



DOES TOURIST MOTIVATION TRIGGER REVISIT INTENTIONS: AN EXPLORATION

Dr. Reyaz A. Qureshi¹, Mohammad Hussain Mir²
and Dr. Mushatq A Lone³

¹Asst. Professor, Tourism and Travel Management,
university of Kashmir .

²Research Scholar IGNOU.

³Asst. Prof, Central University of Kashmir .



ABSTRACT:

Tourist motivation is a sign to destination selection hence insight on destination choice determinants would go a long way aiding service providers. However application and investigating tourist motivation has been cumbersome job nevertheless for the researchers. Research on tourist motivation has led to development of various topologies and models. It has been widely reported that content tourists tend to convey their positive experience to third persons as well as repeating their visit. The interplay between motivation and revisit intentions is thus the main subject of this research. The present study mainly focuses on the interplay between motivation and revisit intentions. To address the objectives of the study we surveyed a sample of 545 domestic tourists who visited world-famous Kashmir. The findings indicate a significant association between tourist motivations and revisit intentions. Therefore, understanding the motives behind an individual's purchase behaviour marks the core basis upon which sound market appraisals can be built by the destination marketing organizations.

KEYWORDS: Motivation; Revisit Intentions, tourist attractions, Kashmir.

TOURIST MOTIVATION

Motivation for tourism has been conceptualised as a momentous state of mind which adequately disposes a visitor to travel, and which is subsequently interpretable by others as a valid explanation for such a decision (Dann, 1981). Researchers' in the field of tourism view motivation as the driving force behind all actions (see for example Crompton, 1979; Iso-Ahola, 1982; Fodness, 1994 & Pearce and Lee, 2005). As such tourist motivation has been an important theme in contemporary tourism research (Pearce and Lee, 2005). Crompton (1979) notes that the questions like who, when, where and how of tourism are easier to get answered than the why question. It is believed that the why question is of paramount importance which reveal the reasons and rationale why tourists go to a particular destination.

The application of motivation in tourism research has been a subject matter of a plethora of writings and has remained critical variable in tourism research (McCabe 2001: p107). Some of the researchers have often documented the difficulties faced in investigating tourist motivations (see for example, Tran and Ralston 2006; Uysal and Hagan 1993; Iso-Ahola 1982; Dann 1981). Application and investigating tourist motivation has been cumbersome job nevertheless for the researchers. Some four decades back, Dann (1981: p198) made a similar observation. In his appraisal of what motivation is, he made an interesting observation that definitions tend to be-fuzzy and descriptive. He also raises a

number of epistemological questions concerning the study of tourism motivation, which are echoed and remain hotly debated by others (Pearce 2011; Jamal and Lee 2003; Harrill and Potts 2002).

Explaining the concept of motivation in tourism Pizam, Neumann & Reichel (1979), note that travel motivation as a group of destination attributes which cause a person to perform a tourists' activity. Others like, Uysal & Hagan (1993); Dann (1981); Crompton (1979), stated that travel motivation is psychological or biological needs and wants which show diverse types of behaviour towards certain activities.

Research on tourist motivation has led to development of various topologies and models. For example Gray (1970) used the topology of 'sunlust' and 'wanderlust' to describe different motives for travelling. In his topology Gray, describes sunlust as the tourists who seek to repose themselves and people who seek adventure as wanderlust. People who go to familiar destinations with prior expectations and relaxation are categorised as sun-lusts and wanderlusts are those who often go to destinations which are unfamiliar and different from their normal surroundings. Some have categorized travel motivation into four types: organized mass tourist, individual mass tourist, the explorer, and the drifter, differently positioning on a continuum (Cohen, 1972).

Using a different topology others like Crompton (1979) and Dann (1977) used the terms like 'push' factor and 'pull' factors to understand tourist motivation. Pull' factors include the specific attractions of the destination which induces the traveller to go there. The 'push' factors describe the reasons people want to escape from a perceived environment. Hereby is often referred to the home or work environment. The 'pull' factors are creation of an attraction of the destination, the person is drawn to the destination while as pull factors created by presence of unhappy home environment. Revisiting the pull and push factors Del Bosque and Martin (2008), came up with a detailed classification of push and pull factors. The authors include factors like seeing something different, increasing knowledge about the foreign destination, being with family, desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction and pull factors such as international cosmopolitan city, convenience of transport, and inspiration through beauty of a destination, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping centres and parks.

In the recent past the other theory developed to understand tourist motivation is named as Travel Career Patterns (TCP) by Pearce & Lee (2005). TCP has been adopted in various studies in tourism literature. Travel Career Patterns theory uses 14 motivation factors to measure tourist motivation. The available literature suggests that there are tremendous factors influencing tourist behaviour, however, motivation is still considered a crucial indicator and force answering why tourists behave in certain ways (Crompton, 1979)

Tourist motivation is a sign to destination selection hence insight on destination choice determinants would go along way aiding service providers, especially tour operators and travel agents in packaging tailored tours to prospective tourists. Again, considering the marked competitive strive by destinations for the tourist dollar with each presenting itself as the ultimate entity through which the vacation requirements of the tourist can be met, understanding the motives behind an individual's purchase behaviour marks the core basis upon which sound market appraisals can be built by destination marketing organizations. Therefore, what motivates tourists to visit Kashmir as a tourist destination needs to be explored? At present the tourism sector of Kashmir is suffering from an unclear market image abroad due to various political factors.

REVISIT INTENTIONS

The concept of revisit intention has its origin in behavioural intention. A behavioural intention is an intention for planning to perform certain behaviour (Oliver, 1997; Ryan and Glendon, 1998). A noted researcher Ajzen (2002) who propounded the theory of planned behaviour states that when people have a tougher intention to engage in behaviour, they are more probable to perform the behaviour. Destination managers have been curious to understanding revisit intentions of tourists as it forms the fundamental issue in tourism business for it provide more revenue and minimize the costs

(Park and Yoon, 2009). In the tourism business, this takes form of a repurchase of a tourism service or recreational service or a revisit of a destination or visitor attraction (Pratminingsih, Rudatin&Rimenta, 2014). Many research findings propose a significant relationship among tourist satisfaction, intention to return, and positive recommendation (Aijzen, 2002; Somand Badarneh, 2011. And researchers like Manhas and Ramjit, 2013; Mendes, and Valle,&Guerreiro,2011 in their studies revealed that destination image and satisfaction were two important variables that influenced visitors' behavioural intention.

It has been widely reported that content tourists tend to convey their positive experience to third persons as well as repeating their visit. The interplay between motivation and revisit intentions is thus the main subject of this research.

It is important to note that tourist satisfaction is all about tourist's emotional state which is developed at post-visitation stage where the tourist has experienced the trip at the selected destination (Um, Chon,& Ro, 2006; Westbrook & Olive, 1991). It is the expression of overall pleasure derived by a tourist post visit (Chen & Tsai, 2007). It is the affective component of attitude about a product or service (Yuan & Jang, 2008). Previous studies have established that satisfaction has a significant influence on the consumer's loyalty to a product and service. Therefore, satisfaction would positively influence a post-purchase behaviour and hence the chances of repurchase (revisit) in the future.

Baker and Crompton (2000) argue that satisfaction has a noticeable impact on tourist's revisit intention. Tourist expectations, which are chiefly influenced by advertising, word of mouth and experience considerably impact evaluation. Numerous other studies have confirmed that besides satisfaction previous experience which results in a positive word of mouth conveyed to relatives and colleagues leads to repeat visits (Tian, Crompton & Willson, 2002; Meng & Uysal, 2008; Baker & Crompton, 2000; Chen & Gursoy, 2001; Meng, Liang & Yang, 2011). Further, tourists tend to provide the satisfaction rating in accordance with their entire experience (Anderson, Fornell & Lehman, 1994). Therefore, tourist's satisfaction enhances the probability of revisit intention.

Like other products tourism products have been found to affect the attitude of its end users. Subsequently the satisfaction derived contributes to loyalty for the destination visited (See for example Pritchard & Howard, 1997; Bramwell, 1998). Oppermann, (2000) claim that a memorable experience develops a revisit intention besides a positive word of mouth recommendation to others. Several investigators and experts view the relationship of tourist satisfaction on future behavioral intentions as an significant research topic, since customers' satisfaction and dissatisfaction considered become the driving force that forms the customers' attitudes and behavior in the future (Tian et al 2002 , Bowen & Clarke,2002 , Cole & Illum,2006). Future behavioral intentions are explained as conative loyalty, which is part of the four stage of loyalty model according to Oliver (1999) Conative loyalty is described as customers' loyalty that is accompanied by a desire to intend an action (Blut, Evanschitzky,Vogel & Ahlert, 2007). Some studies on tourism research successfully generate the numerous proxies of future behavioural intentions. Cole and Illum (2006) used positive things about the destination and revisit the destination in the future while assessing the influence of service quality on behavioral intentions in rural heritage festival in Missouri, U.S. However, another studies established the applicable proxies of future behavioral intentions, includes word-of-mouth and revisit intentions (Prayag, 2009; Chen &Gursoy, 2001; Bigne et al, 2008).

Many research studies have been conducted to ascertain key forerunners of revisit intention. See for example Petrick et al., (2001). Notably Kozak, (2001) claimed that it was satisfaction, others like (Jang & Feng, 2007) believe that it was novelty seeking, for Chi & QU (2008) destination image determines revisit intentions. Similarly (Yoon & Usayl, 2005) included motivation besides satisfaction. Others like Petrick et al., (2001), believed that perceived value could predict revisit intentions, while as Chen & Gursoy (2001) stressed on safety of the tourists at the destination. Camp et al (2010) claim that tourists consider their past vacation experience for a revisit decision and (Kozak, 2001) argue that it was overall satisfaction of the tourists that leads to revisit intention.

Further, Jang and Feng (2007) emphasize that even though the degree of research findings is well focused on determinants of revisit intention and documented in the previous research, the research on the construct under reference needs to be validated in the Indian context. In light of the

importance of satisfaction in revisit intention, this preliminary study focuses on satisfaction of image that influences domestic tourists' decision of whether or not to revisit Kashmir. Significantly, there is a settlement among several scholars that satisfaction provides a ground for revisit and positive word of mouth approvals which are the indicators of loyalty (see for e.g. Kozak & Rimmington, 2000; Yoon & Uysal 2005; Chi and Qu, 2008). Um et al. (2006, p. 114) state that revisit intention has been observed as an extension of satisfaction rather than an initiator of revisit decision making process. Kozak (2001) pointed that level of satisfaction as one of the most dominant variables in explaining revisit intention. Accordingly, in tourism destination's researches, it has been widely underlined that tourist satisfaction, loyalty and revisit intention have strong relationship (e.g. Yoon & Uysal, 2005; Awadzi & Panda, 2007), while a few studies objected the positive relationship between tourist satisfaction and revisit intention (e.g. Um et al., 2006).

Researchers have been curious about the factors that boost to revisit intention as a result the variable under study has remained a favorite research topic among researchers. Despite the substantial number of studies conducted on the subject under study, the topic continues to enjoy the attraction and attention of the scholars and practitioners who intend to answer the research questions like why people undertake repeat visits and what makes them to repeat visits.

Irrespective of nature of business marketers and strategy planners devote a significant amount of their time and resources to understand what, why, how and where of product or service. Similarly tourism professionals have to be concerned about how why people want to visit a destinations, what are the motivational attributes, what kind of experiences tourists have when they visit destinations, what types of perceived value people have after they visit, what is the level of satisfaction, if they have intentions to revisit or not, and the variables that influence tourists to revisit the destination. In case tourism professional succeed in getting answers for these core questions, the professionals would be able to devise appropriate strategies to woo their customers.

In this backdrop the present study made an attempt to assess various attractions that makes a tourist to visit Kashmir. We also tried to measure the main attributes of Kashmir valley as tourist destination that motivates a domestic tourist to visit Kashmir valley. In addition satisfaction of the tourists with the present tourist infrastructure was also given due consideration. Finally we made a serious attempt to tap the revisit intentions of the respondents. The data so collected has been presented in a professional way which is expected to give insight about what more needs to be done to make a tourist visit the valley again and moreover those who visited shall out of their experience recommend others to visit the valley as their preferred tourist destination.

METHODOLOGY

Population

The study used primary data for testing the hypotheses. Population for the study constituted the domestic tourists who visited the Kashmir during December 2015 and January 2017. The sampling unit was a domestic tourist. The study employed convenience sampling technique for collecting the data. Sample for the study was chosen to be 600 tourists in consultation with academic and industrial experts. Accordingly 600 questionnaires were administered among the respondents visiting the tourist destinations like Gulmarg, Pahalgam, Yusmarg, Doodpathri, Manasbal, and Srinagar.

Sample Description

A total of 545 domestic tourists (Male-337 and Female-208) were found suitable for the analysis. Data cases with missing data more than 15% were eliminated, and for cases lesser than 15%, mean replacement method was employed (Gaskin & Lynch, 2003). The respondents were in the age group ranging from 20-30, 30-40 and above. Around 95% belonged to the age group of 30-40 years having more than 60,000 monthly incomes. Around 61% had earned bachelor's degree with 22% having masters. Most of the tourists have a stay span of 4 to 7 days in the Kashmir valley. Other demographic characteristics of the sampling organization are given in the Table 1.

The Instrument

The data for this study were collected from 545 domestic tourists using a structured questionnaire administered during December 2015 and January 2017. The questionnaire, comprising three sections, was designed to tap responses. Section 1 enquired about the basic background information related to various demographics. The section also included information related to the purpose of visit, length of stay, type of trip, place of stay and type/category of tourist. The second section was designed to ascertain what specific reasons motivated the domestic tourist to visit Kashmir. The sample items include, *"I visited, to enjoy its natural beauty, cool climate, to see its unique culture, to taste its unique cuisine, to visit pilgrimage sites, to reduce stress, to see and experience a new destination, to learn new things, to visit historical places, ancient ruins, temples, palaces, forts and to play golf or to do something exciting"*.

5.9.1 Motivation

The present study used the following attributes to assess the domestic tourist motivation.

1. Natural Attraction
2. Cultural Heritage
3. Pilgrimage

The attributes have been adopted by previous studies see for example domestic tourists motivation with cultural and religious attractions have been recommended and studied by Bogari, Crowther and Marr (2004) in their study on 'Motivation of Domestic Tourism: The Case of the Kingdom of Saudi Arabia. Similarly Kodithuwakku (2018) in a study to examine the role of motivational factors in predicting international tourists' overall satisfaction and revisit intention has used cultural and religious attributes. The cultural attractions have been found to have major influences on motives to visit a particular destination (Richards, 2002). Very recently Frederick and Adongo (2015) in a study titled, Why They Go There: International Tourists' Motivations and Revisit Intention to Northern Ghana have also used similar attributes to measure tourist motivation.

Revisit Intentions

The last section asked the respondents whether they would revisit the destination and the possibility that they would recommend the destination to their family and friends. The sample items include, *"Kashmir will be my first choice in the future; I will visit Kashmir again"*. The similar questions have been asked by various researchers see for example Hilde, 2016), Raktida, 2009. Similarly in a study by Patrícia, João, Mendes and Guerreiro, (2006) have adopted the similar approach to assess revisit intentions of the tourists.

Revisit Intentions is the ultimate dependent variable in this study while motivation dimensions and satisfaction as independent variables. The scale measurement has been done carefully. It has been measured through a 5 point Likert-type scale. A similar scale has already been used by Chen, et. al., (1998) and Zhao, et. al., (2005). Nonetheless, Armitage and Conner (2001) identified three separate kinds of intention measures: desire ("I want to . . ."), self-prediction ("How likely it is . . .") and behavioral intention ("I intend to . . ."). This last type appears to provide slightly better results in the estimate of behavior (Armitage & Conner, 2001, p. 483). In this sense, Chen et al. used a mix of self-prediction and pure-intention items, whereas Zhao et al. used "interest" measures. Past research has measured intentions in different ways. For example Kruger (1993) used binary scale of yes/no for measuring entrepreneurial intentions, however, Lynan, et. al., (2009) stated the resemblance between interest and intention may not be so clear. For this aim they chose a pure-intention measure. The architect of the Revisit intentions has used five point intentions Likert-Scale which has been retained in this research too. Also, in order to avoid analytical discrepancies, the same 5-point Likert-scale has been used for motivation and satisfaction scale.

Therefore, this scale has satisfactory properties for the present study, and the findings of the scale have been replicated in various studies (see e.g. Pan and Ryan 2007; Mohsin and Ryan 2007; Ryan and Glendon 1998). The attributes used in the present study have been considered as important

motivational factors in the extant literature. Using a five-point Likert scale, closed-ended questions were asked respondents to rate items on revisit intentions.

OBJECTIVES

1. To understand the relationship between motivation with natural attraction and revisit intentions.
2. To understand the relationship between motivation with cultural heritage and revisit intentions
3. To understand the relationship between motivation with pilgrimage and revisit intentions

HYPOTHESES

H₁: Motivation with natural attraction significantly predicts revisit intentions

H₂: Motivation with cultural heritage significantly predicts revisit intentions

H₃: Motivation with pilgrimage significantly predicts revisit intentions

DATA ANALYSIS

This section attempts to discuss the tools which were used to analyse the data collected from the questionnaire survey. It also deliberates the relevant criteria which could be used for assessing the current study. The concept of revisit intentions connects tourist motivation and tourist satisfaction. The present study aims to examine the inter-relationships between independent (Tourist motivation and Tourist satisfaction) and dependent variable (revisit intentions). As this implies analysis of multiple variables, this thesis will use multivariate analysis techniques. The typology of multivariate techniques can be classified into first-generational and second generational techniques based on the research objective. If the objective of study is primarily exploratory, the first-generation techniques include cluster analysis, exploratory factor analysis and multidimensional scaling. An example of a second-generational technique used for exploration is Partial Least Square-Structural Equation Modeling (PLS-SEM). Researchers using data for confirmation purposes could use a first-generational technique such as logistic regression or a second- generational technique like Covariance-based Structural Equation Modeling (CB-SEM).

Structural Equation Modeling (SEM) is one of the most quickly growing analytic techniques used today. The technique is being progressively used in empirical studies on revisit intentions. SEM does not involve a lone statistical technique but instead refers to a multiple of related procedures including covariance structure analysis, covariance structure modeling or analysis of covariance structures. Numerous aspects of SEM distinguish it from other older multivariate methods. SEM permits analysis of inferential data and estimate the amount of measurement error within the model (Byrne, 2001). A unique feature of SEM is that it measures moderator and mediator relationships concurrently unlike multiple regression techniques. Thus, SEM is a preferred technique for researchers who wish to test multiple hypotheses simultaneously (Kline, 2011; Hair et al., 2013). SEM can be classified into Partial Least Squares- Structural Equation Modeling (PLS-SEM) and Covariance-based Structural Equation Modeling (CB-SEM).

Component Analysis
Table 1 Rotated Component Matrix^a

	Motivation with natural attraction (MNA)	Motivation with cultural heritage (MCH)	Motivation with pilgrimage (MP)	Revisit Intentions
MNA1	.684			
MNA2	.675			
MNA3	.651			
MNA4	.610			
MNA5	.561			

MNA6	.543			
MNA7	.561			
MNA8	.543			
MCH1		.769		
MCH2		.739		
MCH3		.737		
MCH4		.719		
MCH5		.695		
MCH6		.640		
MCH7		.627		
MCH8		.521		
MP1			.758	
MP2			.700	
MP3			.677	
MP4			.613	
MP5			.568	
MP6			.532	
RI1				.520
RI2				.500
RI3				.434
RI4				.430

Table 2: Reliability Analysis

S. No	Construct	Cronbach's Alpha
1	Motivation with natural attraction (MNA)	.957
2	Motivation with cultural heritage (MCH)	.956
3	Motivation with pilgrimage (MP)	.864
4	Revisit Intentions (RI)	.806

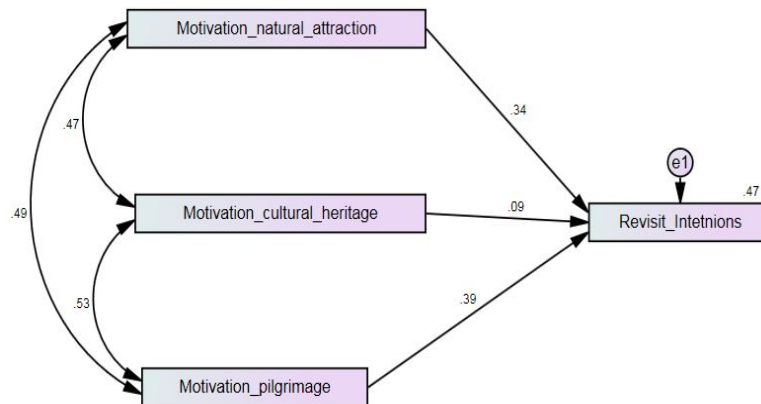
The Table reveals all Cronbach's alpha values are well above the threshold levels. It is emphasized here that it is commonly assumed that items comprising each construct should present loadings above 0.700, but a level above 0.6 might be acceptable for newly developed measures (Roldan and Leal, 2003).

Demographic Characteristic of Sample and Travel Features

Gender	Female: 38.2 %; Male: 61.8%
	>20: 3.4%; 20-30:18.5%; 30-40:30.8%; 40-50:26.5%; 50-60:16.2%; above 60:4.6%
	UG: 22.8%; Graduate: 38.2%; PG: 31.6%; Others: 7.4%
Marital Status	Married: 79.5%; Single: 20.5%
	Employed: 22.8%; Retired: 18.2%; Unemployed: 32.2%; others: 16%
	Hotel: 16. 2%; House Boat: 26.2%; JKTDC Hut: 43.3%; Guest House: 9.3%
	3days: 0.6%; 4days: 30.5%; 5days: 33.9%; 6days: 28%; 7days: 4.6%
Mode of Travel	Air: 68.4%; Road: 31.6%
	Package Tour: 67.5%; Independent: 32.5% Travel
	Individuals: 9.1%; 52.7%; Friends: 38.2%
	Vacation/Leisure: 46.7%; Honey Moon'15.4%; Pilgrimage: 10.8%; Meetings/Conferences: 23.1%; Adventure: 2.8%

Table 2: One sample t-test (Test Value 3)

	N	Mean	Std. Deviation	Std. Error Mean	T	p
Motivation with natural attraction (MNA)	545	4.56	1.08	.78	3.6	.000
Motivation with cultural heritage (MCH)	545	3.78	.89	.56	2.8	.000
Motivation with pilgrimage (MP)	545	3.29	1.1	.71	1.8	.065
Revisit intentions	545	4.22	1.959	.084	8.628	.000

**Structural Modelling Analysis: Structural Model 1
Model 1: Motivation and Revisit Intentions****Table 4: Standardized Regression Weights: (Group number 1 - Default model)**

Dependent Variable		Independent Variables	Estimate	S.E.	C.R.	P
Revisit Intentions	←	Motivation Natural Attraction	.343	.037	9.841	***
Revisit Intentions	←	Motivation Cultural Heritage	.093	.036	2.590	.010
Revisit Intentions	←	Motivation Pilgrimage	.385	.043	10.637	***

The model also shows that all the three independent variables contribute almost 50% towards the revisit intentions. The total contribution shows that model has explained significant variance in the dependent variable and is thus fit to the theory developed in this study. The R-squared is shown in Table 5. In similar other studies destination's attraction was found to be an important factor that emerged as a motivation for tourists visiting a particular destination (Dayour and Adongo, 2015). This observation lends further credence to the centrality of destination's attributes in attracting tourist. Cooper, Fletcher, Fyall, and Wanhill (2008) assert that attractions are the main motivations for travel to various destinations.

Table 5: Squared Multiple Correlations: (Group number 1 - Default model)

Dependent Variable	Estimate
Revisit Intentions	.471

Table 6: Hypotheses Acceptance/Rejection Decision

Hypothesis	Decision	Reason
H1: Motivation with natural attraction significantly predicts revisit intentions	Accepted	P value less than 0.01
H2: Motivation with cultural heritage significantly predicts revisit intentions	Rejected	P value greater than 0.01
H3: Motivation with pilgrimage significantly predicts revisit intentions	Accepted	P value less than .001

CONCLUSION

The study aimed to identify the attractions that motivate domestic tourists to visit Kashmir. The study used structured questionnaire to measure the response from the targeted respondents. Around six hundred respondents were surveyed to collect the responses.

The study used primary data to address the objectives of the study and to test the hypotheses. Population for the study constituted the population who visited the Kashmir during December 2015 and January 2017. The sampling unit was the domestic tourist. The study employed convenience sampling technique for collecting the data. Sample for the study was chosen to be 600 tourists in consultation with academic and industrial experts. Accordingly 600 questionnaires were administered among the respondents visiting the tourist destinations like Gulmarg, Pahalgam, Yusmarg, Doodpathri, Manasbal, and Srinagar. However, a total of 545 domestic tourists (Male-337 and Female-208) were found suitable for the analysis. The respondents sampled comprised a heterogeneous group given their demographics like age, income, qualification length of stay etc.

The present study attempted to examine the inter-relationships between independent (Tourist motivation) and dependent variable (revisit intentions). We also performed Exploratory Factor Analysis (EFA) using principal component analysis with Varimax rotation method. The dimension reduction was carried out on all the three parts of research instrument. The factor analysis helped to explain the variability among observable variables and paved the way for eliminating the items that did not load on the expected component for this sample.

Subsequently we conducted reliability analysis of all the factors obtained in factor analysis. All the Cronbach's alpha values are well above the threshold levels. In line with the objectives and hypotheses of the study and therefore to examine the relative contribution of motivation towards revisit intentions, Multiple Linear Regression using SEM approach was carried out in AMOS v.21. Before running the analysis all the latent variables were converted into composites. As revealed in the results section of the dissertation motivation for pilgrimage is significantly contributing towards revisit intentions with beta of .39 ($p < 0.01$) followed by motivation for natural attraction which has a beta of .34 ($p < 0.05$).

Based on the findings of the present and earlier studies, the basic infrastructure needs to be in place. The concerned agencies need to work out such prerequisites which can be done through benchmarking the famous tourist destinations around the globe. The respective state government through their professional manpower can ensure that the destination attributes like attractions are then properly highlighted through a robust and effective promotional mix which would attract potential

tourists to Kashmir as their preferred destination. Customer satisfaction or customer loyalty would be an outcome of the post visit experiences which would depend on how other stake holders like hoteliers, tour operators, shikarawals, house boat owners and others who are directly or indirectly associated with tourism discharge their obligations. A 360 appraisal needs to be conducted wherein each stakeholder needs to take a pledge that they would serve the potential tourist and therefore would make Kashmir a preferred destination. Further studies are needed to ascertain the influence of each stakeholder towards tourist satisfaction/ tourist loyalty which eventually influences revisit intentions.

7.2 SUGGESTIONS

In light of the findings of the present and various similar studies conducted around the globe the following suggestions are put forth which are expected to go a long way to attract more and more domestic as well as international tourists to visit and revisit Kashmir as their preferred tourist destination.

1. A look at the descriptive statistics presented in demographics details needs a serious thought by the policy makers. As for marital status of the sampled tourists is concerned only 20% tourists were bachelors. Therefore, this low percentage should be viewed as a matter of concern. Why is it so that youth of the country where almost 70% of the total population of the country comprises of youth and this youth has not been attracted/ targeted to visit the world famous destination? In light of this finding we may suggest packages customized for youth including school/college/university students shall be introduced. These customized packages would attract youth towards the study area.
2. The demographic characteristics of the sampled tourists reveal that only 22% of the tourists were employees. It is therefore suggested that both central and state governments should facilitate and encourage government employees to travel to valley. This can be done through leave travel concessions especially for visiting Jammu and Kashmir.
3. Around 70% of the tourists had travelled by air and around 30% had travelled by road. Given the topography of Jammu and Kashmir there are a good number of tourist destinations enroute. Tour packages by Jammu & Kashmir State Road Transport Corporation a public sector undertaking from various state headquarters to Kashmir is expected to encourage tourists to travel by road.
4. The percentage of tourists celebrating honey moon is also low that is just 15%. Similarly people who stayed in hotels were just 16% which indicates a lot needs to be done to attract people towards staying in hotels especially those who travel on their honeymoons.
5. Despite having enormous potential for adventure tourism only 3% of the sampled tourists had travelled for adventure. This percentage raises a serious concern. The policy makers should come up with appropriate strategies.
6. Amongst the attractions that motivate tourist cultural heritage of Kashmir has failed to pull the sampled tourists. Therefore, maintenance of cultural heritage and adequate awareness using multiple mediums can help to attract tourists towards Kashmir.
7. Only 16% of the tourists had preferred hotels and moreover tourists have not been attracted towards the hotel facilities. Hotel owners need to relook at the facilities they are providing in order to provide services as expected by the tourists.
8. Although natural attractions at the destination have been rated high, the policy makers still should consider how to sustain these attractions.

REFERENCES

- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 665-683.
- Anderson, W., Fornell, C., and Lehmann, D. (1994) "Customer satisfaction, market share and profitability: Findings from Sweden," *Journal of Marketing*, vol. 58, pp. 53-66.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British journal of social psychology*, 40(4), 471-499.

- Awadzi, W., & Panda, D. (2007). Relationship Marketing in the tourism Industry: towards an integrated model for research. *Cosortium Journal of Hospitality and Tourism*, 12(1), 47-56
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Bigne, J. E., Sanchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103-115
- Bogari, N. B., Crowther, G., & Marr, N. (2004). Motivation for domestic tourism: A case study of the Kingdom of Saudi Arabia. *Consumer Psychology of Tourism, Hospitality and Leisure*, 3, 51-63.
- Bowen, D., & Clarke, J. (2002). Reflections on tourist satisfaction research: Past, present and future.
- Blut, M, Evanschitzky, H, Vogel, V, & Ahlert, D 2007, „Switching barriers in the fourstage loyalty model“, *Advances in Consumer Research*, 34, 726-734
- Bramwell, B. (1998). User satisfaction and product development in urban tourism. *Tourism management*, 19(1), 35-47.
- Chen, C. C., Greene, P. G., & Crick, A. 1998. Does entrepreneurial self-efficacy distinguish entrepreneurs from managers? *Journal of Business Venturing*, 13: 295-316.
- Chen, J. S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79-85.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism management*, 28(4), 1115-1122.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism management*, 29(4), 624-636.
- Choi, J. G., Tkachenko, T., & Sil, S. (2011). On the destination image of Korea by Russian tourists. *Tourism Management*, 32(1), 193-194.
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of tourism research*, 6(1), 18-35.
- Cole, S. T., & Illum, S. F. (2006). Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioral intentions. *Journal of Vacation Marketing*, 12(2), 160-173.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and practice*, 4th edn. Harlow: Pearson Education Limited, P, 5.
- Crompton, J.L. (1979) 'Motivation for Pleasure Vacation', *Annals of Tourism Research* 6(4): 408-24
- Dann, G. M. (1977). Anomie, ego-enhancement and tourism. *Annals of tourism research*, 4(4), 184-194.
- Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of tourism research*, 8(2), 187-219
- Dantu, R. (2009). *Inferring Social and Internal Context Using a Mobile Phone* (Doctoral dissertation, University of North Texas).
- Dayour, F., & Adongo, C. A. (2015). Why they go there: International tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, 4(1), 7-17.
- Do Valle, P. O., Silva, J. A., Mendes, J., & Guerreiro, M. (2006). Tourist satisfaction and destination loyalty intention: a structural and categorical analysis. *International Journal of Business Science & Applied Management (IJBSAM)*, 1(1), 25-44.
- del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of tourism research*, 35(2), 551-573.
- Fodness, D. (1994). Measuring tourist motivation. *Annals of tourism research*, 21(3), 555-581.
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of tourism research*, 9(2), 256-262.
- Gaskin, J., & Lynch, S. M. March (2003). *Data Screening*, *Gaskination Stat Wiki* [Http://Statwiki.Kolobkreations.com](http://Statwiki.Kolobkreations.com)
- Gray, H. P. (1970). *International tourism: International trade*. Lexington MA: Heath Lexington Books.
- Harrill, R., & Potts, T. D. (2002). Social psychological theories of tourist motivation: Exploration, debate, and transition. *Tourism Analysis*, 7(2), 105-114.

- Hilde Kristin Steen (2016), Determinants of revisit intentions: The main determinants of revisit intentions to Norwegian skiing resorts. Master's Thesis, University of Agder,
- Hutchinson, J., Lai, F., & Wang, Y. (2009). Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers. *Tourism management*, 30(2), 298-308.
- Jamal, T., & Lee, J. H. (2003). Integrating micro and macro approaches to tourist motivations: Toward an interdisciplinary theory. *Tourism Analysis*, 8(1), 47-59.
- Jang, S. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism management*, 28(2), 580-590.
- Johns, N. (1999). What is this thing called service?. *European Journal of marketing*, 33(9/10), 958-974
- Kodithuwakku, D. S. (2018) Examine The Role Of Motivational Factors In Predicting International Tourists' Overall Satisfaction And Revisit Intention: Special Reference To Galle Tourism Zone. *International Journal of Advanced Engineering and Management Research*. 3(2)
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807
- Kozak M. & Rimmington M. (2000). Tourist satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination. *Journal of Travel Research*, 38 (3), 260-269
- Krueger, N.J. and Carsrud, A. (1993). Entrepreneurial intentions: applying the theory of planned behaviour", *Entrepreneurship and Regional Development*, 5, 315-330.
- Manhas, P. S. (2013). Ramjit. 2013. Customer Experience and Its Relative Influence on Satisfaction and Behavioural Intention in Hospitality and Tourism Industry. *South Asian Journal of Tourism and Heritage*, 6(1), 53-68.
- McCabe, S. (2002). The tourist experience and everyday life. The tourist as a metaphor of the social world, 61-75.
- Mendes, J., Do Valle, P. O., & Guerreiro, M. (2011). Destination image and events: A structural model for the Algarve case. *Journal of Hospitality Marketing & Management*, 20(3-4), 366-384.
- Meng, F., & Uysal, M. (2008). Effects of gender differences on perceptions of destination attributes, motivations, and travel values: An examination of a nature-based resort destination. *Journal of Sustainable Tourism*, 16(4), 445-466.
- Meng, S. M., Liang, G. S., & Yang, S. H. (2011). The relationships of cruise image, perceived value, satisfaction, and post-purchase behavioral intention on Taiwanese tourists. *African Journal of Business Management*, 5(1), 19-29.
- Mohsin, A., & Ryan, C. (2003). Backpackers in the Northern Territory of Australia—motives, behaviours and satisfactions. *International Journal of Tourism Research*, 5(2), 113-131.
- Oliver, S. (1997). A model for the future of electronic commerce. *Information Management & Computer Security*, 5(5), 166-169.
- Oliver, R. L. (2010.) Satisfaction: A behavioral perspective on the consumer (2nd ed.). Armonk, NY: M.E. Sharp
- Oppermann M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39 (1), 78- 84
- Pan, S., & Ryan, C. (2007). Mountain areas and visitor usage—motivations and determinants of satisfaction: The case of Pirongia Forest Park, New Zealand. *Journal of Sustainable Tourism*, 15(3), 288-308.
- Park, D. B., & Yoon, Y. S. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism management*, 30(1), 99-108.
- Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of travel research*, 43(3), 226-237.
- Pearce, P. L. (2011). *Tourist behaviour and the contemporary world* (Vol. 51). Channel view publications.
- Petrick J.F., Morais D.D., & Norman W.C. (2001). An Examination of the Determinants of entertainment Vacationers' intentions to revisit. *Journal of travel research*, 40 (1), 41-48.
- Pizam, A., Neumann, Y., & Reichel, A. (1979). Tourist satisfaction: Uses and misuses. *Annals of Tourism research*, 6(2), 195-197.

- Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung-Indonesia. *International Journal of Innovation, Management and Technology*, 5(1), 19.
- Prayag, G. (2009). Tourists' evaluations of destination image, satisfaction, and future behavioral intentions—the case of mauritius. *Journal of Travel & Tourism Marketing*, 26(8), 836-853.
- Pritchard, M. P., & Howard, D. R. (1997). The loyal traveller: Examining a typology of service patronage. *Journal of travel research*, 35(4), 2-10.
- Richards, G. (2002) 'Tourism Attraction System: Exploring Cultural Behavior', *Annals of Tourism Research* 29(4): 1048-64
- Roldán, J. L., & Leal, A. (2003). A Validation Test of an Adaptation of the DeLone and McLean's Model in the Spanish EIS Field. In *Critical reflections on information systems: A systemic approach* (pp. 66-84). IGI Global.
- Ryan, C., & Glendon, I. (1998). Application of leisure motivation scale to tourism. *Annals of Tourism Research*, 25(1), 169-184.
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist satisfaction and repeat visitation; toward a new comprehensive model. *International Journal of Human and Social Sciences*, 6(1), 38-45.
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist satisfaction and repeat visitation; toward a new comprehensive model. *International Journal of Human and Social Sciences*, 6(1), 38-45.
- Santouridis, I., & Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *The TQM Journal*, 22(3), 330-343.
- Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure research*, 34(1), 1-24.
- Tran, X., & Ralston, L. (2006). Tourist preferences influence of unconscious needs. *Annals of Tourism Research*, 33(2), 424-441.
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of tourism research*, 33(4), 1141-1158.
- Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of hospitality and tourism*, 21, 798-810.
- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of consumer research*, 18(1), 84-91.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.
- Yuan, J., & Jang, S. (2008). The effects of quality and satisfaction on awareness and behavioral intentions: Exploring the role of a wine festival. *Journal of Travel Research*, 46(3), 279-288.
- Zhao, H., Seibert, S. & Hills, G. 2005. The mediating role of self-efficacy in the development of entrepreneurial intentions. *Journal of Applied Psychology*, 90(6): 1265-1272