

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH

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ABSTRACT

Success in the business world is not limited only to producing valuable and in-demand products. Lacking on proper understanding of the consumers that a business markets and sells their products to, a company's accomplishments can quickly become failures. Consumer preferences change with changing age, profession, lifestyle, and social groups. This change has significant effects in the selection and buying pattern of the tourists when they choose their preferable tourist spot. The preference is also dependent on the purpose of their visit and the compatibility factor that they have with their companion. The internal influential factors are often backed by the external physical attributes and facilities which include accommodation facilities, availability of quality food, climate and natural beauty, social and political conditions, infrastructural facilities, local hospitality and other services, social and culture lifestyle, shopping and entertainment facilities etc. The concerned state and other beneficiaries with their expertise in providing and promoting the ultimate blend in their service offers can capitalize in creating more demand for their tourism product. The paper explores indispensable value of understanding tourist activities and the crucial role they play in developing successful marketing strategies. Focusing on concepts such as consumer perceptions, consumption culture, and the influence of information technology and other local facilities, this paper is a pivotal reference source for business managers, marketing executives, and academicians interested in the relationship between consumer activities and tourism industry.

KEYWORDS

tourism product, consumer perceptions, consumer behavior, marketing strategies, consumer experience, consumer memories.

I. INTRODUCTION

Tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and turned itself into a key driver for socio-economic progress. Today the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the main income sources for many developing countries. This world over spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications. For many countries tourism is seen as a main instrument for regional development, as it promotes new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is particularly true with regard to tourism based on the natural environment as well as on historical-cultural heritage. Sustainable tourism has three interconnected aspects: environmental, socio-cultural, and economic. India has a vast tourism potential ranging from Himalayas, beaches of Goa and Kerala, Spiritual places, Buddhist places and many more. But this vast potential has been untapped for many reasons like cleanliness, safety and security, hospitality, language problem, country image, E-services, social awareness campaigns etc. If all these issues are addressed properly manner, then the tourism industry will of great help increasing revenue and GDP of the country.

Till 19th century, Tourism in Himachal Pradesh was restricted only to a limited movement of pilgrims to a few spiritual destinations in around the hills. Tourism activity received a shot in the arm when British declared Shimla "The Summer Capital of India" in 1864. Post-independence, more investment in the infrastructure sector led to opening up of Tourism in the State. However, the biggest boost to tourism occurred in the mid 80s and 90s. While traditionally Himachal was known as a summer destination, the State Government has taken special efforts to break the seasonality factor and has developed diversified tourism products to attract tourists in other seasons too. Now the state of Himachal is known as "A Destination for All Seasons and All Reasons". In fact, the State Government has laid a special focus on the development of activity-based tourism and opening up of new sub destinations. To promote tourism in the countryside and to unexplored areas, appropriate infrastructure is being developed within available resources. By focusing on quality tourists, the State aims at promoting sustainable tourism and encouraging private sector to develop tourism related infrastructure in the State without disturbing the existing ecology and environment.

Daneil Kahneman (2010), points out that the decisions we make are based on our memories, not our experiences. This distinction between experience and memory is especially important as related to luxury brands. Unlike supermarket products and neighborhood restaurants, for which price, utility, and availability are important; the vital ingredient for success in luxury product and service segments is consumer experience. Kahneman cites travel as a great change-inducing experience. Because travel provides an ongoing supply of new and novel experiences, it is an almost perfect memory-making activity. It is a guaranteed path for the affluent to achieve their goal of long-term quality of life. The lesson for luxury goods marketers is that they need to satisfy the needs of the Experiencing Self so that consumers are drawn to them; while they also provide experiential change that the Remembering Self can use to create memories which will bring those consumers back again.

Bhatt Snehal j (2015), reports that every tourist is different and so attracted by tourist destinations, prefers to engage in different activities during vacation period, likes varied entertainment facilities and complains about different aspects of their vacation. The major factors considered by tourists for selecting a tour destination are the distinctiveness of the place, their budget for the trip, choice and preference of their family.

Rajesh R (2013), developed a holistic model for destination loyalty with five constructs that are pre trip image, post trip image, destination image, tourist satisfaction and destination loyalty. Analyzing the antecedents of tourist perception, destination image, tourist satisfaction and destination loyalty may provide insight in the process of creating destination loyalty at both construct and indicator level.

Choibamroong, T (2006), stressed that understanding consumer behavior is very useful for developing tourism products. It is an integral source of information for promoting tourism products particularly in this globalized era in which the pattern of tourist travelling is highly influenced by global factors.

L Djeri (2014) noted that the growth of standard of living brought extra available money, but less free time which are two basic preconditions for participation in tourism. As the answer to the fast tempo of modern urban life style, there is a growing need for intact, unpolluted areas. Personal safety has been noted as one of the critical criteria in reaching the final decision, accompanied with the concern for personal health.

A, Budeanu (2007), discussed that people have intrinsic reasons for not behaving in a responsible manner, related to habits, convenience and personal preferences. Conflicts between motivations for tourist choices and environmental ones have the potential to hinder sustainable tourist behavior.

Mondal S (2015), noted that the behavioral pattern of tourists, being the consumer of the tourism industry is judged on the basis of four different factors such as psychological factors, personal factors, social factors and cultural factors. The thorough knowledge about these influential factors induces a tourist in preferring a particular destination over other is essential for marketers to bridge the gap between the offer and expectation.

II. METHODOLOGY

Proposed Problem: The study attempts to examine the problems faced by tourists during their visit to the state of Himachal Pradesh. The study explores different measures and policies effective for more tourist inflow and product satisfaction during visit to Himachal Pradesh.

FORMULATION OF HYPOTHESIS

i. **Null Hypothesis (Ho):** There is no significant relationship between the general background of tourist and their purpose of visit, mode of traveling and type of accommodation preferred.

ii. **Null Hypothesis (Ho):** The views of tourists with regard to tourism products are equally distributed.

Sampling design: keeping in view the largest flow of tourists to the two districts namely Kullu and Shimla in the state of the Himachal Pradesh, convenience sampling has been used. Tourists visiting all the important places of attractions have been covered in order to make sample more representative.

Statistical Analysis Tools: Factor Analysis has been applied to check the number and originality of variables used in the study. Further Chi square test has been applied to test the hypothesis formulated under the present study.

III. SOCIO-ECONOMIC PROFILE OF TOURISTS

Age wise distribution of tourists in Table No 1 shows that most of the respondents i.e. 45.3 per cent belong to the age group of above 45 years, while the next 28.7 per cent reported in the age group of below 30 years. 26 per cent tourists reported between 30-45 years of age group.

TABLE NO. 1: AGE WISE CLASSIFICATION OF TOURISTS

Age Group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 30	43	28.7	28.7	28.7
	Between 30-45	39	26.0	26.0	54.7
	Above 45	68	45.3	45.3	100.0
	Total	150	100.0	100.0	

The occupation wise distribution of tourists in Table No 2 shows that maximum number of tourists i.e., 44 per cent come from business class followed by 29 per cent from service class.

TABLE NO. 2: OCCUPATION WISE CLASSIFICATION OF TOURISTS

Occupation Class		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	44	29.3	29.3	29.3
	Business	66	44.0	44.0	73.3
	unemployed	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

Classification of tourists based on their education in Table No 3 shows that 46 percent tourists reported them as post graduate while 42 percent are under graduate. Only 12 per cent tourists reported their education up to 10+2 or below.

TABLE NO. 3: EDUCATION WISE CLASSIFICATION OF TOURISTS

Education Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10+2 or below	18	12.0	12.0	12.0
	Under Graduate	63	42.0	42.0	54.0
	Post Graduate	69	46.0	46.0	100.0
	Total	150	100.0	100.0	

The Table No 4 shows that out of total respondent's maximum 34.7 per cent tourists reported their annual income up above 10 lakh. 29 per cent of total respondents are having annual income up to 5 lakh. 28 percent of total respondents reported their annual income between 8 to 10 lakh.

TABLE NO. 4: INCOME WISE CLASSIFICATION OF TOURISTS

Income Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 500,000	44	29.3	29.3	29.3
	Above 5 lakh to 8 lakh	12	8.0	8.0	37.3
	Above 8 lakh to 10 lakh	42	28.0	28.0	65.3
	Above 10 lakh	52	34.7	34.7	100.0
	Total	150	100.0	100.0	

IV. FINDINGS

TABLE NO 5: CLASSIFICATION OF TOURIST BY AGE GROUP AND THEIR * PURPOSE OF VISIT

		Purpose of Visit							Total
		Business Purpose	Pleasure trip	Visiting Friends/Relatives	Pilgrimage	Climate change	Historical Monuments	Other (sports and expedition, official tours, studies)	
Age Group	Below 30	2	19	6	12	2	0	2	43
	Between 30-45	14	8	9	5	3	0	0	39
	Above 45	2	0	9	7	24	14	12	68
Total		18	27	24	24	29	14	14	150

The Table No 5 reveals that out of the total respondents, maximum number of tourists visits the state for the purpose of climate change followed by the tourists with the purpose of pleasure trip. Equal number of respondents i.e., 24 reported visiting the state to their relatives or friends and with the pilgrimage purpose. It further shows that out of total tourist in the age group of above 45 years, maximum number of tourist visit the state for the purpose of climate change followed

by the number of tourists visit for seeing historical monuments. The maximum numbers of tourists below the age of 30 years visit the state for the purpose of pleasure trip followed by tourists visit under this age group for the purpose of pilgrimage.

TABLE NO. 6: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	104.058 ^a	12	.000
Likelihood Ratio	116.294	12	.000
Linear-by-Linear Association	40.687	1	.000
N of Valid Cases	150		

a. 5 cells (23.8%) have expected count less than 5. The minimum expected count is 3.64.

The chi-Square value is significant (Table No 6) which shows significant relationship between the age group of tourists and purpose of their visit to the state of Himachal Pradesh.

The classification of tourist on the basis of occupation and purpose of their visit in the below Table No 7 shows that a large number of tourists under the business class visit the state for business purpose followed by the number of tourists under this class visit for pilgrimage purpose and the equal number of tourists under business class visit the state with the purpose to see historical monuments, pleasure trip and visiting their relatives and friends.

TABLE NO. 7: CLASSIFICATION OF TOURIST BY OCCUPATION CLASS AND THEIR * PURPOSE OF VISIT

		Purpose of Visit							Total
		Business Purpose	Pleasure trip	Visiting Friends/Relatives	Pilgrimage	Climate change	Historical Monuments	Other (sports and expedition, official tours, studies)	
Occupation Class	Service	5	8	6	7	18	0	0	44
	Business	12	9	9	14	7	9	6	66
	unemployed	1	10	9	3	4	5	8	40
Total		18	27	24	24	29	14	14	150

Maximum tourists under the unemployed class reported to visit the state for the purpose of pleasure trip, visiting relatives and friends and for other purpose. Tourist under the service class preferred to visit the state for climate change and for the purpose of pleasure trip.

TABLE NO. 8: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.110 ^a	12	.000
Likelihood Ratio	47.562	12	.000
Linear-by-Linear Association	2.076	1	.150
N of Valid Cases	150		

a. 5 cells (23.8%) have expected count less than 5. The minimum expected count is 3.73.

It is evident from Table No 8 that there is significant association between the occupation and purpose of visit. It concludes that the majority of tourists under the unemployed class visit the state for pleasure. Whereas majority of tourists under business and service class visit the state for business purpose and climate change respectively.

The Table No 9 shows association between income level of tourist and purpose of their visit to the state. It shows that majority of tourists having annual income above 10 lakh visit the state for climate change whereas tourists having income between 8 to 10 lakh report to visit the state for pilgrimage. It further shows that maximum number of tourists i.e. 11 lie in the income level up to 5 lakh visited the state for the purpose of pleasure trip.

TABLE NO. 9: CLASSIFICATION OF TOURISTS BY INCOME LEVEL AND THEIR * PURPOSE OF VISIT

		Purpose of Visit							Total
		Business Purpose	Pleasure trip	Visiting Friends/Relatives	Pilgrimage	Climate change	Historical Monuments	Other (sports and expedition, official tours, studies)	
Income Level	up to 500,000	1	11	7	8	4	5	8	44
	Above 5 lakh to 8 lakh	1	3	1	3	4	0	0	12
	Above 8 lakh to 10 lakh	7	8	7	11	5	4	0	42
	Above 10 lakh	9	5	9	2	16	5	6	52
Total		18	27	24	24	29	14	14	150

It is also evident from the Pearson Chi-Square test (Table No 10) that there is significant association between Income level of tourists and their purpose of visit to Himachal Pradesh (p value <.05).

TABLE NO. 10

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.584 ^a	18	.006
Likelihood Ratio	45.416	18	.000
Linear-by-Linear Association	.459	1	.498
N of Valid Cases	150		

a. 13 cells (46.4%) have expected count less than 5. The minimum expected count is 1.12.

It is noted from the below Table No 11 that taxi and own conveyance are the popular mode of travelling among the tourists. Age wise distribution and mode of travelling shows that majority of tourists above the age 45 preferred to travel by taxi followed by Bus and own conveyance. The table also shows that among the age group of below 30 years, majority of tourists preferred to travel by their own conveyance.

TABLE NO. 11: CLASSIFICATION OF TOURISTS BY AGE GROUP AND * TRAVEL MODE

		Travel Mode					Total
		Own Conveyance	Bus	Train	Taxi	Air	
Age Group	Below 30	13	9	8	5	8	43
	Between 30-45	8	3	16	9	3	39
	Above 45	14	19	9	22	4	68
Total		35	31	33	36	15	150

While applying chi-square test, it is observed from Table No 12 that there is significant association between age group of tourists and their mode of travelling to visit the state (p-value is less than .05).

TABLE NO. 12

<i>Chi-Square Tests</i>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.443 ^a	8	.002
Likelihood Ratio	24.342	8	.002
Linear-by-Linear Association	.043	1	.835
N of Valid Cases	150		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.90.

Occupation wise classification of tourists with respect to mode of travelling in table No 13 indicates that majority of tourists under the business class preferred to travel by taxi followed by train. Among service class that majority of tourists preferred to travel by train and their own conveyance. Among the unemployed class most of the tourists visited the state by bus and their own conveyance.

TABLE NO. 13: CLASSIFICATION OF TOURISTS BY OCCUPATION CLASS AND * TRAVEL MODE

Count		Travel Mode					Total
		Own Conveyance	Bus	Train	Taxi	Air	
Occupation Class	Service	16	9	17	2	0	44
	Business	5	7	14	27	13	66
	unemployed	14	15	2	7	2	40
Total		35	31	33	36	15	150

The Pearson Chi-Square test in Table No 14 shows significant association between occupation of tourists and their mode of travelling to visit the state.

TABLE NO. 14: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.196 ^a	8	.000
Likelihood Ratio	67.424	8	.000
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	150		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 4.00.

Table No 15 states that among the age group of below 30 years and between 30-45 years majority of tourists visited the state for first time whereas majority of tourists above the age group of 45 years visited thrice or more. It is also noted from the table that out of total respondent's majority of tourists visited the state for first time followed by the tourists visited twice across the age groups.

TABLE NO. 15: CLASSIFICATION OF TOURISTS BY AGE GROUP AND * NUMBER OF VISITS

Count		Number of Visits				Total
		First Time	Second Time	Twice	Thrice or more	
Age Group	Below 30	20	6	16	1	43
	Between 30-45	30	4	3	2	39
	Above 45	13	12	18	25	68
Total		63	22	37	28	150

It is evident from Table No 16 that there is significant association between the age group of tourists and their number of visits to the state. There is a need to flourish tourism in such a way which can cater to the needs of different groups.

TABLE NO. 16: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.255 ^a	6	.000
Likelihood Ratio	54.168	6	.000
Linear-by-Linear Association	18.307	1	.000
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.72.

Table No 17 reveals that majority of tourists having annual income above 10 lakh reported their visit to the state time and again whereas majority tourists having income between 8 lakh to 10 lakh visited the state for first time. Majority of tourists having income below 5 lakh reported to visit the state twice, thrice or more.

TABLE NO. 17: CLASSIFICATION OF TOURISTS BY INCOME LEVEL AND * NUMBER OF VISITS

Count		Number of Visit				Total
		First Time	Second Time	Twice	Thrice or more	
Income Level	up to 500,000	7	4	19	14	44
	Above 5 lakh to 8 lakh	4	4	3	1	12
	Above 8 lakh to 10 lakh	33	3	0	6	42
	Above 10 lakh	19	11	15	7	52
Total		63	22	37	28	150

There is significant association between income level of tourists and their number of visit to the state (Table No 18). It is evident from the above table that tourists having income between 5 lakh to 8 lakh need a different marketing segment approach towards the state tourism promotion.

TABLE NO. 18: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.781 ^a	9	.000
Likelihood Ratio	58.675	9	.000
Linear-by-Linear Association	12.139	1	.000
N of Valid Cases	150		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 1.76.

Age wise tourist's preference towards type of accommodation in Table No (19) shows that majority of tourists prefer to stay in Private Hotel accommodation followed by the tourists preference towards Himachal Tourism Hotels/ Complexes.

TABLE NO. 19: CLASSIFICATION OF TOURISTS BY AGE GROUP AND * TYPE OF ACCOMMODATION PREFERRED

Count		Preferred Accommodation Type				Total
		Himachal Tourism Hotels	Private Hotels	Dharmshallas	With friends/relatives	
Age Group	Below 30	7	19	11	6	43
	Between 30-45	6	17	8	8	39
	Above 45	19	35	10	4	68
Total		32	71	29	18	150

While applying Pearson Chi-Square test (p-value >.05), Table No 20 shows that there is no significant association between tourists of different age group and type of accommodation used during visit to the state.

TABLE NO. 20: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.267 ^a	6	.159
Likelihood Ratio	9.316	6	.157
Linear-by-Linear Association	5.615	1	.018
N of Valid Cases	150		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.68.

Table No 21 depicts that out of total respondent tourists staying in private hotels, majority of them fall in the income level below 5 lakh followed by the tourists having annual income Above 10 lakh. Majority of tourists staying in Himachal tourism hotels reported their annual income above 10 lakh.

TABLE NO. 21: CLASSIFICATION OF TOURISTS BY INCOME LEVEL AND TYPE OF ACCOMMODATION PREFERRED

Count		Preferred Accommodation Type				Total
		Himachal Tourism Hotels	Private Hotels	Dharmshallas	With friends/relatives	
Income Level	up to 500,000	5	29	9	1	44
	Above 5 lakh to 8 lakh	5	6	1	0	12
	Above 8 lakh to 10 lakh	8	14	9	11	42
	Above 10 lakh	14	22	10	6	52
Total		32	71	29	18	150

It is also evident from the below Table No 22 that there is significant relationship between type of accommodation and annual income of respondent tourists (p value<.05).

TABLE NO. 22: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.324 ^a	9	.006
Likelihood Ratio	24.650	9	.003
Linear-by-Linear Association	.588	1	.443
N of Valid Cases	150		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 1.44.

Occupation wise preference of tourists towards type of accommodation in Table No 23 indicates that among business class majority of tourists prefer to stay in private accommodation followed by Himachal Tourism Complexes. Majority of tourists among unemployed class also prefer to stay in private hotels followed by their preference for Dharamshalla.

TABLE NO. 23: CLASSIFICATION OF TOURISTS BY OCCUPATION CLASS AND PREFERRED ACCOMMODATION TYPE

Count		Preferred Accommodation Type				Total
		Himachal Tourism Hotels	Private Hotels	Dharmshallas	With friends/relatives	
Occupation Class	Service	13	20	8	3	44
	Business	16	26	10	14	66
	unemployed	3	25	11	1	40
Total		32	71	29	18	150

It is evident from Pearson Chi-Square test in Table No 24 that there is significant association between occupation and type of accommodation (p-value<.05).

TABLE NO. 24: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.764 ^a	6	.005
Likelihood Ratio	20.332	6	.002
Linear-by-Linear Association	1.379	1	.240
N of Valid Cases	150		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.80.

FACTOR ANALYSIS

Factor analysis is a set of techniques which, by analyzing correlations between variables, reduces their number into fewer factors which explain much of the original data.

TABLE NO. 25: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.640
Bartlett's Test of Sphericity	Approx. Chi-Square	547.289
	df	45
	Sig.	.000

The KMO and Bartlett's Test in Table No 25 indicates that the number of variable as well as the sample size taken for the study is adequate and factor analysis is appropriate for the data considered for the study. For the KMO test a value greater than .50 indicates that the pattern of correlation between variables are relatively compact and so factor analysis should yield distinct and reliable factors. Bartlett's test significance value .000 indicates that the null hypothesis is rejected and that original correlation matrix is not an identity matrix. Therefore, there are some relationships between the variables. This value indicates that the factor analysis is appropriate, as there are some significant correlations among the variables in input data.

TABLE NO. 26: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.808	28.081	28.081	2.752	27.521	27.521
2	2.144	21.443	49.523	2.200	22.002	49.523
3	1.303	13.026	62.549			
4	1.209	12.092	74.641			
5	.800	7.999	82.640			
6	.559	5.592	88.232			
7	.446	4.462	92.694			
8	.334	3.340	96.033			
9	.255	2.547	98.581			
10	.142	1.419	100.000			

Extraction Method: Principal Component Analysis.

It can be seen from Table No 26 that the first two factors represent relatively large amount of variance. SPSS considered two factors with relatively larger variance

TABLE NO. 27: ROTATED COMPONENT MATRIX^a

	Component	
	1	2
Views regarding tourist information service		.601
Views regarding telecommunication services	.486	
Views regarding Local sightseeing/Natural beauty		.500
Views regarding tourist spot maintenance		.263
Views regarding Entertainment		.583
Views regarding accommodation facilities	.921	
Views regarding public transport	.878	
Views regarding quality of food	.621	
Views regarding Bar services		.836
Views regarding Parking Services		.597

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table No 27 points out that Rotation maximizes the loading of each variable on one of the extracted factors whilst minimizes the loading on all other factors. The questions that load highly on a factor relate highly with each other. The content of questions that load on to each factor shows that there exist common themes which can help to identify a construct. It can be seen in Table No 28.

TABLE NO. 28

Infrastructure Facilities in the state Component 1	Tourism Promotional Facilities Component 2
Views regarding telecommunication services	Views regarding tourist information service
Views regarding accommodation facilities	Views regarding Local sightseeing/Natural beauty
Views regarding public transport	Views regarding tourist spot maintenance
Views regarding quality of food	Views regarding Entertainment
	Views regarding Bar services
	Views regarding Parking Services

It is evident from Table No 29 that most of the physical attributes like accommodation, public transport, tourist information centre, tourist spot maintenance was reported in good condition but need further improvement. Parking facilities at various places need to be increased. Natural beauty, telecommunication and entertainment services were reported as expected by the tourists.

TABLE NO. 29: TOURISTS OPINION REGARDING PHYSICAL ATTRIBUTES OF TOURISTS DESTINATION

Item Statistics	Mean	Std. Deviation	N	Responses
Views regarding telecommunication services	4.54	.609	150	Excellent
Views regarding accommodation facilities	3.95	.771	150	good
Views regarding public transport	3.59	.707	150	good
Views regarding quality of food	4.41	.696	150	excellent
Views regarding Bar services	4.13	.688	150	excellent
Views regarding Parking Services	2.83	1.138	150	To be increased
Views regarding tourist information service	3.69	.811	150	good
Views regarding Local sightseeing/Natural beauty	4.74	.524	150	excellent
Views regarding tourist spot maintenance	3.57	.985	150	good
Views regarding Entertainment	4.20	.803	150	excellent

V. CONCLUSION

Behavior is not predictable in nature which is varied from individual to individual. The marketing strategies need to be drastically modified with the rapid changing pattern of the socio-cultural and socio-economic background of the consumer. The change in the demand and expectation pattern of today's tourist as consumer is compelling the marketers to regularly update and innovate tourism product and service offerings for which in-depth research is significant. Preferences of tourists change with changing age, profession, lifestyle, life cycle phases and social groups. This change is also reflected in the selection and buying pattern of the tourist when they choose their preferable spot for traveling. The preference is also dependent on the purpose of their visit and the compatibility factor that they have with their companion. The internal influential factors are often backed by the external physical attributes and facilities like accommodation, quality of food availability, climate, social and political condition, infrastructural facility, accessibility, quality of available local service, hospitality, shopping entertainment facility, culture lifestyle etc. The perfect mix of internal influential factors with the external supporting attributes can have a great impact to create a better offer. The concerned State Government and other beneficiaries with their respective expertise and attractive policy initiatives can bridge the gap between tourist's expectation and satisfaction. State Government by promoting ultimate blend in their service offer can make it happen creating more demand for their tourism products.

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