

Future Behavioural Intentions of the Tourists: A Case of Udaipur as a Tourist Destination

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ABSTRACT

The study involves identifying the level of satisfaction from the destination attributes of Udaipur, Rajasthan and the relationship between overall tourist satisfaction and loyalty intention of the tourists. A pre-tested and structured questionnaire was used to collect data from 350 international tourists who visited Udaipur, Rajasthan in peak tourist season. Further, one sample t-test analysis was used in order to identify the satisfaction level of the tourists with the destination attributes of Udaipur. The relationship between overall tourist satisfaction and loyalty intention of the tourists was determined by the correlation analysis and one way ANOVA test. Out of 45 destination attributes identified in Udaipur, Rajasthan, the tourists were satisfied with 27 attributes, dissatisfied with 13 and indifferent with 5 destination attributes. The significant and positive effect of overall satisfaction was found on the revisit intention of the tourists and the recommendation made by the tourists. The results of this study offer practical suggestions to destination and the tourism suppliers looking to develop positioning and marketing strategies for Udaipur tourism. The study could be useful to the tour operators, tourism stakeholders or destination management organisations to focus on the factors leading to tourist satisfaction, which can help to create loyalty intention among the tourists and to increase the repeat visitation.

KEYWORDS: *Tourist Satisfaction, Destination Attributes, Tourism Services*

Introduction

According to a report on Trade and Development by UN Conference, 78 jobs are created for every Rs. 10 Lakh investment in tourism sector. On the other hand, investment of Rs. 10 Lakh Agriculture or Manufacturing business creates only 45 and 18 jobs respectively. According to Government of Tourism, India, tourism creates employment prospects not only for highly educated but low and semi-skilled people workers. Further, as of December 2014, almost 70% of the women were the part of the tourism in India and 50% of the workforce of tourism industry was of the age 25 or less. Tourism in 2012-13 contributed 12.36% in the total employment in Indian economy. The total contribution of Travel & Tourism to GDP in 2014 was ₹ 7, 642.1 billion. Among the emerging economy destinations, highest receipts growth was reported by India (+22%), after Thailand (+25%). With this growth and its benefits, more and more competitors are striving for a bigger market share in the

international tourism market. It makes the international tourism market significantly more competitive than ever.

However, Rajasthan is still lagging behind in the race from other competitive destination, specifically in designing an appropriate strategy and being concerned about tourist satisfaction. Udaipur is not a new baby in international tourism market. Its natural resources, historic and cultural values, heritage, pleasant weather and other destination attributes play a vital role in attracting tourists to visit Udaipur frequently. While considering the competitive tourism market, no destination can succeed without putting some extra efforts. Therefore, the identification of Udaipur's important attributes and a wide-ranging evaluation of these attributes in the terms of their effectiveness in affecting the international tourists in their decision when choosing their potential.

Tourist Satisfaction & Future Behavioural Intention: What is the Connection?

Loyalty intention is one of the most important aspects to understand and retain customers for any business. Marketers and business managers work tirelessly to achieve high customer satisfaction, expecting to improve loyalty on products, services and brands. Anderson and Sullivan (1993), Cronin et al (2000) and Taylor & Baker (1994) confirmed that satisfaction has a significant positive relationship with customer loyalty/retention. Further, Alegre and Cladera (2006) / Chi and Qu (2008)/Kozak and Remington (2000)/ Oliver (1993) showed that satisfaction with various components of the destination attributes leads to overall satisfaction; attribute satisfaction has significant, positive, and direct effects on overall satisfaction and indirect influences on customer loyalty. Hawkins et al (1995) defined loyalty as consumers' intentions or actual behaviour to repeatedly purchase certain products or services.

Milman and Pizan (1995) suggested that once visitors are satisfied with their experience they might like to revisit a destination. Additionally, Reichheld (1996) stated that customer retention is significantly crucial to the profit growth of the organization. Research findings showed that customer retention, which indicates customer loyalty to the product or services, affects the financial performance in terms of profits for organizations across industries. For this reason, many organizations invest highly on customer loyalty programs and assign the most effective personnel to be responsible in this area. Kozak and Rimmington (2000) showed that overall consumer satisfaction or dissatisfaction is due to evaluation of both positive and negative experiences with diverse elements of a destination. A comprehensive evaluation of each destination's attributes influence on consumers' overall level of satisfaction and future revisit intentions. They also indicated that tourist satisfaction is a good indicator of customer intention to revisit and offer recommendations on the destination to other people.

Joppe et. al. (2001) found that satisfied visitors are more likely to recommend the destination to friends, family, and colleagues. Hence, in tourism, future behavioural intentions have been measured using two proxies; namely, willingness to recommend or word-of-mouth and revisit intentions. Chen and Gursoy (2001) further said that now days destinations face stiff competition amongst each other and it may become tougher in years to come. As such, marketing managers should understand reasons why tourists are faithful to destinations and what influences

their loyalty. They however defined destination loyalty as the situation in which tourists perceive a destination to be good, and one that they can recommend to others, considering that definitions that uses repeat visits as a signal of loyalty shows some deficiency. The reason is that those who fail to return may have found different and interesting travel experiences in a new destination while at the same time maintaining loyalty to the destination they previously visited. In addition, they argued that intention to recommend a destination, still, is a good indicator for destination loyalty.

Jang and Feng (2007) asserted that positive experiences realised by tourists enhance not only their intent to revisit, but ensure that they recommend to others positive things about the place to their relatives and friends. In some tourist destination studies, various aspects like overall satisfaction, positive recommendation, performance and expectation measure tourist satisfaction. In this regard, Chen and Tsai (2007) concluded that the major effect of tourist satisfaction that impacts on tourists' intention to revisit either in the short term or long term is a manifestation of loyalty to that destination. Notably, Kamenidou et al (2008) said that measurement of satisfaction has been replaced by concept of customer loyalty because loyalty is perceived to be a better indicator of actual behaviour. Meng et al (2008) stated that achieving tourists' satisfaction leads to the ability to gain competitive advantage for tourism business. Moreover, they asserted that measuring satisfaction can be useful in understanding the needs and wants of tourists and tourism organizations can improve their products and services to increase the level of satisfaction in the future.

Objectives of the Study

1. To study the satisfaction level of the tourists with destination attributes of Udaipur
2. To study the relationship between loyalty intention of the tourists and their overall satisfaction

Methodology

The research area for this study was Udaipur city (Rajasthan, India). Udaipur has been called as the 'City of Lakes'. Furthermore, it is one of Rajasthan's most popular vacation destinations. Although famous throughout India, Udaipur is still a 'small town'. Due to its varied, year-round attractions, it is one of the popular visit destinations. Therefore, the study selected Udaipur as the study area in order to accomplish the objectives of the study.

The primary data was collected through structured questionnaire. The sample population for this research was composed of the international tourists who visited Udaipur in September and October 2014. The survey was conducted over three week's period at different tourists spots which are frequently visited in Udaipur. A convenient sampling method was used to collect data from 350 respondents.

Study Instrument

The questionnaire used in this study consisted of three sections. The first section of the survey instrument gathered the data regarding the demographic and travel behaviour characteristics of the respondents. Age was taken as a categorical variable. The categories ranged from '16-25' to 'above 60'. Monthly income level was also taken as a categorical variable. The categories ranged from 'less than 25000' to '1, 50,001 or more'. The second part of the questionnaire consisted

questions to evaluate the satisfaction level from Udaipur's important attributes.

The survey instrument was revised and to strengthen its validity, the questionnaire was circulated to 25 Post-Graduate students in the Tourism & Hotel Management Program at Mohanlal Sukhadia University, Udaipur. Based on their pointers, the survey instrument was modified. Then, the questionnaire was tested through convenience sample consisting of tourists (N=30) in Udaipur by on the spot interview. Supported by their feedback, the questionnaire was modified and a final questionnaire was redeveloped.

Data Interpretation

Table No. 2 : Demographic Profile of the Respondents

Gender Distribution		
Gender	Frequency	Percentage
Female	184	57.3
Male	137	42.7
Total	321	100.0
Age Distribution		
Age Groups	Frequency	Percentage
16-25	95	29.6
26-35	120	37.4
36-45	54	16.8
46-55	40	12.5
56 and above	12	3.7
Total	321	100.0
Employment Status Distribution		
Employment Status	Frequency	Percentage
Employed	138	43.0
Retired	16	5.0
Self-employed	55	17.1
Student	112	34.9
Total	321	100.0
Education Level Distribution		
Education Level	Frequency	Percentage
College	151	47.0
High School	72	22.4
Post-graduation Degree	82	25.5
Professional Degree	16	5.0
Total	321	100.0

Interpretation

Table No. 2 represents the demographic profile of the respondents, with 57.3%, the gender distribution was slightly on the side of the female respondents. The sample had 26 to 35 year group (37.4%) as the dominant group amongst all the age groups. Majority of the respondents (34.9%) were students and were pursuing higher degrees or already pursued.

To achieve the first objective of the study, the tourist satisfaction was measured using one sample t-test analysis. The result of one sample t-test analysis show that

the tourists, who visited Udaipur during the study, were satisfied with 26 out of 44 attributes. The study also identified 13 dissatisfactory attributes and 5 indifferent attributes. (Refer Table No. 3 for the Result of the One Sample T-Test)

Table No. 3 : Satisfaction Level of The Tourists With The Destination Attributes Of Udaipur

One-Sample Test						
		T	Df	Sig. (2-tailed)	Mean Difference	Satisfactory Attribute
1	Architecture	160.442	320	.000	4.40810	Satisfactory
2	Ancient Ruins	100.218	320	.000	3.84112	Satisfactory
3	Fair & Festivals	124.767	320	.000	3.48598	Satisfactory
4	Local Features	89.606	320	.000	3.76636	Satisfactory
5	Religion Attractiveness	191.049	320	.000	4.19003	Satisfactory
6	Heritage Properties	138.782	320	.000	4.05919	Satisfactory
7	Modern Amenities (T.S)	98.304	320	.000	3.54517	Satisfactory
8	Cleanliness (T.S)	151.511	320	.000	3.16822	Indifferent
9	Banks/ATMs	125.907	320	.000	3.51713	Satisfactory
10	Medical Facilities (T.S)	129.082	320	.000	2.81308	Dissatisfactory
11	Safety & Security	165.842	320	.000	3.78816	Satisfactory
12	Communication Sys. (T.S)	124.956	320	.000	3.49221	Satisfactory
13	Traffic Conditions	88.318	320	.000	2.46106	Dissatisfactory
14	Cleanli. in Transport Md.	80.591	320	.000	2.77570	Dissatisfactory
15	Parking Facility (T.S)	165.923	320	.000	2.89097	Dissatisfactory
16	Phy. Appearance (Hotel)	190.009	320	.000	4.19315	Satisfactory
17	Cleanliness of Rooms	111.962	320	.000	3.98131	Satisfactory
18	Food Quality (Hotel)	124.412	320	.000	3.38629	Satisfactory
19	Knowledge of Hotel Staff	131.284	320	.000	3.59813	Satisfactory
20	Hygiene at Hotel	124.566	320	.000	3.38006	Satisfactory
21	Food Variety (Restaurant)	126.371	320	.000	3.90343	Satisfactory
22	Food Quality (Restaurant)	164.092	320	.000	4.02492	Satisfactory
23	Staff Knowledge (Rest.)	125.771	320	.000	3.51402	Satisfactory
24	Hygiene at Restaurant	144.599	320	.000	3.70093	Satisfactory
25	Adventure Sports	64.920	320	.000	2.16511	Dissatisfactory

One-Sample Test						
		T	Df	Sig. (2-tailed)	Mean Difference	Satisfactory Attribute
26	Local Tours	122.366	320	.000	2.97819	Dissatisfactory
27	Activities for Children	198.772	320	.000	3.08411	Indifferent
28	Nightlife	91.003	320	.000	2.27726	Dissatisfactory
29	International Stores	102.287	320	.000	2.67601	Dissatisfactory
30	Malls	67.887	320	.000	2.44548	Dissatisfactory
31	Electronic Products	91.398	320	.000	2.27103	Dissatisfactory
32	Climatic Conditions	83.851	320	.000	3.89097	Satisfactory
33	Water Resources	129.232	320	.000	3.57321	Satisfactory
34	Wildlife	83.840	320	.000	2.98131	Dissatisfactory
35	Vegetation	70.276	320	.000	2.94081	Dissatisfactory
36	Accommodation Facility	98.673	320	.000	3.55452	Satisfactory
37	Transportation Facility	198.772	320	.000	3.08411	Indifferent
38	Information Provided	82.865	320	.000	3.54206	Satisfactory
39	Signposts	75.242	320	.000	2.64798	Dissatisfactory
40	Communal Attitude	95.208	320	.000	3.35826	Satisfactory
41	Accessibility	104.082	320	.000	3.65421	Satisfactory
42	Connectivity	140.987	320	.000	3.67913	Satisfactory
43	Value for Shopping	198.772	320	.000	3.08411	Indifferent
44	VI. for Accommodation	130.735	320	.000	3.59190	Satisfactory
45	VI. for Transportation	146.236	320	.000	3.18692	Indifferent

Mean difference Value 3 = neutral, less than 3 = Dissatisfaction, More than 3 = satisfaction

In the present study, "satisfying" is defined as those attributes with satisfaction scores more than 3 after mean differences and with a t-value significant at the 0.5 level (Significant value $\leq .05$). Indifferent attributes are defined as those attributes with mean difference value 3, with significant t-value (Sig. <0.05). Further, dissatisfying attributes were defined as those attributes, which scored less than 3 mean difference, regardless of the t value at the significance level .05 or below (Sig. $\leq .05$). (Refer to the Table No. 3 for the satisfaction level of the tourists with the destination attributes of Udaipur)

To achieve the objective stated, "To investigate the relationship between overall tourist satisfaction and their loyalty intention," the loyalty intention of the tourists was determined by the variables revisit intention of the tourists and the intention to recommend Udaipur to other people. Therefore, the hypotheses stated were

H_a: There is no significant relation between the overall tourist satisfaction and the

revisit intention of the respondents.

H_b : There is no significant relation between the overall tourist satisfaction and the recommendation preference of the respondents.

Relation between Tourist Satisfaction and Their Revisit Intention

The positive correlation was displayed with the correlation coefficients 0.800. (Refer to Table No. 4) Further, a one way between subjects ANOVA was conducted to compare the effect of Overall Tourist Satisfaction (Independent variable) on Revisit Intention (Dependent variable) in strongly disagree to strongly agree conditions. The results revealed that there was a significant effect of Overall Tourist Satisfaction (Independent variable) on Revisit Intention (Dependent variable) at the $p < .05$ level for the five conditions [$F(8, 312) = 24.972, p = 0.000$]. (Refer Table No. 5 for the ANOVA Test) This resulted into the rejection of the null hypothesis that there is no significant effect of overall tourist satisfaction on the revisit intention of the tourists. Which implied that the overall tourist satisfaction have positive effect on the revisit intention of the tourists.

Table No. 4 : Correlation Analysis between Overall Satisfaction and Revisit Intention of the Tourists

Pearson Correlation Matrix		
	Overall Satisfaction	Revisit
Overall Satisfaction	1.000	
Revisit	0.800	1.000

Table No. 5 : ANOVA between Overall Satisfaction on Revisit Intention of the Tourists

Analysis of Variance					
Source	Type III SS	Df	Mean Squares	F-Ratio	p-Value
Overall Satisfaction	30.954	8	3.869	24.972	0.000
Error	48.342	312	0.155		

Relation between Tourist Satisfaction and Their Recommendation Intention

The result of the correlation analysis tabulated in Table No. 6, displaying moderate to high correlation between the recommendation and the overall satisfaction (Pearson correlation coefficient = 0.689). Further, a one way between subjects ANOVA was conducted to assess the effect of Overall Tourist Satisfaction (Independent variable) on the Recommendations made by the Tourists (Dependent variable) in strongly disagree to strongly agree conditions.

The results revealed that there was a significant effect of Overall Tourist Satisfaction (Independent variable) on the Recommendations made by the Tourists (Dependent variable) at the $p < .05$ level for the five conditions [$F(1, 312) = 66.665, p = 0.000$]. (Refer Table 7 for the ANOVA Test).

This lead to the rejection of the null hypothesis that there is no significant effect of the overall satisfaction on the recommendations made the tourists to others. Thus, the study revealed that the tourists who were satisfied were more likely to recommend the destination (Udaipur) to other potential tourists.

Table No. 6 : Correlation between the Recommendation and the Overall Satisfaction

Pearson Correlation Matrix		
	Overall satisfaction	Recommendation
Overall Satisfaction	1.000	
Recommendation	0.689	1.000

Table No. 7 : ANOVA between Overall Satisfaction and Recommendation of the Tourists

Analysis of Variance					
Source	Type III SS	Df	Mean Squares	F-Ratio	p-Value
Overall satisfaction	140.101	8	17.513	66.665	0.000
Error	81.961	312	0.263		

Conclusion

To plan marketable tourism products and services for any destination, the satisfaction level of the tourists plays crucial role. Therefore, to examine the performance of the destination products or services, the assessment of the tourist satisfaction should be a basic parameter. The results defined the dimensions of destination attributes, and highlighted the role of the varied features of the destination attributes, which contributed to the satisfaction level of the tourists. The result displayed that the attributes like climate, wildlife, nightlife, safety and security, architecture, modern amenities at tourist spots and even beggars all form an integral part of the satisfaction level of the tourists.

A number of recommendations could be made based on the results of the study. Tourists are less likely to visit a destination if they find it unsafe and therefore safety and security of the tourists are one of their basic expectations. The government or the tourism stakeholders at Udaipur can appropriate facilities such as security guards, and CCTV in busy tourist spots, where it is more likely to get crowded. Further, the safety system needs to be improved at Jagadish Chauk area as most of the famous tourist spots of Udaipur lie there, City Palace, Jagadish Temple, Bagore ki Haveli and Gangaur Ghat. The place usually gets crowded very much and therefore the chances of theft and molestation increases. Moreover, the lanes of that particular area are very narrow and two way therefore, it becomes very congested whenever three or four-wheeler vehicle pass through the lanes, which creates frustration amongst the tourists.

Improving accessibility of tourist facilities is another important factor. Usually, there is no access to the restaurants and cafes at night in Udaipur therefore it becomes difficult for tourists coming to Udaipur especially at late night find get a nice place to eat. Additionally, access to information centres, help – lines and internet/ email must be provided twenty-four hours a day. Moreover, the emergency medical centres should be there at every tourist spot, which is the much needed facility required by the tourists. The sanitation/ cleanliness at the tourist spots should be upgraded. The toilets usually stink, the walls of famous buildings like Sajjangarh, which usually creates disappointment in the tourists. Additionally, the tourists, especially the backpackers who travel in a destination all by

themselves, were highly disappointed by the traffic conditions, parking facility at tourist spots and the condition of the transportation mediums. Government needs to take some appropriate steps to upgrade the traffic sense in the localities and strictness in the rules.

Further, the tourism stakeholders at Udaipur need to develop or create some opportunities for the recreational activities in Udaipur. The tourists were highly dissatisfied from the lack of recreational activities. Udaipur has a varied geography and it gives a perfect prospectus for water sports, air-borne sports and land sports. Still, the stakeholders have not utilised the opportunities and otherwise, Udaipur could promote adventure tourism too. Moreover, the local government can organise local tours for backpackers on nominal charges with experienced guides. The local government or the stakeholders can take initiative and can place an illustrative road map in English at railway station, bus station so that the tourists can assess the distance from any specific point to the tourist place. Further, if the government strictly levy the rule of only metered auto, then it can really save the tourist from being fooled by the locals.

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