Factors Affecting Tourist’s Destination Loyalty-A Case Study on Munnar, India

Mr. Vishal Rajan

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Tourism Management Graduate School of Business Assumption University Academic Year 2014 Copyright of Assumption University
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Thesis Title: Factors Affecting Tourist's Destination Loyalty – A Case Study on Munnar, India.

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Academic Year: 2014

The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management.

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ABSTRACT

This study aims to investigate the factors influencing tourist destination loyalty towards Munnar, India as a tourism destination. The factors taken into account for the study were the perception of the tourists, image of the destination, attributes of the destination and experience of the tourists at the destination.

The study applied the descriptive research method, which uses a self-administered questionnaire to collect the information from the tourists at the destination. A total of 400 questionnaires were distributed among various tourists at Eravikulam national park in Munnar. The finds shows that most of the tourists belong to the age group of 20-35 years (72%), with an annual income level of INR5, 00,000 and above (49.3%), hold Postgraduate Degree (44.3%), are male (78.8%) and married (78.5%). The respondents include both domestic and international tourists the majority of the tourist’s are Indians (94.8%).

The results from Pearson correlation show a moderate positive significant relationship between the independent variables perception, Image and experience towards satisfaction (Correlation coefficient = .433, .463 & .422 respectively) and a low positive significance between the independent variable attribute and mediating variable satisfaction (Correlation Coefficient = .399). The mediating variable satisfaction shows a moderate positive significance towards the dependent variable Loyalty (Correlation Coefficient = .598).

The findings of this study conducted at Munnar among the tourists visiting Eravikulam National Park shows that there exists loyalty among the tourists visiting Munnar and the Perception of tourists, Image of destination, attributes of destination and experience of tourists are factors that influences the satisfaction level of tourists at Munnar and the satisfaction of tourists has a high level of influence on tourists’ loyalty towards the destination of Munnar. The study also shows that all these factors must be taken into consideration to understand the loyalty of tourists towards the destination Munnar.
Acknowledgements

In the long and ardent journey of completing this research work, I am indebted to so many people for their kind and generous assistance, support and encouragement. Though it will be difficult to express my deep gratitude and thanks to all of them in words, this work would be left incomplete if I do not make a small attempt to acknowledge them.

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I cherish the countless discussions with Fr.Jothish and Mr. Tony right from the beginning of this study and thank them for their guidance and support throughout this research. I thank the Management and staff of the National park where the study was carried out for their cooperation at all points of time. I would also like to thank Mr. G Harikumar IFS, Principal chief conservator of forests (WL) & chief wildlife warden of Kerala, Mr. Sanjeev, Wildlife warden Eravikulam national park, Mr. Joseph I Injody, Dean Rajagiri Center for business studies, Mr. Veeva Mathew, Mr. Sanjay, Mr. Jomy, Mr. Naushad Marikkar, Mr: Raj kumar, Mr: Subin raj, Mr: ArjunVarrier, Mr: Shine Jose, Mr: Roshan, Mr: Sabu, Mr : Jomon, Miss: Yini for their esteemed help and assistance in conducting the surveys and entering them into the statistical package. I would also like to extend my thanks to Mr. Deepak Davis for helping me with the bibliography for the research.

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Vishal Rajan
2014

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CHAPTER 1
GENERALITIES OF THE STUDY

1.1 Background of the Study

In this research the most appropriate definition for tourism shall be “Tourism is an assortment of activities, services and businesses that provides a travel experience, including conveyance, accommodation, eating and drinking enterprises, merchandizing shops, amusement businesses, activity facilities and other hospitality services provided for persons or groups traveling away from their home” (Bonarou, 2011).

Different tourist destinations have attractions and attribute that act as motivational factors that drive tourists to choose a particular destination for travel. If a destination is capable of satisfying the requirements of its tourists, more and more tourists will prefer to travel to the destination.

All destinations possess pull factors that drag and hold the attention of tourists. These pull factors are generally the attributes of the destination such as climate, infrastructure, accommodation, nourishment, scenic beauty, vegetation and wildlife to cite a few; without magnetisms or attributes there is no tourism (Bonarou, 2011).

Tourism not only gratifies the people with relaxation, entertainment and experience it also generates income. Since the tourism industry has a grown globally it also serves as an important income-generating source to the global economy.

1.1.1 Importance of Munnar in the Kerala Tourism Circuit

As per the UNWTO Tourism Highlights, 2013 Edition, International tourist arrivals (overnight visitors) worldwide exceeded the one billion mark for the first time ever in 2012, with 1,035 million tourists crossing borders, up from 995 million in 2011. Asia and the Pacific chronicled the sturdiest growth with a 7% upsurge in tourist arrivals. International tourism receipts reached US$ 1,075 billion worldwide in 2012, up from US$ 1,042 billion in 2011. By UNWTO region, prospects for 2013 are sturdier for Asia and the Pacific and in the following years the tourist arrivals are foreseen by the United Nations World Tourism organization to be better (UNWTO Tourism Highlights, 2013).
When it comes to India, the total number of foreign tourist arrivals was 6.58 million in 2012 with an annual growth rate of 4.3% with foreign exchange earnings in advance assessed as US$ 17.74 Billion with a yearly growth rate of 7.1% (India Tourism Statistics, 2012).

Kerala known as “Gods Own Country” backs 3.8% of India’s overall foreign tourist visits (India Tourism Statistics, 2012). In Kerala, foreign tourist arrival through the year 2011 was 7,32,985. It shows an upsurge of 11.18 % over the preceding year’s figure of 659,265. Domestic tourist arrivals to Kerala through the year 2011 were 9381,455. It shows a rise of 9.15 % over the previous year’s figure 8595,075. The foreign exchange earnings through the year 2011 was 70.06 Million US$, which documented an expansion of 11.18 % over the preceding year. Total Income (including direct & indirect) from Tourism throughout 2011 is 315.93 Million US$, resulting in a development of 9.74%. The growth rate of 11.18 in Foreign Tourists arrival in Kerala for 2011 over 2010 is much better than UNWTO’s projected growth rate of 4% to 5% for the world through the same phase and 7% to 9% for Asia and the Pacific. In India, Foreign Tourist Arrivals through 2011 was 6.29 million with an increase of 8.9% when associated with the foreign tourist arrival of 5.78 million with a development of 11.8% through the year 2010 over 2009 (India Tourism Statistics, 2012).
Table: 1.1 Tables Showing the District Wise Foreign Tourist Arrival In Kerala In The Year 2011.

<table>
<thead>
<tr>
<th>District</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
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<th>Dec</th>
<th>Total 2011</th>
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Table: 1.2 Table Showing District Wise Tourist Arrivals In Kerala In The Year 2013

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Total: 77064 | 76833 | 78475 | 78360 | 78250 | 78145 | 78040 | 77935 | 77830 | 77730 | 77630 | 77530 | 77430 |

The destinations where the research will be conducted, Munnar is in Idukki District, One of the 14 districts of Kerala. As per the Table: 1.1, the total number of foreign tourists who visited Idukki District in the year 2011 was 55778. The domestic tourist arrival in Idukki district through the year 2011 was 506990 as shown in Table: 1.2. International tourist arrivals in Kerala within the past decade are shown in fig: 1.3.

The foremost magnetisms of Munnar as a mountain destination of an altitude of 1600 m above sea level are: a cool climate, thick and year round green vegetation, Rivers, streams, wildlife, grasslands, lakes, reservoirs, dense forests, steep hills, huge rocks, caves, tea estates, zero pollution, good nature of the local people, National parks. Some of the attractions that are distinctive for Munnar are Anamudi hills the utmost mountaintop of south India is in Munnar which towers over 2,695 m. Anamudi is an idyllic spot for trekking., amongst the outlandish vegetation found in the woods and grasslands here is the Neelakurinji (Strobilanthes kunthiana). This floret which soaks the gradients in blue once in every twelve years, will bloom in 2018. A genera of goat called “NilgiriThar” is only seen in Eravikulam National park in India (http://www.wwfindia.com, 2014/April).
Figure: 1.2: Map Showing The Exact Location Of Munnar In South India


1.1.2 Munnar – Significance of the Destination.

Munnar, the legendary hill station of south India, is a dreamy locale where natural exquisiteness is everywhere to stopover, explore and to relish. Munnar is positioned at the convergence of three foothill watercourses – Muthirapuzha, Nallathanni and Kundala – and the word ‘Munnar’ means “three rivers” in the south Indian language Malayalam, the language of the locals, the district and state of Kerala, where Munnar lies. (http://www.keralatourism.org/munnar,
Located 1600m above sea level, the peak station destination had been the summertime alternative for the British Government officials throughout the colonial era. Traces of the colonial era stand tall in the Munnar Township in the form of English country bungalows. Virgin woods, savannah, rolling hills, scenic valleys, numerous streams, huge splashy waterfalls, sprawling tea plantations and snaky pathways are all part of the boundless vacation experience on offer for a traveler to Munnar. Munnar is also recognized for Neelakurinji, a rare shrub that flowers once in twelve years. The ‘kurinji season’ in Munnar is a splendid sight when the mountains and basins get immersed in the blue of the Neelakurinji buds.

1.1.3 Location of Munnar

Munnar is located in the Idukki district of Kerala. The Munnar area is situated at an elevation of 1500 – 2500 m above sea level where the typical rainfall is 275 cm. Anamudi, the premier crowning in South India, with a altitude of 2,695 m is a unique pride of Munnar.(http://www.keralatourism.org/munnar, 2014)

1.1.4 How to reach Munnar

The State of Kerala, assertions of three international airports, has good road and rail networks. The adjacent airport to Munnar is the Cochin International Airport at a distance of around 119 km. International holidaymakers, right heading to Munnar, can choose Ernakulam Town near to the Cochin International Airport as the initial point for their expedition to Munnar. The adjoining railhead is Ernakulam Intersection, about 120 km away. Public carriage services are offered to Munnar from practically all-major bus stations in the State.
1.1.5 History of Munnar

The antiquity of Munnar is not entirely known now. The primary occupants of the area are fellows of the Muthuvan tribal population. However, it persisted a wild and uncharted panorama till the following half of 1900 when striving growers from Europe opened tea estates in Munnar.(http://www.keralatourism.org/munnar_,2014)

1.1.5.1 Plantation Era

Munnar happened to be branded to the external world in the 1870s after the trip by a British Resident to the Travancore kingdom, John Daniel Munro. Munro, who stayed at Munnar to settle the boundary disagreement between Travancore and the neighboring state of Madras, factually fell in love with the magnificence of the area. Although Munnar area was beneath the authority of the Travancore kingdom, it was inherited (jenmam) property of the Poonjar royal hair.
Subsequently as a ‘jenmam land’ the royal family possessed supreme powers over the land as the property-owner. (http://www.keralatourism.org/munnar, 2014)

Munro had excessive curiosity on the estate. Of the numerous mounts in the area, he discovered that the Kanan Devan hills to have an extraordinary possibility for planting Tea. Without any further delay Munro flew to the Poonjar Palace and convinced the crown of the royal family. The business tycoon in Munro won the sureness of the crown and he sanctioned to contract out Kanan Devan tea gardens for an attractive fee. (http://www.keralatourism.org/munnar, 2014)

By 1877, The Poonjar royal family crown leased out the hills encompassing approximately 1,36,600 acres of property to Daniel Munro for an twelve-monthly rent of US$ 49 and a safety bond of US$ 83.

Daniel Munro molded the North Travancore Land Planting & Agricultural Society in 1879. Participants of the society began the farming of crops, comprising coffee, cardamom, cinchona and sisal in diverse segments of the area. Conversely these produces were discarded later, when tea was discovered as the perfect crop for the area.

Remarkably, it was neither Daniel nor Turnor who initiated tea gardening in Munnar. The acknowledgment goes to a European grower, Sharp, in the year 1880. Sharp established planting tea in about 50 acres of plot at Parvathy, which is currently a portion of the Seven Mallay plantation. By 1895, Muir & Company entered the plantation business by acquiring 33 autonomous plantations. The Kannan Devan Hills Produce Company was shaped in the year 1897 to administer these plantations. (http://www.keralatourism.org/munnar, 2014)

1.1.5.2 Planters Get a Setback

By 1924, the estates of Munnar experienced a major obstruction in the form a unfortunate downpour. Dense mudslides and drowning factually redrew the countryside in numerous places, there were substantial harm for acreage and existence, although it was tough, the occupants accomplished a normal life in a limited time, re-plantation was done in numerous plantations. (http://www.keralatourism.org/munnar, 2014)
1.1.5.3 Entry of Tata

The Tata Group joined a partnership with Finlay in 1964, which resulted in the establishment of the Tata-Finlay Group. Tata Tea Ltd. was created in 1983. In 2005, the Kannan Devan Hills Produce Company Pvt. Ltd. was shaped and Tata Tea reassigned the possession of its estates to the new syndicate, workforces of Tata Tea hold stake in the company. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

1.1.5.4 Tourism, the new hope of Munnar

If tea industry ‘revealed’ Munnar in 1900’s, it was re-discovered by the tourism industry during the late half of 2000. The mount, situated about 1600 m above the sea level, started to be discovered by holidaymakers across the world. The township, which preserves its colonial charisma, has a huge number of guesthouses to welcome holidaymakers. Virgin woods, grasslands, continuing hills, picturesque valleys, abundant watercourses, cascades, extensive tea estates and snaky boardwalks are appealing thousands each year (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).

1.1.5.5 Poonjar Royal Family

The chronicle of Munnar is certainly not whole without a reference to the Poonjar royal family. This royal family had the advantage to be the caretakers of the peaks of Munnar (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).

Manavikrama, king of the Pandyan dynasty, governed the Madurai kingdom. Madurai had the distinction of being an epicenter of arts. The Pandyan king had great admiration to the divinity Madurai Meenakshi Amman. The crafty monument sanctorum of the shrine is believed constructed through the supremacy of the Pandya dynasty. Once Madurai was attacked by the neighboring Chola dynasty, in a brutal warfare, the Pandya dynasty recaptured their throne. The recapturing of Madurai was admired with enormous celebrations. But at night, when all were lifeless following the festivities, Viswanatah Naicken a general of the Pandyas mighty force who had betrayed the pandyas unbolted the fort accesses for the opponent. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)
The Chola military unbridled a coldblooded outbreak massacring the resting warriors. A clergyman securely helped Manavikrama and his family out of the Palace across a long underpass. The family had survived and carried with them a decent quantity of their as jewellery, gemstones and gold. The underpass guided them to the woods from where they touched Palghatusserry (the present day Palghat). (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

From there, Manavikrama migrated to Vanneri, which is now popularly known as “Thrissur”. There he constructed a habitation and after sometime his anterior friends came to stopover. They were: the poligars of Theni, Uthamapalayam and Cumbam. However they extended encouragement to the king for victory over Madurai, Manavikrama had negligible interest. While the poligars resumed, they had strong hope that the King would return.

As time passed by Manavikrama was tormented with a sensation of uncertainty at Vanneri and throughout this period he was in fear of the Elangallur king. Later, the royal ties soon hit harmony, which occasioned in Elangallur king espousing the descendant of Manavikrama. The Elangallur king, as an indication of his love, gifted the Emakulum area in his territory to the empress. Unluckily, Manavikrama who established the prodigious consolation in getting a prosperous comparative did not exist for long. Following Manavikrama’s demise, his primogenital descendant Kulasekhara took care of family matters. The doyen was a go-getting aristocrat who desired to recuperate the fame of his family. He completed measures to travel to the Goodalloor fortress and reform the loyal Poligars. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

Destiny was larger than the young doyen had assumed, he arrived to recognize that the kingdom of Poonjar was for trade, trailing the death of its overlord. Poonjar lay right next to the Goodalloor hills and it was fairly ordinary for the doyen to have curiosity in the area. With the wealth, his family had transported from Madurai, the prince procured the Poonjar region from its keepers, the royal family of Thekkumkoor. Other than selling the terrestrial, Aditya Varma, the Thekumkoor King, appointed Kulasekhara as the king of Poonjar.

Kulasekhara was a passionate follower of the divinity of Madurai Meenakshi shrine and the paramount thing he did was building a shrine for the divinity at the depositories of Meenachil watercourse, which ran through Poonjar. A palace and fortress were constructed as well. It is believed that the deity mounted at the shrine was the unique deity of Madurai Meenakshi shrine,
which King Manavikrama had carried along with him. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

The Pandya kings were unstinting rulers and had extraordinary affection for their subjects. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

### 1.1.6 Tourism in Munnar-Major Attractions and Attributes.

#### 1.1.6.1 Munnar as a Hill Station Destination

Munnar is a hill station destination located 10°05’28.4"N 77°03’56.0"E. It is at the southern tip of India in the state of Kerala in the district Idukki. The major tourist attractions of Munnar are listed below. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

#### 1.1.6.2 Eravikulam National Park

One of the key charms near Munnar is the Eravikulam National Park. This park is legendary for its imperiled inhabitant - the Nilgiri Tahr. Extending to 97 sq. km., this national park is home to numerous species of exceptional butterflies, beasts and birds. A pronounced abode for trekking, the park has an outstanding view of the tea estates and the progressing hills cuddled by encases of hazes. The park is developed as a warm target when the hill grades here get enclosed in a mass of blue, developed by the blooming of Neelakurinji. It is a plant prevalent to this segment of the Western Ghats, which buds once in twelve years (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).

#### 1.1.6.3 Anamudi Peak

Situated exclusive the Eravikulam National Park is the Anamudi Peak. This is the uppermost pinnacle in south India settled at an elevation of over 2700 m. Hikes to the mountaintop are permitted with an authorization from the Forest and Wildlife authorities at Eravikulam (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).
1.1.6.4 Mattupetty

Located approximately 13 km from Munnar Township, is Mattupetty. Positioned at an altitude of 1700 m above sea level, Mattupetty is acknowledged for its storing stonework reservoir and the stunning freshwater, which deals delightful boat trips, qualifying one to relish the adjacent mountains and panorama. Mattupetty's reputation is also credited to the livestock farmstead run by the Indo-Swiss Livestock Project, where the tourists can come across diverse excessive yielding varieties of cows (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).

1.1.6.5 Pallivasal

Pallivasal, situated approximately 3 km from Munnar is the location of the paramount hydroelectric project in Kerala. It is a place of enormous picturesque attractiveness and is frequently preferred by tourists as a picnic spot. (http://www.keralatourism.org/munnar, Accessed on 23 April 2014)

1.1.6.6 Chinnakanal & Anayirangal

Chinnakanal and the waterfalls are widely known as “Power House Waterfalls”, flowing down a vertical rock 2000 m above sea level. The spot is supplemented with the picturesque outlook of the Western mountain ranges. Anayirangal is 22 km away from Munnar; it is a lush green wrapper of tea shrubberies. A journey to the magnificent reservoir is a memorable experience. Tea estates and ageless woods border the Anayirangal reservoir(http://www.keralatourism.org/munnar, Accessed on 23 April 2014).

1.1.6.7 Top Station

Top Station around 32 km away from Munnar, is at an elevation of 1700 m above sea level. It is the peak point on the Munnar-Kodaikanal path. Holidaymakers to Munnar mark it a point to visit Top Station to experience the exquisite view it offers of the adjacent state of Tamil Nadu. It is one of the major tourist spots of Munnar to relish the Neelakurinji blossoms blooming throughout an enormous expanse (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).
1.1.6.8 Tea Museum

Munnar has a specific hangover of its own when it reaches the roots and tea estates. Tata Tea in Munnar opened a captivating interpretation of this legacy and to preserve and showcase some of the exquisite and interesting aspects on the genesis and growth of tea plantations in Kerala’s high ranges, a museum exclusively for tea some years ago. This Tea Museum houses souvenirs, snapshots and technologies; all of which have a story to tell on the backgrounds and evolution of tea estates in Munnar. The gallery is situated at the Nallathanni Estate of Tata Tea in Munnar (http://www.keralatourism.org/munnar, Accessed on 23 April 2014).

1.1.6.9 Climate of Munnar

Munnar has a pleasant weather throughout the year, The best period to visit Munnar is after August till May.

- Winters (December to February) are cool and temperature falls low to 50°F through this phase, this period is perfect for travelers and especially honeymooners; additionally, winter phase is also ideal for trekking, rock climbing and rappelling.
- Summer is enjoyable, the temperature ranges from a maximum of 95°F to a minimum of 66.2°F, making it the best time for visiting the tea estates.
- Monsoons are adorable with torrential drizzles, however, the destination has a special appeal during the monsoon, it is indeed very stimulating experience with thick foliage, and the rainy season is perfect for experiencing the stunning cascades.

October to February is the best time to experience several charms in Munnar, the month of November is relatively the appropriate time for tourist activities such as trekking and mountaineering; March to May is suitable period to sightsee Munnar and to visit tea estates (http://www.mustseeindia.com/Munnar-weather, Accessed on 23 April 2014).

1.1.7 Relevance of a Study on Destination Loyalty in Munnar.

The significant components in tourism are tourists and their satisfaction. Tourism trade understands the prominence of the excellent level of tourism as merchandise and its assistance,
and it facilitates the gratification of tourists. The level of gratification outcomes in a recurrence of
visit to the tourism destination and hence the lodging, gratification of tourist wants and their plans
to revisit the destination ultimately leads to tourist loyalty (Riley, 2001). Changes in customers’
requirements and tinier product and service life cycle exaggerate race in the tourism market in a
special way.

Other than investigating the market, all the contributors in the market must try very hard to
influence more clientele and gratify their ever more innumerable and challenging desires by
employing modernization, participating with material and manpower in new products and
assistance with new products and assistance, industry subjects are trying hard to influence new
groups of clientele and to upsurge their own market share. Adequate efforts and financial
investment is required for much-needed examination of the market, with an aim to find new
markets, new subdivisions of demand, analysis of new profile of clientele with respect to their
requirements and find the required evidence for the progress of new products and assistance (Balogu,
2011).

Evidence from these market investigations is the belief for broad expansion and marketing
action strategies, with which industry subjects advance product excellence as well-organized use
of resources, successful marketing determination, and study customer gratification with their
products and assistance.

The tourist itself and his/her gratification comprise a significant constituent of tourism.
Preserving an increasing level of tourist gratification is the emphasis of the significance and
accomplishments of all commercial subjects and organizations in tourism in their belt.

Accomplishment of an assured level of excellence in tourism products and assistances
delivers tourists' gratification of their requirements and a high degree of gratification outcomes in
a recurrent visit to the accommodation and hospitality facilities and the tourism destination. The
gratification of tourist requirements and the objectives to revisit the tourist destination and halt in
the same accommodation facility ultimately lead to client-tourism destination loyalty.

Commercial activities that are hypothetical to inspire the making and upkeep of client-
tourist loyalty are: service excellence, customers' gratification and commercial image (Bowen &
Loyalty is the objective of all the contributors who aim at tourist requirement gratification. Tourist loyalty declines marketing and commercial expenses and expands the significance of a destination and its comprehensive supply on the tourism market. A loyal traveler is passionately associated to a certain product and tourist destination. By having contact with loyal travelers, their desires and requirements are documented early enough, and can be gratified to a boundless magnitude. This enhances to supplementary loyalty, the loyal traveler positively endorses the destination to potential clienteles and as an outcome inexpensive and more successful direct marketing is shaped.

Investigation in gratification and loyalty in tourism is primarily concentrated on the excellent service in accommodation, food and beverage outlets and tourist destinations. This is why the subject of this investigation is the traveler's level of gratification and loyalty. The aim of this research is to examine the degree of tourist satisfaction with individual elements of tourism supply of the destination as a whole. In other words, the aim is to examine the tourist's loyalty level to Munnar as a Tourist destination.

The study is based on the method of questionnaires completed in Munnar, using certain value elements to represent the satisfaction with individual elements of tourism supply in the destination as a whole.

To conclude, this is the basis for suggestions for a better concept of overall tourism development in Munnar. This creates presumptions for the increase of both the overall tourist traffic and tourism in Munnar as a destination.

1.2 Statement of the Problem

Tourism as a universal picture has an outstanding upswing throughout the past decades. A steady growth in the universal tourist influx of one billion has been realized by 2012 and a global GDP upsurge of close to 10% has been accomplished. The Incredible India! Campaign launched by the Indian government in 2002 imparted an extra mileage to the so paralyzed Indian tourism industry. Kerala, one of the Southern States in India, popularly known as “God’s Own Country”, is blessed with abundant natural sight views. The campaign was definitely a launch pad for Kerala to transcend the boundaries of economic stability. The State has always been much reluctant to industrialization owing to the concerns about the nature and natural resources it possess. Due to
this retrograde mentality, the economy of Kerala was almost stagnant and trying to augment its revenue from the nature. Hence, the Kerala government also rolled out a tourism campaign simultaneously with the Indian government, viz., God's Own Country campaign. There are numerous tourist destinations in Kerala across 14 districts. But projecting a most appealing destination brought Munnar into the limelight due to its natural peculiarities. The influx of tourists visiting Munnar increased gradually owing to the effectiveness of the campaign. But the real challenge before the administrators was to bring those tourists again and again to the spot. A tourist place sans repeated tourists is akin to a dessert. Upon understanding this reality, the State, local people and vendors from different streams joined their hands together to bring tourists to Munnar again. This indirectly creates a destination loyalty in the minds of tourists. From the viewpoint of a tourist, repeated visit means satisfaction. In a layman’s parlance, a tourist is said to have loyal to the destination only if his expectation matches or goes below the reality, which is simply called as satisfaction. If this is to be true, what are the factors determine the satisfaction of tourist? How satisfaction is related to loyalty? In this sense, Munnar is still in the growing trajectory, which has lots of potential to augment the influx of tourists. So as to create a destination loyalty in the minds of tourists, all the relevant and related stakeholders need to understand and inculcate factors determining destination satisfaction. In this study the researcher tries to demystify the relationship between destination loyalty and destination satisfaction.

The purpose of this study is to understand the factors determining the destination satisfaction in the minds of tourists, which in turn creates destination loyalty among them.

As a tourist destination from an emerging country like India, Munnar has a lot of potential to assist and gratify its tourists. Marketing is a critical tool to appeal the attention of potential tourists to travel to Munnar and to experience its attributes. All the countries thrive to benefit a portion of the pool of the tourism greenbacks and try their best to lure travellers to their most attractive destinations (Sharp & Sharp, 1997). Destination attributes plays a key function to win the emotions of the tourists. Through systematic and fruitful marketing of a destination, it can stay abreast of the marketing competition. Destination loyalty is the major factor affecting the selection of Munnar as a tourist destination by a majority of the tourists visiting Munnar. This study focuses on the loyalty of tourists visiting Munnar.
1.3 Aims and Objectives of this Research:

1. To study the relationship between tourist perception and tourist satisfaction towards Munnar.
2. To study the relationship between attributes of a tourists destination and the satisfaction of the tourist.
3. To study the relationship of tourist experience at tourist destination on tourist satisfaction towards Munnar.
4. To study the relationship between tourist satisfaction on tourist destination and tourist destination loyalty towards Munnar.
5. To study the relationship of destination image on tourist destination satisfaction towards Munnar.

1.3.1 Research Questions:

2. Is there a relationship between tourist perception and tourist satisfaction towards Munnar?
3. Is there a relationship between attributes of a tourist’s destination and the satisfaction of the tourist?
4. Is there a relationship of tourist experience at tourist destination on tourist satisfaction towards Munnar?
5. Is there a relationship between tourist satisfaction on tourist destination and tourist destination loyalty towards Munnar?
6. Is there a relationship of destination image on tourist destination satisfaction towards Munnar?

1.4 Scope of the Research

The main aim of the study to analyze the intentions of tourists to revisit Munnar, which is an indicator of loyalty. This study analyses various factors or determinants of loyalty. The age and income level of tourists are also taken into account. Besides, various factors leading to loyalty are also examined. Data will be collected at Eravikulam National Park from the tourists visiting Munnar from June to July 2014.
1.5 Limitations of This Research

1. The research has been conducted among tourists from both domestic and foreign, traveling to Munnar during the months of June 2014 till July 2014 the time span is not enough to measure the exact satisfaction and the ensuing loyalty.
2. Data have been collected only from Eravikulam National Park alone, which does not encompass the down-the-line data of tourists visiting Munnar.
3. Convenience sampling method has been used in the collection of data for convenience.
4. Cannot apply the outcomes on any other destinations this study and its results are only for Munnar.

1.6 Significance of This Study

The research is aimed to evaluate the factors motivating tourists to revisit Munnar as a tourist destination, their insights, involvements and comparative thoughts about the destination. Factors such as Perception of tourists, image of the destination, Attributes of the destination, experience of the tourists at the destination and satisfaction of the tourists are also studied. Loyalty of the tourists on Munnar as a destination is the major focus of this study.

Kerala Tourism Development Corporation (KTDC), District Tourism Promotion Council (DTPC) and The Tourism Ministry of Kerala State can use the study outcomes to stimulate firm concepts for successful placing, preserving qualities and infrastructure and executing new tourism policies for intensification and desirability of the destination, which can lead to tourist loyalty.

Ultimately, tour operators, travel agencies and other stakeholders in Munnar can understand the insights of the tourists so as to encourage their tourism products and assistances in fitting the necessities of the tourists hence intensify satisfaction and revisit.

1.7 Definition of Terms

Destination Image: Destination image is one of the most investigated and examined models in the analysis of modern tourism (Echtner& Ritchie 1993; Pan & Xiang, 2011). Image can be defined in a variety of ways: as a person’s set of opinions, feelings and impressions about an object, a concern of all evidence got from different channels or a mental implication the person has about
something outside material perception (Aksoy & Kiyici, 2011). According to Pearce 1998: Jesus, 2013 “...image is one persons expressions that will not go away ... ...a period with unclear and fluctuating meaning...” – normally cited as: “...the total of opinions, thoughts and impressions that a person have about a place” (Kotler, Haider & Rein, 1993: Jesus, 2013). Lopes debate how a destination with a robust image is further effortlessly distinguished from its rivals and that travelers are more tending to consider and choose destinations with sturdier and extra affirmative images (Lopes, 2011).

**Destination Loyalty:** As Weiner (2000) says “loyal clienteles normally attribute service faults to ‘volatile influences’ in its place of aspects that are coordinated by the destination provider, thus persisting loyalty in spite of displeasing experiences by the tourists”. According to Lobato et al. (2006), the measurement of loyalty can be organized into two factors; firstly, it is about tourist attitude on repeat buying and secondly, on tourist affinity regarding tourism destination. This is a more comprehensive measurement since it incorporates the two elements of tourist ‘attitude’ and tourist ‘manner’ concerning a destination.

**Idukki District:** Idukki is one of the 14 districts of Kerala state, India. Idukki district was made on 26 January 1972. At the period of creation the district headquarters had been performing at Kottayam and from there it was moved to Painavu in June 1976. Area: 4,479 km². According to the 2011 survey Idukki district has a population of 1,107,453 (1.1 million) (www.kerala.gov.in, Accessed on 19 April 2014).

**Image:** The beliefs, ideas and impressions that people have in their mind about a particular tourist destination, The importance of a destination’s image is widely acknowledged as it affects an individuals subjective perception, his/her consequent behavior and destination choice. (Chen & Hsu, 2000)

**Kerala State:** Kerala, regionally referred to as Keralam, is a state in the southwest region of India on the Malabar Coast. It was formed on 1 November 1956 as per the States Re-organization Act by combining various Malayalam-speaking regions (www.kerala.gov.in, Accessed on 21 April 2014).

**Overall Satisfaction of Destination:** In the tourism sector, Tribe & Snaith (1998) suggestion of a tool to measure tourist satisfaction with the holiday destination, which they refer to as HOLSAT. In this case, the idea of satisfaction is described as the degree to which the tourist’s assessment of a destination’s attributes surpasses the expectations.

**Perception:** It is the process by which an individual selects, organizes and interprets information input to create a meaningful picture of the world (Hudson, 1999)
**Tourism Destination:** A destination is a geographical area comprising of all the assistances and infrastructure essential for the halt of an individual tourist or tourism section. Destinations are competitive units of incoming tourism; they are therefore a significant part of a tourism product. (WTO, 1992; Bieger, 1996).

**Tourism:** McCabe (2005) 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.

**Tourist Experience:** Human experience is derived from an individual’s encounter with ‘reality’ (Berger, 1987). This experience is recorded by the perceptual processes and organized according to an individuals’ involvement with their environment.

**Tourist Perception on Destination:** Antonides & Fred van Raaij (1998) points out: “People vary in their awareness of realism depending on their own proficiencies, life histories, and personal situations” (Pizam & Mansfeld, 2000).

**ABBREVIATIONS**

**DTPC:** District Tourism Promotion Councils (DTPCs) in all the fourteen districts of Kerala provide backing to holidaymakers. The DTPC is a perfect source of detailed local information like the simplest course to a destination, accurate date of an event or the specialty of a destination or an event in the district, most of the DTPCs hold guided expeditions (www.wikipidea.com, Accessed on 20 April 2014).

**KTDC:** The Kerala Tourism Development Corporation (KTDC) is a government enterprise that manages and controls the tourism activities of Kerala. The KTDC is headquartered at Thiruvananthapuram and has offices throughout all the districts of Kerala. The organization also runs its hotels, resorts and tourist rest houses in vital spots of the state; its official slogan is "Official host to God's own country." It is one of the most lucrative undertakings of the Kerala government.(www.keralatourism.org, Accessed on 25 April 2014)
CHAPTER 2
REVIEW OF RELATED LITERATURE AND STUDIES

This chapter comprises the theories and literature of the independent, dependent and intermediate variables used in the conceptual framework of the study. The first part of the chapter defines the theory and definitions of the independent variables, dependent variables and the intermediate variables in the study the concept of the variables are explained as well. The second part is the related review of literature, which supports the relationship between variables in the modified conceptual framework. The third and the last section of this chapter is a collection of previous studies having resemblance with the current study.

2.1 Definition, Features, Theory and Study of the Independent Variables

2.1.1 Tourist perception on destination

One of the explanations is that “perception is the procedure with which people realize the world around themselves (Schiffman & Kanuk 1997). Perceptions do not have to be the real fact, in some instances they are shaped without the understanding or information and often they are a subjective surveillance of the world. Perceptions can be either positive or negative. (Schiffman & Kanuk 1997). Pizam & Mansfeld, (2000): defines perception as the procedure with which an individual obtains, chooses, categorizes and understands knowledge to generate an expressive picture of the world.” Every individual is dissimilar which means that their insights of their surrounding environment vary from each other.

Antonides & Fred van Raaij (1998) point out: “People vary in their insight of truth conditional to their own knowledge, pastlife and individual circumstances.” (Pizam & Mansfeld 2000)

“Perception can be generated without information and knowledge of the object/person. This is often the case when tourists grow insights of a destination previous to visitation.” (Reisinger & Turner 2003). There are marketing practices that make it conceivable to change negative understandings of a destination. However, the best way to modify people’s insights of a destination is when people get an actual understanding from this destination. According to
Reisinger & Turner (2003): “perceptions of tourists who had never practiced with the product before (or had very limited experience of it), and whose perceptions are mostly formed on a basis of the information gained from promotion in its place of first-hand experience, which may vary from the perceptions of tourists who had experienced the product (Pizam & Mansfield, 2000).

Perception concept involves many principles. These perceptual principles are the reasoning distance and extent of impression, exertion after meaning, discerning perception, anticipations and attachment. It is said that material reality is not the same as perceptual reality. Tourists’ perception of distance and size are subjective explanations rather than the meticulous truth.

Distance, is measured geographically and distance which is perceived subjectively by people may vary, some destinations may seem to be farther away from the tourists’ home countries than they really are (Pender, 1999).

According to Pender (1999) a procedure, known as effort after sense refers to the human tendency to obtain to enforce a meaning when challenged by new motivations, this indicates the significance of making a first impressions that inspires advantageous anticipation about the tourist experience (Pender).

Discriminatory perception suggests that people never see everything around or what they want to see. People edit and understand stimuli through filters, which are, originated form their own experience and know-hows (Pender, 1999).

Perception model also talks about anticipations and intimacy; expectations indicate a datum that perceptions are mostly studied; “We often perceive what we anticipate to perceive and are frustrated if we do not do so.” (Pender, 1999)Friendlier denotes human aspiration to complete partial motivations; tourists tend to have a necessity to convey the visitor understands to a close in a pleasing approach (Pender, 1999).

2.1.2 Destination Image

Image of a destination is an intellectual insight created in the minds of tourists from various information sources. There are numerous ways by which image is built upon however; there is no precise treaty among investigators, since most empirical research’s originated mostly
from aspect analysis. Moreover, the measurement gauges of destination image are formed from various strong factors (Coban, 2012). However, Baloglu & McCleary (1999); Lobato et al. (2006) & Prayang, 2008) claim that the fundamental constituents of image; the cognitive image and emotional image. Cognitive image was described as the beliefs and information that visitors have about a place. This element evaluates the community, the people who live in that place and the events happening in that place. Affective image assesses and defines what the visitors feel about the place. It is about the likes and dislikes of the destination. Expressive image that people possess concerning the destination, such as information, viewpoints and opinions can said to be associated with the reasoning image (Coban, 2012). Hence, the huge differences among destination image are the dissimilar individuality, civilization and attached either by human made or natural environment. Fredericks & Salter (1995) view that image is an constituent of the customer value bundle that comes composed with value, product excellence, service excellence and modernization to establish the coverage of loyalty. Eskildsen et al. (2004) also concludes that image establishes the impact of perceived value, customer satisfaction and customer loyalty.

Destination image is one of the most investigated and examined concepts in the analysis of modern tourism (Echtner & Ritchie 1993; Pan & Xiang, 2011). Image has been described in a number of methods: as a person’s set of principles, opinions and impressions concerning an object, a consideration of all knowledge gained from diverse channels or an intellectual implication the person has about something outside material perception (Aksoy & Kiyici, 2011). According to Pearce 1998: Jesus, 2013 “...image is one of those expressions that will not go missing ... ....a term with unclear and changing meaning...” – a normally quoted explanation is: “…the sum of opinions, mindsets and impressions that a people have of a place” (Kotler, Haider, & Rein, 1993; Jesus, 2013). Lopes discuss how a destination with a solid image is more easily distinguished from its opponents and that tourists are more likely to consider and choice destinations with sturdier and extra positive images (Lopes, 2011). Ultimately investigators harmonize that destination image is a valuable idea with respect to tourist destination assortment process (Baloglu & McCleary, 1999; Beerli & Martin, 2004: Jesus 2013). It has been claimed that the travelers’ insight of the particular tourist spot can be further imperative than its physical qualities and that ‘.... the tourist goes to a destination to see the image other than the authenticity’ (Jesus, 2013) This is why destination image is such a significant part of a destination brand. When Ekinci, 2003; Jesus 2013) states that “A destination that generates a clear identity in tourists’ intellects can be easily branded” he is indicating the power of the organic image, the branding of that destination may be stress-free but generating a positive image and knowledge to be revealed.
by the destination (Aksoy & Kiyici, 2011) involves competent use of communication procedures and product development to shape a personality for a tourist destination (Lopes, 2011; Ekinci, 2003; Jesus, 2013).

2.1.3 Destination Experience

Tourism destinations face challenges that are similar to those of other service organizations, i.e. boosted struggle both from other destinations and other forms of leisure/non-leisure expenditures, the increasing dominance of branding and the increasing role of technology leading to innovation and superior competition (Morgan, Pritchard & Pride, 2011; Pike, 2004, 2008; Ritchie & Crouch, 2003; Wang & Pizam, 2011). These encounters function within and relate to a wider set of market, social, economic, political and environmental forces (Fyall, Garrod & Wang, 2012; Gretzel, Fesenmaier, Fornica & O’Leary, 2006). Furthermore, like various other service segments, tourism is characterized by purchases of the intangibles, along with heterogeneity and the inseparability of creation and consumption (Parasuraman, Zeithaml & Berry, 1985). Destination experiences are constituted of purchased physical components, such as hotel accommodation and conveyance. However, the physical component is not actually bought in a traditional sense; in its place, tourists use the product for a particular time. This collaboration between tourists and the physical place, as well as the interaction between tourists and the destination’s populations and associated tourists, provides the core for a tourist’s experience.

It is essential to differentiate that a destination cannot completely direct visitor experiences: at finest destinations and those charged with destination marketing and administration can inspire only a fairly small share of the complete environment and the environments in which consumers can have experiences (Ek et al., 2008; Mossberg, 2007). It is the customer or tourist who joins the resources to produce the tourism experience (Binkhorst & Den Dekker, 2009; Morgan et al., 2009). The experiences that consumers confront happen inside the person, and the consequences or consumption experiences differ on how the consumer, based on a particular situation or state of intellect, responds to the staged or non-staged encounter (Csikszentmihályi, 1990; Mossberg, 2007; Pine & Gilmore, 1999; Wang, 2002). Significantly, customers are co-producers, who enthusiastically build their own utilization experiences through the interface amongst the environment, establishments, workforces, locals and other clients (Andersson, 2007; Binkhorst & Den Dekker, 2009; Prahalad & Ramaswamy, 2003; 2004; Lugosi, 2008; 2009; 2014).
Finally, any consideration of destination experience has to admit that, due to the extensive range of experiences those tourists confront travelling to, from and within destinations, they involve in numerous non-market-related relations (Carlu & Cova, 2003; Edgall & Hetherington, 1996; Walls & Wang, 2011). For example, tourists participating in local cultural activities or engaging with numerous three-dimensional circumstances and other tourists have experience that function outside market-related practices. Those accountable for destination marketing and management may have few chances to control and influence these features of the destination experience, a fact which strengthens the limits of implementing an overly thin experience management perspective in intellectualizing them.

2.1.4 Attributes of Tourism Destination

2.1.4.1 Attributes of Tourism Destination- Common Attractions

There are numerous attributes linked among a specific destination, therefore it is unfeasible that all attributes are vital in travelers' preference for a place to visit. Certain characteristics are appealing to the travelers; however the rest may not be that much appealing; identification of the appealing characteristics of various places is to be found.

2.1.4.2 Attribute of Tourism Destination-Cost effectiveness

One of the key characteristics of a place to visit by the travelers is an attractive price. Cost of the tour package offered to a traveler at the time of purchase shows the relevance of this characteristic feature. The cost of a tour plan offered is an important factor in the decision making process of certain income groups. But for those with high spending power (Dwyer & Kim, 2003) splits the total cost involved in the travel into two specific categories: cost of travel which includes the expenses involved in the travel to and from the place of visit; miscellaneous cost is the sum of all costs involved in the purchase of products at the place of visit. These costs can influence the decision making process involved in choosing the place of visit. The characteristic is of no meaning if the place to visit is not attractive to the client. On the other hand if the place of visit is of great significance and the client is keen to visit the place then the cost parameter influences his purchase intention. Gooroochum & Sugiyarto (2003) defines the parameter cost involved in the travel is considered as a significant parameter of the destination. Many of the tourism researchers point out that the price understandings of visitors are evaluated at various marketplaces (Lee et al., 1996).
2.1.4.3 Attribute of Tourism Destination-Culture

The culture-based tourism was given prime importance in the past by some investigators (Miller, 1997; Richards, 1996) who claim cultural attractions as a primary characteristic that pulls the people to visit various places of cultural significance. Rojek (1997) & Shenkar (2001) explain the rapid boom of culture based tourism with two distinctive factors; one of which is the growth in wealth and spending power which induced rapid growth in travel that intern supported the affinity towards culture based tourism, the latter explains that higher education developed a fascination in people towards culture based tourism. Hence, the travelers got fascinated about visiting a place’s cultural dimensions. Miller (1997) claims that culture based tourism evolved to be a major stake in the industry of tourism. McKercher(2002) says the majority of the US populations visiting European countries are seeking an experience of its culture and heritage. (Galleries, ancient memorial and sites of historic importance), of the total visiting populations of United Kingdom around seventy percent is looking for archeological and historic significance in their itinerates. The overall growth per year for culture-based tourism has been accounted to be fifteen percent each year and thirty seven percent of the global travel accounts for culture based travel(Richards, 2002).Travelers are fascinated to culture based travels to a greater extend and the places to visit are working hard to intensify the attractions so as to gain more arrivals for their heritage values(Richards, 2004).

2.1.4.4 Attributes of Tourism Destination-Entertainment and Relaxation

Leisure and entertainments at a visiting place shall be of various forms: open-air events, gaming and entertainment at night. Travelers relax themselves during the hectic trip by enjoying various forms of entertainments on the way along (Richards, 2004). An assessment by Richard (2002) explains that approximately half of his surveys supports to have leisure while they go for a culture based travel.

Leisure is an integral part of places of visit (Formica, 2000). Aalst (2002) claims that as a part of the competitions between destinations to attract more travelers the cities started known as “Amusement Cities”. Leisure destinations are fast growing in certain parts of America such as Branson in Missouri which is acclaimed to be the most wanted destination in US (Petricket et al., 2001).
Thus entertainment is now becoming an integral part of travelers who are traveling to diverse destinations around the globe.

2.1.4.5 Attribute of Tourism Destination- Scenic Beauty

When travel and leisure becomes a huge industry, as a result of the heavy movement of people; travel and tourism industry is called as an “Industry of landscapes” and then treated as a combined habitat to visit (Formica, 2000). Travelers with a leisure mood, enjoy the visiting place’s environmental sights and gorgeous backdrop.

Formica (2000) considers the biological beauty and tempting backdrops were significant qualities that determine the attraction of a visiting place. Lohmann & Kaim (1999) have surveyed citizens of Germany to point out the relevance of particular attributes of a destination. Landscape was found to be a vital characteristic and feature of a place than the involved cost of travel (Lohmann & Kaim, 1999). Hu & Ritchie (1993) conducted a similar study to measure particular attributes of a visiting place, which concluded ecological magnificence and weather as the vital components to choose a destination (Hu & Ritchie, 1993). Hence scenic beauty must be marked as a key factor at the place to visit.

2.1.4.6 Attribute of Tourism Destination-Pleasant Weather and Climate

Pleasant climate of a visiting place acts as a vital aspect in the choice of a travel destination. These variables have a strong influence on the free movement and day-to-day activities of the travelers at the destination.

Climate and weather can both attract and repel travelers at a destination; hence it acts as a major characteristic feature in the destination decision-making process.

As these components of destination attribute are unpredictable and naturally occurring, they are considered as well as a specification of the tourism product (Martin, 2005). Study on “pulling features of tourism destinations”; Klenosky (2002) says that tropical weather could come out as a major factor attracting tourists who are aiming at relaxing under the sun.

While climatic conditions of a destination plays a major role at a destination which cannot be manipulated, but can be used as a supporting tool by the tour operators to favorably allocate its activities and hence resources.
2.1.4.7 Attribute of Tourism Destination-Accessibility

Kim, 1998 defines accessibility as the customer’s level of comfort or struggle in reaching the desired place to visit. Many times a tourist decides his destination by taking a look at his convenience of going to that place. If there is a choice given to them between two similar destinations then the tourist will select that place where there is ease of accessibility. Hence of those destinations with ease of access are more appreciated to those of least proximity even with similar attributes (McKercher, 1998).

Ease of access must be considered as a significant feature for any specific destination. Zhang & Lam (1999) examined the push and pull factors of motivation for a trip to Hong Kong, which shows ease of access as one of the three major destination attributes.

2.1.4.8 Attribute of Tourism Destination-Safety

Of the major attributes of a destination, security and safety plays a significant role in the selection of a destination. Pizam & Mansfeld (1996) inferred that “security, serenity and harmony are the essential backgrounds for a successful tourism; Majority of the travelers will not be happy to spend their hard earned money to visit a destination that lacks safety. Safety and security are generally considered as crucial factors for destinations competitiveness. Major factors of safety and security includes instability of politics, terrorism, increased crime rates, corrupt police, sewage and sanitation issues, Hygiene, conjunctive diseases, availability and quality of medical support. Some of the factors of safety and security include political instability/unrest, probability of terrorism, increased rate of crimes, corrupt police, sewage problems, and certain epidemic disease and decreased quality of medical services.

The 1992 Florida, USA, tourist murders, for example, were sensational cases that gained broadcasting attentiveness that caused degeneration in travel (Dimanche & Lepetic, 1999). Tour and sightseeing commerce are influenced by catastrophic incidents. Attack on 9/11 at the world trade center decreased the number of tourists travelling and their travel pattern was affected tremendously and did not recover for many years. Specific places to visit, like US and certain nations of Middle East, are now facing several problems in having fewer travellers due to the fear of lesser security and safety measures (Dwyer & Kim 2003).
If a destination is not safe and secure for the tourists then the image of the destination is affected. Investigators have proven that traveler’s destination choice will be affected by the image of the destination (Hunt, 1975; Goodrich, 1978; Scott et al., 1978; and Milman & Pizam, 1995). Safe and secure image draws the attraction of numerous travelers.

2.1.4.9 Attribute Of Tourism Destination-Friendly Attitude of Local People towards Tourists

Host population’s viewpoint on travelers is considered as a chief communal influence (Dwyer & Kim, 2003), traveler’s gratification to their travel is strongly influenced (Andriotis & Vaughan, 2003). Native’s viewpoint on the travelers is generated from their understanding of the industry as a whole.

Dwyer & Kim (2003) opined that destination competitiveness can only be gained through the support of the host community. Success and decline of tourism at a destination is depended up on the attitude of the local community; misconduct from a host can demoralize the image and hence revisit of travelers.

2.1.4.10 Attribute Of Tourism Destination-Service

Services offered at a destination are a vital factor in the destination decision making of travelers. Excellence of service acts as a driving factor to attract more travelers at a specific destination. Destination’s competitiveness is backed by various ancillary services offered at the destination (Dwyer & Kim, 2003). Tourism industry itself falls under the Service industry. All the actions involved in the tourist destination involve service. Studies prove that a destinations decline or growth is determined by the services offered (Haber & Lerner, 1998).

The quality of service perceived by the travelers backs the overall service quality of the destination. Tourist’s destination satisfaction is largely influenced by the quality of service offered to them (Chadee & Mattsson, 1996). Suppose a visitor is not happy with the level of services offered to him, he will be dissatisfied and would not revisit the destination again in his life. On the other hand, if the tourist is happy with the services offered to him he would definitely revisit or would recommend it to his friends and relatives as word of mouth plays an important role for marketing a destination. Hence at a tourist destination, service plays a major role to bring in more travelers.
It is evident that accessibility, cost, culture, entertainment, landscape, local people's attitude toward tourists, security, service relaxation and weather are frequently used attributes for a destination to appeal tourists. This will also apply to Munnar as a tourist destination whether it has this set of attributes to attract tourists or not.

The selections of the attributes used in this study are largely based on the attractions of each destination under study, based on the objectives of the study. Gallarza et al. (2002) selected 25 empirical destination studies that measured attribute-based image, reviewing all the attributes used in these studies and organizing the most common ones into a functional/psychological axis. They found that 'residents Receptiveness' and 'landscape and/or surroundings' were the most mentioned attributes in previous image research; there was a balance between functional and psychological attributes being studied.
Figure: 2.1 Shows Different Attributes Of A Destination And Various Researchers’ Used It.

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The attributes that are taken into account for this study are: Various Activities, Landscape, Surroundings, Nature, Cultural attractions, Night life and entertainment, Shopping Facilities, Information availability, sports facilities, transportation, accommodation, gastronomy, price, value, cost, climate, relaxation, accessibility, safety, social interactions, residents receptiveness, originality, service quality.

### 2.1.5 Demographic Factors

Demographic factors of tourist’s have a great impact on the decision making of a destination. Factors such as age, sex, origin, education, disposable income, educational level, culture etc. have significant roles in the process of decision making.

#### 2.1.5.1 Demographic Variables’ Effects on Satisfaction and hence Loyalty

It has broadly been accepted that the market segmentation is required for planning a consumer-oriented marketing policy and coping it with the large diversity of holiday behavior inside the travel market. Segmentation can be done on the basis of social-demographics, psychographics, behavioral characteristics, trip characteristics and also other variables of interests. The most frequent approaches are to allocate consumers to masses by using demographics; and also if any, same groups are analyzed in between. There are several studies that examined tourists segments for their homogeneity, or lack of it, in developing destination loyalty based on age, gender, education and income, only a few studies have analyzed them in a systematic manner beyond comparisons.

Age-based researches have been getting increasing attention in the travel journalism; this is because of the growing size and also economic importance of the travel market. Most age-based travel researches have been strong on their sub-segmentation, motivation, constraints, and behaviors of the market (Kim, Wei & Ruys, 2003). Some studied about the age effects in consumers deciding in going to a destination. For example, Lepsito& McCleary’s empirical study (1988) said that age did not have any effect on the customer preference for a particular type of hotel for travel pattern. However, some others said that age of the travelers would likely influence their travel patterns, satisfaction and loyalty Moisey& Bichis, (1999). Others stated that older customers (> 50 years old) tended to show higher satisfaction and loyalty than the younger group (< 50 years old) (Hsu, 2000). A few have investigated the similarities and differences between the
two gender segments. For example, Crawford-Welch (1988) observed that female and male business travelers had similar consumption patterns.

McCleary et al. (1994) found that male and female business travelers who had different criteria for choosing a hotel and its services; they reached a conclusion that the two gender groups differ only on some preferred attributes.

Oh, Parks & DeMicco (2002) studied the age- and gender-based effects on tourist satisfaction and behavioral intentions utilizing a theory-based on decision making process. They found that 1) the young were is below 55 years and senior travelers were aged more than 55 years, exhibit the same levels of outlook and perceptions of a destination, they also formed diverse levels of satisfaction and behavior-- senior travelers tended to develop higher satisfaction and behavioral intention than their younger counterparts; 2) while male and female travelers had different levels of expectations and perceptions, they showed comparable satisfaction levels and behavioral intentions; and 3) the age and gender groups demonstrated theoretical invariance, i.e., the holistic decision-making process were similar across matching segments, they came to a conclusion that in spite of the differences in the hidden constructs, the selection process in the model remained similar among age and gender groups.

Different researchers also identified the effects of different demographic variables on satisfaction and loyalty (e.g., Snyder 1991). People loyal to a brand did not change based on their demographic environment. Other researchers found that age may have an influence on consumer loyalty, the older tended to be more satisfied and loyal than the younger ones (Hsu, 2000.)

2.2 Definition, Features, Theory and Study of the Dependent Variable

2.2.1 Destination loyalty

Loyalty means committed behavior that is established by the tendency to take part in a particular leisure facility (Backman & Crompton, 1991). Investigators agree that destination loyalty highlights the longitudinal viewpoint. It is at observing a lifetime visitation behavior of holidaymakers other than a cross-sectional viewpoint in which today’s visitation may not essentially to be linked to preceding visits. Destination providers wish destination loyalty, as it fortifies the connection between visitors and destination providers when visitors face an increasingly striking destination competitive offers, or by their own shortcomings. Loyal visitors are more expected to identify, have trust in and be loyal to the destinations that they favor when
faced with difficulty. Further, if any error occurs in the delivery of the destination, loyal holidaymakers or the tourists will give another chance to the destination provider to rectify the fault committed. As Weiner (2000) says “loyal clienteles normally attribute service faults to ‘volatile influences’ in its place of aspects that are coordinated by the destination provider, thus persisting loyalty in spite of displeasing experiences by the tourists”. According to Lobato et al. (2006), the measurement of loyalty can be organized into two factors; firstly, it is about tourist attitude on repeat buying and secondly, on tourist affinity regarding tourism destination. This is a more comprehensive measurement since it incorporates the two elements of tourist ‘attitude’ and tourist ‘manner’ concerning a destination.

A successful marketing strategy must focus not only on winning new customers but also in developing the loyalty of hard-won existing ones (Palmer 1994).

The interpersonal tactics on marketing sets client loyalty as a strategic objective assumed that various organizations have come to recognize the monetary significance of a loyal customer database; Reichheld & Sasser (1990) are regularly cited to emphasize this significance. In accounting terminologies it estimates that an establishment could upsurge its returns between 25 to 85 percent just by preserving five percent of its total clientele. Bigne’ et al. (2005) hold that it is tough to measure loyalty on the basis of recurrent consumption because consumption is occasional and clientele may favor to visit new destinations. In connection with this claim two issues are existing; the requirement to analyze those influences that encourage loyalty on destinations or tourism conglomerates and the significance of operationalizing the concept of loyalty as the concluding and vital component of preceding models of analysis and hence, try to expose the dimensions it really owns in a sector with such unique features as in tourism.

The significance of the present analysis, at a universal level, lies in the necessity to deliver are ply to relationship marketing and customer loyalty in the tourist industry as interrogations currently of significance (Bigne, 2004; Oh et al. 2002; Bigne’ et al. 2008).

Loyalty in the tourism sector has been inadequately studied, so there are various unresolved interrogations on how to keep the clients loyal in the long run (Zamora et al. 2005). Tourism has understood the introduction of relationship marketing practices and undeniably has been in the frontline of the trades that have implemented this emphasis. Yet, the notion of destination loyalty has acknowledged little consideration in the literature (Fyall et al. 2003; Yoon
Destinations face the trickiest struggle in decades and it might become rougher in the years to come so marketing chiefs need to recognize why tourists are faithful to destinations and what ascertains their loyalty (Chen & Gursoy 2001). One might suitably ask if a specific destination can yield loyalty in individuals who visit it. In this concern, Alegre & Juaneda (2006) say that “certain tourism impulses would hinder destination loyalty”, such as, for example, the craving to pause the repetitiousness of everyday life, involve with different people, places and civilizations or look for new involvements. But, fiscally conservative people may have the impression to revisit a well-known destination. Barroso et al. (2007) discovered four clusters of tourists, on the base is of the requirement for difference, which tourists have, when it comes to taking a trip; these clusters show substantial alterations depending on the objective of the tourists to reappear or to advocate the destination.

Riley et al. (2001) note that the literature on loyalty establishes a drawback in its practicality, to be resolved by experiential means or functioning explanations, contingent on the determination of the analysis. From a conventional perspective, loyalty is hard to explain because of its diverse functions. This depends on the backgrounds of mindsets and standards, the recurrence and the precise physiognomies of the purpose of loyalty. As a perception, it includes the influence to fascinate the object and the tendency to obligate the individual. The empirical issue to be replied is which conduct in tourism consumption can be understood as a sign of loyalty.

Yoon & Uysal (2005) note that destinations can be studied as products and tourists can revisit or advocate them to further likely tourists such as friends or family. Chen & Gursoy (2001) operationally expressed destination loyalty as the level of tourists’ perception of a destination as a good place that they can advocate to others, observing that the analyses only reflects repeat visits, as a sign of loyalty to the destination. Those who do not revisit a specific destination might find diverse travel experiences in different places, while preserving loyalty to the formerly visited destination. Also, these writers claim the objective to advocate a destination as a sign of loyalty. A flight ticket has the potential to be vended consistently, but when it comes to a tour package to a specific destination it may be improbable that a purchase would essentially befall, so that readiness to advocate the product could be suitable sign to measure the loyalty towards the destination under consideration. Consequently they argue that tourism investigators must use
suitable variables to weigh the loyalty of the tourist towards a specific tourism product.

2.3 Previous studies

2.3.1 Positioning Malaysia as a Tourist Destination Based on Destination Loyalty
Mohammad, Addullah & Mokhlis, 2012

The research determines the image of Malaysia as a tourist destination and it inspects all major concepts ‘impact on visitors’ destination loyalty. Surveys were dispersed with leave-taking overseas visitors at two different international airports of Malaysia. The gathered facts were examined using Structural Equation Modeling (SEM).

The outcomes of the analysis show that Malaysia was perceived as delivering an exploratory holiday with an opportunity to watch the wildlife, pleasant seashores and natural picturesque exquisiteness with apt conveniences, the analysis also recommends that there was an affirmative and important association among destination image and destination Loyalty.

The investigation involved in generating a sampling frame as proposed by Burns & Bush (2010). A total of 1000 surveys were dispersed at the international leave-taking halls and 842 surveys were obtained. A sampling frame was generated from the 842 reverted surveys. Statistical Package for Social Science (SPSS) software was used to select respondents using “Random Sample of Cases”. From the generated sampling frame, a total of 420 cases (on behalf of roughly 50 percent of the populace in the sampling frame) were chosen for the analysis. After the data-gathering procedure, a total of 312 instances were exposed to more examination. The study empirically verified a model to inspect the associations among destination image and destination loyalty. The overall image of Malaysia as a tourist destination was affirmative. The findings also suggest that international tourists are offered natural scenic beauty that has nice beaches, offers the chance to see wildlife in Malaysia and that coming to Malaysia was a real adventure. Additionally, Malaysia was also perceived as delivering good facilities and was full of activities. Malaysia must exploit these qualities as the unique selling proposition while promoting Malaysia in a global level, especially for European countries, and placing itself as eco friendly tourism destination. The results of the analysis also signified that destination image has a substantial influence on tourists’ intentions to revisit and disseminate progressive word-of-mouth. Outcomes of this analysis
disclose examining the interactive objectives of foreign tourists, which are persuaded by favorable destination image, deliver better understanding of customer withholding. The results recommend that if foreign tourists perceived satisfactory destination image, they were further enthusiastic to extent affirmative word-of-mouth as well as to commence repeat visitations in the days to come.

From a real-world perspective, the outcomes offer significant inferences for the expansion of destination-marketing plans. In today’s competitive environment, building and handling the exact destination image have become fundamental for successful positioning and distinction. Further precisely, destination marketers must focus on framing an effective destination image to attract the inward global tourists who have numerous choices of travel destinations in their selection set. Establishing the important attributes that are significant and appealing from the tourist’s intellects, accomplished through investigation, is indispensable in framing effective positioning strategy. In this specific case, Tourism Malaysia is recommended to capitalize on the attributes to improve the positioning strategy. The determination should be followed by choosing the right target market and proposing the most suitable blend of local tourism products and service bundles to support the above image to confirm the realization of Malaysia’s destination marketing; this investigation also had restraints and these restraints would possibly transform opportunities for future research: firstly, the study was conducted only over a period of 10 days in the month of May 2009 and flopped to capture tourists visiting Malaysia all the year; secondly, measurement of image was only conducted with present tourists visiting Malaysia and omitted potential tourists; third, this study did not inspect the intervening effect of tourist satisfaction on the relationship among destination image and destination Loyalty.

2.3.2 A Comparison of Tourist Expectations and Satisfaction: A Case Study from Antalya Region of Turkey, Aksu et al. 2010

For numerous ages the number of tourists visiting Antalya Region has been growing. It was claimed that Antalya was analogous with a capital city in terms of tourist statistics. Antalya Region hosted over 9 million tourists in 2008. To withstand demand and intensify rivalry of tour operators in Antalya, it is essential to create a dominant brand image. It is vital to define the current tourist profile visiting Antalya Region, weigh tourists’ expectations and gratification, and identify forthcoming tourism related study. The study indented to compare the expectation and gratification-levels of a chosen sample of tourists; the outcomes were concluded from research conducted in Antalya Region from a sample of 10,393 tourists during 2008.
This investigation was carried out to examine and detect tourism demand in Antalya Region of Turkey. In addition to this, with this analysis it is likely to update tourism investors about a detailed tourist profile. The sample consisted of foreign tourists who had visited Antalya in July, August, September and October 2008. In describing the sample size, the amount of surveys was calculated in agreement with the ratio of the nationalities for the 2007 period as chronicled by Ministry of Culture and Tourism, Turkey. A cluster of trained undergraduate students carried out the investigation during the tourists’ departure. During the investigation, all accesses of Antalya International Airport were used for the survey. Sampled tourists were approached and informed about the purpose of the research, a total of 10,393 surveys were collected.

Several of these sampled tourists came to Antalya Region with greater expectations and left the region with superior gratification. Comparably, there was a high proportion that had intentions to reconsider and a readiness to advocate Antalya Region to others. It can be concluded, that every satisfied tourist, potentially will revisit the region and will act as a representative of the region through word of mouth publicity; hence, generating loyal tourists to the region was very significant even when having new tourists.

Expectations and gratifications level of sampled tourists were compared. It can be determined that maximum of the tourist expectations were encountered.

It was seen that the sampled tourists had lower expectations and lower satisfaction levels for local ways of conveyance, traditional and creative activities, interaction with the local population, sports activities, and conformity to hygienic rules, sanitation, handiness of tourist evidence and accessibility to Antalya city.

As a tourism destination, Antalya Region has advantages such as suitability for family holidays, restaurants, extraordinary sites, traditional values, nature, accommodation services and hospitality of the population. The results drawn from higher-expectation and higher-satisfaction quadrant of the Expectation-Satisfaction Matrix support these areas of accomplishment. For forthcoming marketing of Antalya Region, these attributes must be specifically declared and used in marketing strategies for both short as well as long-term references.
Regarding individual security, sampled tourists had low expectations, but had higher gratification after their holidays in the region. Receiving this affirmative feedback of the region can be stated as a vital aspect for tourists’ security and well-being. In today’s world, having a perception of protection is significant and a crucial competitive advantage over competing destinations.

2.3.3 Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model, R Rajesh, 2013

This study is aimed to build the loyalty of a destination through a speculative model connecting different visitor insight, image of destination and gratification of the tourists. The study investigates the key components, attributes and factors changing the destination image and also looks at the visitor gratification and important points from loyalty on a particular destination. This is a theoretical study that evaluates the modern experiment on the image of destination, visitor gratification and loyalty. The structural standard is created on the prevailing hypothetical and modern experiential study in the area of destination promotion. This includes several concepts of models. Such as visitor insight induced with aspects such as cultural attractions, ancient monuments, cost factor, tourism setting, biological magnetisms and amusements. Gratification point is induced with elements such as amusements, magnetisms and ambiance, lodging, nourishment, conveyance facilities and spending; different aspects that are considered to be intentions to revisit, word of mouth promotion and recommending to others have influenced the destination loyalty construct. The outcomes of the analysis have a significant importance in the managerial implications for different destination promoting managers.

This study focuses on a full proof hypothetical prototype of loyalty on destination through visitor insight, image of destination and visitor gratification. Outcomes and conditions will help in shaping a hypothetically related structure in planning the dimensions for destination chiefs on how to improve it. Analyzing the background of visitor insight, image of destination, visitor gratification and loyalty on destination would deliver a deep knowledge about the process of creating destination loyalty, the particular analysis has established an all-inclusive prototype for loyalty of destination, five constructs contributed to develop the holistic model: pre and post trip images, destination image, visitor gratification and loyalty on destination. It also analyses various attributes and components. The proposed study can be modified by carefully measuring the tourist loyalty of other tourism ancillary sectors as well. A universal tactic employed in assessing the five
different constructs at a single destination helps in the identification of the weakest element at a
destination. Hence this model is able to contribute valuable evidence for managerial decision-
making.

2.3.4 Exploring Customer Satisfaction, Trust and Destination Loyalty in Tourism, Huang et
al., 2006.

The idea of relationship marketing has been a motivation for the management of travel
agents to get new and creative ideas for the establishment of long-term relationships with their
tourist clientele; therefore it is very important to find the tourists' destination loyalty given by an
aggressive market in tourism around the world. This research also proposes a model for tourists' satisfaction, trust and destination loyalty in the industry.

The proposed model reveals that tourists' loyalty is likely influenced directly or indirectly
by the perception of culture differences (experiences), convenient transportation and safety. The
above said statement is also partly in line with the previous research of Mazurskey (1989) who
said that tourists' perception about their destinations influences their final selection of their
destinations and their loyalty.

Needless to say, there are different tourist destinations that are facing tight competition
nowadays, and these things will get worse in the coming years (Chen & Gursoy, 2001). Thus, the
staffs, who are marketing a specific tourist destination, must have a good understanding of why
tourists are being loyal to a destination and what determines the tourists' destination loyalty. This
research also focuses on discussions by learning the loyalty of tourists towards different
destinations around the globe. From a marketing perspective the management team in the tourism
industry may also be trained to find the significance of offering suitable transportation and
different cultural experiences, with a stress on destination safety to potential customers (Chen &
Gursoy, 2001). To sum up, if the safety of the tourists, cultural experiences and convenient
transportation meet the expectations of the tourists, the tourists would surely revisit or recommend
their favorite destination to their friends and relatives with an optimistic word-of-mouth. Hence,
the management should find out different strategies on relationship marketing that can address the
above three key destination choice attributes (Chen & Gursoy, 2001).
The above study on various factors has some potential limitations. Empirical work is to provide a balancing model however, it is very essential to note down the empirical studies that might source their own weaknesses such as the possibility of a using a common technique that is not biased by using a single scale to measure all constructs, the potential limitations because of different cultures across several nations. Researchers may add product image into the model proposed by this study. This study would help the researchers to create a good summary on service product loyalty and move ahead the present practice in tourism management.

2.3.5 A Study Of Developing Destination Loyalty Model Geng qing Chi , 2005

The first objective of the study was to develop a theoretical model of destination loyalty by examining the interrelationships among destination image, tourist satisfaction and destination loyalty. All the relationships were tested jointly using a structural equation model. Two types of conclusions could be drawn. From a destination management perspective, the importance of improving the image and tourist satisfaction could be confirmed. From the research point of view, the systematic examination of causal relationships among the constructs could facilitate a clearer understanding of the concept of destination loyalty. It was hoped that the results derived from the model would serve as the basis for the development of destination marketing strategies. In order to provide a theoretical background for the proposed model, in chapter two the author conducted a comprehensive review of literature regarding destination image, consumer satisfaction and consumer loyalty. The hypothetical causal model that examined the structural, causal relationships among destination image, satisfaction, and destination loyalty. Hypothetically destination image influenced tourists’ satisfaction with traveling experiences, which then affected destination loyalty.

In this particular study on loyalty of a destination, the researcher studies the relationship between destination image and overall satisfaction, attribute satisfaction and overall satisfaction and destination image and overall satisfaction. The study also goes through the influence of overall satisfaction on loyalty of a destination.

The main purpose of the study was to present an integrated approach to understanding destination loyalty model and investigate the theoretical and empirical evidence on the causal relationships among destination image, tourist satisfaction and destination loyalty. The study also examined whether the destination loyalty model was similar across different tourist segments based on tourists’ previous traveling experience(s) and demographic background. Another purpose of the study was to measure the service quality provided by the tourism industry in Eureka Springs.
Destination Loyalty Model

In the marketing literature, although the individual constructs and concepts such as image, satisfaction and loyalty have received considerable attention, the conceptual model and empirical studies pertaining to causal relationships among those constructs have not been examined. Hence, the purpose of this analysis was to examine the relationships between the different pairs of variables as a whole, in order to determine the direction and significance of these relationships. The hypothesized structural causal model was tested by structural equation modeling (SEM), which included a test of the overall model as well as individual tests of the relationships among the latent constructs.

The SEM analysis offered support for the statistically significant relationships between destination image and overall satisfaction (H1), destination image and attribute satisfaction (H2), attribute satisfaction and overall satisfaction (H3), and overall satisfaction and destination loyalty (H4). The destination loyalty model outlined in the conceptual framework was corroborated and all hypotheses proposed held good. Therefore it can be said that tourist overall satisfaction was determined by destination image and attribute satisfaction, and destination loyalty was in turn influenced by overall satisfaction. In addition, the newly proposed path from attribute satisfaction to destination loyalty showed a significant result; thus, attribute satisfaction was also a direct antecedent of destination loyalty. The findings confirmed that tourists’ loyalty was enhanced by positive destination image and high satisfaction, which was consistent with the image, satisfaction & loyalty scheme that conceptually guided this study. The empirical results of this study provided tenable evidence that the proposed structural equation model designed to consider simultaneously destination image, overall and attribute satisfaction, and destination loyalty was acceptable. Tourism destination loyalty had causal relationships with image and satisfaction. Additionally, the attribute satisfaction separately from the overall satisfaction influenced the destination loyalty. This study makes it clear that destination image plays an essential role in achieving the loyalty of an individual, and tourists’ satisfaction must be handled proactively in order to develop it into a lasting relationship beneficial to both parties. Destination image had a positive effect on tourist satisfaction as well as on destination loyalty. An improvement in the overall image of a place held by an individual increased the propensity to make a positive assessment of the stay. It also enhances his or her intention to return and to recommend it in the future. Consequently, with regard to the sequence image, satisfaction & loyalty suggested by the review of the literature, the analysis of the interrelationships as a whole confirmed the model. In the literature, although it has been acknowledged that destination loyalty is important, little has been done to investigate its
measurement, or its structural relationships with image and satisfaction. This study revealed and confirmed the existence of the critical relationships among destination image, attribute/overall satisfaction and destination loyalty. The findings suggested that it would be worthwhile for destination managers to make greater investments in their tourism destination resources, in order to continue to enhance tourists' experiences. It is believed that this study has a substantial capability for generating more precise applications related to destination behavior, especially concerning tourists' loyalty.

2.3.6 Service Design in Tourism: Customer Experience Driven Destination Management
Marc Stickdorn, Anita Zehrer, 2009

The competitiveness of any service product ultimately depends on customer satisfaction, which is determined by the consumer's assessment of expectations towards a certain product and the actual experiences with the product delivery process. In tourism destinations, products are service products generally consisting of multiple service touch points which customers perceive prior, during and after their holidays. The matching or even exceeding of customer's expectations are crucial for generating customer satisfaction and needs to be constantly designed and measured. To gain customer insights various service design tools such as shadowing, mapping, interviews, user journals, or observation techniques exist. This paper reports the development of a software for mobile phones, which enables customers to add and modify touch points on their customer journey which then can be aggregated and analyzed to identify in detail the strengths and weaknesses of touch points and enable service orientation on destination level.

The competitiveness of any service product ultimately depends on the customer satisfaction, which is determined by the consumer's assessment of expectations towards a certain service product and the actual experiences with the service process – the perceived service quality. Various approaches have been introduced within the service sector to improve service performance and quality. As a consequence, the adoption of a so-called service orientation has become of increasing interest for service providers in recent years. A firm's service orientation is a decisive factor in the improvement of profit, growth, and both customer and employee satisfaction and loyalty destinations need to be equated with business organizations following four major managerial functions, at best coordinated by destination management organizations (DMOs): Strategic planning refers to a destination's coordination capability, which involves the development, implementation and monitoring of a long-term strategy, market analyses and market positioning. Product development is a key function of DMOs, including the packaging of available services to saleable tourism products, creation of new products, provision of an information system (e.g. databases,
information offices), supervision of product quality, staff training and organization of tourism activities and events.

The variety of stakeholders along with the coordinative character of destinations involves an almost intrinsic conflict of interest, since sustainable destination management presupposes a consistent branding, although the service providers in the same line of business compete with each other. Hence, one challenge for successful destination management is to align these individual interests of stakeholders into an efficient cooperation.

Tourism is a service-intensive industry that is dependent on the quality of customer’s service experiences and their consequent assessments of satisfaction or dissatisfaction. From a demand perspective, the new tourist is increasingly well informed, more quality sensitive, and more willing to quickly react towards shifts in the tourism market following postings on tourism rating websites. Hence, the perceived service product quality emerges as the crucial factor in the pre-purchase phase of tourism products (Zehrer 2009; Stickdorn 2009; Smallbone et al. 1999). From a supply perspective, the constant and effective improvement of service quality provides an opportunity in particular for the small- and medium-sized structured tourism industry to compete with larger competitors. The adoption of a so-called “service orientation” by tourism businesses has thus become of increasing interest in recent years as a crucial factor in the enhancement of profit, growth, customer satisfaction, customer loyalty, and satisfaction. However, destinations generally consist of multiple services often referred to as service packages or bundles, which render service orientation more difficult to perform.

2.3.7 The effect of marketing constructs and tourists’ satisfaction on loyalty to a sport destination A structural equation model and analysis Mohammad Reza Jalilvand, 2014.

The purpose of the current study is to explore complicated structural relationships among the variables of tourists’ perceptions of quality and the value of a sport tourist destination and their satisfaction level and loyalty that are vital for successful destination marketing and management. A survey was used to collect data from a sample of 570 sport tourists who traveled to Nowshahr & Chalous cities in Iran during September 2012. These data were gathered by convenience sampling method and analyzed using a structural equation model (SEM). The results of the SEM revealed that tourists’ perceived quality and perceived value have a significant impact on their satisfaction. Further, tourists’ satisfaction had a positive and significant effect on the level of their loyalty. Findings of the current study contribute to a better perception of behavioral mechanisms and incentives and provide an acceptable basis to improve tourism industry, In both regional and
national levels. This is the first such study of the Iranian sports sector.

Destinations should take action to provide necessary infrastructures regarding their cultural and geographical characteristics to be successful in consistently attracting more tourists. This requires a comprehensive approach with regards to the tourism industry to provide the requirements of tourism development by preparing and providing the intended facilities. The existence of required amenities is the first step in attracting and maintaining tourists. Tourists’ expectations of the region are often formed based on the experience of previous trips, advertisements and other incentives and the quality of services and facilities and perceived values have a direct effect on the quality of travel, tourism experience and visitors’ demand levels in the future (Uysal, 2003) and the possibility of them returning to a certain destination depends on tourists’ satisfaction level.

The notion of people traveling to participate in and watch sport dates back to the ancient Olympic Games, and the practice of stimulating tourism through sport has existed for over a century. Hence, sport and tourism professional shave begun to realize the significant potential of sport tourism and are aggressively pursuing this market niche (Hudson, 2003). Sports are associated with rich and various visitor experiences and therefore contribute to the image and characterization of tourism destinations (Higham, 2005). It is important to understand what role places or destinations play in the field of sport and tourism and the relationship between tourists and the places they visit is a very interesting one.

The linkages among tourist satisfaction, loyalty, value and quality are arguably the most widely studied relationships in tourism literature. However, the delineation between the constructs is a widely debated issue. An overview of the marketing literature indicates that as a theoretical construct, customer satisfaction is problematic to define and operationalize, especially in relation to service quality. Some researcher suggest that perceived quality and customer satisfaction are distinct constructs (Oliver, 1997) and that there is a causal relationship between the two (Spreng & Mackoy, 1996). In some cases, however, the constructs are interchangeable (Parasuraman et al., 1994). In tourism research, Tian-Cole et al. (2002) support the former view and consider satisfaction and quality as separate constructs.

The present study used a 10-minute self-administered pen and paper questionnaire, written in Persian, using a non-probability, convenience sampling approach. The advantages of the self-administered pen and paper questionnaire include its anonymity that enables opportunity for self-disclosure, cost savings on postage, as it is self-administered on the spot and quick turnaround. However, the disadvantages of the pen and paper self-administered questionnaire are its lack of convenience, missed responses and problems with the reliability of data collected in haste (Kiesler & Sproull, 1986). Because the advantages of anonymity, cost savings, quick turnarounds and the
simplicity of the self-administered questionnaire with a convenience sample outweighed the disadvantages, the current approach was justified.

The data were collected from Nowshahr & Chalous, as they were considered the most important sport tourism destinations in Iran in September 2012. These cities include diverse tourism attractions, particularly sport tourism attractions. Nowshahr is known for its humid climate and immense natural beauty, and is therefore an attractive destination for domestic tourism. Nice hotels and private villas accommodate hundreds of thousand tourists every year. Natural parks, green mountains and the Caspian Sea with its great water for swimming are located within a few kilometers around Nowshahr and most of the other cities in northern Iran.

The main motivation for this study was to gain a better understanding of tourist loyalty to a sport tourism destination. This study is based on the related literature and hypothesizes that perceived quality and perceived value have a positive direct and indirect effect on loyalty and that satisfaction mediates these relationships. In addition, the influence of perceived quality on perceived value was examined and the effects of perceived value and perceived quality on satisfaction were supported. In fact, our analysis showed that perceived value and perceived service quality make a considerable contribution to the tourist loyalty toward a sport destination. The results of the study confirm the existence of a relationship between perceived value and perceived quality. This finding is consistent with the results of prior research that state there is relationship between perceived quality and perceived value (Chen & Tsai, 2007). Additionally, the positive linkage between perceived quality, perceived value and tourist loyalty to a sport destination was substantiated. Thus, the causal relationship suggested in the literature about loyalty (Gallarza et al., 2013) was supported within our tourist's sample and in the context of the sport tourism. The other significant linkage is found in the relationships between satisfaction with the sport tourism destination and loyalty to the destination. This result could be interpreted as consistent with previous studies, which found that the relationship between satisfaction and loyalty is significant (Hui et al., 2007). Unlike the results of this study, Chen & Tsai (2007) demonstrated that perceived quality is not directly related to satisfaction level and behavioral purposes. They estimated a model which links destination image, the quality of travel to a destination, perceived value, satisfaction level and behavioral intention with each other. Further, some variables may exogenously affect the existing relations (such as climatic conditions and natural attractions). The importance and level of each index could be evaluated by focusing on the personal parameters for perceived service value. However, considering some points is necessary in the evaluation of the results. For example, it is not possible to claim universally that perceived value and perceived quality can form sport tourists' satisfaction and loyalty because the constructs may have different importance in various cultures.
across nations and, as a result, researchers believed that there is no optimal and universal competitive model for all destinations (Omerzel Gomezelj & Mihalic, 2008)

Summary

All the seven studies that have been conducted by various researchers have supported the current study on destination Loyalty of tourists visiting Munnar. The study by Mohammad, Abdullah & Mokhlis (2012) was conducted in Malaysia to ascertain the image of Malaysia as a tourist destination. The study examines the loyalty of tourists visiting Malaysia. Destination image of Malaysia was one major factor that was taken into consideration in this study. The study conducted by Aksu et al. (2010) on the expectation levels of tourists (perception of tourists) and their experience and the satisfaction level thus obtained in the tourists visiting Antalya region of Turkey. The study proved that the demographic factors of tourists have a high level of influence on the expectations and satisfaction levels of the tourists. The study by R Rajesh (2013), a theoretical model explains the relationships between perception, attribute, image, and tourist destination satisfaction and destination loyalty. Huang et al. (2006) in the study of exploring customer satisfaction, trust and destination loyalty in tourism found that if safety standards, cultural experiences, and convenient transportation ultimately meets the requirements of the tourists they are likely to recommend their favorite destination through word of mouth to their relatives and friends. All these studies support the study to be conducted on Munnar on the factors affecting destination loyalty towards Munnar as a destination. The factors taken into account for the current study are already studied and proven by the above mentioned researchers in their respective studies conducted in various tourist destinations around the world. The factors analyzed to have significant influence on satisfaction and loyalty towards Munnar is Perception of tourists, Image of destination, attributes of the destination and experience of tourists at the destination. The demographic factors that are analyzed are the age group and the income level of tourists. The below table shows the detailed summary of the studies conducted by various researches.
## 2.3.5 Summery of Previous Studies

<table>
<thead>
<tr>
<th>No</th>
<th>Title</th>
<th>Author</th>
<th>Year</th>
<th>Objective</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Positioning Malaysia as a Tourist Destination Based on Destination Loyalty.</td>
<td>Mohamad et al.</td>
<td>2012</td>
<td>Ascertain the image of Malaysia as a tourist destination and examines the construct's influence on tourists' destination loyalty.</td>
<td>The findings suggest that if foreign tourists perceived favorable destination image, they are more willing to spread positive word-of-mouth as well as to undertake repeat visitations in the future.</td>
</tr>
<tr>
<td>2</td>
<td>A Comparison of Tourist Expectations and Satisfaction: A Case Study from Antalya Region of Turkey.</td>
<td>Aksu et al.</td>
<td>2010</td>
<td>Comparison of expectation-levels and satisfaction-levels of a selected sample of tourists from the Antalya Region of Turkey.</td>
<td>All demographic variables have high level of influence on expectations and satisfaction level of tourists.</td>
</tr>
<tr>
<td>3</td>
<td>Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model.</td>
<td>R Rajesh</td>
<td>2013</td>
<td>Develop a destination loyalty theoretical model by using tourist perception, destination image and tourist satisfaction.</td>
<td>This study shows the relationship between components, attributes, factor influence tourist perception, destination image, tourist satisfaction and destination loyalty.</td>
</tr>
<tr>
<td>4</td>
<td>Exploring Customer Satisfaction, Trust and Destination Loyalty in Tourism.</td>
<td>Huang et al.</td>
<td>2006</td>
<td>Relation between perceived safety, perceived cultural experience, and perceived convenience of transportation on satisfaction and trust towards the selected destination of a tourist, consequently leading to destination loyalty of the tourist.</td>
<td>The study proves if safety standards, cultural experiences and convenient transportation ultimately meet the anticipations of tourists, the tourists are likely to recommend their favorite destination to their friends and relatives with positive word-of-mouth.</td>
</tr>
<tr>
<td>No</td>
<td>Title</td>
<td>Author</td>
<td>Year</td>
<td>Objective</td>
<td>Findings</td>
</tr>
<tr>
<td>----</td>
<td>----------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>5</td>
<td>A Study Of Developing Destination Loyalty Model</td>
<td>Gengqing Chi</td>
<td>2005</td>
<td>Develop a theoretical model of destination loyalty by examining the interrelationships among destination image, tourist satisfaction and destination loyalty.</td>
<td>This study revealed and confirmed the existence of the critical relationships among destination image, attribute/overall satisfaction and destination loyalty.</td>
</tr>
<tr>
<td>6</td>
<td>Service Design in Tourism: Customer Experience Driven Destination Management</td>
<td>Marc Stickdorn, Anita Zehrer</td>
<td>2009</td>
<td>Find out the relationship between service experiences and their consequent assessments of satisfaction or dissatisfaction.</td>
<td>The perceived service product quality emerges as the crucial factor in the pre-purchase phase of tourism products.</td>
</tr>
<tr>
<td>7</td>
<td>The effect of marketing constructs and tourists' satisfaction on loyalty to a sport destination A structural equation model and analysis</td>
<td>Mohammad Jalilvand</td>
<td>2014</td>
<td>Explore complicated structural relationships among the variables of tourists’ perceptions of quality and the value of a sport tourist destination and their satisfaction level and loyalty that are vital for successful destination marketing and management</td>
<td>The effects of perceived value and perceived quality on satisfaction were supported perceived value and perceived service quality make a considerable contribution to the tourist loyalty toward a sport destination.</td>
</tr>
</tbody>
</table>
CHAPTER 3
RESEARCH FRAMEWORKS

This chapter will provide a general view about the research process through the theoretical framework, conceptual framework, hypothesis and Operationalization of the variables. Theoretical frameworks from four different articles were studied to develop an ideal conceptual framework for the research. Hypothesis were developed and proposed to examine the link between dependent and independent variables in the developed conceptual framework. Operationalization of those variables will describe the meaning of the variables used in the study.

3.1 Theoretical Framework

The theoretical framework provides a basic knowledge about the study conducted. Hence four theoretical frameworks from four related articles are used to understand the correlation between the determinants and to develop a modified conceptual framework for the study.

Figure: 3.1: The effect of marketing constructs and tourists' satisfaction on loyalty to a sport destination A structural equation model and analysis Mohammad Reza Jalilvand, 2014.

In this study the perception of tourists on The purpose of the current study is to explore complicated structural relationships among the variables of tourists' perceptions of quality and the value of a sport tourist destination and their satisfaction level and loyalty that are vital for
successful destination marketing and management. A survey was used to collect data from a sample of 570 sport tourists who traveled to Nowshahr and Chalous cities in Iran during September 2012. These data were gathered by convenience sampling method and analyzed using a structural equation model (SEM). The results of the SEM revealed that tourists’ perceived quality and perceived value have a significant impact on their satisfaction. Further, tourists’ satisfaction had a positive and significant effect on the level of their loyalty. Findings of the current study contribute to a better perception of behavioral mechanisms and incentives and provide an acceptable basis to improve tourism industry in both regional and national levels. From this theoretical framework this study adopts the relation between perceived quality and satisfaction H2.

Figure 3.2: Conceptual Model for Developing Destination Loyalty Model, Gengqing Chi, 2005.

In this study, the researcher has developed a theoretical model of destination loyalty by examining the interrelationships among destination image, tourist satisfaction and destination loyalty. The systematic examination of causal relationships among the constructs could facilitate a clearer understanding of the concept of destination loyalty. A self-administered questionnaire was developed including both structured and open-ended questions. The target population of this study was all the visitors who stopped by Eureka Springs’ Welcome Center, stayed at hotels, motels, and...
B&B, and visited souvenir shops/art galleries during a 20-day survey period. A two-stage sampling approach including stratified proportionate sampling, and systematic random sampling (SRS) was applied. The main purpose of the study was to present an integrated approach to understanding destination loyalty model and investigate the theoretical and empirical evidence on the causal relationships among destination image, tourist satisfaction and destination loyalty. The study also examined whether the destination loyalty model was similar across different tourist segments based on tourists’ previous traveling experience(s) and demographic background. The relationship between Destination Image and overall satisfaction and Attribute satisfaction and overall satisfaction are adopted for the current study. The relationship between the overall satisfaction and loyalty of destination is also adopted for the study on Munnar.

Figure 3.3: Service Design in Tourism: Customer Experience Driven Destination Management, Marc Stickdorn, Anita Zehrer (2009)

The competitiveness of any service product ultimately depends on customer satisfaction, which is determined by the consumer’s assessment of expectations towards a certain product and the actual experiences with the product delivery process. In tourism destinations, products are service products generally consisting of multiple service touch points which customers perceive prior, during and after their holidays. The matching or even exceeding of customers’ expectations are crucial for generating customer satisfaction and needs to be constantly designed and measured. To gain customer insights various service design tools such as shadowing, mapping, interviews, user journals, or observation techniques exist. This paper reports the development of a software
for mobile phones, which enables customers to add and modify touch points on their customer journey which then can be aggregated and analyzed to identify in detail the strengths and weaknesses of touch points and enable service orientation on destination level.

Tourism is a service-intensive industry that is dependent on the quality of customers' service experiences and their consequent assessments of satisfaction or dissatisfaction. From a demand perspective, the new tourist is increasingly well informed, more quality sensitive, and more willing to quickly react towards shifts in the tourism market following postings on tourism rating websites. Hence, the perceived service product quality emerges as the crucial factor in the pre-purchase phase of tourism products (Smallbone et al. 1999). From a supply perspective, the constant and effective improvement of service quality provides an opportunity in particular for the small- and medium-sized structured tourism industry to compete with larger competitors. The adoption of a so-called "service orientation" by tourism businesses has thus become of increasing interest in recent years as a crucial factor in the enhancement of profit, growth, customer satisfaction, customer loyalty, and satisfaction. However, destinations generally consist of multiple services often referred to as service packages or bundles, which render service orientation more difficult to perform. The relationship between the experience of the tourists and the satisfaction are adopted from this study for the study on Munnar.

**Figure 3.4:** Shows The Conceptual Frame Work Used To Show The Impacts Of Tourist Perception, Destination Image And Tourist Satisfaction On Destination Loyalty.

![Diagram of tourist perception, destination image, and satisfaction](image)

This study is intended to develop a hypothetical model for destination loyalty from the constructs visitor insight, image of destination and visitor gratification. Various attributes, components and factors influencing the destination image, determinants of destination loyalty and visitor gratification are analyzed. The theoretical study is frame worked to evaluate modern experiments on destination image, visitor gratification and loyalty. The conceptual framework used in this model is developed from the existing hypothetical and experimental researches under destination marketing. There are four major constructs included in this model: Visitor insights (Tourist perception), Image of destination, Visitor gratification (tourist satisfaction) and loyalty on destination. This analysis of the outcome discloses that visitor insight, image of the destination and visitor gratification have a direct influence on loyalty of the destination.

Based on these researches a conceptual framework has been developed by the researcher for the current research.

3.2 Conceptual Framework

The Conceptual framework has been developed to illustrate the concepts involved in the study. The framework demonstrates the overview of the research. The independent variables are the tourists’ perception of Munnar, the image of Munnar as a tourist destination and the experience they gained from the attributes of the destination.

Theoretical Framework 1: The relationship between perceived quality satisfaction and loyalty has been adopted from the above conceptual framework of "The effect of marketing constructs and tourists’ satisfaction on loyalty to a sport destination" A structural equation model and analysis by Mohammad Reza
Theoretical Framework 2: The relationship between destination Image and satisfaction, attribute and satisfaction and loyalty and satisfaction has been borrowed from the framework of Conceptual Model for Developing Destination Loyalty Model, Gengqing Chi, 2005.

Theoretical Framework 3: The relationship between the experience at a destination and satisfaction is adopted from the study on Service Design in Tourism: Customer Experience Driven Destination Management, Marc Stickdorn, Anita Zehrer (2009)


In this study, tourists’ loyalty towards Munnar has been selected as the dependent variable. Independent variables chosen for this study include image, perception, attribute and experience.
However, the researcher hypothesis that satisfaction plays a major role in creating a loyal attitude in the minds of tourists. Hence, the variable satisfaction has been drawn as the mediating variable between loyalty and all the four independent variables.

3.3 Defining the Independent Variables, Intermediate variable and Dependent variable.

**Independent Variables**

3.3.1 Tourist Perception on Destination: Antonides & Fred van Raaij (1998) points out: “People vary in their awareness of realism depending on their own proficiencies, life histories, and personal situations” (Pizam & Mansfeld 2000).

“Perception can be created without experience and knowledge of the object/person. This is often the case when tourists develop perceptions of a destination prior to its visitation.” (Reisinger & Turner 2003). There are marketing techniques that make it possible to change negative perceptions of a destination. However, the best way to change people’s perceptions of a destination is when people get actual experience from this destination.

3.3.2 Destination Image: Destination image is one of the most investigated and examined models in the analysis of modern tourism (Echtner & Ritchie 2003; Pan & Li, 2011). Image can be defined in a variety of ways: as a person’s set of opinions, feelings and impressions about an object, a concern of all evidence got from different channels or a mental implication the person has about something outside material perception (Aksoy & Kiyci, 2011). According to Pearce 1998: Jesus, 2013 “...image is one persons expressions that will not go away ... ...a period with unclear and fluctuating meaning...” – normally cited as: “...the total of opinions, thoughts and impressions that a person have about a place” (Jesus, 2013). Lopes debate how a destination with a robust image is further effortlessly distinguished from its rivals and that travelers are more tending to consider and choose destinations with sturdier and extra affirmative images (Lopes, 2011).

3.3.3 Tourist Experience: Human experience is derived from an individual’s encounter with ‘reality’ (Berger & Luckmann, 1971). This experience is recorded by the perceptual processes and organized according to an individual's involvement with their environment.

**Intermediate Variable**

3.3.4 Overall Satisfaction of Destination: In the tourism sector, Tribe & Snaith (1998) suggestion of a tool to measure tourist satisfaction with the holiday destination, which they refer to as HOLSAT. In this case, the idea of satisfaction is described as the degree to which the tourist's
assessment of a destination’s attributes surpasses the expectations. Within the background of our analysis, the important feature is that it permits the tourists to express satisfaction/dissatisfaction by assessing both affirmative and destructive attributes. Affirmative attributes are qualities that convey good impressions of a destination, whereas destructive attributes are those that transmit unfavorable impressions. The inclusion of negative attributes is one of the main benefits of the HOLSAT model, as it permits for a complete evaluation of the destination that is more comprehensive than the assessment gained by means of tools used to measure service quality. This model was functional in Varadero (Cuba) by Tribe & Snaith (1998), and in Vietnam by Truong (2005) and Truong & Foster (2006). Among the attributes studied to be destructive, the former group of investigators includes “heavy constructed”, “street brothel”, “industrial contamination in the resort”, “Queue and delays for assistance”, “unavailability of definite drinks or foods” and “power interruptions”; whereas the second group of investigators includes “troops at tourism attractions”, “too many mendicants and retailers in the street”, “no unrestricted lavatories”, “distressed in getting currencies with a plastic card”, “be cautious with what you eat or drink”, “trouble exchanging currency”, “contamination in the cities”, “time-consuming customs authorization”. In all of these cases the destructive attributes are destructive topographies that the tourist can imagine to find at the destination and who after the holidays they may assess to be either existing or not from the experience.

Dependent variable

3.3.5 Destination Loyalty: Destinations face the strictest competition in decades and it may get even better in the years to come, so, marketing chiefs need to recognize why tourists are loyal to destinations and what regulates their faithfulness (Chen & Gursoy, 2001). One may usefully ask whether a particular destination can generate devotion in people who visit it. In this respect “some tourism inspirations would inhibit destination dependability”, such as, for example, the desire to break with the monotony of daily life, involve with different people, places and values or look for new skills. However, people having a bad notion on risk involved, might consider the revisit to an accustomed destination.

3.4 Research Hypotheses

Research hypotheses are the testable predictions made from the Independent and dependent variables in the study. The review of literature and the background of the study explain and justify the hypothesis to be tested in this study.
H1: There is a significant relationship between image of the tourist destination and the satisfaction of the tourist

H1o: There is no significant relationship between image of the tourist destination and the satisfaction of the tourist.

H1a: There is a significant relationship between image of the tourist destination and the satisfaction of the tourist.

H2: There is a significant relationship between Perception of tourist and the satisfaction

H2o: There is no significant relationship between Perception of tourist and the satisfaction.

H2a: There is a significant relationship between Perception of tourist and the satisfaction.

H3: There is a significant relationship between the attributes of the tourist destination and the satisfaction of the tourist

H3o: There is no significant relationship between the attributes of the tourist destination and the satisfaction of the tourist.

H3a: There is a significant relationship between the attributes of the tourist destination and the satisfaction of the tourist.

H4: There is a significant relationship between tourist’s experience of a destination and the satisfaction of a destination.

H4o: There is no significant relationship between tourist’s experience of a destination and the satisfaction of a destination.

H4a: There is a significant relationship between tourist’s experience of a destination and the satisfaction of a destination.

H5: There exists a positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination

H5o: There exists no positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination.

H5a: There exists a positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination.
3.5 Operationalization of Independent and Dependent Variables

Operationalization of the Independent Variable

In this study, the independent variables are the tourist’s perception and experience on Munnar as a tourism destination. Perception of tourists can be derived from their demographic factors; experience from attributes of the destination.

Table 3.1: Shows The Attribute, perception, Image and Experience of The Destination As Independent Variables.

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Conceptual definition</th>
<th>Operational definition</th>
<th>Level of measurements</th>
<th>Question number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception</td>
<td>Accessibility to the destination.</td>
<td>Munnar Transportation &amp; Road systems</td>
<td>-Interval</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Climate condition of the destination.</td>
<td>-Temperature</td>
<td>-Interval</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Welcoming atmosphere of the destination as a whole.</td>
<td>- Welcoming Atmosphere</td>
<td>-Interval</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Destination ideal for mountain tourism.</td>
<td>-Interval</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Destination has few first class hotels.</td>
<td>-Interval</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cultural and historic value of Munnar is good</td>
<td>-Interval</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Natural and scenic attractions at the destination, vegetation, flora and fauna.</td>
<td>Sight seeing</td>
<td>-Interval</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Peaceful and quite environment.</td>
<td>- Peaceful &amp; Quiet</td>
<td>-Interval</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Cleanliness and Hygiene of the environment.</td>
<td>- Overall Munnar</td>
<td>-Interval</td>
<td>9</td>
</tr>
</tbody>
</table>
Independent Variables | Conceptual definition | Operational definition | Level of measurements | Question number |
---|---|---|---|---|
Experience | Experience something new | -Interval | 10 |
Relax and take rest | -Interval | 11 |
Forget daily duties | -Interval | 12 |

### Table 3.2: Shows the intermediate variable Satisfaction and loyalty On the Destination as a Dependent Variable.

| Intermediate and Dependent Variables | Conceptual definition | Operational definition | Level of measurements | Question number |
---|---|---|---|---|
Satisfaction | Satisfaction of tourists at various tourist spots in Munnar. | -Satisfaction on various spots | -Interval | 13 |
 | Scenes in Munnar are good | -Interval | 14 |
 | Travelling within various destinations in Munnar is easy | -Moving around Munnar is easy | -Interval | 15 |
Loyalty | Say positive things about destination to others. | Will say positive things about Munnar to others | -Interval | 16 |
 | Encourage others to travel | Encourage friends and relatives | -Interval | 17 |
 | Revisit | -Consider Munnar to visit again. | Interval | 18 |

Thus, in this chapter the researcher developed the conceptual framework on the basis of the theoretical framework that was constructed from different studies. The conceptual framework provides a better understanding of what the researcher intends to study in this research. It also shows how the researcher wishes to relate the independent variables with that of the dependent variable. In this chapter the researcher has also framed the hypothesis, which is to be tested by the researcher in this study.
CHAPTER 4
RESEARCH METHODOLOGY

The research methodology explains the systematic solution to the research problem as well as the scientific methods involved in the research process, various operations involved in the research such as respondents involved, sampling procedure, research instruments, data collection, statistical evaluations and operations included.

4.1 Methods of Research

The study is conducted to determine the destination loyalty of tourists visiting Munnar, Kerala, India. The research approach used is descriptive to describe the whole phenomenon in a quantitative aspect. Survey method is found to be the most common research tool as it allows the researchers to study and describe on a fairly large population quickly and at relatively lower cost (Davis & Cosenza, 1993).

In this study, a survey questionnaire was used because a survey is a design that is usually based upon the use of a questionnaire for the primary purpose of describing and predicting some phenomenon. The test enabled a statistical assessment to complement human analysis of the cross tabulations looking for evidence of the relationship between variables.

4.2 Respondents and Sampling Procedures

The researcher will explain the method of selecting the respondents from the target population and the sampling procedures used in the study. The methodology used to determine the respondents, the sampling method, the sample size, the target population will all be explained by the researcher in this section. The researcher will first explain who the target population is; the sample size and then finally the researcher will explain the sampling procedure.

4.2.1 Target Population

The target population is the units in the population on which the researcher wishes to conduct the study (Neuman, 2000). The target population for this study are tourists both domestic and international visiting Munnar as a tourist destination.
4.2.2 Sample size

The total number of tourist arrivals in Munnar was 486,931 from April 2012-March 2013 as per the data collected from the Office of the wildlife warden, Eravikulam national park, Munnar (Document attached in the appendix). The researcher has considered this as the population for this study. Since it is absolutely impossible to conduct a study among these much of people, the researcher has drawn 400 people for the study, which is the sample size of the study. This number has been calculated systematically using Slovin’s formula.

4.1: Sample Size Calculation

The sample size has been found out using Slovin’s formula.

\[
n = \frac{N}{1 + Ne^2}
\]

Where,

- \(n\) = Sample Size
- \(N\) = Population
- \(e\) = Margin of Error

\[
n = \frac{486931}{1 + 486931 \times (0.05)^2}
n = \frac{486931}{1 + 486931 \times 0.0025}
n = \frac{486931}{1 + 1217.3275}
n = \frac{486931}{1218.3275}
n = 399.671 \approx 400.
\]

In this study, the population is 486,931, with a margin of error of 5% i.e., 0.05. By working out this formula, the sample size has been obtained as 400. (http://www.staticshowto.com/how-to-use-solvins-formula/, Retrieved on 12 November 2014)
4.2.3 Sampling Method

As stated earlier, the estimated number of tourists visiting Munnar as a tourist destination is over 486,000. The researcher has considered this number as the population. And by using Slovin’s formula the research has obtained 400 as the appropriate sample size.

Non-probability sampling method is used for the study. It is a technique in which units of the sample are selected on the basis of personal judgment or convenience (Zikmund, 2000). Here, the underlying criteria chosen by the researcher for opting non-probability sampling is convenience. In this study, the focus is only on those people, who come to Munnar as tourists. Other than this, people often visit Munnar for other purposes like study tours, attending conferences/meetings, business related visits etc. Hence the questionnaires were distributed to those people, who are only tourists. Hence, each people in Munnar do not have an equal opportunity for being selected (randomly) for the study. Since this lacks the essence of random sampling, this study naturally slips into the category of non-probability sampling.

Since the researcher does not have any prior knowledge about the background of the potential respondents, convenience sampling was adopted. It refers to the selection of their closeness to the investigator and the ease with which the researcher can access the participants (Jennings, 2001). Convenience sampling is appealing as it meets the necessities of non-probability samples; this approach is less time consuming and is possible to complete with a limited budget (Zikmund, 2000). Besides, the questionnaires were distributed to the tourists on the basis of their convenient accessibility.

4.3 Research Instruments

In this study the research instruments used to collect the data was a self-administrated questionnaire, the questionnaire was designed to analyze the level of importance of the factors contributing destination loyalty of tourists visiting Munnar, Kerala, India.

The questionnaire was divided into four sessions out of which the first part is to screen whether the tourist is visiting Munnar for the first time, travel characteristics, and the purpose of visit and questions on demography.

The second part is to analyze tourists’ perception on Munnar from the research he has done on various sources of information and prior travel. The respondent’s level of agreement was surveyed using a five point Likert scale ranging from five-Strongly agrees, four-agree, three-neutral, two-disagree, one-strongly disagree.
The last two questions will be asking them for their likelihood to revisit and if they would positively recommend the destination to their dear and near.

4.3.1 Instrument Development

The research instrument developed for this study covers the different variables and three questions per variable as mentioned in the table 4.3.1.1. The questions include the demographic factors of the respondents. Questions 1-3 cover the tourist’s perception on the destination. 4-6 is questions on image of the destination. 7-9 covers the various attributes of the destination as per the respondent. Questions 10-12 are about the respondents experience on the particular destination. Questions 13-15 and 16-18 are on the satisfaction and loyalty of the respondents. The questionnaire related to items framed by the researcher as dependent and independent variables in the study. In order to analyze these factors, a five point likert scale is used from "Strongly Agree" to Strongly Disagree". The questions on Destination Image and loyalty were borrowed from Mohammed et.al,(2012) Questions on tourist perception was framed by Jesus, (2013) Questions on satisfaction are framed by Mohamed, (2011), Questions on destination attribute are borrowed from Nasir et al.(2013) and the questions on satisfaction are adopted from Marek Nowacki (2013).

The researcher did not want to put any heading to this part of the questionnaire as the researcher did not want the respondents to be bound or intimated by the terms and hence be biased in their responses.

The demographic factors are all covered in the third part of the questionnaire with questions pertaining to gender, managerial level, age and salary.

Table 4.1 Research instrument developments.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Questions</th>
<th>Number of Items</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist Perception</td>
<td>1-3</td>
<td>3</td>
<td>Interval</td>
</tr>
<tr>
<td>Destination Image</td>
<td>4-6</td>
<td>3</td>
<td>Interval</td>
</tr>
<tr>
<td>Destination Attributes</td>
<td>7-9</td>
<td>3</td>
<td>Interval</td>
</tr>
<tr>
<td>Tourist Experience</td>
<td>10-12</td>
<td>3</td>
<td>Interval</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>13-15</td>
<td>3</td>
<td>Interval</td>
</tr>
<tr>
<td>Loyalty</td>
<td>16-18</td>
<td>3</td>
<td>Interval</td>
</tr>
<tr>
<td>Age</td>
<td>19</td>
<td>1</td>
<td>Nominal</td>
</tr>
</tbody>
</table>
4.4 Collection of Data / Gathering procedures

Two types of data were collected for this particular research, Primary and secondary. Primary data the first hand information’s are collected from the correspondents directly by using self administreted questionnaires. The questionnaires (400) are distributed among tourists visiting Munnar during the months of June-July 2014 at Eravikulam National Park. Secondary data, the second hand information or the supporting data is gathered from various sources such as academic textbooks, journals, online databases, and various other public sources.

4.5 Reliability test or Pre-Test

Pre-test is a trial run of the research done on a small group of respondents to screen the problems in the questionnaire design (Zikmund, 2000). To maximize the reliability of the questionaire the researcher conducted an initial survey on 30 tourists during June 17, 2014- June 21, 2014. The questionnaires were given to the respondents and were collected back for analysis. The researcher used Cronbach’s alpha reliability test (Malhotra& Bricks, 2003). If the result is a value above 0.6 the questionaire is reliable.

The respondents were communicated about the reason for this action hence they were not confused or misled. The questionnaires were distributed to the tourists who are departing from Eravikulam national park. The respondents were positive towards the pretest and were not confused regarding the terms used in it. The responses were collected and keyed into SPSS 21.0. Analyzed all the six variables carefully and checked for reliability and validity. The result of the reliability test is shown below with values ranging from 0.758 and 0.836, as shown in the table.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
<th>Scale</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationality</td>
<td>20</td>
<td>1</td>
<td>Nominal</td>
</tr>
<tr>
<td>Gender</td>
<td>21</td>
<td>1</td>
<td>Nominal</td>
</tr>
<tr>
<td>Educational Level</td>
<td>22</td>
<td>1</td>
<td>Nominal</td>
</tr>
<tr>
<td>Marital Status</td>
<td>23</td>
<td>1</td>
<td>Nominal</td>
</tr>
<tr>
<td>Income Level</td>
<td>24</td>
<td>1</td>
<td>Nominal</td>
</tr>
</tbody>
</table>
below. The standard accepted value for reliability is 0.6. The researcher could now infer that the questionnaire framed is valid and can be used for the purpose of analyzing hypothesis.

Table 4.2: Summary of reliability of variables measured in alpha.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of items</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception</td>
<td>3</td>
<td>.836</td>
</tr>
<tr>
<td>Image</td>
<td>3</td>
<td>.829</td>
</tr>
<tr>
<td>Attribute</td>
<td>3</td>
<td>.778</td>
</tr>
<tr>
<td>Experience</td>
<td>3</td>
<td>.758</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>3</td>
<td>.790</td>
</tr>
<tr>
<td>Loyalty</td>
<td>3</td>
<td>.830</td>
</tr>
</tbody>
</table>

4.6 Statistical Treatment of Data

The data collected for this study was processed using SPSS (Statistical Package for Social Science) to analyze and describe the characteristics of respondents. The responses collected from 400 respondents were subjected to SPSS. The tools used in SPSS to convert the raw data into meaningful information: Descriptive statistics, Pearson’s correlation analysis. The working of each tool is mentioned below.

4.6.1 Descriptive Statistics

In descriptive statistics, the technique is used to summarize the common characteristics of the target population (Zikmund, 2003). The averages mean, frequency, percentage, standard deviations are generated, and thus the data become more meaningful and understandable. In this study descriptive statistics was deployed to analyze the demographic factors such as age, income, educational level, employment, and place of residence. The outcome of the descriptive statistics was the profile of the target population. The mathematical operations used in the technique are demonstrated below.

MEAN: The average value of the whole data subjected to the tool is provided by the formula.

\[ \mu = \frac{1}{N} \sum_{i=1}^{N} a_i \]

Where:
N is the total number of elements in population.

\[ \sum_{i=1}^{N} a_i \]

is the sum of all elements in the population.

\[ \mu \]

is the population mean.

**Percentage:** Sum of frequency set to a value of 100.

\[
\text{Percentage} = \frac{f}{n} \times 100
\]

Where:

- \( f \) is the frequency
- \( n \) is the number of observations

**Standard deviation:** Comparison of the MEAN and other statistical values with the same units in the raw data.

\[
SD = \sqrt{\frac{\sum (x - \bar{x})^2}{N - 1}}
\]

Where:

- \( SD \) is the standard deviation
- \( X \) is the value of one single observation in the population
- \( \bar{X} \) is the average mean
- \( N \) is the number of observation
- \( \sum \) is the sum of across value.

### 4.6.2 Pearson Correlation Coefficient

Correlation is a statistical method to find out the relationship between two variables in a linear manner. Pearson correlation coefficient (r) as a parametric technique is employed to illustrate the strength of correlation between two variables (Collis et al., 2003; Sauders et al., 2003). The level of correlation between two variables demonstrates the degree of relationship the variable have towards each other. Zikmund (2000) noted that the Pearson's Correlation Coefficient is the best technique that can be deployed to identify the relationship between variables. Thus Zikmund (2000) formulated the calculation of correlation coefficient of variables X and Y as follows.
\[ r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}} \]

Where:

X is the independent variable

Y is the dependent variable

n is the total number of samples

The value of correlation coefficient is in between -1.00 and 1.00. The highest value (1.00) denotes a perfect positive linear correlation between the variables, where the lowest (-1.00) denotes a negative linear correlation. For example, if the analysis of data shows that the correlation coefficient between two variables; \( r = 0.95 \), it determines a perfect positive correlation between these two variables.

**Figure: 4.2 “Crude Estimates” For Interpreting Strengths of Correlations Using Pearson’s Correlation**

<table>
<thead>
<tr>
<th>r value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>+.70 or higher</td>
<td>Very strong positive relationship</td>
</tr>
<tr>
<td>+.40 to +.69</td>
<td>Strong positive relationship</td>
</tr>
<tr>
<td>+.30 to +.39</td>
<td>Moderate positive relationship</td>
</tr>
<tr>
<td>+.20 to +.29</td>
<td>Weak positive relationship</td>
</tr>
<tr>
<td>+.05 to +.19</td>
<td>No or negligible relationship</td>
</tr>
<tr>
<td>0</td>
<td>No relationship</td>
</tr>
<tr>
<td>-.01 to -.19</td>
<td>No or negligible relationship</td>
</tr>
<tr>
<td>-.20 to -.29</td>
<td>Weak negative relationship</td>
</tr>
<tr>
<td>-.30 to -.39</td>
<td>Moderate negative relationship</td>
</tr>
<tr>
<td>-.40 to -.69</td>
<td>Strong negative relationship</td>
</tr>
<tr>
<td>-.70 or higher</td>
<td>Very strong negative relationship</td>
</tr>
</tbody>
</table>

It may be helpful to see graphically what these correlations look like:

4.7 Summary of Statistical Tools Used In Testing The Hypothesis

Various statistical tools and techniques are deployed to test the hypothesis in the study. The demographic data is analyzed using the Descriptive analysis. ANOVA is used to test the difference in the demographic factors with main dependent variables. Pearson's correlation coefficient is deployed in the analysis of the relation between dependent, intermediate and independent variables in the study. The results generated by the SPSS made the whole process easier for the researcher to find the conclusions for the study. As mentioned by Zikmund (2003) while significant levels can be set between 0.01 and 0.05, it is important to choose between null and alternative hypothesis. The confidence level must be given importance as it signifies the probability for the results to be correct in the long run (Kitchens, 1998). The confidence level is set at 95% interval.
CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF DATA

This chapter will help the researcher present his analysis of the data in order to answer the research hypotheses and research questions; the chapter is divided into two parts and includes the descriptive analysis of the respondent’s experience, variables and respondent’s profile as discussed in the first part of the chapter. In the second part of the chapter, the researcher presents the data for hypothesis testing.

5.1 Descriptive Analysis

The researcher has used percentage and frequency, standard deviation and means to summarize the respondent’s experience, variables as well as respondent’s profile such as gender, occupation, age and monthly income.

Table 5.1: Munnar is an easily accessible destination.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>2</td>
<td>5.5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>disagree</td>
<td>41</td>
<td>10.3</td>
<td>10.3</td>
<td>10.8</td>
</tr>
<tr>
<td>neutral</td>
<td>34</td>
<td>8.5</td>
<td>8.5</td>
<td>19.3</td>
</tr>
<tr>
<td>agree</td>
<td>114</td>
<td>28.5</td>
<td>28.5</td>
<td>47.8</td>
</tr>
<tr>
<td>strongly agree</td>
<td>209</td>
<td>52.3</td>
<td>52.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.1 shows that the percentage of people strongly agreeing to the statement is 52.3%, which means 209 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 28.5% (114 people), which means that a lion share of respondents, more specifically 70.8% respondents (52.3% + 28.5%, which is 323 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 0.5% i.e., 2 people. As a corollary to this, 10.3% people (41 respondents) expressed their disagreement to this statement while 8.5% people (34 respondents) kept a neutral stance. In a nutshell, it has become clear that accessibility of Munnar as a destination – One of the most appealing aspect of Munnar is accepted as good among the tourists fraternity.
The concerned authorities can make a change to improve the accessibility of Munnar i.e., improvement to the existing roads leading to Munnar.

Table 5.2: Climatic condition at Munnar is good.

<table>
<thead>
<tr>
<th>Climate condition of munnar is good</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>.5</td>
</tr>
<tr>
<td>disagree</td>
<td>12</td>
<td>3.0</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>neutral</td>
<td>24</td>
<td>6.0</td>
<td>6.0</td>
<td>9.5</td>
</tr>
<tr>
<td>agree</td>
<td>78</td>
<td>19.5</td>
<td>19.5</td>
<td>29.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>284</td>
<td>71.0</td>
<td>71.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.2 shows that the percentage of people strongly agreeing to the statement is 71%, which means 284 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 19.5% (78 people), which means that a lion share of respondents, more specifically 90.5% respondents (71% + 19.5%, which is 362 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 0.5% i.e., 2 people. As a corollary to this, 3% people (12 respondents) expressed their disagreement to this statement while 6% people (24 respondents) kept a neutral stance. In a nutshell, it has become clear that the climatic condition – the most appealing aspect of Munnar is accepted as good among the tourists fraternity.

Though the concerned authorities cannot make any change i.e., improvement to the existing climate of Munnar, they can definitely control any activity that impoverishes the climatic beauty.
Table 5.3 Munnar generally has a welcoming atmosphere.

<table>
<thead>
<tr>
<th>munnar has generally a welcoming atmosphere</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>.5</td>
</tr>
<tr>
<td>disagree</td>
<td>3</td>
<td>.8</td>
<td>.8</td>
<td>1.3</td>
</tr>
<tr>
<td>neutral</td>
<td>32</td>
<td>8.0</td>
<td>8.0</td>
<td>9.3</td>
</tr>
<tr>
<td>agree</td>
<td>92</td>
<td>23.0</td>
<td>23.0</td>
<td>32.3</td>
</tr>
<tr>
<td>strongly agree</td>
<td>271</td>
<td>67.8</td>
<td>67.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.3 shows that the percentage of people strongly agreeing to the statement is 67.8%, which means 271 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 23% (92 people), which means that a lion share of respondents, more specifically 90.8% respondents (67.8% + 23%, which is 362 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 0.5% i.e., 2 people. As a corollary to this, .8% people (3 respondents) expressed their disagreement to this statement while 8% people (32 respondents) kept a neutral stance. In a nutshell, it has become clear that the welcoming atmosphere of Munnar — one of the most appealing aspect of Munnar is accepted as good among the tourists fraternity.

Table 5.4 Munnar is a good place to go for mountain tourism.

<table>
<thead>
<tr>
<th>munnar is a good place to go for mountain tourism</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>disagree</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>1.5</td>
</tr>
<tr>
<td>neutral</td>
<td>24</td>
<td>6.0</td>
<td>6.0</td>
<td>7.5</td>
</tr>
<tr>
<td>agree</td>
<td>107</td>
<td>26.8</td>
<td>26.8</td>
<td>34.3</td>
</tr>
<tr>
<td>strongly agree</td>
<td>263</td>
<td>65.8</td>
<td>65.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Table 5.4 shows that the percentage of people strongly agreeing to the statement is 65.8%, which means 263 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 26.8% (107 people), which means that a lion share of respondents, more specifically 92.6% respondents (65.8% + 26.8%, which is 370 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, .5% people (2 respondents) expressed their disagreement to this statement while 6% people (24 respondents) kept a neutral stance. In a nutshell, it has become clear that Munnar is a good place to go for mountain tourism— one of the most appealing aspects of Munnar is accepted as good among the tourists fraternity.

Table 5.5 There are a few first class hotels in Munnar

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>6</td>
<td>1.5</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>disagree</td>
<td>22</td>
<td>5.5</td>
<td>5.5</td>
<td>7.0</td>
</tr>
<tr>
<td>neutral</td>
<td>76</td>
<td>19.0</td>
<td>19.0</td>
<td>26.0</td>
</tr>
<tr>
<td>agree</td>
<td>108</td>
<td>27.0</td>
<td>27.0</td>
<td>53.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>188</td>
<td>47.0</td>
<td>47.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.5 shows that the percentage of people strongly agreeing to the statement is 47%, which means 188 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 27% (108 people), which means that a lion share of respondents, more specifically 74% respondents (47% + 27%, which is 286 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1.5% i.e., 6 people. As a corollary to this, 5.5% people (22 respondents) expressed their disagreement to this statement while 19% people (76 respondents) kept a neutral stance. In a nutshell, it has become clear that there are a few first class hotels in Munnar – the most appealing aspect of Munnar is accepted as good among the tourists fraternity.

The stakeholders can understand the requirement of more possible accommodation facilities with higher facilities and standards to satisfy more and more tourists to make the neutral
(in 400 19% is 76 which is a sample size where in actual population 19% of 486931 is 92516 tourists.) minded respondents to a business lead. Thus converting the neutral minded to a positive lead can generate more loyal tourists.

Table 5.6 Cultural and historic value of Munnar is good

<table>
<thead>
<tr>
<th>cultural and historic value of munnar is good</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>11</td>
<td>2.8</td>
<td>2.8</td>
<td>2.8</td>
</tr>
<tr>
<td>disagree</td>
<td>7</td>
<td>1.8</td>
<td>1.8</td>
<td>4.5</td>
</tr>
<tr>
<td>neutral</td>
<td>125</td>
<td>31.3</td>
<td>31.3</td>
<td>35.8</td>
</tr>
<tr>
<td>agree</td>
<td>113</td>
<td>28.3</td>
<td>28.3</td>
<td>64.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>144</td>
<td>36.0</td>
<td>36.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.6 shows that the percentage of people strongly agreeing to the statement is 36%, which means 144 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 28.3% (113 people), which means that a lion share of respondents, more specifically 64.3% respondents (36% + 28.3%, which is 257 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 2.8% i.e., 11 people. As a corollary to this, 1.8% people (7 respondents) expressed their disagreement to this statement while 31.3% people (125 respondents) kept a neutral stance. In a nutshell, it has become clear that cultural and historic value of Munnar is good– the most appealing aspect of Munnar is accepted as good among the tourists fraternity.

Though Munnar has a historic value and cultural importance, these values are not highlighted to the tourists. The availability of this information’s to the tourists is very less. As Munnar is located near the border of two states Kerala and Tamilnadu the culture of the local people is a mixed one.
Table 5.7 Munnar brings you in contact with nature.

<table>
<thead>
<tr>
<th>munnar brings you in contact with nature</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>neutral</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>2.0</td>
</tr>
<tr>
<td>agree</td>
<td>40</td>
<td>10.0</td>
<td>10.0</td>
<td>12.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>352</td>
<td>88.0</td>
<td>88.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.7 shows that the percentage of people strongly agreeing to the statement is 88%, which means 352 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 10% (40 people), which means that a lion share of respondents, more specifically 98% respondents (88% + 10%, which is 392 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, 1% people (4 respondents) kept a neutral stance. In a nutshell, it has become clear that Munnar brings you in contact with nature – the most appealing aspect of Munnar is accepted as good among the tourists fraternity.

Table 5.8 Munnar is a peaceful and quiet destination

<table>
<thead>
<tr>
<th>munnar is a peaceful and quiet destination</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>disagree</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>1.8</td>
</tr>
<tr>
<td>neutral</td>
<td>8</td>
<td>2.0</td>
<td>2.0</td>
<td>3.8</td>
</tr>
<tr>
<td>agree</td>
<td>56</td>
<td>14.0</td>
<td>14.0</td>
<td>17.8</td>
</tr>
<tr>
<td>strongly agree</td>
<td>329</td>
<td>82.3</td>
<td>82.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.8 shows that the percentage of people strongly agreeing to the statement is 82.3%,
which means 329 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 14% (56 people), which means that a lion share of respondents, more specifically 96.3% respondents (82.3% + 14%, which is 385 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1.3% i.e., 5 people. As a corollary to this, .5 % disagrees to the statement and 2% people (8 respondents) kept a neutral stance. In a nutshell, it has become clear that Munnar is a peaceful and quiet destination— one the most appealing aspect of Munnar is accepted as good among the tourists fraternity.

Table 5.9 Munnar is a clean and hygienic place

<table>
<thead>
<tr>
<th>Valid</th>
<th>munnar is clean and hygienic</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>disagree</td>
<td>24</td>
<td>6.0</td>
<td>6.0</td>
<td>7.0</td>
</tr>
<tr>
<td></td>
<td>neutral</td>
<td>43</td>
<td>10.8</td>
<td>10.8</td>
<td>17.8</td>
</tr>
<tr>
<td></td>
<td>agree</td>
<td>129</td>
<td>32.3</td>
<td>32.3</td>
<td>50.0</td>
</tr>
<tr>
<td></td>
<td>strongly agree</td>
<td>200</td>
<td>50.0</td>
<td>50.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.9 shows that the percentage of people strongly agreeing to the statement is 50%, which means 200 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 32.3% (129 people), which means that a lion share of respondents, more specifically 82.3% respondents (50% + 32.3%, which is 329 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, 6% people (24 respondents) expressed their disagreement to this statement while 10.8% people (43 respondents) kept a neutral stance. In a nutshell, it has become clear that Munnar is a clean and hygienic place – the most appealing aspect of Munnar is accepted as good among the tourists fraternity.
Table 5.10 I managed to show kids/family or friends something new.

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td>9</td>
<td>2.3</td>
<td>2.3</td>
<td>2.3</td>
</tr>
<tr>
<td>disagree</td>
<td>18</td>
<td>4.5</td>
<td>4.5</td>
<td>6.8</td>
</tr>
<tr>
<td>neutral</td>
<td>14</td>
<td>3.5</td>
<td>3.5</td>
<td>10.3</td>
</tr>
<tr>
<td>agree</td>
<td>107</td>
<td>26.8</td>
<td>26.8</td>
<td>37.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>252</td>
<td>63.0</td>
<td>63.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.10 shows that the percentage of people strongly agreeing to the statement is 63%, which means 252 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 26.8% (107 people), which means that a lion share of respondents, more specifically 89.8% respondents (63% + 26.8%, which is 359 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 2.3% i.e., 9 people. As a corollary to this, 4.5% people (18 respondents) expressed their disagreement to this statement while 3.5% people (14 respondents) kept a neutral stance. In a nutshell, it has become clear that I managed to show kids/family or friends something new – the most appealing aspect on experience of tourist at Munnar are accepted as good among the tourists fraternity.

Table 5.11 I managed to relax and rest.

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td>1</td>
<td>.3</td>
<td>.3</td>
<td>.3</td>
</tr>
<tr>
<td>disagree</td>
<td>11</td>
<td>2.8</td>
<td>2.8</td>
<td>3.0</td>
</tr>
<tr>
<td>neutral</td>
<td>16</td>
<td>4.0</td>
<td>4.0</td>
<td>7.0</td>
</tr>
<tr>
<td>agree</td>
<td>90</td>
<td>22.5</td>
<td>22.5</td>
<td>29.5</td>
</tr>
<tr>
<td>strongly agree</td>
<td>282</td>
<td>70.5</td>
<td>70.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 shows that the percentage of people strongly agreeing to the statement is
70.5%, which means 282 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 22.5% (90 people), which means that a lion share of respondents, more specifically 93% respondents (70.5% + 22.5 %, which is 372 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 3% i.e., 1 people. As a corollary to this, 2.8 % people (11 respondents) expressed their disagreement to this statement while 4% people (16 respondents) kept a neutral stance. In a nutshell, it has become clear that I managed to relax and take rest – the most appealing aspect on experience of tourist at Munnar are accepted as good among the tourists fraternity.

Table 5.12 I managed to forget about daily duties

<table>
<thead>
<tr>
<th>I managed to forget about daily duties</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>disagree</td>
<td>9</td>
<td>2.3</td>
<td>2.3</td>
<td>3.3</td>
</tr>
<tr>
<td>neutral</td>
<td>27</td>
<td>6.8</td>
<td>6.8</td>
<td>10.0</td>
</tr>
<tr>
<td>agree</td>
<td>83</td>
<td>20.8</td>
<td>20.8</td>
<td>30.8</td>
</tr>
<tr>
<td>strongly agree</td>
<td>277</td>
<td>69.3</td>
<td>69.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.12 shows that the percentage of people strongly agreeing to the statement is 69.3%, which means 277 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 20.8% (83 people), which means that a lion share of respondents, more specifically 90.1% respondents (69.3% + 20.8 %, which is 360 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, 2.3 % people (9 respondents) expressed their disagreement to this statement while 6.8% people (27 respondents) kept a neutral stance. In a nutshell, it has become clear that I managed to forget about daily duties – the most appealing aspect on experience of tourist at Munnar is accepted as good among the tourists fraternity.
Table 5.13 Tourist attractions and destinations in Munnar are good.

<table>
<thead>
<tr>
<th>tourist attractions and destinations in munnar are good</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>disagree</td>
<td>8</td>
<td>2.0</td>
<td>2.0</td>
<td>3.3</td>
</tr>
<tr>
<td>neutral</td>
<td>22</td>
<td>5.5</td>
<td>5.5</td>
<td>8.8</td>
</tr>
<tr>
<td>agree</td>
<td>123</td>
<td>30.8</td>
<td>30.8</td>
<td>39.5</td>
</tr>
<tr>
<td>strongly agree</td>
<td>242</td>
<td>60.5</td>
<td>60.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.13 shows that the percentage of people strongly agreeing to the statement is 60.5%, which means 242 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 30.8% (123 people), which means that a lion share of respondents, more specifically 91.3% respondents (60.5% + 30.8%, which is 365 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1.3% i.e., 5 people. As a corollary to this, 2% people (8 respondents) expressed their disagreement to this statement while 5.5% people (22 respondents) kept a neutral stance. In a nutshell, it has become clear that that Tourist attractions and destinations in Munnar are good—the most appealing aspect on satisfaction of tourist at Munnar is accepted as good among the tourists fraternity.

Table 5.14 Scenes in Munnar are good.

<table>
<thead>
<tr>
<th>scenes in munnar are good</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>disagree</td>
<td>1</td>
<td>.3</td>
<td>.3</td>
<td>1.3</td>
</tr>
<tr>
<td>neutral</td>
<td>12</td>
<td>3.0</td>
<td>3.0</td>
<td>4.3</td>
</tr>
<tr>
<td>agree</td>
<td>65</td>
<td>16.3</td>
<td>16.3</td>
<td>20.6</td>
</tr>
<tr>
<td>strongly agree</td>
<td>318</td>
<td>79.5</td>
<td>79.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.14 shows that the percentage of people strongly agreeing to the statement is
79.5%, which means 318 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 16.3% (65 people), which means that a lion share of respondents, more specifically 95.8% respondents (79.5% + 16.3%, which is 383 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, .3 % people (1 respondent) expressed their disagreement to this statement while 3% people (12 respondents) kept a neutral stance. In a nutshell, it has become clear that that the scenes in Munnar are good – the most appealing aspect on satisfaction of tourist at Munnar is accepted as good among the tourists fraternity.

Table 5.15 Moving around in Munnar is easy.

<table>
<thead>
<tr>
<th>moving around munnar is easy</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>disagree</td>
<td>70</td>
<td>17.5</td>
<td>17.5</td>
<td>18.5</td>
</tr>
<tr>
<td>neutral</td>
<td>55</td>
<td>13.8</td>
<td>13.8</td>
<td>32.3</td>
</tr>
<tr>
<td>agree</td>
<td>126</td>
<td>31.5</td>
<td>31.5</td>
<td>63.8</td>
</tr>
<tr>
<td>strongly agree</td>
<td>145</td>
<td>36.3</td>
<td>36.3</td>
<td>100.0</td>
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<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.15 shows that the percentage of people strongly agreeing to the statement is 36.3%, which means 145 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 31.5% (126 people), which means that a lion share of respondents, more specifically 67.8% respondents (36.3% + 31.5%, which is 271 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, 17.5 % people (70 respondents) expressed their disagreement to this statement while 13.8% people (55 respondents) kept a neutral stance. In a nutshell, it has become clear that moving around in Munnar is easy – the most appealing aspect on satisfaction of tourist at Munnar is accepted as good among the tourists fraternity.

The authorities can take steps to develop the infrastructure and introduce new transportation facilities to make more tourists happy moving around Munnar.
Table 5.16 I will say positive things about Munnar to other people.

<table>
<thead>
<tr>
<th>will say positive things about munnar to other people</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>disagree</td>
<td>3</td>
<td>0.8</td>
<td>0.8</td>
<td>2.0</td>
</tr>
<tr>
<td>neutral</td>
<td>7</td>
<td>1.8</td>
<td>1.8</td>
<td>3.6</td>
</tr>
<tr>
<td>agree</td>
<td>94</td>
<td>23.5</td>
<td>23.5</td>
<td>27.3</td>
</tr>
<tr>
<td>strongly agree</td>
<td>291</td>
<td>72.8</td>
<td>72.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.16 shows that the percentage of people strongly agreeing to the statement is 72.8%, which means 291 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 23.5% (94 people), which means that a lion share of respondents, more specifically 96.3% respondents (72.8% + 23.5%, which is 385 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1.3% i.e., 5 people. As a corollary to this, .8 % people (3 respondents) expressed their disagreement to this statement while 1.8% people (7 respondents) kept a neutral stance. In a nutshell, it has become clear that they will say positive things about Munnar to other people – the most appealing aspect on loyalty of tourist at Munnar is accepted as good among the tourists fraternity.

Table 5.17 I will encourage friends and relatives to visit Munnar.

<table>
<thead>
<tr>
<th>encourage friends and relatives to visit munnar</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>disagree</td>
<td>3</td>
<td>0.8</td>
<td>0.8</td>
<td>1.8</td>
</tr>
<tr>
<td>neutral</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>2.8</td>
</tr>
<tr>
<td>agree</td>
<td>73</td>
<td>18.3</td>
<td>18.3</td>
<td>21.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>316</td>
<td>79.0</td>
<td>79.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.17 shows that the percentage of people strongly agreeing to the statement is 79.3%, which means 316 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 18.3% (73 people), which means that a lion
share of respondents, more specifically 97.6% respondents (72.8% + 23.5%, which is 389 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1% i.e., 4 people. As a corollary to this, .8% people (3 respondents) expressed their disagreement to this statement while 1% people (4 respondents) kept a neutral stance. In a nutshell, it has become clear that they will encourage friends and relatives to visit Munnar – the most appealing aspect on loyalty of tourist at Munnar is accepted as good among the tourists fraternity.

Table 5.18 you will Consider Munnar as your choice to visit in the future.

<table>
<thead>
<tr>
<th>consider munnar as your choice to visit in future</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>disagree</td>
<td>12</td>
<td>3.0</td>
<td>3.0</td>
<td>4.3</td>
</tr>
<tr>
<td>neutral</td>
<td>19</td>
<td>4.8</td>
<td>4.8</td>
<td>9.0</td>
</tr>
<tr>
<td>agree</td>
<td>81</td>
<td>20.3</td>
<td>20.3</td>
<td>29.3</td>
</tr>
<tr>
<td>strongly agree</td>
<td>283</td>
<td>70.8</td>
<td>70.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.18 shows that the percentage of people strongly agreeing to the statement is 70.8%, which means 283 people out of the total sample of 400 respondents. In addition to this, the percentage of respondents agreed to this statement is 20.3% (81 people), which means that a lion share of respondents, more specifically 91.1% respondents (70.8% + 20.3%, which is 364 people) are agreeing to the statement. The percentage of people strongly disagreeing to this statement is only 1.3% i.e., 5 people. As a corollary to this, 3% people (12 respondents) expressed their disagreement to this statement while 4.8% people (19 respondents) kept a neutral stance. In a nutshell, it has become clear that they will consider Munnar as your choice to visit in future – the most appealing aspect on loyalty of tourist at Munnar is accepted as good among the tourists fraternity.
Table 5.19 Which age category do you belong to as on July 2014.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than 20</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>.5</td>
</tr>
<tr>
<td>20-35</td>
<td>288</td>
<td>72.0</td>
<td>72.0</td>
<td>72.5</td>
</tr>
<tr>
<td>36-50</td>
<td>83</td>
<td>20.8</td>
<td>20.8</td>
<td>93.3</td>
</tr>
<tr>
<td>51-75</td>
<td>27</td>
<td>6.8</td>
<td>6.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.19 shows that 6.8% (27 respondents) are between 51-75, 20.8% (83 respondents) are between 36-50, 72% (288 respondents) are between 20-35 years, .5% (2 respondents) are less than 20. The result of the respondent profiles of age is as follows. Out of 400 respondents, 6.8% belongs to an age group of 51-75, 20.8% is in between 36-50, 72% is between 20 and 35 and .5% is below 20.

Table 5.20 Nationality

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>domestic</td>
<td>379</td>
<td>94.8</td>
<td>94.8</td>
<td>94.8</td>
</tr>
<tr>
<td>international</td>
<td>21</td>
<td>5.3</td>
<td>5.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

In table 5.20, 94.8% (379 respondents) were Indians and 5.3% (21 respondents) were international out of 100% (400 respondents). The result of the respondent profiles of Nationality is as follows. Out of 400 respondents, 94.8% are Indians and 5.3% are International.
Table 5.21 Gender

<table>
<thead>
<tr>
<th>gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid male</td>
<td>315</td>
<td>78.8</td>
<td>78.8</td>
<td>78.8</td>
</tr>
<tr>
<td>female</td>
<td>85</td>
<td>21.3</td>
<td>21.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

As per table 5.21, 78.8% (315 respondents) of the respondents were male, 21.3% (85 respondents) were female out of 400% (100 respondents). The result of the respondent profiles of Gender is as follows. Out of 400 respondents, 78.8% are male and 21.3% are female.

Table 5.22 Educational level

<table>
<thead>
<tr>
<th>educational level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>school</td>
<td>6</td>
<td>1.5</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>UG/diploma/certificates</td>
<td>53</td>
<td>13.3</td>
<td>13.3</td>
<td>14.8</td>
</tr>
<tr>
<td>graduate</td>
<td>164</td>
<td>41.0</td>
<td>41.0</td>
<td>55.8</td>
</tr>
<tr>
<td>postgraduate</td>
<td>177</td>
<td>44.3</td>
<td>44.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.22 interprets 44.3% (177 respondents) were postgraduate, 41% (164 respondents) graduates, 13.3% (53 respondents) UG/diploma/certificates and 1.5% (6 respondents) school. Out of 400 respondents 100%. The result of the respondent profiles of educational level is as follows. Out of 400 respondents, 44.3% belongs to a group of Post Graduates, 41% is Graduates, and 1.5% finished Schools and 13.3% done UG/Diploma/Certificates.
Table 5.23 Marital status

<table>
<thead>
<tr>
<th>marital status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>single</td>
<td>78</td>
<td>19.5</td>
<td>19.5</td>
<td>19.5</td>
</tr>
<tr>
<td>married</td>
<td>314</td>
<td>78.5</td>
<td>78.5</td>
<td>98.0</td>
</tr>
<tr>
<td>divorced</td>
<td>3</td>
<td>0.8</td>
<td>0.8</td>
<td>98.8</td>
</tr>
<tr>
<td>widow/widower</td>
<td>1</td>
<td>0.3</td>
<td>0.3</td>
<td>99.0</td>
</tr>
<tr>
<td>others</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.23 shows that 78.5% (314 respondents) were married, 19.5% (78 respondents) were single, .8% (3 respondents) were divorced, .3% (1 respondent) widow/widower, 1% (4 respondents) are others out of 400 respondents 100%. The result of the respondent profiles of marital status is as follows. Out of 400 respondents, 78.5% are married, 19.5 are single, .8% are divorced, 1% others and .3 % widow/widower.

Table 5.24 Income level Annual

<table>
<thead>
<tr>
<th>Income level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>less than 100 thousand inr</td>
<td>60</td>
<td>15.0</td>
<td>15.0</td>
<td>15.0</td>
</tr>
<tr>
<td>1-3 hundred thousand inr</td>
<td>68</td>
<td>17.0</td>
<td>17.0</td>
<td>31.5</td>
</tr>
<tr>
<td>3.1-5 hundred thousand inr</td>
<td>75</td>
<td>18.8</td>
<td>18.8</td>
<td>50.3</td>
</tr>
<tr>
<td>5 hundred thousand inr and above</td>
<td>197</td>
<td>49.3</td>
<td>49.3</td>
<td>99.5</td>
</tr>
</tbody>
</table>

In table 5.24, 49.3% (197 respondents) are above 5 lakhs, 18.8 % (75 respondents) are between 3.1- 5 lakhs, 17.0% (68 respondents) are between 1-3 lakhs, 15% (60 respondents) less than 1 lakhs. The results of the respondent profiles of Annual Income level are as follows. Out of 400 respondents, 49.3% is above 5 lakhs, 18.8 is between 3.1-5 lakhs, 15% is less than 1 lakhs and 17% is between 1-3 lakhs.
Table 5.25 Mean and standard deviation of Perception.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Munnar is an easily</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.22</td>
<td>1.009</td>
</tr>
<tr>
<td>accessible destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Climate condition of</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.58</td>
<td>.778</td>
</tr>
<tr>
<td>Munnar is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Munnar has generally a</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.57</td>
<td>.715</td>
</tr>
<tr>
<td>welcoming atmosphere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In table 5.25, the highest mean score is 4.58 for the statement “Climate Condition of Munnar is good.” 4.57 are the mean score for the statement “Munnar has generally a welcoming atmosphere” and a lowest mean score of 4.22 for the statement “Munnar is an easily accessible destination.” From the result of the analysis it is found that the mean of all the questions asked on perception of tourists shows more affinity towards the maximum value 5 which shows strongly agrees to the questions. The maximum mean is obtained for the question “Climate condition of Munnar” 4.58 with a standard deviation of 0.778 and the minimum mean is obtained for the question “Munnar is an easily accessible destination” 4.22 at a standard deviation of 1.009.

Table 5.26 Mean and standard deviation for Image.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>munnar is a good place</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.56</td>
<td>.720</td>
</tr>
<tr>
<td>to go for mountain</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>there are a few first</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.13</td>
<td>1.001</td>
</tr>
<tr>
<td>class hotels in munnar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>cultural and historic</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.93</td>
<td>.994</td>
</tr>
<tr>
<td>value of munnar is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In table 5.26, the mean score is maximum for the statement “Munnar is a good place to go for mountain tourism.” which scores 4.56 and a mean, 4.13 for the statement “There are a few first class hotels in Munnar” and 3.93 for the statement “Cultural and historic value of Munnar is good”. From the result of the analysis it is found that the mean of all the questions asked on
perception of tourists shows more affinity towards the maximum value 5 which shows strongly agrees to the questions. The maximum mean is obtained for the question “Munnar is a good place to go for mountain tourism” 4.56 with a standard deviation of 0.720 and the minimum mean is obtained for the question “Cultural and historic value of Munnar is good” 3.93 at a standard deviation of .994.

Table 5.27 Mean and standard deviation for Attribute of destination

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>munnar brings you in contact with nature</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.84</td>
<td>.524</td>
</tr>
<tr>
<td>munnar is a peaceful and quiet destination</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.76</td>
<td>.637</td>
</tr>
<tr>
<td>munnar is clean and hygienic</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.24</td>
<td>.939</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In table 5.27, Mean value for the statement “Munnar is a peaceful and quiet destination” Which is 4.76, 4.84 for the statement “Munnar brings you in contact with nature” and 4.24 for the statement “Munnar is clean and hygienic”. From the result of the analysis it is found that the mean of all the questions asked on perception of tourists shows more affinity towards the maximum value 5 which shows strongly agrees to the questions. The maximum mean is obtained for the question “Munnar brings you in contact with nature” 4.84 with a standard deviation of 0.524 and the minimum mean is obtained for the question “Munnar is clean and hygienic” 4.24 at a standard deviation of .939.
Table 5.28 Mean and standard deviation for the tourist experience at destination.

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I managed to show friends/family something new</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.44</td>
<td>.926</td>
</tr>
<tr>
<td>I managed to relax and take rest</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.60</td>
<td>.718</td>
</tr>
<tr>
<td>I managed to forget about daily duties</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.55</td>
<td>.799</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.28 shows the mean score of 4.44 is for the statement “I managed to show kids/family / friends something new”, 4.55 for the statement “I managed to forget about daily duties” and 4.60 for the statement “I managed to relax and take rest”. From the result of the analysis it is found that the mean of all the questions asked on perception of tourists shows more affinity towards the maximum value 5 which shows strongly agrees to the questions. The maximum mean is obtained for the question “I managed to relax and take rest” 4.60 with a standard deviation of 0.718 and the minimum mean is obtained for the question “I managed to show kids/family / friends something new” 4.44 at a standard deviation of .926.

Table 5.29 Mean and standard deviation for the satisfaction of tourists.

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>tourist attractions and destinations in Munnar are good</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.47</td>
<td>.794</td>
</tr>
<tr>
<td>scenes in Munnar are good</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.73</td>
<td>.627</td>
</tr>
<tr>
<td>moving around Munnar is easy</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.85</td>
<td>1.127</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In table 5.29, the mean value is 3.85 for the statement “Moving around in Munnar is easy”, 4.73 for the statement “Scenes in Munnar are good” and 4.47 for the statement “Tourist attractions and destinations in Munnar are good”. From the result of the analysis it is found
that the mean of all the questions asked on perception of tourists shows more affinity towards the maximum value 5 which shows strongly agrees to the questions. The maximum mean is obtained for the question “Scenes in Munnar are good” 4.73 with a standard deviation of 0.627 and the minimum mean is obtained for the question “Moving around in Munnar is easy” 3.85 at a standard deviation of 1.127.

**Table 5.30 Mean and standard deviation of loyalty**

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will say positive things about Munnar to other people</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.66</td>
<td>.676</td>
</tr>
<tr>
<td>Encourage friends and relatives to visit Munnar</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.74</td>
<td>.617</td>
</tr>
<tr>
<td>Consider Munnar as your choice to visit in future</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>4.56</td>
<td>.820</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The table 5.30 shows that 4.56 is the mean score for the statement “Consider Munnar as your choice to visit in future”, 4.47 for the statement “Encourage friends and relatives to visit Munnar” and 4.66 for the statement “Will say positive things about Munnar to other people”. From the result of the analysis it is found that the mean of all the questions asked on perception of tourists shows more affinity towards the maximum value 5 which shows strongly agrees to the questions. The maximum mean is obtained for the question “Encourage friends and relatives to visit Munnar” 4.74 with a standard deviation of 0.617 and the minimum mean is obtained for the question “Consider Munnar as your choice to visit in future” 4.56 at a standard deviation of 0.820. The result of the descriptive analysis shows that the respondents have a high level of loyalty as the mean values of the responses of each of these questions are above 4.5 which is close to the highest value (5=strongly agree).
5.2 Summary of Hypothesis Testing

Hypothesis 1

\( H_0: \) There is no significant relationship between image of the tourist destination and the satisfaction of the tourist.

\( H_1: \) There is a significant relationship between image of the tourist destination and the satisfaction of the tourist.

<table>
<thead>
<tr>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Means image</strong></td>
</tr>
<tr>
<td>Mean image</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>Means satisfaction</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>N</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The result shows that the significance level of correlation between the independent variable Image of destination and intermediate variable satisfaction is 0.000, which is less than the standard value 0.01; hence, the null hypothesis is rejected. This shows that there is a relationship between image of a destination and satisfaction of tourists in Munnar. .463, the r-value of this correlation interprets a moderate positive correlation between the image of the destination and the satisfaction. The results of the analysis show that there is a positive significant relationship between the Image of the destination and the satisfaction of the tourists on the destination. Image of a destination is found to be a major factor in the study of destination loyalty in Munnar. The satisfaction of tourists depends on the factor image of the destination hence the image of Munnar must be heightened to increase the satisfaction of the tourists and hence more satisfied tourists can be generated.
Hypothesis 2

H2o: There is no significant relationship between Perception of tourist and the satisfaction.
H2a: There is a significant relationship between Perception of tourist and the satisfaction.

<table>
<thead>
<tr>
<th></th>
<th>Mean of perception</th>
<th>Mean of satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean of perception</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.433**</td>
</tr>
<tr>
<td>N</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>Mean satisfaction</td>
<td>Pearson Correlation</td>
<td>.433**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td></td>
<td>400</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The result shows that the significance level of correlation between the independent variable perception of tourist and intermediate variable satisfaction is 0.000, which is less than the standard value 0.01; hence, the null hypothesis is rejected. This shows that there is a relationship between perception of tourist and satisfaction of tourists in Munnar. The r-value of this correlation is .433; which interprets a moderate positive correlation between the perception of the tourists and the satisfaction. The results of the analysis show that there is a positive significant relationship between the Perception of tourists and the satisfaction of the tourists on the destination. Perception of tourists is found to be a major factor in the study of destination loyalty in Munnar.
Hypothesis 3

**H3a:** There is a significant relationship between the attributes of the tourist destination and the satisfaction of the tourist.

**H3a:** There is no significant relationship between the attributes of the tourist destination and the satisfaction of the tourist.

### Correlations

<table>
<thead>
<tr>
<th></th>
<th>Meanattribute</th>
<th>Pearson Correlation</th>
<th>Meanattribute</th>
<th>Meansatisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meanattribute</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.399**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>.000</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td><strong>Meansatisfaction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
<td>400</td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

The result shows that the significance level of correlation between the independent variable attributes of the tourist destination and intermediate variable satisfaction is 0.000, which is lower than the standard value 0.01, hence, the null hypothesis is rejected. This shows that there is a relationship between attributes of the tourist destination and satisfaction of tourists in Munnar. The r-value obtained from the correlation is .399, which interprets a low positive correlation between the attribute of tourist destination and satisfaction. The results of the analysis show that there is a positive significant relationship between the Attributes of the destination and the satisfaction of the tourists on the destination. Attribute of a destination is found to be a major factor in the study of destination loyalty in Munnar. The satisfaction of tourists depends on the factor Attributes of the destination hence the Attributes of Munnar must be heightened to increase the satisfaction of the tourists and hence more satisfied tourists can be generated.
Hypothesis 4

**H4o:** There is no significant relationship between tourist’s experience of a destination and the satisfaction of a destination.

**H4a:** There is a significant relationship between tourist’s experience of a destination and the satisfaction of a destination.

<table>
<thead>
<tr>
<th></th>
<th>Meanexperience</th>
<th>Meansatisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meanexperience</td>
<td>1</td>
<td>.422**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Meanexperience</td>
<td>.422**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

The result shows that the significance level of correlation between the independent variable experience of destination and intermediate variable satisfaction is 0.000, which is lesser than the standard value 0.01; hence, the null hypothesis is rejected. This shows that there is a relationship between experience of destination and satisfaction of tourists in Munnar. The r-value of this correlation is 0.422, which interprets a moderate positive correlation between the tourist experience at a destination and satisfaction. The results of the analysis show that there is a positive significant relationship between the Experience of tourist at the destination and the satisfaction of the tourists on the destination. Experience of tourist at a destination is found to be a major factor in the study of destination loyalty in Munnar. The satisfaction of tourists depends on the factor Experience of tourist at the destination hence the Experience of tourist at Munnar must be heightened to increase the satisfaction of the tourists and hence more satisfied tourists can be generated.
Hypothesis 5

**H5o:** There exists no positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination.

**H5a:** There exists a positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination.

<table>
<thead>
<tr>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meansatisfaction</strong></td>
</tr>
<tr>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>N</td>
</tr>
</tbody>
</table>

**Meanloyalty**

| Pearson Correlation | 0.598** |
| Sig. (2-tailed) | .000 |
| N | 400 | 400 |

*Correlation is significant at the 0.01 level (2-tailed).

The result shows that the significance level of correlation between the satisfaction of the tourist and loyalty towards the tourist destination is 0.000, which is less than the standard value 0.01; hence, the null hypothesis is rejected. This shows that there is a relationship between the satisfaction of the tourist and loyalty towards the tourist destinations in Munnar. The r-value of the correlation .598 interprets a moderate positive correlation between the satisfaction and loyalty of a destination. The results of the analysis show that there is a positive significant relationship between the satisfaction of the tourist and loyalty towards the tourist destination. Satisfaction of the tourist at a destination is found to be a major factor in the study of destination loyalty in Munnar. The Loyalty on Destination depends on the factor satisfaction of the tourist on the destination hence the satisfaction of the tourist on Munnar must be heightened to increase the Loyalty of the tourists and hence more Loyal tourists can be generated.
5.3 Summary of results from hypothesis testing

The results of the hypothesis testing led to the rejection of hypothesis H10, H20, H30 and those failed to reject are H4, H5. Rejections show that there is a statistical significance between the variables and the non-rejected determines that there is no statistical significance between the variables. Table 5.48 shows the summarized results of the hypothesis testing for all the variables.

Table 5.48 Summary table of hypothesis tested.

<table>
<thead>
<tr>
<th>No</th>
<th>Hypothesis</th>
<th>Statistical Test</th>
<th>Correlation coefficient</th>
<th>sig</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>There is a moderate positive relationship between image of the tourist destination and the satisfaction of the tourist.</td>
<td>Correlation</td>
<td>0.463</td>
<td>0.00</td>
<td>Rejected the Null hypothesis</td>
</tr>
<tr>
<td>H2</td>
<td>There is a moderate positive relationship between Perception of tourist and the satisfaction.</td>
<td>Correlation</td>
<td>0.433</td>
<td>0.00</td>
<td>Rejected the Null hypothesis</td>
</tr>
<tr>
<td>H3</td>
<td>There is a low positive relationship between the attributes of the tourist destination and the satisfaction of the tourist.</td>
<td>Correlation</td>
<td>0.399</td>
<td>0.00</td>
<td>Rejected the Null hypothesis</td>
</tr>
<tr>
<td>H4</td>
<td>There is a moderate positive relationship between tourist’s experience of a destination and the satisfaction of a destination.</td>
<td>Correlation</td>
<td>0.422</td>
<td>0.00</td>
<td>Rejected the Null hypothesis</td>
</tr>
<tr>
<td>H5</td>
<td>There exists a moderate positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination.</td>
<td>Correlation</td>
<td>0.598</td>
<td>0.00</td>
<td>Rejected the Null hypothesis</td>
</tr>
</tbody>
</table>
CHAPTER 6
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

In this chapter the researcher analyses the results of the descriptive analysis and inferential analyses that have been used to test the hypotheses. A summary of the findings has been drawn by the researcher, which is followed by the implications, discussion and conclusions on the research.

6.1 Summary of Findings

The research is intended to find out the factors that affect the tourist’s destination loyalty. Each factor and its relationship with loyalty have been analyzed. The major factors analyzed in this research are: tourists perception of a destination, image of the destination, experience of tourists at the destination, attributes of the destination, tourist’s satisfaction at the destination and tourist loyalty towards the destination.

6.1.1 Summary of descriptive analysis of respondent’s perception on destination

There are three questions on the respondent’s perception on destination. The first one is: “Munnar is an easily accessible destination” second is: “Climatic condition of Munnar is good” and the third one is: “Munnar has generally a welcoming atmosphere”; the total score of respondents can be used to gather the findings.

Munnar is an easily accessible destination: The result of the question on tourist perception on destination, which is based on the data collected from 400 respondents, was as follows: out of the total respondents surveyed, 52.3% of the respondents Strongly agree to the statement that Munnar is an easily accessible destination, 28.5% responded at Agree to the statement, 10.3% Disagree and 8.5% Neutral.

Climate condition of Munnar is good: The result of the question on tourist perception on destination, which is based on the data collected from 400 respondents, was as follows: out of the total respondents surveyed, 71% of the respondents Strongly agreed to the statement that the climate condition of Munnar is good, 19.5% responded at Agree to the statement, Six Percentage Neutral and 3% Disagree And .5 Percentage Strongly disagree.
Munnar has generally a welcoming atmosphere: The result of the question on tourist perception on destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 67.8% of the respondents strongly agree to the statement that the climatic condition of Munnar is good, 23% responded that they are agree to the statement, Eight Percentage Neutral and .8% disagrees.

6.1.2 Summary of descriptive analysis of Image of destination.

There are three questions on the image of the destination. The first one is “Munnar is a good place to go for mountain tourism” the second one is “there are a few first class hotels in Munnar” and the third one is “Cultural and historic value of Munnar is good” The total score of respondents can be used to obtain the findings.

Munnar is a good place to go for mountain tourism: The result of the question on the image of destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 65.8% of the respondents strongly agreed to the statement that Munnar is a good place to go for mountain tourism, 26.8% responded that they are agree to the statement, 6% neutral and .5% disagreed and 1% strongly disagree.

There are a few first class hotels in Munnar: The result of the question on the image of destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 47% of the respondents strongly agree to the statement that there are a few first class hotels in Munnar, 27% responded that they are agree to the statement, 19% neutral and 5.5% disagreed and 1.5% strongly disagrees.

Cultural and historic value of Munnar is good: The result of the question on the image of destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 36% of the respondents strongly agreed to the statement that the Cultural and historic value of Munnar is good, 31.3% responded that they are neutral to the statement, 28.3% agreed and 1.8% disagreed and 2.8% strongly disagreed.
6.1.3 Summary of descriptive analysis on the attributes of the destination.

There are three questions on the attributes of the destination. The first one is “Munnar brings you in contact with nature” second one is “Munnar is a peaceful and quiet destination” and the third one is “Munnar is clean and hygienic” The total score of respondents can be used to obtain the findings.

Munnar brings you in contact with nature: The result of the question on attributes of the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 88% of the respondents strongly agree to the statement that Munnar brings you in contact with nature, 10% responded that they agree to the statement, 1% neutral and 1% strongly disagrees.

Munnar is a peaceful and quiet destination: The result of the question on attributes of destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 82.3% of the respondents strongly agreed to the statement that Munnar is a peaceful and quiet destination, 14% responded that they agree to the statement, 2% neutral and .5% disagreed and 1.3% strongly disagree.

Munnar is a clean and hygienic place: The result of the question on attributes of the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 50% of the respondents strongly agreed to the statement that Munnar is a clean and hygienic place, 32% responded that they agree to the statement, 10.8% neutral and 6% disagreed and 1% strongly disagreed.

6.1.4 Summary of the descriptive analysis of respondent’s experience on the destination.

There are three questions on the experience at the destination. The first one is “I managed to show kids/family or friends something new” second one is “I managed to relax and take rest” and the third one is “I managed to forget about daily duties” the total score of respondents can be used to obtain the findings.
I managed to show kids/family or friends something new: The result of the question on respondent’s experience on the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 63% of the respondents strongly agreed to the statement that I managed to show kids/family or friends something new, 26.8% responded that they agree to the statement, 3.5% neutral and 4.5% disagreed and 2.3% strongly disagree.

I managed to relax and take rest: The result of the question on respondent’s experience on the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 70.5% of the respondents strongly agree to the statement that I managed to relax and take rest; 22.5% responded that they agree to the statement, 4% neutral and 2.8% disagreed and .3% strongly disagree.

I managed to forget about daily duties: The result of the question on respondent’s experience on the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 69.3% of the respondents strongly agreed to the statement that I managed to forget about daily duties, 20.8% responded that they agree to the statement, 6.8% neutral and 2.3% disagreed and 1% strongly disagreed.

6.1.5 Summary of descriptive analysis of respondent’s satisfaction on destination.

There are three questions on the Satisfaction at the destination. The first one is “Tourist attractions and destinations in Munnar are good.” second one is “Scenes in Munnar are good” and the third one is “moving around in Munnar is easy” the total score of respondents can be used to obtain findings.

Tourist attractions and destinations in Munnar are good: The result of the question on Satisfaction at the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 60.5% of the respondents strongly agreed to the statement that Tourist attractions and destinations in Munnar are good, 30.8% responded that they agree to the statement, 5.5% neutral and 2% disagreed and 1.3 strongly disagrees.
Scenes in Munnar are good: The result of the question on Satisfaction at the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 79.5% of the respondents strongly agreed to the statement that Scenes in Munnar are good, 16.3% responded that they agree to the statement, 3% neutral and .3% disagreed and 1% strongly disagree.

Moving around in Munnar is easy: The result of the question on Satisfaction at the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 36.3% of the respondents strongly agree to the statement that moving around in Munnar is easy, 31.5% responded that they agree to the statement, 13.8% neutral and 17.5% disagreed and 1% strongly disagree.

6.1.6 Summary of descriptive analysis of respondent’s Loyalty towards destination.

There are three questions on the Loyalty towards the destination. The first one is “will say positive things about Munnar to other people” second one is “Encourage friends and relatives to visit Munnar” and the third one is “Consider Munnar as your choice to visit in future” The total score of respondents can be used to obtain findings.

Will say positive things about Munnar to other people: The result of the question on the Loyalty towards the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 72.8% of the respondents strongly agreed to the statement that they will say positive things about Munnar to other people, 23.5% responded that they agree to the statement, 1.8% are neutral and 1.8% disagreed and 1.3% strongly disagrees.

Encourage friends and relatives to visit Munnar: The result of the question on the Loyalty towards the destination, which is based on the data collected from 400 respondents, was as follows. Out of the total respondents surveyed, 79% of the respondents strongly agreed to the statement that they will encourage friends and relatives to visit Munnar, 18.3% responded that they agree to the statement, 1% is neutral and .8% disagreed and 1% strongly disagreed.

Consider Munnar as your choice to visit in future: The result of the question on the Loyalty towards the destination, which is based on the data collected from 400 respondents, was as follows.
Out of the total respondents surveyed, 70.8% of the respondents strongly agreed to the statement that they will consider Munnar as your choice to visit in future, 20.3% responded that they agree to the statement, 4.8% are neutral, 3% disagreed and 1.3% strongly disagrees.

6.1.7 Summary of descriptive analysis of respondent’s profile

AGE: The result of the respondent profiles of age is as follows. Out of 400 respondents, 6.8% belongs to an age group of 51-75, 20.8% is in between 36-50, 72% is between 20 and 35 and .5% is below 20.

NATIONALITY: The result of the respondent profiles of Nationality is as follows. Out of 400 respondents, 94.8% are Indians and 5.3% are International.

GENDER: The result of the respondent profiles of Gender is as follows. Out of 400 respondents, 78.8% are male and 21.3% are female.

EDUCATIONAL LEVEL: The result of the respondent profiles of educational level is as follows. Out of 400 respondents, 44.3% belongs to a group of Post Graduates, 41% is Graduates, and 1.5% finished Schools and 13.3% done UG/Diploma/Certificates.

MARITAL STATUS: The result of the respondent profiles of marital status is as follows. Out of 400 respondents, 78.5% are married, 19.5 are single, .8% are divorced, 1% others and .3% widow/widower.

ANNUAL INCOME LEVEL: The results of the respondent profiles of Annual Income level are as follows. Out of 400 respondents, 49.3% is above 5 lakhs, 18.8 is between 3.1-5 lakhs, 15% is less than 1 lakhs and 17% is between 1-3 lakhs.

From the descriptive analysis of the respondent profiles its found that the maximum number of respondents belongs to an age group of 20-35 and are mostly males and married with an educational level of post graduation and an annual income of more than 500,000 INR per annum and the majority are Indians.
6.1.8 Summary of Hypothesis.

The researcher tested a total of five hypotheses in order to analyze the relationship and significance between the dependent and independent variables. Each of the independent variable used in the study (perception, image, experience, attribute) were tested against the intermediate variable (satisfaction) and then satisfaction as a variable on dependent variable (Loyalty) and the variables were shown to be statistically significant. The results of the hypotheses testing using Pearson’s correlation coefficient are as follows:

- **H1**: The null hypothesis rejected at a significance level of .01. Thus the alternative hypothesis is valid. There is a moderate positive relationship between image of the tourist destination and the satisfaction of the tourist. (see Table 5.31)

- **H2**: The null hypothesis is rejected at a significance level of .01. Thus the alternative hypothesis is valid. There is a moderate positive relationship between Perception of tourist and the satisfaction. (see Table 5.32)

- **H3**: The null hypothesis is rejected at a significance level of .01. Thus the alternative hypothesis is valid. There is a low positive relationship between the attributes of the tourist destination and the satisfaction of the tourist. (see Table 5.33)

- **H4**: The null hypothesis is rejected at a significance level of .01. Thus the alternative hypothesis is valid. There is a moderate positive relationship between tourist’s experience of a destination and the satisfaction of a destination. (see Table 5.34)

- **H5**: The null hypothesis is rejected at a significance level of .01. Thus the alternative hypothesis is valid. There exists a moderate positive relationship between the satisfaction of the tourist and loyalty towards the tourist destination. (see Table 5.35)

The results from the hypothesis testing shows that there is a moderate positive significance between the Image of the destination and the satisfaction of the tourists at the destination Munnar. i.e; the information’s that the tourists have received about the Munnar are proved true to a moderate positive level. Hence more initiatives have to be made to deliver more accurate information’s to the people who search about Munnar. If there is any misleading information’s are found, initiative must be made to barge these errors to increase the satisfaction level of the tourists. Perception of the tourists also shows a moderate positive relationship with satisfaction. The perceived quality of the tourists about Munnar is moderate positively inline with the actual quality of the destination in all aspects in Munnar which leads to satisfaction of the tourists visiting there.
Perception on quality is developed in tourists from their previous experience at a similar destination along with the image of the destination. Here the results show that the perception of the tourists on quality of the destination leads to satisfaction. Attributes of the destination show a low positive relationship with the satisfaction of the tourists visiting Munnar. The experience of the tourists at the destination shows a moderate positive relationship with the satisfaction of the tourists. The satisfaction of the tourists visiting Munnar shows a moderate positive relationship with the loyalty of the tourists visiting Munnar. From the descriptive analysis of the respondent profiles it is found that the maximum number of respondents belongs to an age group of 20-35 and are mostly males and married with an educational level of post graduation and an annual income of more than 500,000 INR per annum and the majority are Indians.

6.2 Discussions and conclusion of research findings

From several statistical analyses that have been done here in order to find out the factors contributing to the destination loyalty in the minds of tourists, many interesting conclusions can be drawn upon the result. To begin with, the researcher would like to talk about the descriptive analysis at the outset.

From the analyses intended to find out the percentage of responses to each criteria, the researcher could understand that for all the questions being asked to 400 odd tourists at Munnar. People, who are agreeing or strongly agreeing to a given criteria is already a valuable tourist. This is a fixed number of tourists, which is a gain for Munnar. In the case of people who are dissatisfied (responded disagreement to questions) are fixed losses. Hence, the two extreme levels of tourists are already identified. To augment the potential tourist base, hence to spread the brand Munnar across the globe, the concerned authorities and governments should work hard to turn neutral tourists to satisfied (those who agreed to each questions) to delighted (strongly agreeing to each question).

So as to measure the perception of tourists about Munnar, the researcher mooted three questions. Here, the perception is measured on the basis of easiness to reach Munnar, climate conditions and the atmosphere in Munnar. To the statement Munnar is an easily accessible destination, 52.3% people strongly agreed to it. The percentage of people agreeing to this statement is 28.5 %.. Hence, if the State can turn these neutral respondents to assured tourist, the loyalty among tourists can be enhanced to a great extent. The remaining two statements are clearly
linked to the nature, which human beings can’t change or modify lucidly. Around 71% people strongly agree to the second statement “Climate condition of Munnar is good.” As it is seen in the previous questions, there exists a wide difference between the percentage of disagreements and strong agreements.

The next variable is image. Since an image is something, that is projected by the proprietors of a brand to the external world. The researcher has taken three elements, viz., mountain tourism, cultural and historic values and quality hospitality. As described in the introduction part, Munnar is a hill town. Hence, the authorities project Munnar as a good place for mountaineering. Responses show that, this concept is partially conveyed into the minds of tourists. Only a meager 1% responded negatively to this statement. Altogether, 96.6% people agreed/strongly agreed. Here also, the percentage of neutral respondents is considerable (6%). To the question “There are only a few first class hotels in Munnar”, the same pattern followed. The next question, “Cultural and historical value of Munnar is good” explores whether the efforts by authorities to propagate the cultural and historical elements of Munnar, the responses are in line with the pattern in previous two statements.

As far as destination attributes are concerned, significant presence of neutral response is evident, suggesting that they are yet to be loyal customers. Hence, the concerned authorities need to devise strategies that transform neutral responses to agree to strongly agree. A notable difference in the responses of this variable is that the percentage of disagreements is low as compared to the responses to other variables. To the question “Munnar brings you in contact with the nature”, 88% people strongly agree to this, whereas the disagreements were a meager 1%. But the neutral responses accounted for 1%. The same pattern follows in the third question also i.e., “Munnar is a clean and hygiene place.” But in the case of the statement “Munnar is a peaceful and quiet destination”, the combined agreeing percentage is as much twice as the neutral responses. Besides, the percentage of disagreements is proportionately low. From this, it is clear that ‘peace and quiet’ is the attribute drawing the interest of tourist. Hence, it is advised to project them as a unique offering at Munnar, or image the destination like that.

Regarding the variable experience, about respondents (3.5%) was neutral to the question “I managed to show kids/ family/ friends something new in Munnar.” But a promising fact is that altogether 89.8% of respondents agree to this statement (agree + strongly agree). In order to attract and expand the tourist base, the businessmen at Munnar, local and administration and State
governments need to bring in something new there. This can be a new museum delineating the culture and history of Munnar, improved services, improved infrastructures, new curios and the like. To the next two questions, the percentiles of responses were similar. In fact these two questions, “I managed to relax and rest” and “I managed to forget about daily duties” are mutually related. The responses to these questions can be interlinked to the responses given to question number eight, which is “Munnar is a peaceful and quiet destination.” Thus, it is clear that the tourists come to Munnar mainly to take a rest, for relaxation and to keep aloof from daily routine jobs. Hence, the focus should be to maintain the tranquility at Munnar intact.

Questions 13 to 15 are used for gauging the satisfactions tourists have at Munnar. To be satisfied, the expectations in the minds of tourists should match with the reality at Munnar. For all the three questions in this section, the percentage of neutral responses roam around 5% - 13.8%. Besides, the combined score of agreeing and strongly agreeing is more than 90%. But if strongly supportive responses alone are taken, they are above 60.5%, which is appreciable for a tourist destination. Hence, to improve the satisfaction level of tourists, concerned authorities and people can act upon the insights from the responses to previous questions.

Questions 16 to 18 were intended to know the destination loyalty of tourists at Munnar. If a person is loyal to a brand, the underlying assumption of the researcher is that he will consume that brand in future also. Besides, he will be the source of WOM, which add value to the brand that he is used to consume. In this study, the author believes the same. To know whether a customer is loyal, the author mooted three questions. To the question “I will say positive things about Munnar to other people” fetched extremely rigid responses. Unlike it has seen in previous questions, the percentage of disagreements was higher to this question. Only 31.5% agreed and 36.3% strongly agreed to this statement. Surprisingly, the percentage of disagreements rose to 18.5%, a phenomenon, which was rare in previous statements. But, here also, of overall respondents (13.8%) were neutral to this statement – which is the potential tourist base.

By combining the demographic peculiarities also with the results obtained for evaluating each variable, it is clear that, majority of the visitors are within the age group of 20 – 35. In a nutshell, middle-aged people are the majority visitors at Munnar. Corollary to this, 78.5% of them are married. Around 68.1% of respondents are earning income between 3.1 lakhs to 5 lakhs and above (18.8% + 49.3%, respectively). So, this can be concluded that the majority visitors at
Munnar are mid aged married people, who are well affluent also. The main attribute they look for at Munnar is peace and quietness.

As stated in the research objectives and statement of problems, the researcher has made an effort through this study to find out whether there exists a favorable environment for tourist loyalty on destinations under consideration and to find out whether there is any significant relationship between tourist loyalty and the satisfaction of tourists where satisfaction of tourists is analyzed with the independent variables tourist perception on destination, Image of destination, Attributes of destination and tourist experience on the destination. The result from the study shows that there is a significant relationship between satisfaction of tourists and loyalty of the destination. The variable satisfaction is statistically significant to the dependent variable Loyalty, for the destination. Whereas there is moderate positive significant relationship between the image of a destination and satisfaction of tourists, a low positive relationship between attribute of a destination and satisfaction of tourists. Experience of tourists at the destination shows moderate positive significance towards the satisfaction of tourists. Perception of the tourists on the destination shows a moderate positive significant relationship with the satisfaction of the tourists.

The findings of the research clearly answer the objectives of the research as stated by the researcher in the beginning of this research. The results show that there is a favorable level of loyalty on the destination from tourists visiting Munnar. The opinions from the respondents towards various statements in the questionnaire lead the researcher to conclude that there exists a favorable level of loyalty on Munnar as a destination. The findings also show the various variables and their levels of significance with the dependent variable loyalty. On the basis of the data collected and analyzed by the researcher using the descriptive analysis and correlation techniques, the research shows that there exists a favorable level of destination loyalty on Munnar from the tourists. There exists a significant relationship between satisfaction of tourists and loyalty for the destination. All factors used as independent variables, shows a positive significance towards the intermediate variable, satisfaction. Whereas the variable satisfaction shows a moderate positive significance towards loyalty for the destination. The factor that supports the loyalty of tourists on a destination as per the results of the study, satisfaction. The factor that favors the satisfaction of tourist at a destination are perception, Image, attribute and experience. Tourist perception on destination has moderate positive significance with the satisfaction on destination as per the study. Tourist perception is explained as “perception is the procedure with which people realize the world around themselves (Schiffman& Kanuk 1987). Perceptions do not have to be the real fact,
in some instances they are shaped without the understanding or information and often they are a subjective surveillance of the world. Perceptions can be either positive or negative. (Schiffman & Kanuk, 1987). (Pizam & Mansfield, 2000): defines perception as the procedure with which an individual obtains, chooses, categorizes and understands knowledge to generate an expressive picture of the world.” Every individual is dissimilar which means that their insights of their surrounding environment vary from each other, which is noted in the previous study. The proposed model reveals that tourists' loyalty is likely influenced directly or indirectly by the perception of cultural differences (experiences), convenient transportation and safety. The above said statement is also partly in line with the previous research of Mazurskey (1989) who said that tourists' perception about their destinations influences their final selection of their destinations and their loyalty (Hueng et.al, 2006).

Image of the destination also showed moderate positive significant relationship with the satisfaction of tourists in the destination as per the study; so do attributes of the destination from the results of the study.

The hypothesis tested using Pearson’s correlation between the independent variable perception and satisfaction shows that there is moderate positive relationship with an R-value of .433 and Image of the destination shows a moderate positive significance with an R-value of .463 where as the attributes of the destination shows a low positive significance towards satisfaction at an R-value of .399 and experience of tourists at the destination shows a moderate positive significance towards the satisfaction of the destination at an R-value of .422. Satisfaction of tourists shows a moderate positive relationship with the loyalty of the destination at a n r-value of .598. From this study it is visible which factor supports the satisfaction of customers in Munnar are perception, Image, Attribute and experience, from the destination. The study also shows a moderate positive significant relationship between satisfaction of tourists at the destination and loyalty of tourists at the destination. Hence while coming up with a strategic plan to develop Munnar as a tourist destination, the important factor to be considered are perception of the tourists, Image of the destination, Attributes of the destination and experience of the tourists at the destination so as to improve the satisfaction levels and hence the loyalty towards the destination.

The findings of the study show that loyalty is generated in tourists through satisfaction and satisfaction are supported by the factors perception, Image, Attribute and experience in the case of Munnar. The factors such as image of destination, attribute and perception of the tourists on the destination have significant relationship with the intermediate variable satisfaction of tourists on the destination which is in line with the previous studies by Mohammed et.al (2012), positioning Malaysia as a tourist destination based on destination loyalty, This study proves a
vital significance between the image and satisfaction of tourists at a destination and Aksu et al. (2010), A comparison of tourist expectation and satisfaction, a case study on the Atlanta region of Turkey. A structural equation model and analysis by Mohammad Reza Jalilvand, (2014), Conceptual Model for Developing Destination Loyalty Model, Gengqing Chi, (2005) and study on Service Design in Tourism: Customer Experience Driven Destination Management, Marc Stickdorn, Anita Zehrer (2009) which shows the significance of perception of tourists and satisfaction. To improve Munnar as a destination and to bring in more tourists to the destination the stake holders and the tourism ministry must be more involved and plan to improve or strengthen the Image and attributes of Munnar, more and more tourists can be expected if an initiative is put forward to highlight the image and develop the attributes of the destination.

The analysis of the data proves a strong relationship between the independent variables, intermediate variable and the dependent variable of the study. The study proves the relationship between each of the factors perception, image, attribute and experience and satisfaction and satisfaction towards loyalty. In the case of Munnar, Though the study shows that there is loyalty in the tourists visiting Munnar and the majority of the tourists are of the age group of 20-35 and are married, the appeal of Munnar on this group of tourists have to be retained by retaining the factors that holds them to the destination and have to plan and focus on other age and income groups to increase the tourist inflow towards Munnar in the years to come.

The study shows that there is loyalty in the tourists visiting Munnar which is determined from the questions asked on loyalty and the descriptive analysis of these questions.

6.3 Recommendations

On the basis of the research findings, the researcher can provide a number of recommendations to the Kerala tourism development corporation, District tourism promotion council and the stakeholders to effectively plan and promote Munnar as a destination by increasing the number of tourist arrivals by effectively and strategically plan and market Munnar heightening its image and highlighting its variety offer innovative and unique tourism products so as to increase the demand in the market and hence create a higher satisfactions expected, which can lead to a significantly higher level of revisit intention and recommendation.
The hills of Munnar, its geography and its climate are well suited for adventure sports and adventure tourism. Promoting Munnar as an adventure tourism destination is advisable. Tenting, camping, hiking, trekking, sightseeing, biking, boating, river crossing, rock climbing, Para gliding, night safaris in the national parks, Improving parking facilities, using inland waterways for transportation, improving the public area facilities. Employing an official website alone for Munnar as a destination including all the information’s would be an added advantage. As a tourist destination the stakeholders can post their advertisements, promotional offers and events on this website for the tourists who plan to visit or are already in Munnar.

An awareness campaign along with workshops for the local community to improve their soft skills and improve the health and hygiene must be initiated. Health, safety and quality standards of food outlets, kiosks, must be standardized and improved so as to cope up with the real world scenarios. (Munnar is clean and hygienic)

Munnar as a destination is found to be more attractive towards an age group of 20-35 and an income level of above 500,000 per annum. More initiatives can be taken to attract other age groups so as to increase the tourist visits and hold the loyal customers even as they grow older. (Age and Income levels of loyal customers)

New first class accommodations can be built so as to increase the carrying capacity of the destination and to satisfy more tourists. (there are a few first class hotels in Munnar)

More public transportation facilities have to be employed along with high quality public road systems and enhanced parking facilities. (Moving around in Munnar is easy)

It is hoped that the results and recommendations will be a valuable source of information to tourism marketers and planners in Munnar in evaluating and giving marketing strategies and management in the future. Munnar will attract more foreign tourists and potential tourists from many different countries over the world.
6.4 Further research

A number of further researches can be conducted to study and improve the present findings, which could help to increase the quality of further researches in the area of loyalty of tourists towards a destination are listed below:

- Only four factors were studied in this study. There are many more factors that can be taken into account while doing a research on destination loyalty such as competitiveness of the destination, variety seeking of the tourists, Ease of finding information about destination, Value of money, motivation, which can be studied further to find out their influence on tourist destination loyalty.

- The current study only focuses on a single destination in one of the states in India. The study was limited to one single destination for convenience. Further researches can conduct them at various other destinations either within the state or in some other states in India. Varying geographical, cultural and historic values can also influence the loyalty towards the destination.

- In the current study, the data analysis was done using correlation between the independent variables, intermediate variable and the dependent variable. Further studies can employ multiple regression analysis, which show how the value of the dependent variable varies with any one of the independent variable while the others are kept constant.

This research was conducted by the researcher to determine the factors that satisfy tourists to visit and revisit Munnar as a tourist destination. The results from the study show that the independent variables experience, perception, image and attribute are the factors that shows a significant relationship towards satisfaction of tourists and that there also exists a strong relationship between the intermediate variable satisfaction of tourists and the dependent variable loyalty towards the destination in Munnar.
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APPENDICES
Dear respondent:
I am Vishal Rajan, Student of Assumption University of Thailand. I am doing a thesis on the topic: FACTORS AFFECTING TOURIST DESTINATION LOYALTY TOWARDS SELECTING MUNNAR, INDIA AS A TOURISM DESTINATION.

I would appreciate if you could spare a few minutes of your time to respond to the following questionnaire. The information collected from you will only be used for academic requirements. All the information's thus collected would be treated with high level of confidentiality.

Sincerely,
Vishal Rajan

Please mark (✓) for the most appropriate answers.

**Screening Question**

Have you visited Munnar before on holidays?

[ ] Yes, Please continue.

[ ] No, Kindly return the questionnaire and thank you for your time.
Please mark your level of agreement to the following statements in the corresponding boxes. Where 1(strongly disagree) 2(disagree) 3(neutral) 4(agree) 5(strongly agree).

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Tourist Perception</td>
<td>1.Munnar is an easily accessible destination.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.Climate condition of Munnar is good.</td>
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<td></td>
<td>3.Munnar has generally welcoming atmosphere.</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image</td>
<td>4.Munnar is a good place to go for the Mountain tourism.</td>
<td></td>
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<tr>
<td></td>
<td>5.There are few first class hotels in Munnar.</td>
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<td></td>
<td>6.Cultural and historic value of Munnar is good.</td>
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<tr>
<td>Attribute</td>
<td>7.Munnar brings you in Contact with nature.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>8.Munnar is a Peace and quiet destination.</td>
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<tr>
<td></td>
<td>9.Munnar is Clean and hygienic.</td>
<td></td>
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<tr>
<td>Tourist Experience</td>
<td>10.I managed to show the kids/family/friends something new.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>11.I managed to relax and take a rest.</td>
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<td></td>
<td>12.I managed to forget about daily duties.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Satisfaction</td>
<td>13.Tourist attraction and destinations in Munnar are good.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>14.Scenes in Munnar are good.</td>
<td></td>
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<tr>
<td></td>
<td>15.Moving around in Munnar is easy.</td>
<td></td>
<td></td>
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<tr>
<td>Loyalty</td>
<td>16.Will say positive things about Munnar to other people.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>17.Encourage friends and relative to visit Munnar.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>18.Consider Munnar as your choice to visit in the future.</td>
<td></td>
<td></td>
<td></td>
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</table>

**Demographic factors of visitor**

19. Which Age category do you belong to as on May 2014?

- [ ] Less than 20
- [ ] 20-35
- [ ] 36-50
- [ ] 51-75
- [ ] 76 and above.

20. Nationality ____________________________

21. Gender

- [ ] Male
- [ ] Female

22. Educational Level

- [ ] School
- [ ] UG/Diploma/Certificates
- [ ] Graduate
- [ ] Post Graduate

23. Marital Status

- [ ] Single
- [ ] Married
- [ ] Divorced
- [ ] Widow/Widower
- [ ] Others

24. Income Level annual (1 Hundred Thousand=1 lakh Indian Rupees)

- [ ] Less than INR 1 Hundred Thousand
- [ ] 1-3 Hundred Thousand INR
- [ ] 3.1-5 Hundred Thousand INR
- [ ] 5 Hundred Thousand INR and above.
APPENDIX B

SPSS OUTPUT

Reliability of Variables

1. Overall reliability

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<td>.771</td>
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2. Perception Reliability

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<td>.836</td>
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3. Image Reliability

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4. Attraction Reliability

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5. Experience Reliability

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6. Satisfaction Reliability

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<th>Reliability-Satisfaction</th>
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7. Loyalty Reliability

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APPENDIX C

LETTERS FROM AUTHORITIES, GRAMMAR CHECK, TURNITIN RESULT AND OFFICIAL LETTER MENTIONING TOURIST POPULATION AT ERAVIKULAM NATIONAL PARK.
Factors affecting destination loyalty towards selecting Munnar, India as a tourism destination by Vishal Rajan

From Vishal December Final (Vishal December Final)

Process on 12-Dec-2014 00:12 ICT
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http://www.kent state .edu/pluspage/

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ANA, ISPA. "IDENTIFYING THE IMAGE OF TOURIST DESTINATIONS: THE CASE OF BRASOV AND POiana BRASOV, ROMANIA". Tourism & Hospitality Management, 2013(5), 20130502

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Publications: 7%
Student Papers: N/A
Form signed by Proofreader of the Thesis

I, R. Srinath, have proofread this thesis entitled
Factors affecting tourist destination loyalty towards
Munnar, India as a tourist destination subject
to linguistic, stylistic & structural changes as cited
herein to be carried out by Mr Vishal Rajan.

and hereby certify that the verbiage, spelling and format is commensurate with the quality
of internationally acceptable writing standards for a masters degree in business.

Signed by Editor: R. Srinath

Name of Organization: AU
Position: Lecturer
E-mail address: acharnsrinath@gmail.com
Contact number: 0877163110
Date: 30/10/2014
PROCEEDINGS OF THE PRINCIPAL CHIEF CONSERVATOR OF FORESTS (WILDLIFE) AND CHIEF WILDLIFE WARDEN, KERALA

PRESENT: G. Harikumar, IFS

Sub: Permission to conduct field visit in forest-areas of Eravikulam National Park—reg:


With reference to the request made in the letter read above, permission is hereby granted to Sri. Vishal Rajan, MBA Tourism & Hospitality student, Assumption University of Thailand, Bangkok to conduct field survey among visitors of Eravikulam National Park in connection with the dissertation work titled “Factors affecting tourist destination loyalty towards selecting Munnar, India as a tourism destination” for the month of July 2014, subject to the following conditions:

1. The researcher shall not enter the forest areas or cause any destruction to the habitat.

2. The researcher shall be bound to act in accordance with the existing Acts, Rules and directions of the concerned officers, in the forest areas.

3. The researcher shall be held liable for any damage or loss caused due to the action of negligence. He shall make good to Government in Forest Department for any loss caused and for the destruction or damage to any forest produce, wildlife, forest or the environment. The loss will be assessed by the Chief Wildlife Warden and his decision shall be final.

4. The visit of researcher shall be intimated to the concerned officers having jurisdiction over the area in advance.

5. A copy of the study report shall be submitted to the Chief Wildlife Warden on completion of the study.

Principal Chief Conservator of Forests (WL) &
Chief Wildlife Warden, Kerala.

To

Sri. Vishal Rajan, Panchami House, Murickumpuzha, Pala, Kottayam

Copy to Field Director, Project Tiger, Kottayam for information and further necessary action.

Copy to stock file.
Government of Kerala 2009-20