenirs, entrance fees, and tickets. Apostolakis & Jaffry (2009) found that the number of persons and place-specific variables greatly influence tourist expenditure patterns. The results of their study show that middle-aged senior tourists spent more during their trip

to Greece, and tourists spent more in winter than in the rest of the seasons. They also found that 'length of stay' had a negative impact on tourists' expenditure patterns. Tourists who stay in Greece for longer than three nights spend 46% (4–13 nights), 70% (14–27 nights), and 85% (28 + nights) less per day, which means that tourists staying for up to 13 nights spend almost 46% less per day when compared with the abridged length of stay. Serra et al. (2017) extended and mentioned that tourist expenditure is an essential variable for market segmentation of destination marketing. Bishoyi (2007) analysed that log-linear models seem to best fit the empirical study of tourist expenditure patterns at tourist destinations. Travel cast and contingent valuation methods have been used. He found that when the cost of travel increases, the number of tourist arrivals decreases. Ahmad & Bulan (1996) found that the elasticities of three variables (food (0.84), accommodation (0.79), and transportation (0.63)) are found to be relatively inelastic (~ < 1) and classified as necessities, while elasticities of recreational services (1.32) and souvenirs (1.49) are found to be elastic (~ > 1) and tend to be considered as luxuries by tourists. They also found that married and male tourists spend about 16% and 14% more on food than singles and females. Bashir & Nokman (2011) found that sightseeing, entertainment, and shopping are the primary activities of Brunei tourists. They also found that most of the tourists are youngsters and single. Young adults are generally adventurous, and tourism-related activities or travel programs such as sightseeing, hiking, jungle trekking, camping in the woods, etc., should be created for them. Rosell, Coenders & Garcia (2015) discovered the tourist spending pattern with respect to the legacy airlines. The families with legacy airlines are identified to be highly spending on transportation rather than at the destinations. The expenditure pattern of the legacy users is further classified based on their occupation status. It is found that the legacy users belonging to low-level employees tend to spend more on transportation while the high-level employees are inclined towards the expenditure on the trip. Vukonic (1986) found that one reason for the low sales of expensive goods was the poor assortment and low quantity of goods offered. So tourists should be provided with goods of the best quality and desirable for their choice as the economic theory of consumer behaviour states that demand by a

single consumer for a good or service may be expressed as a function of tastes and preferences, income, and market prices. Chang, Chin & Meyer (2013) have analysed that total tourist expenditure increases when the willingness to spend more money among tourists increases, which means there is a positive relationship between tourist spending and increment in their budgets. Araya & Crow (2015) mentioned that recreation and leisure have positively related to good health, which provides the way for economic growth. They found that at the national level, 13.70% of people in the lowest income group spent more money on entertainment and leisure than they earned, and the people in the higher income group spent more on recreation and leisure than the national average. They also found that consumers of rural areas spent proportionally more than consumers of the urban area. Soteriades & Arvanitis (2006) analyzed the tourist expenditure on packages, products, and local transportation and discovered that families spend more than couples and single travellers. Similarly, families and singles categories are likely to spend more than couples on catering. Vallas (2011) revealed that tourism constitutes a significant part of the service economy, and it was discovered that the tourism industry accounts for about 30% of the international trade services.

The T20 countries produce revenue from 70% of global tourist activities and contribute 45% of tourism GDP. Ardah (2011) identified the various tourism sectors, such as accommodations, restaurants, amusement parks, etc. and also discovered the salaries and employee wages as the largest expenses of the service industry. Employees are identified to be from local areas, and a few outsiders are employed during the high seasons. Brida & Scuderi (2012) mentioned that the most often used explanatory variables were income, socio-demographic and trip-related, and were tested mainly through classical regression techniques (OLS, quantile, Tobit, and two-step, logistic). They reviewed 86 articles and 354 estimates of econometric models from the data from 1977 to 2012 and found that most of the studies use the OLS method of regression, and some of them use logistic regressions. Patel (2012) mentioned that tourism is an activity for entertainment and is emerging as a leading sector and inspirational activity for development for a developing country such as India, which is on

the path of modern economic growth through structural transformation of the economy. Tourism is the second largest foreign exchange earner in India. Demographic, socio-structural, and socio-cultural developments have always led to changes in tourist demands, and service providers in tourism face a substantial need to adjust. Santos & Vieira (2012), in their study of "An Analysis Visitors' Expenditure in a tourist destination: OLS, quantile regression, and instrumental variable estimators," found that socio-demographic and trip-related characteristics are significant variables for expenditure determination. Zhang & Kuwano (2012) posited that time and expenditure are the two sources of tourists while on a trip, and they have to make decisions related to their travel behaviour in consideration of these resources, such as time use and expenditure allocation. These decisions are usually interrelated and also show temporal and spatial variations. They found that dependence structures differ across destinations using Copula functions based on fully nested Archimedean Copula (FNAC) functions. For famous destinations, structure dependence is identified between destination visit behaviour, resource allocation behaviour, and relative importance. They also found that all inter-destination interactions are positive, suggesting that trade-offs among decisions on time use or expenditure increase tourists' utility, even under limited time and money budgets. Crouch et al. (2007) mentioned that the most considerable portion of discretionary spending (45%) reduced household debt across all choice conditions, particularly credit card and mortgage repayments. The next most important items, attracting approximately equal amounts on average, were overseas and domestic vacations. The result indicates that a large amount was spent on overseas travel than domestic travel. Aguilo, Rossello & Vila (2016) mentioned that tourist with high income has higher expenditure and a longer length of stay. They found that the length of stay and daily expenditure are the main determinants of the tourist expenditure pattern. Mudrra-Frenandez et al. (2018) mention that income, length of study, number of companions, and loyalty are the important variables that affect tourist expenditure at a destination. Among these variables, income is the most significant one. Qui & Zhang (1995) found that exchange rate, per capita income, travel price index, immigration, crime rate, special events,

and time trends are the significant determinants of tourist expenditure pattern and their arrivals to a destination. They also posited that log-linear models are best than linear models. Paci & Marrocu (2013) have analysed the impact of domestic and international tourism on the economic growth of 179 European regions. By applying the spatial regression framework of econometric analysis, they found that regional growth is positively affected by both domestic and international tourism. Legoherel & Wong (2006) have used the CHAID technique to examine the daily and direct expenditure of visitors to Hong Kong and found that the CHAID technique is relatively flexible to use and can be employed as a precursor to a more parametric approach. They also found that various studies used identical variables such as income, nationality, etc., but according to them, these variables are not always the best predictors of tourist expenditure. Frleta (2017) found that tourists satisfied with the cleanliness of the environment spent more than those tourists who were less satisfied. He also found that safety, quality, and hospitality are important determinants of off-season tourist expenditure among heavy spenders. Baruah & Sarma (2016) posited that all tourist categories spent a higher amount on shopping, souvenirs, and handicrafts. They also found that tourists of different typologies spent different amounts of money on shopping, souvenirs, and handicrafts. They found that tourists visiting to enjoy nature and parks spent almost equal amount. Still, tourists visiting to enjoy rural tourism and culture spent a relatively large amount on these tourism products. Disegna & Osti (2016) posited that satisfaction is an essential predictor of tourist expenditure. Using the Double Hurdle Model, they found that the tourists satisfied with the tourism products and services spent more at a destination than less satisfied visitors. They found that the most interlinked categories of tourist expenditure are accommodation and food. Ovcharov (2015), in his paper "Methodological Problems of Statistical study of regional tourism and tourist expenditure," suggested that multivariate statistical analysis techniques should be used while analysing tourist expenditure in India. They found that four variables, number of trips, trip expenses, structural changes, and travel purposes, significantly impacted tourist expenditure patterns. In his paper, Wall & Yun (2002) mentioned that tourism developments depend

on input sources of secondary industries. By applying input-output analyses to analyse the economic aspects of tourism in China, they found that irrespective of size and diverse economy, tourism has very little contribution to stimulating economic development at the country level. Cumper (1959) mentioned that the tourism industry could not flourish, and profits cannot be generated until and unless special attention cannot be provided to develop those facilities and marketing conditions needed by the tourists at a destination away from their homes. Mehmetagolu (2011) posited that activities available at a destination are the primary determinant of tourist expenditure patterns and found that nature lovers spent more than activity lovers. He also found that the income of tourists is inversely related to tourist expenditure patterns. He also found that daily expenditure is highly influenced by trip-related characteristics and tourists' socio-economic characteristics at a destination. The other tourist expenditure studies have been discussed below. These studies will clarify the variables that affect tourists' consumption expenditure patterns. Tohmo (2018) mentioned that the tourism sector has a vital role in regional development and planning. Researchers and various regional development organizations are often interested in knowing the industries' regional economic effects, including tourism. Using the input-output technique, they found that tourism substantially impacts central Finland's production, employment, and income. Domenech & Gutierrez (2020) posited that travel party, age of the visitors, length of stay, and the tourist activities at a destination have a significant impact on the expenditure of cruise tourists visiting port cities.

3. Research Problem

In short, there is a substantial volume of literature available that emphasis on tourist expenditure patterns, tourism and trade, tourism, and environment and economic growth. But there are very few studies that focus on tourist expenditure patterns in India in general and Jammu and Kashmir in particular. Less attention has been given to the scope of the tourism industry and the tourism environment. Almost all the studies have not discussed how we can create, develop, and decorate the tourism environment for

tourists? How can we motivate them to visit the destination? How can we increase their spending, and how can we sustain it? These questions are not discussed and analysed in these studies. This study has examined the tourist expenditure pattern and, at the same time, analysed how we can increase or sustain it for future benefits and profitability. This study has also focused on the state's tourism potential and stressed the creation, development, and decoration of the tourism environment. In the study, efforts have been made to highlight Jammu and Kashmir's scope and tourism potential so that the tourism environment can be developed, managed, and decorated, which may increase revenue from this sector. This study has analysed the tourist expenditure in three geographical regions of the erstwhile state of Jammu and Kashmir.

4. Methodology and Data Collection

The primary source has been consulted for the data collection process to examine the tourist expenditure pattern in different regions of the erstwhile state. The survey method has been used for the data collection process in the winter and summer seasons during July and December 2019 in three different former Jammu and Kashmir regions. The data has been collected through a detailed questionnaire. Those tourists were interviewed who had almost completed their tour and were ready to exit the state.

Stratified random sampling has been used. With the help of stratified random sampling, the whole state has been divided into three geographical regions, viz. Jammu, Kashmir, and Ladakh. One destination has been selected from strata viz., Jammu from the Jammu region, Srinagar from Kashmir Valley, and Leh from Ladakh. An equal number of respondents has been selected disproportionally. A sample of 100 respondents was disproportionally selected from each region in each season. In this way, a sample of 200 respondents was selected from each region in both seasons. Consequently, a total of 600 respondents have been randomly selected from all three regions.

Various descriptive statistical measures such as average, median, percentage, ANOVA, t-test, and regression have been used in this study. Two regression models have been used to examine the

relationship between socio-economic, demographic variables, travel-related, and related expenditure variables. The explanatory variables used in these regression models consist of quantitative and qualitative variables.

5. Data Analysis

The data analysis of this section has been done in two phases**.** In the first phase of data analysis, descriptive analysis has been carried out, which shows descriptive statistics of all variables used in this study. In the second portion, regression analysis has been done. The study includes two broad categories of respondents: foreign and domestic tourists. Both these categories have two subcategories: package and non-package tourists. Package tourists have been excluded from this study because it was impossible to separate their expenditure patterns into different subcategories of expenditure patterns. Descriptive statistics given in Table 1.1 below show that 19.5% of tourists have opted for the package, and 80.5% have not opted for the package. Among package tourists, 10.50% are domestic, 9% are foreigners, while among non-package tourists, 65% are domestic, and about 15% are foreigners. It also indicates that among non-package tourists, 27% visited the Kashmir region, 24% visited the Jammu region, and 29% visited the Ladakh region.

Table 1.1 Number of non-package tourists

Region	Number of respondents			Percentage		
	Domestic	Foreign	Total	Domestic	Foreign	Total
Visited Kashmir	127	35	162	21.17	5.84	27.00
Visited Jammu	117	30	147	19.50	5.00	24.50
Visited Ladakh	146	28	174	24.34	4.67	29.00
Non- Package	390	93	483	65.00	15.00	80.5
Total package tourists	63	54	117	10.50	9.00	19.5
Total Sample	453	147	600	75.50	24.50	100.0

Source: Field Survey

Table 1.2 Descriptive statistics of non-package tourists

Variables	No. of respondents			Mean		
	Domestic	Foreign	Total	Domestic	Foreign	Total
Time of visit	320	89	409	1.36	1.35	1.35
Length of stay	390	93	483	4.82	4.86	4.82
Destination visited	390	93	483	3.64	3.81	3.67
Number of Companions	390	93	483	4.47	3.73	4.33
Total expenditure	390	93	483	54498.72	71489.25	57770.
Daily expenditure	390	93	483	7618.05	8652.89	7817.3
Total expend. on food	386	93	479	7631.35	8865.59	7870.9
Total expenditure on Ac.	377	91	468	16863.40	22076.92	17877.
Total expend. on transp.	390s	93	483	11484.36	14594.62	12083.
Total expend. on shop.	356	89	445	14581.18	14747.19	14614.
Total expend. Enter.	384	92	476	2490.10	2659.78	2522.9
Willingness to pay.	309	77	386	3182.52	1832.47	2913.2

Source: Field Survey

Descriptive statistics given in Table 1.2 above show that, on average most of the tourists travelled first time to Jammu and Kashmir along with four companions, stayed at least for five days, visited at least four tourist spots, and spent about ₹57700 on average during their trip to Jammu and Kashmir. It has been found that, on average, the daily expenditure of non-package tourists in Jammu and Kashmir is ₹7800. It shows that on average, tourists spent ₹7900 on food, ₹17900 on accommodation, ₹12000 on

transport, ₹14600 on shopping, ₹2500 for entertainment and recreation, and are willing to pay ₹2900 on average for entertainment and recreation if they were provided some entertainment activities such as amusement parks, ropeways, and many other entertaining activities. In terms of percentage, it indicates that on average tourists spent 33% on accommodation, 26% on shopping, 22% on transport, 15% on food and 4% on entertainment and recreation.

Table 1.3 below highlights the total expenditure pattern of non-package tourists visiting Jammu and Kashmir. It shows that the mean expenditure of non-package tourists who have visited Jammu and Kashmir is about ₹57700. The mean expenditure of non-package tourists in the Kashmir region is about ₹64500, ₹53400 in the Jammu region, and about ₹55000 in the Ladakh region. It also shows that the mean expenditure of non-package tourists who visit Kashmir Valley in summer is about ₹71000, and about ₹57800 in winter. The mean expenditure of non-package tourists who visited the Jammu region in summer is about ₹56800 and ₹50000 in winter, while the mean expenditure of non-package tourists who visited the Ladakh region in summer is ₹50600 and is about ₹60000 in winter.

Table 1.3 Total Expenditure of non-package tourists

Regions	Number of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	67	16	83	69126.12	78950.00	71019.88
Kashmir winter	60	19	79	52312.50	75178.95	57812.03
Jammu Summer	58	15	73	58639.66	50020.00	56868.49
Jammu winter	59	15	74	50244.07	49233.33	50039.19
Ladakh Summer	76	15	91	47581.58	66240.00	50657.17
Ladakh winter	70	13	83	50037.14	113423.08	59965.06
Total Kashmir	127	35	162	61182.68	76902.86	64579.01
Total Jammu	117	30	147	54405.98	49626.67	53430.61
Total Ladakh	146	28	174	48758.90	88146.43	55252.33
Total J & K	390	93	483	54498.72	71489.25	57770.19

Source: Field Survey

The descriptive statistic in Table 1.4 below highlights the daily expenditure pattern of non-package tourists visiting Jammu and Kashmir. It shows that the mean daily expenditure of tourists who have visited Jammu and Kashmir is ₹7817.30. The mean daily expenditure of tourists in the Kashmir region is ₹8296.04 and ₹ 7849.49 in the Jammu region and is ₹7344.39 in Ladakh. It also shows that the mean daily expenditure of tourists who visit Kashmir Valley in summer is ₹8943.59 and ₹7615.70 in winter. The mean daily expenditure of tourists who visit the Jammu region in summer is ₹7554.45 and ₹8140.54 in winter. The mean daily expenditure of tourists who visit the Ladakh region in summer is ₹ 7396.59 and ₹7287.16 in winter. It also shows that the mean daily expenditure of domestic tourists who have visited Jammu and Kashmir is ₹7618.05 and that the mean daily expenditure of foreigners is ₹ 8652.89. The mean daily expenditure of domestic tourists in the Kashmir region is ₹7847.55 and ₹7864.74 in the Jammu region and ₹ 7220.71 in the Ladakh region, while the mean daily expenditure of foreign tourists in the Kashmir region is ₹9923.40 and ₹7790.00 in the Jammu region and ₹ 7989.29 in Ladakh region. It also shows that the mean daily expenditure of tourists who visit Kashmir Valley in summer is ₹8943.59 and ₹7615.70 in winter. The mean daily expenditure of tourists who visit the Jammu region in summer is ₹7554.45 and ₹8140.54 in winter. At the same time, the mean daily expenditure of tourists who visit the Ladakh region in summer is ₹7396.59 and ₹7287.16 in winter. It also shows that the mean daily expenditure of domestic tourists who visited Kashmir Valley in summer is ₹8419.39 and ₹7209.00 in winter, while for the foreigners, it was ₹11138.69 in summer and was ₹8900.00 in winter. The mean daily expenditure of domestic tourists who visited the Jammu region in summer was ₹7474.57 and ₹8248.31 in winter, while for the foreigners, it was ₹7863.33 in summer and was ₹7716.67 in winter. The mean daily expenditure of domestic tourists who visited the Ladakh region in summer is ₹695382 and ₹7510.49 in winter, while for the foreigners, it was ₹9640.00 in summer and was ₹6084.62 in winter.

Table 1.4 Daily Expenditure of non-package tourists

Regions	No. of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	67	16	83	8419.39	11138.69	8943.59
Kashmir winter	60	19	79	7209.00	8900.00	7615.70
Jammu Summer	58	15	73	7474.57	7863.33	7554.45
Jammu winter	59	15	74	8248.31	7716.67	8140.54
Ladakh Summer	76	15	91	695382	9640.00	7396.59
Ladakh winter	70	13	83	7510.49	6084.62	7287.16
Total Kashmir	127	35	162	7847.55	9923.40	8296.04
Total Jammu	117	30	147	7864.74	7790.00	7849.49
Total Ladakh	146	28	174	7220.71	7989.29	7344.39
Total J & K	390	93	483	7618.05	8652.89	7817.30

Source: Field Survey

The descriptive statistic given in Table 1.5 below highlights the expenditure pattern of tourists with respect to their transport used for sightseeing and includes only non-package tourists. It shows that the mean expenditure of tourist who has visited Jammu and Kashmir is ₹12083.23 and that the mean expenditure of tourists in the Kashmir region is ₹12765.43 and ₹12197.96 in the Jammu region and is ₹13351.15 in the Ladakh region. It also shows that the mean expenditure of tourists who visited Kashmir valley in summer is ₹13783.13 and ₹ 11696.20 in winter. The mean expenditure of tourists who visited the Jammu region in summer is ₹10734. 25 and ₹13641.89 in winter. While the mean expenditure of tourists who visited the Ladakh region in summer was ₹10743. 96 and ₹12016.87 in winter. It also shows that the mean transport expenditure of domestic tourist who has visited Jammu and Kashmir is ₹11484.36 and that the mean transport expenditure of foreigners is ₹14594.62. The mean transport expenditure of domestic tourists in the

Kashmir region is ₹10909.45 and is ₹12171.79 in the Jammu region, and is ₹11433.56 in the Ladakh region, while the mean transport expenditure of foreign tourists in the Kashmir region is ₹19500.00 and ₹12300.00 in Jammu region and ₹10921.43 in Ladakh region. It also shows that the mean transport expenditure of domestic tourists who visit Kashmir Valley in summer is ₹12216.42 and ₹9450.00 in winter, while for the foreigners, it is ₹20343.75 in summer and is ₹ 18789.47 in winter. The mean transport expenditure of domestic tourists who visit the Jammu region in summer is ₹10708.62 and ₹ 13610.17 in winter, while for the foreigners, it is ₹ 10833.33 in summer and is ₹13766.67 in winter. The mean transport expenditure of domestic tourists who visit the Ladakh region in summer is ₹1030921and ₹12654.29 in winter, while for the foreigners, it is ₹12946.67 in summer and is ₹8584.62 in winter.

Table 1.5 Expenditure on Transport used for sightseeing

Regions	No. of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	67	16	83	12216.42	20343.75	13783.13
Kashmir winter	60	19	79	9450.00	18789.47	11696.20
Jammu Summer	58	15	73	10708.62	10833.33	10734.25
Jammu winter	59	15	74	13610.17	13766.67	13641.89
Ladakh Summer	76	15	91	1030921	12946.67	10743.96
Ladakh winter	70	13	83	12654.29	8584.62	12016.87
Total Kashmir	127	35	162	10909.45	19500.00	12765.43
Total Jammu	117	30	147	12171.79	12300.00	12197.96
Total Ladakh	146	28	174	11433.56	10921.43	13351.15
Total J & K	390	93	483	11484.36	14594.62	12083.23

Source: Field survey

Table 1.6 Expenditure on Accommodations

Regions	No. of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	62	16	78	19330.65	29375.00	21391.03
Kashmir winter	58	19	77	16215.52	24736.84	18318.18
Jammu Summer	58	15	73	15465.52	15200.00	15410.96
Jammu winter	58	15	73	20775.86	16866.67	19972.00
Ladakh Summer	73	14	87	14472.60	26928.57	16477.01
Ladakh winter	68	12	80	15588.24	17583.33	15887.50
Total Kashmir	120	35	155	17825.00	26857.14	19864.52
Total Jammu	116	30	146	18120.69	16033.33	17691.78
Total Ladakh	141	26	167	15010.64	22615.38	16194.61
Total J & K	377	91	468	16863.40	22076.92	17877.14

Source: Field Survey

Table 1.6 above highlights the expenditure pattern of tourists (non-package tourists) concerning the accommodation that they have opted for their stay. It shows that the mean expenditure on accommodation of tourist who has visited Jammu and Kashmir is ₹17877.14 and that the mean expenditure of tourists on accommodation in the Kashmir region is ₹19864.52 and ₹17691.78 in the Jammu region and is ₹16194.61. It also shows that the mean expenditure on accommodation of tourists who visit Kashmir Valley in summer is ₹21391.03 and ₹18318.18 in winter. The mean expenditure of tourists who visit the Jammu region in summer is ₹15410.96 and ₹19972 in winter. The mean expenditure of tourists who visit the Ladakh region in summer is ₹16477.01 and ₹15865.38 in winter. It also shows that the mean expenditure on accommodation of domestic tourists who visit Kashmir Valley in summer is ₹19330.65 and ₹ 16215.52 in winter, while for the foreigners, it is ₹29375.00 in summer and ₹24736.84 in winter. The

mean expenditure on accommodation of foreigners who visit the Jammu region in summer is ₹15200.00 and ₹16866.67 in winter, while for the domestic tourist, it is ₹15465.52 in summer and is ₹20775.86 in winter. The mean expenditure on accommodation of domestic tourists who visit the Ladakh region in summer is ₹14472.60 and ₹15588.24 in winter, while for the foreigners, it is ₹26928.57 in summer and ₹17583.33 in winter.

Table 1.7 below highlights the expenditure pattern of tourists with respect to their food. It shows that the mean expenditure on food by tourists who visit Jammu and Kashmir is ₹7870.98 and that the mean expenditure of tourists on food in the Kashmir region is ₹10038.12 and ₹6216.33 in the Jammu region and ₹7269.19. It also shows that the mean expenditure on tourists' food who visit Kashmir Valley in summer is ₹10228.92 and ₹9832.47 in winter. The mean expenditure of tourists who visit the Jammu region in summer is ₹7090.41 and ₹5354.05 in winter. The mean expenditure of tourists who visit the Ladakh region in summer is ₹6638.89 and ₹7960.98 in winter. It also shows that the mean expenditure on the food of domestic tourists who visit Kashmir Valley in summer is ₹9647.76 and ₹9760.34 in winter, while for the foreigners, it is ₹126602.50 in summer and is ₹ 10052.63 in winter. The mean expenditure on the food of foreigners who visit the Jammu region in summer is ₹6720.00 and ₹5800 in winter, while for the domestic tourist it is ₹7186.21 in summer and ₹5240.68 in winter. The mean expenditure on the food of domestic tourists who visit the Ladakh region in summer is ₹5969.33 and ₹8108.70 in winter, while for the foreigners, it is ₹ 9986.67 in summer and ₹7176.92 in winter.

Table 1.7 Expenditure on Food

Regions	No. of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	67	16	83	9647.76	126602.50	10228.92
Kashmir winter	58	19	77	9760.34	10052.63	9832.47
Jammu Summer	58	15	73	7186.21	6720.00	7090.41
Jammu winter	59	15	74	5240.68	5800.00	5354.05
Ladakh summer	75	15	90	5969.33	9986.67	6638.89

Ladakh winter	69	13	82	8108.70	7176.92	7960.98
Total Kashmir	125	35	160	9700.00	11245.71	10038.12
Total Jammu	117	30	147	6205.63	6260.00	6216.33
Total Ladakh	144	28	172	6994.44	8682.14	7269.19
Total J & K	386	93	479	7631.35	8865.59	7870.98

Source: Field Survey

Table 1.8 below shows the expenditure pattern of tourists with respect to entertainment and recreation. It shows that the mean expenditure on entertainment and recreation of tourists visiting Jammu and Kashmir is ₹2522.90. The mean expenditure on entertainment and recreation of tourists in the Kashmir region is ₹3006.83 and ₹2079.72 in the Jammu region. It also shows that the mean expenditure on entertainment and recreation of tourists who visit Kashmir Valley in summer is ₹3318.67 and ₹2675 in winter. The mean expenditure of tourists who visited the Jammu region in summer is ₹2481.94 and ₹1671.83 in winter. In comparison, the mean expenditure of tourists who visited the Ladakh region in summer is ₹2278.19 and ₹2683.95 in winter. It also shows that the mean expenditure on the entertainment of domestic tourists who visit Kashmir Valley in summer is ₹3154.48 and ₹2899.15 in winter, while for the foreigners it is ₹4006.25 in summer and ₹1978.95 in winter. The mean expenditure on the entertainment of foreigners who visit the Jammu region in summer is ₹2335.71 and ₹1966.67 in winter, while for the domestic tourist, it is ₹2517.24 in summer and is ₹1592.86 in winter. The mean expenditure on the entertainment of domestic tourists who visit the Ladakh region in summer is ₹2138.16 and ₹2589.71 in winter, while for the foreigners, it is ₹2633.33 in summer and ₹3176.92 in winter.

Table 1.8 Expenditure on recreation and entertainment

Regions	No. of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	67	16	83	3154.48	4006.25	3318.67
Kashmir winter	59	19	78	2899.15	1978.95	2675.00
Jammu Summer	58	14	72	2517.24	2335.71	2481.94
Jammu winter	56	15	71	1592.86	1966.67	1671.83

Ladakh summer	76	15	91	2138.16	2633.33	2278.19
Ladakh winter	68	13	81	2589.71	3176.92	2683.95
Total Kashmir	126	35	116	3034.92	2905.71	3006.83
Total Jammu	114	29	143	2063.16	2144.83	2079.72
Total Ladakh	144	28	172	2351.39	2885.71	2438.37
Total J & K	384	92	476	2490.10	2659.18	2522.90

Source: Field Survey

Table 1.9 Expenditure on Shopping

Regions	No. of respondents			Mean		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Kashmir Summer	59	16	75	18584.75	15375.00	17900.00
Kashmir winter	54	19	73	14814.81	17684.21	15561.64
Jammu Summer	55	14	69	14849.09	15500.00	14981.16
Jammu winter	54	15	69	12018.52	11866.67	11985.51
Ladakh summer	70	12	82	14542.86	15833.33	14731.71
Ladakh winter	64	13	77	12667.19	11192.31	12418.18
Total Kashmir	113	35	148	16783.19	16628.57	16746.62
Total Jammu	109	29	138	13446.79	13620.69	13483.33
Total Ladakh	134	25	159	13647.01	13420.00	13611.32
Total J & K	356	89	445	14581.18	14747.19	14614.38

Source: Field Survey

Descriptive statistics given in Table 1.9 above show the expenditure pattern of tourists on shopping. It shows that the mean expenditure of tourists who visit Jammu and Kashmir on shopping is ₹14614.38 and that the mean expenditure of tourists on shopping in the Kashmir region is ₹16746.62 and ₹13483.13 in the Jammu region and ₹13611.32 in the Ladakh region. It also shows that the mean expenditure on shopping of tourists who visit Kashmir Valley in summer is ₹17900.00 and ₹15561.64 in winter. The mean expenditure on shopping of tourists who visit the Jammu region in summer is ₹14981.16 and ₹11985.51 in winter, while the mean expenditure of tourists who visit the Ladakh region in summer is ₹14731.71and is ₹12418.18 in winter. It also shows that the mean expenditure on shopping of domestic tourists who visit Kashmir

Valley in summer is ₹18584.75 and ₹14814.81 in winter, while for the foreigners, it is ₹15375.00 in summer and ₹17684.21 in winter. The mean expenditure on shopping of foreigners who visit the Jammu region in summer is ₹15500.00 and ₹11866.67 in winter, while for the domestic tourists it is ₹14849.09 in summer and ₹12018.52 in winter. The mean expenditure on shopping of domestic tourists who visit the Ladakh region in summer is ₹14542.86 and ₹12667.19 in winter, while for the foreigners, it is ₹15833.33 in summer and ₹11192.31 in winter.

6. Regression analysis

The first linear regression model was used to determine the impact of socioeconomic, demographic, and travel-related variables on the total tourist expenditure pattern (T.E.). For this purpose following variables are chosen

$$\begin{aligned} LTE = {} & \beta_0 + \beta_1 Rag + \beta_2 Red + \beta_3 Rfs + \beta_4 Lin + \beta_5 RN(D_1) + \beta_6 Rg(D_2) \\ & + \beta_7 Rms\,(D_3) + \beta_7 ocu(D_4) + \beta_1 Ncs + \beta_2 Ls + \beta_3 Ndv + \beta_4 Tex\,(D_5) \\ & + \beta_5 Ft\,(D_6) + \epsilon_i \end{aligned}$$

LTE = Log of Total expenditure; Rag = Respondent's age; Red = Respondent's education; Rfs = Respondents family size RN= Respondent's nationality, Indian 1, Foreigner 0; Rg= respondent's gender, (D_2)Male 1, Female 0; Ls = Length of stay; Lincome= Log of Income; Rms = Respondent's Marital status (D_3)Married 1 and unmarried 0; $ocu(D_4)$= Occupation Govt., employ 1, Private employ 1 and Labour 0; Ncs = Number of companions; Ndv = number of destinations visited; Tex = Travel experience, (D_5)first time1, otherwise 0;; Ft = Food type, (D_6) non-vegetarian 1 otherwise 0;

Table 1. 10 Results of Model 1

Model Variables	Unstandardized Coefficients		Standardized Coeff.	T	Sig.
	B	Stand. Error	Beta		
Constant	3.512	.174	-	20.096	.000
Rag	.003	.001	.122	3.436	.001

Red		.007	.003	.068	2.160	.031
Rfs		-.014	.006	-0.75	-2.442	.015
Lin		.181	.049	.150	3.681	.000
Rg		-.065	.028	-.076	-2.371	.018
Rms		.034	.036	.037	.958	.338
RN		-.139	.037	-.154	-3.698	.000
Roc Dummies Labour,0	BM	.040	.031	.051	1.295	.196
	GE	.097	.033	.113	2.936	.003
	PE	.015	.035	.016	.418	676
NCs		0.46	.004	.433	13.194	.000
LS		.031	.006	.156	4.952	.000
NDs		.045	.009	.157	4.826	.000
Tex		.048	0.23	.066	2.067	.032
Ft		.045	.023	.063	1.991	.047
Dependent Variable = LTE (Log of total Expenditure of the respondents) R = .684[a], R square = 0. 467, adjusted R square = .454 and St. error= .25994 F = 34.110……Sig. 000[b]						

The results of this linear regression model indicate that the value of R^2 is 0.467, which means that about 46% change in total tourist expenditure (dependent Variable) on average is explained jointly by socio-economic and demographic variables and travel-related variables (Independent Variables) viz., age, education, family size, sex, marital status and yearly income, length of stay, number of companions, number of destinations visited, travel experience, food type, and nationality. Most of the independent values are statistically significant, but dummy marital status, dummy businessmen and private employees are insignificant. It indicates that a 1% increase in income brings about a 0.18% change in expenditure, a 1% increase in respondent's age brings about a 0.3% increase in expenditure, and a 1% increase in education brings about a 0.7% increase in expenditure. It indicates that males spent 6.5% less than females, married spent 3.4% more than unmarried but is statistically insignificant, and domestic (Indian) tourists spent 13.9% less than foreigners. It further indicates that government employees spent 9.7% more than labours, private employees spent 1.5% more than labours but is statistically insignificant, and businessmen spent 4% more than labours but is statistically insignificant. It also highlights that the total expenditure increases by 4.6% by increasing one travel companion. By spending one more

day at the destination, total expenditure increases by 3.1%; by visiting one more destination, expenditure increases by 4.5%. It also indicates that first-time visitors spent 4.8% more than repeated visitors, and non-vegetarians spent 4.8% more than vegetarians.

6.1. Second linear- Regression Model

$$LTE = \beta_0 + \beta_1 + \beta_1 season\,(D_1) + \beta_2 Region(D_2) + \beta_1 Ncs + \beta_2 Ls + \beta_3 Ndv + \beta_4 Tex\,(D_3) + \epsilon_i$$

LTE = Log of Total expenditure, (D_1) summer, 1, winter, 0; Region(D_2) Ladakh, 0 other, 1 Ncs = Number of companions; Ndv = number of destinations visited; Tex = Travel experience (D_3)First time1, otherwise 0 and LS= length of stay.

Table 1.11 Results of Model -11

Model Variables		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Stand. Error	Beta		
Constant		3.995	.048		82.720	.000
Season (S,1;W,0)		-.057	.024	-.081	-2.351	.019
Region, Ladakh,0	Kashmir	.065	.030	.087	2.122	.034
	Jammu	.062	.030	.083	2.082	.038
NCs		.040	.004	.378	11.122	.000
LS		.043	.007	.214	6.062	.000
Ndv		.065	.011	.227	6.125	.000
Tex First time,1 otherwise,0		.100	.025	.139	4.041	.000
Dependent variable, LTER= .590; R square = .348; adjusted R square = .341 Std. error= 28538; F = 45.224…….Sig .000						

The results of this linear regression model indicate the value of R^2 is 0.348, which means that about 34% change in total tourist expenditure (dependent Variable) on average is explained jointly by demographic variables and travel-related variables (Independent Variables) viz., length of stay, number of companions, number of destinations visited, travel experience, season and region. All the independent variables are statistically significant. It indicates that tourists who visited Jammu and

Kashmir in summer, on average, spent 5% less than tourists who visited in winter. It also indicates that tourists who visited Kashmir valley on average spent 6% more than tourists who visited the Ladakh region, while tourists who visited Jammu region also spent 6% more than tourists who visited the Ladakh region. Therefore, tourists who visited the Ladakh region spent 6% less than the tourists who visited both Jammu and Kashmir regions, respectively. It also highlights that by increasing one travel companion, the total expenditure increases by 4%. By spending one more day at the destination, total expenditure increases by 4%; by visiting one more destination, expenditure increases by 6%. It also indicates that first-time visitors spent 10% more than repeated visitors.

7. Hypothesis Testing

From the above discussion, we conclude that there is a big difference in tourists' expenditure patterns with reference to different expenditure categories and with reference to different regions. But further, we have to analyze whether these differences are significant or not. For this, we have developed three null hypothesizes:

1) There is no significant difference in the mean expenditure of non-package tourists who have travelled to Jammu and Kashmir either in summer or in winter.

2) There is no significant difference in foreign and domestic non-package tourists' mean expenditure travelled to Jammu and Kashmir.

3) There is no significant difference in the expenditure pattern of non-package tourists travelling to all three regions of erstwhile Jammu and Kashmir in two different seasons.

Two-Way or univariate ANOVA results for the first two hypotheses.

Table –I Descriptive Statistics

Non-Package tourists		Mean	Std. deviation	Number of respondents
Domestic	Travelled in summer	4.6214	.33429	201
	Travelled in winter	4.5821	.34476	189
	Total	4.6023	.33954	390
Foreigner	Travelled in summer	4.7267	.30172	46
	Travelled in winter	4.7347	.33210	47
	Total	4.7308	.31574	93
Total	Travelled in summer	4.6410	.33045	247
	Travelled in winter	4.6125	.34700	236
	Total	4.6271	.33859	483

Table-II Levene's Test of Equality of Error of Variance

F	df1	df2	Sig.
.716	3	479	.543

In order to prove these null hypotheses, the Two-Way ANOVA test has been used. Part first of the test provides the descriptive statistics (given in Table-I above) of the independent variables, which shows that 210 domestic respondents traveled in summer and 189 traveled in winter, while 46 foreign respondents travelled in summer and 47 travelled in winter in Jammu and Kashmir. Part 2nd of the test analysis (given in Table-II above) shows Levene's test results. Levene's test's significance value is greater than .05, so as per this assumption, we go ahead with our valid results. Part 3rd of the test analysis (given in Table-III above) shows the results of the univariate ANOVA test, which tests whether there is no significant difference in the mean expenditure of non-package tourists who have travelled to Jammu and Kashmir either in summer or winter and there is no significant difference in the mean expenditure of foreign and domestic non-package tourists traveled to Jammu and Kashmir. If the significance values are greater than .05, we have to accept our null hypothesis and conclude that there is no significant

difference across groups. But if the significance values are less than .05, we have to reject our null hypothesis and can conclude that there is a significant difference across groups.

Table-III Results of Univariate ANOVA

Source	Type III sum of squares	Df	Mean square	F	Sig.	Partial Eta Squared
Corrected Model	1.391[a]	3	.464	4.122	.007	.025
Intercept	6538.388	1	6538.388	58142.001	.000	.992
Nationality	1 .249	1	1 .249	11.108	.001	.023
Season of travel	.018	1	.018	.163	.687	.000
Nationality* Season	.042	1	.042	.374	.541	.001
Error	53.866	479	.112	-	-	-
Total	10396.115	483	-	-	-	-
Corrected Total	55.257	482	-	-	-	-

As in our case, the Univariate ANOVA test's significance values are less than .05 in the case of nationality (which has two groups, domestic and foreigners) but greater in season (which has two groups, summer and winter) and is also greater than in their interaction. Therefore we can conclude that there is a significant difference between the mean expenditure of foreign and domestic non-package tourists traveling to Jammu and Kashmir. At the same time, there is no significant difference between package tourists who have travelled to Jammu and Kashmir either in summer or in winter. Therefore we can say the mean expenditure of tourists traveling either in summer or winter is the same. It has also been found insignificant in their interaction. Hence, we can say that their interaction has also not affected the dependent variable.

In the end, it was analyzed whether there is a significant difference in the expenditure pattern of the tourists in three geographical regions and in two different seasons visiting Jammu and Kashmir and whether there is a significant difference in the expenditure pattern of the overall domestic and foreign tourists visiting Jammu and Kashmir. For this, we have two-way or univariate ANOVA. The significance values of the Univariate ANOVA test are less than .05 in the case of nationality (which has two groups, domestic and

foreigners) and region but is greater in season (which has two groups, summer and winter). It also shows interaction significance value between region and nationality is less than .05 and greater between region and season, nationality and season, and between all of them. Therefore we can conclude that there is a significant difference in the mean expenditure of overall tourists in all three regions traveling to Jammu and Kashmir, while there is no significant difference in the expenditure pattern of overall tourists who have traveled to Jammu and Kashmir either in summer or in winter. Therefore we can say the mean expenditure of tourists travelling either in summer or winter is the same. We can also conclude that there is a significant difference in the mean expenditure of overall domestic and foreign tourists, and the interaction effect between o nationality and region is also significant.

Table-I Results of Two-way Univariate ANOVA

Source	Type III SSqs.	Df	Mean Sq.	F	Sig.
Corrected Model	7.294[a]	11	.663	5.846	.000
Intercept	9459.449	1	9459.449	83391.905	.000
Region (K, J and L)	.901	2	.901	3.972	.019
Season of travel (Sumer, wint.)	.013	1	.013	.114	.737
Nationality (F, D)	3.669	1	3.669	32.344	.000
Region* Season	4.35	2	.217	1.917	.148
Region* Nationality	1.087	2	.543	4.790	.009
Season* Nationality	.008	1	.008	.072	.788
Region*Season* Nationality	.105	2	.053	.463	.630
Error	66.699	588	.113	-	-
Total	13294.858	600	-	-	-
Corrected Total	73.993	599	-	-	-

Table- I 1Post-hoc test

Region		Mean difference	Std. error	Sig.
Kashmir	Jammu	.0026	.03368	.997
	Ladakh	.0979	.03368	.011
Jammu	Kashmir	-.0026	.03368	.997
	Ladakh	.0953	.03368	.013
Ladakh	Kashmir	-..0979	.03368	.011
	Jammu	-. .0953	.03368	.013

Part 2nd of the test analysis (given in table-I1 below) shows the Post hoc test results, which is an extension of the ANOVA test. As ANOVA tells us the overall significance of the expenditure in all three regions, post hoc compares these regions. As in our case, there is a significant difference between the mean expenditure of overall tourists across the three regions. But we cannot say whether this significant relation is only between the Kashmir region and the Jammu region or only Ladakh and Kashmir. The post hoc provides the answer to these questions. The results indicate that there is a significant difference in the mean expenditure of overall tourists between the Kashmir region and Ladakh region, respectively, while insignificant between the Kashmir region and the Jammu region. It also shows that there is a significant difference in the mean expenditure of overall tourists between the Jammu region and Ladakh region and insignificant between Jammu and Kashmir. It also shows a significant difference in the mean expenditure of overall tourists between the Ladakh region and the Jammu region and a significant difference between Ladakh and Kashmir. Therefore, we can conclude that there is no significant difference in the expenditure pattern of overall tourists visiting either the Jammu region or Kashmir region, which means they are following the same expenditure pattern while there is a significant difference in the expenditure pattern of overall tourists visiting either Kashmir region or Ladakh region that means they are following different expenditure pattern. We can also conclude that there is also a significant difference in the expenditure pattern of overall tourists visiting either the Ladakh region or the Jammu region, which means they are following different expenditure patterns.

8. Discussion

It was found that the length of stay, travelling companions, and visiting tourist destinations are almost the same for both foreign and domestic non-package tourists, but their expenditure varies. Non-package foreigners spend more than domestic tourists for each tourism product, but they are not willing to pay much amount for entertainment and recreation if they were to provide many entertainment facilities. This indicates that non-package foreigners are less interested in or less satisfied with entertainment and recreation activities in Jammu and Kashmir. It was found that the mean expenditure of non-package tourists travelling either in summer or winter is the same. It has also been found insignificant in their interaction. Therefore, we say that their interaction has also not shown any effect on the dependent variable.

It was found that the mean expenditure of overall tourists travelled either in summer or winter is same. It was also concluded that there is a significant difference in the mean expenditure of overall domestic and foreign tourists. The interaction effect between nationality and region is also significant. The results also confirmed that there is a significant difference in the mean expenditure of overall tourists between the Kashmir region and Ladakh region, respectively, while insignificant between the Kashmir region and the Jammu region. It also shows a significant difference in the mean expenditure of overall tourists between the Jammu and Ladakh region and insignificant between Jammu and Kashmir. It also shows a significant difference in the mean expenditure of overall tourists between the Ladakh region and the Jammu region and a significant difference between Ladakh and Kashmir. Therefore we can conclude that there is no significant difference in the expenditure pattern of overall tourists visiting either the Jammu region or Kashmir region, which means they are following the same expenditure pattern while there is a significant difference in the expenditure pattern of overall tourists visiting either Kashmir region or Ladakh region that means they are following different expenditure pattern. It was also concluded that there is also a significant difference in the expenditure pattern of overall tourists

visiting either the Ladakh region or the Jammu region, which means they are following different expenditure patterns.

The first regression model results indicate that travel-related variables have more impact on total tourist expenditure than socioeconomic and demographic variables. The second regression model posited that tourists who visited Jammu and Kashmir in summer on average spent 5% less than tourists who visited in winter. It also indicates that tourists who visited Kashmir valley spent 6% more than tourists from the Ladakh region. In comparison, tourists who visited Jammu region also spent 6% more than tourists who visited the Ladakh region. Therefore, we can say that tourists who visited the Ladakh region spent 6% less than those who visited both Jammu and Kashmir regions. It also highlights that by increasing one travel companion, the total expenditure increases by 4%. By spending one more day at a destination, incremental expenditure rises by 4%; by visiting one more destination, expenditure increases by 6%. It also indicates that first-time visitors spent 10% more than repeated visitors.

9. Conclusion

Therefore, we can conclude that the tourism industry in Jammu and Kashmir may generate income and create employment opportunities through tourist spending if organized efficiently and appropriately. Firstly, we should make the best tourism environment for the tourists in Jammu and Kashmir. For this, we should increase the size of the natural environment by exploring new destinations and developing old ones. Secondly, we should create new symbiotic products and develop old ones to attract most tourists to the state. Thirdly, we should establish and decorate accommodation facilities with modern facilities in all the three regions, and a ban should be imposed on the construction of hotels in general but at tourist destinations in particular. Thirdly, we must develop roads, drainage and sewage system in all three regions. Fourthly, we need to develop a communication system in the state. Fifthly, we should create a peaceful environment for tourists. There should not be a ban on the Internet in any way. We should not stop transport unnecessarily every five minutes on the national highway. We should not issue any advisory that creates a threat among people eager to visit Jammu and Kashmir. We should not

keep military persons at every corner of the roads, particularly in tourist places, and stop killing civilians. All these factors of state terrorism thwart the growth of the tourism sector in Jammu and Kashmir in general, particularly in the Kashmir region. These forms of terrorism contemplate a sense of threat to the tourists eager to visit Jammu and Kashmir. Finally, after creating this peaceful tourism environment, we should promote tourism in all the countries of the world and in all the states of the country in general, particularly in the high per capita income countries and states. Most tourists can be expected to visit Jammu and Kashmir from these countries and states because most people in these countries and states have a high income, which will be a good factor in motivation to travel to any destination for leisure purposes. This promotion can be done by launching a tourism campaign either on social media or television channels in these countries and states. The government of the state should undertake some policy measures to attract both domestic and foreign tourists.

This study also enables the policymakers to obtain the necessary information to implement an adequate policy to attract many tourists who are heavy spenders. They should give the best and proper entertainment activities for the tourists because the study found that tourists, particularly foreigners, spent less on entertainment activities in Jammu and Kashmir. It indicates that foreigners are less satisfied with the entertainment activities in Jammu and Kashmir. Various tourism-related activities should be provided to increase their length of stay and spend more money in Jammu and Kashmir. It is also beneficial for marketers and tour operators to know the attributes of tourists at a destination and provide them facilities accordingly. It also helps them to provide genuine, affordable, and attractive packages to boost their business and tourism inflow to Jammu and Kashmir. They should identify those areas of business where tourists spend more money. The marketing sector should be developed by providing good quality of easily available and affordable products.

Finally, both tourist arrivals and receipts could be maximized by enlarging the tourism environment in all its forms, natural, symbiotic, and artificial, and providing a peaceful and conducive environment to the tourists.

End Notes

i Before bifurcation Jammu and Kashmir has three geographical regions namely, Jammu, Kashmir and Ladakh. After bifurcation the state was divided into two union territories namely Jammu and Kashmir, and Ladakh.

ii Jafari, (1997) described tourism as "the study of man away from his usual habitat, of the industry which responds his needs, and of impacts that both he and the industry have on the host's socio-cultural, economic and physical environment" (Rodday, Biwal & Joshi, 2009).

iii United Nations states that "tourist is a person stayed in a foreign country or outside of his/ her state for more than 24 hours and less than six months for any non-immigration purposes" (UNWTO).

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