Travel Itinerary – with Special Reference to Family Tours of Households of Mumbai

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Abstract: *A travel itinerary is a schedule of events relating to planned travel, generally including destinations to be visited at specified times and means of transportation to move between those destinations. The present study aims to understand the planning of booking of accommodation and mode of transport done by the family tourist. Also to know selection of accommodation and mode of transport done by family tourists. The study is conducted among respondents of Mumbai area who go on tour with their family. There were 84 respondents taken as sample size whom questionnaire (Google form) was sent and requested to fill up the same. The findings of the study state that their preference for accommodation is hotel and for local travel they prefer private vehicle. Further they prefer to book their accommodation in advance also significant number of tourist prefers to book the accommodation on the spot. Regarding travel, they prefer to book it in advance.*

Keywords: Travel Itinerary, Tourism, Family Tours, Households, Mumbai

I. INTRODUCTION

Tourism is concerned with pleasure, holidays, travel and going somewhere. Itinerary is a detailed program that enables the destination to be reached. An itinerary is a day to day plan of a journey. It includes day to day journey, accommodation, mode of travel, all the activities and destinations that the tourist will visit during his/her journey. Tour itinerary may be worked out by tourist agencies or by the tourists.

For any tour to be designed, a well thought planned itinerary is most essential. The reasons for travel itinerary is are as follows:

- It helps to manage the time and the time is not wasted.
- It helps to estimate cost of travel beforehand. It is easier to plan budget.
- It is not possible to visit all tourist spots in just few days especially when there are many tourist spots in a particular area. So Travel itinerary helps to prioritize the tourist spots so that tourist does not miss out what they really want to see.
- It brings peace of mind and enjoys the tour.

II. REVIEW OF LITERATURE

The study titled **"The Influence of the Characteristics of Online Itinerary on Purchasing Behavior"** aims to study influence of the characteristics of tourism itineraries on tourist purchasing behavior. The data was collected between 1st August 2019 and 30th November 2019 from the Qunar, the biggest online tourism platform in China. The sample size was 4366. The findings of the study state that outbound tourism products attract an increased number of tourists. Further private travel has replaced group travel to become the majority of the tourism market. The tourists prefer mid-term travel (4–6 days) as the first choice. The price promotions such as discount for early decision, multi-person price reduction and membership prices significantly led to increased sales. Online reviews also have great impact on tourist purchasing behavior. **(Qian Jin and et.l, 2021)**

The article titled **"Tourism in India: Opportunities and Challenges"** states the problems faced by Indian tourism industry are lack of infrastrucutre which includes hotels, connectivity with other cities, health facilities and transportation etc. Further there are many tourist destinations which are not accessible to poor, women and elderly because of high transportation cost and poor connectivity with cities. Lastly, safety and security of tourists is the biggest concern. India is placed at 114th position in terms of safety. **(Garg, 2020)**

A paper titled **"A study of tourism choices by tourists in India in New Normal"** aims ot find out the immerging tourism trends post COVID-19. The finding state that most of the people would take up travel after a year of the pandemic, there will be considerable number of people who will travel within first 6 months to destinations nearby. So the study concludes that it gives an opportunity to develop destinations near to cities which can be easily reached by tourists by their own vehicles. Tourism types like Agri tourism, Rural tourism can become focal points at such a destinations. Leisure tourism is predicted to be on rise after the pandemic ends. Researcher suggests that creating special packages for families with shorter duration will be helpful. Affordability of the tourism products should be the top priority whilst introducing any new tourism products in the market post COVID-19. Tour Agents and operators should take advantage of digital marketing, mobile applications, online platforms and e-commerce for marketing and selling of tourism products. A well designed mobile application and websites can be developed which can be easily accessed by people and online tourism product sales should be encouraged. **(Khare & Sathe, 2021)**

A study titled **"Online travel portal and their effect on travel agency : A study on outbound visitors of Varanasi"** aims to find out tourists perceptions of Online Travel Portals. The data was collected from 170 respondents travelling from Varanasi who have used online service as well as experienced the services traditional travel agency for booking their trip. Structured questionnaire was used to collect the data. The findings of the study reveals that short-duration travellers were more intended to use online travel agencies whereas long-duration travellers preferred their traditional travel agencies. Fruther the study reveals that that with an increase in education and income level people tendency to travel increases. **(Singh & Ranjan, 2019)**

The study titled **"The role of tourism supporting facilities in determining the inflow of tourist, in case of Ethiopia"** aims to find out determinants of tourist in flow to Ethiopia and and find out required tourism supporting facilities determining the inflow of tourist. The study finding identified that the five most important determinants are: peace and stability, regional airports, international advocacy and marketing, access to tourist attractions, and hospitality service werefoster inflow of tourists in Ethiopia. **(Negero, 2020)**

A study titled **"The Effect of Tourism Facilities, Service Quality and Promotion of Tourist Satisfaction in South Pesisir District"** aims to determine the effect of tourism facilities, service quality and promotion on tourist satisfaction in South Coastal District. The data was collected using questionnaire and sample size was 115 respondents. The findings of the study reveals that tourism facilities has a positive and significant effect on tourist satisfaction. Service quality has a positive and significant effect on tourist satisfaction. Promotion has a positive and significant effect on tourist satisfaction. **(Bahar and et.l, 2020)**

III. RESEARCH GAP

Researcher came across many researches related to challeges of tourism industry, tourist satisfaction and impact of tourism on economy. But hardly research was found on travel itinerary with regard to family tour in Mumabi. So this research is an attempt to fill up this gap.

IV. OBJECTIVES OF THE STUDY

1. To understand the planning of bookings of accommodation and mode of transport done by tourists.
2. To understand selection of accommodation and mode of transport done by family tourists.

V. HYPOTHESIS STATEMENTS

- H_0 = There is no significant difference between educational qualification and planning of accommodation and mode of transport done by family tourists.
- H_1 = There is significant difference between educational qualification and planning of tour accommodation and mode of transport done by family tourists.

- H_0 = There is no significant difference between annual income and selection of accommodation and mode of transport done by family tourists.
- H_1 = There is significant difference between annual income and selection of accommodation and mode of transport done by family tourists.

VI. RESEARCH METHODOLOGY

6.1 Type of Research

Present study is a descriptive research design which is used to describe, explain and validate findings about tour itinerary for family tours of households in Mumbai.

6.2 Area of Study

The research is conducted in Mumbai suburban area i.e. Borivali to Bandra.

6.3 Sampling Method

The sampling technique followed was judgemental sampling method which is formed by the discretion of the researcher.

6.4 Target Population and Sample Size

The target population is the households in Mumbai who go for family tours. 84 households are taken as sample for the study.

6.5 Type and Source of Data

The present study is based on primary data which is collected through structured questionnaire prepared on Google Form. Close ended questions were asked in the questionnaire to get the answers of those questions, which were related to the objectives of the study. Households of Mumbai go for family tours were shared questionnaire (Google Form) link on Whatsapp and requested to fill the same.

6.6 Statistical Tools Use

Graphs are used to organize data and are intended to display the data in a way that is easy to understand and remember. Chi-square test is used for hypothesis testing.

VII. DATA ANALYSIS AND FINDINGS OF THE STUDY

The graph shows that 25 respondents were in the annual income group upto Rs.2.5 lakhs, 21 were from Rs.2.5 lakhs to Rs.5 lakhs, 17 were from Rs.5 lakhs to 7.5 lakhs, 12 were from Rs.12.5 lakh to Rs.15 lakhs and 9 respondents were from income group above Rs.15 lakhs.
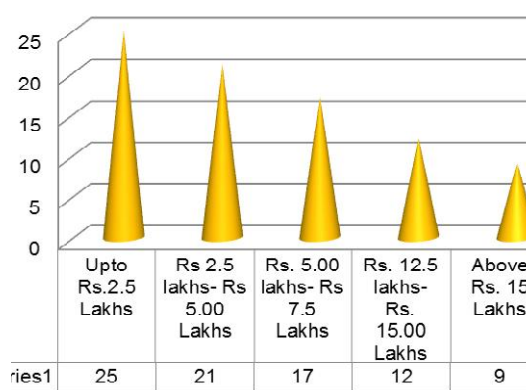
Fig. 7.1 Annual Income of the Respondents (*Source: Primary Data)*

The graph shows that 5 respondents were studied Below SSC, 17 were studied upto HSC, 36 were studied upto Graduation/Diploma and 26 were studied upto Post-Graduation.
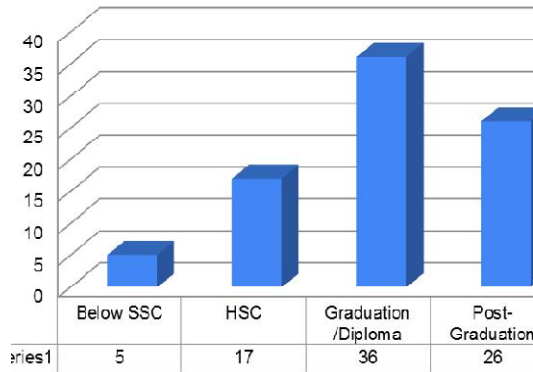
Fig. 7.2 Educational Qualification of respondents (*Source: Primary Data*)

The graph shows that 15 respondents said their length of stay is upto 1 day only, 49 said 2-3 days, 15 respondents said 5-7 days and 5 respondents said their length of stay is more than 7 days.
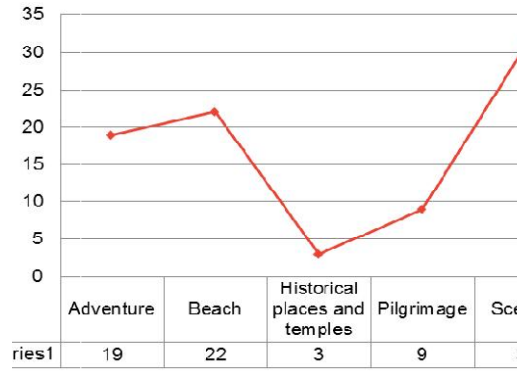

Fig. 7.3 Type of tour you prefer (most of the time) (*Source: Primary Data*)

The graph shows that 19 respondents prefer adventure tour, 22 prefer beach tour, 3 prefer historical places and temples, 9 prefer pilgrimage and 31 prefer scenery tourism.
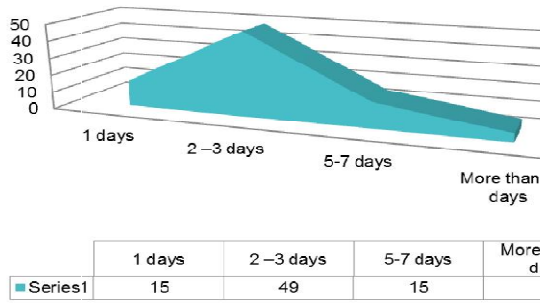

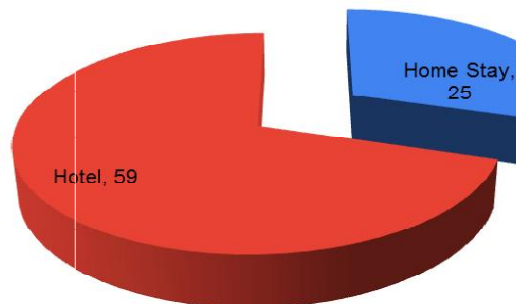**Fig. 7.4:** Length of Stay (Most of the times) (*Source: Primary Data*)

Fig. 7.5: Accommodation (Most of the times) (*Source: Primary Data*)

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The graph shows that 59 respondents said they select hotels as mode of accommodation and 25 respondents said they prefer home stays.
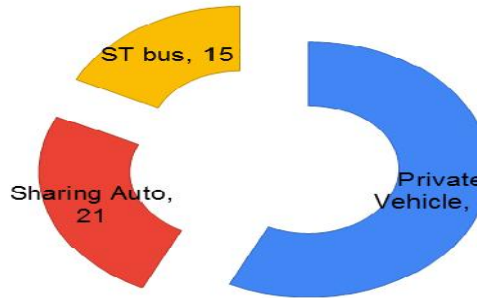

Fig. 7.6 How do you travel locally at tour place?

The graph shows that 15 respondents travel locally by ST bus, 21 travels by sharing auto and 48 said they travel by private vehicle.
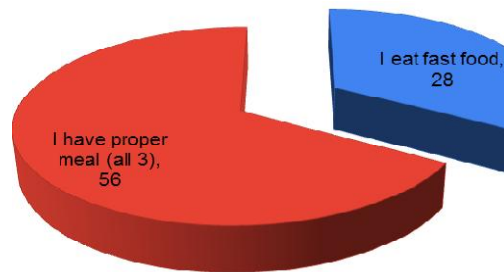

Fig. 7.7 How do you manage your food at tour place? (*Source: Primary Data*)

The graph shows that 28 respondents said that they eat fast food during tour and 56 respondents said they have proper meal (all 3).
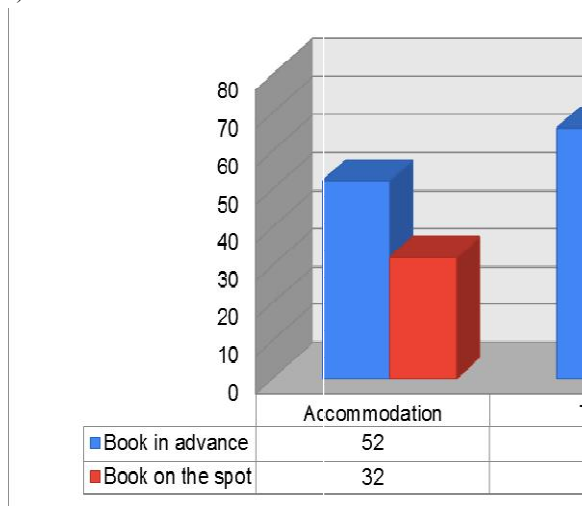

Fig. 7.8 How do you plan your tour? (most of the time)? (*Source: Primary Data*)

The above graph makes it clear that, most of the respondents book accommodation in advance but there is significant number of respondents who said they book accommodation on the spot. About mode of transport, most of the respondents said they book it in advance. About food, most of them they said they book it on the spot it means they don't plan about it in advance.

VIII. HYPOTHESIS TESTING

- **H_0 = There is no significant difference between educational qualification and planning of the accommodation and mode of transport by family tourists**

- H_0 = There is no significant difference between educational qualification and planning of accommodation by family tourists

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.188[a]	3	.242
Likelihood Ratio	4.324	3	.229
Linear-by-Linear Association	2.914	1	.088
N of Valid Cases	84		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.90.

The chi- square test was applied and the results showed that the chi- square value is 4.188 and p value = 0.242, which is more than 0.05 therefore H_0 is accepted which states that there is no significant difference between educational qualification and planning of accommodation by family tourists. i.e. **Educational qualification does not affect planning of the accommodation by the family tourists.**

- H_0 = There is no significant difference between educational qualification and planning of mode of transport by family tourists

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.785[a]	3	.003
Likelihood Ratio	13.986	3	.003
Linear-by-Linear Association	4.290	1	.038
N of Valid Cases	84		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.07.

The chi- square test was applied and the results showed that the chi- square value is 13.785 and p value = 0.003, which is less than 0.05 therefore H_0 is rejected which states that there is significant difference between educational qualification and planning of mode of transport by family tourists. **i.e. Educational qualification affects planning of the mode of transport by the family tourists. More educated people prefer to book mode of transport in advance and vice versa.**

- H_0 = There is no significant difference between annual income and selection of accommodation and mode of transport by family tourists
- H_0 = There is no significant difference between annual income and selection of accommodation by family tourists

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.005[a]	4	.061
Likelihood Ratio	12.575	4	.014
Linear-by-Linear Association	8.050	1	.005
N of Valid Cases	84		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .60.

The chi- square test was applied and the results showed that the chi- square value is 9.005 and p value = 0.061, which is more than 0.05 therefore H_0 is accepted which states that there is no significant difference between annual income and selection of accommodation by family tourists. **i.e. Annual Income does not affect selection of the accommodation by the family tourists**

- H_0 = There is no significant difference between annual income and selection of mode of transport by family tourists

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.200[a]	8	.077
Likelihood Ratio	17.439	8	.026
Linear-by-Linear Association	2.014	1	.156
N of Valid Cases	84		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .36.

The chi- square test was applied and the results showed that the chi- square value is 14.200 and p value = 0.077, which is more than 0.05 therefore H_0 is accepted which states that there is no significant difference between annual income and selection of mode of transport by family tourists. **i.e. Annual Income does not affect selection of the mode of transport by the family tourists.**

IX. LIMITATIONS

- Sample size of 84 is a limitation; the findings may differ with higher sample size.
- The study is limited to households going for family tours residing in Mumbai suburban. Other tourists are not considered.
- Responses given by respondents may be biased.

X. CONCLUSION

The tourists going for family tour prefer scenery tour followed by beach and adventure tour. They prefer to stay for 2-3 days. Their preference for accommodation is hotel and for local travel they prefer private vehicle.

Further they prefer to book their accommodation in advance also significant number of tourist prefers to book the accommodation on the spot. Regarding mode of transport, they prefer to book it in advance.

Finally it is concluded that annual income of family tourist does not affect to the selection of accommodation and mode of transport.

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