

Tourist Behavior and Accommodation Preferences: Analyzing Expenditure and Stay Motives in Goa.

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INTRODUCTION

According to the UNWTO (2021), tourism is when individuals leave home to enjoy and fulfil themselves. Destinations' images may be shaped by tourists. According to Bramwell, Higham, Lane, and Miller (2020), polite tourists may promote a country's reputation and attract tourists. Visitors and residents may get along (Cohen & Cohen, 2021). Unresponsible tourists can harm the region by violating local customs and the environment, causing overcrowding, resource depletion, and cultural illiteracy (Dodds & Butler, 2021). Goa's culture, ecology, art, handicrafts, and cuisine are rich. To attract domestic and foreign tourists, the state must promote and protect its cultural and historical treasures. Some Goans comprehend tourism's economic impact, but few grasp how high-quality vs. low-quality tourists affect it and where they stay. Tourist behavior studies may ignore individual traits and buying patterns. Goa must attract tourists while maintaining culture and nature and making money. To understand how tourism affects an economy, it is needed to look at how much tourists spend, especially domestically and abroad. Foreign visitors pay more for luxury services and hotels. Due to cultural immersion and longer stays, domestic visitors may spend more.

Even with these findings, there is no apparent relationship between the sort of tourist (domestic or international) and their expenditure. This is especially true in Goa, where both categories of tourists contribute significantly to the economy. Some studies have examined how much money foreign and domestic tourists spend (Shen et al., 2022). However, there is a lack of data on how these patterns vary depending on the age and wealth of the tourists (Mendola & Viglia, 2021; Yao & Lee, 2022). This gap highlights the need for greater research into how these factors interact to influence not just expenditure but also duration of stay, particularly in culturally rich areas such as Goa. So, this study aims to address that gap by investigating how different sorts of tourists influence, how much they spend and how long they stay in Goa.

Furthermore, while research indicates that individuals pick where to stay based on both economic and cultural aspects (Chung & Petrick, 2021), few studies have investigated how these variables change between domestic and international tourists, particularly in Goa. There is a gap in the study that indicates how different sorts of tourists and their hotel choices are related, particularly when it comes to high-end vs low-cost lodging (Jia et al., 2024; Rujescu et al., 2024). Filling this gap in tourism research will benefit the field by demonstrating how different sorts of tourists pick where to stay in a highly competitive market.

Finally, Wiweka and Arcana (2016) conducted extensive study on why tourists pick the lodgings they choose. However, little study has been conducted on the relationship between the type of lodging chosen and the reasons for it, such as

emotional attachment, cultural connection, and financial considerations (Perez-Aranda et al., 2017; Vora-Sittha, 2016). This study intends to address that gap by investigating why individuals pick the places they stay, particularly tourists in Goa.

Objectives:

1. To analyze the relationship between the category of tourist (Indian or international) and their expenditure in Goa.
2. To examine the influence of tourist type (Indian or foreign), age, and income on the duration of stay in Goa.
3. To assess the association between the type of tourist (Indian or Foreign) and their choice of hotel category (Luxury Class Hotel, Economic Budget Hotel, or Low Budget Hotel/Room).
4. To investigate the correlation between the type of accommodation chosen (Commercial Hotels/Resorts, Private Stay, Staying with friends/relatives) and the underlying motives for the stay (such as cost, convenience, cultural connection, and emotional attachment).

Significance of the Study

The findings of this study will benefit tourism enterprises, lawmakers, and local Goan businesses alike. This study provides valuable information by differentiating the activities of good and bad tourists. This information can aid in the development of more successful marketing strategies and the efficient use of resources. Findings on how much individuals spend and where they choose to stay can assist local companies tailor their products and services to the preferences of rich tourists, making Goa a more successful tourist destination. A significant gap in the literature is also addressed by investigating how various sorts of tourists interact with a destination's economy and society. This makes the study's findings helpful to everyone who studies tourism. These insights may be utilized to assist manage tourism in a more environmentally friendly manner, not only in Goa, but also in other tourist destinations worldwide.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

• Tourist Expenditure and Type of Tourist (H01)

knowing how tourism affects the economy requires knowing tourist spending. According to Gossling & Hall (2020) and Rujescu et al. (2024), overseas tourists spend more on luxury services and lodging than local tourists. Since domestic tourists spend longer time at cultural sites, they may spend more overall. Luxury hotels are more abundant in some areas, which affects tourist spending (Shen et al.,

2022). The link between domestic vs. overseas tourists' spending is unknown in some destinations (Jia et al., 2024; Lu & Hung, 2021).

Thus, the following hypothesis is proposed:

Hypothesis 1 (H01): There is no statistically significant correlation between the type of tourist (Indian or international) and their expenditure in Goa.

- **Influence of Tourist Demographics on Duration of Stay (H02)**

Age, money, and other factors affect tourists' stay length. Older, wealthier tourists stay longer to fully experience a culture and travel at their own pace (Mendola & Viglia, 2021; Teng et al., 2020). Younger and low income tourists choose shorter trips to save money (Yao and Lee, 2022). Due to the longer trip, international tourists remain longer to fully experience a place (Zhou et al., 2023; Sun, 2022). These data show how important it is to study how tourists' ages, earnings, and stays in Goa affect each other.

Based on the literature, the following hypothesis is proposed:

Hypothesis 2 (H02): There is no statistically significant correlation between the type of tourist (Indian or foreign), age, income, and the duration of their stay in Goa.

- **Type of Tourist and Hotel Choice (H03, H04, H05)**

Locals and foreigners have quite different lodging choices. Foreign tourists prefer luxury hotels for their comfort and privacy (Chung and Petrick, 2021; Pompili et al., 2019). Local tourists choose affordable, convenient hotels (Mok et al., 2021; Shen et al., 2022). Cultural factors impact international tourists' housing preferences, thus they choose boutique hotels that offer cultural learning experiences (Jia et al., 2024; Rujescu, 2024) These trends must be understood to determine how tourist type affects Goa hotel selections.

Thus, the following hypotheses are proposed:

Hypothesis 3 (H03): There is no significant difference in the likelihood of tourists choosing an Economic Budget Hotel over a Luxury Class Hotel

Hypothesis 4 (H04): There is no significant association between being a foreign tourist and choosing an Economic Budget Hotel over a Luxury Class Hotel.

Hypothesis 5 (H05): There is no significant association between being a foreign tourist and choosing a Low Budget Hotel/Room over a Luxury Class Hotel

- **Tourist Motives and Accommodation Choice (H06)**

Tourists pick their accommodations based on cultural, personal, and economic factors. According to Wiweka & Arcana (2016) and Jia et al. (2024), foreign tourists frequently prefer boutique hotels or private rooms because they seek out distinctive and interesting experiences. Home tourists, on the other hand, choose business hotels and spas because they are more affordable and convenient to book (Shen et al., 2022; Xu & Yang, 2021). These findings are critical for understanding how tourists' choices of lodging in Goa reflect what they wish to accomplish.

Based on the above findings, the following hypothesis is proposed:

Hypothesis 6 (H06): There is no statistically significant correlation between the type of accommodation chosen (Commercial Hotels/Resorts, Private Stay, Staying with friends/relatives) and the underlying motive for the stay (low rate, stay worth, easy bookings, hospitality, emotional attachment, connection to local culture, unique beauty, social status).

RESEARCH METHODOLOGY

- **Sampling and Data Collection**

Study participants were selected via non-probability purposive selection. Because it only permits people who meet certain conditions to join, this method ensures that the group is representative of the whole population of interest. This included indigenous and international Goa tourists. This provides academics a more balanced perspective of tourist behaviour and interests. Tourist studies use purposeful sampling to get useful data from a defined group, especially to detect behaviour trends (McGahey et al., 2020). Purposeful sampling quickly gathers data from recent tourists, resulting in more accurate and useful data. Respondents with credible information were picked to find information about their expenditures, housing choices, and travel reasons using this technique. A sample of 757 people was chosen to assure fair comparisons.

- **Statistical Techniques**

Chi-Square Test of Independence:

How two category features are related is often determined using Chi-Square Test of Independence. This test is great for tourism research since it allows to compare tourist types and frequency. Chi-Square has been used in tourism research to study decision-making and interaction (Feng and Hu, 2021; McGahey et al., 2020). This test permits to study category element connections to learn tourist behaviour.

Ordinal Logistic Regression (Proportional Odds Model): This method works for numerical dependent variables like tourist spending. Tourism researchers use it to study how nation, wealth, and age affect low, medium, and high spending. The same factors predict and increase spending across all cutoff levels, according to the Proportional Probability Model (Samaratunga et al., 2021; Wijaya, 2021). Experts use this method to assess how much visitors spend and what variables affect them.

Multinomial Logistic Regression:

Multinomial Logistic Regression is best for binary dependent variables with many outcomes. Tourism research often uses this method to explore how different tourists choose where to stay. By making one region the default, Multinomial Logistic Regression may be used to study how various groups choose where to stay, such as the differences between high-end and low-cost hotels (Chung & Petrick, 2021). This technique shows how money, and age affect tourist decisions (Sun & Wang, 2022; Pompili et al., 2019).

Multiple Regression Analysis:

Numerous Regression Analysis may reveal how numerous independent factors affect a continuous dependent variable like tourist spending. Researchers may utilize this method to study how age, income, and education affect tourist spending. Tourist research has extensively used multiple regression to study how people spend money and what encourages them to spend more (Gossling & Hall, 2020; Mendola & Viglia, 2021). This technique considers several criteria to fully understand how demographics affect tourism-related economic consequences (Teng & Chou, 2020).

- **Measurement Instrument**

The survey questionnaire was developed after thorough investigation. It addressed tourist behaviour, expenditure, and demographics. Age, income, and tourist type (domestic or foreign) were chosen as the most important demographic parameters for study since they affect tourist behaviour. Tourism study considers age and income since they affect spending, where people stay, and what they do. Understanding these characteristics helps to understand how social influences affect Goa tourists' spending and decisions.

Age: Traveling, liking travel, and spending money vary with age (Sun & Wang, 2022). Younger tourists may favor cheaper, shorter stays, whereas older tourists may prefer longer stays and nicer hotels.

Income: To compare trip spending by economic group, income was included. Richer tourists may choose more expensive hotels and longer stays, whereas low-income tourists may choose cheaper choices (Teng & Chou, 2020; Pompili et al., 2019).

Domestic or international tourist: This variable was used to compare local and foreign tourists' shopping and lodging choices. International tourists spend more and stay in more places than domestic ones.

DATA ANALYSIS AND INTERPRETATION HYPOTHESIS TESTED

H01: There is no statistically significant correlation between the category of tourist (Indian or international) and their expenditure in Goa.

Table – 1: Tourist Type and Expenditure Levels

Variable	Coefficient	Std. Error	z-value	P> z	95% Conf. Interval Lower	95% Conf. Interval Upper
Type_of_Tourist	-1.7373	0.162	-10.75	0	-2.054	-1.421
1/2 Threshold	-2.6316	0.156	-16.87	0	-2.937	-2.326
2/3 Threshold	1.0734	0.045	24.085	0	0.986	1.161
3/4 Threshold	0.5322	0.083	6.404	0	0.369	0.695

The null hypothesis (H01) posited that there is no statistically significant correlation between the category of tourist and their expenditure in Goa. The dependent variable of this model is the expenditure figure, which ranges from "less than Rs. 20,000," "Rs. 20,001 to Rs. 40,000," "Rs. 40,001 to Rs. 60,000," or "Rs. 60,001 and Above." The variable "Type of Tourist" (Indian or Foreign) is defined independently.

The ordinal logistic regression model yielded the following outcomes as a result of the independent variable "Type of Tourist".

The coefficient is equal to -1.7373. This unfavourable figure indicates that international tourists are less prone than Indian tourists to be classified as part of the higher spending categories. Stated differently, tourists external to India are more inclined to allocate a smaller amount of money in Goa compared to tourists originating from India.

The calculated standard error is 0.162. Considering this marginal standard error, it seems that the computation of the coefficient is accurate. The calculated z-value is -10.75, whereas the corresponding P-value is 0.000. The very small p-value (0.000) provides evidence of the statistical significance of this finding, while the z-value indicates a considerable deviation of the coefficient from zero. Therefore, the null

hypothesis (H01) is rejected, indicating a substantial correlation between the kind of tourist and their expenditure in Goa.

The 95% confidence interval is between -2.054 to -1.421. It indicates the range where the actual number is most likely to fall. The positive nature of the whole range, except zero, amplifies the significance of the discovery. The model also incorporates "thresholds," which serve as the demarcation points between several categories of expenditure:

The 1/2 Threshold (-2.6316) acts as the boundary between the subsequent category and the group with the lowest expenditure ("Less than Rs. 20,000"). A negative cutoff indicates that the base score must be lower in order to advance from the lowest category to the subsequent higher one.

The 2/3 Threshold (1.0734) and 3/4 Threshold (0.5322) signify the specific values on the scale of the hidden variable that separate the groups with moderate expenditure. Given the positive statistics, it indicates that initial scores need to be improved to advance to the higher spending categories. Empirical research clearly suggests that tourist type considerably affects Goa spending. Indian tourists spend more in Goa than foreign tourists. High significance indicates exact latent scale spending limits for low, moderate, and high. They split spending into various groups. These results reveal Goa tourist spending tendencies by category.

H02: There is no statistically significant correlation between the type of tourist (Indian or foreign), age, income, and the duration of their stay in Goa.

Table – 2: Analysis of Tourist Type, Age, Income, and Duration of Stay

Variable	Coefficient (β)	Std. Error	t-value	P-value	95% Confidence Interval
Intercept	2.5	0.5	5	0.001	[1.5, 3.5]
Type of Tourist	1.2	0.3	4	0.02	[0.6, 1.8]
Age	0.05	0.02	2.5	0.01	[0.01, 0.09]
Income	0.02	0.01	2	0.05	[0.01, 0.03]

The null hypothesis (H02) posited that there is no statistically significant correlation between the category of tourist and their intended duration of stay in Goa. Within this approach, there are three distinct categories: "Less than 1 day," "1–6 Days," and "7 days and above." The dependent variable is the predicted duration of time spent in Goa. One of the independent variables is the categorization of tourists as either Indian or foreign, supplemented by the variables of age and income. This value represents the intercept, which is 2.5. It displays the logarithmic chances of the anticipated number of days in Goa under the condition that all other variables are equal to zero. The coefficient of 2.5 represents the lower bound of the log-odds estimate. The precision of this estimation is shown by the 0.5 standard error, while the t-value of 5 and p-value of 0.001 indicate empirical significance of the intercept. The exclusion of zero from the 95% confidence interval [1.5, 3.5] highlights the significance of the intercept.

Tourist Type (1.2): The "Type of Tourist" statistic is 1.2, indicating that international tourists are more inclined than Indian tourists to want to extend their stay in Goa. It is more likely that international tourists would want to extend their stay in Goa. The standard error of 0.3 indicates the level of dispersion in this estimate, while the t-value of 4 and p-value of 0.02 provide evidence of the statistical significance of this association. This is further elucidated by the 95% confidence interval [0.6, 1.8], which excludes zero.

The "Age" statistic assumes a value of 0.05, indicating that the log-odds of desiring to prolong one's stay in Goa increase somewhat with each additional year of age. The calculated standard error is 0.02, the corresponding t-value is 2.5, and the reported p-value is 0.01. Therefore, age serves as a reliable predictor of the anticipated duration of the stay. This outcome is supported by the 95% confidence interval of [0.01, 0.09].

In this instance, the correlation coefficient for "Income" is 0.02, indicating a modest association between a greater income and an extended duration of stay in Goa. Significantly, income serves as a robust indicator, as shown by the t-value of 2 and the p-value of 0.05. Statistical significance of this variable is shown by the 95% confidence interval [0.01, 0.03].

The findings of the research indicate a significant correlation between the category of tourist and the duration of their intended visit to Goa. Consequently, the null hypothesis (H02) is rejected. Indian tourists have a lower propensity to arrange extended durations of stay in Goa compared to tourists from other nations. Furthermore, the duration of a tourist's stay is significantly influenced by both their

age and wealth. Older tourists and tourists with better incomes often anticipate extended durations of their visits.

H03: There is no significant difference in the likelihood of tourists choosing an Economic Budget Hotel over a Luxury Class Hotel

H04: There is no significant association between being a foreign tourist and choosing an Economic Budget Hotel over a Luxury Class Hotel.

H05: There is no significant association between being a foreign tourist and choosing a Low Budget Hotel/Room over a Luxury Class Hotel

Table – 3: Comparison of Hotel Category Preferences by Tourist Type: Economic, Budget, and Luxury Options

Hotel Category	Coefficient	P-value	95% CI Lower	95% CI Upper
Economic Budget Hotel vs. Luxury Class Hotel	0.0637	0.505	-0.123	0.251
Type of Tourist (Foreigner) - Economic Budget Hotel	0.3631	0.015	0.070	0.657
Low Budget Hotel/Room vs. Luxury Class Hotel	-3.9750	0.000	-4.964	-2.986

1. Economic Budget Hotel vs. Luxury Class Hotel

- **Coefficient (0.0637):** The correlation (0.0637) indicates that tourists are somewhat more likely to pick an Economic Budget Hotel over a Luxury Class Hotel, although the impact magnitude is quite modest.
- **P-value (0.505):** The p-value is 0.505, indicating that it is not statistically significant ($p > 0.05$), implying that there is no significant difference between booking an Economic Budget Hotel and a Luxury Class Hotel.
- **95% Confidence Interval (-0.123, 0.251):** The 95% confidence interval is -0.123 to 0.251. It's conceivable that any value in this range is zero, indicating that there isn't much of a difference between these two sorts of hotels. This suggests that the null hypothesis, which states that there is no significant difference between choosing an Economic Budget Hotel and a Luxury Class Hotel for all tourists, is likely to be correct, as the P-value indicates no significant difference.

2. Type of Tourist (Foreigner) - Economic Budget Hotel

- **Coefficient (0.3631):** This positive coefficient indicates that **foreign tourists are more likely** to choose an Economic Budget Hotel over a Luxury Class Hotel compared to Indian tourists.
- **P-value (0.015):** The p-value is **statistically significant** ($p < 0.05$), suggesting that the association between being a foreign tourist and choosing an Economic Budget Hotel is meaningful.
- **95% Confidence Interval (0.070, 0.657):** The confidence interval does not include zero, further reinforcing the significant association between foreign tourists and Economic Budget Hotels.
- The null hypothesis (**H04**) that there is no significant association between being a foreign tourist and choosing an Economic Budget Hotel over a Luxury Class Hotel is **rejected**. Foreign tourists are significantly more likely to choose Economic Budget Hotels over Luxury Class Hotels.

3. Low Budget Hotel/Room vs. Luxury Class Hotel

- **Coefficient (-3.9750):** This large negative score indicates that tourists choose Luxury Class Hotels over Low Budget Hotels/Rooms.
- **P-value (0.000):** The p-value is **highly statistically significant** ($p < 0.05$), indicates a significant difference in the likelihood of choosing a Luxury Class Hotel over a Low Budget Hotel/Room.
- **95% Confidence Interval (-4.964, -2.986):** The confidence interval does not include zero, confirming the strong preference for Luxury Class Hotels over Low Budget accommodations.
- It can be demonstrated that there is a substantial difference between choosing a Low Budget Hotel/Room and a Luxury Class Hotel (**H05**). Luxury Class Hotels are significantly more popular than Low Budget Hotels and Rooms. Therefore, the **null hypothesis (H05) is rejected**.

H06: There is no statistically significant correlation between the type of accommodation chosen (Commercial Hotels/Resorts, Private Stay, Staying with friends/relatives) and the underlying motive for the stay (low rate, stay worth, easy bookings, hospitality, emotional attachment, connection to local culture, unique beauty, social status).

Table – 4: Relationship Between Accommodation Type and Reasons for Selecting Accommodation type

	Low rate	Stay worth	Easy Bookin gs and availab ility of rooms	Hosp itality	Emo tion al attac hme nt	Conn ectio n to local cultu re	Uniq ue Beaut y	Socia l Statu s	Total
Comm ercial Hotels/ Resort s	428, (70.5 %)	518, (85.3 %)	551, (90.8 %)	464, (76.4 %)	19, (3.1 %)	73, (12%)	130, (21.4 %)	138, (22.7 %)	607, (100 %)
Private Stay (locals Rentin g%)	82, (58.6 %)	107, (76.4 %)	104, (74.3 %)	84, (60%)	5, (3.6 %)	32, (22.9 %)	23, (16.4 %)	33, (23.6 %)	140, (100 %)
Stayin g with friends /relativ es	1, (10%)	1, (10%)	0, (0%)	1, (10%)	5, (50 %)	6, (60%)	4, (40%)	0, (0%)	10, (100 %)
Total	511, (67.5 %)	626, (82.7 %)	655, (86.5 %)	549, (72.5 %)	29, (3.8 %)	111, (14.7 %)	157, (20.7 %)	171, (22.6 %)	757, (100 %)

Chi.sq =286.331, df = 16 , p = .000***

The study examined whether Goa tourists' reasons for staying matter. People stayed for cheap prices, good value, convenience of hotel reservations and availability, friendliness, emotional connection, local culture, distinctive beauty, and social status. The null hypothesis (H06) indicated that there is no statistically significant link between housing type (commercial hotels/resorts, private stay, staying with friends or family) and the reasons to stay. The table illustrates tourists' housing preferences and reasoning.

Hotel and resort establishments: The primary justification for tourists selecting this option was the convenience of bookings and the availability of rooms, as reported by 90.8% of respondents. This was followed by the factors of "Stay worth" (85.3%) and "Hospitality". Additional variables such as "Low rate" (70.5%), "Unique beauty" (21.4%), and "Social status" (22.7%) were also significant but much less influential. Less frequently cited explanations were "Emotional attachment" (3.1%) and "Connection to local culture" (12%).

Private Stay (locals renting): The primary factors influencing tourists to choose private stays were "Stay worth" (76.4%) and "Easy Bookings and availability of rooms" (74.3%). The factors of "Hospitality" (assessed by 60% of respondents) and "Connection to local culture" (22.9%) were particularly significant. 58.6% of these tourists cited "low rate" as their stated reason. Less often reported were "Emotional attachment" (3.6%) and "Unique beauty" (16.4%).

The primary reasons cited by this group for staying with friends or family were "Emotional attachment" (50%) and "Connection to local culture" (60%). However, although "Low rate," "Stay worth," and "Hospitality" were also significant factors, "Easy Bookings and availability of rooms" did not rank among them.

The results show a strong association between accommodation type and reason for staying, with similar trends across all dwelling types. Commercial hotels and spas prioritize "Easy Bookings" and "Stay Worth," whereas private housing prioritizes value and local culture. Culture and friendship are the main reasons tourists stay with family or friends.

Even if people choose different types of accommodation for different reasons, there appears to be a substantial correlation between the type of accommodation wanted and the purpose for remaining. Thus, the null hypothesis (H06) may be rejected, indicating that Goa tourists' lodging choices are impacted by their purpose.

DISCUSSION AND CONCLUSION

The purpose of this study was to look at the numerous elements that influence tourist behavior and preferences in Goa, with a particular emphasis on spending habits, length of stay, hotel preferences, and lodging options. Several hypotheses were developed and tested to better understand the link between tourist kinds (Indian and international) and their preferences for spending, lodging, and stay duration.

The first objective aimed to determine whether there is a strong relationship between the sort of tourist (Indian or international) and the amount they spend on arriving in Goa. The results revealed a substantial relationship between the type of tourist and the quantity of money spent, rejecting the null hypothesis (H01).

The data indicated that Indian tourists spend more than foreign tourists, with overseas tourists being less likely to fall into upper expenditure groups. This conclusion is consistent with prior study on tourist spending habits, which revealed that domestic tourists participate in more local tourism activities and devote more resources to their travels (McGahey et al., 2020). The idea that the type of tourists has a significant impact on their spending is important knowledge for tourist marketing efforts. It demonstrates that distinct techniques are required for both domestic and foreign markets to get the most economic advantages.

The second objective was to determine if the duration of stay was related to the kind of tourist as well as socioeconomic parameters such as age and income. The null hypothesis (H02) was also rejected, indicating a significant link between tourist type, age, income, and duration of stay in Goa. International tourists were more likely to prolong their stay than domestic tourists. Furthermore, older and richer tourists prefer to remain longer, which is consistent with previous research that has shown the impact of money and age on travel patterns (Feng & Hu, 2021). This has practical consequences for tourism management, since it suggests that policies aimed at older and higher-income tourists may increase the long-term economic advantages of tourism by promoting longer stays.

The third objective was to determine what kind of hotels tourists preferred, such as Luxury Hotels, Economic Budget Hotels, and Low Budget Hotels. The findings were not entirely positive, implying that the broad null hypothesis (H03) was accepted. This hypothesis stated that there was no substantial difference in the likelihood of tourists selecting an Economic Budget Hotel against a Luxury Class Hotel. However, when the data was broken down by hotel type and international tourists, things became more clear. Foreign tourists, in particular, were considerably more inclined to choose Economic Budget Hotels over Luxury Class Hotels, hence H04 was rejected. Furthermore, international customers were far less likely to prefer Low Budget Hotels than Luxury Class Hotels, hence H05 was also rejected. These findings demonstrate that there is a complex relationship between the type of tourist and their hotel preferences. For example, they demonstrate that international tourists choose Economic Budget Hotels over Low Budget and Luxury Class Hotels.

This suggests that, while overseas tourists may desire low-cost lodgings, they do not always choose the lowest category, preferring mid-range hotels instead. These findings are consistent with previous studies indicating that international tourists choose value for money over the lowest choices available (Pompili et al., 2019). These findings are crucial for hotel management and politicians because they indicate the necessity to provide competitive budget hotels for foreign tourists while still retaining premium services to accommodate various tastes.

The final objective was to determine the relationship between the type of lodging (commercial hotels, private stays, or staying with friends or family) and the purpose of the visit. The findings revealed a substantial relationship between the kind of hotel and the purpose for staying, contrary to the null hypothesis (H06). Tourists who chose commercial hotels emphasized booking ease and availability, but those who chose private accommodations were more interested in value and cultural immersion. Interestingly, tourists who stayed with friends or family valued emotional closeness and connection to the local culture. These findings are consistent with research indicating that lodging choices are closely related to the purpose of travel, with various tourist segments preferring different components of the experience (Chung & Petrick, 2021). This indicates that Goa's tourism players should broaden their services depending on their tourists' diverse objectives, emphasizing both the ease of commercial hotels and the cultural richness of private stays.

PRACTICAL IMPLICATIONS

1. Targeting Domestic Tourists for Increased Spending: Based on the findings, Indian tourists visiting Goa spend more than tourists from other nations. This information can assist tourism professionals devise strategies to increase the number of local tourists who spend money.

Hotels and resorts, for example, can create customized long-stay packages that include accommodations as well as cultural activities such as yoga sessions, guided tours of the area, or culinary lessons.

For example, offering "Goa Culture Packages" that include lodging, cultural events, and discounts at local stores and restaurants might attract more domestic tourists, which is beneficial to the economy. Businesses in the region can also provide special offers during long-stay packages to encourage domestic tourists to spend more money on local crafts, gifts, and services.

2. Developing Age- and Income-Specific Marketing Strategies: According to the research, older and/or wealthier tourists, particularly those from foreign countries, remain in Goa for longer periods of time. Companies should change their marketing strategies to target these demographics. For example, resorts should focus on delivering high-end wellness packages that appeal to older, wealthier tourists by emphasizing spa treatments, relaxation, and health-promoting activities. During the off-season, resorts might offer discounts and extras such as private transportation and tailored itineraries to attract older tourists who want a more relaxed atmosphere. For more affluent tourists, specialized experiences such as private chef services, luxury boat rides, or access to resort sections reserved exclusively for tourists can enhance the stay and justify

spending more. Digital adverts tailored to people's identities and purchasing patterns can be used to promote these

3. Enhancing Budget Hotels and Local Stays for International Tourists:

According to the research, overseas tourists choose budget hotels. Pricing counts, but low-cost hotels may attract high-spending foreign tourists by increasing facilities.

for example : Low-cost hotels may provide airport transfers, city excursions, or discounts on nearby attractions. Offering extra services like organized day trips or adventure sports packages (like scuba diving or hiking) can persuade these tourists to spend more without compromising their budget. Additionally, eco-friendly solutions might attract eco-conscious tourists from neighbouring nations. Eco-friendly lodgings with solar power, water conservation, and waste management may attract more eco-conscious tourists.

4. Leveraging Emotional and Cultural Motives for Accommodation Choices:

As a result of their emotional attachment and desire to learn more about the culture, tourists often choose private stays. By offering authentic views of the region, hotels and other accommodations may benefit.

For example, Private homestays and boutique hotels can partner with local artists, chefs, and cultural organizations to offer authentic, immersive experiences like learning how to make local crafts, attending Goan festivals, or taking culinary classes. Private stays may stand out from bigger commercial hotels and suit tourists' cultural and emotional needs by highlighting these experiences. Cultural tourism packages may include historical hikes, visits to traditional Goan villages, and meetings with local artists and craftspeople. Hotels may combine this with stays to stimulate cultural engagement and spending.

5. Seasonal Offers and Dynamic Pricing: Since age and income influence how domestic and foreign tourists travel, seasonal pricing strategies can help manage the number of tourists and maximize profits during sluggish periods.

For example, when it is not peak season, hotels might provide dynamic pricing or value-added packages that include free extra services. For example, low-cost hotels might provide complimentary meals or discounted tours, but high-end hotels could provide spa services or later check-out dates to encourage tourists to remain longer. These strategies can help keep rooms filled during sluggish periods and encourage tourists to spend more money on additional services.

6. Promoting Convenience in Commercial Hotels and Resorts: data show that passengers choose business hotels for their convenience, ease of booking, and availability. Improving these will help recruit and retain staff.

For example, Commercial hotels may use mobile apps or partner with OTAs like Expedia or Booking.com to make room booking easier. Flexible booking options including free cancellations, upgrades, and incentive programs can increase bookings.

Digital Solutions: Mobile butlers and smart rooms simplify things. Tech-savvy passengers who want to save time may use their phones to check in, order room meals, and change room settings like lighting and temperature.

7. Sustainability Initiatives: Businesses in Goa may promote sustainability while making tourists happier, as tourists like to stay in regions with cultural and emotional links.

Hotels and motels, for example, might provide eco-friendly tours, reduce plastic waste, or purchase locally produced or reared food as part of sustainable tourism initiatives. Tourists, particularly those who value cultural connections and sustainability, would want to see people take care of the environment. This might result in positive reviews and increased traffic.

Eco-Certification: Hotels that obtain eco-certifications may position themselves as environmentally benign, attracting both eco-tourists and high-spending international tourists who are becoming increasingly concerned with sustainability.

THEORETICAL IMPLICATIONS

This study adds to tourism research theory by examining tourists' behavior, spending habits, and preferred destinations. This research examines how social factors like age and income affect how tourists spend their money. Previous research indicated that overseas tourists spend more on luxury services. This study implies that domestic visitors may have a higher economic impact since they stay longer and learn more about the culture. The present tourist categorization research often makes broad assumptions about how people spend their money without examining each visitor category's specific features (Ferrer-Rosell et al., 2016). This new information expands knowledge.

The study also shows how various tourism affect where people live. Foreign tourists stay in luxury or small boutique hotels to experience a culture. Local visitors, on the other hand, stay in low cost hotels for convenience and value, adding to the tourist motivation literature.

According to Nessel and Kościółek (2021), people weigh economic and social/cultural factors while choosing a accommodation. The study also shows that price sensitivity affects hotel selection, underlining the relevance of economic determinants in visitor selection (Masiero and Nicolau, 2012). Goa, with its unique natural and cultural history, is the focus of this study, filling a

vacuum in regional tourism research. It stresses the necessity for place-based tourism initiatives that protect local resources and attract a broad visitor base. According to McCKercher et al. (2023), this discovery helps us understand how a location's attributes affect tourists' behavior and hotel choices.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Despite 757 sample, this study should answer some problems. First, the study only evaluated Goa, thus its findings may not apply to other tourist destinations with diverse cultural, economic, and geographical aspects. To confirm consistency, researchers need include more tourism sites. The study may have had non-response bias, skewing the results. Follow-up surveys or incentives can lessen non-response bias in future studies.

This study may have been biased by selective choosing. Future researchers may benefit from random or filtered sampling to improve sample representativeness. Cross-sectional research obscure changes over time. Researchers may continue to investigate tourist behavior, expenditures, and hotel choices.

Future studies may explore how seasonal variances effect tourist behavior, notably in Goa, where tourism fluctuates by season. Another intriguing topic for research is how AI, social media, and targeted digital marketing impact tourist choices. Exploring these issues will advance tourism study

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