

AN ASSESSMENT OF TOURIST'S FAMILY INCOME AND TOURISM EXPENDITURE ON GODAVARI RIVER REGION

SUBBARAJU ALLURI

Part time Research Scholar, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India. Email: drasrajua@gmail.com

P. VENKATESWARLU

Professor, Chairman, PG Board of Studies, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India. Email: po_venkat@yahoo.com

Abstract

Godavari is the second-longest river, containing huge river basin, stood first in India by culturally in rich heterogeneous inhabitants. The universe of the study is the end flowing area of 220 kilometers from 'Eastern Ghats to Bay of Bengal' covering two regions with in the Andhra Pradesh. The present study is focused on temple, eco and rural areas of tourism in the Godavari river region places. Estimated annual tourist population is six lakhs and the aggregate sample size is 60. The interview schedule was used as an instrument for the collection of data during the field survey. The present study includes a collection of primary data. The summary of the result is tourism expenditure depends on the monthly family income. However, lower income families spend less while higher income families spend more on tourism. As household income increases, the expenditure on tourism also increases to a greater extent.

Keywords: River Tourism, Tourist Destination, Tourism Expenditure, Category of Tourists.

1. INTRODUCTION

The rivers in India are considered as God and Goddess and are even worshiped among the Hindus. Indian rivers are one of the most important ecotourism resources and have many capabilities for natural forming. Godavari is the second-longest river, containing huge river basin, stood first in India and having a number of tribal, rural and urban places by culturally in rich heterogeneous inhabitants. It flows totally 1465 kilometers with in the three states of Maharashtra, Telangana and Andhra Pradesh. The river has a highly sacred nature and worshiped by Hindus with a diversified beautiful ecology and agro climatic villages; based on this fact, the river Godavari is being selected for the study. The universe of the study is the end flowing area of 220 kilometers from 'Eastern Ghats to Bay of Bengal' covering two regions (eastern and western) in five districts of Andhra Pradesh state in Southern India.

2. SIGNIFICANCE OF THE STUDY

The current study's objective allows for the classification of the research into three main, independent categories. The following are included as (a) Temple/Religious Tourism; the population of India is multi religious. Many package tours are available to allow individuals to attend religious services and see locations of religious significance; this fulfills travelers' intellectual and cultural curiosity. (b) Eco/Environmental Tourism: Wealthy and well-off travelers are more likely to travel to isolated locations with clean air. (c) Rural/Village

Tourism: This type of tourism entails tour planning and travel to promote different village locations.

3. NEED FOR THE STUDY

Among the most important fields of research in Indian tourism studies nowadays is without a doubt river tourism. This study is necessary to investigate how the aquifer sites in the Godavari delta region are being used by tourists.

This study discusses the Godavari River's high potentials, including its suitable stream for rafting, width, and depth, as well as the locals' familiarity with the activity, road accessibility, and other nearby natural, historical, and cultural attractions. It also looks at the growth of river ecotourism. Studying the variables impacting the current state of "Godavari" river tourism in Andhra Pradesh is therefore necessary.

4. OBJECTIVE

The Godavari River region is one of Andhra Pradesh 's most popular tourist destinations, drawing more attention from both domestic and foreign travelers. Since there is frequently a relationship between economic elements, sociological characteristics, and demographic difficulties, the goal of this study is to analyze the socio-economic condition of the sample tourists. Therefore, an attempt is made to discuss the socio-economic profile of the tourists before delving into topics pertaining to the sample tourists.

5. METHODOLOGY

The Godavari River region's temple, ecotourism, and rural tourism are the main topics of this study. In an attempt to characterize how tourists perceive the Godavari River region, it is both descriptive and analytical. Six lakh tourists are expected to visit the area each year, with a total sample size of sixty.

For the purpose of gathering data, the Multistage Sampling Method—a four-stage sampling selection process—was used. The study unit and sample size for the tourism study comprised individuals from diverse social, economic, geographic, and educational backgrounds. As a result, the decision could be made impartially.

During the field survey, the interview schedule served as a tool for gathering data. The current study combines the collecting of primary data with compilations of secondary data.

Lastly, the methodology used uses various statistical tools based on need and suitability, percentages, arithmetic mean, standard deviations, and coefficient of variances, i.e., the chi-square test is employed to analyze and to test the hypotheses. The collected raw data is needed to pursue the outlined objectives. In data analysis, several averages are also employed.

6. RESULTS

The following are analysis of tables and major findings of results;

Table 1: Category-wise Distribution of Sample Tourists by Monthly Family Income

Monthly Family Income (in Rupees)	Category			Total
	Temple Tourist	Eco Tourist	Rural Tourist	
Upto10000	03 (42.86)	02 (28.57)	02 (28.57)	07 (100) (11.67)
10000-20000	03 (60.00)	01 (20.00)	01 (20.00)	05 (100) (08.33)
20000-30000	06 (40.00)	04 (26.67)	05 (33.33)	15 (100) (25.00)
30000-40000	05 (26.32)	07 (36.84)	07 (36.84)	19 (100) (31.67)
40000-50000	02 (25.00)	03 (37.50)	03 (37.50)	08 (100) (13.33)
50000 Above	01 (16.67)	03 (50.00)	02 (33.33)	06 (100) (10.00)
Total	20	20	20	60 (100)
Average	20075	27350	29600	27983

Source: Researcher's calculation based on sample data

Note: Figures in parentheses along rows are percentage of row totals.

Figures in parentheses vertically in the last column are percentage of aggregate sample (60).

Table 1's analysis of tourists' monthly family income shows that, of the 60 tourists in the select sample, 34 tourists, or roughly 56% of the sample, are observed to earn monthly family income between Rs. 20,000 and Rs. 40,000, while 12 tourists, or 20% of the sample, are observed to earn monthly family income below Rs. 20,000. Simultaneously, six visitors with a percentage of over 10 percent are determined to have a monthly family income of between Rs. 50,000 and Rs. 60,000, assuming that frequency is distributed evenly in each class. Similarly, it is discovered that 8 visitors, or more than 13%, have a family income of between Rs. 40,000 and Rs. 50,000 per month.

Table 2: Measures of Central Tendency and Dispersion Results

Value	Temple Tourist	Eco Tourist	Rural Tourist	Total
\bar{X}	27550	33750	32150	31150
σ^2	188997500	179937500	192405264.64	194010833.33
σ	13747.64	13414.08	13871.02	13928.78
CV	49.90	39.74	43.14	44.72

Note; Coefficient of variation is expressed in terms of percentage,
 statistical symbols are indicated for the tests of; \bar{X} - Mean, σ^2 - Variance,
 σ - Standard Deviation and CV - Coefficient of Variation.

Table 2 reveals that the average monthly family income is 31,150 rupees, with the remaining temple tourist category (27,550) earning less than the aggregate sample

average, and the environmental tourist category (33,750) and rural tourist category (32,150) earning more. With a sample tourist standard deviation of around Rs. 13,929, it can be seen that there are fewer differences across all tourist categories. The fluctuations are reflected in the coefficient of variation to the tune of 44.72 percent.

Table 3: Category-wise Distribution of Sample Tourists by Monthly Family Tourism Expenditure

Monthly Family Tourism Expenditure (in Rupees)	Category			Total
	Temple Tourist	Eco Tourist	Rural Tourist	
Upto1000	03 (60.00)	01 (20.00)	01 (20.00)	05 (100) (8.33)
1000-2000	05 (45.45)	03 (27.27)	03 (27.37)	11 (100) (18.33)
2000-3000	05 (38.46)	04 (30.77)	04 (30.77)	13 (100) (21.67)
3000-4000	05 (35.71)	04 (28.57)	05 (35.71)	14 (100) (23.33)
4000-5000	01 (10.00)	05 (50.00)	04 (40.00)	10 (100) (16.67)
5000 Above	01 (14.28)	03 (42.86)	03 (42.86)	07 (100) (11.67)
Total	20	20	20	60 (100)
Average	567.05	536.00	623.00	578.33

Source: Researcher’s calculation based on sample data.

Note: Figures in parentheses along rows are percentage of row totals.

Figures in parentheses vertically in the last column are percentage of aggregate sample (60).

Table 3 displays the distribution of sample tourists by monthly tourism expenditure. Out of the 60 visitors in the sample, 23.33 percent spend between Rs. 3000 and Rs. 4000 per month on tourism, primarily through visiting, whereas 21.67 percent and 18.33 percent spend between Rs. 2000-3000 and Rs. 1000-2000, respectively. Visitors who fall into two categories: those who spent more than Rs. 5,000 per month (11.67%) and those who spent less than Rs. 1000 per month (only 8.33%).

Table 4: Measures of Central Tendency and Dispersion Results

Value	Temple Tourist	Eco Tourist	Rural Tourist	Total
\bar{X}	2740	3160	3210	3036.67
σ^2	1912400	1565194	1451726	2178655.56
σ	1382.89	1251.08	1204.87	1476.03
CV	50.47	39.59	37.53	48.61

Note; Coefficient of variation is expressed in terms of percentage, statistical symbols are indicated for the tests of;

\bar{X} - Mean, σ^2 – Variance, σ - Standard Deviation and CV - Coefficient of Variation.

Table 4 displays the average monthly tourism expenditure for the family, which comes to 3036.67 rupees. This is because the remaining temple tourists (2740) spend less than the aggregate sample average, while eco tourists (3160) and rural tourists (3210) spend more. With an estimated sample size of 1476.03, the standard deviation of tourists is found to vary more among eco- and rural-tourism visitors than among temple-tourism visitors. The variations are reflected in the coefficient of variation to the tune of 48.61 percent.

Table 5: Distribution of Sample Tourists by Monthly Family Income and Monthly Family Tourism Expenditure

Monthly Family Income (in Rupees)	Monthly Family Tourism Expenditure (in Rupees)						Total
	Below 1000	1000-2000	2000-3000	3000-4000	4000-5000	5000 Above	
Below 10000	05 (8.33)	02 (3.33)	0	0	0	0	07 (11.67)
10000-20000	04 (6.66)	01 (1.67)	0	0	0	0	05 (8.33)
20000-30000	0	06 (10.00)	08 (13.33)	01 (1.67)	0	0	15 (25.00)
30000-40000	0	0	03 (5.00)	11 (18.33)	05 (8.33)	0	19 (31.67)
40000-50000	0	0	0	02 (3.33)	04 (6.67)	02 (3.33)	08 (13.33)
50000-Above	0	0	0	0	01 (1.67)	05 (8.33)	06 (10.00)
Total	05 (8.33)	11 (18.33)	13 (21.67)	14 (23.33)	10 (16.67)	07 (11.67)	60 (100.00)

Note: Figures in parentheses indicate percentages to the total.

Source: Researcher’s calculation based on sample data.

The distribution of a chosen sample of tourists by monthly family income and monthly tourism expenditure is shown in Table 5. According to the table, 19 tourists (or 31.67% of the total) have a family income of between Rs. 30,000 and Rs. 40,000 per month, while 20 tourists (or 33.33% of the total) have an income of between Rs. 10,000 and Rs. 30,000 per month. Nonetheless, it is noted that 15 (25.00%), 8 (13.33%), 7 (11.67%), 6 (10.00%), and 5 (8.33%) of the visitors have family incomes that fall into the following categories: "Rs. 20,000-30,000," "Rs. 40,000-50,000," "Below Rs. 10,000," "Rs. 50,000 Above," and "Rs. 10,000-Rs. 20,000," respectively.

Furthermore, it is observed that up to 8 tourists (13.33%) spend between "Rs. 40,000-50,000" on family tourism each month, followed by 15 tourists (25.00%) and 5 tourists (8.33%) who spend between "Rs. 20,000-30,000" and "Rs. 10,000-20,000" on family tourism each month.

As many as 19 tourists (or roughly 20% of the total) are found to be spending "Rs.3, 000–4,000" on family tourism each month under the category of having "Rs.30, 000–40,000" in monthly family income. Following them are 35 tourists (roughly 6% of the total) and 27

tourists (4.50% of the total) who are observed to be incurring "Rs.4, 000–5,000" and "Rs.2, 000-3,000" respectively. Simultaneously, 5 tourists (8.33%) and 4 tourists (6.66%) report monthly family tourism expenses of "Below Rs. 1,000," with their respective monthly family incomes being "Below Rs. 10,000" and "Rs. 10,000-20,000."

Furthermore, under the categories of monthly family income of "Rs. 40,000-50,000," "Rs. 30,000-40,000," and "Rs. 50,000 Above," four tourists (6.67%), five tourists (8.33%), and one tourist (1.67%) are spending a monthly family tourism expenditure of "Rs.4,000-5,000," respectively. Additionally, it is observed that 8 tourists (13.33%) and 3 tourists (5.00%), with monthly family incomes of "Rs. 20,000-30,000" and "Rs. 30,000-40, 000," respectively, are sending a monthly family tourism spend of "Rs. 2,000-3,000."

It is observed that 5 tourists (8.33%) and 2 tourists (3.33%) with monthly incomes of "Rs. 50,000 above" and "Rs. 40,000-50,000" correspondingly, spend Rs. 5,000 Above" on family travel each month. According to the data, the bulk of tourists had monthly family incomes between Rs. 30,000 and Rs. 40,000 and monthly family travel expenses between Rs. 3,000 and Rs. 4,000.

Table 6: Chi-square Test Results

Hypothesis Tested	Statement of H₀: Distribution of select sample tourists by monthly family income and monthly family tourism expenditure are independent of each other.	
Chi-square Test:	Calculated Value: 121.26	Critical Value: 37.65 (25 df)
Decision:	Reject H ₀	

Source: Researcher’s calculation based on sample data.

As can be seen in Table 6, the analysis of the Chi-square test led to the rejection of the null hypothesis, suggesting that there is no independent relationship between the distribution of the selected sample of tourists by monthly family income and monthly family tourism expenditure.

7. CONCLUSION

It is evident that all types of tourists appear to be visiting the Godavari River region, regardless of household income classes. It is observed that tourists make an average family income of Rs. 31,150 per month. On the other hand, the majority of tourists with above-average incomes tend to be found in ecotourism destinations, while the majority of tourists with below-average incomes are found in temple tourism. The visitors' monthly family income has a standard deviation of Rs. 13,929, and their coefficient of variance shows changes up to 44.72 percent.

The outcome of the sample visitors' family's monthly travel expenses is calculated. It is discovered that the average expense is Rs. 3,036.67. Observations broken down by category show that while spending is lower than average in temple tourism, it is higher than usual in eco and rural tourism. The monthly tourism expenditure of tourists has a standard deviation of Rs. 1476.03, and the coefficient of variance shows changes up to 48.61 percent.

There is a correlation between the distribution of a chosen sample of travelers by monthly family income and monthly family tourism expenditure. The null hypothesis was thus rejected as a consequence of the Chi-square test analysis. The amount spent on tourism depends on the family's monthly income. Those with lower incomes, however, spend less on travel than those with higher incomes. Travel expenses rise more sharply in tandem with rises in household income.

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