ABSTRACT

This study makes an attempt to build a model explaining the leading purpose of tourism using the data collected in the NSS 65th round of survey on Domestic Tourism as there must be questions regarding purpose of the trip. Why a particular household chooses to go for a trip and the factors determining that purpose? A Multinomial Logit has been applied since each household chooses one alternative from group of choices (different purposes of the trip) which will depend on household's socio-demographic characteristics, Trip characteristics and some qualitative variables like awareness about the Incredible India campaign.

This economic analysis of demand for domestic tourism in terms of the "trip" a particular household undertake and the underlying purpose behind that trip helps us capture the differences among states in terms of economic factors like Infrastructure related to various services, which helps in analysis of tourism market and thus direct both private sector supply and policymakers' actions.