

A STUDY OF SEASONAL TOURIST BEHAVIOUR IN UDAIPUR

Aman Singhvi

Research Scholar, BNPG University, Udaipur

Dr. Mahendra Ranawat

Associate Professor, BNPG University, Udaipur

ABSTRACT

Udaipur receives so much of tourist attention due to its rich Cultural heritage, beautiful palaces, monuments and lakes. But the tourist traffic is not the same throughout the year, it is different at different time of year, which is dependent on many reasons like weather, financial calendar, public holidays, festival holidays, school calendar, political calendar (elections) etc. hence, such a study of seasonal behavior of tourism can be helpful for the people involved with tourism business. Present study was done keeping two objectives in mind which are (a) to study domestic and international tourist trend in Udaipur City and (b) to study and analyze seasonal input of tourists in Udaipur City. This study was based on secondary data, which was collected from tourism department of Udaipur repost. The data was taken for both Indians and foreign tourists for year 2011 to 2018, those who arrived in Udaipur City.

The study revealed that winter season of November-December-January is the peak tourist season, February, march, august and October are moderately lower and the other months are even lower. The businesses involved in accommodating, entertaining, catering and transporting tourists should plan their preparations in a way that they can offer to best of their capabilities during the peak season, and can plan to do their repair, maintenance works during the off seasons. Government should also try to attract tourist during the off seasons by organizing events like music concerts, handicraft fairs, this may help bringing more tourists during off season in Udaipur.

Keywords: Season, Tourist Input, Growth, Tourist Behavior

INTRODUCTION

Tourism is for business and pleasure, tourism can be international or within the country, tourism industry is making the most rapid growth in the world. The reason is more professional companies are getting involved in highly skilled business of cheap and quick transporting, accommodating and catering for tourists. Tourism is important for any country in the world, as it brings the foreign money

to the country, it flourishes industries that work in the field of accommodating and entertaining the tourists, not only this, tourism also brings the world together, it is an important tool of cultural exchange and world peace. India being one of the most culturally rich countries and the preacher of “VasudevKutumbkam” & “Atithi Devo Bhava”, is an important tourist destination of world. 9.2% of India's GDP i.e., 16.91 lakh crore rupees was

generated by tourism in 2018. Tourism supported 42.673 million jobs which is 8.1% of total employment of India. As per Rajasthan government tourism department's annual report of years 2012-2017, 18.68% of the tourist who came to India goes to Rajasthan. Out of those who visit Rajasthan, around 12% visit Udaipur and nearby areas. Udaipur receives so much of tourist attention due to its rich cultural heritage, beautiful palaces, monuments and lakes. The tourist traffic is not the same throughout the year, it is different at different time of year, which is dependent on many reasons like weather, financial calendar, public holidays, festival holidays, school calendar, political calendar (elections) etc. people plan their holidays as per the above mentioned factors. So, such a study of seasonal behavior of tourism can be helpful for the people involved with tourism business, they can do their preparations accordingly and can so can exploit full potential of their businesses.

REVIEW OF LITERATURE

Wajedaparveen (2018) in her study titled “Tourism Marketing in Rajasthan: A Case Study of Rajasthan Tourism Development Corporation” enlightens us as how marketing affects tourism and the overall development of Rajasthan, the study throws light on the tourist behavior and the factors affecting their tourism decisions. The study also tells us about how transportation facilities, package tour operators and government initiatives affect tourism of Rajasthan, her study also tells us about the importance of handicraft and other events by Rajasthan Tourism Development Corporation (RTDC) to improve tourism traffic in Rajasthan even further. She basically in her study talked thoroughly about the present and possible future of tourism marketing and reaction of tourist to those

strategies, gives us an idea about tourist's behavior pattern.

Nicolas Bautes (2007) in his study titled “Exclusion and election in Udaipur urban space: implications on tourism” analyzes various aspects of growth of tourism in Udaipur in southern Rajasthan. The study examines the delicate interrelation between politics, economics, society and territory with tourism. specially the impact of tourism on the city's infrastructural development and layout, the consequent uneven socio-economic development and its political effects. It discusses how particular areas of the city have developed as special economic zones of tourism because of huge number of tourist traffic there, each house of that area is either converted into a hotel or a restaurant or a handicraft shop or anything which attracts tourist.

Lidia AndradesCaldito, Fre ´de ´ric Dimanche and Sergey Ilkevich (2015) in his study “Tourist Behaviour and Trends” addresses the factors that affect tourists' preferences and choices, it gives a brief explanation to tourists' understanding and needs of tourist, the study tells us about different segments of tourists, their needs and expectations. The study also inculcates tourists' dramatically changed behavior with advent of modern communication revolutions like internet, social networking, online bookings, etc. the study also talks about the concept of sustainability, since the modern tourist exhibit a growing concern about the impact of their actions on nature.

Emil Juvan, Doris GomezeljOmerzel , Maja UranMaravić (2017) in their study “Tourist Behavior: An Overview of Models to Date “ have emphasized on analyzing consumer behavior with special reference to tourist's behavior. They

concluded that the current tourist behavior or decision is making is most important predictor of the future tourist behavior. With their behavior tourist sets norms of behavior in context of tourism, and the future tourist are predicted to be following those behavioral norms. Their study talks about diversity of tourist behavior, and that the behavior is in several phases. Each phase contains the process of thinking, planning, decision making and purchase. this study also recognizes the key aspects of the difference in behavior of a person in his usual everyday environment and while he is a tourist.

OBJECTIVES

1. To study domestic and international tourist trend in Udaipur City
2. To study and analyze seasonal input of tourists in Udaipur City

HYPOTHESIS

H₀₁: There is no significant growth of tourists in Udaipur city during study period

H₀₂: There is no significant difference in the tourists input in different season.

RESEARCH METHODOLOGY

Present study is based on secondary data which was collected as given below -

The data of number of tourists arrived and stayed in Udaipur's hotels was collected by tourism department of Udaipur, which is a subsidiary of tourism department of Rajasthan. Tourism Department is a state government run organization. The data was taken for both Indians and foreign tourists for year 2011 to 2018, those who arrived in Udaipur City.

DATA ANALYSIS AND INTERPRETATION

Indian tourists' traffic analysis:

Table 1: Domestic Tourist Arrival in Udaipur City (2011 – 2018)

Months	Number	%
January	474767	8.20
February	367322	6.35
March	367414	6.35
April	344761	5.96
May	401952	6.94
June	430615	7.44
July	413144	7.14
August	488746	8.44
September	433812	7.49
October	530829	9.17
November	745240	12.87
December	790383	13.65
Total	5788985	100.00

Data sources: Tourism Department Report, 2018

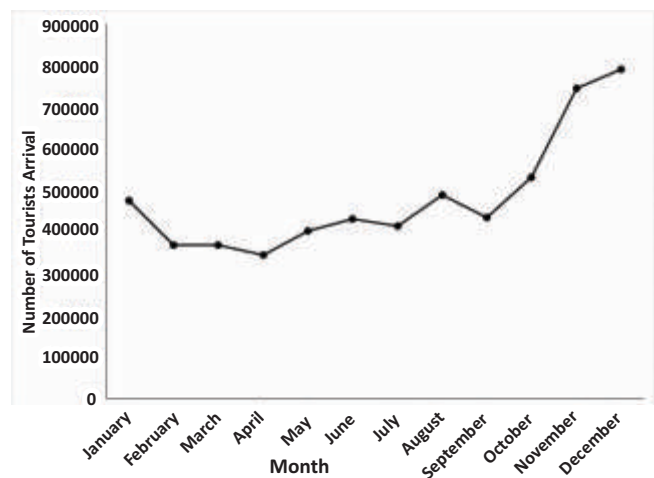


Fig. 1: Domestic Tourist Arrival in Udaipur City (2011 – 2018)

Table 1 and Fig. 1 given above shows domestic tourist arrival in Udaipur City in different months of a year from 2011 to 2018. Total number of domestic tourists arrived in Udaipur during this period were 57,88,985. The growth rate from 2011 to 2018 was 61.60%. Which shows linear upward trend of domestic tourists in Udaipur City. If month wise tourist arrival is observed it is clear that maximum domestic tourist arrival in Udaipur is during winter season i.e., in months of October, November, December and January. Indian tourist arrival start increasing from October and reach its peak in December and then downward trend starts. The reason for increased number of tourists during these months may be that during months of October, November and December many festivals occur like Navaratri, Deepawali, Christmas, New Year and winter vacation starts for those who are in school therefore many people came here for spending their vacations. The least domestic tourist input is during February, March and April. The reason behind this is that during these months' exams are conducted through the nation hence minimum number of people go out for tours.

Table 2: Foreign Tourist Arrival in Udaipur City (2011 – 2018)

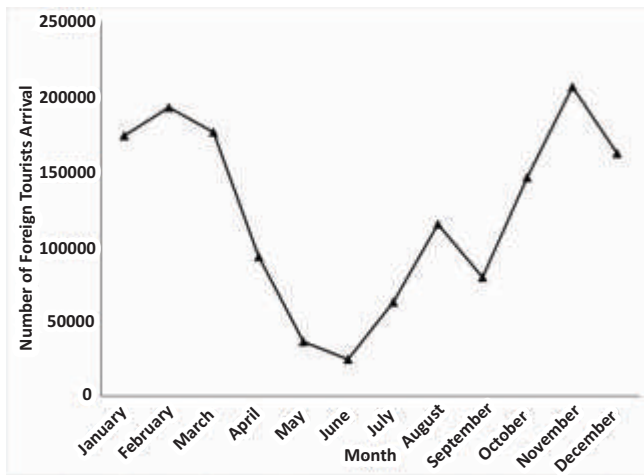
Months	Number	%
January	173484	11.84
February	192258	13.12
March	175928	12.00
April	93002	6.35
May	36278	2.48
June	24552	1.68
July	62803	4.29

August	114452	7.81
September	79361	5.42
October	145682	9.94
November	205987	14.06
December	161697	11.03
Total	1465484	100.00

Source: Tourism Department Report, 2018

Table 2 and Fig. 2 given above shows foreign tourist arrival in Udaipur City in different months of a year from 2011 to 2018. Total number of foreign tourists arrived in Udaipur during this period were 14,65,484. The growth rate of foreign tourist from 2011 to 2018 was 16.50% which is very less than domestic tourists also it is more or less stagnant which vary between 1,00,000 and 2,00,000 which is not significant upward trend. If month wise tourist arrival is observed it can be observed that maximum foreign tourist arrival is during month January, February, march, November and December with its peak in December during 2011 to 2018. The average foreign tourist arrival during these months was 12.41%. In the remaining months the average arrival of foreign tourists is 4.67%. Minimum is in the month of May and June and during these months the average input of foreign tourist input is 2.08. The figure also shows down ward trend during month march to June at which it was minimum. After June again it starts rising till November.

Fig. 2: International Tourist Arrival in Udaipur City (2011 – 2018)



Winter is the most preferred time for foreign tourist to visit India. Unlike India there are lesser festival holidays. Also, foreign tourist is majorly bag packers, couples and solo travelers and lesser the family travelers, so their travelling behavior and pattern is different than Indians'. Their reasons to travel at a particular time are very diverse as they are from different countries of the world, so culturally very different from one another. So only common reason seems to be weather which affects the foreign tourist's trend.

Table 3: Percentage Distribution of Indian, Foreign and Total Tourist Arrival in Udaipur City (2011 – 2018)

Months	Indian	Foreigner	Total
January	8.20	11.84	8.94
February	6.35	13.12	7.71
March	6.35	12.00	7.49
April	5.96	6.35	6.03
May	6.94	2.48	6.04
June	7.44	1.68	6.27

July	7.14	4.29	6.56
August	8.44	7.81	8.31
September	7.49	5.42	7.07
October	9.17	9.94	9.33
November	12.87	14.06	13.11
December	13.65	11.03	13.12
Total	100.00	100.00	100.00

Data Source: Author's computations

Table 3 shows percentage wise distribution of Indian, Foreign and Total tourist arrival in Udaipur city during 2011 to 2018. Percentage distribution of tourist shows that maximum tourists come in Udaipur city during month of November and December. During these months both domestic and international tourist arrival is maximum. If arrival of domestic and international tourists is compared then in the month of November and December average of domestic tourists is 13.26% of yearly arrival whereas it is 12.32% for international tourists thus domestic tourist arrival is more than international tourist arrival. But in months of January, February and March the average domestic tourists' arrival is 6.96% whereas this figure is 12.32% for international tourists thus it can be said that in the month of November and December maximum tourists arrive in Udaipur City and in that proportion of domestic tourists is more than international tourists. On the other hand, in the month of January, February and March international tourist arrival is more than domestic tourist arrival.

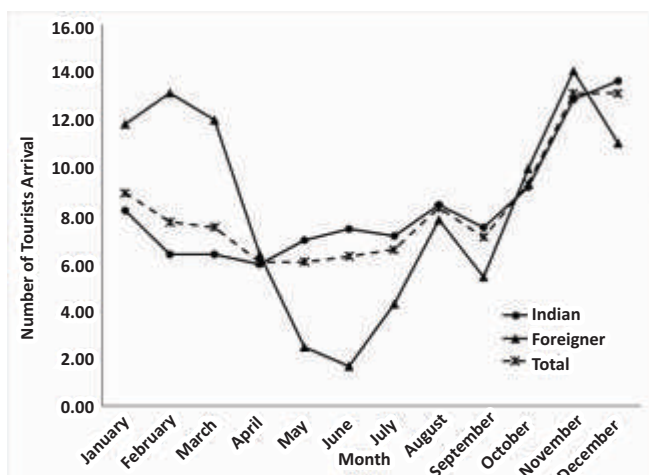


Fig. 3: Proportion of Domestic, International and Total Tourist Arrival in Udaipur City (2011 – 2018)

Thus, the above analysis revealed that growth rate of Indian, Foreigner and Total tourist arrival during 2011 to 2018 was 61.60%, 16.50% and 50.96% respectively which shows that tourist input during these years increased significantly. Thus, our first hypothesis “There is no significant growth of tourists in Udaipur city during study period” is rejected.

SEASON WISE COMPARISON

Table 4: Seasonal Input of Tourists in Udaipur City

Season	N	Mean	SD	F	df	Result
Winter	4	777784.50	204004.37	5.719	2,9	*
Summer	4	468625.50	50464.73			
Rainey	4	567207.25	90352.60			

If season wise tourist arrival is compared on the basis of 2011 to 2018 data, then it was found that there is significant difference in the tourist arrival in the three seasons ($F=5.72$, $p<0.05$). Maximum tourists input in Udaipur City is during winter

season (average tourists' arrival was 777784.50) whereas it was least in summer (average tourist arrival was 468625.50). Thus, it can be said that tourist arrival differs significantly during three seasons. Hence second hypothesis “There is no significant difference in the tourists input in different season” is also rejected.

CONCLUSION

The analysis and discussion given above gives a clear idea about the tourist traffic and its trends throughout the year, this clearly suggests that the winter season of November-December- January is the peak tourist season, February, March, August and October are moderately lower and the other months are even lower. The businesses involved in accommodating, entertaining, catering and transporting tourists should plan their preparations in a way that they can offer to best of their capabilities during the peak season, and can plan to do their repair, maintenance works during the off-season. Government should facilitate the business owners during peak season to ensure maximum

profit of the local businesses and comfortable and safe stay of tourists. Government should also try to attract tourist during the off seasons by organizing events like music concerts, handicraft fairs, also bringing in celebrities and people who attract more

people during the off season, this may help bringing more tourists during off seasons and that will no longer remain off season.

REFERENCES

- Ajzen, I. (1991), 'The theory of planned behaviour.' *Organizational Behavior and Human Decision Processes* 50 (2) pp: 179–211
- Deborah McLaren (1998), *Rethinking Tourism and Ecotourism: The Paving of Paradise and What You Can Do to Stop It*. West Hartford, CT: Kumarian Press.
- Emil J. et al. (2017), "Tourist Behaviour: An Overview of Models to Date", University of Primorska, Faculty of tourism studies, Slovenia
- Department of Tourism (2018), Annual Progress Report, <http://www.tourism.rajasthan.gov.in/content/dam/rajasthan-tourism/english/others/tourism-department-annual-progress-report-2017-18.pdf>, *Tourism-department-annual-progress-report-2017-18.pdf*
- Nicolas B. (2007), *Exclusion and election in Udaipur urban space: implications on tourism. Raj Rhapsodies. Tourism, Heritage and the Seduction of History.*, Ashgate Publication, pp.89-106, 2007, *New Directions in Tourism Analysis*.
- Wajeda P. (2018), *Tourism Marketing in Rajasthan: A Case Study of Rajasthan Tourism Development Corporation*.
- Wikipedia (19th march, 2019) [https:// en.wikipedia.org/wiki/Tourism_in_India](https://en.wikipedia.org/wiki/Tourism_in_India)