CHAPTER 2

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To completely understand what motivates tourists is difficult to gauge. There is something elusive about motivation that researchers and academics have not been able to truly evaluate. But a certain structured way of looking at the motivational factor is necessary to grasp the principles of tourist motivation. The demand of travel comes as an outcome of motivation. Thus we can say motivation translates a need into a goal that compels consumer behavior.

A competitive tourism market is of great interest to tourism researcher. A sustainable, profitable tourism industry requires competition, destination equity and tourists loyalty. The development and management of this area depends upon the paradigm of competition. (Ritchie and Crouch, 1993)

(Clarke, 1996) A tourist’s destination becomes a part of branding process which is crucial factor of competition. In addition one has to pay attention to brand equity or destination equity to give certain destination a competitive edge to become select brands that invites the loyalty of the clients. So a strong brand can be differentiated from a common product. The branding of destination helps the consumer to make his choice with minimum risk of bad decisions.

(Reid and Reid, 1993) Tourism cannot sustain without customer loyalty, this factor is most important. The current choice in area this is evaluated in context of an industry. The elaboration its evaluation, its dimension focus on the issues involved in modern social marketing strategies and their prospect in the field of tourism has to be considered. The issues of market failure and public choice has to be a highlighted in the context of a global economic environment economically and as essential for competition. Customer loyalty has one great benefit, it is easy to please a current visitor than seek new visitor each time. The loyal customer is also the best publicist; he indulges in word of mouth advertising which does not as cost the service provider much. The loyal customer must be given attractive discount. They are easier to handle
as they help form records and also become targets for indirect marketing. The service provider can segment and solicit responses from them for their promotional targets.

The ancient traditions of India evolved principles and practices which propound the theory that ‘the guest is a God in our abode’. There are several attributes that act as determinants of tourist destination and they also have a perceived value. The value perception is based on quality and costs. The service and product is important so there is a need to study and define the attributes that significantly alter the consumer’s choice. To conduct a research on how customer place value on tourist destination, is very relevant to understand how choices are made. Tourist destination and tourist loyalty are specific products made up of attributes that are complex and difficult to understand. The customer loyalty is abstract and cannot be measured so it is necessary to comprehend the value of a tourist destination and market it well to meet the need of the tourist.

(Bolton and Drew, 1991) perceived benefit is mostly based on perceived quality of product or service. The benefits component, or what a consumer receives from the purchase, would include the perceived quality which is a fundamental element in perception of perceived value and it is the most difficult thing for competitors to imitate.

(Kozak and Rimmington, 1998) believed that choice destination have two dimensions- the primary dimension includes nature, culture, technology and environment and second dimension has specific feature like hotels, transport, entertainment etc. When the two dimensions combine they create attributes that make a destination attractive. These attributes shape and influence tourist perception of a destination and the content of their observation is the crux of the tourists’ experience of another tourist destination, their perception of quality and of specific destination will have most influence to revisit the destination and recommend it to another. This idea has been countered by Laws, 1995 who believed that tourists compare direct or indirect attributes like service quality attractions and then make choices based upon value. Some another researcher pointed out that just perception about a place is not enough to motivate a repeat of a destination and the behavior of the encounter, their efficiencies and kindness also need to be taken in to account to build up a sense of lasting impression. Qualitative research was done and the conclusion drawn was that a
successful marketing program needs a good understanding of the importance of destination attributes and tourists perception of that destination.

(Hong-bumm, 1998; Murphy et al, 2000; Pike, 2009) investigated the attributes and came to the conclusion that nature beauty, culture, and reasonable costs are as important as political stability, good service and good entertainment, all these attributes work together to make a spot, a tourist destination. During 30 years, many significant studies were done, to analyze the dimensions of tourist’s destination choices as per tourist’s perception. It was learnt that it is necessary to understand the motive of the tourists which may be to relax, enjoy good weather, to get entertainment, to forget routine problem, to be active or sportive etc. Studies were done to gauge expectations of the respondents, to examine choice of destination according to personal criteria and motive. It was found that on a visit, if expectation did not coincide which experience, a low level of perceived value was attributed to that destination. The limitation in these studies was the use of 20 respondents of different demographic characteristic like age, sex, education, income, etc. The respondents were in the age group of 20-65 years where a consensus would only emerge if all were of equal motivation, their response cannot become the definitive technique of evaluation of tourists perception to understand the value of attributes of a tourists destination.

A tourist destination has attributes of natural resources, infrastructures, superstructures, etc. A tourist destination is a tourism product which must be analyzed on the basis of term like a).attraction b).facilities and c).accessibility.

(McIntosh and Goeldner, 1990; Jha, 1995) claim that the fist term “attraction”- helps the flow of tourist to a place but the second term “facilities” is also important though it may not motivate a tourist but its existence is very important for tourism. The absence of facilities may deter a tourist from traveling there. The last attribute is the most important for without proper mode of transport a tourist will face difficulties to reach the chosen destination. There is also the time and costs factor. They also believed that personal and economic aspects are important in the choices of a place and talked of “Integration of Services”. They said that tourism change within a destination help understand the process of change that tourists undergo. So tourists value change look at provision of service, perception of service, geographical factor
and also impression and memories of the destination. They spoke of value change that have element of private initiative, public action and local population.

(Das, Sharma, Mohapatra and Sarkar, 2007) ‘Visitor’ will feel satisfied if his experience with the touristic attributes of the destination at least matches with the expectations. The indicators like ‘willing to recommend and ‘intention for, repurchase’ are variables of consumer behavior or relationship marketing according to

(Parasuraman et al., 1991; Sheth and Parvatiyar, 1994). They also apply to tourism. The authors research factors to determine the effectiveness from different angles of a site from the tourists’ perspective. The destination study was Varanasi a Holy city and pilgrimage center for both Hindu and Buddhist, people from all over the world come to Varanasi to test the flavor of the ancient city for its spiritualism, mysticism, dance and music. The conclusion from these studies was that Varanasi was attractive to tourists because of its ancient flavor, distinctive local features and support services. Only 6 items of tourists perceptions were fulfilled e.g. archaeological museum, Ganga Aarti, classical music dance, Indigo busts, handicraft items etc. the study revealed that there were 18 other attributes which required maintenance and preservation in the original form and gradual improvement gradually. They are a centre of Indian spiritualism and mysticism, Varanasi, the oldest surviving city, the Holy Ganges and the Ghats and River cruise in Ganges during sunrise/sunset. The government needs to mix policy along with tourism planner to restore the ancient flavor of Varanasi and organize work shop for perpetuating philosophy of Hinduism and Buddhism. The tourists also demand that proper fare chart should be maintained by the taxi and hotelmen and a change in attitude of local population towards foreigners and tourists.

(Fernandes, 2002) speaks of the need for creative strategies to develop a tourist destination. He believes that tourists market is ever changing and tourists today prefer short leisure trips for experiential travel. Seasoned tourists get bored of packaged, sanitized tourism product so cultural tourism with innovative strategies should be evolved. An innovative approach to create tourism can help stimulate local, economic, social and cultural development. A comprehensive planning for creative tourism development will assure positive visitor experience and bring benefits to local residents and less adverse impact. Instead of borrowing ideas from another destination, a site can promote its own identity, gastronomy and tradition and custom
as authentic products. Tourists today find cities look similar with no traces of living tradition or adaptation which would otherwise distinguish it from another places. Festivals and other events need most planning to showcase local history and talent, so as to give the feeling of being transported in time, place, and mood.

(Gilbert, 1998; Poon, 1989; Hummelbrunner & Miglbauer, 1994) believe that there is a rapid growing niche market which demands unique and diverse experience, authentic to the place based on local custom, tradition, arts, history, etc.

(Brey, Klenosky, Lehto and Morrison, 2011) Talk of socio-demographic factors in segmentation and differentiation of travel. It emphasizes that gender, age, occupation and education can be used to segregate the traveler and to predict choices. It is useful to tour operator to pay attention to the demographic within these segmentation to build consumer loyalty. They believed that activity related elements are important while choosing the destination but the generic standard of hospitality elements which are common to all resources, also play an important past. Standard, hospitality, element (SHE) have an important role in the overall holiday experience. Their research objective was to examine the hospitality element and assess how these elements become a function of consumer characteristics. They attempted an applied perspective to generate information which could be used to bench mark service level and increase customer satisfaction. Of the elements of hospitality, most attention was given to indoor facilities, entertainment and also to quality of lodgings, amenities, food and beverage service and customer service.

(Masterson and Veerhoven, 2001) studied the differences in demographic characteristics and the conclusion that most researches play less attention to segmentation and demographic and more attention to destination choices. Though both segmentation and demographic have direct affect on the travel experience and become determinants in the decision to purchase or choose a current destination

(Naylor and Kleiser, 2002) also expressed the view that the variables of segmentation and demographic need to be rated importantly. The presence of children in the family will shift the importance placed on the attributes that makes a destination special. Currently there is a lack of understanding of segmentation demographics and trip characteristics and their impact need to be rated.
(Chi and Qu, 2008) conducted the research in the areas of destination image, tourist satisfaction and destination loyalty and their results showed that destination image has positive relationship with satisfaction. The claim that customer satisfaction has always been considered as an essential business goal because it was assumed that satisfied customer would buy more. They have investigated the relationship between customer behavior patterns and customer satisfaction and found that customer satisfaction increases customer loyalty, influences repurchase intentions and leads to positive word-of-mouth. Satisfaction (positive disconfirmation) occurs when product or service is better than expected results, performance worse than expected results in dissatisfaction or negative disconfirmation. In addition, (Currie, Wesley and Sutherland, 2008) commented that studying tourist patterns of tourists helps to understand all factors affecting the patterns of decision making.

(Crompton, 1979) analyzed both the push and pull factors the push factor comes from the idea of prestige, adventure, knowledge, education, exploration etc. The pull factors is influenced by the attributes of a places and it feature. The push factor is intangible while the pull factor is very tangible. Thus it acts as the key to bring about a disposition for travel. The Thai tourist as a product acts as a consumer and a producer. He consumer the services and also produces want that tourism must satisfy. (LaMondia; Snell; Bhat, 2009)

(Eugenio-Martin, 2003) stated that a tourist may decide to travel based upon income and preferences of each person, the concern for tourists, the decision to participate, the budget, the frequency, the length of the stay and mode of transport all play an important role in the demographic of the choice of a travel destination. There are multiple factors that affect the decision of destination choice. It is a challenge to model destination choice because people from some social, economic and demographic background may make varied choices so there is a heterogeneity problem and it is caused by taste differences. The choice of destination is never an independent decision but a collective decision based on budget, length of stay, expectation and mode of transport.

(Havitz and Dimanche, 1999) concluded that involvement has proven to be a reasonably good variable for explaining and predicting leisure behavior. They have also affirmed that consumer involvement profile (CIP) multidimensional scale
originally developed by (Laurent and Kapferer, 1985) has proved reliable and valid in touristic contexts. This author suggests a 4 faceted consumer involvement profile to trace the consumer involvement in the product and services they used. The consumer involvement in tourism product was never considered and it seemed elusive. They developed a scale to measure this concept. They used data to show that different facts have different implication for specific consumer behavior. The scale seemed appealing but they did not address the question of whether the facts used actually reflected product choice or brand involvement because such an involvement would show distinct involvement but that would not be unrelated. The consumer involvement profile spoke of 4 facts a) Importance of the product b) Risk in purchase of the product c) The size value of the product d) Hedonic value of product. They concluded the risk of probable wrong choice could be rated very high. Their consumer involvement profile (CIP) measures both the category of product and also brand choice involvement. They reviewed the description and measurement of the facts given by the user to find out the form of involvement. They assumed that the competitive product was identical in concept. So they concluded that the chosen product has the choice involvement and the omitted product has lack of involvement. So the importance of the product and hedonic value were considered as product variable and the risk of wrong judgment was considered as brand choice variable. In the illustrative measure they developed measure for the 4 facts of product involvement and a separate one for brand choice involvement.

Since the research was for beer, it cannot truly be applied in full to tourist destination choice. Their study wanted to develop and test a model that would help measure the constructs of the hypothesis. They conducted a survey on tourists visiting South Australia using Exploratory Factor Analysis (EFA) to check dimensionality of the instrument. Then it used Confirmatory Factor Analysis (CFA) (to create a model with which to measure the constructs that show consumer involvement and attachment to touristic experience. These experiences were put up as a constructs with multiple dimensions including lifestyle patterns, attraction and self-expression. The South Australia tourism commission (SATC) used lifestyle and also as a point of difference. The attitude of tourists was taken and measured on a scale, in the same manner attachment to a place was also looked at as a multiple dimensional construct that included place and identity factor. A multiple item questionnaire was set up with
Lickert type response. The first part of the questionnaire was decided to measure the construct of consumer involvement. Centrality to lifestyle was focused on ten items; self-expression had five items both designed to show Consumer Involvement Profile (CIP). The second part had designs to measure place attachment where four items focused on place dependence. The third part looks at element of lifestyle tourism like theme, food, wine, etc. The last part looked at demographic data such as age, marital status, gender, resident, education, employment, income, accommodation and mode of travel. Place attachment is conceived as an affective bond or link between people and specific places (Hidalgo and Hernandez, 2001) leisure researchers have studied place attachment primarily as a psychological element of recreation experiences. They lay out the idea that attachment to place is more than identity they believed that the difference is more visible in natives. For the younger age group the length of stay is not important but the kind of experience is a very valuable attribute. So they conclude that length of stay need not be related to the intensity of bonds. The study found correlation for measurement of attachment and identity of place and the differences between the intensity was based on the origin of the participants. So choice of residence and congruity with expectations are variables in choice of destination. People from some cultural political and geographical background may share symbolic and representational content and if they are reduced a study of difference in choice of destination can be analyzed and validated. Place attachment is seen as an emotional content where there is a relationship between people and landscape. This bondage involves reference to a place and so the place becomes an attachment. Place attachment in research is a social category, here the physical dimension is unimportant but the emotional dimension is very relevant. The concept is ambiguous and cannot be quantified yet it is an important aspect of destination choice.

(Kyle and Chick, 2007) In their paper they investigated the meaning of ‘sense of place’ by looking at recreation and agriculture fair. They used the sense of place to describe how the tourists related to place on the basis of rootedness intimacy and place of identity and also looking at subjective qualities and social context which arise from regional, communal and ancestral connection. So it is necessary to understand the process in the sense of place. The degree to which a place ties to the self of the tourists determines the strength of affiliation. The researchers on tourism do not acknowledge the influence of the socio-cultural context and association with place.
that a tourists, may have. They summaries that work published in major leisure journals indicate that knowledge of human-place relationship showing sense of lack or place attachment, is very limited. This phenomena needs to be understood after looking at persistence, resource contexts and construction of meaning as the three key disparities that influence decision making and is the key attribute to destination choice.

(Sonmoz and Sirakaya, 2002) Claim that tourism industry needs a clear understanding of the image that impresses a tourist and develop a positioning strategy to compete in the competitive market place. Very often, it is perception rather than reality that motivate a tourist to visit a destination. The image of the destination is a dominant area in tourism research; it is made up of beliefs, ideas and impressions that the tourists hold in their minds. The World Tourism Organization define image as a subjective perception with an aura that accompanies the various projection of a place and act as attraction and message transmitter, so image of place becomes a phenomena of perception based on the consumer reasoning and emotions in the repetition and has cognitive (beliefs) and affective (felling) components.

Cognitive consumerism behavior was a theory adopted by (Chon, 1990). It evaluated congruence of trip purchasing behavior based upon a model of destination image. A positive image of the place and positive travel experience resulted in positive incongruence and positive evaluation, Similarly a positive image and a negative experience leads to negative evaluation and negative incongruence and the destination is seen as overvalued. It is necessary that tourism industry should warrant that both image and experience remain compatible.

Customer’s choice of destination is an important area of study for the benefit of tourism industry.

The travel development has segmentation which is unique and complex. The cluster segment of vocation market is based on multi optional needs and consumer characteristics. The choice is not between sun and fun or young and old or male and female but it is based on combination of all factors that form the cluster. The travel supplier must understand both the component and composition of the cluster.
(Lang et al., 1997) Among the different approaches to study destination choices an importance one is the traveler socio-demographic background (Age, income, lifecycle, etc.) Psychographic profiles (benefit, perused, preference, attitude, etc.) marketing variables (product design, pricing, advertising) and attributes of destination (attractions, situations and awareness).

The marketing variables are set off by the pull motivation and were examined and studied by (Uysal and Jurowski, 1994) and (You, O’Leary, Morrison and Hong, 2000). Though this study gave insight about choice of destination they did not reveal much about the process of decision making. They studied independent variables like trip characteristic socio-demographic and travel motivation factors. In trip characteristic they looked at expenditure, mode of travel, length stay, size of travel etc. The socio-demographic study looked at age, education level, gender, household size and income. The travel motivation has factors like rest and recuperation, family get together role obligation, discovery new place, study, conference, seminar, etc. The independent variables were EXP=trip expenditure, LOS=length of stay, SAT=size of the travel party, MOD=mode of travel for respondent, AEG=age group of the respondent, EDU=education of the respondent, GEN=gender of respondent, HOI=household income of respondent, HOS=household size of respondent, DNP=discovery of new place, GAW=get away from daily routine, MDF=meeting different people, TFF=time with family and friends, RAR=rest and recuperation, DIS=distance travel.

The researcher found that socio-demographic variable except age, played an important role in decision making, education household income were also significant factor in the decision to travel. The education showed more wanderlust than the others. The most interesting aspect of the study showed that trip characteristic and socio-demographic were important elements of choice of destination but the distance did not play the role of a motivation factor nor was it a de-motivating factor. So the study concluded that choice of destination is made by consumer after due consideration of expenditure, size of the party, and length of study. This study says that more light should be shed on the factor of trip characteristic socio-demographic and travel motivation by future researcher.
(Crompton and Ankomah, 1993) believe that choice is the central component of destination selection. The potential tourists develop a list of possible destination and on later consideration reduce then to probable alternatives to finally select one set that fully meets his set requirement. There are three stages to the formulation of choice. The choice is generally made on the basis of existing knowledge, guidance from tourist’s literature and derivation. Early considerations only show awareness of choice set. The final consideration is based on both need and expenditure.

(Crystal Ip and Law, 2010) state that pull factors are many. It depends upon the attraction that the place holds for the tourists. The pull factor has an important role in the motivation of the tourist, especially the Thai tourists. He values natural environment and good transportation that is both safe and punctual and offer rate that are suitable to the pocket. The government should ensure that holiday loggings do not deceive or cause unnecessary loss to the tourists and have good registration process.

(Yooshik and Mazaffer, 2003) Believe that tourism is a saturated market place. To market a destination one must analyze the motivation of the tourist and its interplay with satisfaction and loyalty. Earlier researchers have studied motivation and satisfaction as separate constructs. The causal relationships are superficially discussed without clarification or logical linkage. This study looks at the causal relationship between the push and pull motivation satisfaction and destination loyalty. It used a structural equation model (SEM) approach to test the hypothesis. The push and pull motivation were broken down to different constructs that reveal customer loyalty. The hypothesis being” motivation influences tourist’s satisfaction with travel experience, which then affects destination loyalty.”

The study concludes that perception is a variable in the choice of destination but it is not the only variable. It is one of the many variables that influence the tourists. There are many interrelated influences that also help to make a choice of a destination.

The construct of “Lifestyle” in market segmentation and behavior of tourist consumer. (Gonzalez and Bellol, 2002) analyze segmentation in the tourism industry and effective that behavior outlines of tourists. They believe that understanding behavior of the tourists is necessary to offer the best package. The construct of
Lifestyle’ which is very prominent in MNCs is not very evident in oriental culture. The emerging middle class of developing countries do not pursue product of prestige as in the EST. So strategies based on such abstract concepts do not succeed. There is a need to understand the lifestyle and culture of the tourists before segmentation and determining price. The study used innovative techniques to find the correlation between variables. They found that the lifestyle of the person had a big influence on his behavior. As tourists who loved long trips with family preferred places where the accommodation that is homelike. The idealistic individuals preferred rural area with sports and outdoor activity where the prices are reasonable and there is opportunity to study the just flexibility in rural life. Autonomous segment has individuals who are freedom and independence loving. These people like short trips with family and friends to nearby places or club or nightlife activity. Hedonistic group are well-placed individuals who want to try new and sophisticated products they do not concern themselves about problem of a society they demand top class facility. Conservative group has a conservative attitude and will not break the law, will travel in large groups with friends and family and prefer short trips for shopping and photography. They are very motivated but will follow the herd. This information and segmentation is logical and insightful can be used by tourism operators to predict tourists behavior as consumers.

(Yoopetch, 2008) This paper investigated tangible and intangible choice in destination and the relationship between them. The result was that loyalty intention and tourist satisfaction had a positive relationship so tour-operator must focus more on intangible aspect of destination. They believe that tangible choice dimension does not influence tourist satisfaction. Their study suggests that to create loyalty firms one must concentrate on the level of satisfaction derived from all aspect of the destination. Tourists come with expectation and tourism business must cater to the needs. The management of the emotional need of the tourists is the best way to earn the loyalty of the consumer and they should give it an emotional attribute in advertisements.

(Middelkoop, Borgers and Timmermans, 2003) developed a test of rule-based model tourist destination choice using decision table to represent the rule that specify under which particular destination choices are made. A rule-based model used formalism to show the rules that govern the behaviour of interest.
(Fuller; Wilde; Hanlan; Mason and Armatrong, 2007) explore and examine the behavior of the visitor to the coastal tourism destination in east of Australia. They say that an understanding of the main drivers of choice is necessary to evaluate the choice of a tourism destination by the customer. These customers utilize both products and services and incur some expenditure but research is necessary to find out and scale the satisfaction of tourists who visited the North-coast region between January 1998 and December 2001. They divide tourists in to two parts a) the destination specific tourist b) the regional tourists. The first types return to a place because they are comfortable with it. The second class of tourists includes the transit traveler and experiential traveler who make up the high yielding niche market of tourists.

The decision process of a leisure travel tourist is based on a range of theoretical models and they speak of the difference stages through which the consumer transits before making a purchase decision. The consumer has to recognize the need to travel the need for information and evaluation of choice and then choose a product and evaluate it. Marketers of tourism must also focus on the buying process. At the stage of information collection it is necessary to arouse the client with relevant information to ultimately succumb to the need to travel. Tourism marketer need to focus on this aspect as the perception of the client works on his satisfaction and he become an advocate of the product.

The travel experience has 7 stages. The first is where the client accumulates the mental images of the vacation. In the second stage the mental images change because of relevant information this is followed by decision to travel then arrival at the destination to return from travel with new images. The paper says that many factors influence travel decision but the most important one is the mental images and the set of alternatives with the ability to bring higher customer satisfaction. The writers of this paper also believe there is a need to evaluate how potential customer makes a choice from the given destination alternatives. They also point out that psychology and behavior of the tourist has an important role in destination choice. It is a very complex aspect of consumer behavior. The destination product is based on experience hence it cannot be controlled and managed like other physical products. The writers opine that there is lack of research on destination product, covering a range of attributes. In recent time some conceptual research with comparative
approach looked at attributes of a destination than its physical features. In competitive world markets the belief is that experiential activities enhance tourism experience and need to be paid more attention. The study concludes that if a destination is similar to another destination then there will be decline in traditional tourism. Modern tourists prefer to travel in private vehicles so a well maintained and safe infrastructure is very important. Also they advise that assessable, attractive and user friendly website would help in better evaluation of the tourism site.

(Currie, Wesley and Sutherland, 2008) examine an aspect of behavior called ‘evoke set’ where the decision to travel is influenced by the travel experiences of the peer group. They found that peer group had a strong influence and this came in 4 categories. a) The first category because they had some bad experience b) The second that directly encouraged a choice because their experience was amazing. c) The third category that gave hope of travelling together in feature. The writers say that peer group influence attribute and norms of behavior and individual like to comply with group decision that gain them acceptance in a group. Often a traveler expressed the hope that they would encounter the same experience that their peers had got. Certain men expressed feelings of jealousy that their peers had managed to travel to exotic destination before them. However female respondents in the group said that the travel stories of the peers only goaded then to get excited and make planes to travel there and that travel stories influence them more than travel brochures. The writers have rightly concluded that in travel choice of destination compliance and conformity to peer pressure played an important part in motivation. They also found that teenagers travelling with peers were a new segment in tourism. So the writers concluded that the reference group that motivate a tourist to choose a particular destination also need to be studied, especially the student group who show remarkable propensity to get evoked by peer group pressure.

(Qiao; Chen; Guan and Kim, 2008) Develop the profile of tourists to South-Korea. They speak of motivational factor that are psychological and play important role in a travel experience. The most important one is the push-pull framework. They say the push factor arise out of a tension in the motivational system which brings an urge to travel. They reveal why the tourist is under taking a trip and what kind of experience and destination choice or activity he is looking forward to. The push factor
in most cases was seen in the need to escape from regular existence and from a need for novelty and social prestige. The pull factors are in contrast to the push factor and have almost 32 attributes including matters such as landscape natural beauty, amenities, transportation, infrastructure and hospitality. The writers say that push and pull factors are two sides of decision making. They found that once a decision has been made then the analytical, logical factors precede pull factor. They also lay emphasis on the importance of satisfaction which would vary from tourist to tourist.

(Wang, 2008) Looked at the collective effort necessary for marketing a destination. He believes that both public agencies and private agencies must work together so that travel becomes a rich experience. Thus collaborative destination marketing can become a dynamic process to help the tourists. There has been very little research into the collaboration for marketing a destination. The basic theory is that marketing a destination involves many stakeholders they interact on a common issue and exchange ideas for problem solving. They also can pool together knowledge, expertise and capital resources that can combine into a collaborative strategy that can bring consensus and synergy into the process of destination marketing. The partnership would need development and nurturing of mechanisms that can close the gap between enterprise and management and create a nexus of harmony among them. This is not an easy task because collaboration and partnership are not homogeneous and have to deal with different foci, scale of operation and patterns of sector representation and funding. The writer says that research is necessary to develop paradigms and tools to investigate collaborative relationship and understand how this evolves over time and what is the required. Collective decision in tourism industry is a complex and a dynamic process where the challenges are difficult to anticipate. The process of collaboration is not static and undergoes 3 stages of problem solving, direction setting and building structures. Since this was an exploratory inquiry they used the process of quantitative research and personal interviews with the used of questionnaire. The study said that destination choice collaboration process has to deal with conflict-management and involvement and commitment at all stages of collaboration both was necessary for the business to become feasible. They concluded that competition and co-operation must work systematically so that all organization in the business of collaboration can profit and refine the parameters.
(Martin and Woodside, 2008) Believe that conventional research methods collect data and then analyses it as per the deductive theory. They feel that it would be better to construct a theory from the data. They use the MC Cracken’s, 1988 long interview method to collect data and develop the Grounded theory. This theory does not test a hypothesis but tries to find out the reason for the research situation so it finds out what is implied by the data and not what can be deduced from the data. So in tourism, this theory helps the tourist to understand the experiences through structured survey method. They provide evidence that varied factors influence the traveler’s thoughts and actions which are dependent on multiple variables. They say that right process of how decision making can be influenced by a) demographic b) framing leisure choices c) choice of destination f) key activity driver g) activities h) situation on-site influence can be grouped by i) consequences like satisfaction and decision to travel again or recommend the same. They used the method of in-situ interviews with a 18 – pages questionnaire. They concluded that a) lifestyle and demographic influence travel choice b) unexpected and weird events affect leisure choice c) the influence are both external and internal d) the feature of travel destination is very importance e) information at preplanning phase is influential also f) making the choice is the most important factor then other drivers fall in place g) the activity drivers at the destination bring satisfaction h) information and events at the destination affect future plan and behaviour) all promises need to be fulfilled to make a positive impression. They concluded that emic (self) and etic (researcher) interpretations of international travel experience reveal interesting insights on leisure travel destination and tourist behavior which is complex. There is a need for systematic thinking while analyzing the influence of travel decision and processes.

(McKercher; Chan; and Lam, 2008) Believe that distance as a factor has an important impact on global tourism they analyzed data of departing tourists from 41 major markets to 146 destinations. They found that 80% of international travel is to a distance of 1,000 kilometer from the source. The distant destinations find it difficult to attract tourist .There share is only 1-2% of to total tourist departure. The distance decay theory puts out that a good all services factor should decline exponentially as distance increases. This theory plays an important part in the geographical law of spatial relationships. This theory was used as a proxy for forecasting tourist behavior. But today there are better forecasting methods but this theory still has importance as
an implicit factor for modeling tourist flows using the proxy a variable of cast of travel 3 types of distance decay relationship. The writers concluded that long haul destination can gain a significant share of tourism markets in China, Soviet Union and India. The ubiquity of distance decay suggests that closes destination will benefit the most as the markets grow and the far ones will get a small share. In tourism those destination will get greater number of visitor and revenue if they focus on nearby tourist destination. They claim that source market situated at a destination of 1,000 kilometers represent the backbone of inbound tourism. These writers challenged the assumption on destination choice which suggestion that distance does not play an explicit role in destination selection. Their study unequivocally state that distance is a deterministic variable in tourism after considering number of factor like travel time mode of transport, and budget. They say that the profound and ubiquitous decaying effect of distance on global tourism cannot be ignored.

(Kamenidou; Spyridon and Priporas, 2009) Looked at destination image as characteristic that influence consumer behavior and choice and offer global marketers some knowledge about the environment in which they operate to evaluate an appropriate marketing strategy. They used quantitative research to estimate reliability, factor and cluster analysis. Their sample profile was 48% female and 52% male of the age group 19-60 years old. They were given 36 destination image attributes of Mykonos Island and asked to what extend the attributes made Mykonos a favorite destination. They found a factor that made Mykonos Island a favorite. They were a) Liberation of ethics b) Cosmopolitan c) Sexual wild place d) Historical and cultural e) Scenery f) Sightseeing g) Food and Shelter h) Island for a getaway i) Accessibility. They analyzed the factors and derived the scale for validation. The conclusion was that Mykonos Island had natural beautiful, infrastructure and places for amusement which made it a favorite for tourists, So the tourists had universal criteria and expectation when visiting Mykonos. The limitation of thesis is that it’s used a non-probability, sampling method and its nature was exploratory. The information is useful but tourism service industry is very changing, so no definite equivocal claim can be made. The research recommends that Mykonos if marketed as a unique destination where everything can happen then it would greatly benefit the Island.
(Echtner and Ritchie, 2003) This paper studies image of a destination and deals with the strengths and deficiencies of the method used to define and measure the image of a destination and also its assessment. Tourism industry has a need for a strategy to position a destination and market it as a target. An important process is the creation and management of a perception that is distinctive and appealing. The researcher found that destination images are not defined. Most definitions are vague and researches overlook an important aspect of destination image which is the psychological characteristic.

**FUNCTIONAL CHARACTERISTICS**

- cool climate  - mental picture of physical characteristics (mountainous, villages)
- low prices
- poor roads
- poor nightlife

**ATTRIBUTES**

- friendly people
- generally safe

**HOLISTIC**

- general feeling or atmosphere (Mystic)

**PSYCHOLOGICAL CHARACTERISTICS**

**Figure 2.1:** An illustrative example of four components of image (Retail Store) by Echtner and Ritchie, 2003.

The unique figure of the Taj Mahal in India, Disney land in California, Amazon in Brazil, Carnival in Rio, Mt Everest in Nepal act as symbols of destination image and necessary part of sightseeing. They found that most researchers used structure methodology and focus only on attribute based component of destination image. They do not approach holistically or pay attention to unique components. They concluded that all destinations must have attributes that are holistic. Each destination
image has attributes that are functional, tangible, psychological and abstract. The same destination images can have destructive and unique auras. The researchers feel that all these aspects must be structured into the measurement of the destination images. The limitation of thesis is that it is difficult to put all components into one measurement but excluding any component created an incomplete measurement.

(Huybers, 2003) Applied the discrete choice modeling method to find out the factor that underlies the short break holiday destination choice of prospective tourists from Melbourne Australia. Their findings are that there is relative important to image of the destination and trip attributes and the characteristics of the respondents. The writer used Lancaster’s characteristics-based theory of consumer choice. This theory believed in choice modeling method based on the fact that customers made their purchase decision after comparing attribute of a choice set of rival products. The tourism destinations differ in their attributes and the tourists take in to account these attributes to make their decision. They investigate the stated choices against real choices by putting out a set of products attributes and a set of relevant choice options. Then exploratory research was done and external validity results were derived. This study had limitation because the research derived could not is validated and there was not much variableity in the variables and statistical efficiency is compromised. The advantage of this model is that the analyst used an experimental design that determines the variability and non-co-linearity of choice determinants in the hypothetical choice scenarios. “The nested logic model specification shows the relative importance of the various choice determinants in terms of destination, utilities consistent with the theoretical expectations. The amount of trip expenditure is negatively related to destination utility and hence to the probability of choice. Other results highlight this importance of the quality of amenities and the level of crowdedness at the destinations to the utility of nearly all destinations. For the majority of the destination included in the study, the staging of an event or festival positively affects destination utility, and the same applies to the timing of short break holidays during the summer period. On the other hand, the environmental setting of the main holiday activities and the length of travel time do not appear to be major discriminating decision factor for short-break tourists from Melbourne”
(LaMondia; Snell; and Bhat, 2009) Used Euro-barometer vacation travel survey to jointly model traveler’s choice of holiday destination and travel mode. They also looked at stated motivation-based preference and value factor. The findings indicate that nationality, travel demographic, companionship arrangement, travel preference and value effect both destination choice and travel mode. The data was sourced from Euro barometer data because it was a cross-natural data source which gave detailed and extensive question on travel preferences. The respondents were asked general question about travel planes and then specific question about the longest trip they had undertaken. The empirical data reviews show that people prefer their own country and travelling in their own vehicle so navigation and travel should be fast and efficient. The study suggests that short duration leisure trip with personal vehicles will be popular in future and the decision would be influenced by different set of preferences and perceptions.

(Phau; Shanka and Dhayan, 2009) Examine the influences of information sources, organic sources and induced sources on perceived destination image and intention to choose a destination among the students of the University on Mauritius. They found that Mauritius was a vacation destination which offers good value for money and cheap travel both these factors created a perception of the destination as good for University student. The Methodology of the research was a well-administered questionnaire designed using established scale there were 386 responses and there were analysed using statistical data. The sample size was small so the quality of the response was limited to Australian tourists to Mauritius. The conclusion was that the elements that influence destination images are multi-dimensional. The formation of idea also depends upon factor and roles of the elements in the process. The studies confirm that prior information is an important antecedent to making a choice regarding travel destination. The studies recommend that more campaigns should be carried out to make Mauritius an attractive destination for travel. Cheap travel, political stability economic development and family orientation of this destination should be highlighted.

(Jonsson and Deronish, 2010) Looked at all the demographic factors that motivate a person to travel. The special reference is to Caribbean Island of Babados. This is an exploratory research to find the season that push and pull to reach to a
certain destination. They found that push factors such as relaxation and pleasure seeking was a common motivation for all nationalities. They feel the most important psychological drive that motivates people to travel is a) relaxation   b) escape from routine. There was not much difference in the motivation of male and the female and aged. The study was limited because it used random sampling and non-probability sampling method. As the group was small they could be cohort effect on the research of the survey. The conclusion is that aged gender and nationality do affect the motivation to travel, especially when the push factor is great. The marketer can use each factor of the demography of the tourist to develop market segments for tourism.

(Park; Tussyadiah; Mazanec and Fesenmaier, 2010) This study said that the travel personality of an individual can be drawn from the style of travelling and the portfolio of trips taken by him. The authors used network analysis to examine a structural relationship between the types of trips taken. Each trip was taken as a node and all other travel methods were linked to the network. They found that American traveler take on different travel personae depending on the choice of destination and their response to advertising. They created a frame-work using internet tools to communicate with potential visitor. The method was to conduct online survey with 3 step process a) initial invitation b) reminder a few days later c) final request to participle and a gift card valued at 500 dollar for one winner. A descriptive analysis was conducted to indentify the distribution of the trip types and travel style was analyzed using UCINET a network analyzed. It shows centrality to nodes and closeness and variance between nodes. Chi-square analysis and ANOVA were conducted to find out of the travel personality and profiles. The limitation to this research included the source of the resource pool and design of the survey. The sample size was large and affected the validity of the result. However the biases in the sample do not affect the findings because it looked at types than at absolute numbers. The travelers were found to comply with 3 personalities as travelers. The travel personality is complex and travel behavior differs from time to time.

(Bajs, 2011) This paper looks at attributes of a tourist destination such as products and services and lays down that perceived value depends upon perceived quality and cost. The customer evaluates the important value from a set of values and this decision is subjective. The tourist perception is an intangible constant, so it is
important to find out which attributes are important to the tourists. This calls for qualitative research. They found that the most important attribute was the concept-of-value for money, accessibility, peace and quite good infrastructure for activity and fun. They said that the quality of accommodation, food, entertainment, infrastructure, transportation, hospitality, attraction and emotional appeal worked to give a strong impact on tourist’s perception but other attributes like social values, reputation, and quality of shopping, destination did not create strong impact of perception. They conducted a qualitative research using interview technique and projective technique. The analysis of the interviews resulted in list of attributes that strongly influence tourist’s perception. The study is limited as the examinees chose destinations of personal choice without specific reference to cultural and historical content. The writer concluded that perceived value of a destination depended upon the perception of value and quality of the tourists. This perception can help to develop and implement successful marketing of tourism destination. It is well recommended. 

(Kaushik; Kaushik; Sharma and Rani, 2010) Indian government is making efforts to revamp the tourism industries. The states of Kerala, Rajasthan, Himachal, and Pradesh have world class tourist spots. The study tries to determine which factors are important to the tourists as they make their selection. They found that there are 7 factors. These factors were analyzed using factor analysis and ANOVA which help to check the relationship between the variables of demography. A model was created that could predict customer satisfaction from the factors obtained. The study looked at advertisement facilities accommodation, landscape, banking, support, culture, distance and tourist knowledge. These were the factors for analysis and the writers found linear variable- compatibility-only-factor but did not have sufficient low-end factor. To interpret this factor the rotated factor matrix was used. Then the factors were renamed as factor as a) communication b) objectivity c) basic facilities d) attraction e) support service f) distinctive local feature g) psychological and physical environment .By using ANOVA test they could find that the main factors were communication and attraction with difference in male and female choices. The limitation of this paper is that only one way analysis of variance was done. They found age and income were major factors that influenced choice. The other factors like occupation gender, background did not matter. They recommended that Indian
tourism would generate $4.28 billion by 2007 and India needs to get ready to improve its tourist attraction.

(Lopez-Toro; Diaz-Munoz and Perez-Moreno, 2010) Found that hotel service, climate, beauty of the places and friendly hospitality towards clients was necessary for good quality assessment from the tourists. These tourists did not like over crowded places. They used SERVQUAL to measure quality of service and also proved the validity of the tool used. The method of personal interviews was done on tourists visiting Nerja cave in Spain and the answers were randomly sampled. The questionnaire first asked personal and demographic data and then focused on nature of lodgings. The validity of the questionnaire measured the correlation between the scale and the satisfaction that the tourists got from the services given. The limitation of the paper is the size of the sample. The writer concluded that the dimensions on a scale can show practical and academic consistency then they can be improved and adapted to new groups and news sensitivities can be discovered. It is recommended that tourism will grow as an industry and therefore it is necessary to constantly measure perceived quality and monitor its evolution.

(Mechinda, 2010) Found out the impact of competitive factor and destination equity on tourists loyalty. They found out that attitudinal loyalty was driven by destination equity built on destination image and awareness. They used multiple regression analysis to indicate this fact. The competitive factors in domestic tourism are a) quality of service b) location c) natural resources that also influence international tourism. The framework of research hypothesis was based on a study of core resources such as a) natural resources b) Heritage and Culture c) Tourism infrastructure d) Activities e) Entertainment f)Shopping g)Quality of series i) hospitality j) destination management and environment k) Location l) Safety m) Fair price n) destination Awareness and image. Loyalty was measured on the behavioral approach, the attitudinal approach and the composite approach. The sample size was 800 which were divided into halves as international and domestic tourists. The method of random sampling was applied and the response was 70% and lasted 1 month. The Cronbach Alba level test was used and destination awareness was measured on Milman and Pizmam scale and destination competitive was determined by Dwyer and Kim scale. The table gave rotated component Matrix of competitive
factor. Data was analyzed on the basis of profile of tourists and antecedent of attitudinal royalty. This study had limitations a) It was based on generalizations b) It was carried out only on destination d) It looked at attitudes only. The study concluded that tourist tend to be loyal to those places which have good destination image and reputation.

(Ana; Cristinel; Nicoleta, 2010) The writers looked at competition in tourism from the visitor’s perspective because they believed such an assessment would help to create a strategy to understand the complex nature of evaluation, motivation, satisfaction, which are important to the tourists. A qualitative research was conducted on a sample size of 600 people where the sampling error was 4%. The questionnaire was in 2 languages English and Romanian. The limitation of the study was that it was impossible to have a sample framework that would apply in common to the issues in tourism research. Every attempt was made to obtain a representative sample. They used PCA (Principal Component Analysis) for multiple variable data processing and they identified simultaneous correlations between variables and also interdependence. Some 21 items of tourist’s destination were evaluated on Lickert scale to validate significance of correlation and adequacy of factors. Other tests like Kaiser Meyer Olkin (KMC and Bartlett’s test) were done to test sphericity and sampling adequacy. A logistic regression was done on the dichotic variable. The conclusion shows that regression coefficients signified that factors such as security, environment, and infrastructure were the main ones that define the overall image of Brazo region.

The literature review on the topic of choice of destination reveals a lack of in-depth study in the decision making process that leads to a choice. So essentially there is a need to develop a scale which will focus on the attributes of decision making and arriving at a choice in tourism industry. The current study will attempt to fill the gap this in regard. No study has comprehensively so far developed and validated scale for consumer preference for overseas destination. This study tries to close this gap.

Some books reviewed for detailed understanding of travel and tourism.

As reference method this book offers great insight into tourism marketing and facilities for tourism development. It profiles Uttar Pradesh and Uttaranchal. It has
well researched data on trends in tourism and strategy and constraints that prevent proper development of tourism.


**Figure 2.2:** Constraints in tourism development
Additionally, the book also contains information about opportunities in the tourism industry. This book is a valid text that explains the principles and theories for the student doing a research on tourism. It was particularly helpful because of the chapter on basic constituents of tourism industry help in creating the components of the scale of the research. (Sharma, 2007)

An exhaustive book which begins with definitions of tourism and it indicators, it deals with consumer behavior, tourism demand and measuring of tourism demand the part two of the book has been of great help for this research because it deals with tourist destination. This part studies the impact of tourism on a destination from environmental, social, economical and cultural impacts the part three is on intermediaries, accommodation, transportation and attraction. There were chiefly use in this research to formulate a scale that blended a good market mix for choice of destination. (Cooper, Fletcher, Gilbert, Shepherd and Wanhill, 1998)

The book uses Rajasthan as a tourist product and gives surveys and observations to help make tourism a multidimensional industry. This book can be a good handbook for professional researchers in tourism. (Raina and Lodha, 2008)

Tourism is based on concepts of philosophy and strategies. This book focuses upon how people travel and how the process can be influenced. It begins with a look at the geographical, components of tourism and pus out the revenue yielder from tourism and also the need for professionally educated human resources. The book has great profile on rooms, beverages services, food. It also has a chapter on market media analysis. The most interest chapter is on economic impact on international tourism when lays down the tourism multiplier which is an eye-opener on the way to calculate the various coefficients in the tourism industry. This book would be of interest to policy makers and education is it’s in the tourism line of business. (Raina and Jain, 2004)

Tourism has many theory based on centrality of customer, organizational objective, exchange perception of brands, market segmentation; all these core areas are looked at in this book. The book would be a good guide for students of tourism. It takes great pains to explain consumer behavior, segmentation, branding, market
strategy, advertising and marketing ethic. It gives students tips on how to interpret the data they come across. The book warns that tourists are not logical and their behavior can be complex. Every tour-operator must prepare for diversity of human behavior and understand risks. It also tells that differential pricing has become difficult because internet gives people assess to overseas destinations and website. With tidbits of such information the book is a valuable asset for every student of travel and tourist. (Blythe, 2006)

Providing approaches, principle on tourism and environment, this book talks of how natural resources have been explored to make tourists destinations safe but the writer argue that unplanned and uncontrolled tourism leads to pollution and disaster. The book feels that air, water, land, atmosphere and living organism must live in peace with each other. The book talks of the philosophy of conservation ethic of India towards all places of interest. It is an exhaustive look and can help student of tourism. The many chapters in the book can become subjects for future research. It looks at tourism as a relationship between man and his environment. Here biodiversity, biotic environment, and ecological balance work with the philosophy that is incumbent upon conservation. The book delineates the boundaries of tourism and also the role of communities in tourism. The book also identifies the pressures and social cost of tourism and its impact on the host country. The book ends with a call to balance ecological environment and economic development. It looks at the future of tourism as an odyssey in space. The language is simple and informal and can become a reference reading for all students. It is recommended as reference reading for all students of travel and tourism. (Sharma, 2007)
The culture and behavior in international tourism is explored in this book. It opens with a chapter on globalization. And looks at concepts like cultural homogenizations, product standardization, heterogenization, convergence, divergence and hybridization in tourism. It also talks of globalization and cosmopolitanism. The second chapter deals with cultural diversity and has cases studies to explain the diversity of needs of the tourists. The next part of the book looks at culture theory like
Communication Resource Theories (CRT), Episode Representation Theories (ERT), Network Theory, Taxonomic Approach (TA), Coordination Management of meaning Theory (MMT) and Constructivist Theory (CT) all these theory talk of adaptation, assimilation and enculturation. The book looks at culture differences, culture variability and social interaction. They also speak of influence of ethics in service. The next part of the book analysis tourist behavior from the angle of various theories like Maslow’s Hierarch of Needs, Alderfer’s ERG theory, Expectancy theory, Cognitive Dissonance Theory. Through these theories the nature and the meaning of tourist behavior is studied in the cross-cultural context. The book looks at environmental factors, genders roles, and life style to draw conclusion about motivation, perception, attitudes and attribution. The book provides cross culture comparison of international societies. The last part of the book deals with multicultural, competence as a process and a dimension that affects the cognitive and affective domain. It looks at a challenge in education of tourism and offer practical solution for overcoming the language barriers. This is a very valuable book for tourism marketer and student to get oriented with the subject of tourism. (Reisinger, 2009)
REFERENCES


