

Impact of Craftourism on Place Attachment: A Case of Selected Craft Districts in West Bengal, India

ARUP KUMAR BAKSI*

*Arup Kumar Baksi, Ph.D., MBA, M.Sc., Associate Professor, Department Of Business Administration, Bengal Institute of Technology & Management, Santiniketan, West , Bengal, India

ABSTRACT

Place attachment is reflective of cognitive and affective orientation of visitors with respect to the destination they visited. Practice of traditional handicrafts play a significant role in enhancing destination attractiveness. Visitors assign considerable weightage to local craft practices to satisfy their desire to participate in the learning and production process, a case of role-reversal. Promoting this scope of role-reversal has been used by the Destination Marketing Organizations as differentiators. Craftourism has gained considerable momentum. This paper focuses on examining the impact of craftourism on place attachment. Dimensions of craftourism were identified by applying suitable statistical procedure. The results revealed craftourism, with option for visitors to enact role-reversal, have a significant and positive impact on place attachment.

KEYWORDS – *Craftourism, Place Attachment, Impact, Visitor, Role-Reversal*

Introduction

Experiential travelling is on the rise as learning and participating have emerged as a critical element of travel with crafts as a central focus (Shushma, 2012). Destination marketing organizations (DMOs) are banking heavily on the bouquet of local traditions and events to ensure steady flow of visitors (Pike, 2008). As an element of cultural celebrations, handicrafts can be used to enhance the attractiveness of the destination for non-local visitors, develop community image, raise funds for special, civic or charitable projects, provide opportunities for the community to deal with fine arts, help to preserve and revitalize local cultures and traditions, provide important leisure activity outlets, build social cohesion and provide opportunities for family members to strengthen their bounds, foster civic pride and cohesion (Weaver & Robinson, 1989; Janiskee, 1980; Getz 1991; Liang et al., 2008; Getz, 2008). As Long and Perdue (1990) argue, rural communities strive to enhance the local tourism industry to attract nonresidents to the community with the expectation to boost the economy.

Past research works observed that visitors are involved in pro-destination activity namely positive referrals once they are satisfied with the destination they visited (Kotler et al., 2010). Therefore it becomes imperative for the destination marketer to ensure visitor satisfaction by improving the experience of the visitors

associated with the destination visited (Pike, 2008). Researchers have also pointed out that place attachment can be a useful input in understanding the criticality in satisfaction-loyalty relationship (Yuksel et al., 2010). Research inputs are available in the context of emotional bonding with destination and destination loyalty. Adequate insights of visitor integration with local craft production and its probable direct and moderating impacts on visitors' cognitive aspects and consequent behavioural manifestations have not been explored at all.

Literature Review

Place attachment has been conceptualized as an attitudinal construct that reveals visitors' perception about the physical landscape and cultural insights (Jorgensen and Stedman, 2001; Kyle et al, 2004). These perceptions are derived from spatial attitudes namely destination satisfaction and has specific behavioural outcomes namely destination loyalty (Kyle et al, 2004; Lee et al., 2007). Empirical research has shown that visitor satisfaction has positive impact on choice of destination, consumption of tourism products and services and intention to revisit (Bigné et al., 2005). Lee et al., (2012) studied the mediating effects of place attachment on the relationship between festival satisfaction and destination loyalty and found that satisfied festival visitors tend to develop destination loyalty in the long run.

Place attachment for the tourists develops on the platform of attributes specific to the destination and the amount of experiential bliss that visitors derive based on those attributes (Williams et al, 1992). Studies conducted by Mesch and Manor (1998) and Hidalgo and Hernandez (2001) showed that place attachment for the visitors is determined by the social ties. Petrick et al., (1999) observed that place attachment can be predicted on the basis of overall satisfaction level of the tourists.

Researchers have verified the relationship between the place attachment, tourist satisfaction and destination loyalty (Baksi and Parida, 2014; Baksi, 2013; Baksi and Parida, 2013; Chi and Qu, 2008; Yoon and Uysal, 2005) not in terms of revisit intention but also through advocacy (Bigne et al, 2009; Murray and Howat, 2002; Yoon and Uysal, 2005). Destination loyalty has been highlighted as one of the most important subjects in tourism researches. In many studies, revisit intention and positive word of mouth recommendation are noted as indicators of loyalty (e.g. Yoon & Uysal 2005; Chi and Qu, 2008). Several studies have attempted to identify major antecedents of revisit intention including satisfaction (Petrick et al., 2001; Kozak 2001), novelty seeking (Jang & Feng, 2007), image (Chi & Qu, 2008), motivation and satisfaction (Yoon & Uysal, 2005), safety (Chen & Gursoy, 2001), overall satisfaction (Campo- Martinez et al. 2010), cultural difference (Chen & Gursoy, 2001), perceived value (Petrick et al.,2001), past vacation experience (Kozak ,2001), and the like. In this regard, notably, Jang and Feng (2007) asserted

that even though the extent of research finding is well focused on determinants of repeat visit intention, it can be contested that understanding tourists' revisit intention and their behavior remains limited. Revisit intention has also been focused as an important issue from economic perspective in tourism studies (e.g. Darnell & Johnson, 2001). Accordingly, the main reason why researchers should consider revisit intention is the fact that "globalization of markets, competitive pressure, brand multiplication and, above all, the ever-changing lifestyles and consumer behavior have forced companies to develop strategies to keep their clients and create consumer loyalty programs" (Flambard-Ruaud, 2005), particularly in tourism industry. Yuksel et al., (2010) observed that destination bonding is an effective antecedent to destination loyalty. They found that the three dimensions of destination-bonding namely destination dependence, affective attachment and destination identity influenced cognitive and affective through overall satisfaction of visitors.

The economic implications of tourism-craft linkage depends on the effectiveness of the sub-sectors of tourism such as retailing, leisure services etc., to effectively harness the locally produced crafts and artefacts into the tourism market (Saji & Narayanaswamy, 2011). Today, the craftsmen involved in the manufacture process have braced themselves by opening new vistas into the current trend, with drastic changes in their thinking and attitude by producing products according to present market demands (Shariff, 2005). John (2014) conducted an extensive study to identify the revival issues of Channapatna toys, a speciality handicraft product, of Karnataka, India and found that awareness and integration of visitor with the production process can play a pivotal role in the revival process. Craft tourists have been considered to be both source of revenue generation and promotional vehicle for the rural destinations as they are often parts of craft clusters (Pustylnick, 2011) and the combination of earthly rural essence and indigenous craft practice can be an adequate strategic fit for Craftourism. Crompton and McKay (1997) and McIntosh et al. (1995) were of the opinion that heritage and cultural experience imbibes accumulation of knowledge and integrating with the cultural spread. Heritage and cultural motivation can stimulate destination choice and broad-spectrum travel behaviours (Kerstetter et al., 2001) which include participation in local practice, activities and events (Lee and Lee, 2001, Funk and Bruun, 2007. Kim and Eves (2012) considered consumption of local cuisine as one of the significant and potential travel motivations. Urge to explore and seek the novelty was perceived to be triggered by the experience of environment (Loewenstein, 1994). Crompton and McKay (1997) concluded that travel can be considered as a physical involvement towards satisfying a cognitive desire to expand intellectual enrichment by becoming an integral part of the destination.

There has been no study till date to identify specific measurable dimensions of handicraft tourism and the term 'Craftourism' has been coined by the researcher to emphasis on a specific pattern of tourism. Hence, the inclusion of 'Craftourism' as moderating variable will be an absolute novel one as the researcher presumes substantial intervening impact of the same on the relationship between place attachment and destination loyalty.

Objectives of the Study

The study focuses on the following objectives:

- (a) To examine the relationship between dimensions of craftourism and place attachment
- (b) To assess the impact of Craftourism on place attachment.

Formulation of Hypotheses:

Based on the review of literature and as per the focal objectives of the study undertaken, the researcher has framed the following hypotheses to be tested:

H₁: Craftourism initiatives have impact on place attachment.

H₀₁: Craftourism initiatives do not have any impact on place attachment.

Methodology

The districts of Birbhum and Bankura in the state of West Bengal, India were chosen as the sites to carry out this research work. Birbhum has rich tradition in a special craft known as 'batik work' (wax-cracks on textile and leather) in addition to other handicrafts practices namely 'kantha work' (a special type of stitching on textile materials), potteries, textile dying, bamboo works, macramé etc. Bankura, primarily an arid zone in the south-western part of West Bengal, India is famous for its 'dokra works' (sculptures in brass and other alloys) and terracotta sculptures, It is also famous for textile weaving and specifically for a particular type of saree (traditional women-wear) namely 'baluchari'. Every year millions of visitors flock in these clusters of handicraft production and take part in learning and producing items of their own. Structured questionnaire was used as a survey instrument which was refined following a pilot study conducted through a focus group interview. Convenience sampling was used for the study. As many as 985 visitors were approached and an acceptable response (questionnaire completed in all aspects) of 623 (63.24%) were received.

Factor construct measurement

Craftourism was measured using an initial set of 27-items identified from extensive review of literatures. These initial items were put to a pilot study to identify ambiguity and refine the scale. 22 items were finally retained to measure craftourism. To measure the respondents' place attachment, 18 items were adapted from Lee et al., (2012) and Kyle et al. (2004).

Data Analysis

Exploratory factor analysis (EFA) with varimax rotation was used to assess the internal consistency, reliability and validity of the scale. In addition the underlying dimensional structure was also required to be identified. The items having factor loadings lower than .6 or cross-loaded on more than one factor were discarded. The internal consistency and reliability were proved to be significant as Cronbach’s alpha was found to be >.7 (Hair et al., 2006). A total of 22 items with six constructs remained: excitement; sensory appeal; health concern; cultural experience; togetherness; and prestige. Place attachment was loaded in 11 items and categorized into three dimensions. EFA explained 71.34% of overall variance and identified five constructs: (Table-1). Bartlett’s test of Sphericity (a statistical test for the presence of correlations among the variables) and the KMO (Kaisere Meyere Olkin) measure of sampling adequacy were measured to assess the factorability of the data. The KMO value at .859 exceeds the acceptable minimum value which is .6 (Hair et al., 2006). The Barlett’s test of Sphericity was found to be significant (Chi-square-1672.157, df=261, .000 p<.00). The Cronbach’s alpha score of reliability ranged from .817 (for Crafttourism) to .832 (for place attachment). The identified dimensions of the variables are represented in Table-2.

Table-1: Results of CFA

Items	λ	t-value	M	SD	α
Place attachment (PA)					
My personal values are reflected in the destination [PL-1]	0.75	14.25	4.21	1.99	0.832
I identify myself strongly with this town	0.74	14.11	4.33	2.01	
I feel attracted to the destination	0.87	18.21	4.41	2.09	
I feel a strong sense of belonging to this town	0.91	18.79	3.98	1.93	
I have a lot of fond memories of this destination	0.79	15.67	4.18	1.76	
I feel connected with the visitors visiting this destination	0.76	15.98	3.87	1.89	
I feel connected with the local culture, ethnicity and tradition of the destination	0.93	19.03	3.62	2.01	
I recon the festivals of this destination as the best	0.79	16.55	4.01	1.99	
I prefer this destination to others for recreation/leisure	0.83	17.99	4.10	2.14	
I choose this destination even when alternatives are recommended to me	0.90	18.66	3.99	1.78	
I cannot compare other destinations with this	0.84	17.81	4.44	1.88	

Items	λ	t-value	M	SD	α
one					
Craftourism (CRAFTOUR)					
I feel proud to learn the techniques of the crafts [CFT-1]	0.79	18.09	3.89	4.28	0.817
I feel proud to learn the history behind the crafts [CFT-2]	0.63	12.34	3.77	3.76	
I feel proud to produce crafts hands-on [CFT-3]	0.81	17.33	4.03	4.55	
I feel proud to be a part in crafts production [CFT-4]	0.62	11.76	3.76	3.98	
I feel proud to see my products on display for sale [CFT-5]	0.79	16.98	3.98	4.31	
I feel proud to learn the techniques behind production of crafts [CFT-6]	0.74	16.09	4.16	4.87	
I feel proud about the experience of being a craftsman [CFT-7]	0.70	15.89	4.22	4.43	
I had the scope to impart my own design in the craft [CFT-8]	0.65	13.98	3.87	3.86	
I had the scope to modify the traditional designs [CFT-9]	0.63	13.71	3.44	3.76	
I had opportunity to manifest my creative self [CFT-10]	0.71	15.76	3.91	4.09	
I had the opportunity to create new designs [CFT-11]	0.69	14.88	3.46	3.44	
I got a chance, as a craftsman, to interact with buyers [CFT-12]	0.65	13.91	3.76	3.99	
I was thrilled to observe buyers recognizing me as a craftsman [CFT-13]	0.77	16.55	4.01	4.09	
Interaction with the buyers as a craftsman was extremely satisfactory [CFT-14]	0.71	15.66	4.34	4.87	
The places of production of local crafts are easy to access [CFT-15]	0.74	16.11	4.33	4.41	
Adequate local transport facilities are available to travel to the production places of crafts [CFT-16]	0.79	17.23	4.51	4.73	
The local TSPs are having adequate information about the route-map to travel to the production	0.66	14.01	3.76	3.91	

Items	λ	t-value	M	SD	α
places of crafts [CFT-17]					
The local craftsmen provide satisfactory hospitality [CFT-18]	0.67	13.72	3.44	3.87	
The local craftsmen are approachable for learning purpose [CFT-19]	0.69	13.46	3.23	3.45	
The local craftsmen are not irritated if requested for hands-on demonstration towards production of crafts [CFT-20]	0.77	16.58	4.29	4.33	
The local craftsmen are happy to let use their raw materials to produce crafts [CFT-21]	0.75	15.99	4.38	4.56	
The local craftsmen are happy to share their selling platform to sell products that we made [CFT-22]	0.68	13.45	3.87	3.99	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 5 iterations.

KMO: .859, Bartlett test of Sphericity: Chi-square-1672.157, df= 261, Sig.: .000

Table 2: Identification of dimensions

Sl. No.	Variable	Dimensions Identified	Items
1	Place attachment	Affective attachment (AFATCH)	PA-1 to PA-5
		Destination identity (DESTID)	PA-6 to PA-7
		Destination dependence (DESDEP)	PA-8 to PA-11
2	Crafttourism	Experiential learning (EL)	CFT-1 to CFT-7
		Novelty seeking (NS)	CFT-8 to CFT-11
		Role reversal (RR)	CFT-12 to CFT-14
		Accessibility (ACC)	CFT-15 to CFT-17
		Amicability (AMI)	CFT-18 to CFT-22

To test correlation between Crafttourism (CRAFTTOUR) and place attachment (PA), bivariate correlation was deployed. The mean response score was obtained for each of the variable across the items loaded in EFA for each individual tourist and later on summated and averaged to obtain the composite mean score for each variable. The results of the bivariate correlation analysis were displayed in Table-3. The results displayed a strong and positive correlation between CRAFTTOUR and PA (($r=.701^{**}$, $p<.001$).

Table-3: Bivariate correlation between Craftourism (CRAFTOUR) and place attachment (PA)

		CRAFTOUR	PA
CRAFTOUR	Pearson Correlation	1	.701**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	57.662	48.634
	Covariance	.824	.695
	N	71	71
PA	Pearson Correlation	.701**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	48.634	83.437
	Covariance	.695	1.192
	N	71	71

** Correlation significant at 0.01 level (2-tailed)

Regression analysis (RA) was used to understand the impact of Craftourism (CRAFTOUR) on place attachment (PA). The results of the RA were tabulated in Table-4, Table-5 and Table-6.

Table 4: Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.620 ^a	.384	.383	.42478	.384	301.356	1	622	.000

a. Predictors: (Constant), CRAFTOUR

c. Dependent Variable: PA

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.060	1	89.060	301.356	.000 ^b
	Residual	128.112	622	.180		
	Total	175.171	621			

a. Dependent Variable: PA

b. Predictors: (Constant), CRAFTOUR

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.908	.125		23.175	.000
	CRAFTOUR	.393	.024	.198	7.150	.000

a. Dependent Variable: PA

The results of RA were found to be significant for Model-1 (without any interaction effect) $F(1, 622) = 301.356, p < .001$.

The regression results revealed a case for positive and significant association between Crafttourism and place attachment. The results (R^2 change = .384, $p = .000$, $F = 301.356$, $\text{Sig.} = .000$, $\beta = .198$, $t = 7.150$, $\text{sig.} = .000$) indicated that there is potentially significant and positive impact of Crafttourism initiatives on the place attachment.

The results of regression analysis supported H_1 and H_{01} is rejected.

Conclusion and Discussion

The study was particularly significant as craft-based tourism has emerged as critical travel motivator and needed to be quantified to assess its impact on place attachment. Concept of crafttourism holds good as significant underlying dimensional structure were obtained for the variable. 'Crafttourism' as a moderating variable has been measured by a set of 22 items with five distinct dimensions identified. Dimensional correlation was found between the two major variables for most of the dimensions. The findings of the study supported the apprehension of the researcher that Crafttourism is instrumental in augmenting the visitors' feeling of place attachment as a behavioural consequence of the visit. The results allowed the researcher to interpret that the visitors' attachment with the place strengthens in the presence of opportunity to be a part in the craft production process, a case of role-reversal where visitors enact the role of hosts.

The managerial implication of the study zeroes on strategising destination marketing mix with an additional 'P' representing 'Participation' of the visitors in local traditions namely practice of crafts. The Destination Marketing Organizations should target to enhance visitors' place attachment not with the fundamental perspectives of Crafttourism alone but also with the spatial context in which it was enjoyed to ensure a pro-destination behavioural intention.

The study had geomorphological limitations as it was carried out in two specific locations. There can be other critical variables which may have major impacts on the constructs that were studied, particularly crafttourism. Future extrapolations can be done by considering other variables namely travel motivation, travel pattern, technology interface etc.

References

- Baksi, A. K. and Parida, B.B. (2014), Development and validation of Tourism Relationship Management (TRM) framework and assessing its impact on tourism service quality, tourist satisfaction and destination loyalty, *Journal of Tourism*, 14(2), pp.1-21.
- Baksi, A. K. (2013), Moderating impact of Tourism Relationship Management dimensions on tourism service quality, tourist satisfaction and destination loyalty, in *Decision Science Letters*, 3(2), pp.169-186.
- Baksi, A. K. & Parida, B. B. (2013), An empirical study to link CRM initiatives with service quality perception, tourist satisfaction and destination loyalty, *International Journal of Hospitality and Tourism Systems*, 6(2), pp. 64-80.
- Bentler P.M. (1992). On the fit of models to covariances and methodology to the Bulletin', *Psychological Bulletin*, 112(3), 400-404.
- Bigne, J. E., Sanchez, I., and Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103-115.
- Bigné, J.E., Andreu, L. and Gnoth, J. (2005), The theme park experience: An analysis of pleasure, arousal and satisfaction, *Tourism Management*, 26(6), pp.833-844.
- Chen, J.S., and Gursoy, D. (2001). An investigation of tourist's destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79-85.
- Chi, C. and Qu, H. (2008), Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach, *Tourism Management*, 29(4), pp.624-636.
- Crompton, J.L. & McKay, S.L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), pp. 425-439.
- Crompton, J.L., Lee, S. and Shuster, T.J. (2001), A guide for undertaking economic impact studies: The springfest example, *Journal of Travel Research*, 40(1), pp. 79-87.
- Darnell, A. C., and Johnson, P. S. (2001). Repeat visits to attractions: a preliminary economic analysis. *Tourism Management*, 22(2), 119-126.
- Flambard-Ruaud, S. (2005). Relationship marketing in emerging economies: some lessons for the future. *Vikalpa*, 30(3), 53.
- Funk, D. C., and Bruun, T. J. (2007). The role of socio-psychological and culture education motives in marketing international sport tourism: a cross-cultural perspective. *Tourism Management*, 28, pp. 806-819.
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29, pp. 403-428.

- Getz, D. (1991). *Festivals, Special Events and Tourism*, New York, NY: Van Nostrand Reinhold
- Hair, J., Black, B., Babin, R., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis* (6th ed.). New York: Prentice Hall.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & William, C. B. (1998). *Multivariate data analysis*. (5th. ed.). New Jersey: Upper Saddle River: Prentice Hall.
- Han, H., and Jeong, C. (2013). Multi-dimensions of Patrons' Emotional Experiences in Upscale Restaurants and their Role in Loyalty Formation: Emotion Scale Improvement. *International Journal of Hospitality Management*, 32(March), pp. 59-70
- Hidalgo, M.C. and Hernandez, B. (2001), Place attachment: Conceptual and empirical questions, *Journal of Environmental Psychology*, 21(3), pp. 273-281.
- Jang, S. and Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580-590.
- Janiskee, B. (1980). South Carolina's harvest festivals: Rural delights for day tripping urbanites. *Journal of Cultural Geography*, 1(1), pp. 96-104.
- John, S. (2014). A Study on the role of Tourism in promoting Arts and Crafts – A Case Study on Channapatna Toys, *Proceedings of the Second International Conference on Global Business, Economics, Finance and Social Sciences (GB14Chennai Conference) Chennai, India 11-13 July 2014*, pp. 1-9.
- Jones, T. and Taylor, S. (2007), The conceptual domain of service loyalty: How many dimensions?, *Journal of services Marketing*, 21(1), pp. 36-51
- Jorgensen, B.T. and Stedman, R.C. (2001), Sense of place as an attitude: Lakeshore owners' attitude towards their properties, *Journal of Environmental Psychology*, 21(3), pp.233-248.
- Kerstetter, D., Confer, J., and Graefe, A. (2001). An exploration of the specialization concept within the context of heritage tourism. *Journal of Travel Research*, 39, pp. 267-274.
- Kim, Y. and Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food, *Tourism Management*, Vol.33, pp. 1458-1467.
- Kozak, M. (2001), Repeaters' behaviour at two distinct destinations, *Annals of Tourism Research*, 28(3), pp. 785-808.
- Kyle, G.T., Graefe, A.R., Manning, R. and Bacon, J. (2004), Predictors of behavioural loyalty among hikers along the Appalachian Trail, *Leisure Sciences*, 26(1), pp.99-118
- Kyle, G.T., Mowen, A.J. and Tarrant, M. (2004), Linking place preferences with place meaning: An examination of relationship between place motivation and place attachment, *Journal of Environmental Psychology*, 24(4), pp. 439-454.

- Lee, Y-K., Lee, C-K., Lee, S-K., and B. J. Babin. (2008). Festivals capes and Patrons' Emotions, Satisfaction, and Loyalty, *Journal of Business Research*, 61(1), pp. 56-64.
- Lee, C., and Lee, T. (2001). World culture expo segment characteristics. *Annals of Tourism Research*, 28(3), pp. 812-816.
- Lee, J., Graefe, A.R. and Burns, R.C. (2007), Examining the antecedents of destination loyalty in a forest setting. *Leisure Studies*, 29, pp.463-481.
- Lee, J., Kyle, G. and Scott, D. (2012), The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination, *Journal of Travel Research*, 51(6), pp.754-767.
- Liang, Y., Illum, S.F. & Cole, S.T. (2008). Benefits received and behavioral intentions of festival visitors in relation to distance travelled and their origins. *International Journal of Event Management Research*, 4(1), pp. 12-23.
- Long, P.T. & Perdue, P.P. (1990). The economic impact of rural festivals and special events: Assessing the spatial distribution of expenditures. *Journal of Travel Research*, Spring, pp. 10-14.
- Loewenstein, G. (1994). The psychology of curiosity: a review and reinterpretation. *Psychological Bulletin*, 116(1), pp. 75-98.
- McIntosh, R.W., Goeldner, C. R., & Ritchie, J. R. B. (1995). *Tourism principles, practices, philosophies* (7th ed.). New York: Wiley.
- Mesch, G.S. and Manor, O.(1998), Social ties, environmental perception and local attachment, *Environment and Behaviour*, 30(4), pp. 504-519.
- Murray, D. and Howat, G. (2002). The relationships among service quality, value, satisfaction, and future intentions of customers at an Australian sports and leisure, NJ: Prentice-Hall.
- Patrick, J., Morais, D. and Norman, W. (2001). An examination of determinants of entertainment vacationer's intention to revisit. *Journal of Travel Research*, 40(1), 41-48.
- Patrick, J., Backman, S. and Bixler, R. (1999), An investigation of selected factors' impact on Golfers' impact on Golfer satisfaction and perceived value, *Journal of Park and Recreation Administration*, 17(1), pp. 40-59.
- Pike,S. (2008), *Destination marketing: An integrated marketing communication approach*, Burlington, MA: Butterworth-Heinemann.
- Saji, M. P. & Narayanaswamy, N. (2011). Local Craft Heritage in Contemporary Tourism: The Indian Scenario, *Tourism Development Journal* 9(1), pp.34-46.
- Shariff, A. (2005). Toy town changes with new trends, *Deccan Herald*. Published on 2005, March 29.
- Sushma, H. (2012). Tourism and handicrafts – Exploring the linkages. *Spectrum: A journal of Multidisciplinary research*, Vol.1, Issue-6, pp.31-40.

- Weaver, G.D. & Robinson, L.R. (1989). *Special events: Guidelines for planning and development*. Columbia: University of Missouri.
- Williams, D.R., Patterson, M., Roggenbuck, J.W. and Watson, A.E. (1992), Beyond the commodity metaphor: Examining emotional and symbolic attachment to place, *Leisure Sciences*, 14(1), pp.29-46.
- Yoon, Y. and Uysul, M. (2005), An examination of the effects of motivation and satisfaction on destination loyalty: A structural model, *Tourism Management*, 26(1), pp.45-56.
- Yuksel, A., Yuksel, F. and Bilim, Y. (2010), Destination attachment: Effects on Customer satisfaction and cognitive, affective and conative loyalty, *Tourism Management*, 31(2), pp.274-84.