

ABSTRACT

Domestic tourism is the foundation on which the entire tourism structure rests. Indians have always been great travelers. India was not one political entity as we understand it today but there was always an essential cultural unity. This unity of thought and values was the result of mobility, of people travelling from one part of the country to another. And all this was spontaneous without much planning and infrastructure. The aim of the present study was to conduct a characteristics analysis of domestic tourism pattern in India. The two broad objectives of the study were to estimate the number of domestic tourists by different purposes of travel and to estimate the total magnitude and patterns of tourist expenditure. In particular it is also hoped that the analysis of this study could be of immense interest to a broad community including government entities, private sector stakeholders and tourism, academics, media and even the vast majority of individuals whose aggregated travel and tourism behavior is captured.