CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 SUMMARY OF RESEARCH FINDINGS

5.1.1 Demographics and Travel Behavior

- Among the International tourists, 40.2% of the respondents are in the age group of 20-30 years, followed by 24.4% above the age of 60 years, 16.2% in the age group of 31 to 40 years, 12.1% in the age group of 51 to 60 years and only 7.2% in the age group of 41 to 50 years.

- Of the 513 respondents, 46.2% were male and 53.8% were women. Therefore the proportion is 50:50.

- As regards the travel companion, the majority (35.3%) were travelling with friends, 32.7% of the respondents were travelling alone, 21.6% were with their spouse and children and 10.3% were with a travel group. Interestingly, around 80% of the tourists travel India not with their family members.

- Among the respondents (23.8%) were travelling for less than 10 days and 52% were travelling within Kerala for 11-20 days and 24.2% visit Kerala for more than 20 days.
5.1.2 Perception of Kerala Holiday

- Perception is always based on previous human experiences. Perception is important as that is the basis for forming opinions. Travelers expectation about Kerala overall and their tourist destinations in particular, depends on their travel experiences elsewhere. Surprisingly, 55.6% of the respondents felt that their holiday experience in Kerala was better than what they had expected, for 28.5% of the respondents it was much better than their expectation and only a meager 1.9% felt that their holiday was worse than their expectation.

- The expectation and post visit opinion based on their holiday experience matters a lot for destination promotion. A good number of respondents (72.3%) gave a thumbs‘ up that their holiday in Kerala was definitely worth the time and effort. None of the respondents felt that the holiday was not worth their time and effort.

- Of the 513 respondents, only a negligible percentage (2.3%) were not in conformity with the previous finding and not satisfied. On the contrary, 44.65 of the respondents are very satisfied and 42.6% are satisfied with the overall holiday experience in Kerala.

- The God’s Own Country tag for Kerala holds good as again only 2.9% of the total respondents opined that their Kerala holiday was not on par with other destinations that they had visited earlier and have even gone to the extent of rating Kerala as worse than other destinations. But this opinion is not
shared by the majority of respondents and 55.9% of the respondents opined that their holiday in Kerala was better compared to other destinations and for 17.3% of the respondents it was much better compared to other destinations.

- Revisit to an International destination is a costly affair. It is natural for them to try and experience new destinations. Seldom, they spend huge sums of money to revisit the same destination unless otherwise they are globe trotters. As expected, 46% of the respondents have opined that they are unlikely to revisit Kerala. 29.2% are likely to revisit and 12.9% are most likely to revisit Kerala.

- A satisfied visitor acts as an unpaid marketer of the destination. This view holds good for the present study also since 55.9% of the respondents are most likely to recommend Kerala to their friends and relatives, 20.9% are likely to recommend and 11.3 % are unlikely to do so.

5.1.3 Results of t Test

- There is a significant difference in the mean scores of expectation based on gender differences. It was observed that female travelers have a higher positive perception level than male travelers. This leads to the conclusion that gender differences should be considered while analyzing the expectations of International tourists.

- Regarding the perception of taking the time and effort to visit Kerala, again female travelers gave more positive perception
score (4.7826) than male travelers with a mean score of 4.6498.

- As the premises of expectation differ among male and female travelers, the overall satisfaction levels are also bound to differ. The present study shows that the female travelers have a higher positive perception level with a mean score of 4.5326 as compared to males with a mean score of 4.0127.

- There was found to be significant difference in the mean scores of tourists‘ perception of Kerala compared to other destinations across genders. It was observed that females have a higher positive perception level with a mean score of 4.0181 as compared to males with a mean score of 3.7131.

- Women prefer known to the unknown. They prefer the combination of familiarity and fulfillment. Based on this view, the satisfied women visitors intend to recommend Kerala as a tourist destination to their friends and relatives than their male counterparts. To be specific, it was observed that there was found to be significant difference in the mean scores of the tourists’ likelihood of revisit across genders. It was observed that females have a higher positive likelihood to revisit with a mean score of 3.0471 as compared to males with a mean score of 2.8270.

- There was found to be significant difference in the mean scores of tourists‘ likelihood of recommending Kerala to friends and relatives across genders. It was observed that females have a higher likelihood of recommending with a mean score of 4.5072 as compared to males with a mean score of 3.8734.
5.1.4 **Results of Chi Square Test**

To understand the association between age, gender and travel companion on the duration of the trip Chi square tests was performed and it was found that:

- There is an association between age and duration of trip. It was found that Older the age, the longer the stay.

- There is no association between gender and duration of trip.

- There is an association between travel companion and travel duration. It was found that tourists who travel alone or with friends stay longer.

5.1.5 **Results of One way ANOVA**

The ANOVA test performed to understand the impact of duration of travel on overall satisfaction leads to the finding that:

- There is no homogeneity between duration of travel and overall satisfaction.

- There is no homogeneity between duration of travel and likelihood of revisit.

- There is no homogeneity between duration of travel and likelihood of recommending Kerala to friends and relatives.
5.1.6 Results of Two - Way ANOVA

Two – way ANOVA was performed to know whether the difference in satisfaction level was due to age or gender or due to both. The findings were as follows:

- There were differences in overall satisfaction ratings across age and gender.
- There were differences in the likelihood of revisit across age and gender.
- There were differences in the intention to recommend across age and gender.

5.1.7 Results of Paired T Test

The paired t test revealed that there is significant difference between expectation and experience with respect to accommodation, cleanliness, information, safety, locals & food and conveniences. The paired sample statistics reveals that for accommodation, safety, locals and food the mean experience is higher than mean expectation. The mean experience is the highest for their experience with locals and food, followed by safety and accommodation respectively. The mean experience is lower than the mean expectation regarding information, conveniences and cleanliness in that order.

5.1.8 Results of Factor Analysis

To understand the 28 push motives identified by various researches were analyzed from close quarters with the help of factor analysis. The outcome of the analysis resulted in seven factor groupings as follows based on their importance:
The Factor —NewExperience— includes four motives which were —get away from normal environment”, —have a novel experience”, —Experience harmony” and —to search for authentic experience”. Of all the seven factors derived, gaining new experience tops the list.

The second factor —Family and Relaxation— included four items which were, —spend quality time with family”, —escape from a monotonous environment at home and work”, —Relax in idyllic locations”, —refresh body and soul”.

—Encounterig Challenges” emerged as the third factor and included six items which were —to develop new abilities”, —improve beauty and well being”, —experience spiritual well being”, —improve fitness and get in shape”, —experience luxury and a pampered lifestyle”, —perform challenging and daring acts”.

The next factor identified based on the analysis is —Self actualization/ Enlightenment” and included three items which were —to feel like I have achieved something”, —improve status and prestige” and —experience solitude and calm”.

—Nature, Fun and Thrills” was identified as the fifth factor and included seven items which were —to find thrills and excitement”, —experience a new way of life”, —increase knowledge about a foreign destination”, —be close to nature”, —to have fun”, —rejuvenation”, —experience the fantasy of travel”. 

The factor —Romance” is the last but one in the list and included three items which were —to reinforce family ties”, —visit someplace fashionable” and “improve romantic life”.
Surprisingly –Culture” is the last in the list which includes only one item –to learn about new culture/ history and art”.

In the same way factor analysis was performed on 22 pull motives considered for the study. Though pull motives are less in number it created 8 factor groupings which were:

—History and Heritage” emerged as the leading factor and included three items which were —heritage and art”, “handicrafts” and —historical sites”.

The second factor emerged as —Uniqueness of the place” and included four items which were —urveda”, —yoga”, —adventure water sports” and —nightlife”.

—Entertainment” is considered to be a universal factor, yet it came in a distant third and included four items which were —activities for children”, —wildlife”, “experiencing local cuisine” and —museums and galleries”.

Factor 4 emerged —line Pass” and included two items which were —road drives” and “shopping”.

“Nature” is a very unique factor identified with Kerala and that included two items which were —beaches” and —backwaters”.

The next one was named —City walks” and included only one item which was —city walks”.

—Special events” occupied the seventh place in the list and included four items which were —yachting, cruising, fishing”, “sunbath”, —special events and festivals” and —participating in musicals and live theatres”.
—Culinary Attractions” pushed to the last and included two items which were “mountains and hill stations” and “learning a local recipe” from the tribes who live in the terrains.

5.1.9 Results of Importance Performance Analysis

It is interesting to note that there are no destination attributes that fall in quadrant one which goes to prove that the work on the tourism front by the Kerala government is on the right lines and there is no possible overkill.

Kerala’s destination attributes which could be considered as the strength of the destination appeal for International traveler’s visiting Kerala are mountains/hill stations, backwaters, special events, ayurveda/spa, local cuisine, wildlife, heritage/art, beach, historical sites and handicrafts. These are the areas that destination marketers should focus on. An important observation is that special events like Allapey boat race, Pooram festival, Onam festival, Kerala gold fest etc promoted by Kerala Tourism Development Corporation has been well received by the International tourists. Kerala is well known for ayurveda, heritage, handicrafts and its flavors of its local foods. Expectantly, these factors are a part of the Second Quadrant. In addition, the World famous Western Ghats mountain ranges dotted with famous hill stations with the added attraction of varieties of wildlife, attract tourist in good numbers during all seasons of the year. Similarly, Kerala’s backwaters and house boats, an experience unto itself has gained increasing attention and made people travel from the other side of the World and is a very special attraction of Kerala.

The destination attraction attributes having low importance rating and a low performance rating like shopping, yoga, adventure water sports.
learning a local recipe, musical shows, road drives, sunbath, nightlife and activities for children suggest that investing resources to these areas may offer only little advantage. Though these elements seem to be unimportant at present, particular segments of tourists with specific needs for participating in musical shows or adventure water sports or road drive photography could be targeted with specific tour packages. Further segmentation studies needs to be done to explore the scope for attracting particular segments of tourists who prefer these activities. This could also be due to the fact that the tourists do not associate Kerala with these attributes and there may be a segment of tourists waiting to be tapped for these specific activities. But overall, these destination attributes appear less significant for enhancing the destination appeal compared to other attractions in quadrant 2 as of now.

Lastly the destination attraction elements that are important to International tourists but are not getting their due respect as Kerala’s attraction elements are city walks, museums/galleries, yachting/cruising and fishing. Tourists from far off places love to visit museums and art galleries and are also known to be attracted towards yachting, cruising and fishing. These attributes are missing in Kerala and that is an area that calls for immediate attention of the Kerala Tourism Department to enhance Kerala’s destination attractiveness.
5.1.10 Results of Regression Analysis

- The satisfaction with tourism service parameters like accommodation, cleanliness & hygiene, information, safety, local people & food, conveniences have been found to be good predictors of overall satisfaction. The coefficients for accommodation (0.739) and local people & food (0.503) are found to be high when compared to other parameters coefficient values.

- Destination loyalty depends on parameters like accommodation, cleanliness & hygiene, information, safety, local people & food, conveniences have been found to be good predictors of destination loyalty. The coefficient values of all the independent variables are found to be statistically significant. However the R Square value is not very high and estimated value shows only 0.37.

5.1.11 Results of Path Analysis

- The Path Analysis revealed that the relation between pull motives and overall satisfaction are significant with t statistic value (4.0452) which is greater than the acceptance value 2. The relation is found to be significant with sample estimate (0.1900) and R square (.116). Hence the result confirms the hypothesis that the destination attributes will positively influence the overall satisfaction of the tourists.

- It was also revealed that the relation between push motives and overall satisfaction are significant with t statistic value (6.7261) which is greater than the acceptance value 2. The
relation is found to be significant with sample estimate (0.2730) and R square (.116). Hence the result confirms the hypothesis that the aspects that influence an individual to yearn for a holiday influences overall satisfaction of the tourists.

- The Path Analysis also revealed that the relation between overall satisfaction and destination loyalty are significant with t statistic value (11.3512) which is greater than the acceptance value 2. The relation is found to be significant with sample estimate (0.4438) and R square (.197). Hence the result confirms the hypothesis that the destination loyalty can be improved with an increase in overall satisfaction.

5.2 SUGGESTIONS

Competition in the International tourism market is becoming increasingly fierce. The World at large has realized that tourism industry is non polluting industry which does not require depletion of natural resources and income from tourists are attractive. Tourism gives room for sustainable and responsible growth of the economy. Due to this fact new and more countries join the fray and developing countries like India are realizing the importance of tourism as a part of export earnings.

As the tourism industry evolves it tries to cater to the requirements of two distinct types of tourists. From the literature one can infer that there are two types of tourists that destinations seek to attract One, is to encourage budget tourists and the other are the high spending visitors. The budget tourists are attracted by availability of low cost accommodation & food, low cost tourist activities, road and rail connectivity with economical public transport system in place. High spenders focus on experiences and want to
enjoy a gamut of activities and seek high quality of services as they travel. However, the success of any destination depends on marketing, monitoring and continuous improvement keeping the target segment mind.

Kerala is one of the established tourist destinations in the Asiatic region. Well orchestrated promotional activities are carried out by the Kerala tourism department and private players. Kerala aptly named as ‘God’s Own Country’ endowed with an array of nature’s bounty like backwaters, mountains, rivers, rainforests, unique flora and fauna, ayurveda, cultural heritage & festivals to name a few, adds spice and variety to the visitors. Undoubtedly, Kerala has emerged as a hot destination thanks to its sun, sand and beach and other unique attractions already mentioned.

The results of this study provide sufficient evidence that a relationship exists between push and pull tourist motivation, and overall travel satisfaction which in turn impacts destination loyalty in terms of intention to recommend the destination to friends and relatives and likelihood to revisit the destination. There is very little literature that analyzes the causal relationship between them that serves as a guide to tourism destination planners and marketers. This study is capable of establishing valid contributions for the destination planners.

The following suggestions would help tourism planners in Kerala both private and public to improve their products and services and market their destination better:

1) The success of marketing any destination ought to be guided by a thorough analysis of tourist motives as this may have significant implications to the destination marketers in terms of segmenting markets, designing appropriate promotional programs and helps in making important decisions with respect to destination development.
Fundamental to extend the length of stay, improve satisfaction and destination loyalty is to fulfill the motives of travel. Kerala tourism planners should make use of the analysis to make appropriate strategies for tourism products and marketing mix. The results suggest that tourism planners should develop different travel products and promotional programs based on travelers' motives. It is imperative that a continuous monitoring on the changes in travelers' motives is carried out to ensure appropriate destination attraction elements are in place.

2) The present study identified seven major push motive factors out of 28 push motives available from the literature. Keeping in mind the most important push factors identified like new experience, family & relaxation, encountering challenges, self actualization, nature & fun, romance and culture the appropriate promotional campaigns need to be carried out through digital media, internet, print, road shows etc for the global markets.

On the other hand, the popularity of a destination may act as a pull factor and motivate tourists' throng to such destinations. History & heritage, uniqueness of the place, entertainment, time pass, nature, city walks, special events and culinary attractions which are the major pull factors for attracting tourists' to Kerala should be highlighted in their promotional campaigns. Since Kerala enjoys unique advantages like geographic location, climate, coast line and is a tropical paradise, Kerala can emerge as winner tourist destination hands down in comparison with all other destinations around the World.

3) It is suggested that marketing efforts should direct at developing different marketing strategies that integrates the push and pull travel motives seamlessly. Since motivation is a dynamic concept, it is possible to identify different tourist profiles depending on this variable (Jang & Feng 2007) According to Kozak (2002) this approach enables tourism marketers to
promote those attributes that best suit the profile of certain groups of tourists. In confirmation with the suggestions propounded by Gountas & Gountas (2007) the motives that impel an individual to make a decision are closely related to the expectations behind such behavior which also results in greater satisfaction.

Different products like city break tourism that includes shopping and nightlife and a host of activities like theatre, music festivals, gold fests, exhibitions of arts and crafts could target a particular segment. Another product like cultural tourism could focus on providing authentic experiences with respect to experiencing the unique culture in terms of dance forms, Carnatic music classes, Indian musical instruments, Kerala festivals, music shows, art forms like kathakali and Kalaripaittu, participation in traditional marriage ceremonies, learning a local recipe, fishing in the backwaters, homestays, handicrafts and heritage could also form yet another appealing product. Further, while targeting nature based tourists’, beaches, forests, backwaters, ayurveda/spa, yoga and opportunities for physical activities like trekking, adventure water sports, yachting, fishing could form yet another tourist profile. The tourism sector is characterized by heterogeneity and visitors’ may comprise of people looking for experience, escape from routine, and aimless wanderers. This forces the planners to have an array of tourist products which will avoid disappointment from any group of visitors’.

4) In the study it was found that tourists’ experience exceeds their expectation about Kerala and is a shot in the arm for the planners. They are now compelled to maintain the tempo of development of service facilities to continue to maintain high satisfaction levels. This may become a challenge for the planners as man is a progressive animal and expects more and more. This asks for innovative tourist service levels to pleasantly surprise international visitors’.
All stakeholders in tourism should work together towards providing a delightful experience to international tourists. The official lingua franca is English. Familiarity with the language connects people without too much inhibition. This necessitates, spoken English courses for hotel staff, auto drivers, guides, watch & ward staff in tourist destinations and all tourism handlers not only in tourist destinations but also at airports, bus depots, rail stations etc. Educating children and local community to understand and appreciate visitors’ presence and their culture without annoying them would be appreciated by visitors’ from far off lands. Strict policing and vigil to avoid begging, stalking, teasing, pocket picking, cheating the tourists should be put in place round the clock.

Public space cleanliness campaigns should be implemented at a war footing even fining people who spit or urinate or throw rubbish in publish places to ensure cleanliness of tourist spots. A clear implementation path has to be set up for all the stake holders in Kerala tourism. It is important to make tourism everybody’s business.

5) Building a brand personality around Kerala is another suggestion not only based on the present study and also supported by studies conducted elsewhere like Spain, Wales, Oregon, Louisiana and Britain (Gilmore 2002) which reveal several examples of destination branding efforts deemed to be successful.

Specially designed tour itinerary and packages that highlight the seasons, majestic Arabian sea, Sun kissed beaches, bathing bays, lush green hill stations exotic wildlife, flora and fauna, cascading waterfalls, sprawling plantations, past glory of princely states, pilgrimages, boat race, colorful festivals, rich heritage, art and craft forms, backwater cruises and Ayurveda based on the motives of tourists should be framed. A destination needs more than one market to survive. Kerala could do well to create a series of
campaigns that could showcase multiple brand personalities of Kerala. Succinctly, it is better to build Multiple Value Propositions than having a single Unique Selling Proposition around the place.

6) Kerala’s tourism planners should have a sound understanding of the International tourists’ perceptions with respect to the importance of various destination attributes and the performance of the same. In a highly competitive market, an in-depth understanding of the activities available to the tourist at the destination and the degree of satisfaction with the destinations attributes is extremely important. As Pizman et al (1979) asserted that it is important to measure consumer satisfaction applying as many destination attributes as possible and that dissatisfaction with one of the attributes leads to dissatisfaction of the whole tourism destination. Though Kerala as a tourist destination scores a point overall there are glaring slippages based revealed by the IPA matrix of the study. The satisfaction levels of certain important destination attributes like mountains, backwaters, special events, local cuisine, beach, handicrafts and a few more score high and this suggests further strengthening of these attraction elements will give a competitive edge. On the other hand, city walks, museums & galleries, yachting/fishing/ cruising were identified as important attributes and yet scores low on satisfaction. This gap may act as a serious threat in projecting Kerala as a destination which offers unparalleled variety. These destination attributes need to be assigned highest priority to strengthen Kerala’s destination image. Thankfully, nightlife, road drives, shopping, adventure water sports etc were not considered as important attributes since Kerala has scored very poorly with respect to satisfaction on the same.

7) Social botanizing is a vital aspect of various vacation tours abroad to encounter street life and collect impressions in places that were previously unfamiliar to the newly arrived visitor. Innovative tourism products need to be
thought of and created a demand for through advertising. There could be a market segment waiting somewhere for every type of product and real success lies in identifying it (Levit 2004). One of the objectives of Kerala’s Tourism department is to innovate and promote at least one new tourism product/destination every year. _Kerala Gold Fest_, _Festival of kerala Cuisine_, _Herbal rejuvenation_ could be promoted. Kerala’s key religious, historical and cultural events, kathakali, Mohiniattam, elephant march of Thrissur, Allapey Boat race, Onam festival are all mediums of promoting and showcasing Kerala’s cultural abundance. Koodiyattam, one of the oldest art forms of Kerala and the only surviving form of the Sanskrit drama has been selected by UNESCO as an oral and intangible world heritage. In building multiple brand personalities to showcase Kerala all these could be highlighted. In fact, new product development will be the cornerstone of Kerala’s destination competitiveness strategy.

8) The recent addition of seaplanes in Kerala is a new feather in the cap. Kerala has the natural advantage to forge ahead in positioning itself as a yachting and cruising destination. It could look at International boat and yacht shows and promote Meetings, Incentives, Conferences and Meetings (MICE) tourism. Frequent exhibitions, shows, sports arrangements, festivals and theatres that appeal to International tourists could ensure repeat visits.

9) Facilities for golfing, bicycling, biking, adventure water sports, balloon flights, wind surfing, scuba diving, paragliding and sky diving should be made available that will attract international tourists‘ will elevate Kerala‘s image at a global level. High quality road caravans should be introduced in Kerala so that the tourists could explore Kerala at their own pace. Picturesque locales could be designated as parking spots for rest and relaxation. Kerala tourism is always interested in developing new products to promote the state as a top-notch tourism destination. Caravan tourism can be used to reach
places and enjoy scenic vistas where hotels can't be built. Also, bike and car rentals could promote road drives in areas of nature’s abundance that enables international travelers to truly savor the flavor of Kerala.

10) Tourist is no longer about conventional sightseeing. It is also about the culinary experiences which opens doors to the country’s culture. An International tourist is mainly trying to soak in the local culture. Culinary tourism used to be a niche. Now, as it gets hip to be able to cook gourmet meals from all over the World, gourmet tours are becoming commonplace and tourists’ could squeeze in some time for a cooking class of local recipes. These could become topics for discussion with friends and relatives back home. The trail could include spice shopping and visits to local markets to meals with families at the dining table.

11) Going with Robinson’s (2003) Key Motivator Assets’, namely, what makes people come and what differentiates a country from other competing destinations in terms of tour/service quality. Cabrini (2002) opined that the International tourists’ preference is for destinations that are safe to visit, easily accessible, with good health standards, well developed infrastructure, clean environment and a high level of public service.

Key Motivator Assets for Kerala which are primary to any place in the World like cleanliness of the place, people and food along with good health standards, well developed infrastructure and public service and unambiguous information are essential and any lapse may act as detriments in promoting the place through revisits or recommending the place. A comparison of the tourists’ perception of the standard of services in the tourist destination and his actual experience with the same reveals what drives overall satisfaction with a destination. The study reveals that for accommodation, safety, locals and food the mean experience is higher than mean expectation. The mean experience is the highest for their experience
with locals and food, followed by safety and accommodation respectively. These aspects could be highlighted in promotion campaigns to reduce any dissonance. The mean experience is lower than the mean expectation regarding information, conveniences and cleanliness in that order. Quality improvement is one of the most important priorities to improve competitiveness. Integrating quality management in tourist destinations is paramount for tourism satisfaction and destination competitiveness. A single window grievance redressal centre integrating all the tourist destinations present in Kerala should be put in place.

Accommodation has the maximum impact on satisfaction and hence the various accommodation options available in Kerala like tree houses, houseboats, traditional Kerala cottages, rooms with attached swimming pools, cottages opening into lakes, floating cottages etc could be highlight as ‘Accommodation as an experience’.

In addition to the 6 S frame work, Kerala can focus on a 7 S, —safi” which translates to cleanliness in Hindi. Kerala has to initiate various programs like clean toilet campaigns according to International standards.

Information is vital for a traveler. Information points should begin at the airports. Kerala should make available information kiosks at airports that provides all information related to holidays in Kerala. This information should be printable or transferred to the tourists’ smart phones. Navigable maps allow navigation through the internet, via mobile phones and even via GPS navigation devices. Map my India is a service that’s widely available. This could be integrated into Kerala tours. Information in the form of brochures or detailed pamphlets should be made available for different aspects of the holiday like the best places to visit, route maps, festivals and events, best places to dine. Safe to eat places, phone numbers for emergency contacts etc should be made available. Kerala tourism planners should focus
on making available all Kerala travel related information by using portable travel devices like GPS, Personal Digital Assistant (PDA) or smart phones. Twenty four hour help lines should be made available to guide or rescue people in case of emergencies like health, accidents, animal bites, local brawls etc.

Further, voice over information could be made available on phones that communicates with the tourists in their language to explain important landmarks and architecture that will be viewed as authentic information. This will remove a major barrier of the need for information in the tourists’ language. This will be seen as a major convenience by the International tourist.

Conveniences like Money exchange facilities at critical points would also be important for the tourists. Of paramount importance is the need to provide world class toilet facilities exclusively for International travelers in all the tourist spots and spotlessly clean tourist spots.

12) Information could be made available to motivate tourists to experiment and experience new tourism products like rural tourism. In this context it is interesting to note that promoting the 'Kerala brand' in the travel map, the state has been experimenting with new avenues of tourism by opening up avenues for rural as well as responsible tourism in 2008. under the Indigenous Development Programme of the Government of India and United Nations Development Programme, Kerala opened up two villages—Aranmula in Pattanamthitta district and Kumbalangi in Ernakulam district to promote rural tourism. The tourists have an opportunity to live with the fishermen community in Kumbalangi. Tourists can live in their huts, go for fishing with them in the deep sea and have a first-hand experience of their ways of living. Aranmula is famous for its _metal mirror_ and boat race. There are also institutions like the Vaastu Vidya Gurukulam, which gives training in
vaastu shastra and a school for Mohiniattam dancer. Further, the tourists can learn handicrafts, local cuisines, go fishing, learn traditional medicine, rural games and mingle with the villagers, enjoy and experiment the local cuisine at the home-stay facilities. Aranmula and Kumbalangi are just a part of the 26 destinations across the country, identified by the programme for rural tourism. It is suggested to add a few more such rural tourism spots to experience traditional agriculture, tribal way of life. Tourists may have certain motives for travel and may not find certain tour itinerary like learning Mohiniattam desirable. Yet, it is possible that they may be tempted to try certain experiences once they experience the taste of a Kerala holiday.

13) In 2012, a marketing initiative to highlight Portugal’s historic traditions in sync with contemporary times was undertaken by an advertising agency. The agency created QR codes on the streets of Barcelona. Tourists could scan these cobblestones QR codes with their smart phones and they would be redirected to content that promotes Portugal. The tourists who scanned the QR codes received an offer to stay at a hotel in Lisbon for one night at free of cost. Portugal managed to come up with a way for the world to discover Lisbon and other tourist hotspots that the country had to offer. With mobile technology becoming affordable and consumers carrying more and more sophisticated devices, a cobblestone QR code has been touted to become a standard branding tool for promoting tourism throughout the world at a relatively low cost. Kerala could well by taking note of what Portugal has done.

14) The framework analyzed in the study proposes relationship between the constructs in the tourism consumption process: between travel motivations and tourists’ satisfaction and destination loyalty. Travel motives were found to have an impact on overall satisfaction. Overall satisfaction was found to impact destination loyalty. There is a positive relationship between the
constructs used in the model. These findings are of great significance due to the great influence of travel motives and overall satisfaction on destination loyalty. The study has some important managerial implications for the tourism industry practitioners. An improvement in tourists' satisfaction with the destination would make tourists tend to revisit and/or recommend the destination through positive Word of mouth. Positive word of mouth and recommendations regarding a destination benefit tourism planners in their efforts to attract the attention of future customers and are thus expected to contribute positively to their businesses (Kozak & Rimmington 2000).

In order to improve word of mouth recommendations Kerala destination marketers should help tourists add value to their trip stories by selling high quality photographs of the backwaters, cultural activities, dance forms, mountains, wildlife etc. They could produce high quality coffee table books to take back to their home and serves as a communication starter at homes. They could run destinations best photography contests on face book and other famous social media sites that could help in creating a buzz about the new and varied experiences available in a Kerala holiday. They could be motivated to upload photos with a promise that for every photograph uploaded, a certain amount of money would be contributed towards poverty eradication programs in Kerala.

15) It is disturbing to note that 49% of the respondents have opined that they are unlikely to revisit. But 75% of respondents are likely to recommend Kerala to family and friends back home. Hui et al (2007) revealed that tourists who were satisfied from the whole trip were likely to recommend the destination to others rather than to revisit it in the future. Although satisfaction with a particular destination appears to be a necessary condition for repeat visits, it is not sufficient since many respondents who are satisfied with the destination tend not to revisit (Kozak 2000). This could be attributed
to the fact that they prefer to discover new places and visit different destinations for their next holiday. This goes to suggest that developing multiple brand personalities of Kerala could be the key to revisit. The tourist should feel that there’s more to explore. The tourists then need to be lured back to the destination. For Example: Tourists who have visited mountains could be initiated into trekking clubs and frequent updates of trekking expeditions could be mailed across to them. They could complete levels in trekking expeditions at Munnar for example.

In addition, frequent visitor programs could be initiated. International tourists could be lured to revisit Kerala with Frequent Visitor Programs like getting 2 nights stay free on their second trip. These kinds of rewards could also extend to word of mouth recommendations. Opperman (1998) recommends to attracting new and different market segments to maintain long term viability of destinations through new product innovations holds the key for destination’s success rather than worrying about repeat visits.

16) Information sharing does two things. One, it provides interesting insights about the place and it evokes curiosity in the minds of the listener and induces interest to visit. A satisfied customer always exaggerates about the facts of a place. A repeat visitor develops a special taste for the place and also has a unique understanding which is not there even among the promoters of the place. This warrants an active and meaningful feedback system to be in place for planners to have a platform for interaction with the international visitors’ and their insights could be used for further promotions.

To conclude, Poon (1993) explains that destination competitiveness can be enhanced by permanent innovation and ceaseless change. Flexible, segmented and customized products for the tourists needs are imperative if tourist destinations want to create a competitive edge. To improve the
destinations competitiveness it is necessary to "put the customer first", "be a leader in quality", "develop radical innovations" and "strengthen the firm's strategic position within the industry's value chain. This is supported by Kandampully (2002) who maintains that leaders in tourism are those who successfully introduce products and services to the market by tapping latent demands that have not yet been articulated by the consumers and that are able to delight consumers through their creativity and innovation. If the product offering is augmented, then it becomes a source for strategic and sustainable competitive advantage for tourism based firms.

Considering the findings and suggestions, the researcher recommends further in depth research encompassing various aspects of Kerala tourism from time to time. Nobody can say the last word on any evolving system and this necessitates further research.

5.3 IMPLICATIONS FOR FUTURE RESEARCH

1) Domestic tourists from far and near within the country warrant further study to know their travel motives, experiences and satisfaction. This may help policy makers to frame suitable promotional activities to attract domestic tourists.

2) A comparative study of domestic tourists and International tourists, to identify the areas of similarity and dissimilarity in their motives and experiences may help tourism department to attract both the segments through the creation of suitable facilities and arrangements.

3) Also the research suggests that future studies could be conducted focusing on first time visitors and repeat visitors to identify changes in motives, experiences and satisfaction. This will help in planning for creation of new attractions and developing new destinations.
4) Finally, a comprehensive study involving all the major and minor tourist destinations in Kerala may help the planners to project Kerala in the International tourism map as a place for all seasons and all reasons.

5.4 CONCLUSION

Developing countries are beginning to understand the importance of tourism as a part of export earnings. The modern tourists focus on getting more out of a holiday in terms of varied experience and diversified activities and also expect high quality of products and services during their travel. In this context, destination development assumes importance in tourism studies.

Review of literature revealed lacunae in research that integrates travel motives, satisfaction and destination loyalty. The insights gained in this study have attempted to fill this gap. Based on the review a model together with three hypotheses was proposed to test the relationship between push and pull motives on overall satisfaction and destination loyalty. The results have shown that the motives influence overall satisfaction and destination loyalty. Hypothesis was also framed to test the relationship between the satisfaction with service quality parameters and overall satisfaction and destination loyalty. It was found to be a good predictor of both. It is hoped that this study will contribute to understanding international tourists’ motivations, satisfaction with attractions and service parameters and its effect on overall satisfaction and destination loyalty.

The findings and suggestions of this study are expected to be immensely beneficial to the tourism destination planners of Kerala in gaining insights for the purpose of destination development, image management and designing appropriate promotional activities. Kerala tourism market is big enough to have many segments. Therefore, it is imperative to have innovative, varied and creative mix of tourism products where tourists are provided with
unique experiences which will surely ensure repeat visits and positive word of mouth. It contributes immensely in terms of developing better tourist destination loyalty. Innovation is going to play the major role in providing unique experiences to attract the attention of International travelers and ensure destination loyalty.