ANALYSING TRANSPORTATION COST AND DURATION OF STAY OF TOURISTS

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ABSTRACT

Travel and tourism is the largest growing industry in the world, it also contributing handsome share in generating employment globally. It remains a main religious, recreational, social and business interests viz a viz human urge adventure, education, and entertainment. It results into economic development and has the potential to induce other sectors of the economy across synergistic through its backward and forward linkages. Along with other indices transportation is also a major segment of tourist activity across the globe. This study explores the tourist expenditure on transportation to Shahdra Shrief of District Rajouri of State J&K.

Keywords: Tourist; Mode; Transportation; Pattern; Expenditure

INTRODUCTION

Studies show that travel related characteristic is one of the most influential variables affecting tourism expenditure patterns. Studies in past across the world also shows tourist’s viewpoint that the expenditure amount is influenced by the characteristics of a trip and its utility. Travel related characteristics includes size of travelling party, length of stay, travel purpose/motive, previous visits, mode of travel, place of residence, type of accommodation, transportation mode, composition of travel group, etc.

OBJECTIVES

1. To know the mode of transportation of tourist visiting to Shahdra Shrief Shrine Rajouri J&K.
2. To explore the average expenditure of each tourist on transportation to Shahdra Shrief Shrine Rajouri J&K.

HYPOTHESIS

H₀: Mode of transportation of tourists and expenditure of tourists to Shahdra Shrief Shrine are two completely separate indices.

METHODOLOGY

Responses of 734 tourists have been gathered from the tourist visited to Shahdra Shrief Shrine. Data is analysed by using very basics statistical tool like percentage, frequency distribution and average, phi chart has been used with the help of SPSS and Excel.
REVIEW OF LITERATURE

Literature on the transportation of tourists across world is available in wide range of activities; few of studies have been discussed here under.

Kim W.G., Kim, T., Gazzoli, G., Park, Y,. Kim, S.H.,Park,S.S,. (2011), Studies the factor affecting travels expenditure of visitors in Macau. Tobit analysis was employed to examine the determinants of visitors’ travel related Expenditure categories. The findings disclosed that tourists who were married, had a higher education background and household income and were in a large party tended to spend more on total travel-related expenditures. Study also showed that independent tourists spent significantly more on meals, lodging, entertainment, gambling, local transportation and sightseeing. Study suggest that Macau tourism bureau should take full advantage of attracting more male travellers from mainland China, who generate higher revenues to tourism and hospitality firms. Another important implication to destination marketers is that Macau should shift its marketing efforts from its heavy reliance on group tourists from mainland China and Taiwan to independent travellers, who were found to make higher economic contributions to the Macau tourism industry.

Wang et al (2006) found that household income was a important factor in explaining tourist expenditures on eating's and in restaurants, and their findings were consistent with those of some previous studies.

As per reports of tourism statistics - expenditure, accommodation took up the largest share of the tourism budget of Europeans residents. Accommodation took up 37 % of tourism expenditure, while transport accounted for 32 % and miscellaneous other costs for 31 %. Talking about European tourists, the share of transport expenditure was higher by 10 percentage points for outbound trips than for domestic trips. The difference in the share of accommodation expenditure was less important (+6 percentage points for outbound trips).

On average, expenditure per trip was higher for trips for which the main accommodation was rented. The average cost of trips spent at hotels was EUR 564 (as compared to the overall average of EUR 353) while trips spent at an own holiday home cost EUR 167 and those spent at accommodation provided free of charge by friends or relatives cost EUR 155. For trips where the main means of accommodation was rented accommodation, the average expenditure per night on accommodation was EUR 43 – ranging from EUR 21 per night for trips spent mainly at camp sites to EUR 56 for trips spent mainly at hotels.

According to Laesser and Crouch (2006) level of tourism expenditure is explained by the objective elements of any trip i.e. place of origin or country of residence, consumer perception, choice of destination, number of companion on the trip, total duration of the trip, mode of travel and type of accommodation, as well as by the trips subjective elements i.e. travel motivation.

Laesser and Crouch (2006) also investigated that the relationship between overall expenditures on travel and the characteristics of a trip (eg. duration of trip, type of accommodation, etc) and the reason for travel. Their finding shows that visitors who had different purpose i.e. conference or a beach holiday and different types of visitors i.e. group tours or individual tours had different expenditure patterns. However, Laesser and Crouch (2006) did not divide the expenditure into specific categories such as accommodation, transportation, food and beverages, etc. They analysed overall expenditure with regard to characteristics of a trip, the reasons for travel and the influences for travel.

Wilton and Nickerson (2006) found that, in order to conduct an economic impact study, detailed visitor expenditure data remains a key input, and it was also an important device for destination branding and tourism policy makers. The categories of visitor expenditure surveyed during visits in Montana included broad spending items; lodging, restaurant, bar, groceries, gasoline, entrance fees and campground. Their study found different expenditure patterns between first timers and repeated visitors: average daily expenditures of repeat visitors were higher than those of first-time visitors. Repeat visitors also stayed nearly two days longer than first-time visitors.
Analysis of Expenditure of Tourist to Shahdra Shrief Shrine

Tourism and travel leads to, many developmental activates in downtrodden and forbidden areas across the world. Tourism including travel has an impact in all areas where tourists visit. Tourist expenditure can be analysed by incorporating all major tourist indices which includes accommodation, transportation, dining, purchasing etc. In this section transportation related expenditure is analysed here under from the tourist who visit to Shahdra Shrief Shrine, Rajouri J&K.

Mode of Transportation

Mode of transportation remains a great concern for all visitors as Shrine is located in the interior of the foot hills of the Pir-Panjal in Thanamandi Tehsil of Rajouri. As this activity of transportation also determines the expenditure of Pilgrims to Shahdra thus their spending on transportation one way or another turn out to be the source of earning for transporters operating in Shahdra and Rajouri as well.

Table 1. Mode of Transportation

<table>
<thead>
<tr>
<th>Mode of transportation</th>
<th>Pilgrims</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>222</td>
<td>30</td>
<td>30.2</td>
<td>30.2</td>
</tr>
<tr>
<td>Matador</td>
<td>42</td>
<td>5.7</td>
<td>5.7</td>
<td>36.0</td>
</tr>
<tr>
<td>Tata Sumo/Tempo Travel</td>
<td>221</td>
<td>30.1</td>
<td>30.1</td>
<td>66.1</td>
</tr>
<tr>
<td>Private Car</td>
<td>203</td>
<td>27.7</td>
<td>27.7</td>
<td>93.7</td>
</tr>
<tr>
<td>Any other mode</td>
<td>46</td>
<td>6.3</td>
<td>6.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>734</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Figure 1. Mode of Transportation of Respondents

Table 2. Expenditure incurred on Transportation

<table>
<thead>
<tr>
<th>Expenditure incurred on Transportation</th>
<th>Pilgrims</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing</td>
<td>36</td>
<td>4.9</td>
<td>4.9</td>
<td>4.9</td>
</tr>
<tr>
<td>Rs. 100 - 500</td>
<td>382</td>
<td>52.0</td>
<td>52.0</td>
<td>56.9</td>
</tr>
<tr>
<td>Rs. 501-1000</td>
<td>88</td>
<td>12.0</td>
<td>12.0</td>
<td>68.9</td>
</tr>
<tr>
<td>Rs. 1001-1500</td>
<td>51</td>
<td>6.9</td>
<td>6.9</td>
<td>75.9</td>
</tr>
<tr>
<td>Rs. 1501-2000</td>
<td>60</td>
<td>8.2</td>
<td>8.2</td>
<td>84.1</td>
</tr>
<tr>
<td>Rs. 2001-5000</td>
<td>84</td>
<td>11.4</td>
<td>11.4</td>
<td>95.5</td>
</tr>
<tr>
<td>More than Rs. 5000</td>
<td>33</td>
<td>4.5</td>
<td>4.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>734</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Figure 2. Expenditure incurred on Transportation

From the above table 1, it has been found that, almost 30% each of pilgrims travelled by through Bus and Tata Sumo/Tempo. Some local visitors also visit to the shrine by walking without using any mode (vehicle) for transportation. Another, section of devotees visits to Shrine with bare feet to show gesture of their faith and devotion, though their number is small but both of these group account 6% of the total. Besides them 27% pilgrims also travel through their own vehicles and remaining 6% travel through Matadors.

Expenditure incurred on Transportation

Distribution Table 2, shows that more than half of the pilgrims spend Rs. 100 to 500 on transportation, and 12% pay out Rs. 501 to 1000 for transportation and 11% spend Rs. 2001 to 5000. Beside them some pilgrims comprises of 7% and 8% of spend Rs. 1001 to 1500 and Rs. 1501 to 2000 on transportation related activities. On average maximum pilgrims spend Rs. 100 to 500 on transportation.

Duration of the Trip

Thousands of people visit to Shahdra Shrief Shrine throughout the year from State J&K and from different parts of the country. As bulk of the respondents belongs from the same area, therefore, majority of the respondents were on 1 day visit which represents 82% of the sample size. Table 3, shows that 13% visitors were on 2 days visit and 4% visitors were on 4 or >4 days journey. Only 2% of the total respondents comes under 3 days tour duration. Duration of visits which dominates respondent response was 1 day and least percentage comes under 3 days journey.

<table>
<thead>
<tr>
<th>Table 3. Duration of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Valid</td>
</tr>
<tr>
<td></td>
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<td></td>
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</tbody>
</table>

Average = 1 Days
Table 4 shows that majority of the pilgrims are on one day tour and they spend money on travel in a pattern Rs.100 to Rs.500, Rs.501 to Rs.1000, Rs. 1001 to Rs. 1500, Rs. 15,00 to Rs. 2000, Rs.2,001 to Rs. 5,000 and more than 5,000 in a day and their percentage spending of one day visitors was found to be 83%, 72%, 72%, 82%, 88%, 79% 58% respectively. There are some visitors who did not spent on travel. Beside them there are pilgrims who are on two, three and four and more than four days tour and they spend 13%, 2% and 4% respectively on their tour.

Chi square test in above table also reveals that duration of the trip and spending on travelling has an association with each other’s which is significant as p < 0.05. The table also shows that chi-square value, is 61.02 (df=18, N=734), as p<0.05 is significant at 18 degree of freedom showing, that there is significant difference exists between duration of the tour and expenditure on their travelling.

CONCLUSION

Maximum tourist uses buses, tempo/tata sumos for travelling to Shahdra Shrief Shrine. There are also large segments of tourist who use personal car/vehicle to travel to Shahdra. Thus it has been proved that mode of transportation and their expenditure are not completely separate but dependent activities. It has also be found that more than 50% tourist expend Rs. 100 to 500 on transportation activity, remaining 12% spend Rs.500-1000, 11% Rs.2000 to 5000 ect. Average expenditure of each tourist on transportation to Shahdra is Rs. 300. It has also be found that more than 80% tourist stay only one day at Shahdra Shrief Shrine. Thus there is need to do something so that their duration of stay may increase which would result into more economic gain to the residents of Shahdra. As it also has been proved, that duration of the trip and spending on travelling has an association with each other.

REFERENCES


