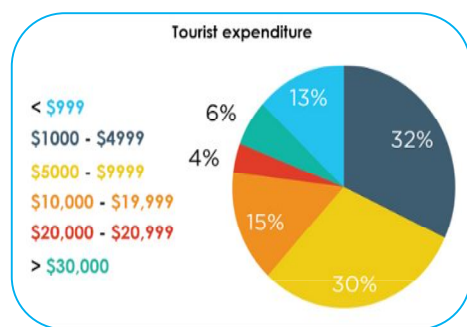




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## TOURIST'S EXPENDITURE PATTERN: A CASE STUDY OF MYSURU CITY

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### ABSTRACT:

The total consumption expenditure made by tourist or a visitor, or on behalf of a visitor for goods and services during his or her trip and stay at the destination place is considered as tourist expenditure. It includes the amount spent by the tourist for various purpose of the tourism which starts from the tourist travel choice till the amount spent at the place of destination for various purposes. The expenditure pattern of the tourist mainly depends on the behavior of the tourist and the motivation of the product seller. Mysuru attracts tourists from all over the world but the expenditure they made vary and has significant impact on the place of destination

**KEYWORDS:** Tourists, Tourism, Mysuru, Domestic, International.

### INTRODUCTION

Expenditure pattern of the tourist refers to the amount spent by the tourist for various purpose of the tourism. It starts from the tourist travel choice till the amount spent at the place of destination for various purposes. The expenditure pattern of the tourist mainly depends on the behavior of the tourist and the motivation of the product seller. The term 'visitor expenditure' has been clearly defined by the World Tourism Organization (1991) as the total consumption expenditure made by a visitor or on behalf of visitors for and during his or her trip and stay at the destination. It further states that visitor expenditure is the basic concept in measuring

tourism activities and refers to total consumption of that particular visitor and is usually known as tourism demand. In the words of Zhang, Junyi and Kuwano (2012) 'Tourist's expenditure patterns and amount have remained highly influential in the pitch of economic benefits, Sarma and Baruah (2013) found that pitch of economic benefit is also related with the pattern of expenditure. The researchers in this study reported greater emphasis on unplanned form of expenditure for ignition of local economic benefits. In spite of all such studies covering various aspects connected with tourists' expenditure and economic benefits, still there are areas where either less or no focus has been accorded. Creation of specific tourists profile on the basis of purposes of visits and

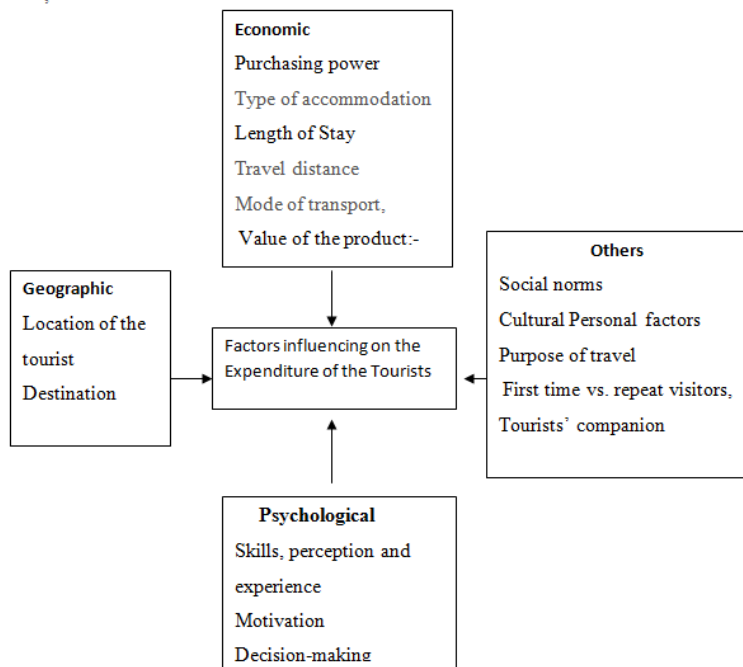
describing the relationships with the extent of expenditure on items which are locally made will provide a deeper insight into the role of tourism in strengthening the income level or providing the additional means of livelihood to the local people. Tourists visiting a particular place often differ widely in their travel motives. History, museums, lakes, the design of the city and its historical buildings, the cultural atmosphere, reservoirs, waterfalls dams and temples all contribute to its attraction for various groups of tourists whether domestic or international, children or adults male or females. City marketers emphasize the various aspects of attraction for different groups of visitors and the expenditure made by

them at various places also impact on the local economy of the destination

**Objective of the study:-** The main objective of the study is to examine the expenditure patterns of tourists in Mysuru with different trip purposes including visiting cultural, heritage, recreational, scenic attraction and religious places. Expenditure categories include expenditure for travel, dining, and boarding lodging, and entrance ticket, amount spent on pooja and shopping. The approach adopted for the study is how a tourist budget his money in terms of percentage at several in Mysuru.

**Methodology:-** A simple hundred questionnaire is served kept in mind of the age group and Sex for both domestic and international tourist at Mysuru Palace ground. The answered obtained is converted in to percentage and the same has been presented in the form of table and charts.

**Factors influencing on the expenditure pattern of the tourist: -** Tourist while spent money act as consumer he always wants to maximize the benefits for the minimum spent. The expenditure of a tourist changes from individual to individual, place to place and it also influence on the others. The expenditure of a tourist is not the decision of the tourist alone it is influenced by several factors as shown in the following flow chart.



**Types of Expenditure pattern:** Mysuru consists of different types of tourism places like heritage, recreational, scenic attraction and religious. These places attracts both domestic and international tourist and the expenditure made by them differs according to their behavior and on the type of tourism destination. On this basis the expenditure pattern of the tourist are categorized in to two types.

- i. Based on the origin of the tourists
- ii. Based on the types of tourism:-

**Based on the origin of the tourists: -** On this basis the two class of tourists are identified and they are

- a). Expenditure pattern of the Domestic tourist
- b). Expenditure pattern of the International tourist

**Expenditure pattern of the Domestic tourist:** Every year the Mysuru attracts more than 30 lakh of tourist from various parts of the county and they are considered as domestic tourist. The behaviors of this tourist vary which influences on expenditure pattern. Further these domestic tourist are divided in to Male, Female and children

**Expenditure pattern of the International tourist:** - Other than Indians who visit to any place of India are considered as International tourists. The charges for entrance and for taking photographs are high than the domestic tourist. The study area Mysuru every year attracts on an average 80000 International tourists. For the purpose of study international tourists are further divided in to Male and Female.

**Expenditure pattern of the tourist at Mysuru:-** The expenditure behavior of the tourist depends on the type of tourism. Mysuru basically noted as historical or heritage city but consists all the types of tourism like Recreational Zoo, Historical famous Palace and St. Philomena Church, Water sports G.R.S. Fantasy Park and Religious Chamundi Hill.

All these places located within 4- 10 kms distance from the center of the city. Other than normal expenditure, the tourist has to pay the entrance fee and charge for camera at three places like, Palace, Zoo and G.R. S. Fantasy Park, where as free entrance at St. Philomena Church and Chamundi Hill. The stay at Mysuru increases their expenditure for boarding and lodging. Apart from it the Mysuru with good attraction of business shops of all kind for all categories of tourist motivates for purchasing it further increases the expenditure of the tourist.

**Expenditure of the tourists:-**The amount spent by the tourists at each place of tourism is summarized and converted in to percentage. The tourist's expenditure starts from the planning of tourism. The main expenditure variables or spending category of the tourists are

1. Travel
2. Dining (food and drinks),
3. Accommodation,
4. Entrance fee,
5. Photography,
6. Water sports
7. Shopping
8. Others (parking of vehicles, pooja).

Nearly 33.5% of the tourists who visit to Mysuru wish to see the historical places and heritage sites in Mysuru. The expenditure made by them influenced by the demographic character and their company. The highest percentage of tourist is under the age group of the 25-40 and they are the main consumers, followed by the age group of 15-25 and 40-60. The age group 10-15 and 60 and above are less interested and the expenditure incurred by them also less. The expenditure behavior pattern of the tourist also influenced by the tourists and their companions and the expenditure also vary accordingly.

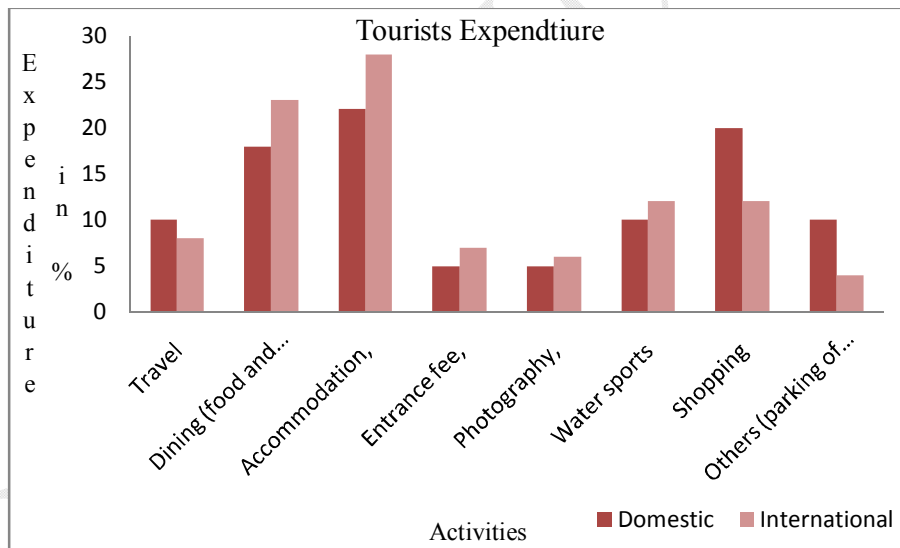
**Domestic Tourists:-** As shown in the following table the highest percentage of amount spent by the domestic tourists is for accommodation followed by the shopping and dining. Travel, water sports and other expenses incurred is 10%. Entrance fee and photography is charged only in palace which costs 5% of the total expenditure of the domestic tourist. The charges for accommodation in Mysuru is high as it provides all kinds of accommodation to all categories of the tourists normally tourist at this place spend (22%) more money for accommodation. Shopping is the other main activities of the tourist of the Mysuru region here the tourist spent 20% of their budget. Mysuru attracts all kinds of tourist for shopping. As Mysuru is famous for Mysuru silk, handicrafts and toys encourages the shopping activity especially during the evening time. 18 % of the tourists' expenditure is for food and beverages. Mysore-

Pak and Masala-dosa traditionally famous food are the added attraction for the tourists.' The hotels restaurants, bars and home stay cater the need for both vegetarians and Non-vegetarians. The daba's especially for the dinner attracts the children.

**Expenditure pattern**

Activities	Expenditure in %	
	Domestic	International
Travel	10	8
Dining (food and drinks),	18	23
Accommodation,	22	28
Entrance fee,	5	7
Photography,	5	6
Water sports	10	12
Shopping	20	12
Others (parking of vehicles, Tourists Guide and Pooja).	10	4

10% of the expenditure incurred by the tourist is for water sports. G.R.S. Fantasy Park and Varuna Lake are the attraction for water sports. Fantasy Park is the main place of attraction for water sports in Mysuru city. Most of the visitors to Mysuru visit this place as it is added attraction to the tourists especially for the females and children.



**International Tourist:-**The interesting thing in the expenditure pattern of the international tourists is that they spent very less of 6% of their expenditure for travel. As most of the time and most of them travel in city through auto or mainly using cycle Trin-Trin that saves the cost of for travel. International tourists spent more money for accommodation and dining followed by shopping and water sports. Travel and other expenditures are very limited. Most of the International tourists stay in stars hotels like Regales, Mayura, Kings Court and Metropole etc. normally increases the expenditure for accommodation and dining it is 28% and 23% respectively International tourists in Mysuru are not much interested in shopping only 12% of their expenditure is for shopping especially for purchase of Jeans, T-shirts and foot wears. GF.R.S Fantasy Park not only attracts domestic tourist but it also attracts international tourist. 12% of the expenditure of the international tourist is for water sports and it is also one of the main activities of the international tourists.

**Findings:** - The main findings of the study are:-

1. This paper analyses the determinants of domestic and foreign tourist expenditure, an important variable in tourism demand analysis. It confirms that there are statistically significant differences in expenditure between domestic and foreign tourists.
2. It has been observed that foreign tourists spend more in the destination on accommodation, dining and water sports.
3. Normally there is a difference in the charges for Photography and entrance fee between domestic and international tourists.
4. International tourists in Mysuru spend less money on travel and shopping.

**CONCLUSION:** -

It is observed that age sex, income and category of the tourist and type of tourism are the main factors influencing on the expenditure pattern of the tourist. It provides important information about expenditure behavioral pattern of the tourists at different places in Mysuru. It is a useful insight for different destination marketers and for the people who provides tourism goods and services, with respect to different category of to tourist. And it also helps to design specific marketing strategy for different target groups in order to attract tourists and provides useful information to the planners and administrators for the overall development of tourist's destination centers.

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