

Impact of Destination Personality upon Visiting Intentions of the Tourists: A Case Study of Pushkar

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ABSTRACT

Destination Promoters face the huge task of reaching out to tourists in an increasingly competitive global marketplace. Destinations attract first-time and repeat visitors, tourism professionals need to apply innovative branding practices and effective positioning strategies. Mounting tourism demand for destination brands hoist the competition for tourism destination to develop and assigning them as potential tourism destinations which differentiate from others to extend the economic advantage. The purpose of this paper is to examine the relationships between Destination Personality, Destination Image, Satisfaction of the tourist and Visiting Intentions of the tourist to visit Pushkar. This study provides evidence that can be particularly useful for the branding and promotion of destination. It also puts forward that personality and affective images drive overall destination image and indirectly influence visiting intention at the tourist destination. This can prove to be particularly useful for destination promoter's focus on identifying image perception about their destination among desired target groups and then use that knowledge to design their positioning strategy in anticipation of developing a strong destination brand. Furthermore, there has to be an extensive work for building the Pushkar as a destination brand.

KEYWORDS: *Destination personality and Image, Visiting Intentions, Tourist Satisfaction; Pushkar.*

INTRODUCTION

Tourism represents a key industry in the Pushkar (Rajasthan) economy. In 2014, the number of tourist arrival in Rajasthan was 346.02 lakh. The number of tourist arrival in Pushkar in the same year was 12.5 lakh. Tourism also plays an important role in the Pushkar employment marketplace since more than 60% the population is employed in tourism-related sectors. Compared to 2013, the number of tourists entering Pushkar increased by 8%. In today's highly competitive market, consumers are not only surrounded by numerous brands but also exposed to many different promotion practices that are developed to distinguish these brands from their participant. The idea of product has been broadly applied to products and services in the basic marketing field (Blain, Levy, & Ritchie, 2005), but brands are originate in many more kinds of tourism products and infuse almost all aspect of tourism activities (Cai, 2002). A tourist destination can also be seen as a product or professed as a brand since it consists of a collection of tangible and intangible

characteristic (Ekinci & Hosany, 2006; Ekinci, Sirakaya-Turk, & Baloglu, 2007; Hosany, Ekinci, & Uysal, 2007). The concept of branding tourism destinations is comparatively new (Blain, Levy, & Ritchie, 2005; Cai, 2002; Gnoth, 1998), many of the destinations to the world have been trying to adopt branding tactic similar to those used by different companies like Coca Cola, Nike and Sony in an attempt to distinguish their personality and to highlight the exclusivity of their products (Morgan, Pritchard, & Pride, 2004). In present scenario, companies/organizations are not only in a battle of products or services but also in a battle of perceptions in the consumer mind. Destination marketing organizations (DMOs) are also in this constant battle to attract travellers since destinations are becoming highly substitutable due to the growing global competition (Pike & Ryan, 2004). The concept of branding has been extensively applied to products and services in the generic marketing field (Blain, Levy, & Ritchie, 2005), but brands are found in many categories of tourism products and permeate almost all facets of tourism activities. A tourism destination can also be seen as a product or perceived as a brand since it consists of a bundle of tangible and intangible attributes.

Destination personality has also been established as an important factor that influences tourists' behavioural intentions. Tourism destinations branding are valuable marketing tools. Only natural beauty, hospitable local people cultural etc. are not enough to be survived in today's competitive environment. Destination personality terminology to tourism is important in terms of specifying the own characteristics of destinations and creating a different picture on tourists perceptions. Destination personality is described as the personality qualities generally connected with humans that visitor perceive brand to acquire. An individual brand personality can create a set of unique and favourable relations in visitor's memory and thus enhance brand equity (Keller, 1993). Brand personality serves as a permanent basis for discrimination. Brand personality is an important aspect for the success of a brand in terms of first choice a well-recognized brand personality can result in tourists having stronger expressive attach to the brand, greater faith and reliability.

Destination images influence tourists' travel decision making and behaviour towards a destination as well as satisfaction levels and recollection of the experience the term destination image has been used to capture an individual's opinion and impressions about a destination suggesting holistic imageries in a tourists mind.

"Destination image" is the sum of beliefs, ideas and impressions that tourist have of a place. In other words, image is the mental structures (visual or not) that integrate the elements, the impressions and the values that people have about a specific destination; and, it is based on a series of more or less material knowledge of those people, and on a series of perceptions of a more emotional and effective nature. A destination image is "the expression of all objective awareness, impressions, discrimination, imaginations, and emotional thoughts an individual or group might have of a particular tourist destination" (Lawson & Baud-Bovey, 1977).

Visiting Intentions represents the behaviour of re-visit intention, recommending-to-others of customers, and giving commend. Prus & Brandt (1995) indicated that tourist satisfaction prompt tourist loyalty, which comprise the support and faith of the tourists in certain brands or businesses. Kristensen,

Martensen & Gronholdt (2000) regard loyalty as customer intention to re-purchase, recommend to others, and price endurance and cross-purchasing. Re-visiting as tourists being willing to travel to other touring spots in a certain destination or in the same country.

In present competitive world, understanding is the powerful factors on destination choice are important to academicians, researcher and professionals who are playing a part in tourism industry (Beerli et al., 2007). The efforts on branding tourism destinations are effective marketing tools (Uşaklı and Baloglu, 2011); brand personality terminology to tourism destinations is important in terms of specifying the own characteristics of destinations and creating a different image on tourists' perceptions. Based on the destination which reflects the tourist's own idea, characteristic and/or feeling, the tourist compares the characteristics of the destination with his own personality and this defines self-congruity (Opoku, 2009). Furthermore, the life of Pushkar (Rajasthan) is well known by foreign and domestic tourists. Due to this variety seen in the destination, tourists from different countries who have different behaviour description from each other would like to visit the destination. So as to survey the perceived brand personality characteristics of this destination, the similarity between destination personality characteristics and visitors' self-concept and intention to re visit or intention to recommend the destination to other, this study was carried out in Pushkar. With this backdrop, this research in hand tends to explore the relationship between Destination Personality, Destination Image, Satisfaction of the tourist and Visiting Intentions of the tourist to visit Pushkar. The tourists come to this destination with some image of its. Is this image being fed by their experience and what behaviour regarding visiting the same destination would they show in the future comprises the motive of the study? Being a survey, the research will make use of statistical tools like Mean, Percentage, Regression, ANOVA etc.

LITERATURE REVIEW

Destination Personality

Brand personality appeals to both academics (e.g. Aaker, 1997; Gardner & Levy, 1955) and practitioners (e.g. Plummer, 1984) as its importance becomes more apparent. Brand personality is described as the behaviour traits generally connected with humans that tourists observe brand to enjoy (Batra, Lehmann, & Singh, 1993; Aaker, 1997). An individual brand personality can generate a set of exclusive and constructive associations in tourist memory and thus enhance brand equity (Keller, 1993). Brand personality provide as a permanent basis for discrimination (Crask & Henry, 1990). Brand personality is a major factor for the success of a brand in terms of preference and choice (Batra et al., 1993). A well-recognized brand personality can result in tourists having stronger emotional ties to the brand, trust and reliability (Fournier, 1998). Brand personality research suffers due to a lack of common theory and consensual taxonomy of personality traits to describe products and brands (Aaker & Fournier, 1995). On the basis of this premise, adopting a rigorous method, Aaker (1997) develops a reliable and valid tool: the Brand Personality Scale (BPS). Aaker (1997) extends on the extent of tourist personality and supports a five dimensional brand personality structure: naturalness, anticipation, aptitude, complexity and ruggedness. Attributes such as down-to-earth, genuine and honest represent the sincerity dimension. Such traits as daring,

exciting, creative and modern illustrate excitement. Attributes such as bright, reliable, secure and confident characterize ability. Attributes such as fascinating, higher class, smart and charming personify sophistication. The ruggedness dimension feature traits such as dangerous, outdoorsy, masculine and western. Since Aaker's (1997) work, the literature reports many more applications of the BPS in diverse settings and across cultures (e.g., Aaker, Benet-Martinez, & Garolera, 2001; Siguaw, Mattila, & Austin, 1999; Supphellen & Gronhaug, 2003). Similar to brand personality research, the tourism literature more and more recognize the importance of destination personality, in particular, at leveraging the perceived image of a place and in influencing tourist choice behaviour (Crockett & Wood, 2002). At the conceptual level, many tourism academics embrace the face validity of the destination personality construct (e.g., Henderson, 2000; Morgan, Pritchard, & Piggott, 2002; Crockett & Wood, 2002). For example, through content analysis of travel and tourism advertisements, Santos (2004) found that personality attributes such as "contemporary", "modern", "sophisticated", and "traditional" represents Portugal in the U.S. travel media. Henderson (2000) posits that the New Asia Singapore brand is comprised of six personality characteristics: cosmopolitan, youthful, vibrant, modern, reliable and comfort. However, to date, limited empirical research exists that identify salient destination personality dimensions (Ekinci & Hosany, 2006).

Destination Image

According to different researchers in tourism studies (Fakeye and Crompton, 1991; Gunn, 1972), there are three types of images that individuals hold of a particular destination: pure image, encourage image, and compound image. These three types of images are based on tourist experience with a particular tourist destination. A pure image starts from non-tourism information such as books, television shows, or articles. An encourage image can start from tourism-specific information such as a many destination brochure or tourist holiday web site, which is a product of destination marketing efforts. The major difference between pure image and encourage image lies in tourist's intention or motivation of travel. In other words, any tourist can have an pure image toward a particular destination even though the tourist has no intention to travel to the destination; whereas, tourist can with determination seek travel information about a destination through its promotional materials and thus hold an encourage image if they have a particular intention to visit the destination (Gunn, 1972). Compound image can be derived as a result of direct experience of the destination (Fakeye and Crompton, 1991). Hunt (1975) defined tourist destination image as perceptions that potential tourists hold about a particular tourist destination.

Destination image is an important concept in consumer behaviour (Dobni & Zinkhan, 1990). The most common and widely accepted definition of destination image is "the perceptions about a brand reflected as associations existing in the memory of the visitors" (Keller, 1993). The relations are formed in three potential ways: direct experience with the tourist product or service, from information sources or from suggestion to pre-existing associations (Martinez & Pina, 2003). Destination image is a multidimensional construct and consists of functional and symbolic brand benefits (Low & Lamb, 2000). Similar to the strong interests at studying brand image, for the past three decades, destination image has been a

dominating area of tourism research. Studies on destination image trace back to the early 1970s with Hunt (1975) influential work examining the role of image in tourism development. In a review of the literature from 1973 to 2000, Pike (2000) identifies 142 destination image studies exploring a variety of areas such as the role and influence of destination image in consumer behaviour, image formation, and destination image scale development. It is very interesting many research on destination image goes beyond the scholastic community and is of the same relevance to destination promoters (Baloglu & Brinberg, 1997). Attention to the study of destination image mainly lies in the latter influence on tourists' intention. For example, in a review of 23 frequently cited destination image studies, Chon (1990) discover that the most admired themes rising from these researches are the role and power of tourist destination image on visitor's behaviour and satisfaction. The destination image manipulates tourists' selection processes, the assessment of that destination and future intentions (Bigné, Sanchez, & Sanchez, 2001). Although it's intellectual importance and useful relevance for tourism marketing, researchers often forget to provide a specific definition of destination (Echtner & Ritchie, 1991). According to Pearce (1988:162) comments "image is one of those terms that won't go away...a term with indistinct and irregular meanings". Nevertheless, the most commonly definition is "the total of beliefs, evidence and impressions that a tourist has of a destination image" (Crompton (1979:18). Most of researchers direct their interest to recognizing what represent destination image (e.g., Lawson & Band-Bovy, 1977; Dichter, 1985). Most of research support the basis that destination image consists mainly of two elements: cognitive and affective (e.g. Crompton, 1979).

Difference of Destination Personality from Destination Image

Efforts have been made to differentiate destination personality from destination image. Many researchers have found that destination image has both cognitive and affective components (Crompton, 1979; Dobni & Zinkhan, 1990; Kotler, Haider, & Rein, 1993). Hosany et al., (2006) found that destination image and destination personality are related, but different, concepts, mentioning that while destination image is "an encompassing concept," destination personality is closely related to the affective parts of destination image.

Behavioural Intention

When consumer behaviour literature is reviewed, it is understood that brand personality enables consumers to express themselves. In other words, people prefer products or brands whose psychological characteristics are congruent with their own characteristics. In that case, the congruity of self-concept (or self-image) which has been defined as "the totality of individual's thoughts and opinion having indication to himself as an object" with tourist product or brand refers to self-congruity. Actual self-congruity is the fit between how tourist really see themselves in relation to the destination image of that the variety of tourist who buy the tourism product or brand. Perfect self-congruity refers to how tourists like to see themselves. Social-self congruity is the fit between how visitor consider they are seen by others in relation to the product/brand consumer image. Perfect social-self congruity is the fit between how people would like to be seen by others in relation to the product or brand user image (Sirgy & Su, 2000). When self-congruity is investigated in the context of tourism, it is seen that the fit between destination

image and tourist's self-image has an impact on tourist's revisit intention.

Visiting Intentions

Behavioural intentions were frequently observe from major two different perspectives, using the terms "intention to re-visit and willingness to recommend to others". Another term that is going to be discussed in this study is loyalty. Loyalty has been recognized as one of the more important indicators of achievement in the marketing narrative (Valle et al., 2006). The word loyalty means "a extremely held assurance to re-purchase or re-patronize a preferred tourism product/service always in the future, thereby reason repetitive similar-brand or similar brand-set purchasing, although situational influence and marketing efforts having the potential to reason exchange behaviour" (Oliver, 1999).

As loyalty should be executed in different traditions, it is very difficult to evaluate. Bowen and Chen (2001) identify the measurement approaches of loyalty as "behavioural, attitudinal and composite measurements". The behavioural dimension defines loyalty as actual consumption (Mechinda et al., 2010) that means repetitious purchase behaviour. The attitudinal loyalty means a sense of affecting connection to a good and service (McKercher et al., 2011). After all, combined loyalty is the combination of the first two dimensions and it means both re-buying and suggested the tourism product or service to others (Bowen & Chen, 2001). When considered in terms of destination visitors, the composite loyalty means revisiting and recommending the destination to others.

Satisfaction

The satisfaction that tourists experience in a specific tourist destination is a determinant of the tourist re-visiting. Baker defines satisfaction as the tourist's emotional status after awareness the tour. Satisfaction is evaluating in terms of a travelling experience is a post-consumption procedure (Fornell, 1992; Kozak, 2001). Tourist satisfaction can help service provider to get better services (Fornell, 1992) and to evaluate organisations and destinations in terms of performance (Kotler, 1994). In addition, the ability of organize feedback received from tourists can be an important resource of cut-throat competition (Peters, 1994). Additionally, satisfaction can be used as a measure to calculate the tourism products and services provided at the destination (Ross and Iso-Ahola, 1991; Noe & Uysal, 1997; Bramwell, 1998; Schofield, 2000). The many research which have been apply in the context of measuring the relationship among "destination personality, destination image, self-congruity and loyalty (revisit and recommend)" have concluded with positive manner.

Relationship framework: Destination Personality, Destination Image, Tourist Satisfaction & Visiting Intentions

Brand image and personality are key at construct brand equity (Martineau, 1958; Keller, 1993; Plummer, 1984). Although a number of models exist in the literature to clarify the two concepts, much uncertainty setting the relationship between brand image and personality. Poor conceptualisations and a lack of empirical researches have hampered growth in considerate this relationship. At the theoretical level, two issues exist: definitional problems and identical use of the world brand image and personality. Patterson's (1999) review of the branding literature highlights the definitional discrepancy; majorly we identify 27 definitions of brand image and 12 brand personality definitions. In some example, brand image

is defined in means of brand personality. Hendon and Williams (1985) and Upshaw (1995) definitions are typical of these discrepancy. Brand image also known as 'brand personality' or 'brand character', (Hendon and Williams, 1985:66)

Brand image is usually identical with either the brand's strategic personality or its standing as a complete. (Upshaw, 1995:14) The second issue relates to the identical use of the terms brand image and personality in the literature (e.g., Smothers, 1993; Doyle, 1989). Tourist service providers become more and more aware of the strategic importance of a brand's image. Now as people can be described in terms of their *personality* as apparent by other people, tourist brands can be described in terms of their *image* as apparent by tourists. Clearly, the above extract shows that the author makes no clear effort to define between brand image and brand personality. Patterson (1999) further complete that most research fail to differentiate between the terms brand image, brand personality and customer image. Brand image is a more summarized term and has a number of intrinsic description or dimensions, including, others brand personality, customer image, product attributes and buyer benefits. Brand model, brand personality and brand identity are two components of destination image. Personality and self-image are components of brand identity along with objective, association, indication, and socio- culture dimensions. Brand personality is seen as the flexible affecting part of brand image. When brand are successful at satisfying tourist needs, tourist develop strong feeling towards them. In short, the lack of solid theory development results in confusion and impedes managerial practices. The relationship between brand image and brand personality required substantive practical testing and verification. In present study, tourist intention has been deliberate within two aspects: intention to recommend and intention to re-visit. According to the results of regression analyses, the correlation between destination personality and two instrument of visiting intention appeared important. The relationship among dynamism and sincerity scope and intention to recommend resulted surely and significantly.

Relationship Framework: Relationship between Destination Personality, Image, Satisfaction and Visiting Intention.



Source: Author's Own

Research Methodology

Data will be collected from primary sources with the help of structured

questionnaire, which will be prepared after a thorough review of literature. The data for the study will be collected from a tourist (Pushkar, Rajasthan) and Rajasthan Tourism Development Corporation.

1. **Primary Data:** The data source for this study includes survey and interviews of the respondents from various tourists in Pushkar. Data was collected from primary sources with the help of structured questionnaire, which was prepared after a thorough review of literature. The survey instrument consisted of five major sections. The first section contains questions on demography profile of the respondents including gender, age, marital status and education, purpose of travel and with Travel Companion. Second section consists of the 13 items of Destination Personality i.e. Sincere, Intelligent, Reliable, Successful. Third section consists of 10 items on Destination Image of Pushkar. Fourth section consists of 13 item scale on satisfaction of the tourist with Pushkar. While the fifth section consists of 5 item scale on visiting intentions of tourist. A five point Likert scale was used in the study, representing a range of attitude from '1' being strongly disagree to '5' being strongly agree to measure Destination Personality, Destination Image, Tourist Satisfaction and Visiting intention of tourist on Pushkar of Rajasthan.
2. **Secondary Data:** The secondary data for the study has been collected from various books, journals, magazines, published paper websites etc.

Research Objectives

The goal of this research is to empirically investigate the effects of destination personality, destination image and satisfaction on visitors' intentions to return and to recommend. Destination personality has been accepted as an important factor that affects tourists' behavioral intentions (Usakli & Baloglu, 2011). Destination personality had a positive effect on visitors' intentions to return and to recommend. This was in line with Helgeson and Supphellen's (2004) study that brand personality had a positive impact on consumer's intentions. These studies lead to two research questions:

1. To understand the Destination Personality and Destination Image of Pushkar.
2. To explore the relationship between Destination Image and Destination Personality of Pushkar.
3. To investigate the impact of Destination Personality upon Satisfaction of tourists visiting Pushkar.
4. To study the impact of tourist satisfaction upon their visiting intention in case of Pushkar.

Hypotheses:

In order to test whether overall image mediates the relationship between affective image, brand personality components, and behaviour intention, the following specific hypotheses are tested to examine the statistical viability of each relationship:

Hypothesis: 1 Destination Personality of Pushkar has direct impact upon its Destination Image.

Hypothesis: 2 Destination Image of Pushkar affects the satisfaction of the tourist visiting Pushkar.

Hypothesis 3: Tourist Satisfaction at Pushkar positively impacts their visiting intention.

Sample Profile and Sample Size:

The sample size for the study was collected from a list of both domestic and international tourists visited Pushkar in Rajasthan. The sample size was determined by using the formula Krejcie & Morgan (1970). The approximate of tourists visited in Pushkar in Rajasthan per year is 14 lakhs. According to Krejcie and Morgon sample size came to be 275. 220 usable questionnaires were responded, leading to a response rate of 80%.

Limitation of the Study

The undertaking study has certain limitations like:

- The research has been carried upon selected number of tourist in Pushkar. This is a limitation for the research as it leads to a smaller population and a smaller sample.
- The research is confined to a Pushkar only. In future re of Rajasthan can also be taken under research which may vary the result. Similar research can be carried upon the Pushkar of other such destination.
- The study is majorly an analysis of four separate dimensions viz destination personality, destination image, tourist satisfaction, visiting intention of tourists. Other related dimensions could be studied in future.
- Time constraint is another limitation of the research.
- Financial limitations also have confided the research prospective.

Instrument

The measures used in the survey were drawn from existing literature. For this study, and in order to compile a manageable number of personality traits relevant to the particular research setting, a pool of items from previous studies focusing on tourism was created. The personality scale tested by Hosany, Ekinci and Uysal (2006), Lee and xie (2011), and Usaki and Baloglu (2011) were used as the basis for this study. As a result, a 13-item scale (honest, reliable, intelligent, successful, wholesome, down to earth, exciting, daring, original, friendly, family oriented, charming) as used to operationalize destination personality, and respondents were asked to evaluate how well each of the world described the city as a tourism destination using a five-point scale where 1=doesn't describe at all and 5=describes at all.

Affective image was measured using a 10 item instrument: Unpleasant/Pleasant, Distressing/Relaxing, Pretty /Ugly, Gloomy/exciting, Quiet/Noisy, Innocent/Sinful, Sleepy/Arousing, Overcrowded/Spare, Lively/Stagnant, Lively/Stagnant based on prior studies utilizing this concept ; Hosany, Ekinci and Uysal (2007).all items were measured on a five-point bipolar scale.

Perceived overall image of the destination was measured with a single item requiring respondents to evaluate the overall Image of the city as a tourist destination on a five point scale where 1=very negative and 5=very positive following guidance from existing literature (Baloglu and McCleary 1999, Bigne sanchez and Sanchez 2001).

Visiting intention, specifically intention to visit and intention to recommend the destination to others, were measured with multi item scale Intention to Recommend

(Say positive things, Recommend place, Encourage friends) Intention to visit (cancel all travel plan, intention to travel again/revisit) on a five –point scale anchored 1= not at all likely, 5= extremely liked (Pike and Ryan 2004) .Finally, questions intended to capture the Demographics profile of study participants (i.e. gender, age, marital status education etc.) were also include in the survey.

Table 1 : Profile of respondents (N= 220).

Features		N	Age
Gender	Male	128	58
	Female	92	42%
Age	Below 20 years	49	22.27%
	21 to 40 years	71	32.27%
	41 to 60 years	51	23.18%
	Above 61 years	49	22.27%
Education	Till High school	54	24.55%
	Graduate	77	35%
	Post Graduate	7	3.18%
	Others	12	5.45%
Occupation	Student	54	24.55%
	Self Employed	45	20.45%
	Govt. Employed	51	23.18%
	Corporate	45	20.45%
	Other	25	11.36%
Marital Status	Single	56	25.45%
	Married	159	72.27%
	Separated	5	2.27%
Travel Companion	Alone	17	7.72%
	With Spouse	36	16.36%
	With Family	122	55.45%
	With Friends	45	20.45%
Purpose of visit	Leisure/ Holidays	125	56.82%
	Visiting Friends & Relatives	58	26.37%
	Education	10	4.54%
	Others	8	3.64%

Demographic Profile of the respondents:

Table 1. Represent the demographic profile of the respondents. 52% of the respondent's were male and the remaining 42% were female. Majority of the respondent with 32.27% fall in the age group of 21-40 years, followed by 23.18% belonging to the group of 41-60 years. 22% respondents were above the age of 60. Out of 220 respondents, 72% were married, 22% single and 6% were separated. While 55% respondents were travelling with their family 21% were travelling with friends 16% came with their spouse and 7% came to the alone. Majority with 35% of the respondents were graduate, while 25% were high school and 4% were post-graduate. As far as the travelling purpose is concerned 57% of the respondents came for the leisure/holiday purpose while 26% came for visiting friend & relatives.

Table 2- Mean and Standard Deviation of Destination Personality

Statements	Mean	St. Dev
Sincere	2.15	1.37
Intelligent	2.32	1.51
Reliable	3.42	1.58
Successful	1.95	1.02
Wholesome	3.82	1.25
Down -to - earth	2.02	0.97
Exciting	3.4	1.34
Daring	2.43	1.24
Spirited	1.98	1.13
Original	2.83	1.40
Friendly	3.2	1.16
Family Oriented	4.03	1.28
Charming	3.41	1.17

Table 2. Provide information as destination personality on visiting intention. It has been found that family oriented contributes maximum towards destination personality with the mean value of 4.03 with standard deviation of 1.95. While success contributes least towards destination personality with standard deviation of 1.02. In the light of the above value it could be conclude that the orientation towards family values the destination personality more effective and enhance the destination image which in turns improves the visiting intention of tourists.

Table 3: Mean and Standard Deviation of Destination Image

Statements	Mean	Std.dev
Unpleasant/Pleasant	4.55	0.78
Distressing/Relaxing	4.58	0.52
Pretty /Ugly	2.63	1.36
Gloomy/exciting	2.87	1.02
Quiet/Noisy	3.63	2.26
Innocent/Sinful	2.12	1.74
Sleepy/Arousing	2.19	0.98
Overcrowded/Spare	1.38	0.72
Lively/Stagnant	3.34	1.10
Friendly/Cold	2.58	1.17

Table 3 shows the image perceptions of the respondents towards Pushkar. Respondents were asked an open-ended question to examine their perceptions regarding the image of Pushkar. 2 answers were obtained from each respondent. Most of the respondents described their image of the destination with some unique descriptive words or phrases such as Distressing/Relaxing (mean 4.58 & std dev 0.52), Overcrowded/Spare (mean 1.38 & std dev 0.72)

Table 4- Mean and Standard Deviation of Tourist Satisfaction

Statements	Mean	Std. dev
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1. Reception	2.11	1.25
2. Availability of Information	2.01	1.09
3. Guidance and Assistance	1.97	1.05
4. Transport	4.03	0.76
5. Accommodation Facilities	4.64	0.60
6. Medical Facilities	3.08	0.79
7. Banking Facilities	3.62	0.65
8. Communication Facilities	3.65	0.67
9. Security at the destination	3.25	1.58
10. Prices / Charges	4.02	1.25
11. Environment	4.30	1.00
12. Cultural Programs	4.32	0.95
13. Water Supply	1.71	0.75

Table 2. provide information as Tourist satisfaction on visiting intention. It has been found that Accommodation Facilities contributes maximum towards Tourist satisfaction with the mean value of 4.64 with standard deviation of 0.60. While Water Supply contributes least towards Tourist satisfaction with standard deviation of 1.02.

Table 5- Mean and Standard Deviation of visiting intentions

Statements	Mean	std. dev
Intention to Recommend		
1. Say positive things	3.62	1.22
2. Recommend place	4.01	1.07
3. Encourage friends	4.45	0.82
Intention to visit		
1. Cancel all travel plan	3.1	1.18
2. Intention to travel again/revisit	4.22	1.14

Table 6. Impact of Destination Personality on Destination Image

Regression Statistics	
Multiple R	0.065039672
R Square	0.004230159
Adjusted R Square	0.000337593
Standard Error	0.387005493
Observations	220

The above regression, reports that the Coefficient of Correlation, R is 0.0650 which implies that there exists a positive relationship between the two variables. Further, Coefficient of Determination, R^2 shows that only 0.4 % change in Destination Image is explained by regression. This means that Destination Image is affected by Destination Personality but not much. Thus hypothesis that Destination Personality of Pushkar has direct impact upon its Destination Image is accepted.

Table 8. Impact of Destination Image upon Satisfaction

<i>Regression Statistics</i>	
Multiple R	0.057058971
R Square	0.003255726
Adjusted R Square	0.001316495
Standard Error	0.349433848
Observations	220

The above regression shows that there exists a positive Relation between Destination Image and satisfaction. As the Coefficient of Correlation, R is 0.0570. Further, Coefficient of Determination, R^2 shows that only 0.3 % change in Satisfaction is brought by the Destination Image. There may be other factors involved which are beyond the scope of this study. Thus hypothesis that Destination Image of Pushkar effects the satisfaction of the tourist visiting Pushkar is accepted.

Table 3. Impact of Satisfaction upon Visiting Intentions

<i>Regression Statistics</i>	
Multiple R	0.725490881
R Square	0.526337019
Adjusted R Square	0.524164253
Standard Error	0.560533461
Observations	220

The above regression analysis between Satisfaction and Visiting Intentions show that a positive and strong relationship exists between the two variables as $R=0.725$. Further the value of Coefficient of Determination, R^2 which is 0.526 depicts that 52.6% change in Visiting Intentions is due to the satisfaction of the tourists. Therefore, the hypothesis that Tourist Satisfaction at Pushkar positively impacts their visiting intention holds significantly true.

Discussion and implications

This research effort set out to explore the extent brand destination personality and affective perceptions shape holistic destination image formulation, and have direct and indirect impacts on domestic tourists visiting intention. We will present first the contribution of the study and then provide the discussion point to support them. The results suggest three contribution of the literature. First summary judgement or evaluations of the destination are critical in the formation of future visiting intentions. Second, brand personality and effective destination image have a differential influence and explain a large amount of variances on overall image formation based on the presence of past experience. Third, word of mouth is stimulated significantly from summary image evaluation, whether past experience if present or not, while intent to re visit is higher for no visitors compared to past visitor who base their decision on through emotional in nature, influence differently overall image perceptions for domestic urban tourism.

Overall satisfaction with the holiday is a very strong driver of intention to return. In the survey used in this study, satisfaction with the *standard* of the accommodation did not have any significant impact on overall holiday satisfaction or on intention to return. This could mean that vacationers can have a great holiday even if the accommodation satisfaction is not great, and they may even want to

come back. Among the accommodation satisfaction elements, price satisfaction is the only significant driver of intention to return. In contrast, location satisfaction and price satisfaction are the two most significant drivers of overall satisfaction, while information, service and facilities are also significant drivers of overall satisfaction. Overall accommodation satisfaction (which did not have any significant impact on overall satisfaction or intention to return) is primarily driven by satisfaction with the standard of the accommodation, but also by price, service, facilities and location satisfaction, while information satisfaction was not significant.

Practical Implication-From a practical point of view, this study provides evidence that can be particularly useful for the branding and promotion of destination. First, the study suggests that, similar to major destination. It also puts forward that personality and affective images drive overall destination image and indirectly influence visiting intention in tourism. This can prove particularly useful to city marketers who should first focus on identifying image perception about their destination among desired target groups and then use that knowledge to design their positioning strategy in hopes of developing a strong destination brand.

Lastly, this research focused on perception of past visitors and nonvisitors of the specific destination. A more holistic exploration of destination image formation should also incorporate local residents' affective personality perceptions of place. Locals are an important stakeholder group uniquely placed to build a strong destination image for a city as an attractive tourist destination. Not only that, but they are themselves a key segment of the domestic tourism market nationally and internationally and they may have distinct perceptions of their city as a tourism destination.

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