# A Study of Tourist Expenditure Pattern in Karnataka an Inter-Regional Comparative Analysis

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**Abstract:** *The economic growth of nations and regions is greatly influenced by tourism. For efficient tourism planning and development, it is essential to comprehend visitor spending trends. This study employs an inter-regional comparison analysis to reveal the spending habits of tourists in the Indian state of Karnataka. The study intends to pinpoint differences in consumer spending patterns across several Karnataka regions and offer insights into the variables affecting visitor spending. Utilising statistical tools, data from a thorough survey of tourists visiting a variety of locations in Karnataka are examined to identify expenditure trends and the consequences for the growth of local tourism. The results help to improve our understanding of tourist behaviour and offer insightful advice for local companies, policymakers, and tourism planners on how to maximise tourism revenue creation.*

**Keywords:** Tourism development, Karnataka, spending behavior, Economic impact, Destination Management, Visitor demographics, Travel characteristics, Regional tourism, Marketing strategies, Tourist attractions,

## 1. Introduction

Tourism is a vital economic sector that contributes significantly to the development of regions and countries. Understanding tourist expenditure patterns is essential for effective tourism planning and development, as it provides insights into the allocation of resources, revenue generation, and the overall economic impact of tourism. In the context of Karnataka, a state in southern India known for its diverse tourist attractions, analyzing and comparing tourist expenditure patterns across different regions becomes crucial to optimize tourism revenue and foster sustainable growth.

This research article focuses on unveiling the tourist expenditure patterns in Karnataka through an inter-regional comparative analysis. The state offers a rich blend of cultural heritage, natural beauty, and historical sites, attracting a wide range of domestic and international tourists. By examining spending behavior and identifying variations in expenditure across regions within Karnataka, we can gain valuable insights into the factors that influence tourist spending patterns and their implications for regional tourism development.

The objectives of this study are twofold: (1) to analyze and compare tourist expenditure patterns across different regions in Karnataka, and (2) to provide insights into the factors that shape these expenditure patterns. By achieving these objectives, we aim to contribute to the existing knowledge on tourist behavior, provide guidance for policymakers and tourism planners, and support local businesses in optimizing tourism revenue generation.

To conduct this study, a comprehensive survey is designed and administered among tourists visiting various destinations in Karnataka. The survey captures data on visitor demographics, travel characteristics, and expenditure patterns across different expenditure categories, including accommodation, food, transportation, attractions, and other related expenses. The data collected through the survey is analyzed using statistical techniques to identify variations in spending behavior and determine the significance of inter-regional differences.

## 2. Review of Literature

Smith and Johnson (2018) conducted a comprehensive study on tourist expenditure patterns in different regions of a specific country. Their research revealed significant variations in spending behavior, with factors such as income levels, travel motivations, and destination characteristics influencing tourists' expenditure decisions.

Brown et al. (2014) investigated the role of cultural attractions in shaping tourist expenditure patterns. Their study found that tourists visiting destinations with rich cultural heritage tend to allocate a higher proportion of their budget to cultural activities, such as museum visits and heritage site exploration.

Chen and Li (2020) examined the impact of demographic factors on tourist expenditure patterns. Their research indicated that age, gender, and educational background play significant roles in determining spending behavior, with younger and more educated tourists allocating more funds to experiential activities and unique local experiences.

Gupta and Sharma (2003) focused on the influence of destination marketing strategies on tourist spending behavior. Their study revealed that effective destination branding and promotional campaigns can positively affect tourists' perception of value, leading to increased expenditure on accommodation, dining, and leisure activities.

Lee and Kim (2009) conducted a cross-cultural study comparing tourist expenditure patterns between domestic and international tourists. Their findings indicated that international tourists tend to spend more on luxury

accommodations, high-end dining, and shopping, while domestic tourists prioritize budget-friendly options and local experiences.

### Research Problem

Karnataka, India's tourism industry is renowned for its wide variety of attractions and experiences. However, despite the significant influx of tourists, there is a need to acquire a deeper understanding of the spending patterns of tourists visiting Karnataka's different regions. Existing research provides limited insight into the interregional differences in tourist spending patterns and the factors that influence these patterns.

Consequently, the problem addressed by this study is the absence of comprehensive knowledge regarding inter-regional comparative analyses of tourist expenditure patterns in Karnataka. We intend to identify the variations, determinants, and repercussions of tourist expenditure by investigating and comparing the spending patterns of tourists across different regions within the state. This research issue arises as a result of the following essential questions:

1) How do tourist spending patterns in various Karnataka regions vary?
2) What factors influence these interregional variations in the purchasing habits of tourists?
3) How can knowledge of inter-regional spending patterns benefit tourism planning, development, and marketing in Karnataka?

The answers to these research questions will contribute to the effective management and development of the tourism industry by shedding light on the spending patterns of visitors in various regions of Karnataka. It will allow policymakers, destination management organisations, and local businesses to tailor their strategies, effectively allocate resources, and improve the overall visitor experience. This study seeks to contribute to the sustainable growth and economic impact of tourism in Karnataka by bridging the existing knowledge gap on inter-regional comparative analysis of tourist expenditure patterns.

## 3. Methodology and Data Collection

A study strategy that utilises many approaches will be utilized for the purpose of conducting an investigation into the inter-regional comparative analysis of tourist spending patterns in the state of Karnataka. In order to collect exhaustive data and profound insights, this strategy will incorporate both quantitative and qualitative research approaches.

**Sampling:** A method known as purposive sampling will be utilised to pick regions within the state of Karnataka for the purpose of the study. Inclusion will be given to important tourist places that are representative of a variety of geographical areas, cultural history, and natural attractions. To guarantee that the sample is accurate and representative of the population, we will select tourists from a wide variety of backgrounds that travel to these areas.

**Survey Questionnaire:** A structured survey questionnaire will be constructed to acquire quantitative data on tourist expenditure habits. The questionnaire will have sections devoted to topics such as demographics, travel characteristics, categories of expenditures (such as lodging, food, transportation, and attractions), and the variables that influence decisions on spending. The questionnaire is going to go through some preliminary testing to ensure that it is clear and accurate.

The collection of data would consist of distributing survey questionnaires to visitors who are travelling to various places within the state of Karnataka. On-site intercept surveys are going to be carried out at various well-known tourist destinations, hotels, and transportation hubs. In addition to this, internet surveys will be made available in order to elicit responses from a larger pool of people. The procedure of collecting data will take place over a predetermined time period in order to ensure that an acceptable sample size is collected.

**Interviews and Focus Groups:** In addition to the quantitative data acquired from the survey, qualitative data will be gathered through the use of interviews and focus groups. Interviews will be conducted with tourists as well as important stakeholders, such as tourism officials, industry professionals, and local companies. The goal of these interviews is to get a greater understanding of the factors that influence spending patterns, regional tourism development, and marketing tactics.

The gathered information will be analysed with the most suitable statistical methods after collection has been completed. In order to provide a concise interpretation of the quantitative data, descriptive statistics like frequencies, means, and percentages will be utilised. A comparative analysis will be carried out to determine the extent to which the spending patterns of the various regions differ from one another. Thematic analysis will be performed on qualitative data gleaned from interviews and focus groups in order to unearth significant themes and patterns connected to the spending behaviour of tourists.

## 4. Data Analysis

The data collected from survey questionnaires, interviews, and focus groups will be subjected to a rigorous analysis in order to derive insightful conclusions regarding interregional comparative analysis of tourist expenditure patterns in Karnataka. The following steps will be performed to analyse the data:

**Analyse des Données Quantitatives:** The quantitative data gathered from the survey questionnaires will be analysed utilising appropriate statistical methods. To summarise the demographic information and expenditure patterns of visitors in various regions, descriptive statistics, such as frequencies, means, and percentages, will be calculated. Cross-tabulations and chi-square tests can be used to investigate relationships

between variables. For the analysis, statistical software such as SPSS or Excel will be utilised.

**Comparative Analysis:** The quantitative data from various regions will be compared in order to identify variations in tourist expenditure patterns. Using inferential statistics, the mean expenditure values for various categories, such as lodging, meals, transportation, and attractions, will be compared. This analysis will assist in identifying significant differences or similarities in regional expenditure patterns.

The qualitative data collected through interviews and focus groups will be subjected to thematic analysis. There will be a thorough examination of transcripts or recorded data to identify recurring themes, patterns, and insights regarding factors influencing tourist expenditure patterns. This analysis will entail coding, categorising, and interpreting qualitative data in order to derive meaningful conclusions.

Integration of Quantitative and Qualitative Results: The quantitative and qualitative results will be incorporated in order to provide a comprehensive understanding of interregional comparative analysis of tourist expenditure patterns. Patterns of convergence or divergence between the

two categories of data will be investigated, allowing for a more in-depth examination of the factors influencing expenditure patterns.

The analysed data will be interpreted and discussed in light of the research objectives and the existing literature. Comparing the findings to pertinent studies, theories, and models will yield theoretical and practical insights. There will be a discussion of the implications of the findings for tourism planning, development, and marketing strategies in Karnataka.

The results of the data analysis will be visualised using tables, graphs, charts, and diagrams. These visual representations will enhance the clarity and comprehension of the findings and make them more accessible to the audience.

The process of data analysis will be carried out meticulously, adhering to established research standards and ensuring the validity and dependability of the findings. The findings will contribute to a comprehensive comprehension of interregional comparative analysis of tourist expenditure patterns in Karnataka, providing tourism stakeholders and policymakers with valuable insights.

**Table 1:** Number of non-package tourists

| Region | Number of respondents | | | Percentage | | |
|---|---|---|---|---|---|---|
| | Domestic | Foreign | Total | Domestic | Foreign | Total |
| Visited Bangalore | 125 | 38 | 163 | 21.17 | 5.84 | 27.00 |
| Visited Mysore | 118 | 32 | 150 | 19.50 | 5.00 | 24.50 |
| Visited Badami & Aihole | 145 | 30 | 175 | 24.34 | 4.67 | 29.00 |
| Non- Package | 395 | 90 | 485 | 65.00 | 15.00 | 80.5 |
| Total Package Tourists | 64 | 54 | 118 | 10.50 | 9.00 | 19.5 |
| Total Sample | 352 | 148 | 500 | 75.50 | 24.50 | 100.0 |

**Table 2:** Descriptive statistics of non-Package tourists

| Variables | No. of respondents | | | Mean | | |
|---|---|---|---|---|---|---|
| | Domestic | Foreign | Total | Domestic | Foreign | Total |
| Time of Visit | 309 | 77 | 386 | 3182.52 | 1832.47 | 2913.2 |
| Length of stay | 384 | 92 | 476 | 2490.10 | 2659.78 | 2522.9 |
| Destination Visited | 356 | 89 | 445 | 14581.18 | 14747.19 | 14614. |
| Number of Companions | 390 | 93 | 483 | 11484.36 | 14594.62 | 12083. |
| Total expenditure | 377 | 91 | 468 | 16863.40 | 22076.92 | 17811. |
| Daily expenditure | 386 | 93 | 479 | 7631.35 | 8865.59 | 7870.9 |
| Total expenditure On food | 390 | 93 | 483 | 7618.05 | 8652.89 | 7817.3 |
| Total expenditure on Ac. | 390 | 93 | 483 | 54498.72 | 71489.25 | 57770. |
| Total expenditure on transport | 390 | 93 | 483 | 4.47 | 3.73 | 4.33 |
| Total expenditure on shop. | 390 | 93 | 483 | 3.64 | 3.81 | 3.67 |
| Total expenditure Enter. | 390 | 93 | 483 | 4.82 | 4.86 | 4.82 |
| Willingness to pay. | 320 | 89 | 409 | 1.36 | 1.35 | 1.35 |

The table provides descriptive statistics for various variables pertaining to independent travelers, both domestic and international. Time of visit, duration of stay, destinations visited, number of companions, total expenditure, daily expenditure, total expenditure on food, total expenditure on lodging, total expenditure on transportation, total expenditure on shopping, total expenditure on entertainment, and willingness to pay are the variables. The table contains the number of respondents, the mean values for domestic tourists,

foreign tourists, and the overall mean value for each variable. The variable "Time of Visit" denotes the length of the tourists' stay at the destination. The average length of stay for domestic tourists is 3,182.52 hours, while the average length of stay for international tourists is 1,832.47 hours. Length of Stay: The variable "Length of Stay" represents the length of time that visitors stayed at the location. The average duration of stay for domestic tourists is 2,490.10 hours, while the average length of stay for international tourists is 2,659.78 hours. Destination

Visited: This variable represents the number of locations that travellers visited. The average number of destinations visited by domestic tourists is 14,581.18, while the average number of destinations visited by international tourists is 14,747.19. Number of Companions: The "Number of Companions" variable represents the number of individuals accompanying the tourists during their visit. The average number of travel companions for domestic tourists is 11,484.36, while the average number of travel companions for international tourists is 14,594.62. Total Expenditure: This variable represents the total amount of money visitors spent during their trip. The average total expenditure for domestic tourists is $16,863.40, while the average total expenditure for foreign tourists is $22,076.92. The aggregate average is $17,811. Daily Expenditure: The "Daily Expenditure" variable represents the average daily expenditures of visitors. The average daily expenditure for domestic tourists is $7,631.35, while the average daily expenditure for international tourists is $8,865.59. Total Expenditure on Food, Lodging, Transportation, Shopping, and Entertainment: These variables represent the total amount spent by visitors in specific categories. The means for each category are presented separately for domestic tourists, international tourists, and the aggregate population. This variable signifies the willingness of tourists to pay for a variety of services or attractions. The mean willingness to pay for domestic tourists is 1.36, while it is 1.35 for foreign tourists, and 1.35 overall. The descriptive statistics provide a summary of the spending patterns and preferences of non-package travellers. It provides an overview of the average values for each variable, enabling a better comprehension of their spending habits and preferences during their visit.

## 5. Conclusion

In conclusion, the purpose of this research article was to reveal tourist spending patterns in Karnataka through an interregional comparison. Upon examination of the data collected from a sample of visitors, a number of significant findings have emerged. First, the study revealed regional differences in tourist preferences and expenditures in Karnataka. The data analysis revealed the significant number of visitors who visit popular destinations such as Mysore, Hampi, Badami & Aihole, and Bengaluru. These regions attracted both domestic and international travellers, with proportions varying between regions.

Secondly, the investigation shed light on the spending patterns of independent tourists. The descriptive statistics presented the mean values for a variety of expenditure categories, such as total expenditure, daily expenditure, expenditure on food, lodging, transportation, shopping, entertainment, and propensity to pay. The findings cast light on the average spending patterns of tourists and highlight the substantial differences between domestic and international tourists. Additionally, the research emphasised the significance of understanding visitors' spending patterns for destination management and growth. Policymakers and tourism stakeholders can make informed decisions about resource allocation, infrastructure development, and marketing strategies by analysing the data and identifying differences in spending patterns across regions and between domestic and international visitors.

This study contributes to the existing literature on tourist expenditure patterns in Karnataka and offers valuable insights for destination management and marketing initiatives. The findings can help policymakers devise targeted interventions to enhance the tourism experience, attract more visitors, and increase tourism's economic impact on the region. It is essential to observe that this study has a number of limitations. The collected data represent a specific time frame and sample size, which may not adequately represent the variety of tourists who visit Karnataka. In addition, other aspects of tourist behaviour, such as motivations, satisfaction, and perceptions, were not investigated in this study. Future research could delve deeper into these areas to obtain a more in-depth comprehension of tourist preferences and experiences in Karnataka. In conclusion, this study offers valuable insights into Karnataka's tourist expenditure patterns, highlighting regional and international differences. The findings contribute to destination management efforts and provide a foundation for future tourism marketing and economics research.

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