

ABSTRACT

The objective of this research was to study determinants of demand for domestic tourism and average expenditure of Tourists from North Eastern Region. For this study the determinants of demand for domestic tourism had been separately analyzed in different periods of time by using data derived from questionnaires of 1,000 tourists from North Eastern Region in 2005, the analysis was made by using Logit Model and Regression Model.

The findings derived from the Logit Model were found that the important factors influencing the demand for domestic tourism of North Eastern Tourists included gender, age, and household's size of 3-4 persons that affected demand for domestic tourism of North Eastern Tourists in positive relationship whereas the household's income, household's size of 1-2 persons, and winter would influence the demand for domestic tourism of the North Eastern Tourists in negative relationship. Considering in the timeframe shortened it was found that the determinants as mentioned were still significant as usual as whole. The other variables such as education, occupation, and travelling pattern did not influence the determinants of demand as mentioned.

And the findings derived from Regression Analysis were found that the important factors determining average expenditure of North Eastern Tourists included occupation, landscape for travelling of the tourists, the purpose of travelling, and seasons that affected average expenditure in positive relationship whereas age. And household's size would affect in the negative relationship. But the other variables except this would not be significant for determining average expenditure of tourists.

The results derived from the analysis as mentioned could be used for policy planning promoting demand for domestic tourism and average expenditure of North Eastern Tourists. The target groups aimed at should include the high average household income group, the senior group, private business running group, private company personnel and bureaucrat or public enterprise groups.