ANALYSIS OF TOURIST'S CHARACTERISTICS IN SELECT TOURIST DESTINATIONS OF HARYANA

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Abstract: Haryana state of India has many sites and places of historical and religious importance. This article aims to undertake the objective of comparing the select five tourist destinations of Haryana namely Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkundin terms of tourists' characteristics. All these destinations are among prime tourist destinations of Haryana. To conduct the study mainly primary data from 650 tourists was collected. The cluster sampling technique was used and chi-square analysis was conducted duringthe course of present research. The study found no significant difference in tourists' gender visiting Brahmsarovar, Pinjore, Mansa Devi, and Surajkund. The Morni was only tourism destination that had huge difference in married vs. unmarried respondents due to nature of activities at the attraction. There is huge difference in education levels, monthly income of tourists and there is a significant difference in tourists' occupation visiting all five tourist destinations of Haryana. The study shows no huge difference in proportion of nationality of tourists (Domestic vs. foreign) and no significant difference in tourists' purpose of visit in different tourist destinations of Haryana. Tourists visiting these locations are quite different to each other in terms of preferred accommodation facilities.

***Key words:** tourist destination, tourist characteristics, purpose of trip, accommodation*

Haryana state in India has multi-favorable resource endowments like fertile land, assured irrigation, high productivity and production with good marketing facilities, electricity and roads and above all a receptive farming community with proven record of co-operation and hospitality. Haryana state has sites and places of historical and

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religious importance since from the Ramayana and Mahabharata as tourist attractions. The name of popular district of Haryana' Gurgaon' was derived from the word 'Guru Gram' means it was the place of Pandava's Guru. The Kurukshetra is the place where lord Krishna gave the message of Gita to Arjun during Mahabharata war between Kaurvas and Pandvas. The famous 'Karan Lake' situated in Karnaldistrict is another place known for the sacrifice of Karan. Geographically, this state has its boundary,with national capital of India, New Delhi, Rajasthan, Haryana, Uttar Pradesh and Himachal Pradesh. Haryana is a state famous for its agriculture and animal production.' Faridabad' district of Haryana is a hub of big industries like Escorts, Good Year, Bata and Maruti in Gurgoan. The roads and transport services of Haryana is best in the country. Every village is connected with metallic roads and has basic education and health facilities. It is a small state with rich heritage being close to the national capital. This state has enormous potential for tourism due to its historical background.

LITERATURE REVIEW

Tourism destinations can be defined as temporary locations for gaining a travel experience, and which is related to the destination's attractiveness (Leiper, 1979: 392). Beerli, A., & Mortin, J. D. (2004) have studied the Tourist's characteristics and the perceived image of tourist destinations. Researchers commonly use socioeconomic and demographic variables to segment markets.

Some researchers segment the market on gender, (Balogu and Shoemaker, 2001, Kim, Lee and Klenosky, 2000), income, (Kozak 2002), region (Yuan and McDonald, 1990), motives, (Balogu and Shoemaker, 2001), (Yuan and McDonald, 1990), travel party composition (Bieger and Laesser, 2002) and trip purpose (Bieger and Laesser, 2002, McQueen and Miller, 1986). Psychographics are used by Perreault, Darden and Darden (1977) to identify distinct groups of vacation orientation. Woodside and Pitts (1976) study differences in the characteristics of tourists.Davis, Allen and Cosenza (1988) segment Florida residents using attitudes, interests and opinions toward tourism. This paper utilizes tourist characteristic approach to compare the five different destinations of Haryana.

OBJECTIVES OF THE STUDY

The research study aims to undertake the objective of comparing the select five tourist destinations of Haryana namely Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkund in terms of tourists' characteristics.

LIMITATION OF THE STUDY

The population of the survey was quite large having a long list of tourist places located at distant places. The present study has been limited to just few select locality within Haryana, subsequently the perception made on the premise of this study can't be summed up to whole nation.

RESEARCH METHODOLOGY

To finalize the sampling plan for the conduct of study, the districts falling in the Haryana were ascertained. To have a deep understanding and proper evaluation of the impact on overall development of the area, the selected tourist spots from different districts were: Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkund. All these destinations are among prime tourist destinations of Haryana. In order to provide some idea about these destinations, their pictures along with the geographical locations are shown below.

To conduct the study mainly primary data has been used. As many as 650 tourists were initially approached to collect the required data for the study. However, only 383 questionnaires filled by the respondents, 263 domestic tourists and 120 foreign tourists with are sponse percentage of 58.92 percent were found complete in all respects for the analysis. Cluster sampling technique is used and chi-square analysis is conducted during the course of present research.

DEMOGRAPHIC AND PSYCHOGRAPHIC ANALYSIS

This first section describes the descriptive analysis of demographic as well as psychographic characteristics of tourists visiting Haryana. Out of 383 total respondents, majority of respondents (75.7%) were
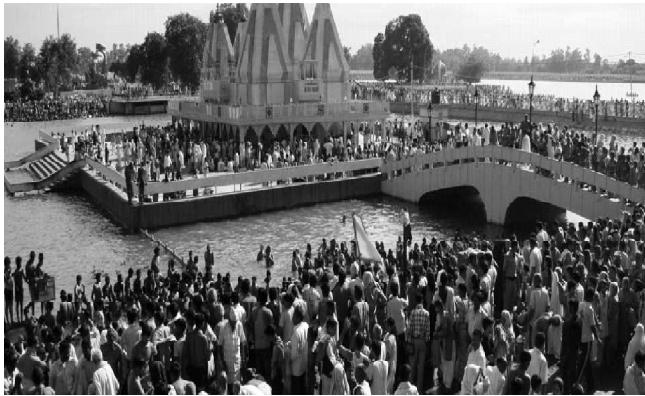
Figure 3.1: Brahma Sarovar
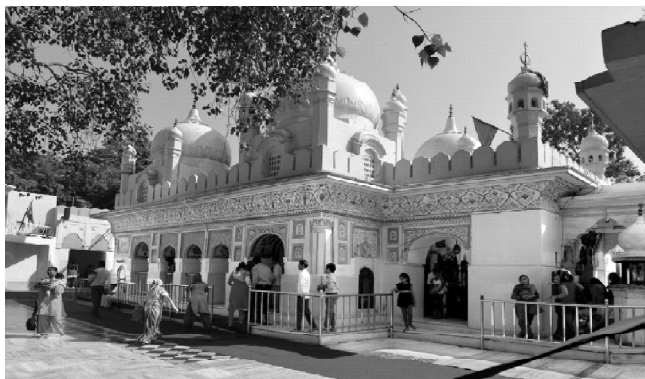

Figure 3.2: Pinjore Gardens (or Yadavindra)

Figure 3.3: Mansa Devi

Figure 3.4: Morni

Figure 3.5: Surajkund

male, while rest 24.3% were female respondents. 59% of the total sample respondents were married and a majority of them (approx. 60%) has at least one college degree (UG or PG). 63.7% of them were service class, and 79.1% had income group of more than 30,000 per month. We found less number of foreigners (n = 120) compared to domestic travelers (68.7%) visiting these areas, as there are several other preferred locations, especially for foreign tourists including Shimla (Himachal Pradesh), Rishikesh (Uttarakhand) etc.

Most of the tourist respondents visited the places for official purpose (44.1%) or for any business trip (23.2%) rather than leisure

(18.8%) and/or for pilgrimage purpose (11.7%). In this study target five prime locations (based on convenience sampling) within Haryana including Brahmsarovar (17.8%), Pinjore (23.5%), Mansa Devi (18.3%), Morni (20.1), and Surajkund (20.4%). Tourists were quite familiar with these locations as they had already visited these places many times and preferred to stay in 3-star category (40.7%) or 4-star category hotels (32.1%).

COMPARING TOURISTS DESTINATION IN TERMS OF TOURISTS' CHARACTERISTICS

In this section, a comparison of all five tourist destinations (i.e. Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkund) is done in terms of tourists' characteristics (both Demographics and psychographics). To do so, chi-square analysis is conducted, wherein both the variables (consumer characteristic and tourist destination) should be categorical in nature as we have in this study. The following null research hypothesis (in general) are framed for this section.

1. Gender vs. Tourist Destination

H_1: *There is no significant difference in tourists' gender (male vs. female)visiting different tourist destinations of Haryana.*

Table 1
Gender vs. Tourism Destination

			Tourism Destination Visited					
			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Gender	Male	Count	54	67	56	54	59	290
		Expected Count	51.5	68.1	53.0	58.3	59.1	290.0
		% within Gender	18.6%	23.1%	19.3%	18.6%	20.3%	100.0%
		% within Name of Tourism Destination Visited	79.4%	74.4%	80.0%	70.1%	75.6%	75.7%

contd. table 1

		Tourism Destination Visited					
		Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Female	Count	14	23	14	23	19	93
	Expected Count	16.5	21.9	17.0	18.7	18.9	93.0
	% within Gender	15.1%	24.7%	15.1%	24.7%	20.4%	100.0%
	% within Name of Tourism Destination Visited	20.6%	25.6%	20.0%	29.9%	24.4%	24.3%
Total	Count	68	90	70	77	78	383
	Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
	% within Gender	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
	% within Name of Tourism Destination Visited	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1 provides a summary of number of tourism (male vs. female) at different tourism destinations within Haryana. The cross-tabulation shows that all the five tourism destinations - Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkund - are well diverse in terms of respondents (18.6%, 23.1%, 19.3%, 18.6%, and 20.3% male respondents, while 15.1%, 24.7%, 15.1%, 24.7%, and 20.4% female respondents respectively).

Table 2
Gender * Tourism Destination - Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.590a	4	.629
Likelihood Ratio	2.579	4	.631
Linear-by-Linear Association	.498	1	.480
N of Valid Cases	383		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.51.

The calculated value of chi-square coefficient is 2.590 (p = .629) is not found statistically significant as p = .629 > .05. This shows that we cannot reject null, and thus there is no significant difference in tourists' demographics in different tourist destinations of Haryana. This shows that similar kind of tourists were found in all the destinations within Haryana.

Both Phi and Cramer's V are tests of the strength of association (see Table 3). We can see that the strength of association between these two variables is not even high enough.

Table 3
Gender * Tourism Destination - Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.082	.629
	Cramer's V	.082	.629
N of Valid Cases		383	

2. Marital status vs. Tourist destination

H$_2$: *There is no significant difference in tourists' marital status(Married vs. unmarried) visiting different tourist destinations of Haryana.*

Table 4.5 provides a summary of number of tourist (married vs. unmarried) at different tourism destinations within Haryana. The cross-tabulation shows that all the five tourism destinations - Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkund - are well diverse in terms of respondents marital status as well (15.9%, 20.4%, 18.6%, 28.3%, and 16.8% married respondents, while 20.4%, 28.0%, 17.8%, 8.3%, and 25.5% unmarried respondents respectively). Morni was only tourism destination that had huge difference in married vs. unmarried respondents. It had 83.1% married, while only 16.9% unmarried tourist respondents. But, it hardly affects our findings as we have sufficient number of married (vs. unmarried) tourist respondents.

In table 5, the calculated value of chi-square coefficient is 25.301 that is statistically significant as p = .000 < .05. This shows that we can reject null hypothesis, and thus there is a significant difference in tourists' marital status in different tourist destinations of Haryana. This might be mainly because of Morni, as it had huge difference in married (vs. unmarried) respondents.

Table 4
Marital status vs. Tourist destination

			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
			Tourism Destination Visited					
Marital Status	Married	Count	36	46	42	64	38	226
		Expected Count	40.1	53.1	41.3	45.4	46.0	226.0
		% within Marital Status	15.9%	20.4%	18.6%	28.3%	16.8%	100.0%
		% within Name of Tourism Destination Visited	52.9%	51.1%	60.0%	83.1%	48.7%	59.0%
	Un-married	Count	32	44	28	13	40	157
		Expected Count	27.9	36.9	28.7	31.6	32.0	157.0
		% within Marital Status	20.4%	28.0%	17.8%	8.3%	25.5%	100.0%
		% within Name of Tourism Destination Visited	47.1%	48.9%	40.0%	16.9%	51.3%	41.0%
Total		Count	68	90	70	77	78	383
		Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
		% within Marital Status	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
		% within Name of Tourism Destination Visited	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5
Marital status vs. Tourist destination -Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.301[a]	4	.000
Likelihood Ratio	27.476	4	.000
Linear-by-Linear Association	1.754	1	.185
N of Valid Cases	383		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.87.

Both Phi and Cramer's V are tests of the strength of association (see Table 6). We can see that the strength of association between these two variables is quite well, as well as statistically significant (p = .000 < .001).

Table 6
Marital status vs. Tourist destination - Symmetric Measures

		Value	*Approx. Sig.*
Nominal by Nominal	Phi	.257	.000
	Cramer's V	.257	.000
N of Valid Cases		383	

3. Education vs. Tourist destination

H_3: There is no significant difference in tourists' education visiting different tourist destinations of Haryana.

Here, Table 7 summarizes the education level of tourists visiting in different destinations of Haryana. The cross-tabulation shows that all the five tourism destinations are well diverse in terms of respondents' education, if we consider those respondents having UG or PG degree. The sum of their percentage is 63.2%, 55.6%, 51.4%, 55.9%, and 74.4%. In that way, Surajkund was at first position in terms of maximum number of graduate or post graduates respondents.

Table 7
Education vs. Tourist destination

			Tourism Destination Visited					
			Brahm sarovar	*Pinjore*	*Mansa Devi*	*Morni*	*Suraj kund*	*Total*
Educa-tion	Non-graduate	Count	11	1	1	3	16	32
		Expected Count	5.7	7.5	5.8	6.4	6.5	32.0
		% within Education	34.4%	3.1%	3.1%	9.4%	50.0%	100.0%
		% within Tourism Destination	16.2%	1.1%	1.4%	3.9%	20.5%	8.4%
	Grad-uate	Count	13	7	5	6	39	70
		Expected Count	12.4	16.4	12.8	14.1	14.3	70.0
		% within Education	18.6%	10.0%	7.1%	8.6%	55.7%	100.0%
		% within Tourism Destination	19.1%	7.8%	7.1%	7.8%	50.0%	18.3%

contd. table 7

			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
			Tourism Destination Visited					
PG		Count	30	43	31	37	19	160
		Expected Count	28.4	37.6	29.2	32.2	32.6	160.0
		% within Education	18.8%	26.9%	19.4%	23.1%	11.9%	100.0%
		% within Tourism Destination	44.1%	47.8%	44.3%	48.1%	24.4%	41.8%
Others		Count	14	37	32	29	4	116
		Expected Count	20.6	27.3	21.2	23.3	23.6	116.0
		% within Education	12.1%	31.9%	27.6%	25.0%	3.4%	100.0%
		% within Tourism Destination	20.6%	41.1%	45.7%	37.7%	5.1%	30.3%
Professional		Count	0	2	1	2	0	5
		Expected Count	.9	1.2	.9	1.0	1.0	5.0
		% within Education	0.0%	40.0%	20.0%	40.0%	0.0%	100.0%
		% within Tourism Destination	0.0%	2.2%	1.4%	2.6%	0.0%	1.3%
Total		Count	68	90	70	77	78	383
		Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
		% within Education	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
		% within Tourism Destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In table 8, the calculated value of chi-square coefficient (127.681) is statistically significant as p = .000 < .05. This shows that we can reject null hypothesis, and thus there is a significant difference in tourists' education level in different tourist destinations of Haryana.

Table 8
Education vs. Tourist destination- Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	127.681[a]	16	.000
Likelihood Ratio	129.154	16	.000
Linear-by-Linear Association	16.122	1	.000
N of Valid Cases	383		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is .89.

Table 9
Education vs. Tourist destination- Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.577	.000
	Cramer's V	.289	.000
N of Valid Cases		383	

The strength of association between these two variables is quite well, as well as, it is statistically significant (p = .000 < .001) as shown by Phi and Cramer's V test (refer to table 9).

4. Occupation vs. Tourist destination

H₄: *There is no significant difference in tourists' occupation visiting different tourist destinations of Haryana.*

Table 10 summarizes the occupation of tourists visiting in different destinations of Haryana. Once again, all the five tourism destinations are well diverse in terms of respondents' occupation, while Pinjore had most tourist with Government/Public service (41.1%), Morni had maximum number of self-employed tourists (53.2%), Mansa Devi had maximum number of Private/Job service (65.7%), and Surajkund had 26.9% student/housewife.

Table 10
Occupation vs. Tourist destination

			Name of Tourism Destination Visited					
			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Occupa-tion	Govern-ment/ Public Service	Count	20	37	18	4	26	105
		Expected Count	18.6	24.7	19.2	21.1	21.4	105.0
		% within Occupation	19.0%	35.2%	17.1%	3.8%	24.8%	100.0%
		% within Name of Tourism Destination Visited	29.4%	41.1%	25.7%	5.2%	33.3%	27.4%

contd. table 7

			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
			Name of Tourism Destination Visited					
Self-employed		Count	31	2	4	41	10	88
		Expected Count	15.6	20.7	16.1	17.7	17.9	88.0
		% within Occupation	35.2%	2.3%	4.5%	46.6%	11.4%	100.0%
		% within Name of Tourism Destination Visited	45.6%	2.2%	5.7%	53.2%	12.8%	23.0%
Private Job/ Service		Count	11	37	46	24	21	139
		Expected Count	24.7	32.7	25.4	27.9	28.3	139.0
		% within Occupation	7.9%	26.6%	33.1%	17.3%	15.1%	100.0%
		% within Name of Tourism Destination Visited	16.2%	41.1%	65.7%	31.2%	26.9%	36.3%
Student/ House-wife		Count	6	11	2	8	21	48
		Expected Count	8.5	11.3	8.8	9.7	9.8	48.0
		% within Occupation	12.5%	22.9%	4.2%	16.7%	43.8%	100.0%
		% within Name of Tourism Destination Visited	8.8%	12.2%	2.9%	10.4%	26.9%	12.5%
Others		Count	0	3	0	0	0	3
		Expected Count	.5	.7	.5	.6	.6	3.0
		% within Occupation	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Name of Tourism Destination Visited	0.0%	3.3%	0.0%	0.0%	0.0%	0.8%
Total		Count	68	90	70	77	78	383
		Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
		% within Occupation	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
		% within Name of Tourism Destination Visited	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In table 11, the calculated value of chi-square coefficient (152.703) is statistically significant as p = .000 < .05. This shows that we can reject null hypothesis, and thus there is a significant difference in tourists' occupation in different tourist destinations of Haryana. The strength of association between these two variables is quite well (.631) and it is even statistically significant (p = .000 < .001) as shown by Phi and Cramer's V test (refer to table 12).

Table 11
Occupation vs. Tourist destination - Chi-Square Tests

	Value	*Df*	*Asymp. Sig. (2-sided)*
Pearson Chi-Square	152.703[a]	16	.000
Likelihood Ratio	159.950	16	.000
Linear-by-Linear Association	6.122	1	.013
N of Valid Cases	383		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is .53.

Table 12
Occupation vs. Tourist destination - Symmetric Measures

		Value	*Approx. Sig.*
Nominal by Nominal	Phi	.631	.000
	Cramer's V	.316	.000
N of Valid Cases		383	

5.   Monthly incomevs. Tourist destination

H₅: There is no significant difference in tourists' monthly income visiting different tourist destinations of Haryana.

Table 13 summarizes the monthly income of tourists visiting in different destinations of Haryana. According to statistics, most of the tourists (79.11%) mentioned that they have income of more than Rs. 30,000 per month. It's hard to know actual earning of anyone, therefore, in this study we just asked about their primary income, and not the family income, or even sources of their overall income.

Table 13
Monthly income vs. Tourist destination

			Tourism Destination Visited					
			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Monthly Income	Below Rs. 15,000/-	Count	4	10	1	8	16	39
		Expected Count	6.9	9.2	7.1	7.8	7.9	39.0
		% within Monthly Income	10.3%	25.6%	2.6%	20.5%	41.0%	100.0%
		% within Tourism Destination	5.9%	11.1%	1.4%	10.4%	20.5%	10.2%
	Above 15,000 & below Rs. 30,000/-	Count	4	13	5	7	12	41
		Expected Count	7.3	9.6	7.5	8.2	8.3	41.0
		% within Monthly Income	9.8%	31.7%	12.2%	17.1%	29.3%	100.0%
		% within Tourism Destination	5.9%	14.4%	7.1%	9.1%	15.4%	10.7%
	Above Rs. 30,000/- & below 50,000/-	Count	32	43	33	18	27	153
		Expected Count	27.2	36.0	28.0	30.8	31.2	153.0
		% within Monthly Income	20.9%	28.1%	21.6%	11.8%	17.6%	100.0%
		% within Tourism Destination	47.1%	47.8%	47.1%	23.4%	34.6%	39.9%
	Above Rs. 50,000/-	Count	28	24	31	44	23	150
		Expected Count	26.6	35.2	27.4	30.2	30.5	150.0
		% within Monthly Income	18.7%	16.0%	20.7%	29.3%	15.3%	100.0%
		% within Tourism Destination	41.2%	26.7%	44.3%	57.1%	29.5%	39.2%
Total		Count	68	90	70	77	78	383
		Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
		% within Monthly Income	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
		% within Tourism Destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 14
Monthly income vs. Tourist destination - Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.368[a]	12	.000
Likelihood Ratio	43.476	12	.000
Linear-by-Linear Association	2.933	1	.087
N of Valid Cases	383		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.92.

Table 14 shows that the calculated value of chi-square (41.368) is statistically significant as p = .000 < .05. This shows that we can reject null hypothesis, and there is a statistically significant difference in tourists' monthly income level in different tourist destinations of Haryana. The strength of association between these two variables is quite well (.329), and statistically significant as well (p = .000 < .001) as shown by Phi and Cramer's V test (refer to table 15).

Table 15
Monthly income vs. Tourist destination - Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.329	.000
	Cramer's V	.190	.000
N of Valid Cases		383	

6. Nationality vs. Tourist destination

H_6: *There is no significant difference in tourists' nationality visiting different tourist destinations of Haryana.*

According to statistics, most of the tourists mentioned that they have come from different cities of India, meaning they are domestic travelers visiting these areas for different purposes. Mainly they were visiting these areas for business or official purpose. We found 120 foreign tourists.

Table 16
Nationality vs. Tourist destination

			Name of Tourism Destination Visited					
			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Nation-ality	Indian	Count	47	60	50	48	58	263
		Expected Count	46.7	61.8	48.1	52.9	53.6	263.0
		% within Nationality	17.9%	22.8%	19.0%	18.3%	22.1%	100.0%
		% within Tourism Destination	69.1%	66.7%	71.4%	62.3%	74.4%	68.7%
	Others	Count	21	30	20	29	20	120
		Expected Count	21.3	28.2	21.9	24.1	24.4	120.0
		% within Nationality	17.5%	25.0%	16.7%	24.2%	16.7%	100.0%
		% within Tourism Destination	30.9%	33.3%	28.6%	37.7%	25.6%	31.3%
Total		Count	68	90	70	77	78	383
		Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
		% within Nationality	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
		% within Tourism Destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 17 shows that the calculated value of chi-square (3.030) is not statistically significant as $p = .553 > .05$. This shows that we cannot reject null hypothesis, and there is no statistically significant difference in tourists' nationality in different tourist destinations of Haryana.

Table 17
Nationality vs. Tourist destination - Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.030[a]	4	.553
Likelihood Ratio	3.031	4	.553
Linear-by-Linear Association	.167	1	.683
N of Valid Cases	383		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.31.

The strength of association between these two variables is even low (.089), and not statistically significant as well (p = .302 > .05) as shown by Phi and Cramer's V test (refer to table 18).

Table 18
Nationality vs. Tourist destination - Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.089	.553
	Cramer's V	.089	.553
N of Valid Cases		383	

7. Purpose of trip vs. Tourist destination

H₇: *There is no significant difference in tourists' purpose of visit in different tourist destinations of Haryana.*

Table 19 presents the purpose of tourists' visit in different destinations of Haryana. According to table 19, most of the tourists (67.36%) mentioned that they have come either for official purpose or on a business trip. Table 20 shows that the calculated value of chi-square (611.532) is statistically significant as p = .000 < .05. This shows that we can reject null hypothesis, and there is a statistically significant difference in tourists' purpose of trip in different tourist destinations of Haryana.

Table 19
Purpose of trip vs. Tourist destination

		Name of Tourism Destination Visited					
		Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Purpose Leisure of Trip	Count	64	0	0	5	3	72
	Expected Count	12.8	16.9	13.2	14.5	14.7	72.0
	% within Purpose of Trip	88.9%	0.0%	0.0%	6.9%	4.2%	100.0%
	% within Name of Tourism Destination Visited	94.1%	0.0%	0.0%	6.5%	3.8%	18.8%

contd. table 19

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			Name of Tourism Destination Visited				
			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Pilgri-mage	Count	4	20	0	0	21	45
	Expected Count	8.0	10.6	8.2	9.0	9.2	45.0
	% within Purpose of Trip	8.9%	44.4%	0.0%	0.0%	46.7%	100.0%
	% within Name of Tourism Destination Visited	5.9%	22.2%	0.0%	0.0%	26.9%	11.7%
Official	Count	0	70	70	4	25	169
	Expected Count	30.0	39.7	30.9	34.0	34.4	169.0
	% within Purpose of Trip	0.0%	41.4%	41.4%	2.4%	14.8%	100.0%
	% within Name of Tourism Destination Visited	0.0%	77.8%	100.0%	5.2%	32.1%	44.1%
Business Trip	Count	0	0	0	64	25	89
	Expected Count	15.8	20.9	16.3	17.9	18.1	89.0
	% within Purpose of Trip	0.0%	0.0%	0.0%	71.9%	28.1%	100.0%
	% within Name of Tourism Destination Visited	0.0%	0.0%	0.0%	83.1%	32.1%	23.2%
Others	Count	0	0	0	4	4	8
	Expected Count	1.4	1.9	1.5	1.6	1.6	8.0
	% within Purpose of Trip	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
	% within Name of Tourism Destination Visited	0.0%	0.0%	0.0%	5.2%	5.1%	2.1%
Total	Count	68	90	70	77	78	383
	Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
	% within Purpose of Trip	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
	% within Name of Tourism Destination Visited	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 20
Purpose of trip vs. Tourist destination - Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	611.532[a]	16	.000
Likelihood Ratio	595.287	16	.000
Linear-by-Linear Association	150.979	1	.000
N of Valid Cases		383	

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.42.

The strength of association between these two variables is even high (1.264), and statistically significant as well (p = .000 < .001) as shown by Phi and Cramer's V test (refer to table 21).

Table 21
Purpose of trip vs. Tourist destination - Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.264	.000
	Cramer's V	.632	.000
N of Valid Cases		383	

8. Type of accommodation preferred vs. Tourist destination

H$_8$: *There is no significant difference in tourists' preferred accommodation in different tourist destinations of Haryana.*

Table 22 reports the type of accommodation preferred in different tourist destinations of Haryana. According to this, most of the tourists (72.84%) mentioned that they prefer either 4-star or 3-star accommodation facility in Haryana. According to them, such kind of facilities are available in these areas, but still need to improve them.

Table 22
Type of accommodation preferred vs. Tourist destination

			Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
			Name of Tourism Destination Visited					
Type of accomm- odation	5 Star Category Hotel	Count	4	1	1	6	3	15
		Expected Count	2.7	3.5	2.7	3.0	3.1	15.0
		% within Type of accommodation	26.7%	6.7%	6.7%	40.0%	20.0%	100.0%
		% within Name of Tourism Destination Visited	5.9%	1.1%	1.4%	7.8%	3.8%	3.9%
	4 Star Category Hotel	Count	19	32	17	34	21	123
		Expected Count	21.8	28.9	22.5	24.7	25.0	123.0
		% within Type of accommodation	15.4%	26.0%	13.8%	27.6%	17.1%	100.0%
		% within Name of Tourism Destination Visited	27.9%	35.6%	24.3%	44.2%	26.9%	32.1%
	3 Star Category Hotel	Count	22	36	41	30	27	156
		Expected Count	27.7	36.7	28.5	31.4	31.8	156.0
		% within Type of accommodation	14.1%	23.1%	26.3%	19.2%	17.3%	100.0%
		% within Name of Tourism Destination Visited	32.4%	40.0%	58.6%	39.0%	34.6%	40.7%
	Private Guest House	Count	7	6	9	1	2	25
		Expected Count	4.4	5.9	4.6	5.0	5.1	25.0
		% within Type of accommodation	28.0%	24.0%	36.0%	4.0%	8.0%	100.0%
		% within Name of Tourism Destination Visited	10.3%	6.7%	12.9%	1.3%	2.6%	6.5%
	Lodge	Count	10	13	2	5	21	51
		Expected Count	9.1	12.0	9.3	10.3	10.4	51.0
		% within Type of accommodation	19.6%	25.5%	3.9%	9.8%	41.2%	100.0%
		% within Name of Tourism Destination Visited	14.7%	14.4%	2.9%	6.5%	26.9%	13.3%

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		Name of Tourism Destination Visited					
		Brahm sarovar	Pinjore	Mansa Devi	Morni	Suraj kund	Total
Hospice/ Hostel (Dhara-msala)	Count	6	2	0	1	4	13
	Expected Count	2.3	3.1	2.4	2.6	2.6	13.0
	% within Type of accommodation	46.2%	15.4%	0.0%	7.7%	30.8%	100.0%
	% within Name of Tourism Destination Visited	8.8%	2.2%	0.0%	1.3%	5.1%	3.4%
Total	Count	68	90	70	77	78	383
	Expected Count	68.0	90.0	70.0	77.0	78.0	383.0
	% within Type of accommodation	17.8%	23.5%	18.3%	20.1%	20.4%	100.0%
	% within Name of Tourism Destination Visited	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 23 shows that the calculated value of chi-square (60.821) is statistically significant as p = .000 < .05. This shows that we can reject null hypothesis, and therefore, a statistically significant difference in tourists' preferredaccommodation typein different tourist destinations of Haryana can be reported. In other words, tourists visiting these locations are quite different to each other in terms of preferred accommodation facilities.

Table 23
Type of accommodation preferred vs. Tourist destination -
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.821[a]	20	.000
Likelihood Ratio	63.079	20	.000
Linear-by-Linear Association	.195	1	.659
N of Valid Cases	383		

a. 12 cells (40.0%) have expected count less than 5. The minimum expected count is 2.31.

Table 24
Type of accommodation preferred vs. Tourist destination -
Symmetric Measures

		Value	*Approx. Sig.*
Nominal by Nominal	Phi	.398	.000
	Cramer's V	.199	.000
N of Valid Cases		383	

The strength of association between these two variables is even high (.398), and statistically significant as well (p = .000 < .001) as shown by Phi and Cramer's V test (refer to table 24).

CONCLUSION

The findings of the study in the light of theobjective of *Comparing tourists destination in terms of Tourist's characteristics* suggests that there is no significant difference in tourists' demographics found in different tourist destinations such as Brahmsarovar, Pinjore, Mansa Devi, Morni and Surajkund in Haryana and similar kind of tourists were found in these destinations. There is no significant difference in tourists' gender visiting Brahmsarovar, Pinjore, Mansa Devi, and Surajkund. The Morni was only tourism destination that had huge difference in married vs. unmarried respondents due to nature of activities at the attraction.There is huge difference in education levels of tourists visiting all five tourist destinations of Haryana. Also, there is a significant difference in tourists' occupation visitingall five tourist destinations of Haryana. There is a huge difference in tourists' monthly income visiting all five tourist destinations of Haryana. The study shows no huge difference in proportion of nationality of tourists (Domestic vs. foreign) visitingall five tourist destinations of Haryana. Majority of them were domestic tourists. There is no significant difference in tourists' purpose of visit in different tourist destinations of Haryana. With respect to accommodation, the study found no significant difference in tourists' preferred accommodation in different tourist destinations of Haryana .In other words, tourists visiting these locations are quite different to each other in terms of preferred accommodation facilities.

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