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PRIORITISATION OF INTERNATIONAL DESTINATIONS BY HNI TOURIST WITH DECORATED EMPTY NEST FROM WESTERN INDIA

Abstract

The objective of research was to understand priorities & decision-making processes used by HNI (High Net worth Individual) tourist with decorated empty nest from western India while undertaking an international tour.

The rationale for choosing this niche (segment by international standard) was loud & clear. The large chunk of international tourists from India is from these two progressive states. Tourists from these states follow a unique pattern while traveling abroad. Many of them have their sons and daughters or close relatives settled abroad, particularly in the USA and Europe. Others have their sons/daughters studying abroad for longer duration.

There is little research carried out on choice of destination by Indian tourists. The tacit information was available with tour operators whose services were used by tourists at least on the maiden tour. Method used for research was focused group discussion followed by qualitative research method of (bubble drawing) snake & ladder. Sample size was one hundred from Maharashtra and Gujarat.

Results- Respondents from Maharashtra went to USA and Europe where their sons/daughters had settled. Those from Gujarat barring few exceptions preferred USA on both first and

second occasion. Majority of them were interested in packaged tours on the first visit with an option to come back to India after spending some time with relatives.

Sheer size of India has motivated Indian tourists (from Maharashtra and Gujarat also) to visit Europe. They had psychological satisfaction of visiting ‘MANY’ countries apart from understanding the culture and history of Europe. In the next phase, they were interested in a single country and location with a longer duration.

The study and findings shall benefit the tourism friendly countries and tour operators from USA and Europe. Future lies in single country/more duration/mass contact and shift from exposure to experience and experimentation.

Key words:- HNI tourist, destination, Tourism, Europe,

PRIORITISATION OF INTERNATIONAL DESTINATIONS BY HNI (HIGH NETWORTH INDIVIDUAL) TOURIST WITH DECORATED EMPTY NEST FROM WESTERN INDIA

Introduction and Objectives

Countries around the world are looking to tourism as the panacea for all the evils. As if all, the problems of a derailed economy are going to be solved in a flash with influx of international tourists. While this argument can be debated, fact remains that the all-pervasive nature of tourism is being looked by various stakeholders as some kind of a solution to their problem. Some countries in Europe, the likes of Greece, Turkey, Liechtenstein, Austria have been off late aggressive in tourism promotion. They are looking forward to more tourist arrivals from the Asian continent in general and from India and China in particular. The immense growth in outbound tourism from India-10.02 million in 2008- has been a consequence of innovative and aggressive products launched by outbound tour operators such as Kuoni, Thomas Cook, Cox & Kings, Kesari, Raj Tours, Le Passage. They have vigorously promoted and marketed their packages in partnership with airlines, tourism boards and even financial service agencies, enabling consumers to experience a wide range of products.

. The World Travel & Tourism Council (WTTC) has estimated that India, with annualized growth rate of 9.4%, along with China at 8.9%, are countries expected to increase their travel and tourism demand most rapidly between 2008 and 2018.

Tourism obviously shall be on the backburner or last priority when the going gets tough. India is not isolated from current economic meltdown. However, there are a large number of international tourists (from western India in particular) who year after year undertake overseas tour. Indians have a great penchant for gambling and the favored destination is not

Las Vegas but Macau. They now are the second largest visitors to the world's largest gambling den in the east. In 2002, the number of Indian tourists was only 5,000; last year, it was 1, 70,000.

Senior editor of India Today, Sandeep Unnithan echoed his sentiments "I was amazed to see moneyed Indian gamblers, not as numerous as Chinese, but matching them stake for stake."

Indian gamblers are not comfortable in facing visa hassles to go half way across the world to Las Vegas. Instead they prefer to go to The Venetian at Macau, with round trip costing only Rs. 23,000 (\$460). Another sign of India's arrival on the world pleasure circuit is the inauguration of India's own Grand Prix for Formula One (India Today October 31, 2011).

The objective of this paper is to understand the process of prioritization of destinations used by the HNI tourists while going abroad. The authors have chosen the cash rich/time- rich tourists with decorated empty nest from the two well-developed states in western India namely Maharashtra and Gujarat for further investigation. Authors have found a niche of tourists from Maharashtra and Gujarat whose sons and daughters are either working or settled in other part of the world. This niche is flush with funds, time rich, and have no liabilities back at home in India. Indians are already being considered the highest spenders in several destinations in Asia-Pacific region. The Singapore Tourism Board reported that spending by Indians stood at around SG\$ 1,500(US\$900) per person, per trip in 2005, while in Hong Kong, the figure was HK\$ 4,967 (US\$640) in the same year. A report by Visit Britain highlights the fact that Indian tourists outspend Americans in Britain. Against average American tourist spend of 710 pounds, Indian traveler spent 793 pounds. While different trajectories of prioritization of destinations emerged from respondents in Maharashtra and Gujarat, fact remained that travel bug has bitten them and if stakeholders from northern

hemisphere understand the nuances involved, this niche can turn into a big segment to be tapped systematically. In fact, authors would like to state that if sheer numbers are considered, they formed a segment only. International tourist's arrivals are projected to increase by 4% to 5% in 2011 as per the forecast prepared by UNWTO. India is not going to be an exception to it if outbound travel is considered.

Another important factor for rise in number of international tourists from India is that India is going to be among top four wealth creators in the world as per the annual Global Wealth report by Boston Consulting group. Tjun Tang, BCG partner and co-author of the study believes global wealth is expected to grow at a compounded annual rate of 5.9 per cent from end of 2010 till 2015 to about USD162 trillion, driven by performance of capital markets and growth of GDP in countries around the world. "Wealth will grow fastest in India and China. It is expected to increase at a compound annual rate of 18 percent and 14 percent respectively." This shall certainly affect the outbound tourism from India.

The findings and conclusion shall be useful to stakeholders from Europe and USA in general and to the tour operators in particular. The tourists considered in the paper mostly prefer an Indian/India based tour operator only while going overseas. However, fact remains that their systematic choice of destinations shall help the tourist friendly countries to target customers at different steps of destination ladder. The sheer size of India, which is very large, also plays an important role in choice of number of countries visited, duration and so on.

Review of Literature/Research Model

According to new MasterCard Worldwide Index of Global destination cities, the world's most prominent cities, including those hit hardest by financial crisis, are leading global recovery through their connectivity and as destination cities for international tourists. The

latest index from MasterCard is a new approach to understanding the global economy from the perspective of connectivity between global cities, especially in terms of international travel and cross-border expenditures.

The MasterCard index projects that destination cities across five continents will record visitor and expenditure growth of up to 30% in 2011. The MasterCard index of Global Destination Cities rank cities in terms of number of their total international visitor arrivals and the cross-border spending by these same visitors in the destination cities and gives visitor and passenger growth forecast for 2011.

Overall, London topped the world's cities by visitor numbers with 20.1 million in bound passengers expected in 2011 followed by Paris with 18.1 million. It will interesting to observe the impact of recent riots in London on the tourist arrivals and long-term impact on the coming Olympic Games. Cities in Asia Pacific account for eight of the top 20 with Bangkok followed by Singapore and Hong Kong

Dubai in the middle east was ranked ninth and New York at 12th rank. Apart from London and Paris, eight European cities have found place in top 20.

Interesting finding of the research was – Barcelona was ranked first and was expected to grow by an impressive 24.3% in visitor arrivals in 2011.

Coming back to Indian scenario, tourists from India are in the evolving phase, are no more satisfied with merely touch, and go experience. This may not be the case with the first time Indian international traveler. However, those visiting abroad on second/third/forth time

certainly want something different, more bang per buck in terms of experience and exposure rather than merely counting the visa stamps on the passport.

In the article titled Time Machine Travel in Times of India dated August 14, 2011, Atul Sethi tries to decode the psyche of the new, ambitious, experience-seeking traveler. Indian tourists are now asking for an experience on Venice Simpleton orient Express.

Authors also mention of a solo traveler Antonio Martinelli, a Paris based photographer. He was taken up by the drawings of Indian landscapes and monuments done by Englishmen duo of Thomas and Daniells in late 18th century and he retraced their steps in modern India.

According to Arun Sethi, many ardent travelers however feel that modern day conveniences have taken away the charm out of retracing epic journeys.

‘Even though the world may have been pretty much discovered, it is always a pleasure to have ones own experiences on famous routes. In fact, each time it can create a sense of awe and be a different experience’ says Mandip Singh Soin of Ibex Expeditions.

The purist travelers count for journeys as lifetime cherished memories, sometimes lending themselves to evocative books. In 2006, Anoushesh Ansari paid a whopping US \$ 20 million to spend 11 days in space. Travel is the destination in such a case and zero gravity is the USP. However, the target group considered in this paper does not fall in that class and have different expectations from an international tour

Tourist behavior while undertaking a decision should be understood as an experience consisting of several stages (Bigene, Font and Andreu 2002: 202). They are the recognition of

the need to travel, searching for alternatives and information, evaluation of alternatives, purchase and consumer decisions and finally the post-holiday evaluation,

Authors in this research paper are focusing on third, fourth and fifth stages of the process. The reason for focus on these three stages is that their own near and dear ones give inputs for first two stages to them. According to The Social Techno graphics ladder by Li and Bernoff (2008), this category falls into the 'spectators' who read blogs, listen to podcasts, watch video from other users ,read on-line forums, read customer rating /reviews. The niche/segment under research consideration has both time and money to travel and is information rich. During evaluation of alternatives, the tourist moves from total set to final choice before going through awareness set, inept set, and consideration set to final choice.

Tacit knowledge on the prioritization process of the decorated empty nest tourists is with the tour operators from western India. Mr Sachin Jakatdar of Sachin Travels, a Mumbai based tour operator in his article in a Marathi Daily Loksatta dated August 20, 2011 confirms that new trend of international tour in group is commonplace. Interestingly such group comprised of male members only. Another tour operator from Mumbai, Kesari Travels has identified a niche in working women in mid thirties and mid forties and have developed an international tour product called "My Fair lady" which evoked tremendous response. Mayuka Goenka, an entrepreneur from South India has started an enterprise called Square Moon and is offering a two days package for high end female tourists which focused on experiences rather than on only visiting places. Kesari Tours Mumbai also offer a package targeted to senior citizens under brand name "Second innings special".

Research Methodology used:-

As mentioned earlier, authors have used focused group discussion method. Considering number of sample (one hundred) which was from two different states namely Maharashtra and Gujarat, discussion was held in two lots. This was followed by the qualitative method of (bubble drawing) snake & ladder. Ladder represented the factors affecting the elevation in the tourism experience and the snake represented the negative forces/factors that negated the overall tourism experience. However, as mentioned earlier, the focus was to understand the prioritization of destination decision making and then actual tourism experience.

Before actual conduction of research, Authors termed this lot as **HMWT** (Have Money Will Travel) category

Detailed profile of respondents Maharashtra Gujarat

Number of respondents	Fifty	Fifty
Profession	Retired from either Government/private firms, independent professionals	Businessman/independent professionals
Age	Male- 60 to 75, female-60 plus	Male 60 to 75, female 50 plus
Residence	Mumbai / Pune	Ahemadabad, Surat
Next of kin settled	USA /Europe/Australia	USA/UK/Africa
Mode of travel	Air, Cruise, Euro rail	Air, Cruise

Continents visited	America, Europe, Africa,	America, Europe, Australia,
	Australia, Other countries in	Africa
	Asia	

The key point about enabling technique (bubble drawing) is that the respondents are used to interpret behavior of others, rather than directly asking them to report their beliefs and feelings into the situation. Thus through their indirection, and their concealed intent, the technique has the advantage of allowing the researcher to get below the surface and overcome several barriers to communication. Subjects are allowed to project their perceptions and feelings on to some other person or object (snake and ladder in this case) or in some other way allow depersonalizing their responses .As a result, they feel freer to express their thoughts and feelings. (Sampa Chakravarty Lahiri- in the article titled ‘The Pulse’ in “Strategic Marketing” Page56 May-June, 2003)

Authors have used only where and when and why of the Kipling’s servants in the discussion. Interesting insights emerged from the responses, which are summarized as under:-

Findings:

Insight on first overseas tour:- The breaking of geographical barrier ,meeting the near and dear, fulfilling the status need and to have a tag of ‘foreign returned’ were prominent while undertaking the first tour However in case of respondents from Maharashtra, >50% had undertaken an overseas tour while working for an organization. Nevertheless, they termed it as job related outing and not as tour. Visiting son/daughter settled/studying aboard was the prime reason for the first tour. This means the choice of destination on first tour was governed by the place of the stay of their kin. Everyone opted for a conducted tour and was

accompanied by wife or husband while going to Europe and USA with an option of staying back for few days. This means the first tour was a typical touch-go-count affair and enhancement in tourism experience was mainly due to the stay with kin after the tour. “**Been there**” was the crux of the experience of the first tour.

Second tour: - Practically all respondents except eight confirmed that the second overseas tour was to the same place but with a different purpose. Duration of the second tour was more than the first and the purpose was to assist in family matters of the kin; particularly delivery of the first baby, illness or any other emergency. Conclusion could be drawn on basis of the responses that the second tour was longer, prime mover was the family matters. Selected places were visited with more time spent there because of the longer duration of the stay there. In case of USA, both groups (from Maharashtra and Gujarat) confirmed that on second visit, they concentrated on either east or west coast depending upon where the kin was settled. Those who visited Europe for second time confirmed that they had been to nearby countries on weekends with their relatives or enjoyed cruise booked by their sons/daughters. “**Done that**” was the theme on second tour. Focus in this tour was on those spots missed in the first tour or those, which were visited in haste on earlier visit.

Third tour: - In case of respondents having kin / relatives in USA, the third tour was to Alaska. The influencers in such cases were the settled relatives in USA who accompanied the visitors on this tour. The shift in paradigm was from mere exposure to experience. In case of Europe, the third tour was typically a single country five/six days journey and focus was on authenticity of experiences than on only visiting more places. Three respondents talked of Mozart and Sound of Music while talking of their third international tour which was a 5 days affair confined only to Austria. “**Checked & found correct**” was the crux of the third tour. Switzerland was the most common option in Europe in case of the third tour. Three respondents from Maharashtra who had seen Niagara from U SA side on first tour and from

Canada side on second tour now wanted to see Victoria Falls in Africa. Experience of euro-rail on second tour inspired as many as fifteen respondents to venture in future the famous journey on Trans-Siberian Railways.

Those who disagreed to this were the ones whose kin were relatively old in age or they had stopped visiting relatives staying at such places and second trip would be for a shorter duration but more focused on an area.

Respondents visiting USA and Europe have shown a consistent pattern. Comprehensive tour of USA covering both east and west comprising of 11/14 days was commonplace and tour operator was typical Indian. In case of Europe, again Grand Europe tour of 14 days covering major destinations (normally capitals of important countries) was a natural choice. Funding was done from India and the relatives/kin gave foreign currency support during tour particularly on the last leg for shopping

In case of Europe, the HNI tourists in second phase focused on a group of two or three countries and spent more time at each destination than the earlier tour. Another important motive during second tour was to cover those aspects not included on first tour by the operator. This included travel by Euro star between UK and France, seeing the tallest bridge between France and Spain and so on.

Subsequent tours: - Interesting and different patterns emerged from respondents of Maharashtra and Gujarat.

Respondents from Maharashtra were more educated than their counterparts from Gujarat .They were mainly retired professionals & believed more in authentic experiences now than merely counting number of places and taking photographs of places/spots visited.

I wish that I could be in some other time and place/ with someone else's soul, someone else's face"- (Jon Bon Jovi) – was the need fulfilled during these tours..

Respondents from Gujarat were more interested in places of recreation, relaxation and enjoyment. They preferred Euro Disney whereas their counterpart from Maharashtra preferred spending time at Louver Museum in Paris.

Respondents from Gujarat have revealed a different trajectory of prioritization of destination and duration. They preferred to go to USA and intended to stay longer duration. They wanted to see entire country in one stroke. Respondents from Maharashtra preferred to have first tour of 14 days. They wanted to see on second tour either only east coast or west coast. One common thread in both the groups was on second tour, if east coast was to be covered, they wanted to see Niagara Falls from Canada side.

Following were the important findings from the group discussions with both the groups.

In case of USA, country was destination while in case of Europe; it was the destination (city) which was country. Tourists preferred to describe their USA tour as tour of America while describing their European excursion; they preferred to describe their visits to London Paris, Rome rather than to UK France or Italy. Such description naturally emanated from the sheer size of the country visited. Only exception was Switzerland. This

country has long been successful in attracting tourists from all over the world for longer stay (four to five days) which was commendable considering the small size of the destination.

Time calendar is least important because majority of respondents were retired. However, the **weather calendar of USA and Europe and other destinations was important**. Because of acute weather conditions, 20 respondents from Maharashtra were reluctant to visit Scandinavian countries for Northern Lights experience. They did not wish to be landlocked due to harsh winter particularly when their kin would be going out daily to earn their livelihood.

Least importance was given to the **Magnet destination**- the term coined by authors of this article. The places referred to were the Vatican City, Jerusalem in Israel, Mecca in Saudi Arabia, Rome in Italy and Rovenmeni in Finland. The reason being- all the respondents were Hindu by religion and could not relate with, Muslim or Jew religious places. At the same time, respondents from both Gujarat and Maharashtra were aware of Angkor Vaat in Cambodia and expressed to visit and see the temple.

The Magnet destination is a destination, which attracts tourists from various countries because of a single characteristic attached such as religion or any other unique selling proposition. Another example can be of Barcelona, which is top ranked by MasterCard for year 2011 on international tourist arrivals .Yet other example in this category is Las Vegas in USA which attracts tourists from all over the world.

Niche places such as Marseille beach in France was the most preferred but not visited place for HNI tourists from Maharashtra. The reason was the association of the place to a unique

historical incident. A freedom fighter from India Barrister V D Savarkar tried to escape from British prison and jumped from a boat called Moria which was near the Marseille beach. If French government takes cognizance of the historical fact and allow establishing a small monument, the place that is known for beaches can attract a large number of Indian tourists particularly from Maharashtra. Another such request was recently made to allow permission to build a small monument at Mont Blanc where a famous Indian atomic scientist Dr Homi Bhabha died in air crash.

Sex related places, tours did not appeal to this class of customers. This does not mean that they missed the night show at LIDO in Paris. However, sex could not be the main theme of the tour. More than 60 percent respondents who visited USA on more than one occasion have seen Jubilee show in Las Vegas.

On the other hand, Tolu Tours, an Indian tour operator is offering luxury cruise options to senior citizens from Gujarat and Maharashtra with a combination of luxury sea voyage, vegetarian food and everyday preaching from religious gurus.

Respondents from Gujarat have been vocal on certain issues such as food. Since large number of them is purely vegetarian, food component becomes some kind of a thorn in the international tour destination choices. Many of them have revealed that reason for not having China on their priority is this only. Luxury cruise operators are taking cognizance of this and modifying their menu to suit this niche. In fact Indian tour operators in Europe earlier used to have their own cooking vans but now the practice is discontinued. Raj Tours and Travels while advertising their Europe tours make a specific mention of this change. All the respondents from Maharashtra who have earlier enjoyed domestic tour within India

confirmed that the tour operator had a tie up with the hotels at the destination and the tourists were given the menu, which they got back at home. In fact, apart from the pace of the tour for HNIs who normally are above 60, this aspect becomes equally important.

Some interesting findings from respondents of Gujarat are as follows:-

They preferred easy paced, less walk, less adventure (exception- rides in Disney land and adventure parks) tours.

If food part was not taken care, they were upset. They were not ready to experiment with local food. The only exception is chocolates, ice creams and fruits.

Summer in Europe/USA meant winter in Gujarat/India.

Payment for drinkable water, for trolleys at airport was a big irritant for them.

They were happy with hotels in Europe, which served breakfast free which was not the case in most hotels in USA

Respondents from Maharashtra had their own unique issue, which came out in the discussion as under-

Europe was preferred over USA by those who had now no relatives in either USA or Europe. Even those who visited USA said that all cities in USA looked alike but when they visited In Europe, they found difference in culture/architecture/language/food in countries they visited. They found same thing back in India while undertaking domestic tour and hence could easily

relate to this phenomenon. One respondent with a famous quote in Hindi in Indian context “**Kos Kos Pe Badle Waani, Chaar Kos Pe Paani**” summarized this. The meaning of the quote is- ‘Dialect changes after every 10 miles and quality of water changes every 40 miles’.

Those who had seen entire USA and Europe had on their radar Africa continent now. In spite of the fact that China is a closer destination, the preference was to Africa in general and to South Africa and Kenya in particular. Reasons not known, but Latin American countries were still not on top priority of the target group.

Twelve of the fifty respondents leapfrogged the international tour experience. In fact, their first air travel was on an international flight thanks to their prodigal sons/daughters settled/working in USA or Europe.

Independent professionals such as lawyers and chartered accounts preferred specific time in a year for international tour. Chartered accountants were relatively free after 15th of April with annual income tax returns of their clients filed on 31 March. They preferred tour immediately after 15 April. The lawyers again preferred to go on tour during two months summer vacation when the courts closed in April/May.

Snake & Ladder

Authors have used the unique tool of snake and ladder to further investigate the +ves and –ves of a tourism product. The choice of destination as seen earlier was mainly governed by the kin settled abroad coupled with own decision. Money was never an important consideration because of strong purchasing power backed by the supply of foreign exchange

by sons/daughters when on tour. However, authors were interested in knowing the nuances involved in the evaluation of impersonal nature on choice of destination.

As informed earlier, ladder represented factors involved in tourism experience elevation whereas snakes were symbols of factors derogating the same. Respondents were asked not to use their individual experiences but general observations while categorizing a factor as snake or ladder.

Ladder: - In case of USA as a destination, the ten-year visa was a big booster for repeat visit of the destination. Although efforts to get a visa for ten years were on higher side, it was still worth as per the respondents. The respondents also mentioned about their observations during their visit to US consulate in Mumbai when they saw facial expression of applicants on getting a ten-year tourist visa. On luxury cruise, full moon nights in sea were rated higher apart from overall cruise experience.

Snake: - Exactly opposite of this was the situation in Europe. Although Schengen visa allowed a tourist to visit multiple countries, tour operators did not highlight this point on many occasions, if the tourist opted to stay back after conducted tour. Secondly, each time, a tourist wants to visit Europe, He has to go through a cumbersome procedure including fingerprints, eye scan and so on. Surprisingly, only few mentioned Jet Lag as a snake. All other respondents treated it as hygiene factor on international tour. Those who opted for luxury cruise were unhappy over dissemination of information on cabins facing sea and it's pricing.

Ladder:- Travel from international airport to hotel, 3/5 days metro pass, morning breakfast in hotels in Europe, sunny weather, food in an Indian restaurant, free potable drinking water,

free entry to museums, add-ons with no extra costs, Euro rail travel experience were some of the prominent factors which fell under ladder category.

Snake:- Treatment given to Indians (including a lady diplomat) at some airports after 9/11 attacks, language problems in European countries, rough weather in winter, absence of Indian/spicy food, long walks during sight-seeing(particularly in Rome) were few factors. These were specific to the target respondents- with 60 plus age and not to Indian tourist in general. Another important issue was the per day tip to be given to the guide to be multiplied by the number of members of a family undertaking tour. This practice was different from India and tourists needed to be educated on this.

Other factors, which came under snake category, were – payment for trolley at airports in USA, penalty for excess luggage, departure time from India, shrinkage effect if destination country was with hard currency such as USA or Europe, and so on.

Issue of ‘Least Barrier Travel’- Indian tourism Minister Subodh Kant Sahai attended a three day annual conference of Tourism Ministers known as T 20 countries which concluded in Paris on October 26, 2011. He used this platform to raise this issue and also expressed concern over travel advisory from various Governments. “Strict visa regimes enforced by some countries are a major deterrent to growth of tourism. It is very important that countries along with the stakeholders are sensitized about these issues and we together take concrete steps to work towards barrier free or least barrier free travel to promote tourism globally” the minister said.

Discussion

A model is developed on basis of the above findings and discussion, which is as under:-

NEED AROUSAL (INFORMATION GATHERING))

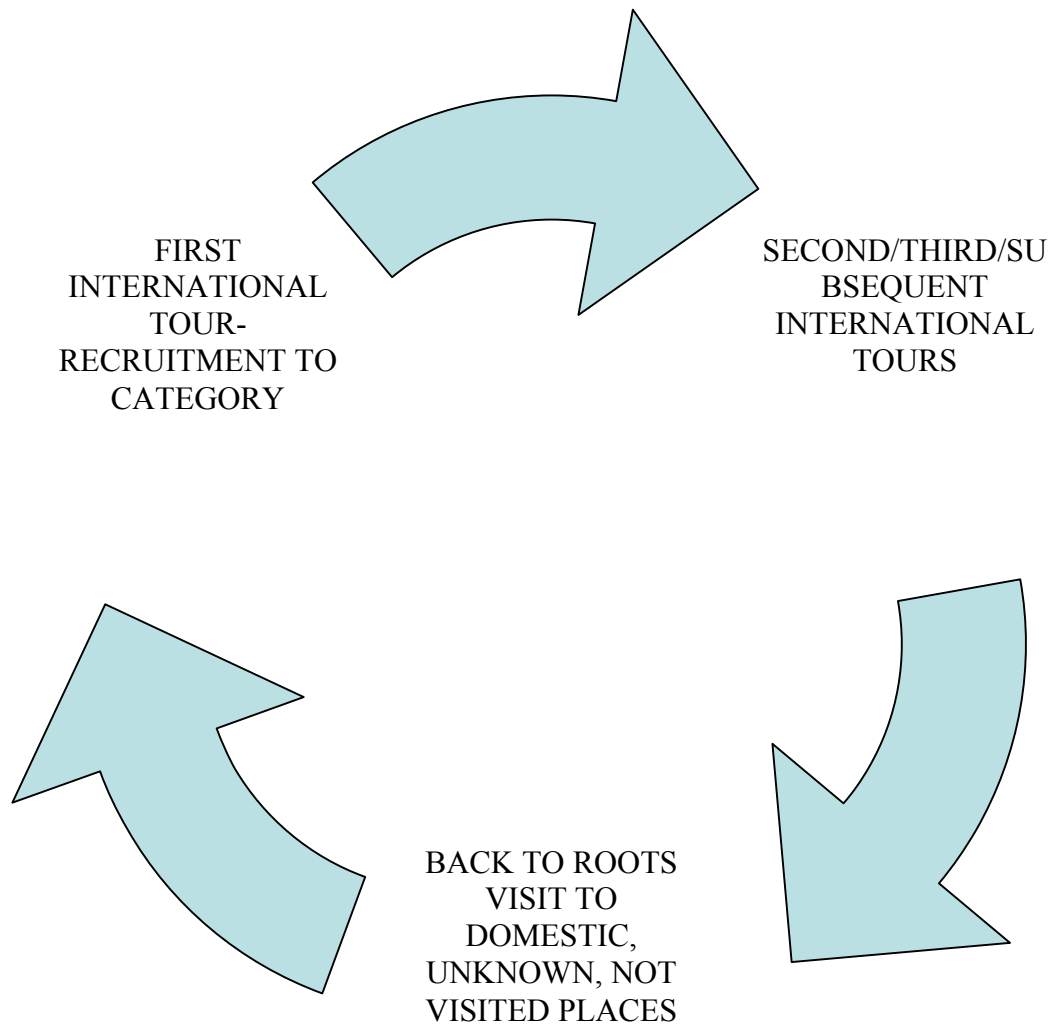
**EXPEND (MONEY SPENT ON BOOKING THE TOUR + FORMALITIES
COMPLETION)**

**EXPOSURE (ON MAIDEN TOUR)- RECRUITMENT TO INTERNATIONAL
TOURIST CATEGORY**

EXPERIMENT (ON SECOND TOUR)- DONE THAT

**EXPERIENCE (ON THIRD TOUR WITH LOCALS)-CHECKED & FOUND
CORRECT**

**EXPLORE (THE UNKNOWN)↓ BACK HOME TO DOMESTIC TOUR TO
UNTOUCHED PLACES**



On basis of findings of the research, authors have subdivided the **HMWT** (Have Money Will Travel) into two sub-segments based on the responses from two states. Respondents from Maharashtra are termed as **IWAE** (I Want Authentic Experience) whereas the respondents from Gujarat are termed as **ETIL** (Enjoy Till It Lasts)

Limitations

The study was confined to only two states in India and to a niche i.e. HNI tourists with decorated empty nest.

Findings of the research cannot be extrapolated to other segments of Indian tourists who exhibit a very different pattern on destination choices.

Tourism, being an extremely sensitive issue and subject to geopolitical pressures, findings of the research may not hold true in long run.

Further Research

The areas where further research can be carried out are as under:-

New destinations, which shall appeal to the mature and experienced HNI tourists, need to be researched. Can countries in Latin America, luxury destinations such as Bali Islands and Caribbean islands be the future destinations?

Behavior of Indian tourists with final destination USA and opting for one break flight instead of non-stop flight of 18/22 hours can be further researched. This segment of HNIs is old and cannot sustain such long stretch of journey. They normally opt for a break and places like Dubai or destinations as London and Paris or Frankfurt were immensely benefited.

Other area where research can be carried is the new destinations and duration of stay by the experienced travelers. They are now visiting not only places but also are experimenting on journey through rail. Experience on a cruise particularly by highly successful doctors who have seen it all- done it all and now want only relaxation is commonplace phenomenon. Travel is the destination in such cases.

Luxury cruise are likely to have a big chunk of clients in future considering that Indian tourists mostly are not adventurous on beaches but certainly want a sea voyage experience.

With growth of modern retail in India, there shall be a drop in the shopping tourists to Dubai and Singapore. However, the niche of super rich shall continue shopping for special occasions at destinations as Dubai, Singapore, Paris and researchers need to gain insights on the behavior.

In fact, as per the research conducted by online travel company Expedia, over packing cost 40% Indian tourists Rs. 7,500 per overseas trip. The survey was conducted during January and March 2011, polling 500 travelers who booked air travel online. More than 60% respondents said that they had not used all the items that they carried with them. Some respondents admitted to wearing extra jackets, stuffing small things in pockets and befriending passengers with less baggage and even used infant trolleys to carry heavy items.

Managerial Implications

Tour operators and other stakeholders from northern hemisphere interested in this attractive pie need to understand that the decision makers for HNI tourists lie in their country only in form of the kin/relatives. These settlers have the financial muscle and more importantly the passion to make sure that their parents see the other world. They need to target marketing efforts and major communication to the influencers and financiers (in some cases) who in turn shall communicate to the actual travelers.

Stakeholders in general and tourism authority of a particular country shall have to decide which of the quadrant they want to attract for the benefit of the economy in the end. It is

understood that tourism has its long-term side effects also on the locales and some kind of a balance has to be struck between financial benefit and cultural implications.

HIGH CONTACT + HIGH TRAFFIC	LOW CONTACT + HIGH TRAFFIC
HIGH CONTACT +LOW TRAFFIC	LOW CONTACT + LOW TRAFFIC

An important pointer from the research was to the size of the countries in Europe, which affected in attracting Indian tourists for longer stay. Simultaneously, country like Switzerland has been able to attract tourist to their small geography and meaningfully engage them for 4-5 days. Austria has tasted success and other countries in Europe need to replicate the model; develop new spots, engage tourists at new/unknown places. Not many respondents knew about Nice in France while they had heard about Burgundy for wine and Normandy for war. One more destination which can be promoted in France is Mont Saint Michel, a UNESCO world heritage site in northern part. This place attracts 3 million tourists a year but not many Indians visit this place. Respective authorities are allowing Hindi film producers to shoot films in their countries and at various locations, which then become popular with international tourists if the movie was successful on box office. . Yash Chopra of Yash Raj Films has been nominated as brand Ambassador by Tourism Authority of Switzerland for popularizing the destination through his movies. Government of New Zealand felicitated Rakesh Roshan after tremendous success of the movie Kaho Na Pyar Hai .Major part of the movie was shot there and there was a spurt in arrival of tourist from India after the movie became a hit.

Biggest hurdle in attracting HNI tourists with empty nest was the weather factor. Year after year, Europe and USA were facing severe winter. This means that only time the target tourists could be attracted was the summer time in Europe and USA, which was relatively a short time. The target segment was well aware of the steep medical expenses in the destination countries and they did consider this aspect while undertaking the tour.

Tour operators, managers need to identify the travelers who fall in heavy usage category. For such travelers/tourists, **travel is the destination**. Euro rail, luxury cruise and other options are open for them.

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