

Consumer Behavior Analysis in Tourism: Opportunities and Challenges for Goa

THESIS

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Under the Supervision of
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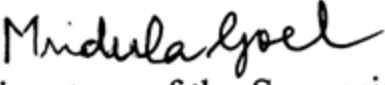
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CERTIFICATE

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I hereby declare that this thesis, submitted in fulfillment of the requirements for the degree of Doctorate of Philosophy and entitled ‘Consumer Behavior Analysis in Tourism: Opportunities and Challenges for Goa’, is my own unaided work and has not been previously submitted, either in whole or in part, to this or any other institution for any degree, diploma or other qualification.

To the best of my knowledge and belief, I have not included any material or data from other authors or sources which are not acknowledged and identified in the approved manner.



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A thesis is not the work of a single individual; there are several contributors to this piece of research. I believe that every interaction has added value to my work. Though I would not be able to cover all the names, I would like to use this opportunity to thank those who have helped me in my work.

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Synopsis

The heart of effective marketing is consumer orientation. Tourism services are unique in that they need the consumers to come to the destination for experiencing/availing them and therefore destination attributes that lure tourists are the product features which play a vital role in strategic tourism development. A tourist revisits or recommends a destination only if satisfied with the earlier visit. Due to severe competition between destinations offering alike attributes, it is of utmost importance for service providers to identify needs and desires of consumers to offer those services that create a delightful experience.

The purpose of our study is to identify critical factors that influence destination choice decisions. The author plans to achieve the objectives by dividing the decision making process into three stages: pre-visit, on-site and post-visit. Critical factors at each stage are expressed through models. The pre-visit stage studies the consumer's internal and external motives to travel that develop expectations and identifies the sources of information that influence these motives in destination choice. The conceptual model illustrates the influence of the paradigm shift of mass marketing to personal marketing in the tourism industry. It integrates key sequential steps of Multisensory Marketing, Tourism Sectors and Customer satisfaction as an outcome of experience to the final outcome: Enhanced Destination Image. The post-visit model focuses on evaluation of consumer's internal and external satisfactions and their influence on destination loyalty in terms of revisit and recommendation.

The study uses primary data, collected through questionnaires, of 400 tourists in Goa, a popular tourist destination of India. The models on pre-visit and post-visit used factor analysis and Structural Equation Modeling (SEM) techniques to develop a framework of constructs that could

explain the causal relationships between information sources, internal motives and external motives, internal satisfaction and external satisfaction and Loyalty. Secondary data helped design the on-site conceptual model of enhanced destination image.

Destination and holiday marketers need to understand and customize to the consumer's decision making preferences and processes. Growth in tourism has led to severe competition among holiday destinations. The pre-visit model highlights that information sources have a positive significant influence on internal motives but fail to influence external motives. These suggest that instead of emphasizing on the destination attributes the marketers need to attract and activate the 'need for travel' in tourists through well designed and customized information materials. The study also finds that internal motives influence external motives, thereby emphasizing the dominant role of internal motives on pre-visit destination choices.

The on-site model conceptualized through multisensory marketing discusses how customer experiences influence multiple senses, enhance customer satisfaction, converting it to customer delight that leads to destination loyalty.

The results of the post visit model signify that internal satisfaction has a positive impact on destination loyalty whereas external satisfaction is not a significant factor in building destination loyalty. The findings highlight that internal satisfaction factors influence external satisfaction factors and this also, emphasizes the importance of internal satisfiers. The findings suggest areas on how service providers can utilize destination attributes to maximize satisfaction on internal factors of the tourists.

The findings can help tourism service providers to increase marketing efficiencies by developing strategically appealing promotional plans that convert potential consumers into tourists. Understanding consumers also helps to recommend improvements in service features that can

increase the attractiveness of a destination to different tourist groups and create loyal customers. The study would help the destination to enhance its overall marketing effectiveness of tourism services.

Keywords: consumer behavior, destination marketing, expectations, experiences, evaluation, holiday destination, information sources, loyalty, motivation, satisfaction, structural equation modelling, travel, tourism.

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CHAPTER 1

INTRODUCTION

1.1. Background to the research

In the cosmopolitan world of today the entire globe has become a single market. The ease of connect and commute across the world has increased the human thirst for knowledge, the need to gain new and diverse experiences through travel and tourism, media and entertainment. Improvements in income and standard of living, higher levels of education, ease of interconnectedness have created a modern lifestyle that has led to an exponential increase in the need to travel and tour. Technology has advanced access to information, and facilitated the movement of products and consumers. Markets provide the modern consumer with a wide array of product alternatives and also, support him/her in making well informed and calculated choices. The decision choices available to consumers as tourists are manifold. On the one hand, a large number of destinations beckon them, and on the other, a plethora of attractive information has to be sifted through before the plans for the next travel and holiday can be finalized.

The excitement of being in a different land (for whatever reason) with a new, non-routine environment, carrying ‘our own baggage of expectations’, is the driving force in tourism. Every movement of humans away from their place of residence exposes them to different environments that build different experiences and expectations. Evaluation of these experiences plays a vital role in future decisions and recommendations. Further, the comparison and review of destination

products and services on personal and social media platforms has made it extremely important for destination marketers to conceptualize and put forth their marketing efforts in the most efficient manner.

The nature of tourism products and services is such that it demands of the consumers to visit the destination to experience them. The nature of this effort by the consumers creates a bundle of expectations that they carry with them to tourist places, which demand fulfillment to make the trip worthwhile. In order to avoid cognitive dissonance, every marketer has to validate the tourist's choice by providing a memorable experience through desirable and efficient products and services.

As stated by Ian Yeoman (2011) "Tourism is one of the world's major economic success stories, a story that, like time, has no beginning or end. It is a phenomenon that has been created and is difficult to define because of the complexity. To summarize, when time began so did tourism".

Tourism can be linked back to several centuries, right from the time when people travelled to distinct places for economic purposes in one of the earliest definitions by Hermann Von Schullard in 1910 (Singh, 2008). In the present scenario the purpose of travel has metamorphosed into leisure, adventure, religious, educational, rural experience, to name just a few.

The United Nations World Tourism Organization (UNWTO) annual reports give very positive growth projections for the tourism industry. Statistically the growth in international tourism in the year 2014 has been 4.4% (as against the projection of 3.8%), a strong and consistent performance in spite of the global challenges, including a slow global economic recovery, geopolitical conflicts or Ebola scare in West Africa. International tourist arrivals in Asia and the

Pacific (approximately higher by 5%) increased by 13 million to 263 million from 2013 to 2014. The industry is currently estimated to contribute 1 in every 11 jobs across the globe. Tourism is thus, one of the fastest growing industries. It plays an important role in many countries, due to the accompanying large inflows of money and the opportunity for employment in the related service industries.

India has tremendous potential to become a major global tourist destination and the Indian tourism industry is exploiting this opportunity to the hilt. The total contribution of 'Travel & Tourism' to GDP was 6.7% of GDP in 2014, and is forecast to rise in the next decade, to reach 7.6% of GDP by 2025 (World Travel and Tourism Council [WTTC], India, 2015). Infrastructural and technological developments have enhanced domestic and international tourism. The rise in disposable incomes in the country has also, encouraged domestic tourism expecting it to grow by 7.0% in 2015 and by 7.2% per annum by 2025 (WTTC, India, 2015). Changes in income and social values have depicted travel as a lifestyle trend and travel and tourism is today growing at a rapid rate, especially amongst the urban and semi-urban populations.

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of 'Travel & Tourism'. In 2014, India generated INR 1, 224.4 billion from visitor exports. In 2015, this is expected to grow by 5.2%, and the country is expected to attract 7,757,000 international tourist arrivals. By 2025, international tourist arrivals are forecast nearly double to a total of 15,291,000, generating an expenditure increase of 6.3% per annum. (WTTC, India, 2015).

Given the growth potential of earnings from international tourism in the world, it is important for India to address any barriers and limitations that may be adversely affecting its attractiveness to the global tourist. All possible efforts towards attracting tourists from various corners of the world have to be made by the government and the multiple players of the tourism industry; from food and hospitality services to transport and communication facilities, from providing a safe and secure environment to creating memorable destination sights and experiences.

The western coast of India is popular for its beach tourism and one of the most famous places on the western coast is the beautiful state of Goa. This is the destination of choice for this research study. The state of Goa is a popular holiday destination on the south-west coast of India known for its beaches, silver sands, archaeological sites, ancient temples and churches, cuisine, music, evergreen hills, and relaxed atmosphere. Recently, Goa has won several awards and accolades as the Best Honeymoon Destination, Best Family Destination, Best Leisure Destination and the Best Party Destination for India and South East Asia by leading travel magazine Travel & Leisure India and South Asia edition in April 2014 (Economic Survey, 2014-15). Goa has a high potential for attracting tourists and the tourism industry is a major engine for the economic growth of the state, having contributed over 18% to the state's GDP in 2014 (Goa eyes 40 lakh tourist arrivals in 2014).

The market forces play an important role in creating a competitive environment for value products or services. In a competitive market, every destination needs to create its own niche in order to stand out from places with similar attributes. Converting a trip into a memorable experience largely depends on the service providers. Since tourism is a service oriented industry the suppliers need to closely understand how people consume travel and tourism products and

how experience can be converted into an everlasting memory. Several studies on tourist decision making, focus on the factors affecting tourist destination choice which further influence destination loyalty through recommendation and revisit. Underlying needs and desires of a tourist act as motivators for certain behavior and the expectations attached to these needs are compared with experiences to evaluate satisfaction with the destination. This research is an attempt to uncover the determinants of tourist behavior which would help the tourism industry service providers to effectively design products as per their customer segmentation and defined target markets. The objective is to help in maximizing consumer satisfaction and as a result, to develop loyalty towards a destination.

1.7. Objectives of the proposed research

The research focuses on improving management of the tourism industry by taking into account various components that influence the choice of destination by the tourist. The extensive breadth of the topic makes it difficult to conduct complete and comprehensive studies thereby leaving a broad scope for further research. Our study aims to comprehend the factors that influence travel decisions of different types of tourists by analyzing the characteristics of behavior at each stage of travel, so as to optimize the efforts of the marketers in destination management. Travel stages can be broadly classified into pre-visit, on-site, and post-visit and each stage can be an in-depth area of research (e.g. Frias, Rodriguez & Castaneda [2008] on pre-visit factors in the formation of destination image).

For the purpose of our study we have defined the following objectives:

- To understand tourist behavior in the context of destination choice decision making.

- To develop tourism models that specify and illustrate the interdependence and interrelationships between factors that influence destination choice decisions.
- To propose marketing strategies to service providers from the tourist industry to enhance the effectiveness of destination marketing.
- To recommend policy changes to the government to improve the enabling and supporting environment in a tourist destination.

1.8. Research questions

1. Which information sources should destination marketers deploy to effectively influence consumer motives in choosing a destination?
2. Can effective/well defined marketing strategies contribute to enhance the tourist experience?
3. Does the preferred choice of destination based on destination attributes (external factors) differ between domestic and international tourists?
4. What are the significant internal and external (pre-visit) motivators in influencing a consumer's destination choice?
5. Can the consumer's internal motivators play a role in influencing external motivators which may further guide the destination choice?
6. What are the internal and external (post-visit) satisfiers that play a significant role in enhancing destination recommendation or repeat visit by the tourist?
7. Do the tourists' internal satisfaction factors influence external satisfaction factors which may further influence recommendation or repeat visit by the tourist?

1.9. Approach of this thesis

This thesis proposes to study consumer behavior in tourism across the three stages: pre-visit, on-site and post-visit. The pre-visit stage builds ‘expectations’ from the destination, the on-site stage ‘experiences’ the destination and the post-visit stage ‘evaluates’ the destination. The author has developed three models explaining each of these stages in an attempt to interpret the behavioral attributes that influence destination choice. The literature review helped to identify broad variable categories like information sources, motivation, satisfaction and loyalty that influence tourist decision making. The study proposes to identify the interdependence and interaction between the factors in each of these categories, through models depicting interrelationships that guide consumer/tourist decision making.

The study is based on Goa, a tiny emerald island on the west coast of India, known for its swaying palms, white sands and sparkling waters. Tourism contributes over 18% to the state GDP, and is the second largest sector after mining. The economy of Goa has been dominated by two industries, one mining and the other tourism. Mining has been a very important element in the economic history of modern Goa and was a significant foreign exchange earner for the state. In 2012, the unregulated trading activity of mineral ore was streamlined by the government for purpose of environmental conservation. This brought the entire mining activity in the state to a stand-still and reduced the share of mining in the GDP of Goa from 24.69% in 2009-10 to 6.43% in 2011-12 (Economic Survey, 2012-13). The challenges of income generation thus, came to focus on the tourism industry; making it imperative for the industry to be more productive. Over the years, tourism activities in Goa have managed to grow successfully, but with the

mushrooming of several tourist locations in surrounding states and even nearby foreign places, Goa would definitely face a challenge in achieving the desired outcomes.

The literature review was also, used to develop a questionnaire that was administered to collect data from 400 tourists that visited Goa in 2014-15. The sample size for the survey is representative of the ratio in which the domestic and international tourists visited Goa (4:1) (table no. 1). The information expected to be gathered through the questionnaire was based on the concept of 'push and pull' motives which identified the intrinsic and extrinsic factors that influence destination choice (Dann, 1977). The questionnaire was administered at beaches and touristic spots through personal interview and interaction.

Data collected through the questionnaire was analyzed using independent sample T-test for identifying differences between domestic and international tourist's choice of destination based on expectations and satisfaction of destination attributes. The technique of Exploratory Factor Analysis (EFA) was used to determine factors which were incorporated into the Structural Equation Modeling (SEM) technique to develop the consumer decision making models. The pre-visit and post-visit models were developed applying the SEM method on primary data, and a conceptual model was developed for the on-site stage through comprehensive research and literature review.

Tourism has become a dynamic and competitive industry that requires the players to constantly customize or upgrade their products, so as to relate closely with customer's satisfaction, safety and enjoyment. The results of the study give interesting insights into consumer behavior which helped the author to make valuable suggestions that can be considered by the industry players in further developing effective marketing strategies for tourism.

1.10 . Limitations of the study

The objectives of the study are to identify critical factors that influence consumer behavior in making destination choices. The methodology adopted was most appropriate as per the desired outcomes. The study of consumer behavior is a wide area of research that can bring in several dimensions. The author has viewed the problem from a decision making perspective, which is only one of the many dimensions of consumer behavior and that is a standard limitation to most research work.

Some points that should be noted in this context are:

- The study is based on data collected in Goa and the primary survey was administered only to people who visited this destination in 2014-15. This constrains the perception of the tourist to a particular type of destination and can skew the responses in that direction.
- The sample size chosen is representative of the actual numbers of domestic to international tourists and therefore, the difference between the two groups in the survey was very wide. This confined the comparative statistical analysis between the domestic and international tourists to be amenable to only basic tests of significance, like the t-test.

1.11 . Outline of the thesis

The thesis is organized in the following pattern:

Chapter 2 is an in-depth analysis of the literature on tourism and consumer behavior. The author develops a definition for tourism by analyzing definitions of ‘tourism’ over the years and

identifies the concepts in consumer behavior which form the basis for this thesis. The literature review helps to highlight the gaps in literature that justify the need for the study.

Chapter 3 focuses on Goa, the study site for the thesis. It throws light on various factors that exemplify the reasons for it being a popular destination and how it suffices the requirements of the study. It highlights those attributes of the destination that make it a very popular and well known tourist destination.

The following chapter is devoted to the methodology used to achieve the objectives of the research. Methods of data collection and data analysis are explained in depth. The relevance and use of the Structured Equation Modeling (SEM) technique is elaborated.

Chapter 5 gives the results and findings of the thesis explaining the formulated SEM models and their outcome. The results address the research questions recommending probable solutions to enhance marketing effectiveness of a tourist destination.

Chapter 6 is dedicated to the conceptual model (on-site) which is an attempt to suggest measures that could help tourism service providers to improve destination experience and enhance tourist satisfaction leading to revisit and recommendation.

The final chapter, Chapter 7 concludes the thesis with closing remarks and discussions. It provides an overview of the study and contributions to the tourism industry. It ends with suggestions for future research in the area of consumer behavior analysis in the tourism industry.

CHAPTER 2

LITERATURE REVIEW

2.1. Introduction

Every research begins with a detailed study of existing literature on the topic. The area of research for this thesis is related to understanding tourist behavior. This chapter proposes to study the literature on the subject. The first section deals with the concept of tourism and attempts to define its meaning for the purpose of research. It further delves into the concept of consumer behavior to identify techniques that can be used to comprehend the consumer's (tourist) destination choice decisions. The next section elaborates the methods used in tourism research and the choice of technique adopted for this study. The following section highlights the research gaps and need for the topic of study. The chapter concludes with a summary of the literature review.

2.2. Definition of tourism

The connotations associated with the term tourism are many and each nuance reflects the many dimensions of the activity and the nature and preferences of its participants. Over the years scholars have made several attempts to interpret the term, each viewing it from a different perspective and approach. Tourism has been a part of human life since the 1800s and was looked at as a luxury for the rich. People would travel to distant places to see works of art, architectural wonders, experience different cultures and cuisines. Today, tourism has become more common

and has spread itself over a wide arena, manifested in various activities like medical, spiritual, wildlife, nautical, war and space tourism (to name a few). This makes the understanding of this term even more complex. From the supply side, tourism is an industry in itself and to define it, one must consider all the players that contribute to its smooth functioning. The author has attempted to develop a holistic and workable definition of tourism after analyzing and interpreting the existing definitions.

Tourism was considered a luxury a decade ago, but in the fast moving and busy world of today, travel to different places has become a part and parcel of life. In recent years the demand for tourism has increased manifold and the industry has been equally responsive. The socio-economic changes in different countries are largely responsible for this change. Economic development supported by industrialization and withdrawal of restrictions across borders is accompanied with sociological changes like dual income households, nuclear families, and consumerism. Along with this, the transition to multinational organizations and resultant emphasis in people and motivation management increased the belief and significance of travel and tourism. The desire to travel was facilitated through advancements in technology, by organizing a trip now being only a touch away. The sprint in demand led to the increase in tourist destinations that catered to specific needs and desires of consumers. Tourism has become a competitive and dynamic industry that requires the ability to constantly customize so as to relate closely with customer's satisfaction, safety and enjoyment.

Tourism is considered to be one of the fastest growing industries in modern times. It plays an important role in the development of many countries, due to the large inflow of money and employment opportunity in the service industries that are associated with it. These service

industries include transportation services, such as taxis, aircrafts etc. and accommodation including hotels and resorts, and entertainment venues, such as amusement parks, historic monuments, shopping malls, music, casinos, and many others.

India has tremendous potential to become a major global tourist destination and the Indian tourism industry is exploiting this potential to the hilt. Travel and tourism industry contributed around 6.7% to India's GDP in 2014 and is forecast to rise by 7.5% in 2015, and to grow at the rate of 7.3% per annum to INR16,587.2bn (7.6% of GDP) in 2025 (World Travel and Tourism Council, India 2015).

In order to carry out research on tourism and understand its implications for economic development in all dimensions it is essential to evolve a workable definition of tourism. A wide array of definitions of the concept of tourism has evolved across time and space and even today, diverse meanings are attributed to the term. This study attempts to analyze several such definitions and thereby develop a concept which would be able to encompass the benefits to an economy from tourism and the various functions associated with the activity.

Most of us have been "tourists" at some point in our lives, and implicitly understand the term, yet defining what tourism actually is can be difficult. Tourism has always been considered as a luxury. Tourists would travel to places to enjoy and rejuvenate. People visiting distant places for sightseeing, recreation, adventure, etc. are also availing of tourism. In the present scenario, tourism goes much beyond the traditional notion. Today we have varied terms associated with the purpose of tourism like Sustainable tourism, Medical tourism, Religious tourism, Educational tourism, Creative tourism, Ecotourism, Dark tourism, Recession tourism, and several others. Space tourism is being worked on and would join the list soon. With these dimensions to the

term, redefining the concept has become more complex and yet more integral to the study of tourism. This study deals with analyzing the existing definitions and bringing out a new perspective.

The term tourism as per the Oxford English dictionary means:

- “The practice of travelling for pleasure”.
- “The business of providing tours and services for tourists”.

2.2.1. Analysis of the existing definitions from 1910:-

The meaning of tourism has been defined according to 3 dimensions. Firstly, the economic dimension which identifies the monetary and business aspect, secondly, the technical dimension which highlights the tourist’s perspective like the distance, purpose, motivations and desires of travel and thirdly, the holistic dimension which makes an effort to include every factor that encompasses tourism. These approaches to tourism are clearly seen in the following set of definitions.

One of the initial definitions of tourism was provided by the Australian economist Hermann Von Schullard, 1910 (Singh, 2008); who defined it as *“bob total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.”*

This definition uses the term *“operators”* which relates to any and every individual who is involved in any function that facilitates tourism (here the function referred to is production or service provider’s function). The operators would include the government, local community,

private and public business people from various sectors like hospitality, entertainment, travel and trade, transportation to name a few.

The term “*economic nature*” highlights the fact that the activities or functions provided are monetary transactions in exchange for a monetary unit as a value to the services. These services are based on the demand and expectations of the customers.

The final phrase “*the entry, stay and movement of foreigners inside and outside a certain country, city or a region*” deems to encompass both the inbound and outbound nature of tourism.

The term “*foreigner*” is used for both international and domestic tourists.

This definition says that tourism comprises all the activities of the service providers which add economic value and which are directly related to the inflow, halt and outflow of tourists with regard to a particular tourist destination.

The definition gives an overview of the term tourism as a service but fails to throw light on the equally important dimension of consumption and on the main character in the activity. Also, the time period of the stay, the purpose of the stay, motivation, etc has not been clearly delineated. For example a person could travel to places on matters related to his/her job and therefore, should not be considered as a tourist.

For any business to be successful the suppliers need to get a thorough idea of the customers’ demands. For tourism as well, its providers and other concerned parties like public policy makers, infrastructure providers should understand the various factors that influence the tourists’ decision while selecting a holiday destination. This would enable them to create a more

satisfying experience for the tourist. In this sense, the definition seems to give an incomplete nebulous idea of this huge industry.

Hunziker and Krapf, in 1941, defined tourism as “*the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.*”

The definition focuses on the tourist rather than gives insight on the function of tourism. This definition is like a simple linear equation that adds up all the activities in tourism. Hunziker and Krapf have covered the major aspects of tourism with the words “*the sum of the phenomena and relationships,*” that looks to have included the experiences from the occurrence of events with all the factors of tourism involved in various stages. The factors could be economic, geographic, socio-cultural, political or/and technological. This highlights the fact that correlation between all these factors is necessary for the existence of an industry. But no specific light is thrown on what is the nature of these phenomena.

While identifying a tourist the authors have made use of the word “*non-residents*” thereby taking care of both the immigrant and emigrant status. They have also clearly specified the point that tourists are those who travel but “*do not lead to permanent residence and are not connected with any earning activity*”. These words clearly define who should not be termed as a tourist. People who travel to places in order to earn a livelihood or for permanent settlement cannot be considered as tourists since the income earned by them is paid by the country of residence and therefore, the money spent by them is similar to money spent by any other resident/citizen and is not treated as spending in their capacity as earning the money in one place (country) and spending it in another.

The definition however, is correct and precise and covers the term tourist but it does not give an understanding of the components, their interactions, and their relationship to the concept of tourism.

The definition by National Tourism Resources Review Commission (1970) defines tourist as *“one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether for an overnight stay or return the same day.”*

This definition completely focuses on describing the characteristics of a tourist by travel criteria. Several definitions mentioned earlier have highlighted the maximum time one can stay away from his/her usual environment but have not commented on the minimum time period. In this definition the words like *“one who travels away from home for a distance of at least 50 miles (one way)”* try to suggest the minimum distance one should cover to be termed as a tourist.

The Commission definition has well described the purpose and motivation for travel through the words *“for business, pleasure, personal affairs, or any other purpose”* and also, highlighted the point that commuting for work cannot be considered as tourist travel. Further, in the definition the words *“an overnight stay or returns the same day”* points out the minimum time period of stay that can make an individual a tourist.

Comparatively, this definition highlights the minimum amount of distance and time one needs to travel and stay outside the home environment to come under the purview of the term tourist.

In 1976, Tourism Society of England defined *“Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes”*.

The definition of a “tourist” uses the words *“temporary, short-term movement of people”* which puts across the fact that the travel and stay of people is for specific needs or desires after the fulfillment of which they move back to their origins or place of residence, thereby not leading to any sustained earning activity. We could consider “short term” to be less than a year because in case of an international tourist as per the United States rules, one of the reasons a person would be considered to have abandoned his/her permanent resident status is if he/she remains outside the United States for more than one consecutive year without obtaining a re-entry permit or returning resident visa. Likewise for a domestic tourist the period of movement would be still shorter since it is within the boundaries of the country. One could assume that, a stay longer than one year would generate less tourist revenue since the tourist would start being a part of the local community and also perhaps earn locally.

The author has mentioned that tourism includes *“activities during the stay at each destination”*, which implies that expenditure on each function of transport, accommodation, food, etc. would be included in the revenue from tourism. Thus, every action that leads to revenue generation for the host country destination can be considered to be a part of tourism.

The phrase *“it includes movements for all purposes”* clearly puts across that tourism cannot be confined to leisure alone (as it is conventionally understood) but it comprises of any/all reasons and motivation for a tourist to travel to different destinations.

Tourism is the sum-total of various factors like the government, local public, service providers and the like. The dimensions of this definition are from the perspective of the tourist, and fail to highlight the concerns of the tourism providers. We could say that this definition clearly explains the tourist's side of tourism.

In 1981, the International Association of Scientific Experts in Tourism defined "*particular activities selected by choice and undertaken outside the home environment.*"

The words "*particular activities selected by choice*" emphasize the fact that tourism largely depends on the motivation and desire of the tourist. The words "*outside the home environment*" put across the point that the act of going to office or other daily activities cannot be associated with tourism. Even for a domestic tourist it should be a movement away from his/her home environment and apart from his/her regular activity.

As per this definition, tourism seems to be an act of leisure (interpreted by the words *selected by choice*), therefore suggesting that business tours and educational trips solely for professional purposes have not been covered. Such tours would definitely be outside the home environment and also generate tourist revenue to the venue. However, as they are not being tied with leisure alone they may not be part of tourism as per this definition.

Though we have demarcated the boundaries for a tourist as travel beyond home environment, it is not easy to define as to what distance needs to be actually travelled to be a tourist. This becomes extremely important for a domestic tourist since he/she can also contribute to the revenue generated in a location by frequent visits on certain regular purposes. This is a limited

approach which does not talk about any other factor or party but only gives a traveler's perspective to tourism.

Theobald (1994) quoted *"etymologically, the word "tour" is derived from the Latin "tornare" and the Greek "tornos," meaning "a lathe or circle; the movement around a central point or axis." This meaning changed in modern English to represent "one's turn." The suffix -ism is defined as "an action or process; typical behavior or quality" whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist"*.

This definition represents the Latin origin of the word tourism and describes the act from within the word. One can very much relate to this definition as it clearly explains the entire circle of the activity. The author has solely explained the making of this word giving us the reason for using the term "Tourism" for such kind of an act. Though the explanation can form a base for the understanding of the term, it does not clearly explain the time frame of the activity, which is very important for an international tourist.

Tourism is not just a circular movement but it is an industry that has many dimensions. The definition explains the reasons for using the term tourism but does not shed light on any of the other aspects or players in tourism. Overall, this definition focuses on the word tourism but not the industry.

The one definition that is most commonly used is the one by the World Tourism Organization (UNWTO-1995). The officially accepted definition is: “*tourism comprises the activities of people traveling to and staying in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited*”.

The definition by WTO is comprehensive from a tourist perspective. The use of words like “*activities of people*” seems to reflect on all the actions and deeds (personal and official) individuals carry out during their stay outside their “*usual environment*”.

We could say that a tourist is an individual who goes to another place for private/professional interest or who is sent there (for example by a company for a conference/ workshop/etc), but is not employed at that place. Travel to places for further education, excursion, field trips, study tours etc. can come under educational tourism. Private tourists may go there for adventure, recreation, medical, pilgrimage or other purposes. A tourist can perform any of these acts on personal or organisation expense but without receiving remuneration from/at the place of visit, thereby, clearly distinguishing with the movement of people for earning purposes.

It covers both the domestic and the international tourist as the explanation is in terms of time frames. For example for a domestic tourist the “*more than 24 hour*” time frame helps us understand that to be a tourist one must travel to places for at least an overnight stay from their usual environment. An international tourist as per the legalities should come back to his/her place of origin within a year to be termed as a tourist.

This definition precisely identifies the criteria for being a tourist and mentions the activities that comprise tourism but on the other hand there is no information about the tourism providers like the government, firms, and locals and their significance to the industry.

Professor Jafar Jafari (2003) defines tourism as *“Study of: man away from his usual habitat, the industry which responds to his needs, and the impacts that both he and the industry have on the host socio-cultural, economic, and physical environments.”*

This definition has been put forth as a study of various dimensions of tourism. The words *“study of”* are used to take account of all factors and features of the different parties to tourism. By acknowledging tourism as an industry the author has accommodated the service providers, the government, the public, the hotels, restaurants etc. Every industry has its influence on the society, the author has rightly integrated this phenomenon and considered the study of the *“impacts that both he and the industry have on the host socio-cultural, economic, and physical environments”* as an important factor in the definition.

The definition seems to give a holistic view of tourism by broadly identifying the factors one needs to consider to understand and analyze the term. The definition does not mention anything about the activities of a tourist nor does it define the motives behind travel therefore leaving the study of these aspects completely to the discretion of the researcher.

2.2.2. The psychological dimensions of tourism

The psychological aspect of tourism is often the distinguishing trait of this activity. In the following few definitions, tourism has been expressed at a spiritual, emotional and abstract level.

Dean MacCannell (1976) sees tourism as “*a modern phenomenon in which tourists are on a quest to recover lost authenticity: it offers a way for modern man to explore the "real life" of others* (A New Theory of the Leisure Class)”.

In this definition we can see that the experience of tourists has been highlighted and the motivations are termed to be a “*quest to recover lost authenticity*”. Here the tourist is a person who has the urge to discover other cultures and ways of life. Perhaps the suggestion relates to a search for identity and true meaning of life. All parts of the world have a historical background which explains the origin of the place. Some countries with rich heritage become destinations whose culture is explored by the “*modern man*” to get a feel of the past. The author seems to relate tourism to such places and destinations which have a distinct identity due to a strong culture and rich history.

The words “*lost authenticity*” could also signify that the quest of the tourists encourages the destinations to maintain and re-voke the culture these places are known for, so as to promote tourism. There are several countries that spend millions to maintain and preserve their heritage and culture. In order to fit the tourist’s preconceptions and perceived needs; places, objects, people and forms of behavior are improved and styled to look “ethnic” The tourists, in turn, consume these shows with their eyes, unaware perhaps that they have been tailored to their needs to be attractive and make them buy a souvenir and take a photo. MacCannell points out that, “*authenticity*” is becoming a product and that aids the “*reconstruction of ethnic identity*”. The author here has defined Cultural tourism and related it with distinct motives as the reason for travel.

Valene Smith (1977) defines a tourist as “*a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change*”. He also, outlines “*a typology of tourists based on aspects of culture being explored and on the motivations of the tourist: ethnic, cultural, historical, environmental, or recreational*”.

The author feels that the act of travel is a *leisure* activity. Here we can see that the definitions are from an emotional point of view describing the voluntary behavior of an individual for the purpose of experiencing change as a break from routine activities. Tourism is looked at as a tour one would take for relaxation and refreshing oneself from the anxieties of life. Valene Smith identifies various types of tourism (ethnic, cultural, historical, environmental, or recreational) depending on the interest and liking of individuals and the reasons for travel based on different motives as a function of the place of visit.

Smith however, seems to have completely overlooked the case of travel for business or for purposes other than leisure.

Maxine Feifer (1985) adds the “*“post-tourist” phenomena, who sees tourism as a game and inherently inauthentic in its experiencing of another culture.*” to the traditional concept of tourism.

This term is derived from the experiences of a “modern tourist” who deliberately chooses “artificial” locations, such as theme parks like “Disney World” or other such creations that have been designed and deliberated precisely to appeal to the mass tourist. Maxine Feifer calls them “post-tourists” and says that “they love the non-authenticity and artificiality of these worlds”. Such tourists are well aware of the fact that they are visiting such places for a high-quality

experience designed to cater to their comfort. He does not care about the artificiality of the attractions and visits the historic culture of a destination as a part of tourist entertainment and not the actual lifestyle. For instance, folkdances in traditional attire are specially performed for tourist enjoyment rather than for providing the distinct 'authentic' experience of culture. This definition implies that the tourist is aware of the fact that the preservation and expression of culture is for entertainment and satisfaction and relies on the multiplicity of such experiences. He does not deceive himself that there exist any places or people unaffected by Western civilization. *Feifer, for example, suggests the term "post-tourist" for those who consciously "play" with the assumptions of authenticity in the tourist's solemn quest*".

Erik Cohen (1988) offers a typology of tourists based on "*their concept and concern with authenticity: existential, experimental, experiential, recreational, and diversionary tourists*".

According to sociologist Erik Cohen, "tourism has been replacing religion today: both the pilgrimage and a holiday trip are a quest for the authenticity of experience". Here the author has described tourism on the basis of the types of tourist that can be identified. Travel can be for different reasons and motives based on the ideology of the traveller which could be *existential, experimental, experiential, recreational, or diversionary*. These motives actually give rise to the different kinds of tourism.

For instance a book on Dark Tourism (Tourism, Leisure & Recreation) by Malcolm Foley and John Lennon highlights how people are attracted to sites where deplorable "inhuman acts" have occurred. They express that media plays an important role in generating interest in these sites and making it a place of personal visit to gain a different experience. They mostly focus in on ancient sites where "acts of inhumanity are celebrated as heritage sites in Britain (for example, the

Tower of London, Edinburgh Castle) and the Berlin Wall”. It would be beneficial for marketers to keep a close watch on the purpose of travel of their visitors so as to provide expected services and enhance satisfaction.

John Urry (1990) denotes “*tourism as a continuum of types of experiences involving otherness.*”

This definition also looks at tourism to be a set of different *experiences* a visitor goes through in places and with people different from his/her own. It is more of a state of mind than a general understanding. This could mean that different tourists would react differently in similar destinations or there is no universal experience that is true for all tourists at all times. It is the tourist perception and motive behind travel that could make him/her experience a place as they want it to be. We could say that “Beauty lies in the eyes of the beholder”.

The author here has very well knit all the types of tourism under the term “*type of experiences*” thereby giving activities under tourism a wider perspective. Urry has beautifully mentioned that it is the totality of tourist’s expectations from the local population as well. The natives, who earn through tourism, satisfy these expectations often by portraying a stereotypical image of them. On the other hand, by revitalizing certain traditions, the “tourist gaze” can revive the sense of identity of the people acting them out. But this definition reflects largely on the mindsets and expectations of the tourist and portrayal of the locals, neglecting the other dimensions of the service providers of the industry.

Mark Neumann suggests that “*tourism is a metaphor for our struggle to make sense of our self and world within a highly differentiated culture*” (Wandering through the Museum: Experience and Identity in a Spectator Culture, 1988).

The words of Neumann take a very philosophical view of tourism. He believes it is an abstract feeling of an individual to know his own self better through his surroundings. The historical significance of every place develops one's culture and people have an innate need to know more of what they are by learning and experiencing new places. The activities and purpose of travel are all due to the hidden needs and wants of a person to make sense of his existence and identity.

This definition takes a unique approach of tourism. It gives an insight into a different perspective which can be well explored by tourism providers to attract their customers. This definition emphasizes on cultural tourism as creating a unique attractiveness about the destination.

After carefully going through the definitions over the years we can see that tourism had been termed as an economic activity in the year 1910 thereby considering the operators and the consumers to be party to the activity. However, as the years went by the emphasis in the definition shifted towards the consumer i.e. the “tourist” as to who could be called a tourist or the time period of stay, what is the purpose and motive for travel, or experiences of the traveller, etc. This focus of giving importance to the “tourist” could be for several reasons:

- It is the consumer who moves away from his residence, to the tourist destination, to receive the services rendered by the host, for various reasons subject to each individual's preferences or motives.

- There are different types of tourist (inbound, outbound, intra-bound). Since the magnitude is large it needed clear distinction between each such type.
- There are varied motives and purposes for travel to different destinations (cultural, medical, spiritual leisure, adventure, etc). Therefore, the service providers should align their functions with the needs of the tourists for promoting satisfaction and creating revisits to a destination.
- Tourism is a well-known economic activity, but for higher revenue generation the marketer should cater to the tourist segment that generates maximum returns. Thus, making a distinction between tourists is important to optimise the earning potential of the industry.
- For any industry to flourish the goods or service providers should tap the needs and desires of its consumers for developing a product or service. The psychological dimension should therefore be acknowledged and studied in depth.

Lastly the definition by Adrian Franklin (2003) in his book, ‘Tourism- An introduction’, takes a composite view. He says any “attempt to define tourism and to fully describe its scope, one must consider the various groups that participate in and are affected by this industry”. According to him the industry is made up of tourists, service providers, government and the locals. Each of them play an important role in running the industry and therefore, all of them must be a part of its meaning.

“Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.” Thus, we can see an attempt by

Adrian Franklin to include all the dimensions that are required to be studied and managed for a place to be a tourist destination.

2.2.3. Formulating a workable definition of tourism in the modern context:

After analyzing all the various definitions and dimensions of tourism, one has to look at all the components comprehensively from the tourist to the providers and from the managers to the beneficiaries.

A definition derived to give such a holistic view can be stated as follows:

“Tourism is the defined movement of distinct consumers outside their usual environment to avail services rendered by the host destination for leisure, business and other purposes not related to activities remunerated from within the place of visit.”

- Tourism is a kind of activity where the consumer needs to move to the supplier to use the service provided, therefore, the feature of movement becomes highly important. The words “*defined movement*” takes into consideration the criteria of distance and time. As per the World Tourism Organization (WTO), tourism comprises the activities of people traveling to and staying in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year. Another argument by National Tourism Resources Review Commission is with regards to the excursionists whose stay is less than 24 hours but they too can be considered as tourist because they contribute to the revenue of the place visited like any other tourist.

The distance travelled is generally described as outside the usual environment which leaves the maximum limit unbound but does not establish the minimum consideration. In this definition, we shall consider the minimum limit to be 50 miles.

- A consumer is one who creates demand or avails of the products or services rendered by the supplier. Consumers can be segmented on the basis of demography, geographic origin, socioeconomic status, and psychographics. The words “*distinct consumer*” is used to express the varied segments and categories of tourists. For instance, the domestic and international tourists and within them is included both the inbound and outbound nature of tourism.
- As a part of daily activities, individuals need to commute to different places for work and other domestic purposes. For a person to be considered as a tourist he/she needs to travel “*outside their usual environment*” which would mean outside the places where they normally live and work since movement within these places would not generate “tourist” revenue.
- Every industry is a cohesive mix of different players who handle specific activities. Similarly, the tourism industry is made up of several components which handle particular areas/functions. The words “*services rendered by the host destination*” include all the parties involved in providing facilities to cater to the tourist needs. Transportation, accommodation, food, safety services and the like are a part of the whole system of tourism and only well-coordinated activities of these service providers would culminate into creating a popular tourist destination.
- A tourist would travel to places based on individual needs, motives and desires. As the purpose of travel solely determines the selection of destination, the host destination

positions itself so as to cater to the requirements and demands of the consumers. The words “*leisure, business and other purposes*” have been used to accommodate all the different types of tourism as well as different purposes of tourism. Different types of tourism would include Sustainable tourism, Ecotourism, Recession tourism, Medical tourism, Religious tourism, Educational tourism, Creative tourism, Dark tourism and likewise tourism for leisure, business, educational, spiritual or rejuvenating would cover the different purposes of a tour.

- Income generated by the purchase of products and services by the local community in the place cannot be termed as tourist revenue. The final words “*not related to activities remunerated from within the place of visit*” clearly demarcate the intention of the movement to another destination, since individuals can travel to places for a job and get remunerated from the organization in that place. This does not give rise to tourist revenue as he/she becomes a part of the local community.

The concept of tourism is too vast to have a universal and unique definition. Every definition mentioned has its own purpose and importance. The purpose of this workable definition is to put forth the complex nature of the industry highlighting every element and aspect to get a more clear view of the varied dimensions of tourism. The definition could be applied to identify the broad components of the industry and in turn derive elements under each of these. As an industry needs to achieve proper coordination between its departments for smooth functioning, the tourism industry also needs a synchronized effort of all its elements for fruitful results. Recognition of the elements would ease identification of issues and challenges in each of its factors which would facilitate the growth and development of tourism.

One such important element for every product and service is the customer and in tourism he is called a 'Tourist'. 'Customer is the king' this philosophy has been driving industry for centuries. Understanding their needs, desires, wants, lifestyles, attitudes and possible dissatisfactions are all part of improvising the product or service. Purchase of a commodity or service is a decision which can be impulsive or rational. Similarly, choosing a destination for visit is a decision which is driven by various factors. What are these factors, what influences a tourist's decision and on what basis is a destination selected can only be understood by studying the consumer decision making process under consumer behavior?

2.3. Consumer Behavior

The market is a place where products and services are made available for sale but their actual race to survival is through developing favorable consumer behavior towards them. The concept of consumer behavior is applicable to any product or service thereby making it imperative for the marketers to collect information on consumer needs for product development purposes.

Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997). According to Solomon (1996), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. The definition of consumer behavior given by Belch (1998) is "the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires". These definitions highlight that consumer behavior is subject to various factors, at various stages in the process of decision making while satisfying ones needs and desires.

Consumers adjust purchasing behavior based on their individual needs and interpersonal factors. In order to understand these influences, researchers try to ascertain what happens inside a consumer mind and to identify physical and social exterior influences on purchase decisions. It is necessary to comprehend what compels the consumer to actually make a purchase, as opposed to just generating interest. For example, some consumers respond based on how they are feeling - or more emotionally - while others are focused on making the wisest economic decision (Hawkins et al. 2003). Different strata of the society adopt a unique style of behavior that largely depends on which desire is being fulfilled. Each marketer identifies the customer segment which he/she considers as best fitting the product market and concentrates his efforts on understanding the needs and wants of those consumers. The study of consumer behavior comprises factors (internal and external) like psychological, sociological, political, demographical or economic and their significant impact on the purchase of products and services. The aspect of comprehension and applications of these factors makes consumer behavior a complex area of study.

2.3.1. Tourist Consumer Behavior

Tourism is a product that highly depends on its marketing capabilities. Unlike the rest, it offers services that need the consumers to come to the destination for experiencing them rather than making them available at the end of the consumers. Consumer behavior is the key to successful marketing of all tourism products. Studying consumer's needs and decision processes is crucial for marketing activities because it allows the marketing manager to cater to the consumer demands depending on the decision making styles they follow and to improve his own decision-making process, in order to forecast future behavior objectively and in a more effective manner.

Developing new tourism products and services, requires providers to comprehend consumer behavior and get a more clear view of what consumers are looking for so that it can reflect in the product development processes.

McColl, Kiel, Lusch, and Lusch, (1994) define consumer behavior as “the actions a person takes towards purchasing, and using products and services, including the decision-making process that precedes and determines the actions”. For a tourism marketer to influence a consumer’s action, he/she needs to understand the underlying process of decision making of the tourist. The process of decision making is not standard in nature and varies across different ages, regions, cultures, etc of a prospective tourist. Kotler, Bowen, and Makens (1999) states that globalization has changed tourist consumer behavior as it has the capacity to create impacts on 1) cultural criteria (culture, subculture, social class), 2) social criteria (reference groups, family, roles, and status), 3) personal criteria (age and life cycle stage, occupation, economic circumstances, lifestyle, personality and self-concept), and 4) psychological criteria (motivation, perception, learning, beliefs, and attitudes). Poon (1994) expresses that tourists are the products of changing demographics and are more experienced, flexible, and independent-minded.

Globalization and a dynamic environment has led to changes in values and lifestyles of tourists affecting tourist demand: for instance, people from Asia are now seeking for value-added holidays and prefer an urban experience, while American tourists look for cultural and educational values (Swarbrooke and Horner 1999). This changing nature of tourist has led to mushrooming of many destinations which cater to their different needs, creating an environment of competition to attract new tourists along with retaining the existing. Amongst the clutter of comparable options, the decision making by consumers becomes difficult, leading to destination

choices based on a few decisive factors that guide the competition. This growing global phenomenon has made it extremely important for the service providers to identify factors that influence consumer decisions, across different segments of the target market from a given tourist population.

As discussed by Fratu (2011) consumer behavior is influenced by many factors which can be grouped in three categories: One, psychological factors also known as “personal factors” or individual explicative variables which include tourist personality, self-image, attitudes, motivations, perceptions, life style, age, family and profession. An individual’s character is formed by beliefs, convictions, habits, which distinguishes one consumer from another, thereby influencing consumer’s behavior differently. Second, “social factors” such as culture, family, social class reference groups which have a great influence on behavior because they define the individual. Attitudes and opinions of family, values of social class, reference group norms, all of these influence decisions regarding different forms of tourism, tourist destinations, tourism agents, etc. These attitudes and opinions are very easily transmitted making them an important determinant of behavior. The third category consists of “situational factors” such as time, physical ambience, social ambience and state of mind. To elaborate, situational factors are weather, climate, access, scenic beauty of the place where the client buys the tourism product, presence of near and dear ones at the moment of purchase decision or during the journey, all of which together guide the state of mind and have a direct effect on consumer behavior.

In addition to the above, economic and political factors such as: income, prices, inflation, law and order etc need to be considered for understanding consumer behavior in this context.

In tourism, consumer behavior can be defined as the ensemble of its acts, attitudes and decisions regarding choosing, buying and consuming tourism products and services, and also its post-consuming reactions (Fratu 2011). Along with the pre-decision actions post consuming reactions are also an important phenomena of tourism since advocacy and word of mouth promotion is highly dependent on consumer satisfaction. Tourism involves the amalgam of various services like hospitality, food, transport, entertainment, shopping, and safety to name a few, most of which if satisfied, result in a successful trip. It has been said that “having customers, not merely acquiring customers, is crucial for service firms” (Berry, 1980). In terms of having customers, research shows that service quality (Bitner, 1990; Boulding, Kotler, Bowen, and Makens, (1993). 1993), relationship quality (Crosby, Evans, and Cowles, 1990; Crosby and Stephens 1987), and overall service satisfaction (Cronin and Taylor 1992) can improve customers’ intentions to stay with a firm. The tourism industry is highly sensitive to all these product features: service quality, relationship quality and service satisfaction. The entire dynamics of satisfied experience plays a vital role in developing loyal customers with intentions of revisiting a destination.

The understanding of consumer behavior in tourism is guided by the need to identify factors that influence decisions made by different customer segments within a given population.

2.3.2. Consumer Decision Making in Tourism

Understanding consumer decision making is the foundation for developing and marketing any product or service. The concept of decision making is extremely complex given the fact that there cannot be a standard model that can be followed for all consumers. There are several aspects that make up the consumer decision making process like impulse, previous experience,

income, family, perception and/or motivation, etc. which differ across nations, societies and especially across individuals.

Previous research has developed several models that represented the decision making process in its various dimensions. Wahab, Crompon, Rothfield (1976) describe the consumer to be a rational decision maker who tries to maximize utility and assess cost and benefits before destination choice. The integration of psychological and economic theories based on needs, motivation, destination image, influence of risk and uncertainty, have been focused on theorizing that tourism decision making is risky, requires extensive problem solving and advance planning emphasizing rationality.

Work by Schmoll (1977) draws attention to the influence of constraints like limited information to decision making, thereby questioning the phenomenon of rationality. Sometimes lack of detailed information is a constraint that leads to assumptions and perceptions overpowering rational decision making. Schmoll explains that the successive steps in decision making are affected by four components: travel stimuli, personal and social determinants and exogenous variables such as crime rate, political stability, etc.

Mayo and Jarvis (1981) emphasize the role of group and family in choice decisions. They believe that decisions are dynamic (routine, impulsive or extensive) and are prone to change according to circumstances and social factors. Joint decision making is the central part of the model by Van Raaij and Francken (1984). It highlights the importance of household variables (power structure, lifestyles) and recognizes the relation between the household related variables and individual-related variables (attitude, aspirations, etc.) in decision making. Another study by Rojas-de Gracia, Mercedes M., and Alarcon-Urbistonda P. (2016) on joint decision making looks

into the partners' influence in family vacation decision making. Woodside and MacDonald (1994) comment that tourist choices are sometimes utility maximizing as interactions with travel party can influence decision making extending the social influence from family to reference group. They also consider destination choice as one of the many travel related decisions one has to make.

Mathieson and Wall (1982) recognize the importance of destination characteristics on image formation for decision making. They suggest that travel distance might not be considered as a cost to tourists as some may enjoy the travel, which models the behavioral components of travelers. Um and Crompton (1990) focus on the role of attitudes in decision making further elaborating that interaction between constraints and image are integral for destination choice.

The significance of post purchase evaluation was depicted in the work of Woodside and Lysonski (1989). They explain that awareness of the tourism product will cause that product to be chosen over other products and thereby influence choice sets. Emotional and cognitive factors were considered to have an impact on actual choices.

Most consumer behavior models of tourism have emphasized upon the assumption of sequential rational decision making wherein the consumer decisions are assumed to follow an order of action from attitude to intention to behavior (Decrop, 2010; Decrop & Snelders, 2004) in the most rational manner without the interference of underlying factors like impulse, time constraints or merely unplanned adventure (Fishbein, 1963), (e.g. Oh & Hsu, 2001; Quintal, Lee & Soutar, 2010). Hyde and Lawson (2003) find tourist decisions not only planned but are at times unplanned and guided by impulse purchases. Similarly, Bargeman and Poel (2006) state that

vacation decision-making processes are usually routine procedure and do not follow an extensive decision making process.

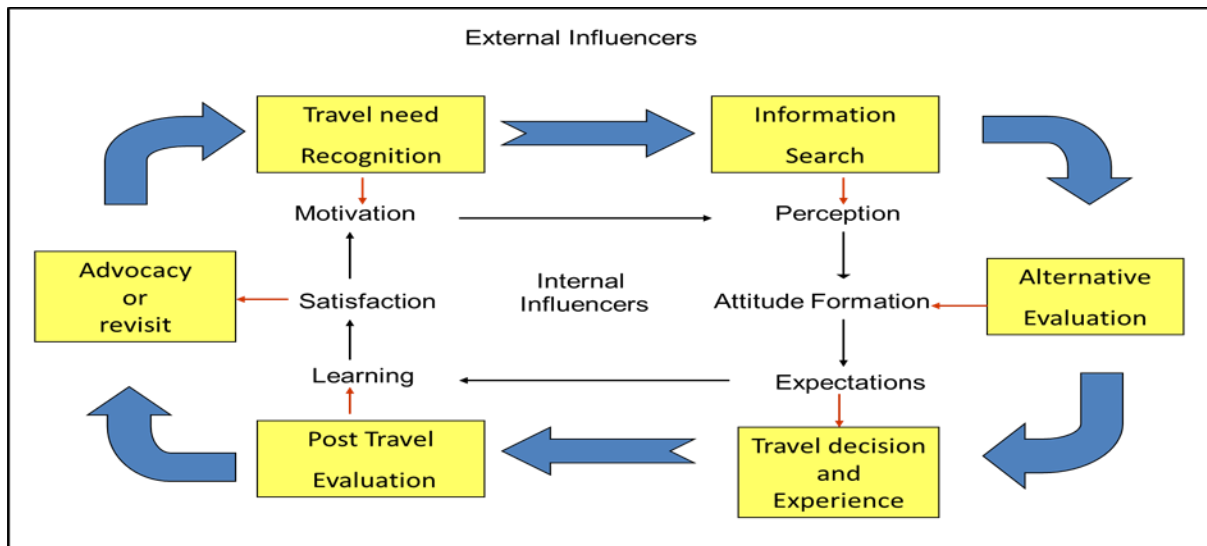
The contexts in which decisions are made (e.g. various elements of the vacation itinerary) vary across tourists; some decisions are made prior to the arrival, while others are made while at the destination (Choi, Lehto, Morrison & Jang, 2012). Due to these complexities it is difficult to comprehend the unique format of the process (Hyde & Lawson, 2003, Decrop & Snelders, 2004). Finally, situational factors also highly influence travel decisions escalating its complexity (Decrop & Snelders, 2004; March & Woodside, 2005).

Since travel behavior includes varied yet inter-correlated concepts; it is looked upon as a continuous process that is difficult to analyze in isolation (Mill & Morrison, 2002). For a simpler but thorough understanding, concepts (Individual concepts by Riley, Niininen, Szivas & Willis [2001] on loyalty), influences (e.g. Moutinho[1987] on social influences on consumer behavior) and research contexts (e.g., Hong, Lee, and Jang [2009] on first time vs. repeat visitation and Lam & Hsu [2006] on theory of planned behavior), can be studied for a specific travel stage (pre-visit, on-site, and post-visit) in the visitation process. This could help give in obtaining an in-depth analysis of specific variables and factors that contribute to applied research.

Given its constraints and complexities, decision making processes should not be generalized to encompass all kinds of consumers at different stages of the activity, but should be personalized by considering certain key factors at every stage and studied in that context. This would help develop a more distinctive understanding of travel behavior.

Decision-making can be broken down into stages: (a) recognition of the decision to be made (b) setting of goals and objectives, (c) identifying alternatives, (d) information search with regards to alternatives, (e) choosing amongst alternatives, (f) acting upon the decision, and (g) evaluation and feedback for the next decision (Carroll & Johnson, 1990; Einhorn & Hogarth, 1981; Engel, Blackwell, & Miniard, 1986; Huber, 1980).

The process of decision making presented below (figure 1) consists of the basic activities a consumer goes through while making a choice and underpins influences to the process. The individual’s internal influences (subconscious) are the factors a service provider needs to comprehend while developing destination marketing strategies.



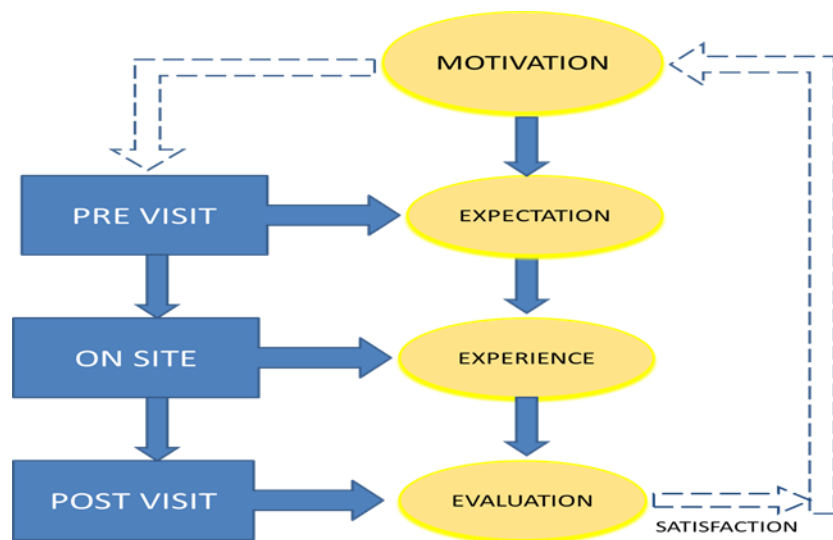
Source: Advertising and Sales Promotion by Belch and Belch

Figure No. 1 Consumer decision making process

The literature review has helped us identify a vacation tourist behavior model that fits best into our area of study coined by Moutinho (1987) which differed from most previous theories in two respects:

1. It considered that the decision-making process consisted of three distinctly different stages; One, pre-decision stage and decision process, second, post-purchase evaluation and third, future decision-making. The third stage would lead a tourist back to the first creating a loop through the stages.
2. It highlighted that behavioral concepts are an integral part of the process: namely motivation, cognition and learning.

In this research work the author has combined the dynamics of the basic model (figure 1) along with a revised, three stage decision making model to express an understanding of the tourist decision making process.



Source: Author's own impression

Figure No. 2: Three stages of decision making process

The study is based on the concept of motivation and its significance in the tourist decision making loop. The model (figure 2) attempts to highlight the relationship between various behavioral components and their interdependence.

The different stages include the following activities from the decision making process.

(1) Pre-visit stage (travel need and recognition, information search, alternative evaluation)

(2) On-site stage (Travel decision and experience)

(3) Post-visit stage (post travel evaluation, advocacy or revisit)

Behavioral variables under study at each stage are the Expectations, Experience, and Evaluation of a tourist during leisure travel.

2.3.2.1. Motivation

Yoon and Uysal, (2005) stated that “as tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy”.

Reasons could be psychological or internal factors at work within individuals, expressed as needs, wants, and desires that influence tourism choice which is basically defined as motivation (Middleton and Clark, 2001). Swarbrooke, Beard, Leckie and Pomfret (2003) noted that tourist motivation is a complex subject that explains individuals’ decision-making processes and the reason why they behave the way they do, both before and during their holidays. Motivation is the one thing that instigates the process of choice and selection and acts as the stepping stone to all

the emotions that are experienced by a consumer. For example, the reason for purchasing a product is the motive (need, desire) behind it and the satisfaction of its experience is gauged by the intention or namely motivation of buying it.

Motivation is the foundation of tourist decision making and acts as the subconscious thought behind all the stages of decision making. Shaw and Williams (2002) added that the understanding of tourist motivation and decision-making process are the key to strong economic considerations as it relates to promotion of tourism and tourism planning. Bieger & Lasser, (2002) highlighted that “motivation receives a great deal of attention from tourism academics, given its importance in marketing decisions such as segmentation, product development, advertising and positioning”. It is perhaps best described as “psychological/biological needs and wants, including integral forces that arouse, direct and integrate a person’s behavior and activity” by Yoon & Uysal (2005).

Tourist motives differ across types of tourism; therefore it is fundamental for a destination to understand the underlying reason for tourist visits. Service providers could use this information to offer product promotions that would cater to the tourist motives. This could be the reason why along with pleasure travel market, authors are exploring the motivations of other prominent niche markets such as backpacker tourism (Maoz, 2007), wine tourism (White & Thompson, 2009), events (Nicholson & Pearce, 2001), culture and heritage tourism (Poria, Reichel & Biran, 2006), battlefield and dark tourism (Hyde & Harman, 2011), rural tourism (Devesa, Laguna & Palacios, 2010), volunteer tourism (Chen & Chen, 2011), cruise tourism (Hung & Petrick, 2011), adventure and eco-tourism (Buckley, 2012; Kerstetter, Hou & Lin, 2004), and medical tourism (Ye, Qiu, & Yuen, 2011).

Travel motivation has been investigated in different fields such as sociology, anthropology, and psychology by many researchers (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). One of the most discussed in tourism literature was Maslow's hierarchical theory of motivation (1970). Motivation has been explained through several theories or models (Gnoth, 1997; Hsu, Cai & Li, 2010) and early studies like those of Plog's (1974) "allocentric-psychocentric", Dann's (1977) "push-pull", Pearce's (1988) "travel career ladder" Murphy's (1985) "four basic motivators" and Ross and Iso-Ahola's (1991) "escape seeking" are instrumental. Recent studies (e.g. Pearce & Lee, 2005; Snepenger, King, Marshall & Uysal, 2006; Tran & Raltson, 2006) validate the application of earlier models (mainly) to pleasure seeking tourists through empirical tests and analysis.

Klenosky, (2002) suggested that "amongst all the motivation theories the push-pull approach remains the most widely applied for explaining motivations, given its simplicity and intuitive approach". A review of the past literature indicates that generally accepted dimension to study tourist motivations are based on the push and pull factors (Yuan & McDonald, 1990; Uysal & Hagan, 1993). There is an array of motives or reasons expressed for tourist travel and the theory of push pull has divided them into 2 broad categories.

A number of authors as well as the WTO classified travel motives into the following:

- Business/work related motives, physical/physiological motives,
- Cultural/psychological/personal education motives,
- Social/interpersonal and ethical motives,

- Entertainment/amusement/pleasure/pastime motives, and
- Religious motives (Middleton and Clarke, 2001)

These are not motivations, but motive groupings for different types of travel. Each of these motive groupings can be influenced by push factors (biogenic and emotional need) or by pull factors (destination attributes). The concept behind push and pull dimension is that people travel because they are pushed by their own internal or intrinsic forces and pulled by the external or extrinsic forces of destination attributes and all human motives can be classified into the push and pull category.

The 'desire to travel' is guided by push factors which are origin-related and are intangible or intrinsic desires of the individual travelers (Goossens 2000). Choice of destination is influenced by the characteristics of individuals, and the effects of motivational influence of this nature on an individual have also been labeled as push factors (Gartner 1993, Kim, and Lee 2002, Sirakaya McLellan, & Uysal, 1996). Crompton (1979) proposed seven socio-psychological, or push motives namely: escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction.

'Choice of destination' based on the attractiveness of a destination as it is perceived by the travelers are considered as pull factors (Goossens 2000). Baloglu & Uysal, (1996) state that "they include tangible resources and travelers' perception and expectation such as novelty benefit expectation and marketed image of the destination".

Lundberg (1971) in one of the earliest studies on what motivates people to travel, developed a bundle of 18 motivations assumed to influence travel. Crompton (1979) later identified nine

motivations based on further analysis: i) escape from a daily/mundane environment; ii) self-evaluation and exploration iii) relaxation and refreshment of body and mind; iv) prestige, in social circles due to travel; v) regression; vi) improving kinship relationships; vii) social interaction and knowing more new people; viii) novelty, and ix) education in terms of improving culture based knowledge and learning.

A research by Hanqin, and Lam (1999), found 22 motivations by five factors: relaxation (refreshment body and mind), prestige (going to visit friends and relatives), enhancement of human relation (meeting new people), knowledge (increasing knowledge about new destination), and novelty (finding thrills or excitement). Jang and Wu (2006) suggested that knowledge-seeking, relaxation, and family togetherness were some of the common push factors found in most of the studies while natural and historic environments, cost, facilities, safety, and accessibility are the most frequently seen pull factors. Identifying and understanding the push and pull factors assists the service providers to channel their efforts in the right direction.

Cultural differences in tourist motivation exist across the world (Chulwon, and Seokho, 2000) and this factor makes it impossible to study motivation in a generic manner. The influence of demographic and travelling characteristics on motivations is thoroughly investigated (e.g. Kim & Prideaux, 2005; Kozak, 2002; Lau & McKercher, 2004).

2.3.2.2. *Expectation*

Expectation can be defined as actual performance, ideal performance or desired performance (Teas, 1993). Motivation of a person is the basis for his/her choice to travel, generating a need, which underpins expectations. Before any expectation can rise there is motivation, interacting

with the need to travel. Expectations exist from the time a tourist decides to plan a travel and these expectations are strengthened by prior travel experiences and/or information gathered both internal and external. The motivation to travel is influenced by information sources that help a consumer decide on a tourist destination (Baloglu and McCleary, 1999). Every marketer would want his promotions to provide relevant information to the consumers since information sources (such as media, promotional material, friends and family and word of mouth) play a vital role in choice of destination (Fakeye and Crompton, 1991, Gunn, 1972, Um and Crompton, 1990). The information sources can either trigger the internal motives or lure the consumers to experience the promises of the service provider thereby developing expectations.

Previous research states that information sources are of 4 basic types; neutral (tourism offices); commercial (travel agents); social (friends and relatives, family); and promotional (newspapers, magazines, radio, television, internet) (Bargeman, and Poel, 2006, Crotts, 1999, Moutinho, 1982). The right mix of these information sources can maximize the effectiveness of influence on the consumer's decision making process.

The understanding of tourist motivation and decision-making processes are the key to strong economic considerations as it relates to meaningful promotion of tourism and tourism planning (Shaw and Williams, 2002). To enhance effectiveness the marketer should identify the types of motives and manners in which they can be influenced.

Selection of a destination develops expectations for a holiday and the tourists' satisfaction levels during and after their holiday period are functions of their expectations (Huh, Uysal, McCleary, 2006; Korzay, Alvarez, 2005; Yoon, Uysal, 2005). It is understood that expectations play a vital

role in determining satisfaction, loyalty and other post-purchase behaviors (Zeithaml, Berry & Parasuraman, 1993) which validates the flow from expectations to experience and evaluation.

In successful destination marketing, due to the effects on tourists' destination selection, consuming of goods and services and making the decision to revisit, expectations of tourists are important to understand (Stevens, 1992). The service provider needs to recognize the expectations of the target market and cater its marketing activities towards promising to fulfill those expectations overwhelmingly. Expectations are desires of what consumers feel a service provider should offer rather than would offer (Parasuraman, Zeithaml & Berry, 1988) likewise, product and service attributes may also be evaluated based on the expectations of the consumers (Teas, 1993). Understanding tourist expectations will help promote the destination in the most attractive manner at the pre-visit stage and will also give important clues to improve the provision of tourist goods and services to the market.

2.3.2.3. *Experience*

Oxford dictionary defines 'Experience' as practical contact with and observation of facts or events. Tourism is essentially experiential based and at the destination a tourist encounters reality. A tourist visits a destination with bundle of expectations hoping to be fulfilled in the most satisfying manner. In this stage he/she receives realistic access to all the activities and services about which information was gathered in the prior stage. This is when the tourist begins to compare his/her expectations with the actual experience. Another definition considers experience as "a mental journey that leaves the customer with memories of having performed something special, having learned something or just having fun" (Sundbo & Hagedorn-Rasmussen, 2008). The entire period of stay is a process of collecting information which is both

favorable as well as unfavorable. Each day or event adds value to this collection and acts as a reservoir of experiences which are then holistically assessed at the evaluation stage. Babu George (2006) in his research work hypothesized that “holiday attachment could be significantly predictive of tourist loyalty towards a holiday: higher the holiday attachment higher the loyalty and vice-versa”. Destination attachment is developed through favorable experiences and one can propose that favorable experiences can develop destination loyalty.

Consumers unquestionably desire experiences, and more and more businesses are responding by explicitly designing and promoting these (Pine & Gilmore, 1998). Experience design for tourism destinations involves the shaping of the experience process within a distinct span of time (the visit) and in a clearly circumscribed place: the destination (Ek, Larsen, Hornskov, & Mansfeldt, 2008) in order to enhance the pleasurable memories of the tourist. These experiences are the actual events which guide consumer’s future actions. According to the expectancy theory, a travel experience that meets or exceeds the tourist’s expectations will be remembered positively. The service providers have only this opportunity to make believe their promises and convert a consumer into a loyal customer therefore making the on-site stage the most significantly important.

2.3.2.4. Evaluation

Consumer evaluations based on expectations, judge the success of a trip on post visit feelings. Previous research indicates that future intention is led by post consumption evaluation (Baker and Crompton, 2000; Crompton, 2003; Cronin et al., 2000; Kozak and Rimmington, 2000; Murphy, Craik, Li, & Schneider, 2000; Yuksel and Yuksel, 2001). Repeat purchases,

recommendations and customer loyalty are future intentions based on post purchase evaluation outcomes (Cronin and Taylor, 1992; Yoon and Uysal, 2005).

While evaluating our holiday we compare our interpretations of information with what happened during that holiday (Swan and Combs, 1976; Yuksel and Rimmington, 1998; Page and Spreng, 2002). As said by Murphy Craik, Li, & Schneider, (2000) “perceived performance quality of various destination products, determines visitors visit satisfaction and their behavioral intention”.

But evaluations are subject to several factors of comparison: for instance if perceived expectations are set too high, performance evaluation can be negative and vice versa. The markets therefore, need to keep in mind that motivation leading to expectations should neither be too narrow or extremely broad. A narrow and too specific promotion might subject the decision only on that promise, which if not fulfilled may lead to dissatisfaction and a very broad and diffused promotion might not evoke any interest at all. Evaluations can also be based on expectations derived from previous experience wherein part of the influence was already applied to the expectations but final evaluation is heavily judged by comparison. This kind of evaluation is done with set standards and depends on sustained quality of service to satisfy consumers. Authenticity can also be a factor raising the issue of sustainability. The service provider needs to therefore, develop strategies that would enhance consumer experience and encourage positive evaluation. Evaluation of the overall experience is crucial in guiding customer future intention, making it utmost important for every destination to focus upon.

After comparing the expectations with perceived performance of the destination, destination satisfaction can be considered (Korzay, Alvarez, 2005). Satisfaction in post visit evaluation would lead to tourists’ intention to recommend and revisit a destination (Weber, 1997; Kozak

and Rimmington, 2000, Hui, Wan and Ho, 2007). A tourist's intention to revisit and recommend the place to others is considered to be destination loyalty (Cronin, & Taylor, 1992; Yoon, & Uysal, 2005). Satisfaction with attributes creates a positive impact on destination loyalty. Visitors also come to a destination for reasons other than leisure like education, business etc. Government and destination marketers can create a longing in such visitors to revisit the place as a tourist (Milan, Fanjul, & Moital, 2016). Recommended visit or revisit leads to motivation from satisfying expected experience, thereby completing the loop in the proposed model of study.

Finally, we can conclude that tourist decision making is governed by several factors as identified above, and for a destination to leave a mark in this competitive environment, it needs to differentiate itself from the rest. Right across all the stages of the consumer decision processes (proposed) the service providers need to identify factors that influence each stage and use that information to attract consumers to their destinations. Travel motivation factors generate expectations which are fed by experiences further used for evaluating the event, making it imperative to understand the reason or factors for travel. Over the years, push and pull motivations have been the basis of tourism behavior research (Baloglu and Uysal, M., 1996) and this approach is widely used for identifying market segments and target groups. As discussed earlier, travel motives are influenced by demographic and cultural settings emphasizing the possibility of differences in push and pull factors across segments. Every destination needs to identify its target market and customer segments within it, in order to offer benefits that would impact stage-wise decision making. Therefore, marketers and destination promoters in tourism should realize that successful products are those which respond best to expectations at every stage within a given market segment, and should develop strategies that match destination attributes (supply) to the tourists' diverse desires and needs (demand).

2.4. Techniques adopted in tourism studies

Over the years scholars have adopted a variety of research techniques which are qualitative and quantitative in nature. Qualitative techniques have been used to develop conceptual models in tourism like destination loyalty based on perceived culture, perceived safety and convenient transportation (Huang and Chiu 2006), destination image (Dwivedi, 2007) critical success factor in destination marketing (Baker and Cameron 2007) to name a few.

The most common quantitative techniques used in tourism research are correlation tests, regression analysis, exploratory factor analysis and principal component analysis. Some papers in these areas have considered factors that motivate and stimulate tourist decision making (Vinerean, 2014), travel motivations of foreign tourists (Mohammad and Som, 2010), satisfaction by attribute and motivation (Meng, Tepanon and Uysal, 2006), impact of attributes on travel experience (Ekiz, 2014), canonical correlation of push and pull motives (Balogu and Uysal, 2014) and positioning emerging tourism markets using tourism and economic indicators (Claveria, 2016).

Structural equation modeling (SEM) techniques have been adopted by few scholars as a method for analysis. Some papers that can be referred to deal with: service recovery satisfaction on destination loyalty (Mohamad, Abdullah and Mokhlis, 2011), decision making process of tourists (Correia and Pimpao, 2008), impact of resource capabilities on customer loyalty (Ramanathan and Ramanathan, 2011), customer satisfaction measurement (Hackl and Westlund, 2000) relationships of destination image, tourist satisfaction and destination loyalty (Christina and Hailin, 2008).

This thesis proposes to adopt a combination of qualitative and quantitative techniques for the purpose of analysis. EFA and SEM are the main quantitative techniques employed for the analysis of data.

2.5. Research Gaps

The purpose of research is to fill gaps that exist in literature. After a thorough review of literature the author has identified areas that open avenues for further research:

- Motivation has characteristics of influencing various behavioral factors. Past studies highlight that the relationship between motivation and other behavioral constructs such as expectation and attitude is rarely identified (Hsu, Cai, Li, 2010). Few studies in this area are on how motivation influences pre-visit factors such as expectation and attitudes (Hsu Cai, Li, 2010) and post-visit factors such as loyalty (Yoon & Uysal, 2005). Overall the relationship between motivation and expectations, affective constructs (Scott A. Cohen, Girish Prayag & Miguel Moital, 2014) such as brand and destination attachment still remains underexplored.
- As stated by Baloglu and Uysal (1996), “it is necessary to understand both push and pull motivations and the relationship between them to market a particular destination effectively”. Tourism literature has only few studies examining the inter-relationship between pull and push motivations for travel. For example Kim & Lee, (2002) analyzed travel decisions based on correlations between push and pull motivations. Significant correlations between different push and pull factors were highlighted and they also proved that age, occupation, gender and income affect these correlations. Uysal and Jurowski (1994) studied the nature and extent of the reciprocal relationship between push

and pull factors of motivations for pleasure travel. Baloglu and Uysal (1996) argue that certain internal motives correspond to benefits that are to be experienced and valued at the destination site. Therefore destination marketers need to discover this correlation and promote their products and services effectively.

- Results showed a significant relationship between travel motivations and social demographic factors identifying significant differences between the two, with travelers from different markets. Studies have attempted to identify push and pull motivational factors in different settings such as nationalities, destinations and events (Jang & Wu, 2006). Examples include Yuan and McDonald's (1990) study on motivations for overseas travel from four countries: Japan, France, West Germany and the UK. Culture plays a prominent role in the behavioral characteristics of an individual which influence motivation, thereby controlling the process of decision making. These studies propagate the complexity of motivation in tourist decision making thereby encouraging further research in this area.

Thus, this study proposes to understand the relationship between the constructs of information sources, motivation, satisfaction and loyalty in the pre-visit, on-site and post-visit stages of a leisure holiday. For this, the concepts of intrinsic and extrinsic factors of travel have been used. The results on correlation between these factors would help to identify variables that influence tourist decision making. The method of analyses adopted includes conceptual models, correlation tests, EFA and SEM. Under SEM, the study proposes to use the second order latent variable approach (which is yet in a nascent stage of application to research) to get more critical outcomes that could help enhance the understanding of tourist's destination choices.

2.6. Summary

This chapter summarizes the means and methods adopted by the author to arrive at a topic of research. Detailed reviews of different concepts have been explained in the context they would be used and interpreted in the study. On defining the research gap, the selected site for research was chosen to be the state of Goa, a popular tourist destination in India on the west coast. The following chapter gives detailed insight about Goa and the reasons for it being a popular destination and a suitable choice for the purpose of research. The next chapter highlights the factors that influence the socio-cultural identity of Goa and that make the place one of the region's most popular tourism destinations.

CHAPTER 3

Tourism and Acculturation: A study of Goa

3.1. Introduction

Destinations are known for the experiences they provide to the tourists. The atmosphere, the people, and the services all together play a vital role in carving the traveler's experience. Goa, the study area of this thesis, is popularly called 'the West of the East'. This identity of Goa has been developed through its 450 years of Portuguese rule and adaptation to their culture. Tourists expect the host destination to provide the environment perceived by the traveler while choosing the destination for visit. This makes it imperative for the destination to maintain the authenticity of their culture and project it through their services.

Along with revenue, tourism brings into the host destination people (tourist) of varied culture, beliefs, attitudes and lifestyles. Sharing of space and social mingling can result in acculturation which may exhibit a break-away from the indigenous social systems. As per the definition, acculturation is 'cultural modification of an individual, group, or people by adapting to or borrowing traits from another culture'. It has been widely noted that through the development of tourism in a destination, culture is usually being transformed into products, as an element of tourist supply. This transformation and change in cultural beliefs and attitudes may lead to the decline of important social and traditional knowledge. This chapter highlights the impact of tourism on the socio-cultural identity of the beautiful tourist place of GOA.

Goa is located on the South West coast of India. Renowned for its beaches, places of worship and world heritage architecture, Goa is visited by large numbers of international and domestic tourists each year (refer to table no. 1). The culture of the Goan people and their acceptability of tourists from different lands played a critical role in making this small state a very popular tourist destination in the country. The fact that many tourists stay for long duration ‘nearly a week’ (Tourism Master Plan: Goa 2011) and many often come back to Goa gives rise to a lot of social interaction and can result in cultural intermingling and creolization. The study attempts to assess the impact of creolization out of tourism on native attitudes and behavior and also, analyze whether such acculturation has bearing on the attractiveness of the tourist destination in the future.

Table No. 1. Tourist Arrivals in Goa (Year Wise)

Tourist Arrivals (Year Wise)				
Year	Domestic	Foreign	Total	% Change
2000	976804	291709	1268513	1.9
2001	1120242	260071	1380313	8.8
2002	1325296	271645	1596941	15.7
2003	1725140	314357	2039497	27.71
2004	2085729	363230	2448959	20.1
2005	1965343	336803	2302146	-6.0
2006	2098654	380414	2479068	7.7
2007	2208986	388457	2597443	4.6
2008	2020416	351123	2371539	-9.5
2009	2127063	376640	2503703	5.5

2010	2201752	441053	2644805	5.6
2011	2225002	445935	2670937	0.98
2012	2337499	450530	2788029	4.20
2013	2629151	492322	3121473	10.68
2014	3544634	513592	4058226	30.01

Source: Government of Goa, Department of Tourism- 2015

Tourism has become a dynamic and competitive industry that requires the ability to constantly customize so as to relate closely with customer's satisfaction, safety and enjoyment. As mentioned earlier, World Travel and Tourism Council (WTTC) estimates tremendous growth prospects for the tourism industry. The total contribution of Travel & Tourism to GDP was 6.7% of GDP in 2014, and is forecast to rise in the next decade, to reach 7.6% of GDP by 2025 (World Travel and Tourism Council, India, 2015). As per the estimates, the Indian tourism industry is also, expected to grow at a considerable rate and amongst the famous destinations of the country is the very popular destination of Goa.

Goa, a tiny emerald island on the west coast of India, known for its swaying palms, white sands and sparkling waters is one of the prime destinations of tourism in India. Tourism contributes over 18% to the state GDP (Goa eyes 40 lakh tourist arrivals in 2014, 2014), and is the second largest sector after mining. The cultural heritage of Goa has been enriched by several different civilization streams, due to the rule of different empires, from Aryans, Mauryans and other Hindu rulers to the Muslims and finally the Portuguese (Menon K.A.G, 1999). The Portuguese rule had influenced Goa to such an extent that till date Goa is known as 'the West of the East'. It is therefore the history of Goa that helps us understand the reasons behind the rich cultural and archaeological heritage of Goa.

3.2. Culture: a critical attractiveness factor for tourism

When Tylor conceptualized culture in 1871, he saw it as “that complex whole which includes knowledge, beliefs, art, law, moral, customs and any other capabilities and habits acquired by man as a member of the society” (Charles, 2005). It is a blend of different traditions and rituals that greatly influences the food, dress, festivals, languages and the overall image of the place. Culture of the Goan people has played a critical role in making this small state the most popular tourist destination of the country. It is the attitude and behavior of the natives that has always provided a warm welcome to the tourist and enabled them to enjoy their own lifestyle preferences while on holiday in Goa. It is this significant attribute that positions this destination as a place to ‘be you’.

Tourism is a potent source of income and wealth creation for many nations like Hong Kong, Dubai and Brazil (Mills, 1983) as well as Goa. It generates foreign exchange, income and employment not only directly, but also through multiplier effects in the economy through creating demand for other sectors which have linkages with tourism. This also makes a tourist destination very attractive to migrants for business and employment.

3.4.1. Cultural diffusion

Cultures change overtime albeit very gradually. Cultural changes happen when values within the society have undergone modifications (Charles, 2005). But when there is a significant invasion of culture by outsiders the changes in culture are faster, dominant and visible. Social intermingling can result in diffusion led socio-cultural changes which may exhibit a break-away

from the indigenous social system. Scholars have enumerated the mechanism of change to include innovation, diffusion, acculturation and modernization (Amiran 1965, Parsons 1968, Doswell 1979, Weatherford 1988, Could 1983, Bodley 1990). Acculturation explains the process of cultural and psychological change that results following a meeting between cultures (Sam, & Berry, 2010). The effects of acculturation can be seen at multiple levels in both interacting cultures. At the group level, acculturation often results in changes to culture, customs, and social institutions.

This study works towards developing an understanding of the effect of acculturation on the host destination's culture through two linkage models: direct and indirect. The direct linkage model explains the impact on culture through visits and duration of stay of foreign tourists and the indirect model elaborates the effect on local culture through the migration process.

The research propositions thus, considered were:

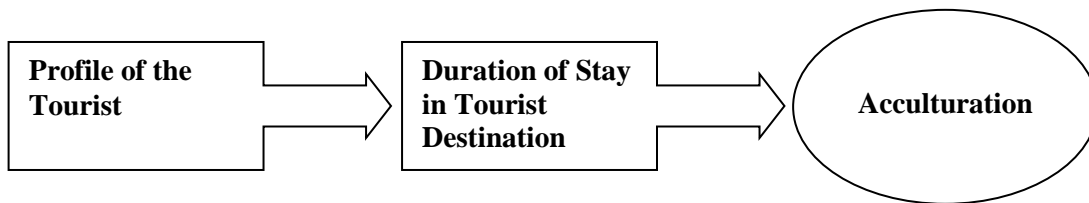
1. Acculturation, through different linkage models, has affected the indigenous culture in a visible manner.
2. Acculturation led changes in the Goan culture are neutral or otherwise towards tourism.

3.3. The Direct Linkage Model

During the calendar year 2010, 4, 41,053 foreign tourists visited Goa of which 34.43% were from U.K.

A survey conducted on the nature of tourist visits in Goa by Datamation Consultants, New Delhi for the Tourism Ministry of India, reveals that around 30.51% of foreign tourist

visiting Goa stay for more than 8 days compared to 2.13% of domestic tourists. Apart from such prolonged visits, the coastal tourist state is a haven for foreign tourists, who have also begun to settle here. Many of them acquired residential properties in the state and some of them have also entered into money making activities. This leads to cultural diversity which has had some gradual influence on existing Goan culture especially in terms of food and cuisines, language and in general ‘westernisation’ (figure 3).



Source: Author's own impression

Figure No.3: The Direct Linkage Model

Advantageous policies of the government also attracted foreign investment in tourism. It also led to the purchase of land by the foreigners some of who utilized it for tourism led businesses e.g. in the hospitality sector. Increase in presence of such foreigners and linking with tourism led activities results in a lot of social intermingling and cultural exchange. Such acculturation has increased the attractiveness of Goa as a ‘westernized’ destination, tolerant of foreigners from the West and attractive to domestic tourists keen to get a ‘foreign-western’ experience/flavor.

Over the years, interaction between locals and tourists will produce changes in culture and whether we perceive them as positive or negative is a matter of opinion. Acculturation led tourism is where the host community adopts some of the characteristics of the culture of the visitors. Tourism literature refers to the phenomenon as the “demonstration effect” (Fisher 2004). In the positive perspective, acculturation can bring benefits such as the revitalization of declining cultural activities, improve value of local artefacts as souvenirs or re-evaluate cultural

traits and traditions. Another perspective by Robin Cohen (2007) states that “creolization is a condition in which the formation of new identities and inherited culture evolve to become different from those they possessed in the original cultures, and then creatively merge these to create new varieties that supersede the prior forms”.

Goa is a perfect example of a state that can see acculturation with a positive lens. Percival Noronha, an octogenarian, a former bureaucrat who served both under the Portuguese and Indian administrators, states “we were ruled from Portugal for 450 years and 23 days. We were a closed shell. The result of this is that we are different from other Indians. While our ethos is Indian, there is no denying the fact that our manners, our way of thinking, is western”. This is one possible reason why the influence of the western culture does not completely erode the Goan customs since they overlap on several counts.

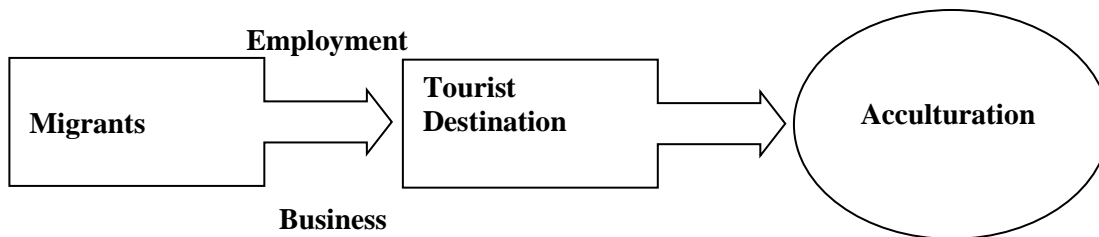
Food is also a cultural symbol (Edles, 2004); it is “one of the cultural traits that humans learn first from childhood, and one that consumers change with the greatest reluctance at older age” (Gabaccia, 1998; Cervellon & Dube, 2005). Goa offers a wide range of cuisines which are mainly continental and more to the tastes of the foreign tourist. Its staple food is fish curry and rice, which retains a strong place amongst the choice of dishes. As mentioned earlier Goa is visited by people from many countries and catering to their needs is necessary for building loyalty in customers. The multi-cuisine nature of food in Goa helps attract foreigners and also lures the domestic crowd towards an international experience.

The beaches, the churches, the annual Carnival, the music, the cuisine, and the townscape are subtly marketed in the Indian media as ‘foreign’ experiences on Indian soil. The luxury hotels are, of course, luxuriously western in style, and appear in advertisements - and in reality - as

western oasis in the indigenous setting. The prolonged stays and settlement of foreigners in Goa has only enhanced this image and has further helped in attracting international and domestic tourists, which generates high revenue for the state. Therefore, we can say that the direct linkage model suggests that acculturation has helped to build the ‘westernised’ image of Goa, which goes well with the identity of the state built after Portuguese rule.

3.4 . The Indirect Linkage Model

Tourism is estimated to generate 7% of the state’s (Goa) employment and 7% of its tax revenues. Goa is one of the most prosperous states of India with the highest per capita income in the country (economic survey 2014-15). However, the sources of income are heavily biased towards mining and tourism. Also, income inequalities are significant; some sections have benefited immensely from growth in these key sectors while others are kept out of development. Nevertheless, development has acted as a catalyst in attracting migrants into business and employment, who have become an integral part of Goan society (figure 4).



Source: Author’s own impression

Figure No.4: Indirect Linkage Model

3.7.1. Migrant settlers dominate business and change business practices

Large amount of migration into Goa has occurred from nearby states like Gujarat, Karnataka, Maharashtra and others to avail the opportunities in a tourist led economy. Migration has resulted in large numbers of non-Goans. The non-Goan community in Goa can be classified into two different classes (Tomazinho Cardozo 2012): the first class comprises the educated, influential and powerful as they work in government and private offices and many of them have established their own businesses. They have constructed houses in Goa. Their children have been born and brought up here. The second group is of the illiterate or semi-literate migrants who work as casual labor on daily wages and take part in unorganized trade in the state.

The reason for large inward migration into Goa stems from the earning opportunities through tourism on the one hand and due to the nature and attitude of the natives on the other. Goans have a relaxed mind-set and enjoy a laid-back attitude (Rodrigues M, 2010). With this inherent nature they have failed to utilize their resources to the fullest of its commercial value, thereby becoming an attractive place for non-native entrepreneurs. A typical Goan who owns a shop either sets his own convenient timings or hires a manager to handle the business. The people from nearby states like Karnataka, Tamil Nadu and Gujarat, have taken advantage of mishandled opportunities by providing attractive services at efficient terms. Their businesses have grown and subsequently they have settled down in Goa.

Thus, growing demand for tourism has opened several commercial avenues, which due to the nature of the locals have passed on to the outsiders. Increased competition only makes it more

difficult for the Goans to sustain their existing outlets. Non-Goans also supply labor at lower wages with more strenuous work, which has resulted in dislocation of Goan labor. The dominance of the outsiders has also aided in out-migration of the Goans. Further, many educated and even less-educated Goans are networked with people in Gulf, Portugal and UK, favoring out-migration, i.e. primarily going abroad for seeking better employment opportunities. Apart from the business prospects, the place is been known to be safer than other states making it more attractive for settlements. The accommodating nature of its residents has made it easy for others to settle into revenue generation activities without much hassle.

3.7.2. Effect on language

Such settlements have their influence on the existing population which has intruded into the cultural dimension of the Goans. Noticeable group level effects of acculturation often include changes in food, clothing, and language (Sam and Berry, 2010). The native language of Goa is Konkani and Portuguese. But with the addition of such diverse populations the state has been losing out on its mother tongue. One of the most perplexing aspects in Goa is that when the locals deal with these people they do not communicate with them in their mother tongue Konkani, but converse with them in Hindi. The non-Goans try to preserve and promote their regional and linguistic culture among their children whereas, the so called 'Niz Goykar' or local Goan, instead of making use of our mother tongue, communicate with them in their language. Though the schools have Konkani as an optional subject and English as the main medium of instruction, recently there have been serious discussions within the government to change the medium of instruction to Konkani for uplifting its original culture. But as yet, such measures to retain the cultural identity are not adopted. If the same political trend continues and the influx of

non-Goans persists, after another ten to fifteen years, it is feared that, the number of non-Goans will surpass ‘Niz Goykars’ or Goans.

3.7.3. Growth in migrant numbers threatens the ‘local identity’

In 1961, Goa’s population was only six lakhs. Today this figure has more than doubled. As per the 2011 census, Goa has a population of 14, 57,723. More noteworthy is the fact that almost 40 per cent of this population consists of people from other parts of the country who are now settled in the state. According to Keesing (1970), “Culture is a configuration of learned behavior shared by members of a particular society”. Today the number of non-Goans in Goa has increased to such an extent that it poses a threat to the preservation of the social and cultural ethos of Goans. Native Goans worry that their identity will vanish in the face of a migrant assault.

Most native Goans, more so the Catholics, talk of a distinct Goan identity; a western, Latino, Catholic image that has been successfully played up by the tourism industry (Mascarenhas-Keyes, S. 1994). This innate nature of the natives which has led to a constant growth in tourism can be now considered at risk due to the dilution of this attribute. The non-Goans have organized themselves into associations in order to preserve their identity and their parent state culture. Hence, we have associations of various states in Goa which compete with the original culture of the state.

3.8. Tourist’s need for the ‘authentic experience’

The ability to observe and participate in activities that are culturally unique is a strong motivation to travel internationally. To have the ‘authentic experience’ is an important reason for travel and tourism. But if the tourists encounter a different experience apart from the cultural

expectations related to authenticity of the visit the chances of return to that destination are reduced. Rodriguez Del Bosque and San Martin (2008) argue that consumer's process new consumption experiences is relative to existing beliefs, adjusting their perceptions to their beliefs in order to minimize cognitive dissonance. Therefore, the image that is created in the minds of the tourist is through the acceptance of the visual scenes. Acculturation can lead to multicultural phenomena or hybridization of the social fabric which can have a negative impact on tourist expectations and experiences and there-by hamper the authentic identity of a destination.

Apart from 'Multi-culturism' and its effect on the expected image of a destination, migration also affects the handling and careful usage of its heritage and natural resources. Urry (1990) established the thought of the "tourist gaze". He argued that new tourism products are created and commercialized by the tourism industry for the purpose of catering to this 'tourist gaze' for a satisfied tourist experience. This leads to the phenomenon of commoditization of heritage and culture. Commoditization is considered a consumptive activity and portrayed as a negative consequence of tourism (Selwyn, 1996). The concern and protective feeling that comes from a native individual towards its heritage and culture, differs highly when compared to that of an outsider or migrant (Berman, 2005). As mentioned earlier, the out migration of the Goans has encouraged the take-over by nonnative entrepreneurs and commoditization of culture has reached alarming heights.

Other effects of migration on culture can be seen on important tourism attracting aspects of Goa's culture like Folklore, heritage sites, natural beauty, festivals, etc.

Tourism turns culture into presentable objects and visit-able places (Dicks, 2003). Since Goa has a rich culture its tradition and folklore, it has always been presented as a means of entertainment

to its visitors. Dignified presentation of one's culture can be articulated as an expression of authenticity but when folk dances and musicals become a part of the background entertainment on water boats and casinos, it's very demeaning and disrespectful of the native's (Goans) aesthetic milieu. The dilution of originality to match the demand of the tourist or make the product look more appealing (e.g. by fusing traditional folk with movie numbers) further hampers the authenticity of the traditions.

MacCannell (1976) perceived tourism as "an act of consumption related to the concept of modernity". In the modern world, in the name of tourism, cultural attributes have become items for consumption (experience) by the tourist, for the purpose of the host economy's revenue generation. Cultural expressions, the 'physical' manifestation of culture, are often a 'product' for tourism. When temples and churches become items of entertainment they are prone to misuse and destruction. As management and administration of the heritage sites moves out of the control of Goans, the business potential becomes more dominant than the heritage value.

Since Goa is a coastal state, fishing is one of its main occupations. The sea is treated as God and is respected and worshiped. Also, one of the major attractions in Goa is its beaches. Tourists from varied countries come to enjoy and relax on the beaches. As a result, tourism in Goa is largely influenced by its climate. The peak tourist months are from October to March making April to August a lean tourist period. The service providers try and take complete mileage of the peak period to generate maximum revenue. Water sports like water-scooters, ferry rides, parasailing are operational from 6.30 am to 7.00 pm or sunset. Unnecessary risks to life arise due to the crowd and long hours. Accidents reduce the future attractiveness. Cases of fuel spill are an

important cause of pollution along with litter of eatables and drinks on the beach. The pristine beauty of the beaches gets destroyed.

Goa was known to have an equable climate which has changed drastically over the years and one of the causes of this is deforestation due to extensive construction and felling of forests. It is important to ensure that the long term sustainability is not sacrificed for the short term gains. The constant exposure of its coastline has led to depletion of its natural resource and also, of its sacred value. Many service providers encountered on the coast are more concerned about their reduced livelihoods than about cultural degradation or environment.

The native Goan practices and behavior focus on avoiding irreparable damages to state resources but the non-Goans' behavior concentrates on short term gains that often results in resource exploitation that is detrimental in the long run.

Goa has many feasts and festivals in its churches and temples as a part of its culture. Carnival is another such event that attracts a large number of tourists. These events are strong in culture and held with the intention of promoting the Goan culture and traditions. Non-Goan participation on these occasions has destroyed the sanctity of the festivals as they are treated as times to get drunk and join the procession. Such historic cultural events have lost their identity and docile acceptance of the ongoing malpractices will only adversely affect the respect and identity of Goan culture. The indirect linkage model thus suggests that increase in migration is affecting the image of Goa and appears to be a threat to the cultural heritage and ethos of this tourist destination.

Acculturation need not always have a negative connotation. The results of our study are suggestive of the fact that acculturation can have both positive and negative effects depending upon the nature of the causes that result in acculturation. Such realization can help in building a more rational model of tourism, migration and foreign investment.

3.9. Role of local community in protecting the cultural identity of a tourist destination

Tourists look for new tourism products and destinations and at the same time are sensitive to environment and want to visit well organized areas, which are unaffected by social or environmental problems. The local community is a very strong component of any society. Loyalty and respect for one's state comes from within and this is the contribution that the locals can and do provide. (1973) sees tourism as a modern phenomenon in which tourists are on a quest to recover lost authenticity: it offers a way for modern man to explore the real life of others. The local community possesses a competitive niche by way of their inherent knowledge and practical experience. Local population must understand tourism, engage in taking decisions regarding the sustainable development of tourism in the respective area and obtain benefits from tourism.

Protection of the original culture should be advocated to the local community by various clubs and social institutions to imbibe the need for respecting and protecting their rich culture. The feeling of pride in being a native Goan can cause revolt against disrespect and misuse of the Goan culture.

Tourism should use the local production of goods and services to a maximum, both to encourage the development of local economy and to make the respective area more attractive for tourists, giving the impression of uniqueness and originality. It is important to find out means to stimulate the local entrepreneurs' initiative, by granting low interest loans and other facilities and offering assistance for setting up tourism firms.

3.10. Summary

Culture is one of Goa's most precious assets and tourism must seek to advance itineraries through which there can be an encounter and experience of cultures in all tourism spaces- be they food, music, dance, places of religious pilgrimage, rural life occupational patterns, artistry and archaeology and all aspects of nature.

It is evident that there is an influence of tourism on the host destination and the cultural diversity does cause a cultural diffusion. Tourism provides great benefits in-terms of revenue generation, employment, advancement in technology, infrastructural development and the like. The government, tourism organizations and local community is individually and mutually responsible for the protection and enhancement of the original customs, traditions and beliefs which can considerably reduce the adverse impact on culture. Culture is an inheritance and must be guarded and enhanced through encounters that pave the way for continued renewal and an appreciation of cultural pluralism and diversity.

CHAPTER 4

RESEARCH METHODOLOGY AND FRAMEWORK

4.9. Introduction

According to Bell (2005), research is defined as the discovery of new facts and insights by using methodological processes in order to expand knowledge and solve problems. Research methodology is the procedure followed to study the objectives using relevant methods for valid results. This chapter presents the research problems, research questions and hypotheses that are sought to be addressed in the present research work. The proposed research requires collection of data on factors that impact tourist. A rationale for selection of the variables used for data collection along with techniques used for data analysis is duly mentioned. Determination of sample size, pilot study review and limitations of the data and research methods are also points of discussion in this chapter.

4.10. Research problems

Ever destination needs visibility to be a part of the consumer's evoked set. Repeated exposure to destination promotions enhance the recall factor during decision making. Marketing experts design policies and strategies that aim at maximizing visibility for the destination with focus on efficient utilization of the marketing budget. Given the cost and spending in the field of marketing, efficient advertising is of utmost importance to meet competition and sustain existence. Effective advertising can be achieved only by thoroughly understanding the needs and desires of the target market. For this the marketers need to comprehend the decision making process of the customer and streamline their efforts in the areas that provide maximum returns. The study is an effort to identify these important factors and comprehend their impact on the consumer's decision making process.

Once the consumer identifies a destination he/ she develop expectations from the trip based on their needs and on what the destination proposes to offer. Satisfaction is a function of fulfilled expectations. It is the responsibility of the service providers to identify the expectations of the tourist and try to exceed their expectations and convert satisfaction to delight. The study also tries to identify factors that influence satisfaction which leads to repeat visit or recommendation.

4.11. Research hypotheses

The initial part of this section states the hypotheses on the choice of destination based on destination attributes between domestic and international tourists.

The latter part presents the hypothesis based on motivation and satisfaction for the pre-visit and post-visit models.

4.11.1. Choice of destination based on destination attributes

In today's world of fierce competition and immensely demanding customers the need for customizing products and services is gaining value. The earlier system of mass production and consumption is moving to customization and relationship marketing. Prior studies have shown a significant relationship between travel motivations and social demographic factors, identifying significant differences between travelers from different markets. Many studies have attempted to identify motivational factors in different settings such as nationalities, destinations and events (Jang and Wu, 2006). A destination can customize its products and services catering to different kinds of tourists.

Goa is visited by both domestic and international tourists, and therefore, effective marketing requires that a clear understanding of the consumer (tourist) behavior of both groups is understood. Internal motives can be related to culture, lifestyle or nationality but the external motives are driven through destination attractiveness. As stated by Goossens (2000) "Decision of tourists to buy the product are guided by his internal motivators to travel, while the 'choice of destination', is a result of the attractiveness of a destination as it is perceived by the travelers". Prospective tourist destinations need to study consumer behavior of different target segments in order to understand their external motives to travel and tour, so that they can use the information to design destination resources in an attractive manner.

This study focuses on the destination attributes/external factors which guide the choice of a destination for the two tourist groups: domestic and international. The purpose of the study is:

- To identify the attributes of a destination that are important in choice of destination and thereby lead to building expectations, for each of the 2 groups: domestic and international tourists to Goa.

- To assess the satisfaction of both these tourist groups after their holiday experience in Goa.

The hypotheses are formulated as follows:

H1: The destination attributes (external factors) that determine the choice of destination are same for domestic and international tourists.

Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997).

It is extremely important for the service providers to identify destination attributes that influence consumer decisions, across different segments of the target market from a given tourist population.

H2.Consumer satisfaction on destination attributes (external factors) is same for domestic and international tourists.

The tourism service providers need to accommodate/ entertain varied request and desires to meet the demands of its consumers. Identifying customers' needs in advance facilitates the process of providing enriched experiences and thereby satisfied consumers.

4.11.2. Conceptual framework and Research hypotheses for pre-visit and post-visit models

A complex literature review indicates that previous studies on motivation, satisfaction and consumer behavior have studied the importance of factors that influence the decision making

processes of a tourist. Several studies found that there is a significant link between information sources, internal motivation and external motivation. It has also, been proved that motivations lead to expectations and satisfaction is achieved through successful fulfillment of these expectations. Based on the literature review the author has divided the decision making process into the two stages of pre-visit stage and post-visit stage. The conceptual framework is based on these findings and the hypotheses are formulated as follows:-

H1: The tourist's choice of a destination is based on a set of information sources.

Baloglu and McCleary (1999) establish that tourists use various sources of information to gain a complete understanding of the destination. Marketers promote their destination through various modes and medium to reach their target market. The importance of information sources such as the written medium of brochures, newspapers, audio visual medium of television and movies, or promotion through travel agents, friends and family are identified. Fakeye and Crompton (1991), Gunn (1972) and Um and Crompton (1990) identify the use of such promotional material and media, friends and relatives and word of mouth in the decision-making process.

H2: A set of push factors help to determine the internal motives of the tourist.

Factors like increasing knowledge about new destination, going to visit friends and relatives, meeting new people, refreshing body and mind, finding thrills or excitement (Hanqin and Lam, 1999), escape from mundane environment, self-evaluation and exploration, relaxation, prestige (Crompton, 1979) are push factors that internally encourage people to travel.

H3: A set of pull factors act as external motivators in tourist decision making.

Factors like natural and historic environments, cost/prices, facilities, infrastructure, safety, accessibility etc are the destination attractions and these form a part of the pull factors that can lure consumers to a destination (Jang and Wu 2006).

H4: Information sources influence tourist's internal motives and guide the choice of destination.

The understanding of a destination is highly dependent on the kind of information gathered by a tourist. Research suggests that greater the exposure to travel promotions, higher would be the need for travel which could help fulfill societal need for acceptance [Crompton (1979) and Kotler, Bowen, and Makens, (1999)]. Desire to escape from a routine is one of the most sought after internal reasons for travel, marketers try to sell their services by highlighting such hidden desires of the consumers and proposing to provide a fulfilling experience.

H5: Information sources influence tourist's external motivators and guide the choice of destination.

Publicity of destinations can activate the need for travel by attracting tourists towards specific destination attributes [Gartner (1993), Holbrook (1978) and Woodside and Lysonski (1989)]. Advertising of specific destination attributes can develop an urge to fulfill external

motives like experiencing wild life encounters/sightings, visiting places with sun sand and beaches, engaging in a shopping spree, etc.

H6: Tourist’s internal motives guide the responses to the external motivators.

The interdependence between cognitive and affective behavior (Baloglu and McCleary, 1999; Gunn, 1972; Um and Crompton, 1990; Yoon and Uysal, 2005) make it quite possible to expect an influence of internal motives over external. The internal motive to travel is satisfied with the attributes presented about the destination. This requires that the internal motives should be in consonance with the external motives created to attract the tourist.

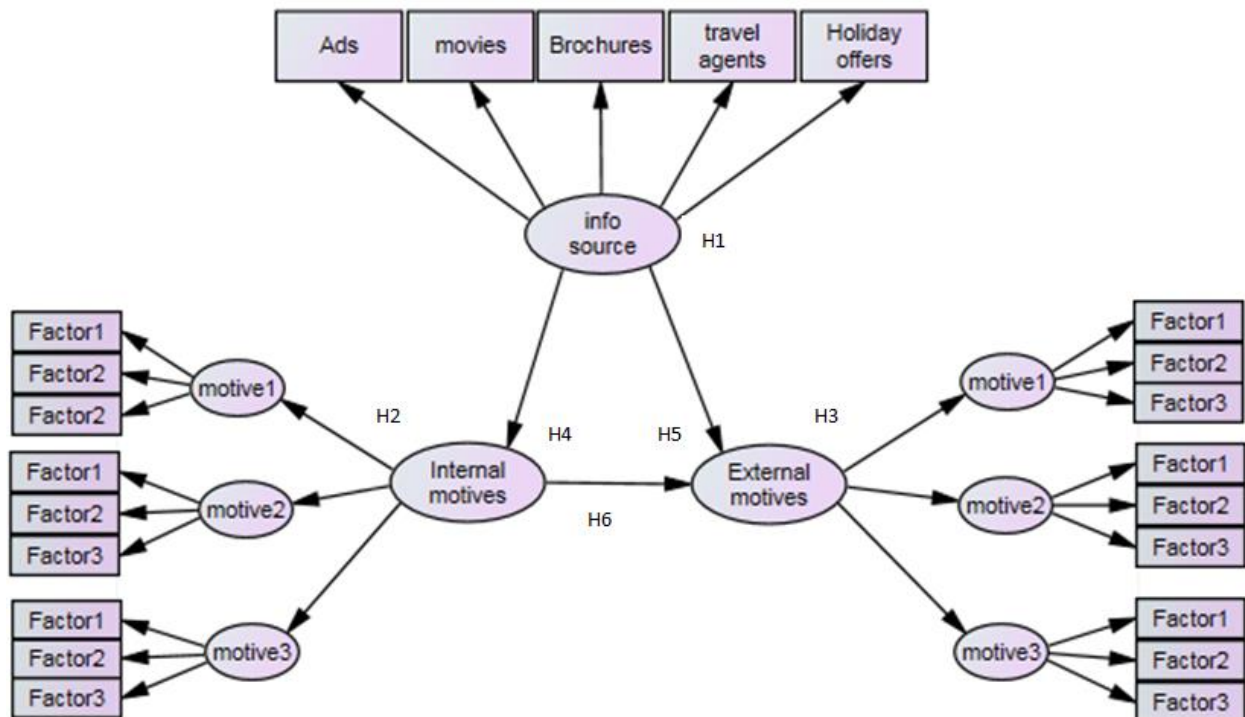


Figure No. 5: Conceptual model of study of pre-visit tourist decision making

H7: A set of push factors help to determine the internal satisfaction of a tourist.

Factors like increasing knowledge about new destination, going to visit friends and relatives, meeting new people, refreshing body and mind, finding thrills or excitement etc. (Hanqin and Lam, 1999) form a part of the push factors that determine satisfaction of the tourist from a holiday trip. A set of these factors when put together can determine the overall internal satisfaction from a destination.

H8: A set of pull factors help to determine the external satisfaction of a tourist.

Factors like natural and historic environments, cost/prices, facilities, infrastructure, safety, and accessibility are the important destination attractions and these form a part of the pull factors that can determine satisfaction of tourists from a destination experience (Jang and Wu 2006).

H9: Internal satisfaction guides responses to external satisfaction.

The purpose of travel plays a very vital role in the pre-visit decisions as well as post-visit evaluations. Intrinsic motives like relaxation, exploration, social status, knowledge seeking, culture, etc. are highly dependent on the destination features and attractions. If the destination does not provide the perceived attributes the level of satisfaction is minimal. On the other side, a complete satisfaction of internal wants/desires might overlook specific shortcomings of the destination by taking a more holistic view of the entire experience.

H10: Internal satisfaction influences loyalty.

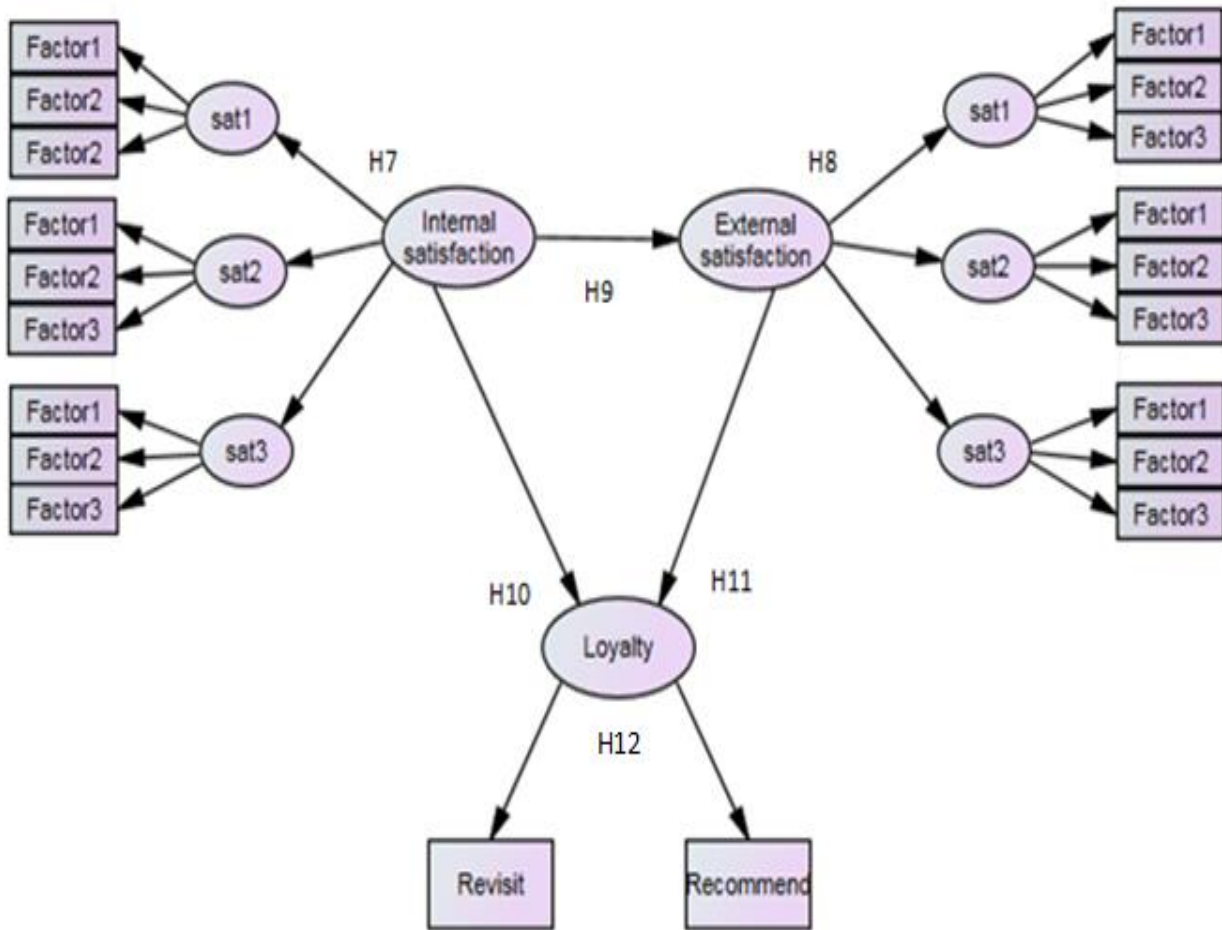
Previous research suggests that the desire to revisit a place or recommend it to friends and family is considered as loyalty. To revisit a destination, one of the foremost criteria is high levels of satisfaction on the motives which formed the basis for travel. Satisfaction in post visit evaluation would lead to tourists' intention to recommend and revisit a destination (Weber, 1997; Kozak and Rimmington, 2000, Hui, Wan and Ho, 2007).

H11: External satisfaction influences loyalty

As mentioned above, the desire to revisit a place or recommend it to friends and family is considered as loyalty and if a tourist is satisfied with the attributes of the destination it is more likely that he/she would advocate the place to more people and be termed as loyal customer.

H12: Loyalty is determined by desire to revisit and recommend the destination.

The intention to revisit a destination (Kozak, 2002; Jang & Feng, 2007) and/or recommend it to potential tourists (Chen & Gursoy, 2001) can be considered as loyalty towards a destination (Yoon & Uysal, 2005). Since revisit and advocacy exhibit positive behavior, scholars have considered them as measures of loyalty towards a destination.



Source: Author's own impression

Figure No. 6 Conceptual model of study of post-visit tourist decision making

4.12. Data collection

Data collected for the thesis included both, secondary and primary data sources.

4.12.1. Secondary Data

Secondary sources of information help construct the backbone of research by helping to identify the areas which need to be addressed and further researched. Detailed review of past research highlights gaps in the area of study adding value to the purpose of the project. For this thesis,

data was gathered from books, research papers, articles, newsletters, websites, etc. The inputs from secondary data are reflected in the literature review section of this thesis.

4.12.2. Primary Data

The method chosen for primary data collection is questionnaire (Appendix A). According to Veal (2006) questionnaires and interviews are probably the most used methods to make a survey. Since the responses to questions in tourism are opinionated, this method of data collection helped capture individual opinions under the supervision of a facilitator. According to Flanagan (1954), asking respondents to write their responses in the presence of an interviewer "retains the advantages of the individual interview in regard to the personal contact, explanation, and availability of the interviewer to answer questions". The area chosen for the study is Goa, a popular tourist destination in west India.

4.12.2.1. Study Site

Goa, the most popular tourist destination of India, is the study site for purposes of data collection. The state of Goa is a popular beach destination on the south-west coast of India known for its Gothic churches, heritage forts, palm-fringed beaches, coconut groves, ferry rides, and bubbly folk music. With its 131km long coastline; sun, sand and sea are the major attractions making Goa a perfect haven for those who need and want relaxation and contributing around 8% to the state GDP (The Hindu 2014). Goa has a high potential for attracting tourists and the tourism industry is a major engine for the economic growth of the state. It is therefore important to market the industry competitively and meet the tourist expectations for the sake of both the

service providers and for the state economy. Chapter 3 gives detailed insight into the study site adopted by the researcher.

4.12.2.2. Demographic profile

The questionnaire began with a set of questions on personal information of respondents like country, education, age, gender to name a few (Appendix A). The percentile results are presented in table 2.

Table No. 2: Demographic Profile of Respondents

Demographic Profile of Respondents	Descriptions	Percentage
Gender	Male	66
	Female	34
Age in years	10-20	3.5
	20-30	51
	30-40	30.5
	40-50	12
	50>	3
Marital status	Single	37.25
	Married	57
	Widowed	5.75
Income (annual, in rupees)	less than 5 lakh	52
	5-10 lakh	33.5
	more than 10laks	14.5
Budget spend per day in rupees	less than 5 thousand	73.75
	5-10 thousand	24.5
	more than 10 thousand	1.75

Persons accompanying	0	3
	1	15
	2-4	56
	5-10	23.75
	10>	2.25
Duration of stay (in Goa)	1 day	0.75
	2-4 days	52.25
	5-10 days	39.5
	11-15 days	5.25
	16> days	2.25

Source: Field results

Table 2 reveals that majority of the tourists surveyed were in the age group of 20-30, 66% of who were male respondents. 57% of the total respondents were married. A major percentage of people who were surveyed had an annual income level of less than 5 lakh (52%), and budget/spend per day was less than Rs.5 thousand (73.75%). We find that people visit Goa, mostly in groups of 2-4 (56%) and the usual duration of stay in Goa is 2-5 days for 52.25%. 54% of the respondents had visited Goa before and (92.5%) indicated that the purpose of their visits to Goa was to spend their holidays, relax and/or enjoy family time.

4.13. Measure and sampling

The research survey was carried out in Goa, one of the prime tourism destinations of India. Every year Goa is visited by many tourists from across the world and because of this phenomenon it is also termed as the 'west of the east'. Goa was visited by 3,544,634 domestic tourists and 513,592 international tourists in 2014 as shown in table no. 1(chapter 3).

A questionnaire was developed and administered to tourists visiting Goa for the primary data collection, in order to understand the consumer decision making processes.

The internal and external factors were identified through the work of previous researchers like Dann (1977); Uysal & Jurowski (1994); Hanqin & Lam (1999), and adopted into the questionnaire design. A list of internal and external motivation factors was compiled through the literature review on tourist motivation and consumer behavior in tourism (refer to tables 3 and 4) to assess the tourist expectations that guide their decision to choose a holiday destination. The 25 push factors were internally driven intangible factors that encouraged tourists to travel whereas the 19 pull factors were destination attributes that lured the tourists to the place. The respondents were asked to assess how important they found each of the motivational factors (both internal and external) when considering a leisure travel holiday in general, using a 5-point Likert-type scale; ranging from not important (5) to extremely important (1). For identifying satisfaction with a destination (Goa) the respondents were asked to rate the above mentioned internal and external factors, also, using a 5-point Likert-type scale; ranging from not important (5) to extremely important (1).

The questionnaire also covered the demographic profile of the respondents that included information about nationality of origin, education, age, gender, marital status and income. Data on tourist's daily budget for holiday spend, and average duration of stay was also gathered.

The survey concluded with post-visit questions on their intent to visit Goa again and the probability of their referring Goa to friends and family.

Table No. 3. Internal factors

- a. To observe and experiencing different cultures and lifestyles
- b. To increase knowledge/Enrich myself intellectually
- c. To see how people of different cultures live
- d. To exchange customs and traditions
- e. To visit new places
- f. To gain new and diverse experiences
- g. To explore Uncharted territory/adventure activities
- h. To sightsee touristic spots
- i. To Increase my Social status
- j. To fulfill family demands
- k. To visit a place where my friends have been or have suggested to go
- l. To enhance communication with local community.
- m. To meet new people
- n. To fulfill my dream of visiting a foreign land/country
- o. To satisfy the desire of being somewhere else.
- p. To visit friends
- q. To visit relatives
- r. To relieve stress
- s. To relax physically
- t. To relax spiritually
- u. To have enjoyable time with my travel companions
- v. To appreciate natural resources
- w. To be away from home

- x. To seek solitude in a foreign land
- y. Stimulating emotions and sensations
- z. Getting away from crowds

Source: Author's own impression (compilation)

Table No. 4. (External factors/Destination attributes)

- a. Beaches
- b. Historic and heritage attractions
- c. Adventure facilities/activities
- d. Shopping facilities
- e. Night-life and entertainment
- f. Natural environment/forests/wild life sanctuaries
- g. Weather
- h. Popularity /reputation of the place
- i. Cost and price levels
- j. Cuisine/food
- k. Hospitality
- l. Accessibility to Information when in the place(brochures, pamphlets guides or other personal help)
- m. Infrastructural development (Transport facility/power/ communication)
- n. Personal Safety /Security measure
- o. Proximity from your place of residence
- p. Connectivity to the place
- q. Different customs and culture/exoticness
- r. Friendliness / accommodating/ receptive/ approachable

s. Relaxing atmosphere

Source: Author's own impression (compilation)

The population sample size for the survey was determined using a 95% level of confidence and was calculated at 384 (Hoe, 2008). The respondents were selected using random samples across several popular tourist places in the state. A total of 450 completed questionnaires were collected, out of these 400 were used for study after suitable data cleaning exercise. An attempt was made to cover respondents in both the North and South districts of Goa, to include both beaches and heritage sites, to include both domestic and foreign tourists. In fact, the ratio of domestic to foreign tourists was taken to be 4:1, deliberately biased to include more foreign tourist relative to the ratio of total domestic to foreign tourist visiting the state (refer table 1 year 2014). This was done because foreign tourists are more important for Goan tourism as they create the westernized image of Goa, which itself becomes a strong pull factor for even the domestic tourists. Also, as the foreign tourists represent diverse cultures and nationalities of origin it was felt that the sample ratio should tilt to add more numbers thereof.

A pilot study of 40 respondents was conducted initially to test the clarity of instructions; comprehensibility, relevance, terminology used, and the average time it took to administer a survey questionnaire. This helped to maximize the effectiveness of the final survey.

4.14. Data analysis techniques

4.14.1. Choice of destination based on destination attributes

The study attempts to identify the differences in preferences of domestic and international tourists with respect to destination attributes. This is done by comparing means using

independent sample T-test, SPSS software was used for the purpose. These tests are used to compare groups of participants who are independent from one another. An attempt is made to identify the different expectations from a tourist destination between the domestic and international tourists. Similarly, the tests also, consider whether there is a difference in the satisfaction of these expectations between the two groups.

4.14.2. Pre-visit and Post-visit models

The study focuses on developing and testing structural models determining variables that influence a tourist choice of destination both during pre-visit and post visit scenarios. The SEM technique allows us to measure causal relationships among latent constructs, estimating the amount of unexplained variance (Yoon Y., Uysal, M. 2005).

Data analysis was completed using a range of statistical techniques (exploratory factor analysis) under SPSS 18.0 (Statistical Program for Social Sciences). The structural model was estimated using AMOS 22 which helps determine latent variables and also, to identify interrelations between them, along with specifying the importance of each factor that influences the decision of a tourist to travel.

The data underwent the following steps in order to generate valuable results for analysis.

1. Case Screening: The data is checked for completeness, identifying unengaged responses and outliers. This is a filtering process that helps delete erroneous or bad data.
2. Variable Screening: The screened data is then checked for missing data in every column.

The data for continuous variables like age, income, budget per day, duration of stay and

people accompanying for the holiday was checked for skewness and questions on an ordinal scale like Likert were run for Kurtosis.

3. Exploratory Factor Analysis:

Factor analysis is a technique that reduces large number of variables into smaller sets of inter-correlated general variables making the output useful for further analysis (Field 2000; Rietveld & Van Hout 1993). The choice of factor analysis is based on the need to determine factors on the variance explained and is a more stringent and conservative approach in extracting relevant factors. (Rietveld & Van Hout 1993).

The extraction method used is maximum likelihood since it provides the researcher with a wide range of indexes of goodness of fit of the extracted factors as compared to other methods of extractions (Cudeck, R., & O'Dell, L. L. (1994). Out of the 2 methods of factor rotation, orthogonal and oblique, the data fitted well in the Promax method of oblique rotation. This choice was based on the assumption that when the factors are correlated oblique rotation produces solutions with better simple structure because it allows factors to correlate, and produces estimates of correlations among factors (Fabrigar, Leandre R.; Wegener, Duane T.; 2012). The acceptable values of tests like KMO, communalities, total variance explained pattern matrix, reproduced correlations and component correlation matrix were considered while choosing the factors for further analysis. The factors thus, derived were then tested under the confirmatory factor analysis.

4. Confirmatory Factor Analysis (CFA):

The data is then used to obtain a model with a cursory model fit. This model is further tested on various parameters to achieve the final measurement model.

One of the necessary steps in CFA is to determine whether the factor structure designed is valid and reliable. The tests for discriminant and convergent validity along with reliability were conducted to confirm model applicability.

The survey data was also considered after dividing into two groups based on gender. The model designed and incorporated data which had respondents from both genders. The configural and metric invariance tests were conducted to confirm the application of the model to both these groups. Configural invariance tests whether the factor structure achieves adequate fit when both groups are tested together and freely. The metric invariance test is performed by a chi-square difference test on the two groups whose results should not have a significant p-value. The results for the tests proved the model could represent both groups and further analysis was thus, conducted.

The data was then subjected to test for common method bias (CMB) which identifies whether the method of survey conducted has an influence on the data collected. The Harman's single factor test was performed to check whether majority of the variance can be explained by a single factor which confirms that there are no biases to the responses collected (Podsakoff, P.M., MacKenzie, S.B., Podsakoff, N.P. (2003).

The above tests yielded the factors that best fit the final measurement model.

5. Structural Model

The confirmed measurement model was then worked on to develop the final structural model. The causal relationships were determined and paths were identified so as to achieve values for a good model fit. Finally, the model was then subjected to multi-collinearity check to determine whether the paths designed were sufficiently linear.

4.15. Limitation

As much as the researcher has tried to deliver fool proof work there are always some shortcomings that need to be addressed. The medium of data collection chosen was questionnaires and the mode was interviews and discussions. This method comes with the problem of convincing the respondents to spare time from their leisure trip to fill a questionnaire and furthermore, entertain the interviewer's deliberations. The conviction of the respondents plays a very important role in the genuineness of information provided.

The random sampling technique is more of a convenience method to fulfill the sample size required for data analysis. This lead to approaching tourists randomly and it was observed that within the domestic tourists the male respondents dominated the discussion and the female tourists were hesitant or perhaps discouraged in communicating with strangers (surveyors). Efforts were made to get a comparable sample size of both male and female respondents.

Given the extent of information available at our disposal an extensive literature review also leaves scope for further review due to time constraints, therefore, not making it completely exhaustive in nature. From an array of data analysis techniques the researcher chooses the one that suits the data and the objectives of the project, leaving the choice of 'best' technique open for discussion.

4.16. Summary

In this chapter the author has tried to explain the methods used to convert data into information that can be appropriately interpreted. It informs the reader of how the research was done and the

deliberations for the choice of techniques used. There were several attempts made with a combination of data analysis techniques to identify the most suitable method for obtaining good results that can support meaningful analysis and interpretation. Efforts were made to incorporate sequential tests so that every step added value to the final result.

CHAPTER 5

RESULTS AND DISCUSSIONS

5.1. Introduction

Converting data into information is essential for interpretation. The focus of this chapter is on stating the analysis of the data collected through the methods mentioned in the previous chapter on methodology and discussing the application of the findings. To begin with, the author has tried to understand whether there exists a difference in choice of destination based on destination attributes between the domestic and international tourist.

The chapter further delves into understanding the decision making process of tourism at the pre-visit stage, and at the post visit stage. Individual SEM models have been developed for the pre-visit and post-visit tourist decisions based on motives and satisfaction respectively. EFA forms the basis for the models developed through SEM technique. The SEM analysis is done in two stages, the CFA and the measurement model. These models have been developed for tourists as a whole which as mentioned earlier is representative of both the genders.

Prior to the analysis the data collected has been cleaned using case screening and variable screening techniques (kurtosis and skewness). The necessary changes were made and the data was then ready for further analysis. The flow of this chapter is as follows: difference in choice of destination based on destination attributes, Exploratory Factor Analysis (of all the latent

constructs), SEM Analysis of both the pre-visit decision making model and post-visit decision making models and finally the results and discussion.

5.2. Choice of destination based on destination attributes

Mean comparison done in SPSS using independent sample T-test tries to identify the difference in destination choice between domestic and international tourists based on their expectations and satisfaction. Table 5 and 6 show the results of the analysis for H1 and H2 respectively.

Table No.5: Independent sample T-test on expectation of destination attributes

Expectation of Destination Attributes						
	Domestic		International			
	Mean	SD	Mean	SD	t-Scores	Diff. in means
Beaches	2.07	.852	1.89	1.091	1.575	.253
Historic and heritage attractions	2.62	1.000	2.38	1.247	1.898	.250
Adventure facilities/activities	2.23	.862	2.15	1.104	.613	.081
Shopping facilities	2.44	.987	2.48	1.211	-.266	-.034
Night-life and entertainment	2.44	1.049	2.19	1.159	1.779	.178
Natural environment/forests/wild life sanctuaries	2.59	.962	2.32	1.123	**2.159	.269
Weather	2.48	.927	2.12	1.140	**2.611	.359
Popularity /reputation of	2.31	.879	2.20	1.226	.913	.109

the place						
Cost and price levels	2.22	.889	1.99	1.037	**1.983	.228
Cuisine/food	2.28	.890	1.85	.873	**3.891	.431
Hospitality	2.22	.842	1.85	.887	**3.437	.366
Accessibility to Information when in the place	2.48	.871	1.95	1.066	**4.628	.528
Infrastructural development	2.42	.896	1.92	.938	**4.368	.494
Personal Safety /Security measure	1.97	.835	1.42	.708	**5.329	.541
Proximity from your place of residence	2.44	.981	2.35	1.415	3.380	.400
Connectivity to the place	2.38	.858	1.98	.968	**3.632	.400
Different customs and culture/exoticness	2.72	.909	2.34	1.147	**2.810	.388
Friendliness / accommodating/ receptive/ approachable	2.38	.803	2.02	.826	**3.559	.359
Relaxing atmosphere	2.08	.753	1.81	.828	**2.673	.272

Notes: ** are values significant at <5 per cent levels, scale adopted: 1 – strongly agree to 5 – strongly disagree

H1: The destination attributes (external factors) that determine the choice of destination are same for domestic and international tourists.

The independent sample T-test analysis (table 5) finds that out of the 19 destination attributes, 12 attributes showed a significant difference between the domestic and international tourist expectations. The mean values for each of the 12 factors were better for the international tourists which suggest that they attach significant importance to the

attributes they felt influenced their choice of destination. It is interesting to see that both the domestic and international tourists gave importance to safety and security factors with highest mean values of 1.97 and 1.42 respectively.

The t-test rejects the hypothesis for 12 attributes, thereby proposing that for these destination attributes (external factors) the expectations that build up the choice of destination are not the same for domestic and international tourists.

Table No. 6: Independent sample T-test on satisfaction based on destination attributes

Satisfaction on Destination Attributes						
	Domestic		International			
	Mean	SD	Mean	SD	t-Scores	Diff. in means
Beaches	2.03	.757	1.65	.731	**4.091	.384
Historic and heritage attractions	2.46	.844	2.12	.933	**3.101	.334
Adventure facilities/activities	2.33	.850	2.01	1.000	**2.863	.316
Shopping facilities	2.34	.853	2.25	1.025	.815	.091
Night-life and entertainment	2.25	.871	1.88	.905	**3.417	.375
Natural environment/forests/wild life sanctuaries	2.59	.821	2.40	.894	1.761	.194
Weather	2.52	.849	2.70	1.072	-1.643	-.184
Popularity /reputation of the place	2.15	.771	1.91	.783	**2.490	.241
Cost and price levels	2.43	.831	2.08	.854	**3.410	.356
Cuisine/food	2.25	.854	1.81	.858	**4.125	.441
Hospitality	2.23	.777	1.78	.900	**4.517	.453
Accessibility to Information when in the	2.46	.767	2.01	.893	**4.537	.450

place						
Infrastructural development (Transport facility/power/ communication)	2.47	.775	2.28	.993	1.883	.194
Personal Safety /Security measure	2.23	.749	2.15	.943	.822	.081
Proximity from your place of residence	2.45	.758	2.18	.938	**2.403	.272
Connectivity to the place	2.42	.792	2.12	.877	**2.964	.300
Different customs and culture/exoticness	2.50	.878	1.96	.834	**4.917	.534
Friendliness / accommodating/ receptive/ approachable	2.25	.754	1.89	.795	**3.770	.359
Relaxing atmosphere	2.03	.783	1.79	.741	**2.516	.244
Average mean	2.34		2.05			

Notes: ** are values significant at <5 per cent levels, scale adopted: 1 – strongly agree to 5 – strongly disagree

H2. Consumer Satisfaction on destination attributes (external factors) is same for domestic and international tourists.

Table 6 shows the result of the independent sample T-test which finds that 14 variables out of 19 show a significant difference in satisfaction between the domestic and international tourists. An interesting factor is that the mean values for each attribute suggest that the international tourists experience greater satisfaction than the domestic tourists. The destination attribute of ‘beaches’ had the best mean score of 1.65 displaying the satisfaction

of the international tourists. The domestic tourist find ‘beaches and relaxing atmosphere’ to be as per their expectations with a mean score of 2.03.

The results reject the hypothesis in case of 14 of the 19 attributes, suggesting that consumer satisfaction on destination attributes (external factors) is not the same for domestic and international tourists.

5.3. Pre-visit and Post visit SEM models

5.3.1. Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is used as a preliminary technique to find the underlying dimensions or constructs in the data. Factors identified through literature review were subjected to EFA that reduces data, with an extraction method of Maximum likelihood (ML) and the factor rotation method used is Promax. Maximum likelihood method maximizes the difference between factors and helps provide a good fitting model. The Promax factor rotation is an orthogonal rotation technique which helps reduce the correlation between the variables. Factors with loadings above 0.5 were selected in determining the latent variables.

The EFA for each question (internal expectations, external expectations, internal satisfaction and external satisfaction) was checked for the following tests to confirm the authenticity of the results (Thomas and Shuck, 2015). The tables for each test under each question are reproduced as an Appendix (B) for reference.

1. Adequacy:
 - a. KMO and Bartlett's Test of Sphericity: A KMO value of > 0.7 is considered for the study result which is considered acceptable for analysis. The significance test for Bartlett's Test of Sphericity should be < 0.05 to run a meaningful EFA.
 - b. Communalities: the factor values of > 3.5 were considered acceptable to avoid cross loading.
 - c. Total variance explained: as per acceptable results the total variance explained should be above 50% to meaningfully interpret factor results.
2. Convergent validity: the variables need to highly load on each factor to confirm correlations between them. The sample size determines the minimum threshold of factor loading (bigger the sample sizes can consider lower loading). For the purpose of our study we have considered factors that load above 0.5.
3. Discriminant validity: this test ascertains there is no cross loadings between variables above 0.2 and each variable highly load on to their respective factor. The factor correlations matrix should not have factor correlation values exceeding 0.7.
4. Reliability: to test whether each item reliably loads on each factor the Cronbach's alpha for each factor and all the factors together is tested. The results should be > 0.7 in each case.

The results of EFA for each question are shown in the following tables.

Table No. 7: The results of EFA for tourist internal expectations

Internal expectations	Factor loading	% of variance explained	Mean	SD
Factor 1: Knowledge		39.857		
a. To observe and experiencing different cultures and lifestyles	0.883		2.72	1.21
b. To increase knowledge/Enrich myself intellectually	0.821		2.76	1.186
c. To see how people of different cultures live	0.845		2.68	1.128
d. To exchange customs and traditions	0.792		3.15	1.301
Factor 2: Getting away		15.679		
w. To be away from home	0.721		2.47	1.197
x. To seek solitude in a foreign land	0.871		2.61	1.211
y. Stimulating emotions and sensations	0.722		2.45	1.158
z. Getting away from crowds	0.571		2.62	1.269
Factor 3: Relax		9.675		
r. To relieve stress	0.834		1.99	0.967
s. To relax physically	0.912		2.11	0.999
KMO		0.822		
Cronbach Alpha		0.857		

Table 7 shows that 26 attributes resulted in 3 factor groupings which accounted for 65% of the total variance. 'Knowledge' is the most important factor that attracted tourists towards a destination. The factor accounted for 39.86% of the variance with components that included the desire of tourists to observe different culture, customs, and enrich their knowledge by interacting and exchanging experiences.

The second factor is 'Getting Away' which accounted for 16.68% of the variance expressing the need of the tourists to disconnect from their routine activities and enjoy an experience away from their regular mundane lives. The components that made up this factor included the need of the tourists to be away from home, to seek solitude and rejuvenate themselves by stimulating emotions and experiences.

The third factor is 'Relax' and it accounted for 9.68% of variance explained. Another expectation from leisure travel is the need relieve stress and relax physically and this need somewhere reflects the lifestyle of the present generation which is stressful and mentally exerting.

The best mean score of 1.99 (Likert scale 1- 5, 1 being the highest rank) is given to the component of 'relieving stress' which can be considered as one of the strong internal expectation of the tourists' while choosing a destination.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results are 0.822 (>0.6 are considered acceptable) and Cronbach alpha is 0.857 (> 0.7 being admissible).

Table No.8: The results of EFA for tourist external expectations

External Expectations	Factor loading	% of variance explained	Mean	SD
Factor 1: Services		30.882		
m. Infrastructural development (Transport facility/power/ communication)	0.84		2.32	0.925
l. Accessibility to Information when in the place(brochures, pamphlets guides or other personal help)	0.811		2.37	0.936
k. Hospitality	0.681		2.14	0.863
j. Cuisine/food	0.655		2.19	0.902
Factor 2: People		11.353		
r. Friendliness / accommodating/ receptive/ approachable	0.96		2.31	0.819
q. Different customs and culture/exoticness	0.65		2.65	0.972
s. Relaxing atmosphere	0.54		2.03	0.775
Factor 3: Attractions		10.455		
c. Adventure facilities/activities	0.745		2.22	0.914
e. Night-life and entertainment	0.631		2.39	1.075
a. Beaches	0.572		2.09	0.906
KMO		0.79		
Cronbach Alpha		0.792		

Table 8 shows that 19 attributes resulted in 3 factor groupings which accounted for 53% of the total variance. ‘Services’ is the first factor that accounted for 30.88% of the variance with components that included tourist expectations of infrastructural facilities, accessibility to information, hospitality and cuisine.

The second factor is ‘People’ with 11.35% of variance. This factor explained that tourists look forward to places with people who are accommodating and friendly, which makes a tourist comfortable and gives a very relaxing atmosphere to enjoy their trip. Along with this they also look forward to experiencing different cultures.

The third factor is ‘Attractions’ and it accounts for 10.45% of variance explained. This factor suggests that tourists expect activities related to entertainment in the place of visit like adventure, nightlife and beaches.

The best mean score of 2.03 (Likert scale 1- 5, 1 being the highest rank) is given to the components of ‘relaxing atmosphere’ which can be considered as one of the strong external expectations of the tourists’ while choosing a destination.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results were 0.79 (>0.6 are considered acceptable) and Cronbach alpha was 0.792 (> 0.7 being admissible).

Table No. 9: The results of EFA for tourist internal satisfaction

Internal Satisfaction	Factor loading	% of variance explained	Mean	SD
Factor 1: Knowledge		29.161		
a. Observed and experienced different cultures and lifestyles	0.818		2.59	0.786
c. Saw how people of different cultures live	0.804		2.54	0.825
d. Exchanged customs and traditions	0.659		2.89	0.89
b. Increased knowledge/Enrich myself intellectually	0.624		2.59	0.733
Factor 2: Experience		11.095		

e. Visited new places	0.798		1.94	0.8
g. Explored Uncharted territory/adventure activities	0.719		2.23	0.783
h. Sightseeing touristic spots	0.604		1.98	0.796
f. Gained new and diverse experiences	0.568		2.24	0.788
Factor 3: Escape		8.786		
u. To be away from home	0.745		2.35	0.871
x. Getting away from crowds	0.739		2.54	0.922
w. Stimulated emotions and sensations	0.646		2.29	0.877
Factor 4: Social		4.924		
j. Will help impress friends and family	0.85		2.49	0.788
i. Will help increase my social status	0.662		2.68	0.806
KMO		0.806		
Cronbach Alpha		0.82		

Table 9 shows that 26 attributes resulted in grouping of 4 factors of satisfaction which accounted for 54% of the total variance. ‘Knowledge’ was the first factor that the tourists were satisfied with from the destination. The factor accounted for 29.161% of the variance with components that suggested that the tourists were satisfied with the desire to observe different culture, customs, and enrich their knowledge by interacting and exchanging experiences.

The second factor was ‘Experience’ which accounted for 11.095% of the variance highlighting the satisfaction of the tourist in gaining new experiences through visiting new places and touristic spots, which also included adventure activities that enhanced diverse experiences.

The third factor is ‘Escape’ with a variance of 8.786% asserting that the tourist did feel away from their regular activities and enjoyed the stimulation of senses at their choice of destination.

The fourth additional factor was ‘social’ which has a variance of 4.924% highlighting the point that the tourists felt their holiday had added to their social identity and did create an impression on their near and dear ones.

The best mean score of 1.94 (Likert scale 1- 5, 1 being the highest rank) was given to the component of ‘visited new places’ which can be considered as one of the strong internal satisfiers of the tourists’ while choosing a destination.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results are 0.806 (>0.6 are considered acceptable) and Cronbach alpha was 0.82 (> 0.7 being admissible).

Table No. 10: The results of EFA for tourist external satisfaction

External Satisfaction	Factor loading	% of variance explained	Mean	SD
Factor 1: Services		43.774		
m. Infrastructural development (Transport facility/power/ communication)	0.821		2.43	0.826
l. Accessibility to Information when in the place(brochures, pamphlets guides or other personal help)	0.738		2.37	0.813
k. Hospitality	0.708		2.14	0.822
j. Cuisine/food	0.644		2.16	0.872
Factor 2: Safety and Accessibility		7.927		
p. Connectivity to the place	0.905		2.36	0.818
o. Proximity from your place of residence	0.775		2.39	0.803
n. Personal Safety /Security measure	0.528		2.22	0.791
Factor 3: People		6.669		
r. Friendliness / accommodating/ receptive/	0.941		2.18	0.775

approachable				
q. Different customs and culture/exoticness	0.593		2.39	0.894
s. Relaxing atmosphere	0.512		1.98	0.78
KMO		0.846		
Cronbach Alpha		0.878		

Table 10 shows that 19 attributes resulted in grouping 3 factors of satisfaction which accounted for 58% of the total variance. ‘Services’ is the first factor that accounted for 43.77% of the variance. This denotes that the tourists were happy with the infrastructural facilities, accessibility to information, hospitality and cuisine provided by the destination.

The second factor is ‘Safety and accessibility’ with 7.927% of variance highlighting that the tourists were satisfied with the connectivity to the place and considered the level of safety to be adequate.

The third factor is ‘People’ and it accounts for 6.669% of variance explained, depicting that the tourist liked the accommodating nature, culture and overall atmosphere of the place and found it appealing to their satisfaction.

The best mean score of 1.98 (Likert scale 1- 5, 1 being the highest rank) is given to the components of ‘relaxing atmosphere’ which can be considered as one of the strong external satisfaction factors of the tourists to this destination.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results are 0.846 (>0.6 are considered acceptable) and Cronbach alpha was 0.878 (> 0.7 being admissible)

The Factor Analyses for information sources and loyalty (revisit and recommend) have been shown in the following tables (11 and 12).

Table No. 11: The results of EFA for information sources

Information sources	Factor loading	% of variance explained	Mean	SD
Travel agent	0.903	81	3.18	1.519
Online	0.903		2.78	1.365
KMO		0.621		
Cronbach Alpha		0.772		

The EFA for information sources extracted one factor with travel agent and online sources which contributes to 81% of the total variance explained. Other information sources like family and friends, movies, advertisements, holiday offers were removed as they were less important and the EFA fit well without them. The online source of gathering information seems to be more used by the tourists since the mean scores are lower than (in case of) travel agents. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results are 0.621 (>0.6 are considered acceptable) and Cronbach alpha of 0.709(> 0.7 being admissible).

Table No. 12: Results of EFA for Loyalty

Loyalty	Factor loading	% of variance explained	Mean	SD
Revisit	0.882	78	2.19	1.193
Recommend	0.882		1.86	1.035
KMO		0.602		
Cronbach Alpha		0.709		

Loyalty of a tourist was measured through their intentions to revisit and/or recommend the place to others. These two factors were combined to measure loyalty, the results of which explained

78% of the variance. The mean for recommending the place suggests that the tourist would strongly advocate the destination to potential tourists.

5.3.2. The SEM models

After running the data through EFA the internal and external factors identified under expectation and satisfaction are used to develop the pre-visit and pos-visit SEM models. The study focuses on developing and testing structural models that determine the variables that influence a tourist choice of destination based on his/her individual motives and the decision to revisit or recommend based on his/her satisfaction with the destination.

The SEM technique allows us to measure causal relationships among latent constructs, estimating the amount of unexplained variance (Byrne, B., 2009). The study aims at understanding the relationship between the latent constructs under pre-visit (information sources, internal motives and external motives) and post-visit (internal satisfaction, external satisfaction and loyalty) scenarios. The SEM analysis is carried out in two stages as recommended by Anderson, J.C. and Gerbing, D.W. (1988); the measurement model and the structural model. Each model is developed through a sequence of steps and tests as listed below (Schumacker, R E. and Lomax, R.G. 2010):

- Measurement Model
 - Confirmatory factor analysis: is conducted to define the relationship between the factor structures (observed and latent variables) of the dataset.
 - Configural and Metric invariance tests (multi-group moderation): is conducted to validate that the factor structure and loadings are sufficiently equivalent across

groups within the dataset. For instance whether the model constructs represent the results of both genders in the dataset.

- Validity and reliability: convergent and discriminant validities are categories of construct validity. Convergent validity measures whether the constructs that are theoretically related are also observed to be related in reality to each other. Discriminant validity measures whether the constructs theoretically unrelated are observed to be unrelated in reality to each other. Reliability test indicates the internal consistency of scores on the construct.
- Common method bias: Common method bias refers to a bias in your dataset where in a majority of the variance is explained by a single factor. This can be due to external reasons like single method of data collection which can bring in a systematic bias in the responses. To determine that the data does not have common method bias the Harman's single factor test was adopted.
- Final measurement model fit: Final results of the model should represent values as per the acceptable fit indices.
- Structural model
 - Multivariate assumptions (linearity): This section tests the curve estimation for all the relationships in the SEM model.
 - Control variables: Adding confounding variable to the model to check whether they directly or inversely correlate with the dependent variables or independent variables.

Model fit criteria has always been advised by researchers to be used in combination to assess model fit, model comparison, and model parsimony as global fit measures (Hair, Black, Babin,

Anderson, & Tatham. 2006). The model fit criteria and acceptable range adopted for the study is shown in the following table 13 (Hu and Bentler, 1999; Bentler & Bonett, 1980).

Table No. 13: Model fit Criterion and Acceptable levels

Model fit Criterion	Acceptable levels
Chi-square/df (CMIN/DF)	<3good; <5 sometimes permissible
Goodness-of-fit index(GFI)	>0.95great; 0.90 traditional
Comparative Fit Index (CFI)	>0.95great; 0.90 traditional; >0.80 sometimes permissible
AGFI	>0.80
Incremental Fit Index (IFI)	>0.95great; 0.90 traditional
Tucker Lewis Index (TLI)	>0.95great; 0.90 traditional
Root-mean-square error of approximation (RMSEA)	< 0.05 good; 0.05 - 0.10 moderate; >0.10 bad
PCLOSE	>0.05
Normed Fit Index	>0.95great; 0.90 traditional

The next section explains the construction of the pre-visit tourist decision making model and the analysis of the same.

5.3.2.1. Pre-visit tourist decision making

The decision to visit a destination is based on several factors like motives and desires for travel, exposure to relevant information and largely the correct match between desires of a probable tourist and information sources. The motives to travel are internal and external and vary across consumers. A destination marketer needs to identify those motives that have maximum influence on tourist decisions and design their promotional material in a way that earns maximum return

on marketing investments. The pre-visit analysis aims to identify the factors that play a significant role in influencing tourist destination choice.

5.3.2.1.1. Model constructs

The study focuses on developing and testing a structural model that determines variables influencing a tourist's choice of destination based on his/her individual motives. The study aims at understanding the relationship between the latent constructs of information sources, internal motives and external motives. SEM analysis was carried out in two stages; (as mentioned above) the measurement model and the structural model.

5.3.2.1.2. Measurement model

Confirmatory factor analysis (CFA) is conducted to define the relationship between the factor structures (observed and latent variables) of the dataset. A cursory model is developed through the data generated from EFA to determine observed and latent variables. Factor loadings above 0.5 are considered while constructing the model. CFA confirms whether the factors developed freely correlate through the model fit indices.

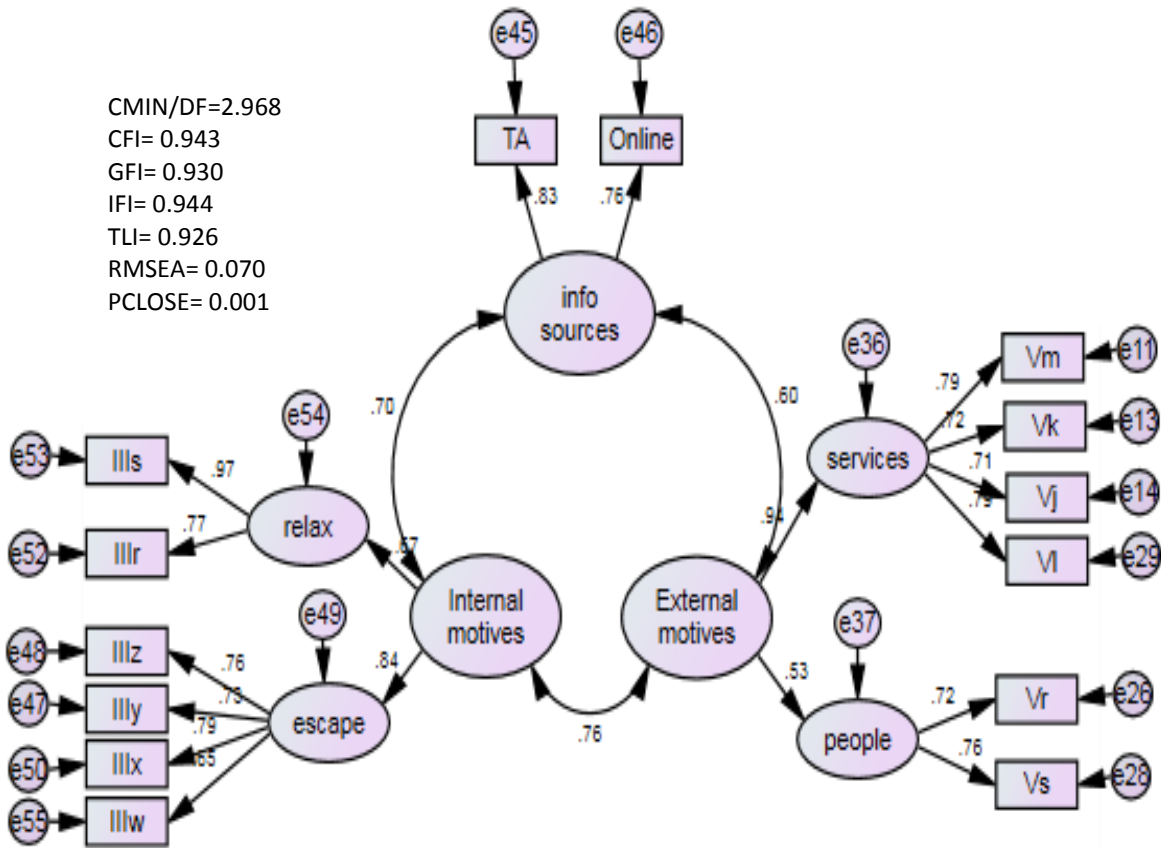


Figure No. 7: CFA for the pre-visit decision making model.

The results of CFA are well within the acceptable levels (see table 13) for model fit.

Once a decent model fit is arrived at the model is checked for *Configural and metric invariance test*. Configural test is run on the model by generating 2 groups based on gender and tested for an adequate model fit when both groups are run together and freely (Appendix C). After clearing the configural test the model was checked for metric invariance test. A Chi-square difference test on the two groups confirmed that there is no significant association between them. Table 14 shows the results of the invariance test. The model developed proposes to be invariant to genders as per the data set.

Table No. 14: Invariance test for the pre-visit decision making model

	<u>Chi-square</u>	<u>Df</u>	<u>p-val</u>	<u>Invariant?</u>
<i>Overall Model</i>	-	-	-	-
<i>Unconstrained</i>	<u>385.687</u>	<u>210</u>	-	-
<i>Fully constrained</i>	<u>395.403</u>	<u>226</u>	-	-
<i>Number of groups</i>	-	<u>2</u>	-	-
<i>Difference</i>	<u>9.716</u>	<u>16</u>	<u>0.881</u>	<u>YES</u>

Data analyzed needs to be confirmed with its *Validity and Reliability*. Table 15 shows the results of the validity and reliability tests.

Table No. 15: Validity and Reliability for the pre-visit decision making model

	CR	AVE	MSV	ASV	External expectations	Internal expectations	Information Sources
External expectations	0.723	0.584	0.573	0.469	0.764		
Internal expectations	0.730	0.578	0.573	0.533	0.757	0.760	
Information Sources	0.776	0.635	0.493	0.429	0.604	0.702	0.797

(Composite Reliability) CR > 0.7, (Average Variance Extracted) AVE > 0.5, (Maximum Shared Variance) MSV < AVE, (Average Shared Variance) ASV < AVE, Square root of AVE greater than inter-construct correlations

Since all the values are within acceptable limits the correlation between the constructs is valid and reliable testing is suitable for structural equation modeling.

Another concern in the dataset could be due to *common method bias* amongst the variables. Harman's single factor test is adopted to identify whether there exists a bias in the data and table 16 represents the results.

Table No. 16: Common method bias for the pre-visit decision making model
Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.561	39.718	39.718	4.937	35.263	35.263
2	1.512	10.799	50.517			
3	1.325	9.464	59.981			
4	1.125	8.033	68.014			
5	.882	6.302	74.316			
6	.618	4.411	78.727			
7	.542	3.871	82.598			
8	.483	3.452	86.049			
9	.433	3.093	89.142			
10	.390	2.788	91.929			
11	.318	2.274	94.203			
12	.307	2.190	96.393			
13	.286	2.044	98.437			
14	.219	1.563	100.000			

Extraction Method: Maximum Likelihood.

As per Harman's single factor test no single factor should explain more than 50% of the total variance. Since our test shows that only 35% of the variance is explained by a single factor one can confirm that there is no issue of common method bias in the dataset.

After running all the relevant tests the measurement model constructed (figure 7) seems to be suitable for developing the final structural model.

5.3.2.1.3. Structural model

Figure 8 illustrates the *structural model* of destination choice based on the influence of information services on internal and external motivation factors. The model suggests that there

are two factors namely 'relax' and 'escape' that determine internal motivators and the two factors of 'services' and 'people' guide the external motivators. The information sources that influence these motivators are narrowed down to two, 'online sources' and 'travel agencies' (TA). The model was tested on *multivariate assumptions of linearity* to verify whether the paths between dependent and independent variables are linear (Appendix C). The results prove that all the paths in the model are sufficiently linear.

The demographic factors of age and education are inserted as a *control variable* to identify whether there exists a direct or inverse correlation between age and education on the one hand and dependent variables of internal motives and external motives on the other.

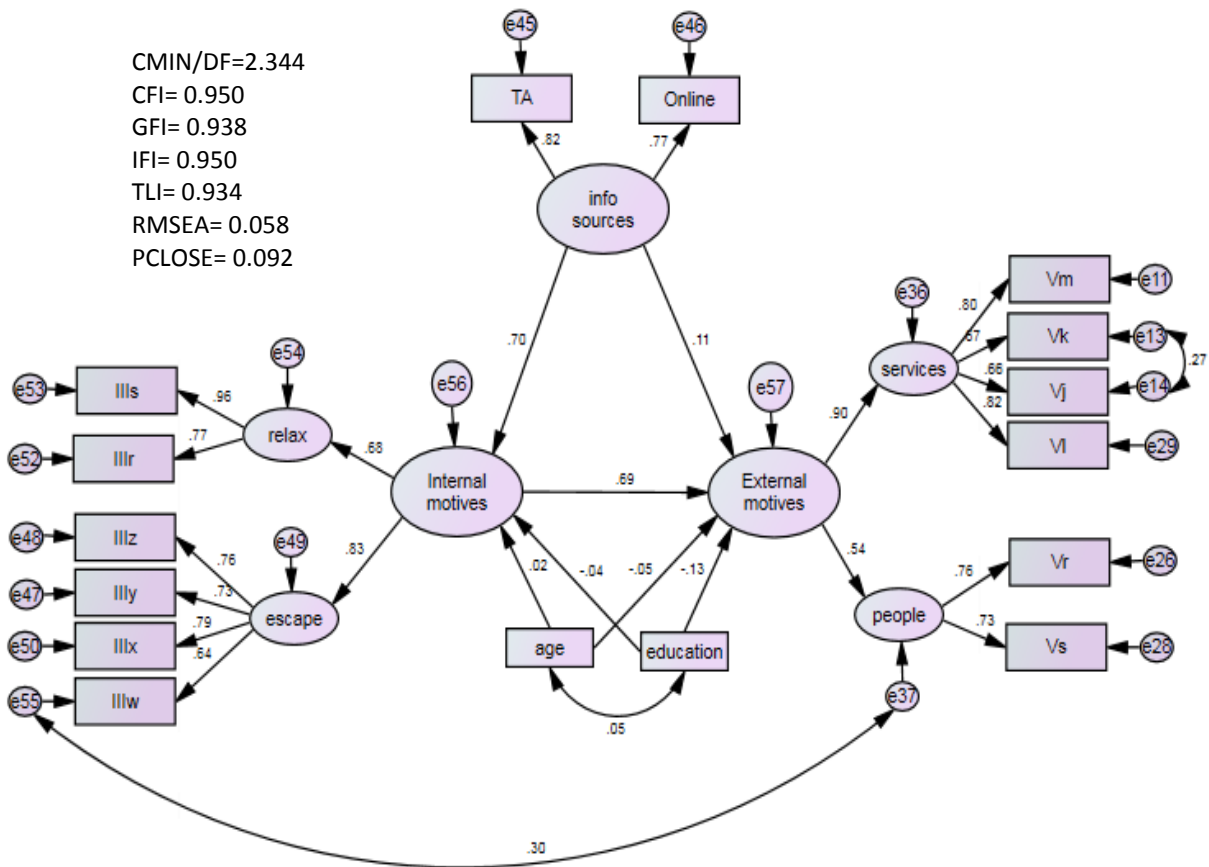


Figure No. 8: Pre-visit decision making model.

In SEM, the model fit is assessed using a variety of indicators and tests, more prominent being the goodness-of-fit index (GFI), comparative fit index (CFI), the incremental fit index (IFI), the Tucker Lewis Index (TLI), root mean square error of approximation (RMSEA) and Chi-square and degree of freedom (Hair, J.F. et al. 2006, Baumgartner, H. and Homburg, C., 1996, Bentler, P., et al. 2001).

The goodness-of-fit of the proposed model was assessed using the universally-accepted statistical indices, such as Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI), with values closer to 1 indicating good fit (Byrne, 2009). The values of Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI) attained for the proposed model are

0.938 and 0.908. It is therefore concluded that the hypothesized model proposed in the study fits the sample data adequately.

Baseline comparisons indexes, supporting the goodness-of-fit statistics [(Comparative Fit Index (CFI), Tucker-Lewis Index (TLI) and Normed Fit Index (NFI)], are also used to determine model acceptance. In our case, NFI, TLI and CFI values of 0.916, 0.934 and 0.950 respectively, are consistent in suggesting that the hypothesized model represented an adequate fit to the data [values above 0.90 being indicative of good fit (Byrne, 2009)]. The proposed model has a value of 0.058 for its Root Mean Square Error of the Approximation (RMSEA) (which should be less than 0.08), implying that the model is an acceptable fit (Hair, J.F. et al. 2006). The ratio of Chi-square to degree of freedom is 2.344, very much within the recommended fit of less than 3. Thus, all the tests and measures, taken together support our structural model and indicate that the model has a good level of fit and can be used for further analysis.

The path coefficients for the full model as illustrated are positive and significant (p -value < 0.01) except for the path from information sources to external motives. The results of the study signify that hypothesis H1, H2, H3, H4 and H6 are accepted while hypothesis H5 is rejected with p -value of 0.334. The control variables of age and education do not seem to have a significant influence on the dependent variables of internal motives and external motives which suggest that motives of tourists do not change with age or level of education of the tourist. The next section explains the results of each hypothesis.

H1: Tourist decision of a destination is based on a set of information sources.

Results reveal that from the range of variables considered only ‘travel agencies’ and ‘online sources’ had a positive influence on the latent variable ‘information sources’ with high standardized coefficients values of 0.83 and 0.77 respectively. The rest of the variables derived through EFA have very low loadings (below 0.05) and were dropped. This suggests that movies, advertisements and holiday offers do not greatly influence tourist decisions and family and friends as sources of information are not as important as are online sources and travel agencies.

H2: A set of push factors help to determine the internal motives of a consumer.

Internal motives were guided by 2 components; escape and relax which have a positive significant influence on the latent variable with standardized coefficients values of 0.83 and 0.68, respectively. The findings support that escaping from routine and relaxation factors determine tourist travel decisions which bear out earlier studies conducted by scholars in this area (Crompton, 1979).

H3: A set of factors help to determine the external motives of a consumer.

The external motives in the model were dominated by the components of ‘services’ and ‘people’ with standardized coefficient values of 0.90 and 0.54 respectively. The model revealed that tourists are more concerned about the service attributes (infrastructure, safety, accessibility etc.) provided at the destination and attach only secondary importance to customs, culture and people interactions. The destination attributes reaffirm external motives identified by scholars (Jang, S., & Wu, 2006).

H4: Information sources influence tourist's internal motives and guide the choice of destination.

The decision to visit a particular destination is taken after gathering information from various sources and based on the extent to which the destination promises to satisfy the desires on which the choice is made. The analysis of data signifies that the model displayed a positive influence of information sources in shaping of internal motives (H1) with standardized coefficient estimated to be 0.70 at a significance level of 0.01 level. The path from information sources to internal motives is significant, suggesting that if marketers provide relevant information that influences internal motives there is a high probability of attracting potential tourists to the destination.

H5: Information sources influence tourist's external motives and guide the choice of destination.

As hypothesized, it is considered that information sources would highlight destination attributes and thereby influence external motives to visit a leisure destination. To the contrary, our results imply that the path from information sources to external motives is not significant with a p-value of 0.11. This suggests, information sources do not significantly influence external motives rejecting the hypothesis (H5).

H6: Tourist's internal motives guide the responses to their external motives.

Understanding that internal motives are intrinsic desires for travel, we assume they would determine the kind of external factors that might appeal to a tourist, seeking to satisfy his/her need for a holiday. The study suggests that internal motives do guide the responses to

external motives of tourists with a significant positive standardized coefficient value of 0.69 and is significant at the 0.01 level, supporting the acceptance of the hypothesis (H6). The analysis would mean that internal motives or desires of a tourist play an important role in choosing a destination based on attributes that satisfy the internal motives.

The pre-visit model explained the various factors that influence the tourist's choice of destination. The next section discusses post-visit tourist decisions in relation to satisfaction and loyalty towards a destination.

5.3.2.2. Post-visit tourist decision making

A satisfied tourist can be a favorable guide to potential tourists or to himself. The importance of meeting the expectations of the tourist should never be undermined. Dissatisfied tourists can be a threat to the image and growth of a destination. Tourist satisfaction can be achieved if the marketer identifies the factors that can influence positive responses from them. As discussed earlier a tourist has several motives that guide his/her choice of destination and these motives are intrinsic and extrinsic in nature. If a marketer can categorize these motives, which if satisfied can lead to repeat visit or recommendation (loyalty); they can focus their efforts in that direction. The post-visit analysis aims to identify the factors that play a significant role in influencing tourist loyalty towards a destination.

5.3.2.2.1. Model constructs

The study focuses on developing and testing a structural model that determines variables influencing a tourist's loyalty based on his/her satisfaction from a destination. The study aims at understanding the relationship between the latent constructs of internal satisfaction, external

satisfaction and loyalty. SEM analysis was carried out, as earlier, in two stages; the measurement model and the structural model.

5.3.2.2.2. Measurement model

As mentioned earlier, the post-visit model is also constructed following the sequence of test conducted in the pre-visit model. The model fit indices are as per admissible values (table 10).

The results of the CFA are represented below:

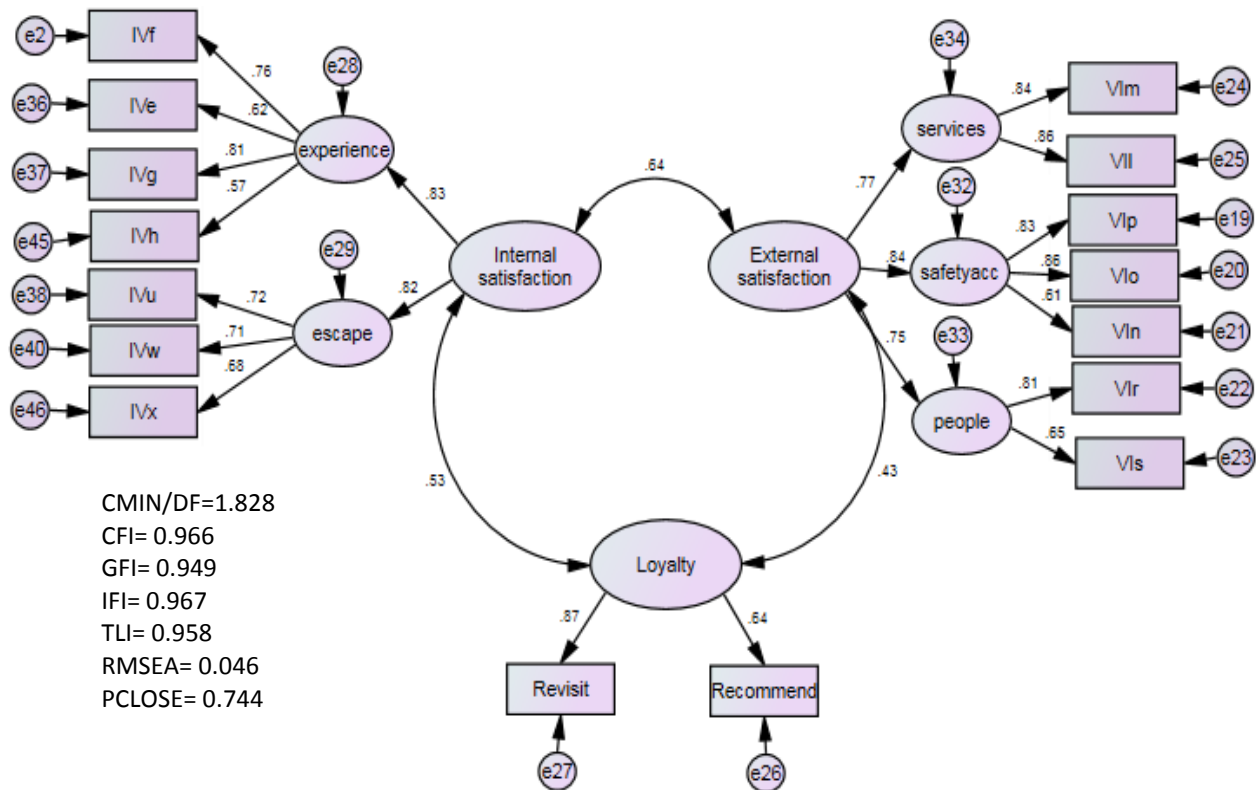


Figure No. 9: CFA for the post-visit decision making model.

The results of CFA are well within the acceptable levels (refer to table 10) for model fit.

Once a decent model fit is arrived at the model is checked for *Configural and metric invariance test* (Appendix C). After clearing the configural test the model was checked for *metric*

invariance test. Table 17 shows the results of the invariance test. The model developed proposes to be invariant between the genders in the data set.

Table No. 17: Invariance test for the post-visit decision making model

	<u>Chi-square</u>	<u>Df</u>	<u>p-val</u>	<u>Invariant?</u>
Overall Model				
Unconstrained	312.649	180		
Fully constrained	321.664	195		
Number of groups		2		
Difference	9.015	15	0.877	YES

Data analyzed is then confirmed with its *Validity and Reliability*. Table 18 shows the results of the validity and reliability tests.

Table No. 18: Validity and Reliability for the post-visit decision making model

	CR	AVE	MSV	ASV	Internal satisfaction	Loyalty	External satisfaction
Internal satisfaction	0.809	0.679	0.406	0.345	0.824		
Loyalty	0.731	0.582	0.284	0.236	0.533	0.763	
External satisfaction	0.830	0.620	0.406	0.297	0.637	0.434	0.787

(Composite Reliability) CR > 0.7, (Average Variance Extracted) AVE > 0.5, (Maximum Shared Variance) MSV < AVE, (Average Shared Variance) ASV < AVE, Square root of AVE greater than inter-construct correlations

Since all the values are within acceptable limits the correlation between the constructs is valid and reliable, making it suitable for Structural Equation Modeling.

The next test is to check for *common method bias* amongst the variables. Harman's single factor test is adopted to identify whether there exists a bias in the data and table 19 represents the results.

Table No. 19: Common method bias for the post-visit decision making model
Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.458	34.115	34.115	4.768	29.797	29.797
2	1.960	12.247	46.363			
3	1.284	8.027	54.390			
4	1.158	7.236	61.627			
5	.950	5.940	67.566			
6	.818	5.111	72.677			
7	.641	4.006	76.684			
8	.615	3.844	80.528			
9	.544	3.398	83.926			
10	.471	2.945	86.871			
11	.448	2.799	89.670			
12	.421	2.632	92.302			
13	.374	2.339	94.641			
14	.346	2.165	96.806			
15	.289	1.804	98.610			
16	.222	1.390	100.000			

Extraction Method: Maximum Likelihood.

As per Harman's single factor test no single factor should explain more than 50% of the total variance. Since our test shows that only 30% of the variance is explained by a single factor one can confirm that there is no issue of common method bias in the dataset.

After running all the relevant tests the measurement model constructed (figure 9) seems to be suitable for developing the final structural model.

5.3.2.2.3. Structural model

Figure 10 illustrates the *structural model* for post visit decision making which represents the relationship between Internal and External satisfaction on Loyalty (the need to revisit or recommend the destination). The model suggests that there are two factors namely ‘experience’ and ‘escape’ that determine internal satisfaction and three factors that are ‘services’, ‘safety/accessibility’ and ‘people’ that guide the external satisfaction. The model was then tested on *multivariate assumptions of linearity* to verify whether the paths between dependent and independent variables are linear. The results (Appendix C) prove that all the paths in the model are sufficiently linear. The demographic factors of age and education are inserted as *control variables* to identify whether there is a direct or inverse correlation between age, education and the dependent variable of loyalty.

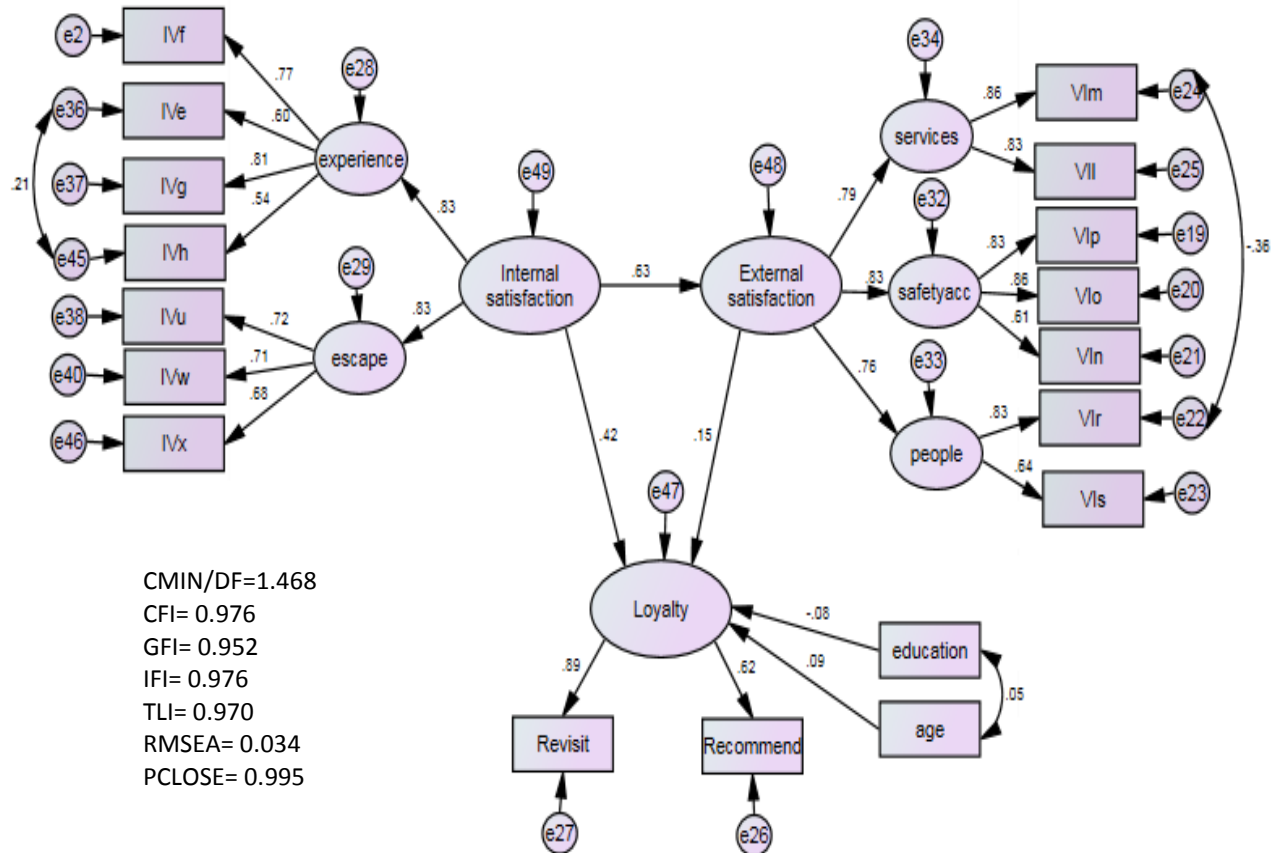


Figure No. 10: Post-visit decision making model

In SEM, the model fit is assessed using the previously mentioned variety of indicators and tests, used for assessing model fit in the pre-visit decision making model.

The values of Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI) attained for the proposed model are 0.952 and 0.934. It is therefore concluded that the hypothesized model proposed in the study fits the sample data adequately.

The model values for NFI, TLI and CFI values of 0.928, 0.970 and 0.976 respectively, are consistent in suggesting that the hypothesized model represented an adequate fit to the data (refer table 10). The proposed model has a value of 0.034 for its Root Mean Square Error of the

Approximation (RMSEA) (which should be less than 0.08), implying that the model is an acceptable fit (Hair, J.F et al., 2006) The ratio of Chi-square to degrees of freedom is 1.468 which is very much within the recommended fit of less than 3. Thus, all the tests and measures, taken together support our structural model and indicate that the model has a good level of fit and can be used for further analysis.

The path coefficients for the full model as illustrated are positive and significant (p-value < 0.01) except for the path from external satisfaction to loyalty. The results of the study signify that hypothesis H7, H8, H9, H10 and H11 are accepted while hypothesis H12 is rejected with p-value of 0.78. The *control variables* of age and education do not seem to have a significant influence on the dependent variables of loyalty which suggests that satisfaction does not change with age group and level of education of the tourists.

H7: A set of push factors help to determine the internal satisfaction of a tourist.

Results show that internal satisfaction is guided through gaining new ‘experiences’ by visiting new places, exploring uncharted territories, sightseeing in touristic spots with a loading of 0.83 . ‘Escape’ is another equally important factor which loads at 0.83 and is the desire to be away from home, seeking solitude in a foreign land, away from crowds, basically a break from the routine daily life of an individual. These two factors show a significant influence on internal satisfaction of tourists.

H8: A set of pull factors help to determine the external satisfaction of a tourist.

‘Safety’ and ease of travel (0.83) with ‘Services’ like infrastructure and access to information (0.79) and ‘people’ (0.73) that make the environment friendly are factors that play a

significant role in influencing satisfaction. Results depict that these set of factors can play an important role in determining destination attribute related satisfaction.

H9: Loyalty is determined by desire to revisit and recommend the destination.

The intention to revisit a destination loads at 0.83 and intention to recommend it to potential tourists loads at 0.62 measuring loyalty towards a destination. The behavior of revisiting a destination is considered to be more important in measuring destination loyalty as per the constructs of the proposed model.

H10: Internal satisfaction guides responses to external satisfaction.

The path from internal to external satisfaction has a regression weight of 0.63 and is significant at the 0.01 level. This depicts that internal satisfaction does guide responses to external satisfaction. If tourist are satisfied with their internal desires for travel they will probably appreciate the destination attributes more willingly than otherwise.

H11: Internal satisfaction influences loyalty.

The regression value from internal satisfaction to loyalty is 0.42, significant at 0.01 level. This suggests that internal satisfaction influences loyalty which basically means that if a tourist is satisfied on internal desires or expectations, he/she is more likely to revisit the destination or recommend it to friends and family.

H12: External satisfaction influences loyalty

The results for external satisfaction on loyalty do not support the proposed hypothesis. It shows that external satisfaction (regression value of 0.16) does not significantly (0.078) influence loyalty suggesting that being satisfied with the destination attributes does not necessarily assure the behavior of revisit or recommendation by the tourist.

5.4. Results and discussion

5.4.1. Choice of destination based on destination attributes

The comparative analysis attempted to recognize the important destination attributes that influence choice of destination through an empirical study of tourist expectations and to identify significant differences between levels of satisfaction, for two sets of tourists (domestic and international) on those destination attributes. The results have clearly supported the fact that there exists a significant difference between domestic and international tourists in the choice of destination based on destination attributes (external factors).

As mentioned in the literature review, globalization and a dynamic environment has led to changes in values and lifestyles of tourists affecting tourist demand: for instance, people from Asia seek value for money holidays and prefer an urban experience, while American tourists look for cultural and educational values (Swarbrooke and Horner, 1999). This changing nature of tourist has mushroomed varied destinations which cater to the different needs of various sections of tourists, creating an environment of competition to attract new tourists and develop destination loyalty for revisit and recommendation in the erstwhile visitors.

This study reports that there is a significant difference between the natures of expectations of the domestic tourists as against the international tourists. The destination marketers should identify these differences and design destination products which can create a desire in both these groups to choose a particular destination.

The marketers should try to understand the perception differences between these groups to get a more concrete understanding of consumer behavior and better manage the competition posed by similar tourist destinations.

Satisfaction resulting from a destination can be better understood by evaluation and perception of tourists regarding a tourism destination (Kozak et al., 2004). The results show that the average mean score on satisfaction with various attributes is 2.34 for domestic tourists and 2.05 for international tourists. Given the scale this suggests that the international tourists were more satisfied, and their expectations from a holiday in Goa were better fulfilled.

It was interesting to discover that there existed an inequity in levels of satisfaction between the domestic and international tourists visiting Goa. Significant differences in satisfaction on attributes like hospitality, friendliness/accommodating/receptive/approachable, and accessibility to information when in the place (brochures, pamphlets guides or other personal help) were observed. This may also, be indicative of differences in commitment to the quality of services provided to domestic tourists as compared with the international. This throws up the question: Is the state of Goa and its service providers more interested in pandering to the international tourist or does the quality (& price) of services availed by the two groups belong to different product and price segments.

The answer appears to be affirmative and can be supported by various articles on tourism in Goa. As expressed in one of the articles ‘India Finds Domestic Tourism Isn’t Always a Good Thing’ (Joseph, 2015) the author says that the middle-class Indian tourist felt discriminated against by Goa’s hotels and restaurants, who preferred to serve foreigners as they spoke pleasantly to waiters, spent more and tipped more. Apart from these there are several other issues raised in local media about domestic tourists misbehaving and taking advantage of the ‘accommodating’ nature of the natives.

The menace created by the domestic tourists after consuming alcohol in public, uncivil behavior with locals, littering all over the beaches, leaving back tons of garbage, is a regular problem that the Goan people have to face (Unruly Indian Tourists Leave Heap of Garbage For Goan Taxpayers To Foot The Clean-Up Bill, 2015). The New York Times (Joseph, 2015) draws attention to the term “the cheap domestic tourist”, as referred to by the Tourism department of Goa, and about the misconduct of the domestic tourist in terms of illicit behavior with foreigners. These images of the domestic tourist have perhaps developed a negative mind-set towards them and the natives, along with the players of the tourism industry, tend to generally prefer foreign tourists as compared to the domestic tourists.

Other studies (Hsu, Tzu-Kuang, Yi-Fan T., and Herg-Huey W., 2009) also, suggest that safety is one of the important destination attributes for tourists; safety concerns created by the misbehavior of domestic tourists could have negatively affected the flow of international tourists to the state. An article in the newspaper (Clean up beach act: 110 Brits’ plea, 2015) stated that around 110 British tourists handed over a signed petition to the Calangute MLA, Michael Lobo, to be forwarded to the Tourism Department complaining about increased water

sports activities and broken alcohol bottles leading to unsafe conditions on Candolim beach, in the North part of the state. They have said they will not return to Goa again unless the situation improves fast.

Goa is also, facing the challenges caused by a massive drop in Russian tourists and reduced numbers from Europe as well. Tourism stakeholders have been repeatedly imploring the government to find solutions to the state's growing problems of domestic tourists ogling at and intruding on sun-bathing foreign tourists, drinking and breaking alcohol bottles on beaches and behaving in an uncivilized manner on the streets of the state. Since reduction in foreign tourists is a sensitive issue for Goan tourism the government has introduced the facility of Visa on arrival (October 2014) to boost growth in inbound travel. More such policies and measures are advocated to boost tourism in the state.

The Goan economy thrives on tourism, and catering to only one section of tourists shall not serve well for the income of the state. The international tourists add more value to the government exchequer through foreign currency inflows and conversion, but revenues from the domestic tourists also add up to a large figure. The results indicate that the average budget spending per day between the two groups was similar with domestic tourist at Rs.3723 and international tourist at Rs.4195 approximately (table 20).

Table No. 20: Approximate budget per day of the domestic and international tourist Group Statistics

Division		N	Mean	Std. Deviation	Std. Error Mean
Approximate budget/spend per day while in Goa	Domestic	320	3722.66	2253.046	125.949
	International	80	4195.00	3446.954	385.381

The government has to plan about weeding out the ‘nuisance tourists’ by enforcing stringent laws that punish misbehavior. Monteiro (2014) in her article ‘Is this the Tourist we want?’ has suggested several best practices from other tourist destinations like the Palma City Council, which introduced a Good Citizen Plan for the Spanish island of Majorca, declaring that they would no longer put up with bad tourist behavior. Tourists walking public streets in beachwear and violating the other new civic laws are to be heavily fined and face legal action. In Barcelona, the hotelier lobby has protested that tourists walking around town with exposed torsos give the city a bad image. These tourists are ordered to cover up or face the on-spot fine of up to €300 (almost Rs 24,000). In Venice, the bare-chested and those found littering are fined €500 (almost Rs 40,000). Locals in Cannes and St Tropez, in France, introduced a dress code banning bare chests after they were sick of seeing tourists displaying their hairy chests in the streets.

European tourists have formed a large part of the foreign visitors to Goa for a long time. Given the economic slowdown in European countries the reduction in the number of tourists from there might soon become a harsh reality; it is thus, important for Goa to cater to the domestic tourists while creating regulations that protect sustainable tourism in the state. It is

imperative to develop a welcoming atmosphere for every value adding tourist to sustain tourism.

Tourism, as indicated earlier in the study, is integral to prosperity of this state economy. The government and the tourism services providers and marketers have to devise strategies to successfully withstand the competition from other beach destinations, both within India and abroad. The findings of this study can have significant policy and managerial implications that the government and tourism service providers in Goa can follow; thereby facilitating the growth of tourism through satisfied and loyal tourists in both domestic and international segments.

5.4.2. Pre-visit and Post-visit SEM models

Both model constructs show an interesting interplay of correlations and signify the importance of understanding consumer behavior. This section focuses on the results and relevant discussions on tourist decisions in pre and post visit scenarios.

The following regression weight tables (20, 21) give a quick overview of the final results from the pre-visit and post-visit models. Refer to Appendix D for detailed analysis.

Table No. 21: Regression weights (Pre-visit Model)

Variable	Path	Variable	Estimate	S.E	C.R.	P
Internal motive	<---	Info sources	.284	.039	7.376	***
External motives	<---	Info sources	.057	.059	.966	.334
External motives	<---	Internal motives	.908	.180	5.051	***

Note: Significant at $p < 0.01$

Table No. 22: Regression weights (Post-visit Model)

Variable	Path	Variable	Estimate	S.E	C.R.	P
Loyalty	<---	Internal satisfaction	.883	.203	4.349	***
Loyalty	<---	External satisfaction	.289	.164	1.763	.078
External satisfaction	<---	Internal satisfaction	.692	.095	7.250	***

Note: Significant at $p < 0.01$

The construct on information sources highlights the mediums that have proved to be most effective in influencing tourist decisions. The importance of online sources and travel agencies suggests that tourists are more comfortable with written and specific dissemination of information compared to non-personal mediums like movies and advertisements. Further, these mediums (the latter) display a more idealist ‘picture-perfect’ view of a holiday which appears to be immediately away from reality. The findings support that immediate feedback on queries or a written itinerary is more trusted than creative information. The service providers can include relevant information in their brochures (online) and discuss details through travel agents.

Information sources have a positive significant influence on internal motives. Information about tourist destinations can inspire the need to travel to new places. On the other side, online sources and travel agents fail to influence external motives, which suggests that instead of emphasizing on the destination attributes the marketers need to activate the ‘need for travel’ in tourists through well designed and customized information materials. Marketers can focus their efforts to make holidays more personalized and cater to the internal motives of tourists rather than giving out generic statements or simply disbursing pleasing information. Identifying the desires and

then guiding them through the services offered in fulfilling those desires can be a strategic idea in promoting destinations.

The key internal motives identified in our model are escape, and relax. 'Escape' is associated with the factors of seeking solitude in a foreign land, stimulating emotions and sensations, being away from home and getting away from crowds. These factors clearly express the need for doing something different from the usual routine. 'Relaxation' includes relaxing physically and relieving stress which is again centered on doing things which are apart from the regular. Understanding all of this, suggests that, given the competitive and stressful life of an individual, people want to take a well-deserved break to rejuvenate and revive. Marketers need to plan and promote their destination to the consumers as a place that would satisfy these needs and requirements through products and services that make up the tourist experience.

The study has an interesting aspect, which says that, internal motives influence external motives and therefore, the choice of destination. The external motives identified through the model are service and people. The 'services' component reflects infrastructural development, accessibility to information when in the place, hospitality, cuisine/food, personal safety /security measure and proximity from your place of residence. The second component of 'people' includes friendliness/accommodating/receptive/approachable, different customs and culture/exoticness. A tourist gives due importance to service factors while choosing a destination; they also prefer the natives to be interesting and friendly to enjoy their stay.

These attributes are something the consumer expects naturally and will not inquire or look through information sources about, but would be highly dissatisfied if not available. Similarly, tourists would choose a destination to fulfill their inner motives but always expect, in fact

presume, to have services like safety, good cuisine and infrastructure in order to enjoy their trip. Thus, along with persuading consumers through addressing his/her inner motives to travel, a marketer emphasizes on such integral destination attributes. Every destination has to have its unique selling proposition and if the results and findings from the research study are translated into actual action, they can be of help to the service providers to sustain their business in today's competitive environment.

A tourist visiting a leisure destination mainly expects to get away from daily routine and have a different experience that would help relax and rejuvenate his body and mind. As addressed by the pre-visit model, tourists contemplating to visit a leisure destination are motivated by the feeling of change in routine activities and desire to experience/live a different lifestyle. The latent variable of internal satisfaction shows that tourists visiting the leisure destination of Goa are happy with their experience and exploration of the place in-terms of touristic spots and uncharted territories. The idea of getting away from routine seems to be fulfilled as they feel satisfied with its serene and peaceful environment. As identified in the model, internal satisfaction positively influences loyalty which means revisiting or recommending the destination to others.

The tourists are satisfied with the attributes of services and safety prevailing in Goa. Their opinion of people seems to be, that they are friendly and accommodating which is a genuine need for a relaxed environment.

The model suggests that internal satisfaction does influence external satisfaction which can be related with the results. Tourists were satisfied with the feeling of being away from home and crowds (as desired) which could be achieved only if the state provided relevant services, safety

and a relaxing environment. Their appreciation of destination attributes could be highly related to their satisfaction of internal desires. On the other hand, satisfaction of external wants did not influence their loyalty towards the destination. This explains that tourists do not feel encouraged to revisit or recommend the place just because the services provided were satisfactory since they think good facilities should be a natural part of destination attributes. They are part of the total experience and not distinct motivators to revisit or recommend the place. In case the tourists were dissatisfied with these destination attributes, they would probably influence loyalty factor in a negative manner. An unfriendly or unsafe destination would never be revisited or proposed to others for a leisure visit.

These correlations suggest that comprehending consumer's internal need is imperative since they are critical to destination choice as well as destination loyalty. The external needs are necessary to support satisfaction of internal needs. These results reaffirm the 'Motivation- Hygiene theory' proposed by Frederick Herzberg whose study related to workplace conditions and how intrinsic factors act as motivators and hygiene (extrinsic) factors if not provided can act as dis-satisfiers (Robbins S. and Coulter M., 2006).

The marketers need to identify consumer motives and develop their marketing strategies around them. The model has highlighted the importance of internal factors as motivators for visit and if they are satisfied they act as motivators for revisit/recommendation. The pre-visit stage develops expectations from the destination which need to be satisfied to create a loyal customer. The manner in which a marketer satisfies these needs is of paramount importance. Tourists come to a destination with a bundle of expectations based on their desire and perception created by various information sources. Hunt (1977) states that "satisfaction is not the pleasurable-ness of the

experience, it is the evaluation rendered that the experience was at least as good as it was supposed to be.” Meeting the expectations of the tourist is what creates satisfaction but exceeding expectation can lead to a phenomenon termed ‘customer delight’ (Oliver, R., Rust, R., 1997). The manner in which the service providers use destination attributes to meet customer expectations is individual to the destination’s marketing strategy. One such strategy proposed in the thesis is based on multisensory marketing techniques which can provide the tourists with a delightful experience thereby influencing customer loyalty in a favorable manner.

5.5. Summary

This chapter deals with a detailed description of the methodology adopted for analysis of data on choice of destination based on destination attributes and the models for pre-visit and post visit stages. The results were interpreted to suggest insightful recommendations to the marketers for efficient and effective marketing strategies. The next chapter focuses on a conceptual model that is developed based on tourism sectors and multisensory marketing techniques for the state of Goa so as to help enhance its image and create destination loyalty.

CHAPTER 6

Multisensory Marketing for Enhanced Destination Image and Loyalty: A Conceptual Model for Goa

6.1. Introduction

The present study conceptualizes a model based on Multisensory Marketing and how it can be used to enhance destination image and loyalty. The study is focused on Goa for the purpose of our analysis. The thesis till now has identified the variables that influence destination choice (pre-visit) and the satisfaction variables (post-visit) that influence loyalty. Fulfilment of expectations leads to satisfaction which is a consequence of the experiences a consumer enjoys at the destination. As it is rightly said, retaining a consumer is more important than replacing a consumer. For this, a marketer should always try to fulfil the consumer's needs and offer services higher than their expectations. Such favourable memories help retain consumers and influence their future travel decisions.

The model in this chapter illustrates the influence of the paradigm shift of mass marketing to personal marketing in the tourism industry. It integrates key sequential steps of Multisensory Marketing, Tourism Sectors, and Customer satisfaction as a result of experience to the final outcome: Destination Image and Loyalty. The chapter also, discusses the relationship between customer experience, customer satisfaction and customer delight.

Awareness of a destination is essential to the success of tourism and places strive to draw favorable attention to them in an intensely competitive marketplace. The global choice of destinations is growing and certain of these possess similar resources, giving rise to a situation where one can be replaced by another as the notion of destination choice sets implies (Goodall, 1991), so differentiation through promotion is vital. A destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages and purpose-built resort areas (Pike, 2004), and thus is an amalgam of all the tourism services and experiences offered to consumers (Buhalis, 2000).

Situated on the Malabar Coast, Goa is a tourist destination, known for its Gothic churches, heritage forts, palm-fringed beaches, coconut groves, ferry rides, and bubbly folk music! With its 131-km-long coastline Goa is an important locale in every tourist's itinerary in India and the world. Sun, sand and sea being the major attractions, Goa is a perfect haven for those who need and want relaxation. In 2014, Goa attracted 513,592 foreign tourists and 3,544,634 domestic tourists (Government of Goa, Department of Tourism- 2015).

Goa has a huge potential for attracting tourists and the development of its marketing strategy and techniques to develop tourism is important for the state and its people. The tourism industry of Goa is a major engine for the economic growth of the state, it is imperative to market it to withstand the competition from upcoming tourist destinations.

6.2. Growing Competition in the Tourism Industry: Strategic approach based on Destination Marketing

A close competitor for Goa, on the south west coast of India is Kerala. Due to their geographic locations they share similar environment with attractions like beaches and beautiful landscapes. For several years they shared the same market and had similar products to offer. In the recent past Kerala has developed its medical tourism which has created new markets and differentiated it from its neighboring states. This additional service has attracted more tourists as they can get several benefits through one trip. Every destination needs to create for itself a unique identity to sustain competition. A review of the literature covering place and destination marketing indicates that brand image and identity play an important role in differentiating between objectively similar alternatives. A destination lies at the very heart of the travel and tourism system, representing as it does an amalgam of products that collectively provide a tourism experience to consumers. Indeed, the array of components that make up the destination product, the complexity of the relationships that exist between them and the strengthening of this complexity due to the tendency for a large number of different stakeholders to be involved is such that a destination is widely acknowledged to be one of the most difficult products to manage and market (Ramona, Roxana, N., Gheorghe, P. 2009).

The concept of promotion plays a vital role in enhancing the sale-ability of a product or service. For a product, its functionality makes it easier to promote it as compared to a service. In the service sector the intangibility factor needs to be well defined to attract and convince the customer to purchase. This hitch makes services marketing more complex and multifaceted, encouraging newer and more convincing techniques.

Tourism is one such industry that is largely service oriented and customer satisfaction plays a pivotal role in its sustenance. The intangibility of its products and services makes trials impossible and therefore, ensuring that the experience of a customer in the destination is good and will favourably influence post-visitation behaviours becomes more important. Fan (2005), however, warns of the dangers of treating place brands like commercial brands as there are fundamental differences between the two. He cites, for example, that products can be altered, re-launched, replaced or withdrawn from the market, whereas places cannot; product brands have a single owner with legal rights, whereas a place is owned by any organization that chooses to exploit the image of the place; and the audiences for place brands are diverse and hard to find, unlike product brands that have targeted segments. Furthermore, while it is widely acknowledged that marketing contributes greatly to destination development (Howie, 2003 ; Prideaux and Cooper, 2002), the process is not always straightforward or well understood and is a particularly challenging form of the marketing art (Bennett, 1999). These challenges are a function of the complexity of the tourism product and the number of stakeholders involved in destination marketing.

Destination marketing can influence positive brand image of a place and a branded destination can be more easily marketed. A brand is a 'name, term, sign, symbol, design or combination of these elements, intended to identify the goods or services of a seller and differentiate them from those of the competitors' and branding aims to raise awareness and create positive perceptions which lead ultimately to purchase (Kotler, Bowen, and Makens 1999). Brand associations (Hankinson, 2005) can be categorised into functional, related to tangible qualities and symbolic experiential, which together decide overall attitudes to brands.

Blain (2005) suggests a comprehensive definition of destination branding as a ,‘set of marketing activities that (1) Support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; that (2) Consistently convey the expectations of a memorable travel experience that is uniquely associated with the destination; that (3) Serve to consolidate and reinforce the emotional connection between the visitor and the destination and that (4) Reduce consumer search cost and perceived risk. Collectively, these activities serve to create a destination image and positively influence consumer destination choice.

Services branding entails the experiential quotient for brand building and therefore, gives paramount importance to the customer’s period of stay. Several techniques like critical success factors (Baker, Cameron, 2007), differentiation and cost advantage (Ramona, Roxana, Gheorghe, 2009), destination marketing systems (Wang and Russo, 2007), etc. have been studied and adopted by many destinations for branding. Our study focuses on multisensory marketing techniques and their application to destination branding for a tourist location in general and building brand Goa in particular.

6.3. Contemporary Marketing Practices: A Study of Multisensory Marketing Techniques

Harsh global conditions make it necessary for every firm to try to penetrate the crowds and noise of brands, by coming closer to its customers (Hultan, Broweus, Dijk, 2009). With the markets overflowing with products and services, traditional forms of marketing like mass marketing and relationship marketing are not enough. For years, sight has dominated the marketing practices. The other vital senses- Smell, Sound, Touch and Taste have been largely neglected, despite the fact that a customer uses every sense before making a decision about a brand.

According to researchers, Sensory Marketing recognizes the importance of crossing the barriers of mass marketing. It reaches out to customers in a more personal and intimate way by putting the human brain, with its five senses, at the center of marketing. The brain of an individual registers a brand, and an image is created in terms of mental conceptions and mental images. This image is a result of the experiences an individual has with a firm or a brand. Each individual has a subjective experience that is called “experience logic”. It is a result of how the individual’s five human senses perceive and interpret an experience, either singly or together (Hulten, Broweus and Dijk, 2009).

Vision is the most important and persuasive sense with smell being the second most important one, followed by hearing, taste and touch (Lindstrom and Kotler, 2005). Sight is thus traditionally perceived as the most seductive sense and the most obvious one used by brands. Sound on the other hand can help us generate moods by creating feelings and emotions. Taste and smell are closely connected, although smell is 10,000 times more sensitive as it taps right into our memory (Kennedy 2008).

Singapore Airlines, for example, matches the aroma in the cabin (smell) with the interior color scheme and the uniforms worn by flight attendants (sight) to create a unique sensorial experience for their customers (Joshua, 2008). Bellagio hotel and casino in Las Vegas replaced its new cashless models (minus satisfactory clank of falling coins) with the original slot machines, because they lost customers.

By going beyond the traditional marketing media of sight and sound, brands can establish a stronger and long lasting emotional connection with customers. There are studies showing that scented areas increase the usage of slot-machines (Hirsch, 1995), that ambient scent has a

positive effect on social interactions (Zemke and Shoemaker, 2006), that queuing is perceived less stressful in scented areas (Mc Donnell, 2002) etc. There are also studies that show a positive correlation between the usage of scent and the increase of sales (Spangenberg et. al., 1996; Morrin and Chebat, 2005).

6.4. Application of Multi-Sensory Marketing Strategies to a Tourism Destination and to Goa per se

The study draws on the findings that traditional tourism marketing methods are not sufficient to create awareness and motivation among travelers to travel to a particular place, given the clutter of budding destinations. With the advent and popularity of the digital media, potential travelers and tourists are exposed to a plethora of options. The gigantic number of tourist destinations lead to tougher competition and cluttering, resulting in advertisement avoidance. Thus, to gain an edge over competitors, new and innovative marketing strategies must be developed by marketers and brand managers. To keep up with the demands and expectations of the customers, the tourism industry needs a paradigm shift from 2-D (sight and sound) to 5-D marketing. In order to create feelings of authenticity and experience among customers and users, an inter-medial mix of sound, sight, smell, touch and taste should be stimulated with tourism marketing.

The link between multi-sensory marketing and tourism is simple, yet in many cases elusive: experiences inform our senses, the senses being linked to our memory and memories tap right into our emotional make up. Thus, the tourism manager who is able to develop relevant and targeted sensorial experiences is able to tap into tourists' emotions, creating positive and long-lasting memories which visitors can later retrieve to create positive-word-of-mouth about the service and destination, with families and friends.

Multisensory marketing is relatively a new trend in the tourism industry however; its true potential is yet to be harnessed by tourism marketers. Various studies have been conducted in the past to understand sensory marketing and its application in the tourism industry. However, no comprehensive model has been developed as yet, that suggests multisensory marketing be used by the different sectors of the tourism industry to enhance customer experience which would lead to stronger brand recognition and brand image in the long term.

The objectives of the study are:

1. To study the use of sensory marketing to promote tourism so as to involve each of the senses to create a holistic tourist experience.
2. To identify unique features from Goan traditions, culture and society and enhance their use through sensory marketing practices, that can stimulate the senses of the tourist to create an unforgettable tourist experience.
3. To develop a model for 'enhanced destination image and Loyalty' centered on use of multisensory marketing through providers of tourism destination services.

When the human senses are influenced the experience of the action or event is termed memorable. Our study proposes a model to illustrate how multisensory marketing can be used for branding a tourism destination and thereby result in creating an 'Enhanced Destination Image and Loyalty'. The case of tourism in Goa is used to relate the processes of branding by marketing Goa through sensorial strategies.

6.4.1. Sight or Visual Marketing

Sight has been an effective tool in marketing and advertising for decades. Be it a catchy logo, a colourful poster or a stylish cover, sight has dominated over all other senses in customer's decision making process. Sight is generally perceived to be the most powerful of the human senses, and it is also the most seductive.

The strategy of sight has been into action in the tourism industry ever since its inception and of course, the first one to be targeted by the brand managers. Visualization is used as an effective strategy in tourism marketing and communication before a tourist makes the decision to visit the destination. Apart from traditional visualization strategies like advertising, visual and verbal identity, design and style, tourism marketers can also express aesthetic elements through electronic media. A huge number of hotels, restaurants, travel agents, for example, give a virtual tour of their onsite locations by giving a 360degree panoramic view on their website.

Goa has a number of visual attractions that can add to its image. The cultural evolution of Goa has been the result of historical interface, due to the rule by different peoples in Goa: Aryans, Mauryans and other Hindu rulers, down to the Muslims and finally the Portuguese. The last rulers of Goa, the Portuguese, left a strong mark on Goan culture and society which to date is indelible. Goa is denoted as the west of the east and the Goans are known for their warm and welcoming hospitality. All the rulers including the Portuguese (who ruled the longest for 450 years) have left behind their imprint in the form of architecture and attractions. The Portuguese style restaurants decorated with antiques of that era like chandeliers and paintings can be a perfect example of marketing Goa through its visual attractions.

For example, the world renowned cartoonist Mario Miranda was a Goan and his work depicted Goan people and their lifestyle (Mario Miranda). Walls of airport lounges, restaurants, art galleries, tourist buses can be and are painted with his art which will create a sense of the ‘Goan stay’ in the minds of the tourists!

A sight strategy rests upon a number of visual sight expressions, each of which alone or together, can commoditise goods and services as well as the service landscape.

6.4.2. Smell or Olfactory Marketing

Smell can be harnessed by managers to add longevity to otherwise short-term expensive marketing campaigns. Nose as a receiver of stimuli is important. Scents are found to strengthen communication and bonding.

This is because the average human is 100 times more likely to remember a scent over something seen, heard or touched. For example, scent can be applied to the exterior of a facility to lure customers to enter the facility (examples exist of gas stations that place fresh brewed coffee scent at the pumps to lure pay-and-go customers to stay) or simply to create a pleasant environment outside the store. There are approximately about 100 000 different scents in the world out of which 1000 scents are primaries and the rest of the scents are combinations (Lindstrom, 2005).

Odors can be interconnected with a product, to a theme, a comfortable environment or product brand, and the user recalls the product through its smell. Scents probe the brain for impulse purchases. A scent also differentiates the product from its competitors and has been proved to increase sales. (Russell, B., Goldney, J., and Gunning, S, 2008)

The tourism industry has also started using this for marketing. Hotels, spas, casinos and resorts use environmental scent-branding for their properties. When guests have a delightful experience and later smell the same blend of scents, they immediately think of the hotel or property they connect to and want to relive the experience. Some famous examples of this are, The Park Hyatt Washington, D.C., which pumps a scent into the lobby using atomizers. The new official fragrance of the American hospitality group, Omni Hotels, is a blend of lemongrass and green tea for its brand recall.

Goa has many popular hotel chains operating its hospitality industry. The scenting of the environment can be effectively adopted by these hotels to develop brand recall. The state of Goa has legal permission to operate off-shore casinos in India. They are a great attraction for tourists and high revenue generators. Scents can actually be used to excite visitors to casinos and make their experience exciting and memorable.

Sensory bond with the smell of sea and ocean offers a natural advantage to a coastal region like Goa, with its long length of lovely, clean beaches.

6.4.3. Sound or Auditory Marketing

A sound strategy takes into account that the customer reacts with feeling when music and voice is present. The Sound expressions such as jingles, voice and music offer possibilities to create a sound experience. When sound is used consciously, a firm has great opportunities to create signature sound that characterizes its brand. The retail industry largely depends on this form of advertising for recall in the present clutter of products. Tempo aside, companies choose music to pronounce their brand identity. Abercrombie and FitchTM use loud upbeat music with a heavy

bass and eliminate gaps between tracks, creating a youthful nightclub-like atmosphere in its teen focused clothing shops (Hulten, B., Broweur, N., and Dijk, M. V. 2009). Victoria's Secret™, on the other hand, plays classical music to evoke a sense of upscale exclusivity for its brand (Lindstrom, 2005). Brands spend millions of dollars on their products to improve their brand value, towards the end of the 1990s, Daimler Chrysler created a 10-engineer department whose sole task was to create the ideal sound for the opening and closing of a car door (Lindstrom, 2005).

In the tourism industry, sound strategy can be a powerful tool to create supreme sensory experience and boost recall. The sound of bagpipers, for example, reminds us of Scotland. For restaurants more concerned with increasing the spend-per-customer ratio, slower music creates longer dining times, leading to a 29 percent increase in the average bill according to one experiment (Lindstrom, 2005).

Goa has its unique folklore which is backed by traditional music and dance. This music and beat is distinct and can be strongly associated with the Goan tradition and culture. For a holistic experience Goan music can be played in the background by service providers whether in a restaurant, or in tour vehicles, in casinos or shopping arcades. In fact, even at airports and railway stations music can be used to develop the Goan experience.

6.4.4. Taste or Gustative Marketing

The sensorial strategy of taste is hard to introduce in the tourism industry because of its tangible characteristics. Although it holds a huge significance in the Food and beverage industry, it can be utilized by the other sectors of tourism as well. Taste experiences of different kinds can

contribute to creating an image of a brand. It does not matter whether a firm or a brand naturally attracts with its products. (Hultan, B., Broweus, N., and Dijk, M. V., (2009).

Goa is known for its distinct cuisines, famous for its fresh seafood and recipes like 'Vindaloo'. Taste-buds are stimulated by recall for anyone who has had an earlier experience as the pungent flavours are difficult to forget. Also, Goa is famous for its brewing of various beverages like wine and cashew Fenny, which are usually bought as souvenirs by the tourists. This can be an opportunity for the marketers to sell their product by providing sampling of the beverage to stimulate taste buds, encouraging their sales and creating an experience.

6.4.5. Touch or Tactile Marketing

Most firms have not yet realized the significance of stimulating the human senses for sustainable marketing, but brands that contribute to unique touch experiences have good opportunities to create an identity and image around a product in terms of tactile marketing (Hulten, B., Broweur, N., and Dijk, M. V., 2009). Incorporating the sense of touch in branding communications of certain products is not difficult. This can be achieved, for example, by giving customers the encouragement and opportunity to handle products such as in retail environment – rather than putting up 'DO NOT TOUCH' signs.

In the tourism industry, tactile marketing opportunities are present even within the service environment. Human contact, such as a firm handshake, can do wonders to the experience and expectations of a customer in a restaurant, or to the client of a tourist guide or operator. For the modern day tourist walking into a museum for the first time, the level of curiosity and expectations is high. Museums do well to invest in replicas of the most interesting and visited

exhibits and encourage their visitors to handle these objects – in essence, to interact with the brand at a physical and emotional level. Furthermore, if this sense of touch can be actually ‘packaged’ and the customer allowed to take this away as souvenirs, customers can do their marketing communication by showing the object to families and friends and recounting their experiences.

Goa has recognized the importance of tactile marketing to create authentic experiences and images in a tourist’s mind. Sea-side restaurants allow tourists to see, touch and choose seafood before it goes into the cooking bowl.

The Goan fenny is well known across the country and cashew fenny production units are one of the attractions in many tours. Involving visitors in the preparation process can make the whole experience a memorable one.

Goa is a beach destination and beaches and sea are its main attraction. The feel of being in and around water is the image of Goa. The beach shacks can set up candle lit tables at the shore with the water brushing at your feet as you feast, creating an unforgettable dining experience.

Tourism providers can organize trips to local bakeries which make the famous ‘pav’ or Goan bread where they get to feel and smell the aroma of freshly baked bread.

6.5. Enhanced Destination Image and Loyalty: A Conceptual Model

The marketer’s job for a destination is to make available sufficient information to the target market about its product and lure them to experience it. Most tourists gather information before travel through brochures, advertisements, invitations or buzz marketing, and internet promotions.

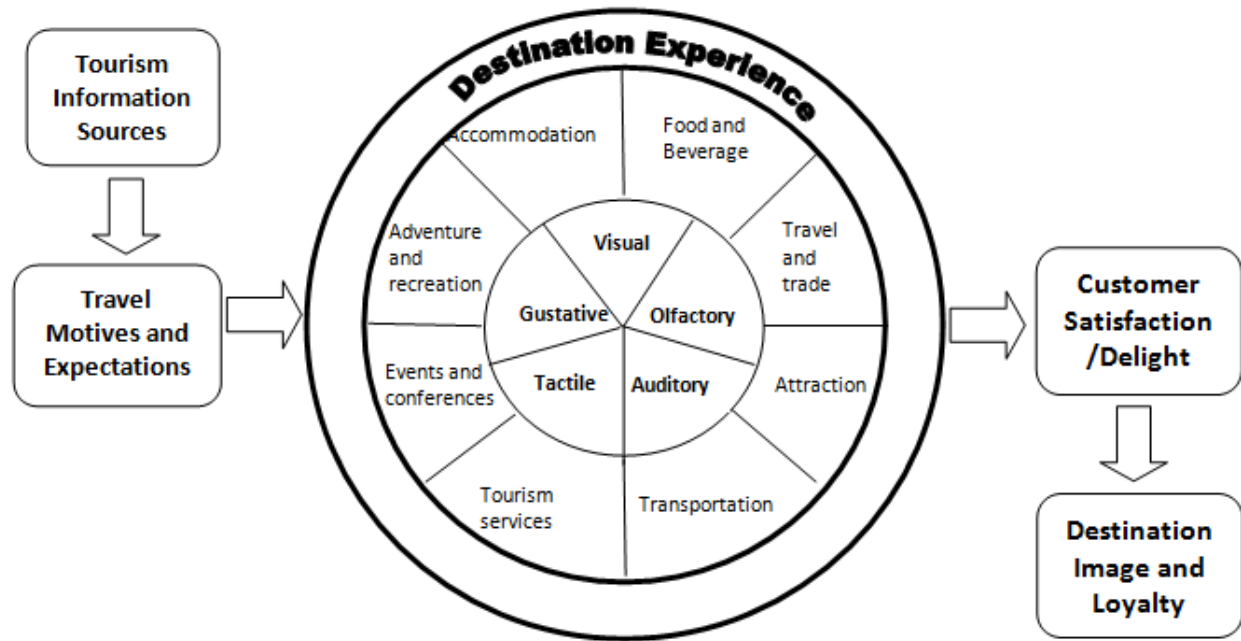
Based on the evaluation of the gathered information an individual chooses a destination and along with it develops expectations which need to be fulfilled post visitation. These expectations are the driving force of an individual to visit a particular holiday spot as a tourist.

A tourist destination interacts and impacts with the tourist through multiple products, goods and services, which are presented to him in the destination. Many of these are purchased by him categorically as a consumer of food, accommodation, souvenirs, etc. However, a substantial part deals with the experiences that arise due to the eco-system like security, natural surroundings, information and communication, recreation, for which he often does not pay directly but which are critical in creating the tourists' satisfaction and thus, determining the perception he takes with him.

The model covers all these tourist products and represents the destination experience which is provided through them. This experience plays a very important role in the minds of the tourists as they gauge the rightness of their decision through it. A destination has to capture every opportunity to make the visit of the tourist memorable. The study proposes to use multisensory marketing to enhance the tourist experience in a positive manner. Every experience can be made memorable if it has the capacity to influence one or more senses of an individual. Working on this principle we have attempted to introduce sensorial strategies in executing the tourism services in all of the 8 service sectors (Goeldner, Ritchie, 2007) to satisfy the tourist expectations.

Satisfaction is achieved when ones expectations are fulfilled. When a tourist realizes his imagination, his expectations are satisfied. When an individual experiences more than what he expects his satisfaction turns into delight. This customer delight can be achieved by influencing

one's multiple senses, through various means, and giving the tourist a holistic experience. This feeling of delight is unforgettable and therefore it translates into repeat behaviour or advocacy. A satisfied customer is a product's best marketer and therefore this process finally culminates into Enhanced Destination Image and Loyalty.



Source: Author's own impression

Figure No. 11: A Conceptual Model on multisensory marketing and enhanced destination image and loyalty

The model (figure 11) is a complex blend and interaction of the following key elements:

1. Tourism Information Sources
2. Customer Expectations
3. Destination Experience (Tourism Sectors and Sensory Experiences)
4. Customer Satisfaction/Delight
5. Enhanced Destination Image and Loyalty

These elements are interconnected as key sequential steps and comprehensively explain the rationale behind a tourist's decision making process through the power of five senses together.

The model attempts to apply the concept of multisensory marketing to the tourism industry, thus establishing emotional linkages to customers by activating all human senses to get closer to a customer's mind and heart. This study however, targets on-site tourists and the usage of multisensory branding to enhance their bonds with a place and deliver a unique experience that exceeds expectations resulting in positive brand image and customer delight, hence, increasing the chances of a repeat visit.

The model is based on the assumption that a tourist relies on his perceived perception of the destination brand and expects the destination to deliver its promises post visitation. These expectations are created by marketers using modern and traditional promotional tools, thereby, positioning the destination in a tourist's mind, aligned with his brand awareness and brand knowledge. There are attempts to study how to bridge the gap between the intangibility of tourism services and a potential tourist by stimulating their senses, and thus, increasing the possibility of a visit.

A decade ago the traditional mediums like brochures, advertisements, pamphlets, package tour invites, etc. were the common means to attract a tourist. Researchers have found that at present the traditional concept of servicescapes has been affected by the emergence of the Internet (Zeithaml, Bitner and Gremler, 2006).

Web pages and communities have become a new form of marketing, also known as virtual servicescapes, where the customer can get in contact with any company and explore their

services offering without physically visiting it, thus making services more tangible for the customer. For example, travel agencies display their pages as virtual servicescapes, where the customer can preview destinations and also view and take virtual tours of hotels. This 2D experience develops expectations in the mind of the customers based on which they build their travel decision. This perceived expectation before the visit plays a vital role in post visit satisfaction, which determines the likelihood of the tourist's repeat visit. Positive experiences of the tourist strengthen the brand image. Clarke (2000) quoted that "Branding can help offset the effects of intangibility of the tourism product, especially if combined with positive past experience". Therefore, one could also say that a satisfied customer can enhance destination branding with a fulfilled expectation.

The catalyst for a repeat visit or positive word of mouth branding is building emotional connections with the tourist. To establish emotional linkages to customers, a permanent presence is required in the brand consciousness. This can be achieved if all five senses are activated in getting closer to and deeper into a tourist's mind and heart (Ramona, G., Roxana, N., Gheorghe, P., 2009). The tourism industry is divided into 8 sectors, based on the sectors proposed by Goeldner, Ritchie, (2007), which broadly cover all the products and services a destination has to offer. To enhance the overall experience of a tourist, a marketer can provide its product and services in a fashion that leaves an impression on one or more of the customer's senses providing him with supreme sensory experiences at every event or activity. When multisensory, inter-medial marketing communication is effectively combined with ration and need in addition to user co-experiences, only then, can it be future-oriented, engaging and stimulating (Isacsson, Alakoski, and Back (2009).

A sensory experience is the result of the reactions of senses to different elements or triggers. If scent is combined with beautiful landscape, impeccable hospitality, a warm handshake, an aromatic coffee comfortable chairs etc, it will deliver a complete sensory experience and the memory will remain in the tourist's conscience.

The sensory experience should be delivered in a manner such that emotions and feelings seem to have a primacy over logic and rationality in the human brain. The challenge in sensory marketing is to trigger the touch points of the individual through the five senses to satisfy individual needs and wants. The customer's sensory experience leads to "the experience logic" (Hultan, B., Broweus, N., and Dijk, M. V. (2009). The experience logic contributes to forming behavioural, emotional, cognitive, relational, or symbolic values that often can replace the functional values, that goods or a service might offer. In this sense, the experience logic combines emotional and rational elements in the human brain to facilitate the sensory experience of a brand.

Research shows that the supreme sensory experience which is both subjective and personal in nature leads to not only customer satisfaction but also "customer delight". To surprise customers is important because it gets a marketer beyond satisfaction. Satisfaction implies the meeting and fulfilling of expectations, but surprise creates delight.

Customer satisfaction is essential in order to build brand loyalty and create a strong brand image, thus increasing the chances of advocacy and repeat visits. Some authors emphasize an asymmetric relationship between loyalty and satisfaction (Waddell, 1995). Schultz (2000) outlines the importance of satisfying a customer in order to create behavioural loyalty. Thus, a satisfied customer tends to be more loyal to a brand over time than a customer whose purchase is caused by other reasons such as time restrictions and information deficits.

Studies have found support for both increasing and decreasing returns to scale in the effect of customer satisfaction on repurchase intention. (Kamakura, Wagner, Mittal, De Rosa, and Mazzon, 2002). Heskett, Sasser, and L.A. Schlesinger (1997) suggested that customer loyalty should increase rapidly after customer satisfaction passes a certain threshold—that is, there are increasing returns to scale in the relationship between customer satisfaction and customer loyalty. Consistent with this “threshold” argument, research on the concept of customer delight has found that “tremendously satisfied” or “delighted” customers are much more likely to remain customers of an organization than those who are merely “satisfied” (Oliver, Rust, 1997).

We believe that customer satisfaction and/or customer delight should be the biggest driving force for tourism markets which can be achieved through Multisensory marketing, and this will develop a strong bond between customers and a brand. Lindstrom (2005) asserts that the ultimate bond between the customer and the brand derives from our five human senses. The constructs of his theory reside in that the sensory branding stimulates the relationship with the brand and allows emotional response to dominate the rationale thinking. The goal is a strong and positive bond between the brand and the consumer so that the consumer will turn to the brand repeatedly.

If these objectives are met successfully by a destination, it occupies a permanent and place in a tourist’s mind, resulting in “Enhanced Destination Image” which lies over above the perceived image of a destination that existed prior to actual visitation. According to Crompton (1979,), “an image may be defined as the sum of beliefs, ideas and impressions that a person has of a destination”. MacKay and Fesenmaier (1997) specified destination image as the visitor’s total impression which is formed as a result of the evaluation of various destination elements and attributes. Their definition clearly emphasizes the role of actual experience at the destination in forming the destination image.

6.6. Discussion

One thing Goa lacks is the uniformity of its image. There are diverse opinions of whether it is a fun place, a place for family holiday or a place for drugs and illicit activities. The people here are warm and welcoming which creates an accommodating environment for visitors but it could also be interpreted as a facilitation to 'break free'. Goa should characterize its brand identity in congruence to its target market and develop a common logo that represents Goa in all its marketing and promotional activities. This image should be then reflected in the services provided along with their hospitality. Commonality can be achieved through introducing workshops for licensed tourist guides, reviving the curriculum of the hotel management institutes, legalizing a brand logo and administering the activities of all associated stakeholders. Along with image building, if the power of the five senses is introduced in marketing and advertising Goa can create a competitive market that will leave the customers overwhelmed and delighted. The model could be a basic infrastructure to create a framework for the Goan tourism industry to bring a radical shift in its existing 2-D model to a 5-D model. Idea of the study is to enhance the demand and to improve the availability of tourism services through new types of marketing communication involving inter medial solutions and multiple senses.

The model proposed can be universally accepted, yet each destination can have its uniqueness represented by different strategies targeting their customer segments. The study has suggested one of several strategies that marketers can adopt to enhance destination image and loyalty.

The next chapter concludes the report giving an over view of the entire thesis highlighting the value additions made and suggesting future scope of research.

CHAPTER 7

CONCLUSION

7.1. Research outcome and learning

The facts and figures of growth projected by the World Tourism Organization makes one believe that competition in the industry is fierce and the customers have an array of places to choose from. Therefore, to manage the marketing resources efficiently and enhance destination brand value, it is important to understand the consumer decision making processes and work strategies around them. The course of the study helped to uncover interesting facts that can be useful to marketers and service providers to understand their consumers and adopt appropriate strategies and tactics in order to maximize returns on their investments.

This study of consumer behavior in tourism has highlighted the relevance of behavioral factors related to motivation, expectations, experience, evaluation, satisfaction and loyalty, and also the interplay between these variables. The research began with developing a working definition of tourism by studying definitions proposed by researchers since 1910. This helped to frame the following holistic definition of tourism, in the manner it would be interpreted for the purpose of the study; *“Tourism is the defined movement of distinct consumers outside their usual environment to avail services rendered by the host destination for leisure, business and other purposes not related to activities remunerated from within the place of visit”*. The definition identified various dimensions that play a role in the working of the tourism industry.

The literature review helped in designing the objectives and research questions which formed the basis for the study. These questions addressed gaps in the literature review and reaffirmed the purpose of the study. The customers to a destination are not bound by area; they can represent any region, state or country. Diversity in behavior across cultures led to the need for understanding differences in tourist desires (motivation) and designing them into marketing efforts. Accordingly in the case of Goa, a survey of expectations and satisfaction of domestic and international tourists found that domestic tourists were less satisfied with the destination experience and led to the recommendation that tourism providers should work to improve their offering of services to this group as well.

For the purpose of research, the tourist decision making process was divided into three stages: pre-visit, on-site and post-visit. The SEM techniques of analysis were used for developing models for the pre and post visit stages and the on-site stage was explained through a conceptual model constructed through secondary data analysis. The pre and post visit analysis was done by categorizing factors influencing consumer decision making into two broad areas that were internal factors and those that were external to the consumer. The study found that the internal factors exercise influence on the external factors in the tourist decision making process.

Specifically the pre-visit stage identifies that there is an important influence of information sources (travel agents, online, movies, advertisements, friends and family) on the internal and external factors of motivation in choosing a destination. Motivation is a very important and intricate construct for travel and tourism which when successfully built upon can be immensely useful in attracting tourists to holiday destinations. The model at this stage has shown that there are causal relationships between information sources namely, 'brochures and travel agents' and

internal motives like ‘need for relaxation and escaping from routine’. ‘Relaxation’ includes relaxing physically and relieving stress and ‘Escape’ is associated with the factors of seeking solitude in a foreign land, stimulating emotions and sensations, being away from home and getting away from crowds. This finding suggests that marketers can focus their efforts to make holidays more personalized by emphasizing on activating the ‘need for travel’ in tourists through well designed and customized information materials.

The results also highlighted the interplay between internal motives like need for relaxation and escaping from routine and the external motives of the quality of tourism services and friendliness of the people. The services that are important to the tourists relate to infrastructure, accessibility to information when in the place, hospitality, cuisine/food, personal safety /security measure and proximity from their place of residence. A tourist destination is naturally expected to provide minimum standards on these attributes and many of these might not even be highlighted in the information sources. They are an essential part of a well-developed tourist destination and taken for granted. Tourists are also, found to be happy when the locals are friendly/accommodating/receptive/approachable. In Goa different local customs and culture adds to the exoticness of the place. Providers of tourism services can relate their marketing efforts to the tourist’s internal motives for travel along with focusing on presence of ‘Goanness’ in services related to hospitality, cuisines and entertainment.

The post-visit model depicts the interrelationship between the internal factors of satisfaction with a relaxed holiday experience and escape from routine on the one hand and the external factors related to services, safety and people on the other. The interactions between internal and external factors of tourist satisfaction, also, exercise a key influence on loyalty (revisit and

recommendation) towards a destination. The model highlights the influence of internal factors on external factors which could be interpreted as ‘tourists were satisfied with the feeling of being away from home and crowds which could be achieved only if the state provided relevant services, safety and a relaxing environment’. Their appreciation of destination attributes appeared to be related to the satisfaction of their internal need for travel. Tourists’ satisfaction with the internal factors led to loyalty, resulting in revisit and recommendation to others. Tourists do not feel encouraged to revisit or recommend the place just because the services provided are satisfactory, because basic infrastructure facilities and services have to be a natural, integral part of destination attributes. Quality of such facilities and services cannot be direct or specific motivators to revisit or recommend the place. An unfriendly or unsafe destination would never be revisited or proposed to others for a leisure visit in any case. This emphasizes the importance of satisfying internal factors related to motivation to create a feeling of loyalty while maintaining service standards as a norm in the tourist destination.

Traditional tourism marketing methods are not sufficient to create awareness and motivation among travelers to travel to a particular place, given the clutter of budding destinations. Thus, to gain an edge over competitors, new and innovative marketing strategies must be developed by marketers and brand managers. The conceptual model attempts to apply the concept of multisensory marketing, an inter-medial mix of sound, sight, smell, touch and taste to the tourism industry. This marketing approach helps to build emotional linkages with customers by activating all human senses to get closer to a customer’s mind and heart. The marketer should aim at designing information for the target market in a manner that attracts the tourists to experience what the destination has to offer. For instance, an advertising design could capture

images that captivate the tourist emotion, focusing on conveying the sensory experience the destination would provide its visitors.

Every experience can be made memorable if it has the capacity to influence one or more senses of an individual. When the customer is at the destination, there is a need to fulfill the customer expectations that have been created through marketing promotions. Every player of the tourism industry should try and design products and services that create a sensory experience that fulfill the purpose of the tourist's travel. The tourism manager who is able to develop relevant and targeted sensorial experiences is able to tap into tourists' emotions, creating positive and long-lasting memories which visitors recall to create positive word-of-mouth publicity about the destination.

7.2. Research Implications

Every marketer needs to identify consumer motives and develop their marketing strategies around them. Tourists come to a destination with a bundle of expectations based on their desire and perception created by various information sources. Meeting the expectations of the tourist is what creates satisfaction but exceeding their expectation can lead to creating 'customer delight'. The manner in which the service providers use destination attributes to meet customer expectations is individual to the destination's marketing strategy and determines the success of its outcome.

The findings of this thesis can be used by both policy makers and tourism service providers to promote the growth of tourism through creating satisfied and loyal tourists. Governments should ensure provision of basic amenities related to infrastructural facilities, transportation systems,

safety, law and order. The services providers can enhance demand and improve the experiences of tourists by engaging with techniques like multisensory marketing. They should attempt to maximize customer delight, so as to create brand loyalty to the destination. Efforts should be made to identify the desires of different tourist groups and customized tour packages can be marketed as a differentiated service for more fulfilling experiences. By focusing on the factors that influence destination choice, in both pre and post visit scenarios the marketers can improve efficiency and effectiveness of their marketing efforts.

Every visitor is a medium of future business for the destination and therefore, efforts to maximize satisfaction are irreplaceable. Overall this research highlights the importance of understanding consumer behavior in tourism which is a constantly changing phenomenon with evolving lifestyles and preferences.

7.3. Future scope of research

The tourism industry is a high growth industry and tourism has the potential to be one of the most dynamic consumer spend categories in the future. There is good scope for further research in this area, not only for academic fulfillment but also, in practice.

Tourist destinations which provide similar attributes need to necessarily differentiate themselves by providing services that enrich experiences and delight their visitors. Some areas for further study that we identified with respect to the present research are as suggested below:

- Disaggregating the group of international tourists according to their country because cultural differences largely follow nationalities. An application of both the pre-visit and post visit models to understand the internal drivers for different nationalities and to study

the satisfaction with the destination would be useful in devising marketing efforts to cater to specific markets.

- The wide and diverse experience of the frequent traveler can offer rich insights on the positives and negatives in a tourist destination. Focusing the study on these ‘frequent’ travellers can offer deeper understanding of destination attributes that may be important in destination choice.
- Testing the applicability of the consumer behavior model to different tourist destinations can help assess the effectiveness and robustness of the model.
- Holiday decision making is often a family engagement. Internal motives to travel can differ between the individual and the family, since each member of the family has own preferred choice. It would be interesting to study the socio-cultural dynamics in this area and design marketing strategies suitably.
- Business travels are an attractive market segment in a tourist destination (higher average spending) and have a high potential of being converted into tourists through repeat visit. Evaluating their travel experiences can help generate meaningful marketing insights in promoting a destination.

The present research work has helped to understand the consumer decision making processes in ‘buying tourism products’, from the pre-visit to the post-visit stages. The purpose of the research will be fulfilled if the findings and recommendations when adopted by marketers, tourism service providers and government are found to result in growth of tourism to that destination and in creating an enhanced destination image of the place.

Publications by the candidate relevant to this thesis

- a. Pawaskar, P., Dr. Goel, M. (2017). Enhancing the effectiveness of marketing a tourist destination using satisfaction analysis. *International Journal of Business and Systems Research*, 11(1/2), 163-181. (Scopus indexed).
- b. Pawaskar, P., Dr. Goel, M. (2016). Improving the efficacy of destination marketing strategies: a structural equation model for leisure travel. *Indian Journal of Science and Technology*, 9(15), 1-11. (Scopus indexed)
- c. Pawaskar, P., Dr. Goel, M. (2015). An Investigation of International and Domestic Tourist Satisfaction with Goa: Implications for Destination Marketing. International Conference on Evidence Based Management, Department of Management, BITS Pilani Rajasthan Campus, Conference Proceedings pg: 196-206.
- d. Pawaskar, P., Dr. Goel, M. (2014). A Conceptual Model: Multisensory Marketing and Destination Branding. *Procedia Economics and Finance, Elsevier, Vol 11*, 255-267.
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Brief biography of the Author and Supervisor/Guide

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Pinky Pawaskar is an MBA (finance and marketing) with a graduation in Bachelor of Commerce (Financial Accounting and Taxation). She has 10 years of experience in academics and teaching. As a member of faculty in Economics Department at the BITS, Pilani – K.K. Birla Goa Campus, since September 2005, she taught courses in the areas of Finance, Accounting, Marketing, English and General Management. Before coming to BITS, Pinky was a lecturer at the Institute of Chartered Financial Analyst of India and she taught Financial Management and Financial Accounting there. She has handled courses like Organizational Behavior as a visiting faculty at the MCA department in Goa University.

She had received (co-investigated) an 18 months project funded by ICSSR, Delhi on ‘Tourism in Goa and its Impact on Socio-Economic Conditions and Sustainable Development in the State’.

Her major research interests are Tourism Management, consumer behavior, Advertising Management and Marketing Management. Ms Pawaskar enjoys reading business related literature and modern fiction. She’s fond of listening to music and travelling to new places.

Dr. Mridula Goel (Supervisor/Guide)

Prof. Goel has teaching and research experience of 34 years. She taught undergraduate economics at Delhi University for 15 years before moving to post graduate teaching with the Jaipuria Institute of Management at Lucknow. She has been with BITS, Pilani K K Birla Goa Campus for the last 8 years. Here teaches economics and also imparts entrepreneurship education, along with supporting the start-up ecosystem on campus. She is currently Associate Professor in the Department of Economics.

A merit position holder from the Delhi School of Economics, she has done her doctoral research on ‘Gender Bias & Economic Development in Uttar Pradesh: with reference to Female Education’. She works on empirical issues in development economics and has several papers to her credit.

(See list below):

Book published

Gender Bias and Economic Development: with reference to education: A study of most populated state of India: Uttar Pradesh, Lambert Academic Publishing, 2012

Research papers published

- Economic Integration and Factor Flow Mobility, (co-authored with Ramith Padaki) accepted for publication in Journal of Economic Cooperation and Development (JECD) Scopus listed.

- Business Ethics and Corporate Social Responsibility – Is there a Dividing Line? Co-author Preeti E. Ramanathan in *Procedia Economics and Finance*, Volume 11, 2014, Pages 49–59 (Scopus listed)
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- Enhancing the effectiveness of marketing a tourist destination using satisfaction analysis, coauthored with P. Pawaskar. *International Journal of Business and Systems Research* (Scopus indexed), (in press).
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Papers presented in International Conferences:

1. International Conference on “Business Incubation and Acceleration: Technology, Business and Social Dimensions" held on 21-22 March 2016 at Xavier Institute of Management & Entrepreneurship Bangalore, India. Paper: Reflections on Business Incubation Processes in a Technical University
2. International Conference on "Emergence of India as a Global Power: Challenges and Opportunities" on March 28-29, 2016, SS Dempo College, Goa, paper presented. On: Do global financial flows reflect the Indian growth story?
3. BFSCON 2012, December 14-15, 2012 at IMI, New Delhi .Paper presented: Regulation And Bank Performance: Evidence From India.
4. International Sociological Conference, RC 26 on Empowering Sustainable Communities in times of Emergency and Democratic innovations at local level Empowering

Marginalized Sections of Women through Initiatives by Community Based Organizations: A study from Indian, Athens, Greece on Sept. 14-16, 2011. (presented in absentia)

5. 'Gender Bias in Education' at RC41 (Sociology of Population) mid- Congress symposium, Emerging Issues in Demography of Inequality, September 14-15, 2005, Malta, Europe.

Funded Projects:

1. Tourism in Goa and its Impact on Socio-Economic Conditions and Sustainable Development in the State. An 18 months project funded by ICSSR, Ministry of HRD, Government of India. 2012-13
2. One among Many, Examining the Efficacy of Mobile Money in India's Remittance Corridors. A 12 month project funded by Bill and Melinda Gates foundation through IMTFI, California, USA.2013-14.

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Appendix A: Questionnaire

I. Personal information

- a. Name: _____
- b. Country: _____
If India, mention your state: _____
- c. Education (give highest qualification) _____
- d. Age: _____
- e. Gender: M F
- f. Marital status: Unmarried Married Other
- g. Income level: less than 5lakhs 5 to 10lakhs more than 10lakhs
- h. Have you visited Goa before? _____ , if yes no. of times visited _____
- i. Reason/s for earlier visit/s: _____
- j. Your approximate budget/spend per day while in Goa: _____
- k. No of people accompanying you (if any) _____
- l. What is your average duration of stay _____

II. What sources of information do you use to choose a holiday destination?

Items	Extremely Important	Very Important	Important	Little Important	Not Important
a) Travel agent					
b) Brochures/online info					
c) Family and friends					
d) Advertisements					
e) Movies/videos/news/any other media provided info					
f) Holiday offers by travel and tourism companies					

III. Why do you go out for a holiday? (Give the importance of the following factors to you while choosing a destination)

Items	Extremely Important	Very Important	Important	Little Important	Not Important
Knowledge motive					
a. To observe and experiencing different cultures and lifestyles					
b. To increase knowledge/Enrich myself intellectually					
c. To see how people of different cultures live					
d. To exchange customs and traditions					

e. To visit new places					
f. To gain new and diverse experiences					
g. To explore Uncharted territory/adventure activities					
h. To sightsee touristic spots					
Social motive					
i. To Increase my Social status					
j. To fulfill family demands					
k. To visit a place where my friends have been or have suggested to go					
l. To enhance communication with local community.					
m. To meet new people					
n. To fulfill my dream of visiting a foreign land/country					
o. To satisfy the desire of being somewhere else.					
p. To visit friends					
q. To visit relatives					
Relaxation motive					
r. To relieve stress					
s. To relax physically					
t. To relax spiritually					
u. To have enjoyable time with my travel companions					
v. To appreciate natural resources					
w. To be away from home					
x. To seek solitude in a foreign land					
y. Stimulating emotions and sensations					
z. Getting away from crowds					

IV. Rate each of the following in terms of experience from your stay in Goa

Items	Surpassed expectations	Better than expected	As expected	Lower than expected	Worse than expected
Knowledge motive					
a. Observed and experienced different cultures and lifestyles					
b. increased knowledge/Enriched myself intellectually					
c. Saw how people of different cultures live					
d. Exchanged customs and traditions					
e. Visited new places					
f. Gained new and diverse experiences					
g. Explored Uncharted territory/adventure activities					

h. sightseeing touristic spots					
Social motive					
i. Will help increase my Social status					
j. Will help impress friends and family					
k. Have visited a place where my friends have been					
l. Enhanced communication with local community.					
m. Met new people					
n. Fulfilled my dream of visiting a foreign land/country					
o. Satisfied the desire of being somewhere else.					
Relaxation motive					
p. Relieved stress					
q. Relaxed physically					
r. Relaxed spiritually					
s. Had an enjoyable time with my travel companions					
t. Appreciated natural resources					
u. To be away from home					
v. Seek solitude in a foreign land					
w. Stimulated emotions and sensations					
x. Getting away from crowds					

V. How important is each of these destination factors when choosing a vacation?

Items	Extremely Important	Very Important	Important	Little Important	Not Important
Activities and attractions					
a. Beaches					
b. Historic and heritage attractions					
c. Adventure facilities/activities					
d. Shopping facilities					
e. Night-life and entertainment					
f. Natural environment/forests/wild life sanctuaries					
g. Weather					
Perceptions					
h. Popularity /reputation of the place					
i. Cost and price levels					
Services provided					
j. Cuisine/food					
k. Hospitality					
l. Accessibility to Information when in the place(brochures, pamphlets guides or other personal help)					

m. Infrastructural development (<i>Transport facility/power/ communication</i>)					
Accessibility					
n. Personal Safety /Security measure					
o. Proximity from your place of residence					
p. Connectivity to the place					
People/ Culture					
q. Different Customs and culture/ Exoticness					
r. Friendliness / accommodating/ receptive/ approachable					
s. Relaxing atmosphere					

VI. Rate each of the following in terms of Level of satisfaction from your stay in Goa

Items	Surpassed expectations	Better than expected	As expected	Lower than expected	Worse than expected
Activities and attractions					
a. Beaches					
b. Historic and heritage attractions					
c. Adventure facilities/activities					
d. Shopping facilities					
e. Night-life and entertainment					
f. Natural environment/forests/wild life sanctuaries					
g. Weather					
Perceptions					
h. Popularity/reputation of the place					
i. Cost and price levels					
Services provided					
j. Cuisine					
k. Hospitality					
l. Accessibility to Information when in the place(brochures, pamphlets)					
m. Infrastructural development (<i>Transport facility/power/ communication</i>)					
Accessibility					
n. Personal Safety /Security measures					
o. Proximity from your place of residence					
p. Connectivity to the place					
People/ Culture					
q. Different Customs and culture/ Exoticness					
r. Friendliness / accommodating/ receptive/ approachable					
s. Relaxing atmosphere					

VII. Which word/s describes Goa for you?

a. Fun	b. Beauty	c. Breaking taboo	d. Relax	e. Alcohol and intoxicants	f. Freedom	g. Foreigners
--------	-----------	----------------------	----------	-------------------------------	------------	---------------

Any other then please mention _____

VIII. Do you intend to visit Goa again? (tick any one)

Never again	May consider	Most Probably	Almost certainly	Certainly
-------------	--------------	------------------	------------------	-----------

IX. Will you recommend Goa to your friends and family? (tick any one)

Absolutely not	As a possible destination	Most Probably	Almost certainly	Certainly
----------------	------------------------------	---------------	------------------	-----------

THANK YOU

XX

Appendix B: Exploratory Factor Analysis

Data for the following tests are incorporated

- i. Adequacy:
 - a. KMO and Bartlett's Test of Sphericity: A KMO value of > 0.7 is considered for the study result which is considered acceptable for analysis. The significance test for Bartlett's Test of Sphericity should be < 0.05 to run a meaningful EFA.
 - b. Communalities: the factor values of > 3.5 were considered acceptable to avoid cross loading.
 - c. Total variance explained: as per acceptable results the total variance explained should be above 50% to meaningfully interpret factor results.
- ii. Convergent validity: the variables need to highly load on each factor to confirm correlations between them. The sample size determines the minimum threshold of factor loading (bigger the sample sizes can consider lower loading). For the purpose of our study we have considered factors that load above 0.5.
- iii. Discriminant validity: this test ascertains there is no cross loadings between variables above 0.2 and each variable highly load on to their respective factor. The factor correlations matrix should not have factor correlation values exceeding 0.7.
- iv. Reliability: to test whether each item reliably load on each factor the Cronbach's alpha for each factor and all the factors together is tested. The results should be > 0.7 in each case.

A detail analysis of Exploratory Factor Analysis for internal motivational factors is presented below as an example of the steps followed:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	2.122E3
	Df	45
	Sig.	.000

Communalities

	Initial	Extraction
IIIa	.668	.748
IIIb	.668	.745
IIIc	.620	.665
IIId	.579	.629
IIIr	.561	.646
IIIs	.627	.868
IIIw	.386	.450
IIIx	.552	.706
IIIy	.452	.527
IIIz	.524	.536

Extraction Method: Maximum Likelihood.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.411	44.106	44.106	3.986	39.857	39.857	3.347
2	1.959	19.594	63.700	1.568	15.679	55.536	3.103
3	1.140	11.401	75.100	.967	9.675	65.211	2.507
4	.606	6.056	81.156				
5	.441	4.409	85.564				
6	.382	3.821	89.386				
7	.343	3.430	92.816				
8	.271	2.709	95.525				
9	.246	2.459	97.984				
10	.202	2.016	100.000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Reproduced Correlations

		IIIa	IIIb	IIIc	IIId	IIIr	IIIs	IIIw	IIIx	IIIy	IIIz
Reproduced Correlation	IIIa	.748 ^a	.739	.704	.685	.182	.274	.157	.279	.236	.306
	IIIb	.739	.745 ^a	.694	.680	.213	.315	.236	.373	.318	.377
	IIIc	.704	.694	.665 ^a	.643	.129	.211	.140	.254	.212	.270
	IIId	.685	.680	.643	.629 ^a	.190	.278	.165	.280	.239	.303
	IIIr	.182	.213	.129	.190	.646 ^a	.745	.237	.291	.293	.399
	IIIs	.274	.315	.211	.278	.745	.868 ^a	.314	.394	.386	.505
	IIIw	.157	.236	.140	.165	.237	.314	.450 ^a	.560	.483	.459
	IIIx	.279	.373	.254	.280	.291	.394	.560	.706 ^a	.608	.584
	IIIy	.236	.318	.212	.239	.293	.386	.483	.608	.527 ^a	.515
	IIIz	.306	.377	.270	.303	.399	.505	.459	.584	.515	.536 ^a
Residual ^b	IIIa		-.005	.025	-.021	.006	-.004	.028	-.019	-.011	.033
	IIIb	-.005		-.017	.026	.000	.000	-.025	.017	-.013	.002
	IIIc	.025	-.017		-.008	-.007	.009	.031	.024	.000	-.085
	IIId	-.021	.026	-.008		-.001	-.003	-.045	-.019	.033	.040
	IIIr	.006	.000	-.007	-.001		.001	-.013	.015	-.010	-.009
	IIIs	-.004	.000	.009	-.003	.001		.008	-.003	.000	.000
	IIIw	.028	-.025	.031	-.045	-.013	.008		.024	-.012	-.033
	IIIx	-.019	.017	.024	-.019	.015	-.003	.024		-.015	-.013
	IIIy	-.011	-.013	.000	.033	-.010	.000	-.012	-.015		.052

IIIz	.033	.002	-.085	.040	-.009	.000	-.033	-.013	.052
------	------	------	-------	------	-------	------	-------	-------	------

Extraction Method: Maximum Likelihood.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (4.0%) nonredundant residuals with absolute values greater than 0.05.

Pattern Matrix^a

	Factor		
	1	2	3
IIIa	.883		
IIIb	.821		
IIIc	.845		
IIId	.792		
IIIr			.834
IIIs			.912
IIIw		.721	
IIIx		.871	
IIIy		.722	
IIIz		.571	

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor Correlation Matrix

Factor	1	2	3
1	1.000	.424	.330
2	.424	1.000	.539
3	.330	.539	1.000

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalization.

Reliability

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.857	10

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IIIa	400	1	5	2.72	1.210
IIIb	400	1	5	2.76	1.186
IIIc	400	1	5	2.68	1.128
IIId	400	1	5	3.15	1.301
IIIr	400	1	5	1.99	.967
IIIs	400	1	5	2.11	.999
IIIw	400	1	5	2.47	1.197
IIIx	400	1	5	2.61	1.211
IIIy	400	1	5	2.45	1.158
IIIz	400	1	5	2.62	1.269
Valid N (listwise)	400				

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IIIa	22.84	47.877	.612	.839
IIIb	22.80	47.158	.677	.834
IIIc	22.88	49.593	.549	.845

IIIId	22.41	47.426	.585	.842
IIIr	23.56	52.728	.423	.854
IIIs	23.44	50.664	.558	.845
IIIw	23.09	50.606	.444	.854
IIIx	22.94	47.892	.611	.840
IIIy	23.11	49.254	.554	.845
IIIz	22.94	47.187	.620	.839

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.56	59.596	7.720	10

Each factor CR Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.899	4

Reliability Statistics

Cronbach's Alpha	N of Items
.854	2

Reliability Statistics

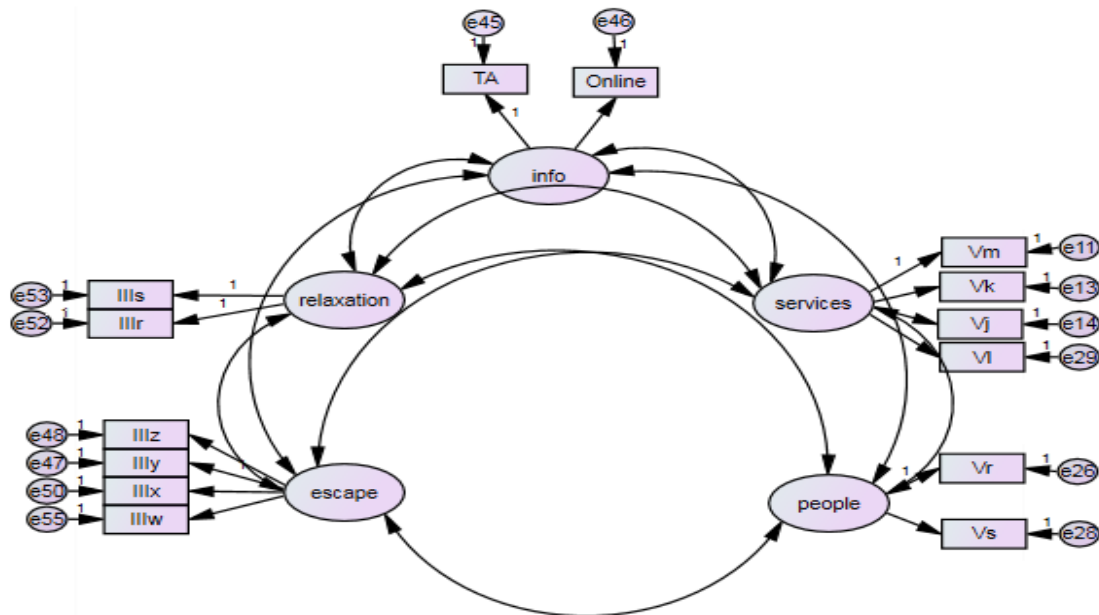
Cronbach's Alpha	N of Items
.821	4

Appendix C: Confirmatory Factor Analysis

This appendix illustrates the detailed steps followed for all Confirmatory Factor Analysis through the example of the **Pre-visit Model**.

a) Configural test for pre-visit model (men and women groups)

i. Non constrained



Model Fit Summary

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	62	326.638	148	.000	2.207
Saturated model	210	.000	0		
Independence model	28	2569.557	182	.000	14.118

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.102	.900	.858	.634
Saturated model	.000	1.000		
Independence model	.434	.371	.274	.322

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.873	.844	.926	.908	.925
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
-------	--------	------	------

Model	PRATIO	PNFI	PCFI
Default model	.813	.710	.752
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	178.638	130.173	234.840
Saturated model	.000	.000	.000
Independence model	2387.557	2227.407	2555.072

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.821	.449	.327	.590
Saturated model	.000	.000	.000	.000
Independence model	6.456	5.999	5.596	6.420

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.055	.047	.063	.146
Independence model	.182	.175	.188	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	450.638	462.277		
Saturated model	420.000	459.421		
Independence model	2625.557	2630.813		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.132	1.010	1.273	1.161
Saturated model	1.055	1.055	1.055	1.154
Independence model	6.597	6.194	7.018	6.610

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	218	234
Independence model	35	37

Estimates (men - Default model)

Scalar Estimates (men - Default model)

Maximum Likelihood Estimates

Regression Weights: (men - Default model)

	Estimate	S.E.	C.R.	P	Label
Vm <--- services	1.000				
Vk <--- services	.874	.074	11.849	***	
Vj <--- services	.927	.079	11.805	***	
Vr <--- people	1.000				

		Estimate	S.E.	C.R.	P	Label
Vs	<--- people	1.102	.194	5.666	***	
VI	<--- services	.994	.079	12.560	***	
TA	<--- Information sources	1.000				
Online	<--- Information sources	.830	.097	8.542	***	
IIIy	<--- escape	1.000				
IIIz	<--- escape	1.098	.115	9.515	***	
IIIx	<--- escape	1.183	.112	10.563	***	
IIIr	<--- relaxation	1.000				
IIIs	<--- relaxation	1.000				
IIIw	<--- escape	1.015	.106	9.568	***	

Standardized Regression Weights: (men - Default model)

		Estimate
Vm	<--- services	.779
Vk	<--- services	.743
Vj	<--- services	.740
Vr	<--- people	.658
Vs	<--- people	.774
VI	<--- services	.787
TA	<--- Information sources	.838
Online	<--- Information sources	.742
IIIy	<--- escape	.688
IIIz	<--- escape	.688
IIIx	<--- escape	.797
IIIr	<--- relaxation	.831
IIIs	<--- relaxation	.860
IIIw	<--- escape	.693

Covariances: (men - Default model)

		Estimate	S.E.	C.R.	P	Label
services	<--> people	.175	.037	4.703	***	
services	<--> Information sources	.422	.073	5.781	***	
services	<--> escape	.241	.047	5.159	***	
services	<--> relaxation	.223	.044	5.085	***	
people	<--> Information sources	.099	.052	1.910	.056	
people	<--> escape	.117	.036	3.269	.001	
people	<--> relaxation	.108	.035	3.079	.002	
Information sources	<--> escape	.494	.086	5.723	***	
Information sources	<--> relaxation	.341	.076	4.461	***	
escape	<--> relaxation	.301	.053	5.679	***	

Correlations: (men - Default model)

		Estimate
services	<--> people	.503

			Estimate
services	<-->	Information sources	.507
services	<-->	escape	.451
services	<-->	relaxation	.405
people	<-->	Information sources	.166
people	<-->	escape	.306
people	<-->	relaxation	.273
Information sources	<-->	escape	.537
Information sources	<-->	relaxation	.360
escape	<-->	relaxation	.495

Estimates (women - Default model)
Scalar Estimates (women - Default model)
Maximum Likelihood Estimates

Regression Weights: (women - Default model)

			Estimate	S.E.	C.R.	P	Label
Vm	<---	services	1.000				
Vk	<---	services	.855	.113	7.552	***	
Vj	<---	services	.764	.109	7.042	***	
Vr	<---	people	1.000				
Vs	<---	people	1.157	.211	5.474	***	
Vl	<---	services	1.098	.125	8.774	***	
TA	<---	Information sources	1.000				
Online	<---	Information sources	.784	.105	7.455	***	
IIIy	<---	escape	1.000				
IIIz	<---	escape	1.139	.120	9.528	***	
IIIx	<---	escape	1.166	.122	9.516	***	
IIIr	<---	relaxation	1.000				
IIIs	<---	relaxation	1.000				
IIIw	<---	escape	.924	.126	7.307	***	

Standardized Regression Weights: (women - Default model)

			Estimate
Vm	<---	services	.768
Vk	<---	services	.680
Vj	<---	services	.636
Vr	<---	people	.711
Vs	<---	people	.854
Vl	<---	services	.790
TA	<---	Information sources	.832
Online	<---	Information sources	.740
IIIy	<---	escape	.780
IIIz	<---	escape	.807

			Estimate
IIIx	<---	escape	.806
IIIr	<---	relaxation	.884
IIIs	<---	relaxation	.895
IIIw	<---	escape	.636

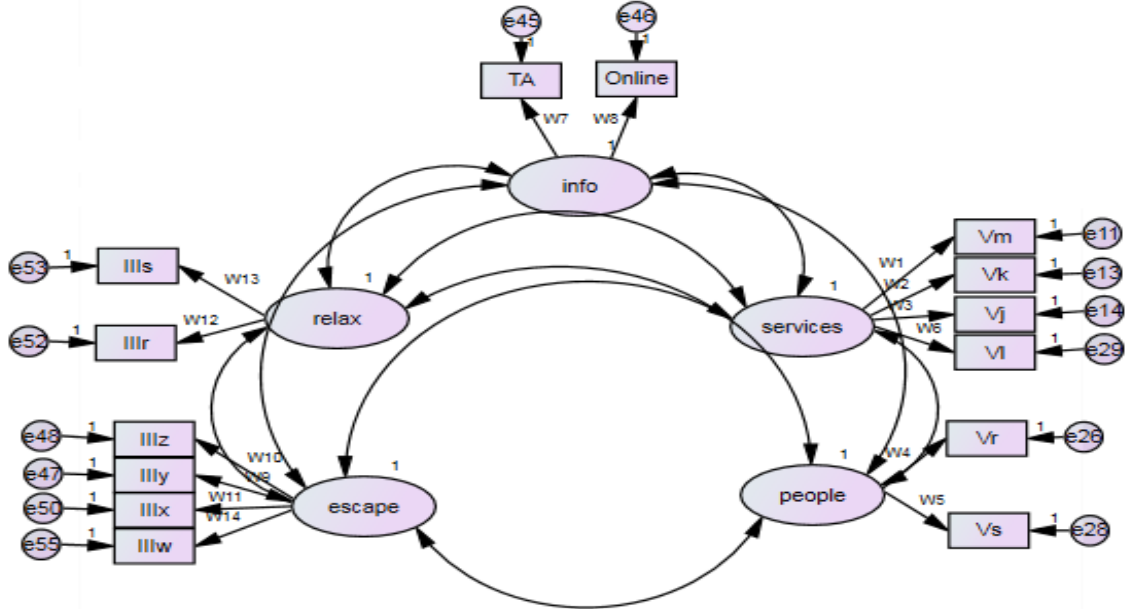
Covariances: (women - Default model)

			Estimate	S.E.	C.R.	P	Label
services	<-->	people	.240	.066	3.652	***	
services	<-->	Information sources	.602	.124	4.855	***	
services	<-->	escape	.486	.093	5.250	***	
services	<-->	relaxation	.412	.083	4.941	***	
people	<-->	Information sources	.182	.097	1.877	.061	
people	<-->	escape	.294	.080	3.667	***	
people	<-->	relaxation	.262	.076	3.445	***	
Information sources	<-->	escape	.729	.150	4.844	***	
Information sources	<-->	relaxation	.795	.148	5.355	***	
escape	<-->	relaxation	.555	.105	5.309	***	

Correlations: (women - Default model)

			Estimate
services	<-->	people	.504
services	<-->	Information sources	.645
services	<-->	escape	.732
services	<-->	relaxation	.596
people	<-->	Information sources	.218
people	<-->	escape	.495
people	<-->	relaxation	.425
Information sources	<-->	escape	.626
Information sources	<-->	relaxation	.656
escape	<-->	relaxation	.645

ii. Fully constrained pre-visit model for Configural tests



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	62	326.638	148	.000	2.207
Saturated model	210	.000	0		
Independence model	28	2569.557	182	.000	14.118

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.102	.900	.858	.634
Saturated model	.000	1.000		
Independence model	.434	.371	.274	.322

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.873	.844	.926	.908	.925
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.813	.710	.752
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	178.638	130.173	234.840
Saturated model	.000	.000	.000
Independence model	2387.557	2227.407	2555.072

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.821	.449	.327	.590
Saturated model	.000	.000	.000	.000
Independence model	6.456	5.999	5.596	6.420

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.055	.047	.063	.146
Independence model	.182	.175	.188	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	450.638	462.277		
Saturated model	420.000	459.421		
Independence model	2625.557	2630.813		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.132	1.010	1.273	1.161
Saturated model	1.055	1.055	1.055	1.154
Independence model	6.597	6.194	7.018	6.610

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	218	234
Independence model	35	37

Estimates (men - Default model)

Scalar Estimates (men - Default model)

Maximum Likelihood Estimates

Regression Weights: (men - Default model)

	Estimate	S.E.	C.R.	P	Label
Vm <--- services	.702	.041	17.208	***	W1
Vk <--- services	.610	.039	15.647	***	W2
Vj <--- services	.616	.040	15.217	***	W3
Vr <--- people	.548	.048	11.322	***	W4
Vs <--- people	.612	.048	12.665	***	W5
Vl <--- services	.717	.041	17.531	***	W6
TA <--- Information sources	1.220	.075	16.226	***	W7
Online <--- Information sources	.993	.069	14.486	***	W8
IIIy <--- escape	.819	.052	15.631	***	W9
IIIz <--- escape	.921	.057	16.131	***	W10
IIIx <--- escape	.953	.054	17.783	***	W11
IIIr <--- relax	.746	.047	16.031	***	W12
IIIs <--- relax	.949	.047	20.150	***	W13
IIIw <--- escape	.797	.056	14.169	***	W14

Standardized Regression Weights: (men - Default model)

	Estimate
Vm <--- services	.785
Vk <--- services	.742
Vj <--- services	.719
Vr <--- people	.691
Vs <--- people	.820
Vl <--- services	.803
TA <--- Information sources	.846
Online <--- Information sources	.739
IIIy <--- escape	.712
IIIz <--- escape	.724
IIIx <--- escape	.809
IIIr <--- relax	.771
IIIs <--- relax	.965
IIIw <--- escape	.696

Covariances: (men - Default model)

	Estimate	S.E.	C.R.	P	Label
Services <--> people	.512	.063	8.151	***	
Services <--> Information sources	.514	.060	8.632	***	
Services <--> escape	.471	.059	7.969	***	
Services <--> relax	.429	.058	7.357	***	
People <--> Information sources	.177	.078	2.265	.024	
People <--> relax	.282	.069	4.076	***	
Information sources <--> escape	.554	.058	9.516	***	
Information sources <--> relax	.365	.064	5.684	***	
Escape <--> relax	.526	.054	9.677	***	
People <--> escape	.315	.072	4.354	***	

Correlations: (men - Default model)

	Estimate
Services <--> people	.512
Services <--> Information sources	.514
Services <--> escape	.471
Services <--> relax	.429
People <--> Information sources	.177
People <--> relax	.282
Information sources <--> escape	.554
Information sources <--> relax	.365
Escape <--> relax	.526
People <--> escape	.315

Estimates (women - Default model)
Scalar Estimates (women - Default model)
Maximum Likelihood Estimates

Regression Weights: (women - Default model)

			Estimate	S.E.	C.R.	P	Label
Vm	<---	services	.702	.041	17.208	***	W1
Vk	<---	services	.610	.039	15.647	***	W2
Vj	<---	services	.616	.040	15.217	***	W3
Vr	<---	people	.548	.048	11.322	***	W4
Vs	<---	people	.612	.048	12.665	***	W5
Vl	<---	services	.717	.041	17.531	***	W6
TA	<---	Information sources	1.220	.075	16.226	***	W7
Online	<---	Information sources	.993	.069	14.486	***	W8
IIIy	<---	escape	.819	.052	15.631	***	W9
IIIz	<---	escape	.921	.057	16.131	***	W10
IIIx	<---	escape	.953	.054	17.783	***	W11
IIIr	<---	relax	.746	.047	16.031	***	W12
IIIs	<---	relax	.949	.047	20.150	***	W13
IIIw	<---	escape	.797	.056	14.169	***	W14

Standardized Regression Weights: (women - Default model)

			Estimate
Vm	<---	services	.750
Vk	<---	services	.676
Vj	<---	services	.682
Vr	<---	people	.646
Vs	<---	people	.759
Vl	<---	services	.741
TA	<---	Information sources	.813
Online	<---	Information sources	.742
IIIy	<---	escape	.744
IIIz	<---	escape	.770
IIIx	<---	escape	.771
IIIr	<---	relax	.783
IIIs	<---	relax	.947
IIIw	<---	escape	.618

Covariances: (women - Default model)

			Estimate	S.E.	C.R.	P	Label
services	<-->	people	.483	.098	4.918	***	
services	<-->	Information sources	.632	.076	8.267	***	
services	<-->	escape	.701	.063	11.165	***	
services	<-->	relax	.558	.073	7.673	***	
people	<-->	Information sources	.200	.115	1.743	.081	
people	<-->	relax	.399	.097	4.116	***	

	Estimate	S.E.	C.R.	P	Label
Information sources <--> escape	.602	.078	7.758	***	
Information sources <--> relax	.582	.076	7.700	***	
escape <--> relax	.608	.067	9.028	***	
people <--> escape	.477	.097	4.912	***	

Correlations: (women - Default model)

	Estimate
services <--> people	.483
services <--> Information sources	.632
services <--> escape	.701
services <--> relax	.558
people <--> Information sources	.200
people <--> relax	.399
Information sources <--> escape	.602
Information sources <--> relax	.582
escape <--> relax	.608
people <--> escape	.477

b) Multivariate assumptions of linearity for the pre-visit model

i. Curve Fit

Model Description

Model Name	MOD_5
Dependent Variable	1 Internal Expectations
Equation	1 Linear
	2 Logarithmic
	3 Inverse
	4 Quadratic
	5 Cubic
	6 Compound ^a
	7 Power ^a
	8 S ^a
	9 Growth ^a
	10 Exponential ^a
	11 Logistic ^a
Independent Variable	External Expectations
Constant	Included
Variable Whose Values Label Observations in Plots	Unspecified
Tolerance for Entering Terms in Equations	.0001

a. The model requires all non-missing values to be positive.

Case Processing Summary

	N
Total Cases	400
Excluded Cases ^a	0
Forecasted Cases	0
Newly Created Cases	0

Variable Processing Summary

	Variables	
	Dependent	Independent
	Internal Expectations	External Expectations
Number of Positive Values	400	400
Number of Zeros	0	0
Number of Negative Values	0	0
Number of Missing Values	0	0
User-Missing	0	0
System-Missing	0	0

Model Summary and Parameter Estimates

Dependent Variable: External Expectations

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.768	1.321E3	1	398	.000	.362	1.211		
Logarithmic	.776	1.375E3	1	398	.000	1.655	1.485		
Inverse	.738	1.120E3	1	398	.000	3.342	-1.551		
Quadratic	.777	692.473	2	397	.000	-.060	1.910	-.257	
Cubic	.779	466.178	3	396	.000	-.606	3.275	-1.270	.231
Compound	.774	1.363E3	1	398	.000	.760	1.957		
Power	.826	1.885E3	1	398	.000	1.544	.846		
S	.828	1.911E3	1	398	.000	1.415	-.907		
Growth	.774	1.363E3	1	398	.000	-.274	.671		
Exponential	.774	1.363E3	1	398	.000	.760	.671		
Logistic	.774	1.363E3	1	398	.000	1.316	.511		

The independent variable is Internal Expectations.

Model Summary and Parameter Estimates

Dependent Variable: External Expectations

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.516	423.603	1	398	.000	.938	.388		
Logarithmic	.578	544.318	1	398	.000	1.025	1.064		
Inverse	.592	576.843	1	398	.000	3.041	-2.315		
Quadratic	.578	272.243	2	397	.000	.007	1.119	-.123	
Cubic	.596	194.510	3	396	.000	-1.230	2.728	-.728	.068
Compound	.535	457.850	1	398	.000	1.035	1.244		
Power	.631	680.211	1	398	.000	1.070	.614		
S	.679	841.938	1	398	.000	1.244	-1.369		
Growth	.535	457.850	1	398	.000	.035	.218		
Exponential	.535	457.850	1	398	.000	1.035	.218		
Logistic	.535	457.850	1	398	.000	.966	.804		

The independent variable is Information sources.

Model Summary and Parameter Estimates

Dependent Variable: Internal Expectations

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.676	832.250	1	398	.000	.471	.322		
Logarithmic	.722	1.032E3	1	398	.000	.566	.861		
Inverse	.704	945.421	1	398	.000	2.179	-1.827		
Quadratic	.715	499.089	2	397	.000	-.060	.738	-.070	
Cubic	.728	353.092	3	396	.000	-.816	1.723	-.440	.042
Compound	.672	813.850	1	398	.000	.614	1.301		
Power	.764	1.288E3	1	398	.000	.648	.726		
S	.793	1.525E3	1	398	.000	.946	-1.589		
Growth	.672	813.850	1	398	.000	-.487	.263		
Exponential	.672	813.850	1	398	.000	.614	.263		
Logistic	.672	813.850	1	398	.000	1.627	.769		

The independent variable is Information sources.

Appendix D: Structural Equation Modeling

This appendix illustrates the detailed steps followed for all Structural Equation Models through the example of the **Pre-visit Model**.

Pre-visit Model

i. Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	44	215.632	92	.000	2.344
Saturated model	136	.000	0		
Independence model	16	2570.381	120	.000	21.420

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.212	.938	.908	.634
Saturated model	.000	1.000		
Independence model	.424	.389	.307	.343

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.916	.891	.950	.934	.950
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.767	.702	.728

Model	PRATIO	PNFI	PCFI
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	123.632	84.589	170.390
Saturated model	.000	.000	.000
Independence model	2450.381	2289.170	2618.936

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.540	.310	.212	.427
Saturated model	.000	.000	.000	.000
Independence model	6.442	6.141	5.737	6.564

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.058	.048	.068	.092
Independence model	.226	.219	.234	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	303.632	307.549	479.257	523.257
Saturated model	272.000	284.105	814.839	950.839
Independence model	2602.381	2603.805	2666.244	2682.244

ECVI

Model	ECVI	LO 90	HI 90	MECVI
-------	------	-------	-------	-------

Model	ECVI	LO 90	HI 90	MECVI
Default model	.761	.663	.878	.771
Saturated model	.682	.682	.682	.712
Independence model	6.522	6.118	6.945	6.526

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	214	235
Independence model	23	25

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
Internal_motives <--- info_sources	.284	.039	7.376	***
Internal_motives <--- age	.001	.003	.334	.738
Internal_motives <--- education	-.030	.042	-.700	.484
External_motives <--- info_sources	.057	.059	.966	.334
External_motives <--- Internal_motives	.908	.180	5.051	***
External_motives <--- age	-.004	.004	-1.032	.302
External_motives <--- education	-.140	.054	-2.580	.010
people <--- External_motives	.507	.082	6.155	***
services <--- External_motives	1.000			
escape <--- Internal_motives	1.390	.176	7.919	***

			Estimate	S.E.	C.R.	P
relax	<---	Internal_motives	1.000			
Vm	<---	services	1.000			
Vk	<---	services	.784	.060	13.112	***
Vj	<---	services	.800	.063	12.745	***
Vr	<---	people	1.000			
Vs	<---	people	.908	.109	8.338	***
VI	<---	services	1.034	.065	16.020	***
TA	<---	info_sources	1.000			
Online	<---	info_sources	.836	.073	11.490	***
IIIy	<---	escape	1.000			
IIIz	<---	escape	1.138	.082	13.827	***
IIIx	<---	escape	1.129	.079	14.265	***
IIIr	<---	relax	1.000			
IIIs	<---	relax	1.283	.097	13.292	***
IIIw	<---	escape	.906	.077	11.801	***

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Internal_motives <--- info_sources	.704
Internal_motives <--- age	.017
Internal_motives <--- education	-.037
External_motives <--- info_sources	.107
External_motives <--- Internal_motives	.693
External_motives <--- age	-.052

		Estimate
External_motives	<--- education	-.132
people	<--- External_motives	.543
services	<--- External_motives	.899
escape	<--- Internal_motives	.832
relax	<--- Internal_motives	.677
Vm	<--- services	.802
Vk	<--- services	.673
Vj	<--- services	.657
Vr	<--- people	.756
Vs	<--- people	.727
Vl	<--- services	.820
TA	<--- info_sources	.825
Online	<--- info_sources	.767
IIIy	<--- escape	.732
IIIz	<--- escape	.761
IIIx	<--- escape	.790
IIIr	<--- relax	.774
IIIs	<--- relax	.962
IIIw	<--- escape	.641

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
age <--> education	.298	.273	1.090	.276
e13 <--> e14	.118	.027	4.328	***

	Estimate	S.E.	C.R.	P
e55 <--> e37	.144	.035	4.151	***

Correlations: (Group number 1 - Default model)

	Estimate
age <--> education	.055
e13 <--> e14	.275
e55 <--> e37	.302

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
info_sources	1.566	.193	8.112	***
age	75.948	5.377	14.124	***
education	.391	.028	14.124	***
e56	.129	.031	4.099	***
e57	.166	.059	2.820	.005
e36	.104	.058	1.795	.073
e49	.220	.052	4.247	***
e54	.302	.040	7.470	***
e37	.270	.048	5.640	***
e11	.300	.032	9.456	***
e13	.403	.034	11.891	***
e14	.458	.038	12.058	***
e26	.287	.047	6.155	***
e28	.283	.040	7.078	***
e29	.283	.032	8.861	***

	Estimate	S.E.	C.R.	P
e45	.737	.127	5.802	***
e46	.765	.097	7.859	***
e47	.618	.055	11.193	***
e50	.547	.055	9.880	***
e52	.373	.044	8.519	***
e53	.073	.058	1.266	.206
e55	.841	.068	12.378	***
e48	.674	.063	10.623	***

Matrices (Group number 1 - Default model)

Residual Covariances (Group number 1 - Default model)

	education	age	IIIw	IIIs	IIIr	IIIx	IIIz	IIIy	Online	TA	VI	Vs	Vr	Vj	Vk	Vm
education	.000															
age	.000	.000														
IIIw	-.031	.113	.002													
IIIs	-.040	.487	-.028	.004												
IIIr	-.036	.860	-.063	.003	.002											
IIIx	-.062	-.060	.114	-.043	-.044	.006										
IIIz	-.084	.836	-.090	.119	.073	-.043	.006									
IIIy	.004	.088	.004	-.012	-.039	.023	.018	.005								
Online	-.132	1.764	-.045	.009	.056	.035	.102	-.075	.000							
TA	-.123	.547	-.073	-.056	.036	-.081	.184	.055	.000	.000						
VI	-.036	.426	-.032	.030	.023	.032	.063	-.022	.031	.033	.010					
Vs	-.034	.136	-.030	.044	.039	.007	-.005	-.037	-.088	-.123	.000	.000				
Vr	-.060	-.073	.014	.019	.016	.068	-.054	.027	-.004	-.066	-.042	.000	.000			
Vj	-.009	.528	.070	.057	.049	.013	.159	.037	.065	.195	-.034	.015	.023	.006		
Vk	-.034	-.233	.038	.046	-.004	.012	.041	-.024	.025	.110	-.006	.072	.008	.006	.006	
Vm	-.011	.313	-.049	-.043	-.044	-.049	.000	-.101	-.023	-.018	.032	.016	-.008	.021	-.001	.009

Standardized Residual Covariances (Group number 1 - Default model)

	education	age	IIIw	IIIs	IIIr	IIIx	IIIz	IIIy	Online	TA	VI	Vs	Vr	Vj	Vk	Vm
education	.000															
age	.000	.000														
IIIw	-.841	.216	.021													
IIIs	-1.275	1.121	-.450	.055												
IIIr	-1.184	2.044	-1.057	.050	.035											
IIIx	-1.627	-.114	1.413	-.665	-.712	.056										
IIIz	-2.128	1.514	-1.075	1.742	1.130	-.478	.052									
IIIy	.102	.174	.051	-.187	-.674	.286	.212	.048								
Online	-3.094	2.966	-.529	.130	.825	.406	1.119	-.910	.000							
TA	-2.594	.825	-.764	-.698	.474	-.827	1.798	.593	.000	.000						
VI	-1.244	1.051	-.549	.605	.488	.536	1.011	-.387	.469	.440	.166					
Vs	-1.392	.404	-.618	1.110	1.018	.149	-.095	-.807	-1.648	-2.048	-.011	-.005				
Vr	-2.343	-.203	.272	.455	.403	1.340	-1.020	.559	-.078	-1.047	-1.049	-.006	-.005			
Vj	-.310	1.347	1.269	1.229	1.109	.233	2.686	.685	1.016	2.749	-.725	.411	.614	.106		
Vk	-1.266	-.622	.711	1.033	-.100	.220	.717	-.459	.410	1.619	-.125	2.107	.228	.133	.112	
Vm	-.365	.781	-.849	-.882	-.948	-.836	-.005	-1.805	-.355	-.247	.626	.420	-.198	.442	-.029	.159

ADDENDUM

Thesis Title: Consumer Behavior Analysis in Tourism: Opportunities and Challenges for Goa

Name of student: Pinky Pawaskar

ID. No. : 2008PHXF404G

Supervisor: Dr. Mridula Goel

1. Pg VII, line 2: The study would help the destination marketers to enhance its overall marketing effectiveness of tourism services.

2. Recent citations added in Chapter 2

- **Pg 37, last line:** Another study by Rojas-de Gracia, Mercedes M., and Alarcon-Urbistonda P. (2016) on joint decision making looks into the partners' influence in family vacation decision making.
- **Pg 51, paragraph 1, line 6:** Visitors also come to a destination for reasons other than leisure like education, business etc. Government and destination marketers can create a longing in such visitors to revisit the place as a tourist (Milan, Fanjul, & Moital, 2016).
- **Pg 52 , paragraph 2, line 4:** Some papers in these areas have considered factors that motivate and stimulate tourist decision making (Vinerean, 2014),
- **Pg 52, paragraph 2, line 8:** ...positioning emerging tourism markets using tourism and economic indicators (Claveria, 2016).
- **Pg 53, paragraph 1, line 7:** Overall the relationship between motivation and expectations, affective constructs (Scott A. Cohen, Girish Prayag & Miguel Moital, 2014) such as brand and destination attachment still remains underexplored.
- **Pg 39, paragraph 2, line 6:** ...research contexts (e.g., Hong, Lee, and Jang [2009] on first time vs. repeat visitation and Lam & Hsu [2006] on theory of planned behavior),
- **Pg 52 last line:** Structural equation modeling (SEM) techniques have been adopted by few scholars as a method for analysis. Some papers..... tourist satisfaction and destination loyalty (Christina and Hailin, 2008).

3. Citations added in chapter 3

- **Pg 57, paragraph 1, line 6:** The fact that many tourists stay for long duration 'nearly a week' (Tourism Master Plan: Goa 2011) and many often come back to Goa.....

- **Pg 58, last paragraph, line 4:** The cultural heritage of Goa has been enriched by several different civilization streams, due to the rule of different empires, from Aryans, Mauryans and other Hindu rulers to the Muslims and finally the Portuguese (Menon K.A.G, 1999).
- **Pg 63, paragraph 2, line 3:** Tourism is estimated to generate 7% of the state's (Goa) employment and 7% of its tax revenues. Goa is one of the most prosperous states of India with the highest per capita income in the country (economic survey 2014-15).
- **Pg 64, paragraph 2, line 2:** Goans have a relaxed mind-set and enjoy a laid-back attitude (Rodrigues M, 2010).
- **Pg 65, paragraph 2, line 3:** Noticeable group level effects of acculturation often include changes in food, clothing, and language (Sam and Berry, 2010).
- **Pg 66, paragraph 2, line 3:** Most native Goans, more so the Catholics, talk of a distinct Goan identity; a western, Latino, Catholic image that has been successfully played up by the tourism industry (Mascarenhas-Keyes, S. 1994).

4. **Pg 83:** Demographic profile has been shifted to data section.

5. **Citation added in chapter 5:**

- **Pg 130, paragraph 2, line 1:** Other studies (Hsu, Tzu-Kuang, Yi-Fan T., and Herg-Huey W., 2009) also, suggest that safety is one of the important destination attributes for tourists.

6. **Chapter 7**

- **Pg 163 last paragraph:** Traditional tourism marketing methods are not sufficient to create awareness and motivation among travelers to travel to a particular place, given the clutter of budding destinations..... focusing on conveying the sensory experience the destination would provide its visitors.
- **Pg 164 last paragraph to Pg 165 first paragraph:**
 - The findings of this thesis can be used by both policy makers and tourism service providers to..... efficiency and effectiveness of their marketing efforts.
- **Pg 166 last 2 points under future scope of research:**
 - Holiday decision making is often a family engagement.....
 - Business travels are an attractive market segment in a tourist destination.....