# AN ANALYSIS OF THE IMAGE OF GOA AS A TOURIST DESTINATION FROM THE TOURISTS' PERCEPTION

A Thesis submitted to Goa University for the award of the Degree of

## DOCTOR OF PHILOSOPHY

### in

## COMMERCE

by

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Research Guide

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**April, 2018**

# DEDICATION

To my parents, Shashikant Karmali and Mira Karmali,

who have always supported and encouraged me towards achieving excellence in my academic pursuits.

To my brother, Aditya Karmali;

who has been an inspiration to me and someone I have always looked up to.

To my wife, Pooja,

for constantly motivating and supporting me.

To my daughter, Anaaya,

for whom I seek to be a role model for lifelong learning.

# DECLARATION

I, Mr. Abhishek Shashikant Karmali, do hereby declare that this dissertation entitled

"An Analysis of the Image of Goa as a Tourist Destination from the Tourists' Perception"

is a record of original research work done

by me under the supervision of Prof. B. Ramesh, Department of

Commerce, Goa University.

I also declare that this dissertation or any part thereof has not been previously

submitted by me for the award of any Degree, Diploma, Title or Recognition.


Mr. Abhishek Karmali


Place: Goa University

Date: 24/04/18

April, 2018

# CERTIFICATE

This is to certify that the Ph.D. thesis titled;

"An Analysis of the Image of Goa as a Tourist Destination from the Tourists' Perception"

is a record of original research work carried

out by Mr. Abhishek Shashikant Karmali under my guidance, at the

Department of Commerce, Goa University.

This dissertation or any part thereof has not previously formed the

basis for the award of any Degree, Diploma, Fellowship or similar

other titles.

Prof. B. Ramesh

Supervisor

Place: Goa University

Date: 24/04/2018

April, 2018

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**An Analysis of the Image of Goa as a Tourist Destination from the Tourists' Perception.**

**By: Abhishek Shashikant Karmali**

**Supervisor: Prof. B. Ramesh, Professor in Commerce, Goa University**

<u>**ABSTRACT**</u>

Compton (1979), described destination image as people's belief, idea or impression about a place. There have been several studies conducted on destination image by various researchers and it has been proven that destination image of a place as perceived by the tourists plays a major role in influencing tourist choices on the places they want to and will visit. Goa, is one of the smallest states in India and it is one of the top tourism hotspots in the country. The objective of this thesis was to analyze the destination image of Goa from the tourists' perception. This research was conducted in two parts. The first part focuses on an analyzing the image of Goa as a tourist destination from the tourists' perception. And the 2$^{nd}$ part focuses on analyzing the projected image of Goa as perceived by its tourism marketers. To achieve this, a survey was conducted on the domestic and foreign tourists in the first part and a similar survey was conducted with the tourism marketers of Goa (Goa Tourism Department, Goa Travel Development Corporation and Travel Agencies) in the 2$^{nd}$ part. Based on the secondary research and a pilot research, 33 determinants/attributes which define the destination image of Goa were identified. A structured questionnaire was administered to the tourists asking them to rate these 33 identified destination image attributes of Goa with the help of a Likert scale of 1 to 5. The tourists rated the identified attributes of Goa's destination image in terms of the extent of positive or negative image they perceive about each of them. The same scale was used to rate these 33 attributes in terms of the importance given to them by the tourism marketers in projecting the image of Goa to their target market in their

promotions. The domestic and foreign tourists were administered the questionnaire separately. A total of 1043 tourist participated in the survey, out of which 609 were domestic tourists and 434 were foreign tourists. As far as the tourism marketers were concerned, a total of 61 respondents participated in the survey.

Analysis of the data revealed that:

The destination image of Goa from the perception of foreign tourists, is synonymous with a low-cost holiday destination with beautiful beaches, scenery, warm climate and a buzzing night life. But the foreign tourists also carry the baggage of negative image of Goa, which is of a destination with poor standards of cleanliness, a place which is over crowded with poor infrastructure and transport. For the domestic tourists visiting the state, the destination image of Goa from their perception, is synonymous with as a state with a unique history, with beautiful beaches and a buzzing nightlife. Besides this, the domestic tourists also strongly identify Goa, with its unique coastal cuisine, as a travel destination which is easily accessible and offering a wide variety of quality accommodation facilities. The domestic tourists don't perceive any major negatives of Goa's image.

**KEY WORDS**

Tourism, Goa, Destination Image, Domestic Tourists, Foreign Tourists, Tourism Marketers

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## 1.1 <u>INTRODUCTION</u>

Tourism, in the new millennium has emerged as one of the major contributors to the economy of the world. In 2016, the number of international tourist arrivals (inbound) touched 1,235 million. This is based on the data shared by World Tourism Organization (UNWTO, 2017). This is an increase of 3.9% over the number of international tourist arrivals in 2015. Following the world financial crisis of 2009, this has been the $7^{th}$ consecutive year of growth of international tourism. The outlook for international tourism in 2017 is positive, with growth for out bound tourism pegged between 4% and 5%.  According to IPK International the global outbound travel market turnover in terms of revenue for the year 2016 will top the $2 trillion mark for the first time, which would be a growth of 7 – 8 % over 2015.

Asia is emerging as a key driver of international tourism growth with China leading the way. Asia has in fact registered a strong double-digit growth of 11% with China growing at 18% year over year.  However, despite this robust outlook there are areas of concern for Global tourism. People are wary of travelling to places they perceive to be unsafe. Especially when it comes to places which have been affected by terrorism and internal conflict.

Tourism has become a very lucrative business for various countries and places and there is intense competition among the various destinations trying to attract tourists. Every place tries to gain traction by building a unique image which would appeal to travelers. France, for example, which is the top travel destination, has built its image around the unique medieval architectural wonders of Central Paris, the picturesque country side and the French Riviera. Tourists, world over visit France to catch a glimpse of the Eiffel tower and soak themselves in what they describe as the romantic feel of the country. France for an average traveler is the

most romantic destination in the world. This is what a strong image of the destination perceived positively by potential tourists can do to the tourism business. Like France every country/place which is popular with the tourists has a very strong image it conveys to travelers which contributes to its success as a popular tourist destination.

Tourism marketers must focus on assessing the brand image of the destination they market. Brand image in relation to tourist destination is referred to as destination image. Destination image is a very important factor which influences tourist choices on the places they want to and will visit. Marketers of tourism require to undertake a thorough analysis of the tourists perceived destination image of the place they market through their promotions, because it is basically this image that will influence the tourist choice on the destination they would want to visit.

## 1.2 <u>BACKGROUND AND SIGNIFICANCE OF RESEARCH:</u>

Destination image is one of the most important concepts in tourism marketing literature and contemporary tourism studies. It is defined as the perception of tourists about a destination (Hunt, 1975, Nadeau et al., 2008). Compton (1979), described destination image as people's belief, idea or impression about a place. Reynolds (1965), has defined destination image as the formation of a mental construct based on several impressions which are selected from a large amount of information he is exposed to.  Most of the definitions of destination image are similar, however this study is more specifically based on the Compton's definition, which states that destination image is the sum of beliefs, attitudes and impressions that individuals hold towards a tourist destination or aspects of destination. Past research in tourism marketing

has already proven that destination image is one of the most crucial factors which a potential tourist would be influenced by, when choosing a place, he or she would travel to. Normally, travelers have several choices of travel destinations when they consider the options of where to go for a holiday. A choice set will normally consist of 2-5 destinations (Page, 2003). The travel decision, as in where a tourist would want to visit is based on several criteria. One of the important criteria in the decision-making is, destination image, (Page, 2003). A traveler is exposed to a large amount of information, in form of, travel catalogues, advertisements on television, newspapers, magazines and movies, opinions shared by travel agents, friends and family. In today's times various online travel portals, influential travel blogs and social media also play a key role in providing information about various travel destinations. All this information a person is exposed to creates a perceived image about a destination even if he has never travelled to the place. Besides this information, when a person travels to a destination, he will develop his own perception about the place which can either match with his existing image about the place or may end up being a total mismatch with his existing image. This in turn could lead to modification of his perceived image about the place which he carried with him in his mind prior to the visit. Gunn (1988), explained the formation of destination image in form of a 7-step model.

1. Accumulate various images of travel experiences 2. Exposure to more information which further modifies the existing perception about the place 3. Finalize a vacation to a travel destination 4. Visit the destination 5. Explore and experience the destination 6. Return home 7. Destination image gets either confirmed to the earlier held image or changes based on the travel experience.

Based on this model it should be noted that destination image is formed basically in 3 out of the 7 steps, step one, step two and step seven. Secondary sources of information play the most vital role in the first two steps whereas step seven involves destination image formation based on the travelers own firsthand experience. The travelers own firsthand experience is, what will create a more long-lasting image of the place he visits, an image which will either confirm to earlier image he held about the place or will change if there is a mismatch between what image he carried earlier against the actual experience at the place.

According to Gunn (1988), the destination image formed in step one is an organic image. What he means by an organic image is basically an image which is formed when an individual is exposed to non-commercial sources of information, basically information which is not a paid advertisement, information emanating from various broadcasting media, print media and internet, books describing places, movies which are shot in certain location and also which tell stories from certain places portray a particular image about a place. Besides this family/friends and formal education also leave lasting impact on people's perception of various places. Gunn (1988), says that in the second step the travelers image of a destination is shaped by more commercial sources of information. This where travel catalogues, travel agencies, advertisements and advertorials of various destinations will further modify the organic image held by the traveler in step 1. This modified image is called the induced image.

In step 7, which is the last step of the model put up by Gunn, the actual experience of visiting the place modifies the organic and the induced image of the destination which the traveler carries with him. This image will be more realistic and will be more long lasting which in turn will affect the overall travel experience of the traveler and will also influence the decisions to revisit the destination in the future.

## 1.3 <u>SCOPE FOR RESEARCH</u>

Goa has rapidly gained worldwide recognition as a tourist hot spot and has the distinction of being the most sought-after travel destination, having ranked among the top ten in the millennium year by BBC. This gave a huge boost for tourism in Goa and the initial few years, post 2000 saw double digit growth in tourist inflow into the state. But after this initial spurt, from 2004 onwards the growth slowed down substantially towards the end of the last decade with a couple of years in fact registering negative growth rates in tourist numbers. The tourist inflow over the last few years has spiked up again because of an exponential growth of domestic tourist inflow. The foreign tourist inflow however has remained stagnant or has shown marginal growth during this period.

According to the tourism officials, the slowdown in the early part of the decade can be attributed to several factors like, global economic meltdown and the negative publicity garnered by Goa pertaining to issues like, safety of tourists. Goa, has gained worldwide recognition for its beautiful beaches and over the last several decades the tourism industry in Goa has been built around these beautiful beaches. However, in recent times, this coastline which has brought Goa, fame and money has been struggling to keep up with the demands of the ever-increasing number of tourists. Some of the most famous beaches in Goa are struggling to provide adequate infrastructure (poor roads, garbage management, toilets etc.) and are also earning a bad reputation for, prostitution and easy availability of drugs. Over the years, Goa has also emerged as a major party destination in India. It is one of the few places in India where Casinos are legal. While, tourism in Goa is doing extremely well, with the year 2016 in fact, bringing in more than sixty lakh tourists to the state which is because of several years of double digit growth in tourist inflow. But these numbers don't tell the entire story.

Out of the sixty lakh tourists, only about 10% account for foreign tourists. Foreign tourist arrivals have not kept pace with the growth of domestic tourists. Even, with respect to domestic tourists, there has been an apprehension expressed by some of tourism stakeholders about the quality of these tourists who contribute very little to the local economy. For Goa to attract higher spending tourists, it is important to study the current destination image of Goa from the tourists' perspective. And till date, there has been no formal study undertaken to study the image of Goa as a leisure tourist destination from the tourists' perception.

Studying the perception of tourists towards Goa as a leisure destination would provide insight to tourism marketers (GTDC and Goa Tourism Department) in projecting the right image of Goa through its promotions.

Such a study is more important to Goa where, on one hand the government of Goa is spending crores of Rupees in promoting Goa on different platforms and on the other hand, various negative factors like poor tourism infrastructure and issues with safety of tourists, are giving it negative publicity. Also, with the government of Goa, talking about exploring the opportunity for, Hinterland tourism, it will be interesting to study how it has impacted the general popular perception of Goa to be primarily a destination of Sun, Sand and Sea.

## 1.4 RESEARCH PROBLEM AND RESEARCH OBJECTIVES

### 1.4.1 Research Problems:

1) What are the determinants which define the destination image of Goa?

2) What is the destination image of Goa as perceived by the foreign and domestic tourists who visit Goa?

3) What is the projected image of Goa (controlled) by tourism marketers in Goa?

4) What is the gap if any between how Goa's image is perceived by tourists and the way it is projected by the tourism marketers?

Based on the research questions, the following objectives have been framed:

**1.4.2 Research Objectives:**

1. **<u>Objective I:</u> Identify the determinants of Destination Image.**

   The determinants of destination image will be identified by reviewing literature of various researchers in the field of destination image studies. The identified determinants of destination image, will then be tested for their relevance to a destination image study specific to Goa.

2. **<u>Objective II:</u> Measure the tourists' perceived image of Goa on different attributes identified.**

   The study on the destination image of Goa as perceived by the tourists, is going to be divided into two parts. In the first part, the study is going to focus on the destination image of Goa from the domestic tourists' perception and in the second part the study is going to focus on the destination image of Goa from the perception of foreign tourists.

3. **Objective III:** **To measure the projected image of Goa as perceived by tourism Marketers.**

   The tourism marketers of Goa have their own perception of what is the destination image of Goa which the tourists buy into. They tend to focus on certain destination image attributes while projecting the image of Goa in their promotions and communications strategy, targeted towards potential domestic and foreign tourists. This objective will study the destination image attributes which the tourism marketers give more importance to and the impact it has on the projected image of Goa.

4. **Objective IV:** **To study the gap between the tourists' perceived image of Goa and the projected image of Goa as perceived by Tourism Marketers.**

   Based on the findings of the second objective on how the tourists rate the various identified destination image attributes of Goa which influence their overall perceived image of Goa and the findings of the third objective which identifies the importance tourism marketers of Goa give to various identified destination image attributes of Goa in projecting the image of Goa to potential tourists, a gap between these can be identified.

## 1.5 RESEARCH PLAN

The investigation of gap between the projected and perceived image will be processed in four steps as follows:

Step 1: Identifying the determinants/attributes of Destination image.

Step 2: Exploring the perceived image of Goa.

Step 3: Exploring the projected image of Goa.

Step 4: Analysis of Gap between projected image by the tourism marketers and perceived image by tourists.

## 1.6 <u>ORGANIZATION OF CHAPTERS</u>

The thesis is structured into nine chapters.

Chapter 1 is the introduction to the thesis which focuses on the relevance of the study and the research problem. The chapter lays the basic theoretical framework around which the research is based. The research objectives and the research design has also been described briefly.

Chapter 2 discusses the tourism industry in terms of its history and growth across the world. The chapter also looks at tourism with respect to its evolution in India and more specifically with respect to Goa.

Chapter 3 focuses on the literature review of various quality research papers and Ph.D. thesis in the field of tourism and destination image which have been published in various reputed journals. Fundamental theoretical concepts related to, brand image, destination image, image formation process, the role of destination image in the travel decision making process of a tourist and various approaches to measure destination image are explored.

Chapter 4 details out the research methodology for collection of data and the analysis of the collected data. The questionnaire design, the sampling techniques, the process of data collection and the tools used to analyze the data are explained in detail. The use of SPSS software in the analysis of data using, principal component factor analysis, multiple linear regression and descriptive statistics is also explained in this chapter.

Chapter 5 presents the finding with respect to the first objective, i.e. to identify the determinants of destination image. This is based on the secondary research of literature review and the pilot research undertaken to identify the destination image attributes which are relevant to Goa.

Chapter 6 presents the findings and analysis with respect to my second objective of the thesis, which is to measure the destination image of Goa from the tourists' perception. The major research tools used are principal component factor analysis, multiple linear regression and descriptive statistics for the analysis of data.

Chapter 7 presents the findings and analysis with respect to my third objective, i.e. to find out the projected image of Goa from the tourism marketers perception. Data on the survey conducted on Goa's tourism marketers with respect to Goa's projected image is analyzed with the use of various statistical tools. The major tools used are the multiple linear regression and the descriptive statistics.

Chapter 8 presents the findings and analysis with respect to my forth objective, i.e. to identify the gap between perceived image of Goa from the tourists' perception and the projected image of Goa from the tourism marketers' perception.

Chapter 9 is the concluding chapter which discusses the suggestions and conclusion pertaining to the thesis. The chapter also suggests possible research scope for future research to be undertaken on this topic and suggestions directed to the tourism marketers in Goa to develop a more effective communication strategy to focus on the right aspects of Goa to create a favorable image of Goa among the tourists.

# CHAPTER – 2

# HISTORY AND GROWTH OF TOURISM

## 2.1 EVOLUTION AND GROWTH OF TOURISM IN THE WORLD

The tourism business is estimated to be more than 2,000 years old. It all started with the wealthy citizens of ancient Rome, deciding, they would spend the summers away from the city, undertaking trips to the countryside and starting to travel to the coast.

A tourism industry soon started evolving to serve the need of the Romans for travel and accommodation, and it thrived during this period. But with the end of the Roman empire the tourism industry which thrived during this era also died. For several hundred years the uncertain economic, social and military situation in Europe made frequent, safe travel close to impossible.

During the medieval era, however, tourism again started gaining importance because of a growing interest in pilgrimages. During this period the organizer's started arranging the itineraries and places to eat and sleep for the tourists. And from records such as Chaucer's Canterbury Tales, it's evident that many pilgrims were keen to relax and enjoy themselves as well as visit a holy shrine.

But it was two other factors several hundred years later in the eighteenth century that encouraged the start of more widespread and regular tourism: health and culture. Those who could afford to pay began to visit the spas and seaside villages of eighteenth century Europe to benefit from the virgin spring waters and fresh air. The popularity of educational holidays to countries such as Italy with the intention of learning paintings, sculptures and architecture too became popular during this era. When industrial revolution started, it led to a creation of middle class population with disposable incomes. This middle class with ability to spend created a demand for leisure tourism. This demand for travel led to enterprising entrepreneurs

who started investing in creation of tourism infrastructure like hotels, better roads and transport. This was start of tourism as an international industry which today is a multibillion dollar industry. The tourism industry which gained in popularity in the 19th century couldn't really generate the volumes because it was expensive and catered to a limited few wealthy people. But things started changing post 1960, where middle classes started travelling which led to a spurt in the tourism industry. The bigger volumes led to a reduction in cost of travelling which allowed more and more people to enjoy leisure holidays and to visit various destinations. Mass tourism slowly led to better infrastructure for tourists and more facilities. Resort style hotels, theme parks etc. started mushrooming in various countries popular with the tourists.

By 2006, countries like France, USA and Spain which are among the most visited tourist destinations saw their combined tourism income grow to a total of $179.7 billion. A total of 188.7 million visitors were responsible for such a large income growth. The other countries started recognizing the potential of tourism because of the vast potential it offered and started opening for tourists, with better promotions and also reducing the difficulties for tourists to visit their countries.

The biggest fallout for this huge spurt in tourism growth has been the environment. The tourism industry is one of the major contributors to pollution and greenhouse gases. Besides environmental concerns, terrorism has also hit the industry especially post the 9/11 attacks in the USA in the year 2001. Post these attacks, the middle east has been in a constant state of unrest and to a considerable extent this has spread in form of terror attacks in Europe which is one of the most popular regions for tourists in the world. However, the industry is still upbeat and will continue to grow despite this pessimism. The tourism industry which has grown at a

very fast pace over the last one decade may see a slowdown and the high growth rate may be a thing of the past. Tourism growth worldwide is likely to be more subdued over the next decade. The tourism industry along with the travel industry as of 2016 was worth more than 7.6 trillion U.S dollars. The tourism ancillary services like the hotels, transport, entertainment and activities is estimated to be about 2.3 trillion US. Dollars. Besides the known popular tourist destinations like USA, Italy, Spain and France, other destinations like China are also emerging on the tourism map and gaining from its positive economic impact.

Over the last decade tourism, the world over has grown substantially with international arrivals of tourists growing from 528 million in 2005 to 1.19 billion in 2015. And this figure is set to cross 2 billion by 2035. Europe by far is the most popular destination for tourists followed by the Asia Pacific region. The income generated through tourism at an international level, all countries put together was approximately 1.26 trillion U.S. dollars in 2015. This has doubled from what it was in 2005. In terms of budgeting for international tourism expenses, based on the available data, as of 2015, China has the maximum allocation followed by USA and Germany. In terms of cities Dubai lead the race in international tourist spending with a total of $ 31.3 billion spent in the year 2016 by such tourists. (Refer: Figure: 2.1 and Figure:2.2).

**Figure: 2.1**

**Number of international tourist arrivals worldwide**

International tourist arrivals in Millions

*(Source: www.statista.com)*

**Figure: 2.2**

**Contribution of travel and tourism to the world economy (2006-2016) in trillion U.S.D**
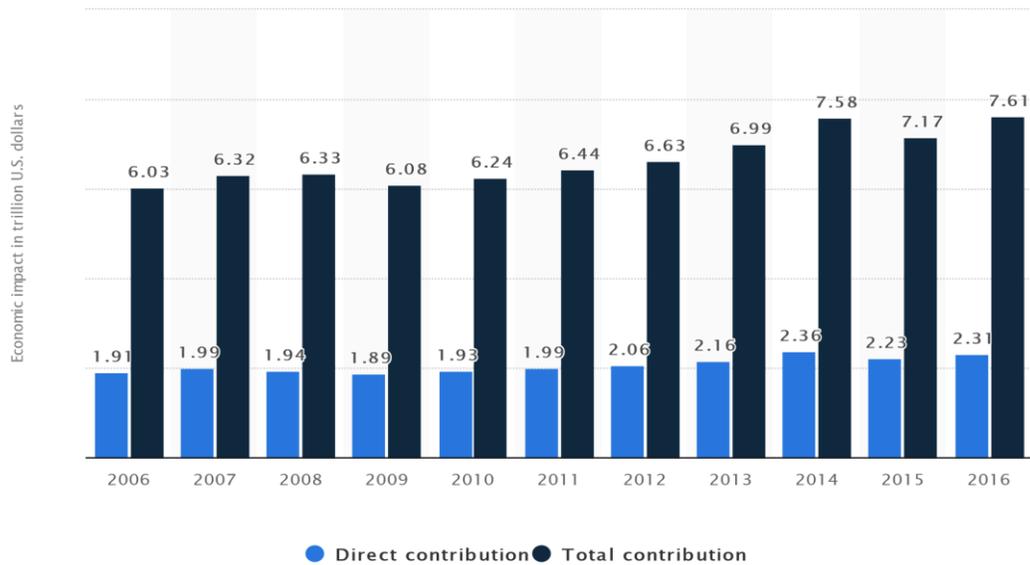


*(Source: www.statista.com)*

## 2.2 EVOLUTION AND GROWTH OF TOURISM IN INDIA

70 years back when India became independent there was a fair amount of tourism activity, however there was no formal tourism industry. In fact, even after independence, tourism did not figure in the constitution of India except for a few mentions. This showed the total lack of foresight of the law makers at that time in giving recognition and priority to tourism as an industry. This reflected in the fact that zero funds were allocated for the development of tourism in the country during the 1$^{st}$ five-year plan.  A very miniscule amount of Rs.3.36 crores was allocated for tourism for the center as well as the state during the 2$^{nd}$ five-year plan (1956-61). Even though it was a small allocation, the positive aspect was that, finally tourism was recognized by the law makers by making it a part of the 5-year plan. By the time of the 3$^{rd}$ 5-year plan, Kashmir had already emerged as one of the top tourist destinations in India and it was made more popular by Bollywood movies shot at scenic locations there. This made the law makers take notice of the potential for tourism in India and the 3$^{rd}$ five-year plan reflected in the allocation made for the promotion of tourism. Funds were allocated for developing infrastructure related to adventure tourism especially in Kashmir. In 1966, the India Tourism Development Corporation (ITDC) was started to overlook the development of infrastructure related to tourism and also to promote India as a destination for tourism especially at an international level. The Fourth and Fifth Plan focused on expanding and improving the existing tourist infrastructure. The focus was on promoting destination tourism which led to the development of tourist hubs like Goa, Shimla, Gulmarg, Kullu-Manali etc. This was the start of resort tourism in India. There was also a focus on Cultural Tourism which was visible with development of Buddhist Centers and heritage monuments in India.

The 6$^{th}$ five-plan (1980-85) was the most significant for Indian tourism where in for the first time, a 'Tourism Policy' was announced which clearly outlined the development objectives

for the growth of tourism in India. By the time of the 7th 5-year plan (1985-90), tourism had already emerged as a major sector generating employment and revenue. This led to the sector being accorded the status of an industry. This was the turning point in the history of tourism in India. In the year 1986 the government of India established the National Committee to access the social and economic impact of tourism in India. This was also done with the intention to plan for tourism growth for the long run. Keeping tourism, a priority the government also set up the Tourism Finance Corporation to finance projects related to tourism. Special packages and incentives were offered to tourist centered projects proposed by the tourism industry. Keeping up with this momentum, for the 8th 5-year plan (1992-97), the government laid emphasis on attaining diversification of tourism by focusing on building tourism infrastructure and called for a better strategic approach to promoting India as a tourism destination internationally. The plan wanted to accelerate growth in tourism during this period by developing special tourism areas by providing special incentives for the chosen areas. A special task force was created for more effective promotions of tourism and implementation of tourism related projects in Jammu & Kashmir, West Bengal, Uttar Pradesh, Goa and the North East states. In the 9th 5-year plan, expert house status was given to tourism units. This was to promote and maximize employment and foreign exchange generation through tourism related activities. There was also a realization by then about the need to conserve the environment and to minimize the damage on the environment caused by tourism. The government sought more synergy between the general public and the private corporations to achieve this.

In the new millennium, tourism in India grew at a fast pace and is today widely recognized as a vital industry economically. Based on the figures published by the World Travel & Tourism

Council, tourism in India for the year 2016, generated Rs.14.02 lakh crores in terms of income, which is equal to 220 billion U.S dollars. This translates into a GDP contribution of 9.6% to India's total GDP for the year. This also roughly translates into 40.343 million tourism related jobs which is, 9.3% of India's total employment. By the year 2027 the tourism sector is expected to generate an income of Rs.28.49 lakh crores at an annual growth rate 6.8%. This would translate into the tourism revenue contributing close to 10% of India's total GDP. India has also emerged as one of the most popular destinations for medical tourism because of its relatively cheaper cost of healthcare. In fact, India's medical tourism was estimated to be worth U.S dollars 3 billion in 2016. By 2020, it is estimated to grow to about 7-8 billion U.S dollars. The number of foreign tourist arrivals in India were estimated to be 88.90 lakhs in the year 2016. This was on account of strong growth of 10.7% over the arrivals in 2015. Domestic tourism has in fact grown at a much faster pace. Domestic tourists in the year 2012, were estimated to be 1036.35 million, travelling to the different states and union territories within India (Refer: Table: 2.3). In the year 2015, the Indian cities of Delhi, Mumbai, Chennai, Agra and Jaipur have been the rated as the 5 most popular cities of India by foreign tourists visiting the country. In terms of world rankings, Delhi, Mumbai, Chennai, Agra, Jaipur and Kolkata were ranked at 28, 30, 43, 45, 52 and 90 respectively in terms of foreign tourist arrivals.

India has been ranked 40th by the Travel & Tourism Competitiveness Report 2017 out of 136 countries. The report ranks India 32nd for the quality of air transport, 10th for its price competitiveness, 29th for the ground transport and 9th for its cultural and natural resources. However, India ranks poorly for the number of hotel rooms per capita and a low ATM penetration. Even though India has shown tremendous progress achieving a ranking of 16th in

the world for its total receipts through tourism there are some major infrastructure road blocks in achieving its full potential.

The tourism ministry has been making great efforts in attracting different segments of tourists by promoting, beach, hinterland, religious, cruise, eco-tourism and medical tourism. The, 'Incredible India', campaign and the, 'Athiti Devo Bhava', campaign have been a major success in drawing millions of international tourists to India (Refer: Table:2.1). The popular perception has been the association of India with spiritualism.

In 2016, out of 184 countries, India was ranked 3rd in terms of contribution of travel & tourism to GDP. In terms of foreign exchange earnings, the travel and tourism industry are the 3rd largest contributor to India. The tourism and the travel industry are responsible for 9.3% of total employment generated in 2016 and is estimated to grow to 46.42 million by 2026. Refer: (Table:2.2)

In order to boost FDI investment in the tourism sector in India, the government has allowed 100% Foreign Direct investment in the hotel and tourism sector through the automatic route. Besides this a tax holiday has been offered to all 2,3 and 4-star hotels located around UNESCO world heritage sites. For the 13th 5-year plan, the investment in tourism sector is likely to be increased to U.S dollars 12.4 billion.

**Table: 2.1**

**Year Wise Foreign Tourist Arrivals in India**

| Year | Number (millions) | % change | | Year | Number (millions) | % change |
|---|---|---|---|---|---|---|
| 1997 | 2.37 | 3.8 | | 2007 | 5.08 | 14.3 |
| 1998 | 2.36 | -0.7 | | 2008 | 5.28 | 4 |
| 1999 | 2.48 | 5.2 | | 2009 | 5.17 | -2.2 |
| 2000 | 2.65 | 6.7 | | 2010 | 5.78 | 11.8 |
| 2001 | 2.54 | -4.2 | | 2011 | 6.31 | 9.2 |
| 2002 | 2.38 | -6 | | 2012 | 6.58 | 4.3 |
| 2003 | 2.73 | 14.3 | | 2013 | 6.97 | 5.9 |
| 2004 | 3.46 | 26.8 | | 2014 | 7.68 | 10.2 |
| 2005 | 3.92 | 13.3 | | 2015 | 8.03 | 4.5 |
| 2006 | 4.45 | 13.5 | | 2016 | 8.8 | 9.7 |

*(Source: Ministry of Tourism- India)*

**Table:2.2**

**Year Wise Foreign Exchange Earnings through Tourism in India**

| Year | Amount (USD million) | % Change | | Year | Amount (USD million) | % Change |
|---|---|---|---|---|---|---|
| 1997 | 2889 | 2 | | 2007 | 10729 | 24.3 |
| 1998 | 2948 | 2 | | 2008 | 11832 | 10.3 |
| 1999 | 3009 | 2.1 | | 2009 | 11136 | -5.9 |
| 2000 | 3460 | 15 | | 2010 | 14193 | 27.5 |
| 2001 | 3198 | -7.6 | | 2011 | 16564 | 16.7 |
| 2002 | 3103 | -3 | | 2012 | 17737 | 7.1 |
| 2003 | 4463 | 43.8 | | 2013 | 18445 | 4 |
| 2004 | 6170 | 38.2 | | 2014 | 20236 | 9.7 |
| 2005 | 7493 | 21.4 | | 2015 | 21071 | 4.1 |
| 2006 | 8634 | 15.2 | | 2016 | 22923 | 9.8 |

*(Source: Ministry of Tourism- India)*

**Table: 2.3**

| Number of Domestic Tourist Visits to all States/UTs in India, 1999-2015 | | | |
|---|---|---|---|
| | | | |
| Year | No. of Domestic Tourists Visits (in million) | Percentage (%) change | |
| 1999 | 190.67 | 13.4 | |
| 2000 | 220.11 | 15.4 | |
| 2001 | 236.47 | 7.4 | |
| 2002 | 269.6 | 14 | |
| 2003 | 309.04 | 14.6 | |
| 2004 | 366.27 | 18.5 | |
| 2005 | 392.04 | 7 | |
| 2006 | 462.44 | 18 | |
| 2007 | 526.7 | 13.9 | |
| 2008 | 563.03 | 6.9 | |
| 2009 | 668.8 | 18.8 | |
| 2010 | 747.7 | 11.8 | |
| 2011 | 864.53 | 15.6 | |
| 2012 | 1045.05 | 20.9 | |
| 2013 | 1142.53 | 9.3 | |
| 2014 | 1282.8 | 12.3 | |
| 2015 | 1431.97 | 11.6 | |

*(Source: Ministry of Tourism- India)*

## 2.3 EVOLUTION AND GROWTH OF TOURISM IN GOA

Goa is one of the smallest states in the Indian union, but it has a unique history and culture which differentiates it from the rest of India. It was ruled for more than 400 years by the Portuguese which has had a huge influence on the people of the state in terms of their way of

life. Post its liberation in 1961, so much was the desire to retain their unique identity that the people of Goa decided not to merge with Maharashtra, another state in the Indian union bordering Goa, through the opinion poll conducted in 1967. Besides its unique culture, Goa has been blessed with scenic beauty and vast abundant natural resources. Its rich history has also given it unique historical sites, buildings with old world architecture and cuisines.  Often described as the "Pearl of the Orient" and a "Tourist Paradise", Goa has always maintained its uniqueness.  Goa has a 105 km coastline along the Arabian Sea which includes some of the world's most beautiful beaches which attracts lakhs of tourist every year. Some of its beaches are rated among the best in the world. With its beautiful beaches and its unique culture, Goa gained popularity in the early sixties among the flower children who are often described as hippies who were born during the second world war. Post the blood shed of the world war, with a deep desire to seek peace and tranquility, these flower children started seeking out places which could offer them this nirvana. Goa was discovered by such hippies in the sixties, and with its friendly local culture, virgin beaches, simple lifestyle and low cost of living, it was perfect for what they sought out. In those days, there was no domestic tourism and the friendly locals never bothered these hippies in enjoying the way they wanted. Drugs, nudity, parties and trance music were part and parcel of the unique hippie tourism in this early stage of Goa's tourism. After this initial arrival of hippies in the state, Goa slowly grew in popularity among the domestic tourists as well. The opening up of the economy in India post liberalization, in the 90's, led to the creation of an affluent middle class with disposable incomes and an aspiration for travel.   This is when Goa's beautiful beaches and its unique culture caught the eye of the rest of India and this led to a big spurt in

domestic tourism in the state. During this period Goa also became popular with Bollywood, with various movies showcasing the beauty of the state and also creating an image of Goa as a carefree land of parties, alcohol and sex. Even though, these negative aspects Goa have often been highlighted in movies and popular media, the tourism in the state has thrived over the years for its natural scenic beauty, abundant greenery, temples and churches with distinctive style of architecture, colorful and lively feasts and festival and above all, hospitable people with a rich cultural milieu.

Besides mining, tourism has been the mainstay of Goa's economy. But in recent years with the mining slowdown, tourism has emerged as the principal industry in Goa which generates the maximum revenue and maximum employment. As of 2016, Goa attracts more than 60 lakhs domestic tourists and over 6 lakhs foreign tourists. This is huge for a state with a population of about 18 lakhs. The growth in domestic tourist arrivals has been exponential post 2012 with most years recording double digit growth rates. The foreign tourist arrivals however, has not kept pace with the growth in domestic tourists. Tourism's share in Goa's GDP is 33% and it contributes Rs.850 crores to the States revenues and approximately Rs.450 crores to the central revenues. Tourism employs 1/3rd of the population of Goa which in world terms is an extraordinary statistic and it is the one industry where economic benefits filter down to the grass root level via the multiplier effect. Goa is the richest state in India, in terms of the per capita income which is more than double of the average per capita income of the country. According to the National Commission on population (Economic Survey 2013–14), Goa is the best state in terms of infrastructure and the overall quality of life. Goa is among the top twelve destinations in India for tourism but ranks among the top in terms of its size to income generation through tourism. The state has seen exponential growth in tourism

since 2013, with the years 2014 and 2015, in fact recording growth of more than 30% year over year. The year 2016, saw a total tourist inflow of more than 6 million and this is still growing at a frantic pace. Goa tourism officials are optimistic of achieving 10 million tourists by the year, 2025. In terms of the foreign tourists, the major share of the tourists visiting Goa are Russians and British with a majority of them coming through chartered flights. Even though the foreign tourists are relatively lesser in numbers as compared to the domestic tourists, the spending power of the foreign tourists is much more. On an average a foreign tourist spends 5 times more than a domestic tourist per day. The foreign tourists also spend 12 days on an average as compared to 3 days on an average for the domestic tourists (Datamation Consultants 2005–2006). The growth of tourism in Goa has not only led to a huge mushrooming of hotels, resorts and travel businesses but it has had a positive impact on tourism ancillary businesses like restaurants, taxi services, rent a bike services, casinos and a whole host of services which are directly and indirectly benefiting from the boom of tourism in the state. Refer (Table: 2.4 and Table: 2.5).

**Table: 2.4**

| Tourist Arrivals in Goa (Year Wise) | | | | |
|---|---|---|---|---|
| Year | Domestic | Foreign | Total | % Change |
| 1985 | 682545 | 92667 | 775212 | -- |
| 1986 | 736548 | 97533 | 834081 | 7.6 |
| 1987 | 766846 | 94602 | 861448 | 3.3 |
| 1988 | 761859 | 93076 | 854935 | -0.7 |
| 1989 | 771013 | 91430 | 862443 | 0.9 |
| 1990 | 776993 | 104330 | 881323 | 2.2 |
| 1991 | 756786 | 78281 | 835067 | -5.6 |
| 1992 | 774568 | 121442 | 896010 | 7.3 |
| 1993 | 798576 | 170658 | 969234 | 8.2 |
| 1994 | 849404 | 210191 | 1059595 | 9.3 |
| 1995 | 878487 | 229218 | 1107705 | 4.5 |
| 1996 | 888914 | 237216 | 1126130 | 1.7 |
| 1997 | 928925 | 261673 | 1190598 | 5.7 |
| 1998 | 953212 | 275047 | 1228259 | 3.2 |
| 1999 | 960114 | 284298 | 1244412 | 1.3 |
| 2000 | 976804 | 291709 | 1268513 | 1.9 |
| 2001 | 1120242 | 260071 | 1380313 | 8.8 |
| 2002 | 1325296 | 271645 | 1596941 | 15.7 |
| 2003 | 1725140 | 314357 | 2039497 | 27.7 |
| 2004 | 2085729 | 363230 | 2448959 | 20.1 |
| 2005 | 1965343 | 336803 | 2302146 | -6 |
| 2006 | 2098654 | 380414 | 2479068 | 7.7 |
| 2007 | 2208986 | 388457 | 2597443 | 4.6 |
| 2008 | 2020416 | 351123 | 2371539 | -9.5 |
| 2009 | 2127063 | 376640 | 2503703 | 5.5 |
| 2010 | 2201752 | 441053 | 2644805 | 5.6 |
| 2011 | 2225002 | 445935 | 2670937 | 0.98 |
| 2012 | 2337499 | 450530 | 2788029 | 4.2 |
| 2013 | 2629151 | 492322 | 3121473 | 10.68 |
| 2014 | 3544634 | 513592 | 4058226 | 30.01 |
| 2015 | 4756422 | 541480 | 5297902 | 30.54 |
| 2016 | 5650061 | 680683 | 6330744 | 19.5 |
| 2017 (P) | 6895234 (P) | 851048 (P) | 7746282 (P) | |

P= Provisional figures *(Source: Goa Tourism Department)*

**Table: 2.5**

## Nationality Wise Tourist Arrivals in Goa

| Sr. No. | Countries | No. of tourist Arrived | % | No. of tourist Arrived | % | No. Tourists Arrived | % | No. Tourists Arrived | % | No. Tourists Arrived | % |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2012 | | 2013 | | 2014 | | 2015 | 2016 | |
| 1 | U.K. | 119891 | 29.53 | 145431 | 29.53 | 146380 | 28 | 149670 | 27.64 | 129940 | 19.09% |
| 2 | Russia | 140100 | 33.05 | 162746 | 33.05 | 149684 | 29.14 | 150019 | 27.7 | 376957 | 55.38% |
| 3 | Germany | 31842 | 9.43 | 46472 | 9.43 | 55932 | 10.89 | 46990 | 8.67 | 28062 | 4.12% |
| 4 | Ukraine | - | - | - | - | 3902 | 0.75 | 15755 | 2.9 | 37671 | 5.53% |
| 5 | Finland | 23787 | 5.2 | 25643 | 5.2 | 25701 | 5 | 21997 | 4.06 | 6011 | 0.88% |
| 6 | France | 19907 | 4.18 | 20618 | 4.19 | 35079 | 6.83 | 21902 | 4.04 | 3965 | 0.58% |
| 7 | Switzerland | 12951 | 2.76 | 13599 | 2.77 | 13641 | 2.65 | 14102 | 2.6 | 3485 | 0.51% |
| 8 | Sweden | 18222 | 3.8 | 18752 | 3.81 | 18872 | 3.67 | 18922 | 3.49 | 3792 | 0.56% |
| 9 | U.S.A. | 8970 | 1.93 | 9502 | 1.94 | 9979 | 1.94 | 12227 | 2.25 | 6833 | 1.00% |
| 10 | Australia | 6872 | 1.55 | 7635 | 1.56 | 7773 | 1.51 | 7982 | 1.47 | 2576 | 0.38% |
| 11 | South Africa | 1732 | 0.6 | 2972 | 0.61 | 3102 | 0.6 | 3600 | 0.66 | 381 | 0.06% |
| 12 | Brazil | 1203 | 0.44 | 2204 | 0.45 | 3347 | 0.65 | 3350 | 0.63 | 736 | 0.11% |
| 13 | Italy | 3952 | 0.9 | 4471 | 0.91 | 5922 | 1.1 | 6001 | 1.1 | 3792 | 0.56% |
| 14 | Canada | 4507 | 1.04 | 5122 | 1.04 | 6001 | 1.16 | 6050 | 1.11 | 3866 | 0.57% |
| 15 | Japan | 826 | 0.2 | 1001 | 0.21 | 3869 | 0.75 | 3886 | 0.71 | 238 | 0.03% |
| 16 | Denmark | 1562 | 0.31 | 1570 | 0.32 | 1672 | 0.33 | 2062 | 0.38 | 1936 | 0.28% |
| 17 | Austria | 2201 | 0.34 | 1721 | 0.35 | 1649 | 0.33 | 2496 | 0.46 | 1882 | 0.28% |
| 18 | Holland | 1282 | 0.4 | 2001 | 0.4 | 2998 | 0.6 | 3001 | 0.55 | 1113 | 0.16% |
| 19 | Portugal | 1195 | 0.51 | 2559 | 0.52 | 3259 | 0.65 | 5308 | 0.98 | 15892 | 2.33% |
| 20 | Ireland | 1242 | 0.27 | 1360 | 0.28 | 1201 | 0.24 | 1402 | 0.25 | 1206 | 0.18% |
| 21 | Belgium | 280 | 0.07 | 384 | 0.07 | 672 | 0.13 | 681 | 0.12 | 690 | 0.10% |
| 22 | Norway | 182 | 0.03 | 184 | 0.03 | 299 | 0.06 | 259 | 0.04 | 962 | 0.14% |
| 23 | Iran | 882 | 0.18 | 892 | 0.18 | 3990 | 0.79 | 4203 | 0.77 | 6690 | 0.98% |
| 24 | U.A.E. | 1262 | 0.4 | 1999 | 0.41 | 3878 | 0.77 | 4209 | 0.77 | 699 | 0.10% |
| 25 | New Zealand | 256 | 0.05 | 285 | 0.06 | 342 | 0.07 | 344 | 0.06 | 374 | 0.05% |
| 26 | Greece | 72 | 0.01 | 90 | 0.01 | 81 | 0.02 | 62 | 0.01 | 275 | 0.04% |
| 27 | Lithuania | 1252 | 0.3 | 1506 | 0.31 | 3 | 0 | 86 | 0.01 | 207 | 0.03% |
| 27 | Czech | 852 | 0.19 | 942 | 0.19 | 2 | 0 | 72 | 0.01 | 503 | 0.07% |
| 28 | Others | 43248 | 2.16 | 10661 | 2.17 | 4362 | 0.84 | 34842 | 6.43 | 39949 | 5.87% |
| | Total | 450530 | 100 | 492322 | 100 | 513592 | 100 | 541480 | 100 | 680683 | 100 |

** Ukraine at Serial No.4 is added from the year 2014.

** Others include Nepal, Singapore, Hungary, Netherland, Spain, Thailand, Turkey, Seoul, Polland, Kazakhstan, etc.

*(Source: Goa Tourism Department)*

# CHAPTER – 3

# REVIEW OF LITERATURE

This chapter reviews various published research papers and Ph.D. thesis in the field of destination image studies. Some of the literature reviewed, has formed the very basis of this

thesis. Various concepts like, brand image, destination branding, destination image and determinants of destination image, have been studied in terms of the way these have been defined and described by various researchers in this field. The literature review is more specific to the study on destination image, which is the most important theory around which this thesis is built. The chapter also evaluates various approaches to studying destination image that have been used by past researchers. The literature reviewed, also emphasis on the research tools and the statistical tools, researchers have used to measure destination image.

## 3.1 <u>BRAND IMAGE</u>

Brand image takes precedence in determining the success or failure of the organization (Aaker, 1991). According to Bauerle (1983) brand image is a mental representation. Costa (1987), explains brand image as a set of attributes that can affect and change the behavior of a consumer. In the same research paper Costa (1987), explains the concept of brand image as a mental representation. According to Keller (1993), brand image is a set of perceptions about a brand. Capriotti (1992), studied the various ways in which different researchers defined brand image and he brought out three perspectives: 1) The image is created in the minds of the consumer which is basically an idea which can differ from the real image. 2) The image is a mental representation of a brand as an icon. 3) The connection of image with the attitude of the consumers towards the brand, is based on the consumer perception of the brand, the brands ability to generate emotions among the consumers and how these two aspects influence the buying behavior of the consumer towards the brand. In today's world, Public Relations, plays a vital role in brand management. Avenarius (1993), explains the importance

of Public Relations as a communications tool in working strategically with brand image in creating the corporate image which is desired. Brand image is vital in maintaining the reputation of an organization. But it's difficult to always find a match between the way the company would want the brand image to perceived versus how it is actually perceived by the consumers. Organizations normally analyze brand image at three levels, 1) how the target market perceives the brand 2) the actual image (brand identity), as perceived by the company and 3) how the company wants the target market to perceive the brand. However, despite the company's best efforts there could still be gaps between the way the brand is perceived by the consumers and the brand identity the company tries to create. (Greenwald and Leavitt, 1984), states that there have been several studies that have found that brand image is integral to the role it plays, both for the emotional response of consumers to the brand and the purchasing behavior they exhibit. McInnis and Price (1987) concludes that brand image plays a big role in purchase intention of a consumer.

### 3.1.1 Destination Branding

(Pike, 2002), states that almost all tourism related activities are conducted at a particular destination, therefore for any modelling that is developed for the tourism system, the destination forms its base. Purely from the touristic point of view, a destination is seen as an area that includes all goods and services that a tourist consumes during his or her stay. The tourism marketers should strive to package the destination appeal into a unique selling proposition which differentiates the destination from other competition. Tourism marketers of destination/ marketing organizations play a major role and are a huge influence on the creation of the destination brand and marketing of destination tourist services. Marino (2006)

concludes that that a clear understanding of travelers' image is vital for designing effective marketing and promotional strategies in positioning a destination. Modern day tourism marketers realize the importance of focusing on both the tourists as well the tourism service providers in building tourism brand of a destination. (Cai Liping, 2002), defined destination branding as the process of selecting a consistent element mix to identify and distinguish it through positive image building. The focus of destination branding is on creating a unique positioning for the destination, in terms the unique image of the place, people perceive in their minds. Destination branding creates an association of the place with a memorable travel experience. This memorable travel experience is strongly linked with the brand image of the destination which serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Goeldner, Ritchie, and MacIntosh, 1995). For tourism marketers, branding is one of the most potent weapon available to market the destination. Tourists no longer just seek mere cosmetic differences in the physical offerings such as hotels and touristic recreational activities of a destination but they now seek lifestyle fulfilment experiences when they visit a destination (Morgan, Pritchard, and Pride 2004).

## 3.2 <u>DESTINATION IMAGE</u>

Explaining the exact meaning of the term `tourist destination image' is a difficult task. Destination image as a term has been has been used in several areas, especially in studies related to the destination images projected (brand identity) by tourism marketers. It has also been used in studies related to destinations with respect to the publicly held perception of their image among the people. Echtner and Ritchie (2003), states that a lot of definitions used by

previous researchers in their studies are difficult to comprehend. The primary reason for that is the understanding of the term `image'. In psychology, the term `image' is defined as a pictorial or a visual representation. Behavioral geography on the other hand explains the concept of `image' as holistic which includes the cumulative associated impressions, knowledge, emotions, values and beliefs. Marketing Management, explains the term image differently with respect to the attributes that underlie image and relate image to the behavior of the consumer. The most commonly used definition for tourist destination image in research is that by, Crompton (1979). He defines destination image as the sum of beliefs, ideas and impressions that a person has of a destination. This definition is more in tune with an image held by an individual. There have been other definitions which take into consideration image held and shared by groups of people. Lawson and Baud Bovy (1977), explains destination image by taking into consideration both, the individuals images as well as the popularly held images shared by the people in general. According to Lawson and Baud Boyy (1977), destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place. These definitions of destination image have formed the basis for various researchers, in their studies on destination image of specific places. Tuohino (2001), in his study, describes the destination image of Finland as a Lapland, synonymous with adventure and sports.  Konecnic (2004), describes the destination image of Slovenia as a land of beautiful mountains and lakes. Tsu-Hong Yen et al. (2012) in their research on destination image of India for foreign business travelers, describe India's image positively for culture, heritage and natural resources but negatively for, infrastructure, night life and social environment. Several such studies have

been undertaken by researchers to study destination image of various popular tourist destinations.

## 3.3 <u>IMPORTANCE OF DESTINATION IMAGE</u>

Crompton (1979), in his research concludes that tourist destination images are vital because they have a big impact on both the behavior exhibited by potential tourists in their decision-making process and the extent of satisfaction with respect to the experience shared by the tourists. According to Mayo (1973), the destination image of a place is a major factor which influences the process of choosing a holiday destination for the tourist. In fact, the image held by the tourists of a destination is very important and plays a big role in tourist decision making process, even if the image held by the tourists doesn't match with the reality in terms of what the place has to offer. Catherine M. Cameron and John B. Gatewood (2008), concludes that a strong destination image of a place once formed is difficult to change and that there could be a big mismatch between the perceptions of foreign countries held by the tourists and the perception held by its inhabitants. Mercer (1971) concludes that, studying destination images of a place is vital because tourists action and behavior is influenced by the subjective reality. Tourism marketers are more concerned about the tourist destination image because it is connected with the tourists' decision making and the subsequent revenue generation that happens through the sale of products and services at the travel destination. MacInnis and Price (1987) in their article concludes that imagery of a place held in the mind of a tourist impacts their entire experience with respect to their consumption. The imagery of the place can increase satisfaction of the tourists during the process of consumption. Imagery can assist a person to relive his or her entire holiday experience, memories created and

souvenirs after the holiday is over (post consumption stage). For the tourism marketers, evaluating and understanding the different destination images held by the travelers as well as people who have never travelled to the place is extremely important. This allows the marketers to plan their marketing strategy and branding of the destination more effectively. Marketers can also strategize to promote repeat visits to the destination by the people who have already travelled to the destination.

## 3.4 <u>IMAGE FORMATION</u>

(Jenkins and McArthur, 1996) states that every individual's image of a specific destination is unique which comprises of their own memories, associations and imaginations of a particular place. In terms of factors which influence destination image formation, Hunt (1975), proved that distance from the plays a huge role in the formation of destination image. This is more so because most of the travelers have a higher probability of visiting the destinations which are nearer to their place of residence. And, because they are more likely to be exposed to news and information pertaining to the destination through the friends, family and the media. He concluded that people who stay nearer to a destination are more likely to have more realistic and stronger destination images with respect to that place. In terms of information sources, Nolan (1976) concluded that friends, family, travel guide broachers and other specific promotional material pertaining to the destination plays a major influencing role in the image formation process. He had done this study specific to domestic tourists in the United States of America. Travel broachers/ guidebooks were considered to have the maximum impact followed by the advice of friends and family which was rated very high on trust. The travelers

even though are influenced a lot by travel broachers/ guide books, they also recognize these information mediums as biased and not very trust worthy. Frías et al. (2012) in their research state that tourists who used only travel agencies as an information tool viewed the destination image more positively. Over the years several studies have been conducted in the field of destination image, however, there is still no common theoretical framework laid out to understand the destination image formation process. Different researchers in the field have come up with their own theories. Gunn (1972) during the early days of this study described a 7-stage theory to explain destination image formation process which has been very useful. He explained destination image formation through a series of image building and image modifications that happen though 7 steps. He explained how the first level of image formation is Organic in nature, i.e. based on exposure to tourist information about the destination from television documentaries, books/ magazines and friends and family. The second level of image formation is induced image which is influenced by actual promotional material like travel brochures/ guide books, publicity and advertisements. Gunn (1972) described the organic and induced images undergoing changes or modifications based on personal experience of travelling to the destination. This theory implies that the destination image will vary for the ones who never intend to travel to the destination, potential tourists who plan to visit a destination and the tourists who actually travel to the destination. This theory is supported by various other researchers. Mahadzirah Mohamad and Nur Izzati Ab Ghani (2014), in their study on destination image study between first time visitors to Malaysia and repeat tourists concluded that Malaysia's image as a destination offering nature tourism was more reinforced for repeat travelers as compared to first time visitors who identified Malaysia with respect to its culture which is propagated through their official promotional campaign of

Malaysia truly Asia. Thi Lan Huong Bui (2011), in his study on Vietnam with respect to its projected image versus the actual perceived image of travelers, concluded that visiting tourists were more likely to associate Vietnam with respect to its relatively poor infrastructure and cleanliness which is normally not shown in its promotions. Chon K. S (1992) found that a positive image and a pleasant experience of travel will create an average positive evaluation of a destination. However, a negative image and a pleasant travel experience will create a highly positive destination image.

## 3.5 <u>THE ATTRIBUTES OF DESTINATION IMAGE</u>

Various researchers in the field of destination image studies over the years have identified different image attributes to study destination images of different travel destinations. It is a difficult task to identify the attributes of destination image which shape tourists' perception of a destination with respect its overall image. Mayo (1975) in his research article identified three attributes of destination image i.e. Scenery, Climate and Congestion. This study was specific to domestic tourists visiting the national parks in North America. Majority of the destination image studies focus more on the functional or physical aspects which are more observable and easier to measure, for example, cost, distance and climate. Mayo (1973) in his research too does the same. Very few researchers have undertaken destination image studies using the less tangible destination image attributes, for example, Fame, Atmosphere and Friendliness. From the tourists' perspective a destination image of a place is more of a holistic representation of what they perceive. But majority of researchers realize that studying the holistic image of a destination can be vague and difficult to comprehend. Hence most of

researchers are forced to look at destination image in terms of individual attributes which define the overall image of the place. Wilkins et al. (2013), in their study, used the destination image attributes; safety, friendly, relaxing educational, accommodation, nightlife & entertainment, sports facilities, shopping, outdoor landscapes, weather, cost, beaches and weather to measure the destination image of Gold Coast, Australia. Gibson et al. (2008), in their study on China's destination image used the image attributes, culture, cuisines, historic sites, urbanization, quality of service, access to travel information and opportunity for adventure. Upadhyaya (2012), in his study of destination image on tourists visiting India, used the image attributes, cost, local infrastructure, accessibility, tourist activities, historic sites, architecture, friendliness and safety. Bui (2012), in his study on Vietnam's destination image, identified the image attributes, culture, history, landscape, shopping, accommodation, food, transportation, entertainment, relaxation, climate, price, sport, safety, locals, special events, accessibility, information available and adventure. Echtner and Ritchie (2003) proposed a model that includes both the attribute-based image as well as the holistic as one of three dimensions. In the model those parts of destination image that can be broken down into image attributes are collected. Also, the total holistic impressions ae also collected. Functional and psychological attributes are one end of the dimension and functional and psychological holistic images are at the other end of the dimension. The model puts across a total of 3 dimensions to explain destination image: attribute/holistic, functional/psychological and common/unique (Refer: Figure:3.1).

**Figure:3.1**

**Attributes of Destination Image - Model**



Functional characteristics

Common

Physical attributes

Holistic imagery

Unique

Psychological characteristics
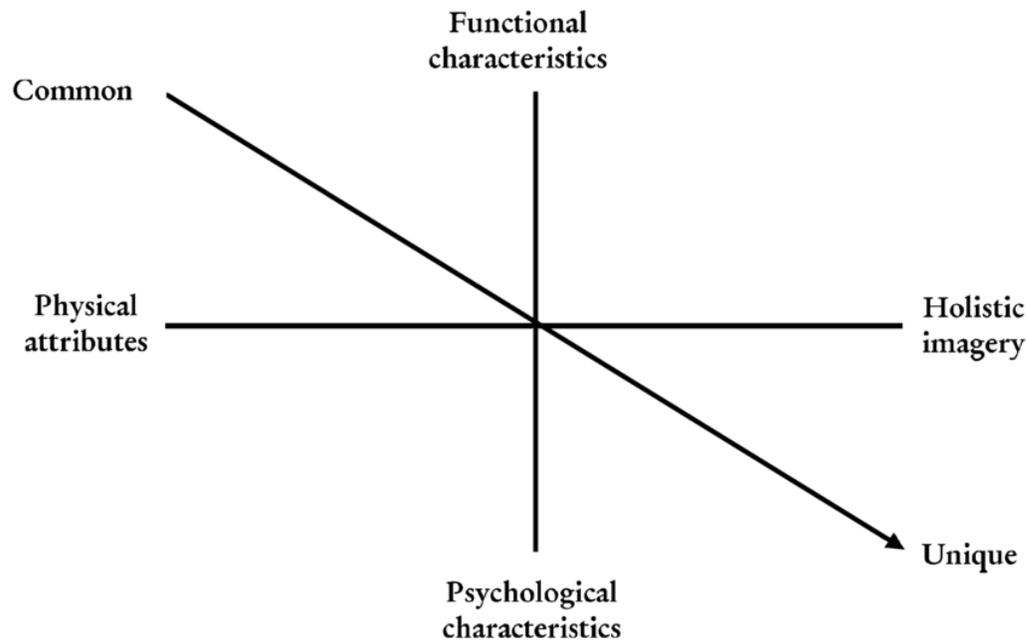
*(Source: Echtner and Ritchie (2003))*

## 3.6 MEASURING DESTINATION IMAGE

Most of the studies on destination image have not been able to do justice to the holistic aspect of image attributes, (Echtner and Ritchie, 2003). Overall, researchers have shown an overwhelming bias for structured attribute-based studies. Structured questionnaires using Likert rating scales as well as semantic differential rating scales are commonly used and also found to be more effective in attribute-based image studies of destinations. Mean scores and

factor analysis are also commonly used to minimize the semantic scores to a smaller more manageable number of independent underlying perceptual dimensions. However, this method is not 100% fool proof because it depends too much on a predetermined attribute list which the respondents are expected to give their rating on and the issue with this is that some of these attributes may not necessarily apply to the respondents (Timmermans et al., 1982). Hence, it's important that the researcher takes precaution not to include attributes which are not applicable to the sample being surveyed. Similarly, he should be careful not to miss out on attributes which are relevant to the study. The advantages of structured research are 1) They are easy to administer 2) Easier to code 3) The data is easier to analyze using various statistical tools 4) Facilitates comparisons between image dimensions. However, structured research also has its own set of disadvantages. Some of the disadvantages are 1) Does not incorporate holistic aspects of image 2) Attribute focused, i.e. it forces the respondent to think about the product. 3) The completeness of structured methods can be variable, i.e. it is possible to miss dimensions. The use of verbal method over visual depiction is one of the major outcomes of using structured techniques in destination image studies (Pearce and Black (1996)). Use of visual methodology to depict image even though is more relevant to how tourists perceive a destination in their minds, researchers have not been able to put this practice in terms of the use of visual aspect in their research methodology. This is more so because researchers are more influenced by what has been done by past researchers and also it lends continuity to work that has been undertaken by past researchers. Researchers have to be more creative by using maps and pictures to enable travelers to remember their travel experience and generate superior data (Pearce and Black, 1996). Future research could look at the possibility of combining both structured as well as unstructured techniques to get more

comprehensive results. To achieve this, researchers must focus on using unstructured techniques like focus group interviews, to identify attributes of destination image. And then use a structured technique, e.g. structured questionnaire, to measure the attributes identified. This can be broadly classified into two phases, qualitative phase and quantitative phase.

### 3.6.1 The Qualitative Phase

A quantitative approach to studying destination image creates a structure and standard frame work within which researchers define and measure the image of a destination. Destination image by its very nature is abstract and a qualitative approach is more likely to allow researchers a more accurate representation of the actual image. Majority of the studies have shown a preference for quantitative approach over the qualitative approach because of the relative ease of measuring destination image. One of the earliest research work related to destination image study taking the qualitative approach was by Crompton (1979). He used unstructured interviews to collect data pertaining to image of Mexico among American students. He also used content analysis of reading material and travel brochures on Mexico to understand the image of Mexico. He used travel guidebooks/ broachers and photographs of various other promotional material, to study the projected image of tourist destinations. Dilley (1986), analyzed travel broachers of different countries with the intention to evaluate their intended projected images in North American market. Travel brochures of 21 countries were analyzed and images were categorized according information they attempted to convey. Dilley (1986), commented that a majority of travel brochures space were covered by pictures and there was a clear pattern of how different countries used a particular type of picture to depict their image. Countries with a rich history, like, Britain, India, Japan and Portugal used more arty type pictures depicting their rich history whereas brochures for islands like,

Bahamas and Trinidad and Tobago showed pictures depicting the exotic imagery, hospitable locals, recreational activities and beautiful beaches and natural habitations. Qualitative approach by researchers have also used Content analysis, which has been performed through, information gathered through focus group interviews and open ended descriptive questionnaires. Interviews of respondents helps researchers identify important dimensions and attributes of destination image of a place which can be extracted. However, researchers using this approach have to be careful not to bring in their individual biases in interpreting the data collected because it happens in a relatively unstructured manner.

### 3.6.2 The Quantitative Phase

It is possible for researchers to use quantitative structured methods for destination image studies provided the researcher can identify the attributes which make up the destination image of a place. Individual attributes can be measured using rating scales based on the response collected from the chosen sample. Five-point and seven-point Likert or semantic differential scaling techniques are the most popular rating scales used by researchers using quantitative techniques. Echtner and Ritchie (2003), in their research paper have identified a list of 14 different destination image attributes which have been used by past researchers. Majority of the researchers have used, tourist activities, friendliness of locals, climatic conditions, tourist activities, cost levels, night life &entertainment, scenery/natural attractions and sports facilities. In terms of the sample used for destination image studies, some researchers have focused on tourists visiting the place, Reilly (1990), and some have focused on potential tourists, Crompton (1979). In terms of the places studied, some studies have focused on a single place, Mohamad and Ghani (2014) and Klimova (2015). And some have

studied multiple places and drawn a comparison between them, Damnjanovic et al. (2012). Some of the more recent studies have used destination image attributes like, crowdedness, cleanliness of destination, extent of commercialization, economic development and political stability to measure destination image. Researchers using attributes to measure the destination image of a place as perceived by tourists, have asked the tourists or potential tourists to rate the various destination image attributes of the place and then go on to identify the attributes which matter to the tourists more than the others (e.g. `How do you rate Paris  on a scale of 1 to 5 in terms of the extent of positive image you hold about the place where in 1 is extremely negative image and 5 is extremely positive image. After that the tourists should be asked to rank the destination image attributes of Paris in terms of the importance they attach with each of these. Combining both these scales makes it possible to identify the image of a place as perceived by the tourists for the researchers. This also allows the comparison of image of one destination with another especially with respect to the popularly held stereotyped images, Weiler (1989).

## 3.7 STATISTICAL TOOLS FOR THE ANALYSIS OF DESTINATION IMAGE

There have been several techniques used by researchers over the years to measure destination image. Jenkins (1999), in her research paper, evaluates different ways to measure destination image and concludes that descriptive analysis and multivariate analysis are the most commonly used methods for measuring destination image. Descriptive statistics involves calculation of, means and standard deviations, of various image attributes which measure destination image. Calculation of means of image attributes can help in understanding how

certain destinations are identified more with respect to specific image attributes. Other popular statistical tools used by researchers include, factor analysis and other multivariate analyses like, multiple linear regression. These techniques are much more superior in providing analysis which can be used by tourism marketers. Cluster analysis and annova are also popular in various studies on destination image. The research tool used is entirely dependent on the approach taken by researchers in the study, in terms of the questionnaire design and the type of data available for analysis. A lot of researchers have also used a combination of two or more statistical tools to get a better measure of the destination image of the place they are studying. This is more useful if the use of one statistical tool provides data which can be used in the other tools to get a more comprehensive analysis.

Ariadna Gassiot and Lluís Coromina (2013), in their study of destination image of Girona made use of Cluster Analysis in the analysis of data. Maya Konecnic (2004) and Frías et al. (2012) in their respective studies on the destination image made use of Annova in the final analysis. Anna Hubner (2009), in her study on destination image of Greenland and the Artic used Pearson's Chi Square method in her final analysis. Yen et al. (2008) and Makarand Upadhyaya (2012) in their study of image of India made used of Factor Analysis in their final analysis. Gibson et al. (2008), used descriptive statistics and t-test in their final analysis in their study on destination image of China with respect to Beijing Olympics. Mahadzirah Mohamad and Nur Izzati Ab Ghani (2014), on their study on destination image of Malaysia made use of the factor analysis. Vesna Damnjanovic et al. (2009), in their study on the Mediterranean made use of multiple linear regression in the final analysis. This proves that there are various statistical tools available to measure the destination image of a place.

However, the most popular statistical tools used by various researchers are, descriptive statistics, factor analysis and multiple linear regression.

# CHAPTER- 4

# RESEARCH METHODOLOGY

## 4.1. <u>RESEARCH DESIGN</u>

The investigation of gap between the projected and perceived image will be processed in four steps as follows:

Step 1: Identifying the determinants/attributes of destination image.

The first step involved secondary research with extensive literature review, wherein research work of various researchers published in various Indian and International journals, doctoral thesis, in the area of tourism and more specifically in the area of destination image, were studied to identify the determinants/attributes which define and measure, destination image. The identified attributes were further tested to check their relevance with respect to the destination image of Goa. This was done with the help of a pilot study, wherein a small sample of tourists visiting Goa were asked to rate the various identified attributes of Goa's destination image, in terms of their importance, in relation to how these image attributes contributed to their overall touristic experience during their visit.

Step 2: Exploring the perceived destination image of Goa from the tourists' perception.

All the attributes of destination image identified after step 1, were included in the questionnaire for the tourist survey to study the perceived image of Goa from the tourists' perception. The second step involved studying the destination image attributes of Goa as perceived by foreign and domestic tourists by conducting a survey using a structured

questionnaire. Respondents were approached with a structured questionnaire asking them to rate Goa's image as a tourist destination for each of the identified attributes of destination image with the help of a 5-point Likert rating scale. The data which was obtained from the survey was analysed using, principal component factor analysis. This analysis was done separately for the data generated from domestic tourists and the data generated from the foreign tourists. The factor analysis, reduced the attributes of destination image into a smaller number of unique destination image factors. These factors were further analysed using, multiple linear regression, to check the extent of influence all the factors put together have on the tourists perceived destination image of Goa and also to study the extent of influence each of the image factors independently have on the tourists perceived destination image of Goa. The last part of the analysis involved the study of the individual attributes of Goa's destination image in terms of the ratings the, foreign and domestic tourists, gave to each of them in relation to their perceived image of Goa.

Step 3: Exploring the projected destination image of Goa from the tourism marketers' perception.

To determine the image projected by the tourism marketers in Goa, a primary survey was conducted among the top officials of, Goa tourism department, Goa tourism development corporation and the major tour operators. The survey was conducted using a structured questionnaire wherein the same identified destination image determinants/attributes of Goa, from step 1, which were rated by the tourists for their perceived image in step 2, were rated in terms of their importance by the tourism marketers. A 5-point Likert scale was used for the rating. The focus of this survey was to identify the attributes of destination image which

tourism marketers in Goa give a higher importance to in projecting the destination image of Goa to potential tourists. The data generated was analysed using, multiple linear regression, to evaluate the impact, the level of importance tourism marketers give to the factors of destination image identified, has on the projected image of Goa. The data was further analysed using, descriptive statistics, to bring out the individual attributes of destination image of Goa which Goa's tourism marketers give more importance to versus attributes they give less importance to in projecting the image of Goa.

Step 4: Analysis of Gap between projected destination image of Goa by the tourism marketers and perceived destination image of Goa by the tourists.

The level of congruency between the projected and perceived image was assessed after comparing the findings of Step 2 and Step 3. The comparison was first done based on the influence destination image factors of Goa have on the tourists' perceived image of Goa versus the extent of influence the importance tourism marketers of Goa give to these factors, have on the projected image of Goa. In the second part, the identified attributes of destination image were compared; the rating the tourists gave to each of these attributes in terms of the extent of positive or negative image they carry with respect to Goa versus the importance tourism marketers attach to each of the identified attributes in projecting the image of Goa. The comparison was done for both, the domestic and the foreign tourists separately for their perceived image of Goa against the tourism marketers projected image of Goa for both these group of tourists.

## 4.2 UNIT OF ANALYSIS

For the first part of the primary research, the unit of analysis for this thesis is an average tourist who visits Goa for leisure and the unit of analysis for the second part of the primary research is the tourism marketers of Goa who promote Goa as a tourist destination. Tourists who visit Goa can be broadly be classified into two broad categories, the domestic tourists and the foreign tourists. The foreign tourists surveyed, belong to different nationalities and demographic profiles. But the majority of the foreign tourists surveyed were, British, Russian and German tourists, (Refer: Table: 4.2). As far as the domestic tourists are concerned, all the tourists were of Indian nationality, belonging to different states and different demographic profiles. For the study on tourists, there is a clear distinction drawn for the purpose of data collection between the domestic and foreign tourists who visit the state.

For the study conducted on tourism marketers, the sample of tourism marketers of Goa included, top officials of, Goa tourism department (Government of Goa), Goa Tourism Development Corporation (GTDC) and some of the top tour operators, operating in Goa.

## 4.3 <u>SELECTION OF SAMPLE</u>

The tourism statistics of Goa tourism were thoroughly analyzed to check the inflow of domestic and foreign tourists into the state. In 2016, a total of 6330744 tourists arrived in Goa out of which a total of 5650061 were domestic tourists and a total of 680683 were foreign tourists, (Refer: Table: 4.1). For the first part of the survey involving the tourists there was a clear distinction drawn between the domestic and foreign tourists in terms of the numbers chosen for the sample.

**Table: 4.1**

**Tourist Arrivals in Goa (2013-2016)**

| Tourist Arrivals in Goa (Year Wise) | | | | |
|---|---|---|---|---|
| Year | Domestic | Foreign | Total | % Change |
| 2013 | 2629151 | 492322 | 3121473 | 10.68 |
| 2014 | 3544634 | 513592 | 4058226 | 30.01 |
| 2015 | 4756422 | 541480 | 5297902 | 30.54 |
| 2016 | 5650061 | 680683 | 6330744 | 19.5 |
| (Source: Goa Tourism Department) | | | | |

**Table: 4.2**

**Nationality Wise Tourist Arrivals in Goa (2012-2014)**

| Sr. No. | Countries | No. of tourist Arrived | % | No. of tourist Arrived | % | No. Tourists Arrived | % |
|---|---|---|---|---|---|---|---|
| | | 2012 | | 2013 | | 2014 | |
| 1. | U.K. | 119891 | **29.53** | 145431 | **29.53** | 146380 | **28.** |
| 2. | Russia | 140100 | **33.05** | 162746 | **33.05** | 149684 | **29.14** |
| 3. | Germany | 31842 | **9.43** | 46472 | **9.43** | 55932 | **10.89** |

*(Source: Goa Tourism Department)*

**Table: 4.3**

| Average Per Capita per Day Expenditure of Tourists (2014) |
|---|
| Domestic Tourists Rs. 1895 |
| Foreign Tourists Rs. 9630 |

*(Source: Tourism Master Plan: Goa -2011)*

Considering the average domestic tourists arrivals over the past 5 years (2012-2016), as 3700000, the sample size arrived at with a margin of error of 5% and confidence level of 95% is 385 domestic tourists. Similarly considering the average foreign tourist arrivals over the past 5 years (2012-2016), as 500000, with a margin of error of 5% and a confidence level of 95% the sample size arrived at is 384 foreign tourists. This is based on the formula:

*Required Sample Size=(Z-score)²\*Standard Deviation (1-Standard Deviation)/ (Margin of error)².*

The sample size required for the survey of both the foreign tourists and the domestic tourists are almost the same even though domestic tourist arrivals are much larger in numbers as compared to the foreign tourists. This is because the change is marginal for population size above 20000. Table (4.3), shows clearly that an average foreign tourist is equivalent to 5 domestic tourists in terms of contribution to Goa's tourism economy. But in terms of actual numbers, the domestic tourists are on an average 7 times more than the foreign tourists. Hence, maintaining 385 and 384 as the minimum sample required of, domestic and foreign tourists respectively, for the purpose of this study the formula maintained is for every 7 domestic tourists surveyed 5 foreign tourists were surveyed for the research. A total of 715 domestic tourists participated in this survey. 106 questionnaires were rejected because of various errors in filling up the questionnaires. A total of 609 questionnaires were considered for the final analysis. A total of 512 foreign tourists participated in this survey. 78 questionnaires were rejected because of various errors in filling up the questionnaires. A total of 434 questionnaires were considered for the final analysis. A random sampling method was used for conducting this survey.

For the second part of the survey involving the tourism marketers of Goa, a total of 61 tourism marketers participated in this survey which included the highest-ranking officials of, GTDC, which is the principal body which is responsible for marketing Goa as a travel destination. The numbers chosen were for this survey were not based on a formula. All the high rank officials of Goa Tourism Department and Goa Tourism Development Corporation, participated in this survey. Goa Tourism Department and Goa Tourism Development Corporation are the two most important organizations involved in the creation of the tourism policy of Goa and are also involved with the marketing and promotion of the state for tourism across the world. The rest of the sample for this survey included all the major travel agencies which serve both the foreign as well as domestic tourists. There are over 400 tour operators of various sizes operating in the state of Goa but a majority of them are small time players. To put this figure in perspective only 24 are registered with the Travel and Tourism Agency of Goa (TTAG) and only 18 registered with the Indian Association of Tour Operators (IATO). Because of this, the Tour Operators chosen for the study were limited to the ones which had a substantial size of operation and the ones who dealt with both the domestic tourists and the foreign tourists.

## 4.4 DATA COLLECTION TOOLS

The tourists were administered a questionnaire asking them to rate the identified attributes of destination image of Goa (Refer Annexure: A). A Likert scale (1-5) was used in the questionnaire where in the different attributes of destination image were rated in terms of the extent of positive image or negative image as perceived by the tourists after visiting the state. 1- Very Negative Image, 2- Negative Image, 3- Neutral Image 4- Positive Image and 5- Very

Positive Image. The objective of the survey was to measure the destination image of Goa as perceived by the domestic and foreign tourists visiting Goa for leisure. The same questionnaire was administered to both the domestic as well as foreign tourists.

The tourism marketers were also administered a structured questionnaire asking them to rate the same identified attributes of Goa's destination image in terms of importance they give to each of them in projecting the image of Goa in their promotions and communications directed to potential domestic and foreign tourists, (Refer: Annexure: B). The tourism marketers were given the option to rate these attributes separately for, domestic tourists and foreign tourists respectively if there was a difference in the way they marketed Goa to foreign tourists and domestic tourists. A Likert scale (1-5), was used in the questionnaire where the different attributes of destination image were rated in terms of the level of importance attached to them by the tourism marketers in projecting the destination image of Goa. 1- Least important, 2- Not Important, 3- Average Importance, 4- Important, 5-Most Important.  The objective of the survey was to measure the projected image of Goa from the tourism marketers' perspective. The identified attributes of destination image which were rated by tourism marketers were the same attributes which were earlier rated by tourists for the extent of positive or negative image they carry about these with respect to Goa.

## 4.5 <u>DATA COLLECTION PROCEDURE</u>

The survey on domestic tourists was conducted during the period of January 2016 to September 2016. The 9-month period of survey allowed responses from domestic tourists during both the tourist season of January to May and the off-season tourists visiting the state

from the month of June to September.

As far as the survey of the foreign tourists is concerned, it was conducted during the period of March 2016 to January 2017. Even though the survey was under taken in the month of March 2016, most of the survey was completed from October 2016 to January 2017 since the inflow of foreign tourists to Goa is insignificant during the off-season period of April to September. All the tourists were approached at various spots frequented by tourists like beaches, restaurants, waterpark, shacks and hotels. To avoid a sample bias, a sizable portion of the tourists were approached in noncoastal areas. The entire survey for the tourists was conducted in both North Goa as well as South Goa.

For the survey on the tourism marketers the top-ranking officials of, Goa tourism department, Goa travel development corporation (GTDC) and other major tour operators were approached. This part of the survey was undertaken during the period of April 2017 to October 2017.

## 4.6 DATA ANALYSIS TECHNIQUES

The analysis of the tourist survey was conducted separately for the, domestic and foreign tourists, and was done in 3 steps. In the first step the data was analyzed using, principal component factor analysis. The objective of using this statistical tool was to reduce the identified attributes of destination image into a more manageable number of destination image factors. In the second step, the factors of destination image identified were analyzed with use of, multiple linear regression, to understand the overall impact of all the factors put together and to study impact of each factor individually on the destination image of Goa. In the third

step the individual attributes of destination image within each of the factors identified were analyzed with the use of, descriptive statistics, to find out the perceived image rating of each of these image attributes of Goa.

For the analysis of the data from the tourism marketers' survey, it was done in two steps. Keeping the factors of, destination image, the same as the ones identified in the tourists' survey, multiple linear regression analysis, was conducted to study the impact of the importance given to each of the factors of destination image by the tourism marketers in their promotion of Goa to the overall projected image of Goa. The objective of the, multiple linear regression, was also to study the extent of variance each, destination image factor, caused to the overall projected image of Goa. In the second part, descriptive statistics, was conducted on the individual attributes of destination image within each of the factors they are a part of. The objective of using this tool was to see the extent of importance tourism marketers attach with each of the destination image attributes of Goa in projecting the overall destination image of Goa to the tourists through their promotions.

# CHAPTER – 5

# DETERMINANTS OF DESTINATION IMAGE

The focus of the fifth chapter, is on presenting the findings with respect to the first objective of this thesis, i.e. to identify the determinants of destination image.

## 5.1 FINDINGS OF THE SECONDARY RESEARCH

Even though the analysis and findings of, majority of the objectives of the thesis were based on primary research, the structure and the theoretical framework for the research was based on secondary research. Detailed literature review was undertaken to understand the concepts of destination image, the importance and the role of destination image to the tourists' choice of a place he or she would visit and to identify the determinants/attributes that make up the overall destination image of a place. The literature review also helped understand the approaches taken up by past researchers on this topic in terms of research methodology and the statistical research tools they have used. The major contribution of the secondary research undertaken,

has been in identifying a comprehensive list of 34 determinants/attributes of destination image which have been used by various researchers in their destination image studies, (Refer: Table 5.1). The list of 34 identified destination image determinants/attributes includes tangible and more easily measurable attributes like, scenery/hinterlands, cost/price levels, climate and beaches at one extreme and determinants which are relatively abstract and more difficult to measure like, atmosphere, family oriented and fame/reputation at the other extreme.

**Table: 5.1**

**List of Destination Image Determinants/Attributes**

| | | | |
|---|---|---|---|
| 1 | Beaches | 18 | Facilities for Information and Tours |
| 2 | Night Life and Entertainment | 19 | Accessibility |
| 3 | Tourist Activities | 20 | Cleanliness of the Destination |
| 4 | Scenery/Hinterlands | 21 | Personal Safety |
| 5 | Different Cuisines | 22 | Museums/Historic Sites |
| 6 | Restful/ Relaxing | 23 | Family Oriented |
| 7 | Opportunity for Adventure | 24 | National Parks/Wilderness Activities |
| 8 | Fares/Exhibits/Festivals | 25 | Friendliness/Hospitality |
| 9 | Climatic Conditions | 26 | Economic Development |
| 10 | Quality of Accomodation | 27 | Political Stability |
| 11 | Shopping Facility | 28 | Extent of Commercialization |
| 12 | Cost /Price level | 29 | Opportunity to Increase Knowledge |
| 13 | Buildings/Architecture | 30 | Degree of Urbanisation |
| 14 | Quality of Service | 31 | Cities |
| 15 | Customs/Culture | 32 | Sports Facilities |
| 16 | Local Infrastructure/ Trasportation | 33 | Atmosphere |
| 17 | Crowdedness | 34 | Fame/Reputation |

Almost all the 34 determinants/attributes of destination image shown in the table 5.1, are self-explanatory. However, it is important to understand each of these determinants in terms of what they mean from the tourism destination point of view.

1. Scenery/Hinterlands, includes the natural features of various landscapes at the destination, especially the hinterlands of the destination.

2. Cost/Price Levels, is the overall cost of holidaying at the destination for the tourist. This includes the cost of travel, lodging, food, shopping and other touristic activities.

3. Climate, of the destination is about the overall weather at the holiday destination. Climate, deals with how hot or cold the temperature at the destination is.

4. Tourist Activities; deal with all the activities the tourists can participate in and enjoy during their holiday. Activities can range from, hot air balloon rides and scuba diving to participating in self-guided tours. The number of unique activities a destination has to offer will vary but they all add to the overall touristic experience.

5. Night Life and Entertainment; includes the presence of pubs, bars, nightclubs, movie theatres, restaurants, casinos and music concerts at the holiday destination.

6. Sports Activities; includes a combination of all the sports related activities ranging from, adventure sports like Sky diving and Mountain climbing to more laidback leisure sports activities like Golf.

7. National Parks/Wilderness Activities; includes, safaris, visits to zoos, camping etc. which the destination has to offer.

8. Local Infrastructure/Transport; is the quality of tourism infrastructure like, airports, well connecting roads/bridges, transport, communication facilities, ATMs/Banks, Hotels etc.

9. Buildings/Architecture; is about the unique architectural designs of the buildings at the destination. This includes the unique architecture of places of worship like temples and churches.

10. Museums/Historic Sites; is defined by the number of unique places of historical significance and inclusion of world heritage sites. This includes ancient forts, palaces, buildings, temples, churches etc.

11. Beaches; is an extension of the destination image attribute; scenery, but since it is a unique aspect which attracts tourists to a destination on its own, it is identified as

separate image attribute. The quality and the beauty of the beaches at the destination is explained by this attribute.

12. Shopping Facilities; is again an extension of the destination image attribute; tourist activities, but because of its sheer ability to attract tourists to a particular destination it is identified as a separate image attribute.

13. Accommodation; too is a destination image attribute which is part of the broader attribute; Infrastructure, but it needs to be identified as a separately because quality of accommodation and options of accommodation a destination offers is integral to its tourism fortunes.

14. Cities; is an image attribute which describes the destination in terms of its cities. Some tourist destinations boast of iconic cities and add to the overall experience for a tourist.

15. Fares/Exhibits/Festivals; are part of the culture of the destination but they create a larger involvement of the tourist where a tourist gains first-hand experience of the local culture. Every place is identified with unique, fares/exhibits/festivals, but few have capitalised on these to attract tourists.

16. Facilities for Information & Tours; is about how easy it is for a tourist travelling to a destination to get the right information and support during his visit.

17. Opportunity to Increase Knowledge; is about a tourist getting to learn new things and gain an enriched experience through his travel to the destination.

18. Crowdedness; is about how densely populated a tourist destination is and how it affects the tourists' experience at the destination.

19. Cleanliness of the Destination; is about the overall sanitation and garbage management at the destination. This is more important with respect to places which the tourists frequent.

20. Personal Safety; deals with how safe a tourist feels during his travel and stay at the destination.

21. Economic Development; is about the overall quality of life and standard of living at the destination.

22. Accessibility; is about how easy it is for a tourist to travel to a destination. For an international tourist, this includes the ease of procuring the visa. Once the tourist arrives at the destination, accessibility includes the ease of travelling to different places within the destination.

23. Degree of Urbanization; is the extent to which the destination is urbanized. Higher level of urbanization is linked with better infrastructure and facilities for the tourists.

24. Extent of Commercialization; is the extent to which all the tourist activities, facilities and services at the destination are linked with the sole aim of generating profits.

25. Political Stability; is the extent of political turmoil which can lead to potential violence which can make a tourist feel insecure to travel to a destination.

26. Hospitality/Friendliness; is about how hospitable and friendly are the locals towards the tourists. Friendly locals can make the tourists feel more welcome and comfortable at their travel destination.

27. Customs/Culture; is about the overall way of life of the locals. Their unique beliefs and rituals are all part of this culture.

28. Different Cuisines; deal with the options of different cuisines available for the tourists especially with respect to the unique local cuisine which the tourists can experience.

29. Resting/Relaxing; is about the extent to which a tourist feels total peace and tranquillity at the destination.

30. Atmosphere; is about how the tourists feel at the destination, i.e. the extent to which they feel like its familiar to their home land and the extent to which they feel it's totally different (exotic) from their home land.

31. Opportunity for Adventure; is based on the extent to which the tourists view their trip to a destination as an adventure, they can look forward to.

32. Family Oriented; is about how the tourists perceive the place, in terms it having the required environment conducive for a family audience.

33. Quality of Service; deals with tourist perception on the overall service experience at the destination.

34. Fame/Reputation; is the extent to which tourists are affected by the popular stereotype or the popular beliefs about the destination they travel to.

## 5.2 PILOT STUDY TO IDENTIFY THE DETERMINANTS OF GOA'S DESTINATION IMAGE

To identify the destination image determinants/attributes, which are relevant to the destination image study on Goa, the 34 destination image attributes identified (Refer: Table: 5.1), through the literature review were further tested by conducting a pilot study. The pilot study was conducted on, domestic tourists and foreign tourists, who were on a visit to Goa during the

month of March, April and May 2015. The objective of the pilot survey was to test the 34 identified destination image attributes in terms of the extent to which an average tourist visiting Goa would consider them as important in contributing to their overall touristic experience in Goa. A total of 68 foreign tourists and 127 domestic tourists participated in this pilot survey. The tourists were asked to rate the 34 identified image attributes in terms of importance they associate with each of them. A, Likert scale of, 1 to 5, was used to rate the various attributes, where, 1-least important, 2- not important, 3-average importance, 4- important and 5- very important. The tourist responses of the domestic and foreign tourists were combined and were analyzed by using descriptive statistics. The objective of using, descriptive statistics, was to get the mean ratings of each of the 34 destination image attributes from the tourists' perspective. Destination image attributes with mean rating of 3 and above were retained for further research whereas the image attributes with mean ratings below 3 were removed from further research. Out of the 34 destination image attributes, 33 of the identified attributes of destination were rated as having an average to high level of importance in defining their overall touristic experience in Goa. The only destination image attribute which the tourists rated as not important in contributing to their overall touristic experience in Goa is, Fame/Reputation, (Refer: Table No:5.3).

**Table: 5.2**

| | | |
|---|---|---|
| **DETERMINANTS OF GOA'S DESTINATION IMAGE** | | |
| 1 Beaches | 12 Cost / Price level | 23 Family Oriented |
| 2 Night Life and Entertainment | 13 Historic Buildings/Architecture | 24 National Parks/Wilderness Activities |
| 3 Tourist Activities | 14 Quality of service | 25 Friendliness/Hospitality |
| 4 Scenery/Hinterlands | 15 Customs/ Culture | 26 Economic Development |
| 5 Local Cusines | 16 local Infrastructure/ trasportation | 27 Political Stability |
| 6 Restful/ Relaxing | 17 Crowdedness | 28 Extent of Commercialization |
| 7 Opportunity for Adventure | 18 Facilities for Information and Tours | 29 Opportunity to Increase Knowledge |
| 8 Fares/ exhibits/ festivals | 19 Accessibility | 30 Degree of Urbanisation |
| 9 Climatic Conditions | 20 Cleanliness of the destination | 31 Cities |
| 10 Quality of Accomodation | 21 Personal safety | 32 Sports Facilities |
| 11 Shopping Facility | 22 Museums/ Historic Sites | 33 Atmosphere |

**Table-No:5.3**

**Tourists' Rating of Importance They Attach with Each of the Destination Image Attributes in Defining Their Overall Touristic Experience in Goa**

| Sr. No | Identified Determinants/Attributes of Destination Image | N | Mean |
|---|---|---|---|
| 1 | Beaches | 195 | 4.69 |
| 2 | Night Life and Entertainment | 195 | 4.64 |
| 3 | Tourist Activities | 195 | 4.36 |
| 4 | Scenery/Hinterlands | 195 | 4.28 |
| 5 | Different Cuisines | 195 | 4.19 |
| 6 | Restful/Relaxing | 195 | 4.09 |
| 7 | Opportunity for Adventure | 195 | 4.08 |
| 8 | Fares/Exhibits/Festivals | 195 | 4.03 |
| 9 | Climatic Conditions | 195 | 3.89 |
| 10 | Quality of Accomodation | 195 | 3.89 |
| 11 | Shopping Facility | 195 | 3.85 |
| 12 | Cost/Price level | 195 | 3.83 |
| 13 | Buildings/Archetecture | 195 | 3.83 |
| 14 | Quality of Service | 195 | 3.76 |
| 15 | Customs/Culture | 195 | 3.75 |
| 16 | local Infrastructure/Trasportation | 195 | 3.69 |
| 17 | Crowdedness | 195 | 3.69 |
| 18 | Facilities for Information and Tours | 195 | 3.61 |
| 19 | Accessibility | 195 | 3.58 |
| 20 | Cleanliness of the Destination | 195 | 3.57 |
| 21 | Personal Safety | 195 | 3.52 |
| 22 | Museums/Historic Sites | 195 | 3.51 |
| 23 | Family Oriented | 195 | 3.47 |
| 24 | National Parks/Wilderness Activities | 195 | 3.40 |
| 25 | Friendliness/Hospitality | 195 | 3.33 |
| 26 | Economic Development | 195 | 3.27 |
| 27 | Political Stability | 195 | 3.22 |
| 28 | Extent of Commercialization | 195 | 3.17 |
| 29 | Opportunity to Increase Knowledge | 195 | 3.08 |
| 30 | Degree of Urbanisation | 195 | 3.06 |
| 31 | Cities | 195 | 3.06 |
| 32 | Sports Facilities | 195 | 3.02 |
| 33 | Atmosphere | 195 | 3.02 |
| 34 | Fame/Reputation | 195 | 2.14 |
| | Valid N (listwise) | 195 | |

The identification of these 33 determinants/attributes helped achieve the first objective of my thesis, i.e. to identify the determinants of destination image, (Refer: Table: 5.2). These identified determinants/attributes of destination image form the basis for the primary quantitative research undertaken to achieve the second and third objective of the research, i.e. to measure the destination image of Goa from the perception of the tourists and to measure the projected image of Goa from the tourism marketers' perception.

# CHAPTER – 6

# THE TOURISTS' PERCEIVED IMAGE OF GOA

This chapter presents the, analysis and findings, with respect to the second objective of this thesis, which is to, measure the destination image of Goa from the tourists' perception for the 33 identified determinants/attributes of destination image.

## 6.1  ANALYSIS  AND  FINDINGS  OF  GOA'S  DESTINATION  IMAGE FROM THE TOURISTS' PERCEPTION

The findings and analysis of the survey for the tourists is divided into two parts. In the first part, the findings of the domestic tourists' perception on the different determinants/attributes of Goa's destination image is presented. In the second part, the findings of the foreign tourists' perception on the different determinants/attributes of Goa's destination image is presented. The analysis of the data is done with the use of three statistical tools for both; the foreign tourists as well as the domestic tourists. The first step presents the findings of the; Principal Component Factor Analysis. The main purpose of the; Principal Component Factor Analysis, is to reduce the number of destination image attributes of Goa into a smaller set of manageable destination image factors. In the second step, the identified destination image factors were evaluated with the use of; Multiple Linear Regression, to access the impact of each of the identified destination image factors on the overall destination image of Goa from the perception of the tourists. In the third step the individual determinants/attributes of destination image were evaluated with the use of; Descriptive Statistics, in order to find the tourists perceived image rating for each of these attributes with respect to Goa. These analysis is reported separately for the domestic tourists and the foreign tourists.

## 6.2 ANALYSIS: GOA'S DESTINATION IMAGE FROM THE DOMESTIC TOURISTS' PERCEPTION

The sample of domestic tourists surveyed included, 43% female respondents and 57% male respondents. The vast majority of the sample which is, 78% belonged to the age category of 26-50, 13% belonged to the age category of 18-25 and the balance 9% belonged to the age category of 50 and above. 82% of the sample said they were married and the balance were not married. In terms of occupation, 67% of the sample was represented by domestic tourists who were employed in either private firms or with the government, 18% were self-employed, 8% students and the balance 7% were retired. In terms of income, the vast majority of the respondents (68%) belonged to the annual income category of Rs.250000 and Rs.1000000, which represents a strong tilt towards middle to upper middle-income groups. 32% of the respondents were visiting Goa alone or with friends and 68% with family. An over whelming majority looked at Goa as a short weekend holiday destination with a huge 93% having a stay for less than 1 week. 72% of the sample were tourists who had visited the state in the past and the balance 28% were visiting it for the first time. The entire survey was conducted in both North Goa as well as South Goa with a tourist breakup of 58% tourists in North and 42% tourists in South.

### 6.2.1 Analysis Using Principal Component Factor Analysis

The collected data was analysed using; Principal Component Factor Analysis. The result of the, Kaiser- Meyer- Olkin and Bartlett's Test of Sphericity for destination image, is 0.877, which is higher than 0.5, the result was significant (p<0.001), as suggested by, Hair et al (2010), (Refer: Table: 6.1). For this study factor loadings of items greater than (+-) 0.3 were

considered necessary to measure as suggested by, Hair et al (2010), (Refer: Table: 6.1 (a)). The total variance explained by the variables of destination image is 52.044% which exceeded the point suggested by, Hair et al (2010). The factor analysis reduced the 33 attributes of Goa's destination image into 5 factors; 1) Travel Environment 2) Infrastructure & Cost 3) Entertainment & Activities 4) Historic Attractions and 5) Natural Attractions. This formation of the 5 factors is also depicted by the Scree plot, (Refer: Figure: 6.1).

The attributes of destination image which got clubbed under the factor; Travel Environment, were, climatic conditions, customs/culture, crowdedness, political stability, cleanliness of destination, degree of urbanisation, economic development, family oriented, extent of commercialisation, opportunity for adventure, personal safety, hospitality/friendliness, restful/relaxing and atmosphere. The attributes of destination image which got clubbed under the factor; Infrastructure and Cost, were, different cuisines, local infrastructure/transport, facilities for information & tours, quality of accommodation, cost/price levels, accessibility, cities and quality of service. The destination image attributes which got clubbed under the factor; Entertainment & Activities, were, night life/entertainment, sports activities, tourist activities, shopping facilities, national parks/wilderness activities and fares/exhibits/festivals. The image attributes which got clubbed under the forth factor; Historic Attractions, were, buildings/architecture, museums/historic sites and opportunity to increase knowledge. The fifth and final factor identified; Natural Attraction, included the image attributes; beaches and scenery/hinterlands. (Refer: Table: 6.1 (c))

The factor; Travel Environment, explains the maximum total variance of 23.745%. Infrastructure & Cost, explains 10.267% of total variance. The 3$^{rd}$ factor; Entertainment & Activities, explains 7.643% of total variance. The 4$^{th}$ factor; Historic Attractions, explains 5.455% of total variance and the final factor; Natural Attractions, explains 4.934% of total variance. (Refer: Table: 6.1 (b))

**Table: 6.1**

**KMO and Bartlett's Test (Factor Analysis - Domestic Tourists)**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.877 |
|---|---|---|
| | Approx. Chi-Square | 9489.968 |
| Bartlett's Test of Sphericity | Df | 528 |
| | Sig. | 0 |

**Table: 6.1 (a)**

**Communalities (Factor Analysis- Domestic Tourists)**

| Communalities | | |
|---|---|---|
| | Initial | Extraction |
| Climatic Conditions | 1 | 0.805 |
| Opportunity To Increase Knowledge | 1 | 0.407 |
| Restful/ Relaxing | 1 | 0.316 |
| Quality Of Service | 1 | 0.385 |
| Hospitality | 1 | 0.201 |
| Atmosphere | 1 | 0.253 |
| Personal Safety | 1 | 0.468 |
| Customs /Culture | 1 | 0.778 |
| Political Stability | 1 | 0.757 |
| Cleanliness Of Destination | 1 | 0.725 |
| Degree Of Urbanization | 1 | 0.698 |
| Crowdedness | 1 | 0.761 |
| Economic Development | 1 | 0.672 |
| Family Oriented | 1 | 0.616 |
| Extent Of Commercialization | 1 | 0.541 |
| Opportunity For Adventure | 1 | 0.495 |
| Beaches | 1 | 0.66 |
| Scenery/ Hinterlands | 1 | 0.538 |
| Nightlife/Entertainment | 1 | 0.703 |
| Fares/Exhibits/Festivals | 1 | 0.381 |
| Sports Activities | 1 | 0.509 |
| National Parks/Wilderness/Activities | 1 | 0.287 |
| Tourist Activities | 1 | 0.434 |
| Different Cuisines | 1 | 0.546 |
| Quality of Accommodation | 1 | 0.478 |
| Accessibility | 1 | 0.299 |
| Facilities for Information & Tours | 1 | 0.528 |
| Shopping Facility | 1 | 0.297 |
| Local Infrastructure/ Transportation Service | 1 | 0.521 |
| Cities | 1 | 0.329 |
| Museums/ Historic Sites | 1 | 0.639 |
| Buildings / Architecture | 1 | 0.726 |
| Cost / Price Level | 1 | 0.42 |

**Table: 6.1 (b)**

**Total Variance Explained (Factor Analysis - Domestic Tourists)**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 7.836 | 23.745 | 23.745 | 7.836 | 23.745 | 23.745 | 7.821 |
| 2 | 3.388 | 10.267 | 34.012 | 3.388 | 10.267 | 34.012 | 3.296 |
| 3 | 2.522 | 7.643 | 41.656 | 2.522 | 7.643 | 41.656 | 2.7 |
| 4 | 1.8 | 5.455 | 47.111 | 1.8 | 5.455 | 47.111 | 1.836 |
| 5 | 1.628 | 4.934 | 52.044 | 1.628 | 4.934 | 52.044 | 1.685 |
| 6 | 1.32 | 3.999 | 56.043 | | | | |
| 7 | 1.182 | 3.583 | 59.626 | | | | |
| 8 | 0.968 | 2.934 | 62.56 | | | | |
| 9 | 0.93 | 2.819 | 65.379 | | | | |
| 10 | 0.888 | 2.692 | 68.071 | | | | |
| 11 | 0.833 | 2.525 | 70.596 | | | | |
| 12 | 0.794 | 2.407 | 73.003 | | | | |
| 13 | 0.771 | 2.336 | 75.339 | | | | |
| 14 | 0.697 | 2.113 | 77.452 | | | | |
| 15 | 0.686 | 2.079 | 79.531 | | | | |
| 16 | 0.603 | 1.827 | 81.359 | | | | |
| 17 | 0.567 | 1.718 | 83.077 | | | | |
| 18 | 0.566 | 1.715 | 84.792 | | | | |
| 19 | 0.548 | 1.66 | 86.452 | | | | |
| 20 | 0.496 | 1.504 | 87.956 | | | | |
| 21 | 0.454 | 1.375 | 89.331 | | | | |
| 22 | 0.449 | 1.359 | 90.691 | | | | |
| 23 | 0.424 | 1.285 | 91.976 | | | | |
| 24 | 0.373 | 1.131 | 93.107 | | | | |
| 25 | 0.372 | 1.127 | 94.234 | | | | |
| 26 | 0.353 | 1.069 | 95.302 | | | | |
| 27 | 0.311 | 0.943 | 96.245 | | | | |
| 28 | 0.296 | 0.898 | 97.143 | | | | |
| 29 | 0.261 | 0.791 | 97.934 | | | | |
| 30 | 0.249 | 0.753 | 98.687 | | | | |
| 31 | 0.213 | 0.647 | 99.333 | | | | |
| 32 | 0.18 | 0.545 | 99.879 | | | | |
| 33 | 0.04 | 0.121 | 100 | | | | |

**Figure: 6.1**

**Scree Plot (Factor Analysis- Domestic Tourists)**
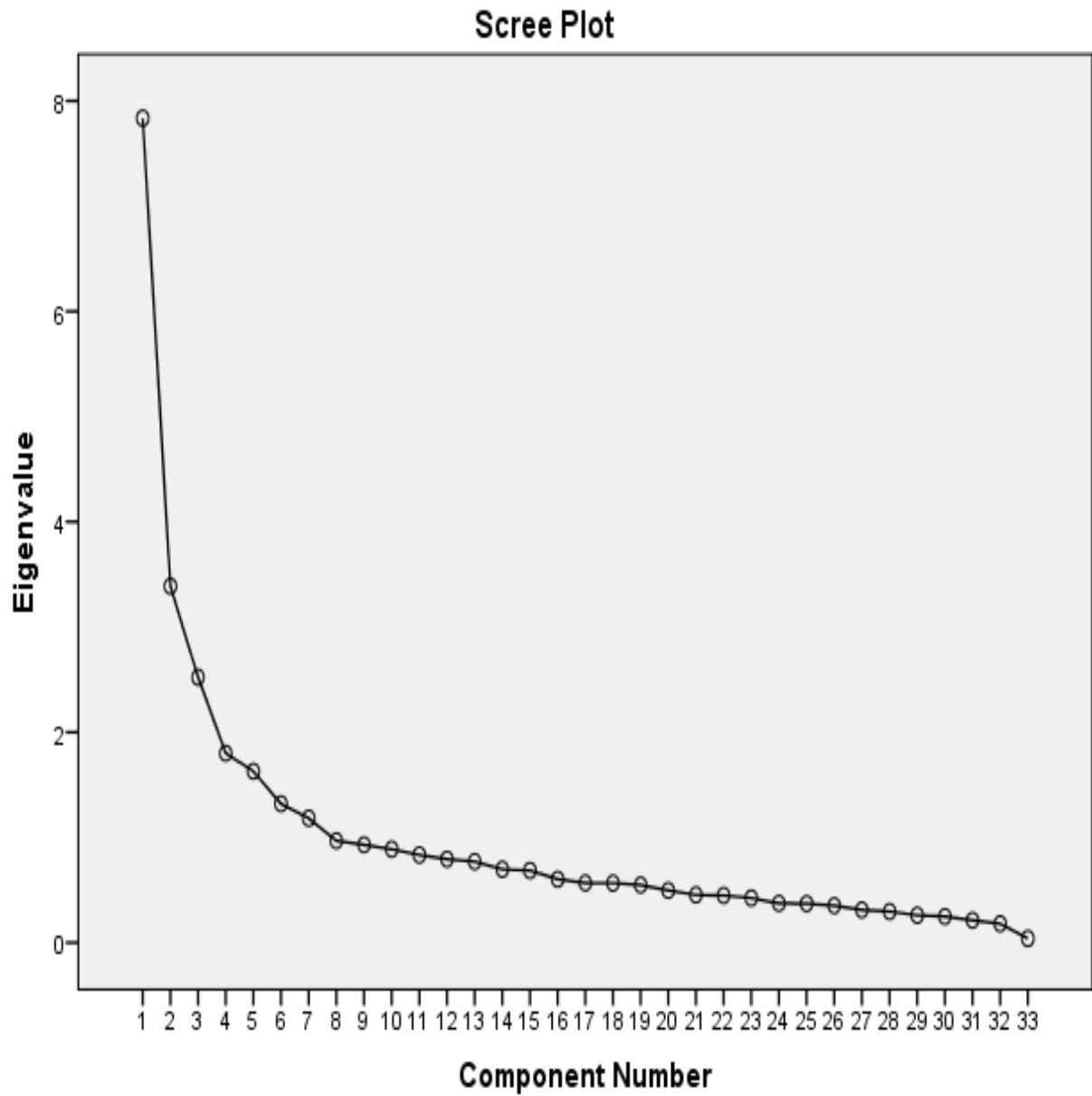


Table: 6.1 (c)

**Pattern Matrix (Factor Analysis - Domestic Tourists)**

| | Component | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| Climatic Conditions | 0.887 | | | | |
| Customs/Culture | 0.876 | | | | |
| Crowdedness | 0.874 | | | | |
| Political Stability | 0.87 | | | | |
| Cleanliness of Destination | 0.842 | | | | |
| Degree of Urbanization | 0.829 | | | | |
| Economic Development | 0.817 | | | | |
| Family Oriented | 0.786 | | | | |
| Extent of Commercialization | 0.737 | | | | |
| Opportunity for Adventure | 0.701 | | | | |
| Personal Safety | 0.646 | | | | |
| Friendliness/Hospitality | 0.437 | | | | |
| Restful/Relaxing | 0.367 | | | | |
| Atmosphere | 0.365 | | | | |
| Different Cuisines | | 0.724 | | | |
| local Infrastructure/transportation | | 0.713 | | | |
| Facilities for Information and Tours | | 0.693 | | | |
| Quality of Accommodation | | 0.684 | | | |
| Cost/Price level | | 0.604 | | | |
| Quality of Service | | 0.554 | | | |
| Cities | | 0.533 | | | |
| Accessibility | | 0.53 | | | |
| NightLife and Entertainment | | | 0.828 | | |
| Sports Activities | | | 0.708 | | |
| Tourist Activities | | | 0.654 | | |
| Fares/Exhibits/Festivals | | | 0.612 | | |
| Shopping Facility | | | 0.516 | | |
| National Parks/Wilderness Activities | | | 0.509 | | |
| Buildings/Architecture | | | | 0.852 | |
| Museums/Historic Sites | | | | 0.793 | |
| Opportunity to Increase Knowledge | | | | 0.584 | |
| Beaches | | | | | 0.806 |
| Scenery/Hinderlands | | | | | 0.731 |

*Extraction Method: Principal Component Analysis*

## 6.2.2 Analysis Using Multiple Linear Regression Analysis

The 5 destination image factors (Travel Environment; Infrastructure & Cost; Entertainment & Activities; Historic Attractions and Natural Attractions), identified using the; Principal Component Factor Analysis, in the first part were further analyzed using; Multiple Linear Regression. The objective of the, multiple linear regression, was to check the impact of these destination image factors, together as well individually, on Goa's destination image as perceived by the domestic tourists visiting Goa. For the, regression analysis, the image rating given by the tourists based on their perception of Goa's overall destination image is taken as the dependent variable and the image ratings of 5 identified destination image factors of Goa, based on the tourists' perception, are taken as the independent variables.

The multiple linear regression analyses, revealed that the 5 identified destination image factors put together significantly impact ($p < .05$), the destination image of Goa as perceived by the domestic tourists (Refer: Table: 6.2 (a)), with a total of 51.3% (Adjusted R Square: 0.513) variance explained (Refer: Table: 6.2). This can be explained by the equation:

Destination Image of Goa as Perceived by the Domestic tourists (DI)= -0.674 + 0.236(Natural Attractions)+0.214(Travel Environment) + 0.168(Infrastructure & Cost) + 0.234(Entertainment & Activities) + 0.302(Historic Attractions) + e.

All the 5 identified factors; Travel Environment; Natural Attractions; Historic Attractions; Entertainment & Activities and Infrastructure & Cost; were found to be statistically significant contributors to the perceived destination image of Goa from the perception of domestic tourists visiting Goa. As can be seen from their β values, all 5 factors are positively affecting the perceived destination image of Goa. Historic Attractions, causes the maximum variance to destination image (β= .445). Factors; Natural Attractions and Entertainment & Activities, both are contributing to a similar level of variance to perceived destination image

of Goa with β value of 0.289 and 0.294 respectively. Travel Environment, as a factor causes the 4th highest level of variance with β value of 0.282. The factor causing the least variance to destination image of Goa as perceived by the domestic tourists is, Infrastructure & Cost, with a β value of 0.194 (Refer: Table: 6.2 (b)).

**Table: 6.2**

**Model Summary (Regression Analysis- Domestic Tourists)**

### Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .719[a] | 0.517 | 0.513 | 0.39852 |

**Table: 6.2 (a)**

**Anova (Regression Analysis- Domestic Tourists)**

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 102.431 | 5 | 20.486 | 128.99 | .000[b] |
| | Residual | 95.769 | 603 | 0.159 | | |
| | Total | 198.2 | 608 | | | |

**Table: 6.2 (b)**

**Coefficients (Regression Analysis- Domestic Tourists)**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -0.674 | 0.177 | | -3.8 | 0.000 |
| | Natural Attractions | 0.236 | 0.023 | 0.289 | 10.164 | 0.000 |
| | Travel Environment | 0.214 | 0.022 | 0.282 | 9.872 | 0.000 |
| | Infrastructure & Cost | 0.168 | 0.025 | 0.194 | 6.787 | 0.000 |
| | Entertainment & Activities | 0.234 | 0.023 | 0.294 | 10.284 | 0.000 |
| | Historic Attractions | 0.302 | 0.019 | 0.445 | 15.636 | 0.000 |

### 6.2.3 Analysis Using Descriptive Statistics

The domestic tourists' ratings of the 33 destination image attributes of Goa belonging to each of the 5 destination image factors identified, was analysed in the third step with the use of; Descriptive Statistics. Under the destination image factor, Travel Environment, all the attributes of Goa's destination image were rated as having an average image by the domestic tourists. However, the image attributes; Extent of Commercialisation, Family Oriented and Crowdedness were rated in the lower end of the average spectrum (3-3.49) with mean scores of 3.17, 3.25 and 3.36 respectively. The image attributes of the factor; Travel Environment, which got an image rating at the higher end of the average spectrum (3.5-3.99) were; Restful/ Relaxing, Personal Safety and Hospitality/Friendliness with mean scores of 3.76, 3.71 and 3.70 respectively, (Refer: Table: 6.3).

Just as, is the case with the factor; Travel Environment, all the destination image attributes of the 2nd factor; Infrastructure & Cost, were rated as having an average image by the domestic

tourists visiting Goa. However, the image attributes which got an image rating in the higher range of the average spectrum and in fact coming very close to being rated in the positive image category (4-4.99) are the attributes; Different Cuisines, with a mean score of 3.98; Quality of Accommodation, with a mean score of 3.97 and Accessibility, with a mean score of 3.88. The image attributes of the factor; Infrastructure & Cost, which got a relatively poor rating, closer to the lower range of the average spectrum were, Cost/Price levels and Facilities for Information and Tours, with mean scores of 3.14 and 3.38 respectively (Refer: Table: 6.3 (a)).

For the 3rd factor; Entertainment & Activities, the domestic tourists rated the image attribute, Night Life/Entertainment, with a rating of 4.13. This is the only attribute in this factor with a positive image rating above 4 on a 5-point Likert scale. The rest of the image attributes in this factor were all rated as having an average image (Rating of 3-3.99). However, the image attribute; Sports Activities, is rated in the higher range of the average spectrum with a mean score of 3.73. The domestic tourists rated the image attribute; National Parks/Wilderness Activities as the lowest rated in this factor with a mean score of 3.31 (Refer: Table: 6.3 (b)).

All the image attributes of the 4$^{th}$ factor; Historic Attractions, were also rated as having an average image by the domestic tourists visiting Goa. However, the image attribute, Museums/ Historic Sites with a mean score of 3.79 is the highest rated in this factor. The image attribute, Opportunity to Increase Knowledge, is the lowest rated in this factor with a mean score of 3.11, which is in the lower end of the average spectrum (Refer: Table: 6.3 (c).

In the final destination image factor of Goa; Natural Attractions, the destination image attribute which is rated as having a positive image is; Beaches, with a mean score of 4.14.

The other image attribute in this factor; Scenery/Hinterlands, is rated in the higher range of average spectrum by the domestic tourists with a mean score of 3.73. (Refer: Table: 6.3 (d)).

All the image attributes of Goa except two were rated as having an average image by the domestic tourists visiting Goa. The destination image attributes; Beaches; and Nightlife/Entertainment; were the only two attributes of Goa which were rated positively by the domestic tourists.

**Table: 6.3**

**Descriptive Statistics for Factor 1 (Travel Environment) -Domestic Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Climatic Conditions | 609 | 1 | 5 | 3.56 | 0.04 | 1.02 |
| Restful/Relaxing | 609 | 1 | 5 | 3.76 | 0.04 | 1.08 |
| Friendliness/Hospitality | 609 | 1 | 5 | 3.70 | 0.04 | 0.94 |
| Atmosphere | 609 | 1 | 5 | 3.43 | 0.05 | 1.12 |
| Personal Safety | 609 | 1 | 5 | 3.71 | 0.04 | 1.03 |
| Customs/Culture | 609 | 1 | 5 | 3.59 | 0.04 | 1.00 |
| Political Stability | 609 | 1 | 5 | 3.43 | 0.04 | 0.97 |
| Cleanliness of the destination | 609 | 1 | 5 | 3.63 | 0.04 | 1.02 |
| Degree of Urbanization | 609 | 1 | 5 | 3.54 | 0.04 | 1.03 |
| Crowdedness | 609 | 1 | 5 | 3.36 | 0.04 | 0.97 |
| Economic Development | 609 | 1 | 5 | 3.54 | 0.04 | 1.02 |
| Family Oriented | 609 | 1 | 5 | 3.25 | 0.04 | 1.09 |
| Extent of Commercialization | 609 | 1 | 5 | 3.17 | 0.05 | 1.20 |
| Opportunity for Adventure | 609 | 1 | 5 | 3.43 | 0.05 | 1.14 |

**Table: 6.3 (a)**

**Descriptive Statistics for Factor 2 (Infrastructure & Cost) - Domestic Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Quality of Service | 609 | 1 | 5 | 3.60 | 0.04 | 1.06 |
| Different Cuisines | 609 | 1 | 5 | 3.98 | 0.04 | 0.93 |
| Quality of Accommodation | 609 | 1 | 5 | 3.97 | 0.04 | 1.01 |
| Accessibility | 609 | 1 | 5 | 3.88 | 0.04 | 1.03 |
| Facilities for Information and Tours | 609 | 1 | 5 | 3.38 | 0.05 | 1.12 |
| local Infrastructure/transportation | 609 | 1 | 5 | 3.57 | 0.04 | 0.97 |
| Cities | 609 | 1 | 5 | 3.57 | 0.04 | 0.95 |
| Cost/Price level | 609 | 1 | 5 | 3.14 | 0.05 | 1.27 |

**Table: 6.3 (b)**

**Descriptive Statistics for Factor 3 (Entertainment & Activities) - Domestic Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| NightLife and Entertainment | 609 | 1 | 5 | 4.13 | 0.03 | 0.85 |
| Fares/Exhibits/Festivals | 609 | 1 | 5 | 3.45 | 0.05 | 1.30 |
| Sports Activities | 609 | 1 | 5 | 3.73 | 0.04 | 1.04 |
| National Parks/Wilderness Activities | 609 | 1 | 5 | 3.31 | 0.05 | 1.32 |
| Tourist Activities | 609 | 1 | 5 | 3.64 | 0.04 | 1.07 |
| Shopping Facility | 609 | 1 | 5 | 3.52 | 0.05 | 1.13 |

**Table: 6.3 (c)**

**Descriptive Statistics for Factor 4 (Historic Attractions) - Domestic Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Opportunity to Increase Knowledge | 609 | 1 | 5 | 3.11 | 0.05 | 1.30 |
| Museums/Historic Sites | 609 | 1 | 5 | 3.79 | 0.03 | 0.83 |
| Buildings/Architecture | 609 | 1 | 5 | 3.44 | 0.05 | 1.20 |

**Table: 6.3 (d)**

**Descriptive Statistics for Factor 5 (Natural Attractions) - Domestic Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Beaches | 609 | 1 | 5 | 4.14 | 0.03 | 0.71 |
| Scenery/Hinderlands | 609 | 1 | 5 | 3.73 | 0.04 | 0.92 |

## 6.3    FINDINGS: GOA'S DESTINATION IMAGE FROM THE DOMESTIC

### TOURISTS' PERCEPTION

➢ For the domestic tourists, the 33 identified, determinants/attributes of Goa's destination image can be broadly classified into 5 destination image factors; 1) Travel Environment 2) Entertainment & Activities 3) Infrastructure & Cost 4) Natural Attractions 5) Historic Attractions.

- The analysis revealed that all the 5 identified destination image factors contribute significantly to the perceived destination image of Goa from the perception of domestic tourists visiting Goa.

- The image factor; Historic Attractions, is by far the most important factor and it has the maximum impact on the domestic tourists' perception of Goa's image. This is a significant finding coming out of this study as it doesn't fit into the popular stereotype of Goa being a land of sun, sand and sea. A probable reason for this could be that domestic tourists perceive Goa as a land different from the rest of India which is possibly linked to its unique history. Goa has been a Portuguese colony for more than 400 years which it reflects in not only its unique architecture and churches but also its unique open and laid-back way of life.

- The factor, Entertainment & Activities is second in the pecking order for the impact it has on the Goa's destination image as perceived by the domestic tourists. This factor is widely considered to be one of the major selling points for tourism in Goa. Goa is widely publicized as the party capital of India.

- The analysis also reveals that the image factor; Natural Attractions, which includes image attributes of Goa like, Beaches and Scenery, widely considered as Goa's USP, is the factor which causes the third highest level of impact on the domestic tourists' perception of Goa's image.

- The image factors; 'Travel Environment' and 'Infrastructure & Cost', are fourth and fifth out of the five identified destination image factors in terms of the influence they exert on the destination image of Goa from the domestic tourists' perception. Even

though these factors are the last two, they are significant and can't be neglected from the tourism marketers' perspective.

➢ Even though the image factor; Historic Attraction, has the maximum impact on the perceived destination image of Goa for the domestic tourists, none of the image attributes which make up this factor were rated very positively by the domestic tourists with respect to Goa. All the image attributes in this factor were rated as having an average image by the domestic tourists. One of the possible reasons for this is the general lack to awareness among the tourists about places of historical significance in Goa. Based on the general discussions with the tourists, most are aware of the widely promoted heritage sites like, the Basilica of Bom Jesus and Se Cathedral, in Old Goa, Fort Aguada, Reis Magos Fort etc. But there are so many more which they have absolutely no awareness about. A few who are aware complain about the lack of maintenance of these places and lack of basic tourism infrastructure such as toilets at such places.

➢ In the factor; Entertainment & Activities, it comes as no surprise that the attribute of destination image, which is rated very positively by the domestic tourists is, Nightlife/Entertainment. Goa over the last decade has become famous for its nightlife attracting a large number of young tourists. But the other image attributes which make up this factor; i.e. Fares/Exhibits/Festivals, Sports Activities, National Parks/Wilderness Activities, Tourist Activities and Shopping Facilities were rated as having an average image by the domestic tourists. While night-life, partying does attract a large section of young tourists, alternative activities linked with local festivals and wilderness can attract another segment of tourists.

➢ In the factor; Natural Attractions, the image attribute that is rated very positively in terms of its image is, Beaches. This is not surprising considering that Goa has built its tourism industry around its beautiful beaches. For an average tourist the first thing he associates Goa with, is its beaches and for them a vacation to Goa means spending a major part of their vacation by the beach. The image attribute; Scenery/Hinterlands received an average image rating and a possible reason for this is that a lot of the domestic tourists visiting Goa have a general lack of awareness of things Goa has to offer beyond its beaches in terms of its natural attractions. Besides this lack of promotion, Hinterlands; have not yet been fully developed to support large scale tourism.

➢ In the factor; Travel Environment, all the attributes of destination image of Goa received an average image rating. However, the destination image attributes; Crowdedness, Family Oriented and Extent of Commercialization received the lowest relative ratings in this factor. In recent years a huge emphasis on, nightlife and entertainment, has taken precedence over how Goa is promoted which has effectively attracted a large number of youngsters. But, nightlife and entertainment, has also negative associations in the Indian context, where, negative attributes like, drugs and prostitution are associated with it. This could possibly relate to the image of Goa not being ideal for family travelers among the domestic tourists. The other aspect which is perceived relatively lower in terms of its image is the crowdedness of Goa. This is not surprising considering the huge growth of tourists in such a brief period. Goa's image in terms of the extent of commercialization, which is again an image attribute of the factor; Travel Environment, has been rated relatively low. There are various reports

which reveal the plight of tourists who visit Goa, complaining about being cheated, whether it's the taxi fares, the room rentals or the rates of various tourist activities.

➢ The destination image attributes, which received higher image ratings, relative to the other attributes in the factor; Travel Environment, were, Personal Safety, Hospitality and Restful/Relaxing. Goa has recently been rated as the safest travel destination in India for female travelers by the; Women and Child Development Ministry of India, in 2017. Such bits of news give boost to the safety perception of Goa's image. For a vast majority of urban domestic tourists from, Mumbai, Pune and Bangalore; Goa is emerging as a quick weekend getaway to relax and to have fun. This reflects in the relatively higher rating for the image attribute, Restful/Relaxing. Tourism is part of Goa's culture and a large number of locals depend on tourism for their livelihood. This ensures that tourists who visit Goa are given a high level of hospitality and are made to feel welcome.

➢ All the image attributes of the factor; Infrastructure & Cost, have received an average image rating by the domestic tourists visiting Goa. However, two attributes of image in this factor; i.e. Cost/Price levels and Facilities for Information and Tours, received the lowest relative rating with rating in the lower range of the average spectrum. The relatively lower rating for the image attribute; Cost/Price Levels, with respect to Goa, is possibly because a large number of the domestic tourists perceive that; air travel, hotel rates, restaurants, tourist activities and taxi hiring; cost is very high. However, the lower cost of alcohol compared to other states in India, is able to balance this perception to a certain extent among the travelers who enjoy this aspect of Goa. Critics of Goa tourism have often pointed out that the seasonal rates of flight tickets to Goa

and hotel rates of stared hotels in Goa are higher than some of the other international tourist destinations like Thailand, Bali and Sri Lanka. High prices have to be backed by quality infrastructure and facilities for tourists. The second image attribute of this factor which is rated relatively lower is; Facilities for Information & Tours. In a world where information is available at a click of a button, a relatively lower rating for this attribute should be an area of concern for tourism marketers of Goa.

➢ The image attributes in the factor; Infrastructure & Cost, which received the highest ratings were; Different Cuisines, Accommodation Facilities and Accessibility. The domestic tourists visiting Goa love the sea food and some of the local delicacies. Similarly, Goa has a wide array of accommodation facilities which the tourists can choose from. Even though the cost for accommodation is perceived to be high, domestic tourists have a wide array of accommodation choices available depending on their budget. In terms of accessibility, Goa is well connected to all the major cities of India, by air, train and road. Travelling to Goa is relatively easy and for many youngsters who stay in cities like; Mumbai, Pune and Bangalore a quick weekend drive to Goa is a norm. Even though hiring taxis in Goa is perceived to be very expensive, the mushrooming of rent-a-bike and rent-a-car facilities in Goa over the last decade has come as boon for the tourists.

## 6.4 ANALYSIS: GOA'S DESTINATION IMAGE FROM THE FOREIGN TOURISTS' PERCEPTION

The sample of foreign tourists surveyed included, 39% Female respondents and 61% Male respondents. The nationalities of the tourists surveyed were as follows; 53% British, 32%

Russian, 9% German and 6% others. 33% belonged to the age category of 50 and above, 38% belonged to the age category of 36-49, 21% belonged to age group of 26-35 and the balance and the balance 8% belonged to the age category of 18-25. 78% of the sample said they were married and the balance were not married. In terms of occupation a huge 47% were either retired or unemployed, the balance 53% were employed or self-employed in their respective countries. In terms of income, most of the respondents (82%) belonged to the annual income category of $10000 and $50000 per annum. Out of these, 42% belonged to the income group earning, $10000-$25000 and 40% belonged to the income group earning between, $25001-$50000 per annum. There is a strong tilt towards the higher age groups and more middle to lower income groups when it comes to the foreign tourist sample. 28% of the respondents were visiting Goa alone or with friends, 48% with family and the balance 24% were visiting Goa as a part of a charter group. Most of the foreign tourists representing the sample i.e. 84% of the foreign travelers were staying in Goa for more than 1 week. Out of these, 32% had planned a stay of more than 2 weeks. 56% of the sample were tourists who had visited the state in the past and the balance 44% were visiting it for the first time.

### 6.4.1 Analysis Using Principal Component Factor Analysis

The collected data was analysed using, Principal Component Factor Analysis. The result of the Kaiser- Meyer- Olkin and Bartlett's Test of Sphericity for Destination Image was 0.922 which was higher than 0.5, the result was significant (p<0.001) as suggested by Hair et al (2010), (Refer: Table: 6.4). For this study factor loadings of items greater than (+-) 0.3 were considered necessary to measure as suggested by Hair et al (2010), (Refer: Table: 6.4 (a)).

The total variance explained by the variables of destination image is 59.006% which exceeded the point suggested by Hair et al (2010). The factor analysis reduced the 33 attributes into 4 factors; 1) Travel Environment 2) Natural Attractions, Entertainment & Activities 3) Infrastructure & Service 4) Historic Attractions & Culture. This formation of the 4 factors is also depicted by the Scree plot, (Refer: Figure: 6.2).

The attributes of destination image which got clubbed under the factor; Travel Environment were; Cost, Political Stability, Hospitality, Degree of Urbanisation, Economic Development, Crowdedness, Family Oriented, Extent of Commercialisation, Opportunity for Adventure, Personal Safety, and Atmosphere. The attributes which got clubbed under the factor; Natural Attractions, Entertainment & Activities were; Beaches, Climatic Conditions, Restful/Relaxing, Scenery, Night Life/Entertainment, Sports Activities, Tourists Activities, Shopping Facilities, Wilderness Activities and Fares/Exhibits/Festivals The attributes of destination image which got clubbed with the factor; Infrastructure & Service, were; Local Infrastructure/Transport, Facilities for Information and Tours, Quality of Accommodation, Accessibility, Cities, Cleanliness of Destination and Quality of Service. The attributes which got clubbed under the forth factor; Historic Attractions & Culture were; Buildings/Architecture, Museums/Historic Sites and Opportunity to Increase Knowledge, Different Cuisines, Customs/Culture, (Refer: Table: 6.4 (c)).

The factor; Travel Environment, explains the maximum level of variance, i.e. 31.967% of total variance. The 2$^{rd}$ factor; Natural Attractions, Entertainment & Activities, explains 12.552% of the total variance. Infrastructure & Service, explains 10.170% of total variance. The 4$^{th}$ factor; Historic Attractions & Culture, explains 4.317% of total variance. (Refer: Table: 6.4 (b))

**Table: 6.4**

**KMO and Bartlett's Test (Factor Analysis- Foreign Tourists)**

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.922 |
| | Approx. Chi-Square | 9498.27 |
| Bartlett's Test of Sphericity | Df | 528 |
| | Sig. | 0.000 |

**Table: 6.4 (a)**

**Communalities (Factor Analysis- Foreign Tourists)**

| Communalities | | |
|---|---|---|
| | Initial | Extraction |
| Climatic_Conditions | 1 | 0.859 |
| Beaches | 1 | 0.546 |
| Scenery | 1 | 0.823 |
| NightLife_Entertainment | 1 | 0.626 |
| Shopping_Facility | 1 | 0.326 |
| Fares_Exhibits_Festivals | 1 | 0.399 |
| Sports_Activities | 1 | 0.465 |
| Parks_WildernessActivities | 1 | 0.289 |
| Tourist_Activities | 1 | 0.366 |
| Restful | 1 | 0.643 |
| Friendliness_Hospitality | 1 | 0.669 |
| Cost | 1 | 0.916 |
| Atmosphere | 1 | 0.541 |
| Personal_safety | 1 | 0.434 |
| Political_Stability | 1 | 0.756 |
| Degree_of_Urbanization | 1 | 0.593 |
| Crowdedness | 1 | 0.287 |
| Economic_Development | 1 | 0.569 |
| Family_Oriented | 1 | 0.337 |
| Extent_of_Commercialization | 1 | 0.554 |
| Opportunity_for_Adventure | 1 | 0.472 |
| Cleanliness | 1 | 0.406 |
| Quality_service | 1 | 0.516 |
| Quality_Accommodation | 1 | 0.653 |
| Accessibility | 1 | 0.605 |
| Facilities_Information_Tours | 1 | 0.799 |
| Infrastructure_Transport | 1 | 0.606 |
| Cities | 1 | 0.74 |
| Museums_Historic_Sites | 1 | 0.737 |
| Buildings_Architecture | 1 | 0.643 |
| Customs_Culture | 1 | 0.886 |
| Opportunity_for_Knowledge | 1 | 0.712 |
| Cusines | 1 | 0.7 |

**Table: 6.4 (b)**

**Total Variance Explained (Factor Analysis- Foreign Tourists)**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 10.549 | 31.967 | 31.967 | 10.549 | 31.967 | 31.967 | 7.992 |
| 2 | 4.142 | 12.552 | 44.519 | 4.142 | 12.552 | 44.519 | 6.248 |
| 3 | 3.356 | 10.17 | 54.689 | 3.356 | 10.17 | 54.689 | 7.545 |
| 4 | 1.425 | 4.317 | 59.006 | 1.425 | 4.317 | 59.006 | 6.885 |
| 5 | 1.056 | 3.2 | 62.206 | | | | |
| 6 | 0.864 | 2.619 | 64.825 | | | | |
| 7 | 0.859 | 2.604 | 67.429 | | | | |
| 8 | 0.831 | 2.519 | 69.948 | | | | |
| 9 | 0.745 | 2.258 | 72.206 | | | | |
| 10 | 0.72 | 2.182 | 74.388 | | | | |
| 11 | 0.651 | 1.973 | 76.361 | | | | |
| 12 | 0.631 | 1.913 | 78.273 | | | | |
| 13 | 0.587 | 1.778 | 80.051 | | | | |
| 14 | 0.582 | 1.762 | 81.814 | | | | |
| 15 | 0.549 | 1.662 | 83.476 | | | | |
| 16 | 0.524 | 1.589 | 85.065 | | | | |
| 17 | 0.499 | 1.513 | 86.578 | | | | |
| 18 | 0.468 | 1.419 | 87.997 | | | | |
| 19 | 0.44 | 1.334 | 89.331 | | | | |
| 20 | 0.42 | 1.273 | 90.603 | | | | |
| 21 | 0.394 | 1.195 | 91.799 | | | | |
| 22 | 0.382 | 1.158 | 92.957 | | | | |
| 23 | 0.354 | 1.073 | 94.029 | | | | |
| 24 | 0.34 | 1.031 | 95.061 | | | | |
| 25 | 0.301 | 0.913 | 95.973 | | | | |
| 26 | 0.262 | 0.795 | 96.768 | | | | |
| 27 | 0.255 | 0.774 | 97.542 | | | | |
| 28 | 0.219 | 0.665 | 98.207 | | | | |
| 29 | 0.213 | 0.644 | 98.851 | | | | |
| 30 | 0.121 | 0.366 | 99.217 | | | | |
| 31 | 0.102 | 0.308 | 99.525 | | | | |
| 32 | 0.09 | 0.272 | 99.797 | | | | |
| 33 | 0.067 | 0.203 | 100 | | | | |

**Figure: 6.2**
**Scree Plot (Factor Analysis- Foreign Tourists)**
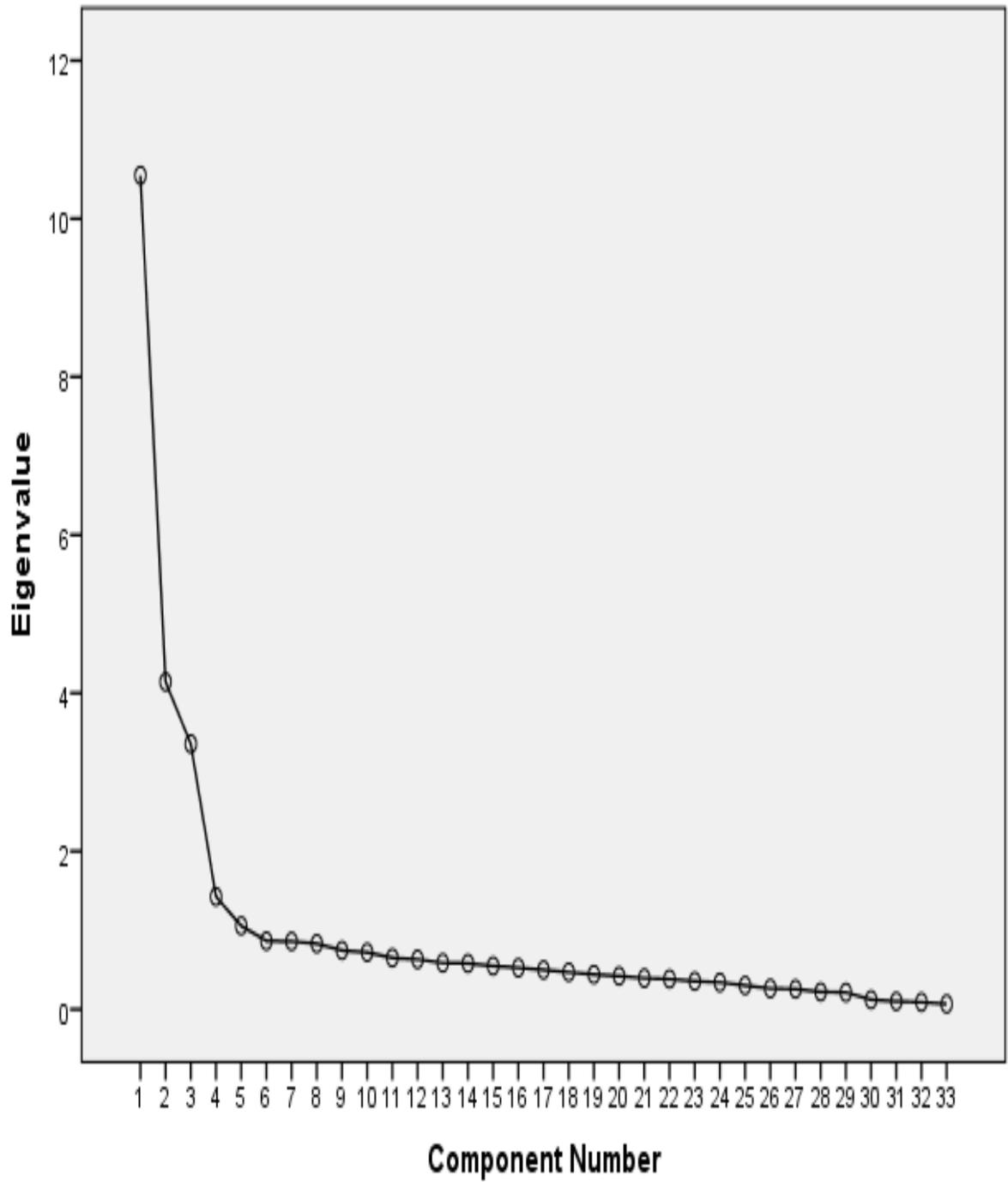
**Table: 6.4 (c)**

**Pattern Matrix (Factor Analysis - Foreign Tourists)**

| | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| Cost/Price level | 0.945 | | | |
| Political Stability | 0.876 | | | |
| Friendliness/Hospitality | 0.829 | | | |
| Economic Development | 0.759 | | | |
| Degree of Urbanization | 0.739 | | | |
| Atmosphere | 0.719 | | | |
| Extent of Commercialization | 0.713 | | | |
| Personal Safety | 0.681 | | | |
| Opportunity for Adventure | 0.655 | | | |
| Family Oriented | 0.621 | | | |
| Crowdedness | 0.497 | | | |
| Climatic Conditions | | 0.9 | | |
| Scenery/Hinderlands | | 0.889 | | |
| Restful/Relaxing | | 0.79 | | |
| NightLife and Entertainment | | 0.764 | | |
| Beaches | | 0.742 | | |
| Sports Activities | | 0.659 | | |
| Fares/Exhibits/Festivals | | 0.63 | | |
| Tourist Activities | | 0.62 | | |
| Shopping Facility | | 0.583 | | |
| National Parks/Wilderness Activities | | 0.475 | | |
| Facilities for Information and Tours | | | 0.896 | |
| local Infrastructure/transportation | | | 0.862 | |
| Cities | | | 0.851 | |
| Accessibility | | | 0.751 | |
| Cleanliness of Destination | | | 0.717 | |
| Quality of Accommodation | | | 0.661 | |
| Quality of Service | | | 0.504 | |
| Opportunity to Increase Knowledge | | | | 0.915 |
| Different Cuisines | | | | 0.878 |
| Customs/Culture | | | | 0.82 |
| Buildings/Architecture | | | | 0.67 |
| Museums/Historic Sites | | | | 0.522 |

*Extraction Method: Principal Component Analysis*

**6.4.2 Analysis Using Multiple Regression Analysis**

The 4 destination image factors identified (Travel Environment; Infrastructure & Service; Natural Attractions, Entertainment & Activities; Historic Attractions & Culture), with the use of the, Principal Component Factor Analysis were further analyzed using; Multiple Linear Regression. The objective of the multiple linear regression was the check the impact of these factors together as well individually on Goa's destination image as perceived by the foreign tourists visiting Goa.

Multiple regression analyses revealed that the 4 identified destination image factors were significantly impacting ($p < .05$) the destination image of Goa as perceived by the foreign tourists (Refer: Table: 6.5 (a)), with a total of 53.9% (Adjusted R Square: 0.539) variance explained (Refer: Table: 6.5). Travel Environment ($\beta$= .33), Natural Attractions, Entertainment & Activities ($\beta$= .227), Infrastructure & Service ($\beta$= .166) and Historic Attractions & Culture ($\beta$= .264); were found to be statistically significant contributors to the perceived destination image of Goa from the perception of foreign tourists visiting Goa. This can be explained by the equation:

Destination Image of Goa as Perceived by the visiting Foreign tourists (DI)= 0.416 + 0.263(Travel Environment) + 0.206(Natural Attractions, Entertainment & Activities) + 0.172(Infrastructure & Service) + 0.199(Historic Attractions & Culture) + e.

All the 4 identified factors; Travel Environment; Natural Attractions, Entertainment & Activities; Historic Attractions & Culture and Infrastructure & Service, were found to be statistically significant contributors to the perceived destination image of Goa from the perception of foreign tourists visiting Goa. As can be seen from their $\beta$ values, all 4 factors are positively affecting the perceived destination image of Goa. Travel Environment; caused the maximum variance to destination image ($\beta$= .33). Factors; Natural Attractions,

Entertainment & Activities; and Historic Attractions & Culture, both are contributing to a similar level of variance to perceived destination image of Goa with β value of 0.227 and 0.264 respectively. The factor causing the least variance to the destination image of Goa as perceived by the foreign tourists is; Infrastructure & Service, with a β value of 0.166 (Refer: Table: 6.5 (b).

**Table: 6.5**

**Model Summary (Regression Analysis- Foreign Tourists)**

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .734[a] | 0.539 | 0.535 | 0.53269 |

**Table: 6.5 (a)**

**Anova (Regression Analysis- Foreign Tourists)**

ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 142.323 | 4 | 35.581 | 125.39 | .000[b] |
| | Residual | 121.733 | 429 | 0.284 | | |
| | Total | 264.055 | 433 | | | |

**Table: 6.5 (b)**

**Coefficients (Regression Analysis- Foreign Tourists)**

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0.416 | 0.143 | | 2.903 | 0.004 |
| | Travel Environment | 0.263 | 0.03 | 0.33 | 8.75 | 0.000 |
| | Natural Attractions, Entertainment & Activities | 0.206 | 0.032 | 0.227 | 6.524 | 0.000 |
| | Infrastructure & Service | 0.172 | 0.047 | 0.166 | 3.654 | 0.000 |
| | Historic Attractions & Culture | 0.199 | 0.035 | 0.264 | 5.675 | 0.000 |

## 6.4.3 Analysis Using Descriptive Statistics

The foreign tourists' rating of the 33 destination image attributes belonging to each of the 4 identified destination image factors of Goa, was analysed in the final step with the use of; Descriptive Statistics. In the destination image factor; Travel Environment, for the foreign tourists, the only image attribute which got a negative image rating (below 3 on a 5-point Likert scale) was; Crowdedness. The rest of image attributes have been rated as average by the foreign tourists. However, the attributes; Family Oriented and Personal Safety, were rated on the lower end of the average spectrum (3-3.49), with mean scores of 3.15 and 3.16 respectively. The image attributes; Political Stability and Cost/Price Levels, are rated at the higher end of the average spectrum with mean scores of 3.75 and 3.83 respectively. None of the image attributes of the image factor; Travel Environment, received a positive image rating

of 4 and above. (Refer: Table: 6.6)

For the 2$^{nd}$ factor; Natural Attractions, Entertainment & Activities, the foreign tourists rated two image attributes as having a positive image. These two image attributes were; Beaches and Climatic Conditions, with mean scores of 4.21 and 4.00 respectively. The rest of the image attributes in this factor received an average image rating between 3 and 3.99. However, the image attributes, Scenery/Hinterlands with a mean score of 3.97, Nightlife/ Entertainment with a mean score of 3.81 and Restful/Relaxing with a mean score of 3.79, were rated in the higher range of the average spectrum (3.5-3.99). The image attribute, National Parks/Wilderness Activities, was the lowest rated by the foreign tourists with a mean score of 3.27, which is in the lower range of the average spectrum, (Refer: Table: 6.6 (a)).

Most of the image attributes of the 3rd factor; Infrastructure & Service, received negative image ratings. The foreign tourists rated the image attributes; Cleanliness of Destination, with a mean score of 2.80; Cities with a mean score of 2.70; Facilities for Information & Tours with a mean score of 2.75 and Local Infrastructure/Transport with a mean score of 2.94; which on the 5-point Likert scale is depicted by a negative image rating. Even the image attribute; Accessibility, was rated relatively low on the average spectrum with a mean score of 3.38. The image attributes; Quality of Service; and Quality of Accommodation, were the highest rated image attributes in this factor with mean scores of 3.58 and 3.57, respectively (Refer: Table: 6.6 (b)).

In the 4$^{th}$ factor; Historic Attractions & Culture, the foreign tourists rated all the image attributes as having an average image. However most of the attributes; were rated in the lower end of the average spectrum (closer to 3 on the 5-point Likert scale). The image attributes; Opportunity to Increase Knowledge, Different Cuisines, Customs/Culture and

Buildings/Architecture were rated on the lower end of the average image spectrum with mean 3.01, 3.07, 3.33 and 3.21 respectively. The image attribute; Museums/Historic Sites, was the highest rated in this factor with a mean score of 3.43. (Refer: Table: 6.6 (c))

**Table: 6.6**

**Descriptive Statistics for Factor 1 (Travel Environment) – Foreign Tourists**

| ` | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Cost | 434 | 1 | 5 | 3.83 | 0.05 | 1.11 |
| Political Stability | 434 | 1 | 5 | 3.75 | 0.05 | 1.11 |
| Friendliness/ Hospitality | 434 | 1 | 5 | 3.65 | 0.06 | 1.24 |
| Economic Development | 434 | 1 | 5 | 3.51 | 0.07 | 1.37 |
| Degree of Urbanization | 434 | 1 | 5 | 3.56 | 0.06 | 1.32 |
| Atmosphere | 434 | 1 | 5 | 3.41 | 0.07 | 1.42 |
| Extent of Commercialization | 434 | 1 | 5 | 3.5 | 0.07 | 1.4 |
| Personal Safety | 434 | 1 | 5 | 3.16 | 0.07 | 1.53 |
| Opportunity for Adventure | 434 | 1 | 5 | 3.65 | 0.07 | 1.39 |
| Family Oriented | 434 | 1 | 5 | 3.15 | 0.07 | 1.5 |
| Crowdedness | 434 | 1 | 5 | 2.98 | 0.07 | 1.59 |

**Table: 6.6 (a)**

**Descriptive Statistics for Factor 2 (Natural Attractions, Entertainment & Activities) – Foreign Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Climatic Conditions | 434 | 1 | 5 | 4.00 | 0.05 | 1.00 |
| Scenery/Hinderlands | 434 | 1 | 5 | 3.97 | 0.05 | 1.01 |
| Restful/Relaxing | 434 | 1 | 5 | 3.79 | 0.06 | 1.21 |
| NightLife and Entertainment | 434 | 1 | 5 | 3.81 | 0.06 | 1.19 |
| Beaches | 434 | 1 | 5 | 4.21 | 0.04 | 0.85 |
| Sports Activities | 434 | 1 | 5 | 3.62 | 0.06 | 1.34 |
| Fares/exhibits/festivals | 434 | 1 | 5 | 3.40 | 0.07 | 1.48 |
| Tourist Activities | 434 | 1 | 5 | 3.43 | 0.07 | 1.46 |
| Shopping Facility | 434 | 1 | 5 | 3.48 | 0.07 | 1.43 |
| National Parks/Wilderness Activities | 434 | 1 | 5 | 3.27 | 0.07 | 1.51 |

**Table: 6.6 (b)**

**Descriptive Statistics for Factor 3 (Infrastructure & Service) – Foreign Tourists**

| ` | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Facilities Information and Tours | 434 | 1 | 5 | 2.75 | 0.04 | 0.92 |
| Infrastructure/ Transport | 434 | 1 | 5 | 2.94 | 0.05 | 1.07 |
| Cities | 434 | 1 | 5 | 2.7 | 0.04 | 0.99 |
| Accessibility | 434 | 1 | 5 | 3.38 | 0.06 | 1.18 |
| Cleanliness | 434 | 1 | 5 | 2.8 | 0.04 | 0.73 |
| Quality of Accommodation | 434 | 1 | 5 | 3.57 | 0.04 | 0.9 |
| Quality of Service | 434 | 1 | 5 | 3.58 | 0.05 | 1.01 |

**Table: 6.6 (c)**

**Descriptive Statistics for Factor 4 (Historic Attractions & Culture) – Foreign Tourists**

| | N | Minimum | Maximum | Mean | | Std. Deviation |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Opportunity to Increase Knowledge | 434 | 1 | 5 | 3.01 | 0.06 | 1.32 |
| Different Cuisines | 434 | 1 | 5 | 3.07 | 0.06 | 1.32 |
| Customs/Culture | 434 | 1 | 5 | 3.33 | 0.05 | 1.13 |
| Buildings/Architecture | 434 | 1 | 5 | 3.21 | 0.06 | 1.19 |
| Museums/Historic Sites | 434 | 1 | 5 | 3.43 | 0.06 | 1.15 |

## 6.5 FINDINGS: GOA'S DESTINATION IMAGE FROM THE FOREIGN TOURISTS' PERCEPTION

➢ For the foreign tourists, the 33 destination image attributes can be broadly classified into 4 destination image factors; 1) Travel Environment 2) Natural Attractions, Entertainment & Activities 3) Infrastructure & Service 4) Historic Attractions & Culture.

- The analysis revealed that all the 4 identified factors significantly contribute to the Foreign tourists' perceived image of Goa.

- The factor; Travel Environment, is the most important factor and has the maximum impact on the foreign tourists' perception of Goa's image. This could be because, a foreign tourist unlike a domestic tourist travels much further away from their homes. Foreign tourists travelling out of their countries would give priority to the travel environment of the place before anything else. Destination image attributes like; Political Stability, Personal Safety and Crowdedness which are integral to the factor; Travel Environment, are important to foreign tourists.

- This is closely followed by the destination image factor; Historic Attractions & Culture, for the overall impact on Goa's destination image from the perception of foreign tourists. For a foreign tourist, a trip to Goa, is also a trip to India. So, there could possibly be a huge influence of how foreign tourists perceive India's unique culture, having a rub on effect on their perception of Goa. India is primarily identified for its spiritualism among the foreign tourists and the higher significance of; historical attractions & culture, with respect to Goa's image could be linked with the primary image India occupies in their mind. Besides this aspect, many British tourists, have travelled to Goa in the 70's and 80's towards the fag end of the Hippy era and they strongly identify with this aspect of its history. But its noteworthy that the destination image factors; Travel Environment and Historic Attractions & Culture are having a bigger impact on the perceived image of Goa from the perception of foreign tourists as compared to the more promoted destination image factor of Goa, i.e. Natural Attractions, Entertainment & Activities.

- Natural Attractions, Entertainment & Activities; was third in the pecking order in terms of its overall impact on the perceived destination image of Goa from the foreign tourists' perception. This finding is not aligned with the popular stereotype of Goa image being synonymous with its beautiful beaches and warm weather.

- The destination image factor causing the least impact to destination image of Goa as perceived by the foreign tourists was; Infrastructure & Service. However, it does have a significant impact on the destination image of Goa.

- As far as their rating of destination image attributes of Goa, with respect to the destination image factor; Travel Environment; crowdedness of Goa got a very negative image rating from the foreign tourists. This was the only image attribute in the factor, to get a negative rating. The rest of the image attributes of Goa in this factor were rated as having an average image by the foreign tourists. However, the image attributes; Personal Safety and Family Oriented were rated very low on the average spectrum. The poor image ratings for these 3 attributes of Goa, i.e. crowdedness, personal safety and family oriented, are probably the main reason why the growth of foreign tourists has not been on expected lines. A decade back, the British tourists made up the major chunk of the foreign tourists travelling to Goa. Today, the number of British tourists who are considered to be high spending, has declined and they have been replaced by the relatively lower spending Russian tourists. Even though the numbers show a marginal increase, the real story behind the numbers in not missed on the tourism stake holders. Based on the interactions with a few foreign tourists, they say that they are majorly concerned about Goa's; crowdedness, which has been a direct result of massive growth of low end domestic tourists. This has increased their

apprehension for personal safety and what has made matters worse has been the steady increase in crime against foreigners, especially female foreign tourists. All the negative news Goa has received in the recent past; incidents like the Scarlet Keeling (a British national) murder and several more are not doing the image of Goa any good. The general perception among foreign tourists is that Goa is no longer as safe as it once used to be. The foreign tourists also don't consider Goa much of a Family Oriented destination and this too could be linked with the safety issues they have about Goa.

➢ However, the image attributes; Political Stability and Cost/Price levels; have received relatively higher ratings. For the foreign tourists, it is often said that cost is one of the primary drivers in their choice of Goa for their holidays. Even though there has been a steady increase in prices with the extent of commercialization of tourism in Goa, the foreign tourists still rate it better on this aspect as compared to the domestic tourists which should please the tourism stakeholders. However, the rating is average and slightly below the positive image rating which indicates that Goa is no longer that cheap especially with competition from other international beach destinations like Sri Lanka, Bali and Thailand. This can be an area of concern in the future especially as far as foreign tourists are concerned.

➢ All the destination image attributes, which are part of the destination image factor; Historic Attractions & Culture, have received an average image rating by the foreign tourists with respect to Goa. But what should be a matter of concern for tourism stakeholders is that all these attributes have received rather low ratings within the average spectrum. Historic sites, as an image attribute was the highest rated in this

factor. With a few unique heritage sites which Goa boasts of, this image attribute should have ideally received a much higher image rating. One of the reasons which could have possibly led to this is the fact that most foreign tourists who visit Goa stay more confined to the coastal areas. Besides this aspect, a majority of foreign tourists have very low awareness of places and sites of historic significance in Goa beyond the much-publicized heritage structures and churches of Old Goa. The image attribute; Buildings/Architecture, was also rated in the lower range of the average spectrum despite of Goa boasting of some prominent buildings of old Portuguese architecture. Again, this could be an issue of not effectively promoting this aspect of Goa. Besides this the modern buildings don't have the same appeal in terms of the design like the old colonial era buildings.

➢ The image attributes; Different Cuisines and Customs/Culture, were also rated in the lower end of the average spectrum. Foreign Tourists generally perceive Indian Cuisines to be too spicy for their liking. But besides this, there has not been much of an attempt to showcase and promote local Goan cuisine to the foreign tourists. The lower rating for the image attribute; Culture, was not on expected lines considering that the foreign tourists, strongly identify India for its spiritualism and culture. Goa has traditionally offered a mix of Indian and western culture which should have ideally been rated much higher. The only explanation for this could be that, the tourism marketers have not been effective in highlighting this aspect of Goa or it could also be because, Goa's culture is so different to the western culture the foreign tourists have lived in all their lives and the foreign tourists can't relate to it.

➢ The lowest rated destination image attribute of Goa in this factor was; Opportunity to Increase Knowledge. This is possibly because, Goa tourism has never looked at showcasing Goa as a land of learning and knowledge.

➢ The factor; Natural Attractions, Entertainment & Activities, has a couple of image attributes which have been rated positively by the foreign tourists (4-4.99). The beautiful beaches in Goa and the climatic conditions (warm/sunny) are synonymous with how Goa is perceived by foreign tourists. The rest of the image attributes were all rated in the average category. However, among the average rated image attributes; Scenery/Hinterlands, Restful/Relaxing and Nightlife & Entertainment were rated very high in the average spectrum. It is credible for Goa tourism that the image attributes which are traditionally the major selling points about Goa were rated relatively better by the foreign tourists. The image attributes in this factor which were in the lower end of the average spectrum were; Fares/Exhibits/Festivals, Shopping Facilities, Tourist Activities and National Parks/Wilderness Activities. This lower rating for these attributes can again be an issue of the tourism marketers not highlighting these aspects of Goa effectively.

➢ In the factor; Infrastructure & Service, Goa received a negative rating for several image attributes like; Facilities for Information & Tours, Cities, Local Infrastructure/Transport and Cleanliness of Destination. Goa's image for cleanliness is suffering over the last several years with very poor garbage management. Local Infrastructure/Transport, is again a problem area which has been highlighted even in the findings with respect to domestic tourists. The rest of the image attributes in this factor received an average rating. The image attributes; Quality of Accommodation

and Quality of Service, were the only two attributes in this factor that received a rating in the higher range of the average spectrum.

## 6.6 <u>FINDINGS: DESTINATION IMAGE OF GOA; COMPARISON BETWEEN THE PERCEPTION OF DOMESTIC TOURISTS AND THE PERCEPTION OF THE FOREIGN TOURISTS</u>

There are a lot of similarities in the way the domestic tourists and foreign tourists perceive the image of Goa. But there are a few differences as well, which were revealed after the analysis of the tourist survey data. Listed below are the findings of some of major differences between the domestic and foreign tourists in terms of their perceived image of Goa:

➢ The Principal Component Factor Analysis, revealed that the destination image of Goa is explained by 5 distinct factors; viz. Travel Environment; Infrastructure & Cost; Entertainment & Activities; Historic Attractions and Natural Attractions when it comes to domestic tourists whereas for the foreign tourists the same is explained by 4 distinct factors, viz. Travel Environment; Natural Attractions, Entertainment & Activities; Infrastructure & Service and Historic Attractions & Culture.

➢ Even though there is an overlap of most of the factors, the distribution of the 33 destination image attributes across the factors; 5 in case of the domestic tourists and 4 in case of the foreign tourists, reveals the difference in the way these 2 different categories of tourists think. Hence there is need for tourism marketers of Goa to identify these similarities yet lay out a clear distinct communication and promotional strategy for the domestic tourists and the foreign tourists.

➢ For the domestic tourists the factor; Historic Attractions, has the maximum positive impact on their overall destination image of Goa. Whereas, for the foreign tourists, it is the factor; Travel Environment, which causes the maximum positive impact on the perceived destination image of Goa. This shows that for a foreign tourist it's the security of a good travel environment which takes precedence over anything else, Goa may have to offer. Whereas, for the domestic tourists, it's Goa's unique identity which is reflective of its history which defines their image of Goa. This has been one of the major findings of this study, more so because of the popularly held stereotype of Goa's image being all about, its beaches, nightlife and entertainment.

➢ With respect to the individual destination image attributes of Goa, for the domestic tourists, the only destination image attributes of Goa which were rated positively (rating of 4 and above on a 5-point Likert scale) by the domestic tourists, were, Nightlife & Entertainment and Beaches. In comparison, the image attributes of Goa, which were rated positively by the foreign tourists were; Climatic Conditions and Beaches. Beaches; as an image attribute of Goa is the only one, which is rated positively by both, domestic as well as the foreign tourists. This could be an indication of the travel orientation of both these unique groups of tourists. The domestic tourists come to Goa for its beaches and nightlife, whereas the foreign tourists look more for its warm weather and the beaches.

➢ The domestic tourists do not rate any of the attributes that make up Goa's destination image negatively, i.e. a rating below 3 on the 5-point rating scale. However, the foreign tourists rated the image attributes; Crowdedness, Cleanliness of Destination, Cities, Local Infrastructure/Transport and Opportunity to Increase Knowledge, as

negative with respect to Goa. The foreign tourists have major complaints about Goa's crowdedness and cleanliness. The rest of the destination image attributes of Goa received an average rating i.e. between 3-3.99 on a 5-point rating scale by both the domestic and the foreign tourists.

# CHAPTER - 7

# PROJECTED IMAGE OF GOA FROM THE TOURISM MARKETERS' PERCEPTION

This chapter presents the, analysis and findings, with respect to the third objective of this thesis, which is to, measure the projected image of Goa from the tourism marketers' perceptions.

## 7.1 ANALYSIS AND FINDINGS OF GOA'S PROJECTED DESTINATION IMAGE FROM THE TOURISM MARKETERS' PERCEPTION

The tourism marketers of Goa, represented by the top officials of; Goa Tourism Department (Government of Goa), Goa Tourism Development Corporation (GTDC) and the major Travel Agencies; were administered a questionnaire asking them to rate the 33 determinants/attributes of destination image of Goa in terms of the importance they give to each of them in projecting the image of Goa to potential tourists in their promotions. The tourism marketers rated these destination image attributes of Goa on a Likert scale of 1 to 5 (1- Least important, 2- Not Important, 3- Average Importance, 4- Important, 5-Most Important), for the importance they attach to each of these. The 33 image attributes; i.e. Climatic Conditions, Customs/Culture, Crowdedness, Political Stability, Cleanliness of Destination, Degree of Urbanisation, Economic Development, Family Oriented, Extent of Commercialisation, Opportunity for Adventure, Personal Safety, Hospitality, Restful/Relaxing, Atmosphere, Different Cuisines, Local Infrastructure/Transport, Facilities for Information & Tours, Quality of Accommodation, Cost/Price Levels, Accessibility, Cities, Quality of Service, Night Life/Entertainment, Sports Activities, Tourists Activities, Shopping Facilities, National Parks/Wilderness Activities, Fares/Exhibits/Festivals,

Buildings/Architecture, Museums/Historic Sites, Opportunity to Increase Knowledge, Beaches and Scenery/Hinterlands; were the same destination image determinants/attributes which were rated by the tourists visiting Goa, in terms of the extent of positive or negative image they associate with each of these in the first part of the primary research. These destination image attributes were further segregated into various destination image factors which were identified based on the principal component factor analysis of the tourist data in the first part of the study.

With respect to the tourism marketers' survey, their response to the importance they attach with the 33 attributes of destination image in projecting the image of Goa to domestic tourists; were segregated into 5 destination image factors; 1) Travel Environment 2) Infrastructure & Cost 3) Entertainment & Activities 4) Historic Attractions 5) Natural Attractions.

With respect to the tourism marketers' survey, their response to the importance they attach with the 33 attributes of destination image in projecting the image of Goa to foreign tourists; were segregated into 4 destination image factors; 1) Travel Environment 2) Natural Attractions, Entertainment & Activities 3) Infrastructure & Service 4) Historic Attractions & Culture.

The purpose of doing this is to test the validity of the identified destination image factors on influencing the projected image of Goa and also to allow a standard comparison between; the extent to which the identified destination image factors influence the perceived destination image of Goa from the tourists' perception versus the extent to which the importance tourism marketers of Goa attach to the same destination image factors influence the projected destination image of Goa.

The analysis of the data collected through the survey on the tourism marketers was done in two parts. In the first part, the tourism marketers' rating of the various destination image factors of Goa were analysed using; Multiple Linear Regression. The overall projected image of Goa from the tourism marketers' perception is the dependent variable and the importance given to each of the destination image factors by the tourism marketers, are the independent variables. The purpose of the multiple linear regression was to study the significance and influence of the; importance tourism marketers give to the identified factors of destination image in their projection of Goa's image, to their perception of the overall projected image of Goa. In the second part, the importance given to each of the 33 destination image attributes by the tourism marketers in their projected image of Goa were analysed with the help of; Descriptive Statistics.

An overwhelming 87% of the tourism marketers who were surveyed said that there was a difference in the way the image of Goa is projected to the foreign and the domestic tourists in their promotions. Hence, the analysis of data of tourism marketers' survey has been represented separately for the projected image of Goa for the domestic tourists and the projected image of Goa for the foreign tourists; from the tourism marketers' perception.

## 7.2 ANALYSIS: GOA'S PROJECTED IMAGE FOR DOMESTIC TOURISTS FROM THE TOURISM MARKETERS' PERCEPTION

### 7.2.1 Analysis Using Multiple Regression

The 5 destination image factors which the tourism marketers of Goa rated in terms of their importance in projecting the destination image of Goa to domestic tourists were analyzed

using; Multiple Linear Regression. The objective of the multiple linear regression was to check, the influence of; importance tourism marketers attach to the various destination image factors of Goa in their promotions, on their perception of the projected image of Goa. This analysis evaluates the impact of these destination image factors together, as well individually, on Goa's projected image for domestic tourists.

Multiple Linear Regression Analyses; revealed that the importance given to the five destination image factors by the tourism marketers put together; (Travel Environment; Infrastructure & Cost; Entertainment & Activities; Historic Attractions and Natural Attractions), were significantly impacting ($p < .05$) the projected image of Goa to the domestic tourists, with a total of 31.2% (Adjusted R Square: 0.312) variance explained, (Refer: Table: 7.1 and Table: 7.1 (a)).

However out of the five destination image factors; two factors; i.e. Travel Environment and Infrastructure & Cost; were found to be not significant ($p>0.05$) individually in contributing to the projected image of Goa to the domestic tourists. The importance given to the other three factors by the tourism marketers; i.e. Natural Attractions; Historic Attractions and Entertainment & Activities; were found to be statistically significant contributors to the projected destination image of Goa directed towards domestic tourists visiting Goa. As can be seen from their β values, the three destination image factors which are significantly contributing to the projected image of Goa are all positively influencing the projected image of Goa. The importance attached to the destination image factor; Entertainment & Activities, has the maximum influence on the projected image of Goa to the domestic tourists with a, β value of 0.397. Destination image factors; Historic Attractions and Natural Attractions, cause

a similar level of variance to the projected image of Goa with β values of 0.333 and 0.31

respectively. (Refer: Table: 7.1 (b))

**Table: 7.1**

**Model Summary (Regression Analysis – Tourism Marketers (Domestic Tourists))**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .608a | 0.369 | 0.312 | 0.50603 |
| | | | | |
| a. Predictors: (Constant), Natural Attractions, Historic Attractions, Infrastructure & Cost, Travel Environment, Entertainment & Activities | | | | |

**Table: 7.1 (a)**

**Anova (Regression Analysis – Tourism Marketers (Domestic Tourists))**

| ANOVA | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 8.244 | 5 | 1.649 | 6.439 | 0.000 |
| | Residual | 14.084 | 55 | 0.256 | | |
| | Total | 22.328 | 60 | | | |
| | | | | | | |
| a. Dependent Variable: Projected_Image | | | | | | |
| b. Predictors: (Constant), Natural Attractions, Historic Attractions, Infrastructure & Cost, | | | | | | |
| Travel Environment, Entertainment & Activities | | | | | | |

**Table: 7.1 (b)**

**Coefficients (Regression Analysis – Tourism Marketers (Domestic Tourists))**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.447 | 1.29 | | -1.121 | 0.267 |
| | Travel Environment | 0.321 | 0.265 | 0.142 | 1.21 | 0.232 |
| | Infrastructure & Cost | -0.258 | 0.211 | -0.137 | -1.221 | 0.227 |
| | Entertainment & Activities | 0.563 | 0.172 | 0.397 | 3.275 | 0.002 |
| | Historic Attractions | 0.34 | 0.111 | 0.333 | 3.049 | 0.004 |
| | Natural Attractions | 0.353 | 0.13 | 0.31 | 2.721 | 0.009 |
| a. Dependent Variable: Projected_Image | | | | | | |

## 7.2.2 Analysis Using Descriptive Statistics

The 33 determinants/attributes of Goa's destination image rated in terms of the importance attached to each of them by Goa's tourism marketers, in projecting the image of Goa to domestic tourists, was further analysed individually using descriptive statistics.

Under the destination image factor; Travel Environment, for the projected image of Goa for domestic tourists; the destination image attributes which got a poor rating in terms of their importance (on a 5-point Likert scale), by Goa's tourism marketers were; Political Stability, with a mean score of 1.90; Crowdedness, with a mean score of 2.80; and Cleanliness of Destination, with a mean score of 2.95. The image attributes which were rated as the most important were; Customs/Culture, with a mean score of 4.41; Restful/Relaxing, with a mean score of 4.31; Family Oriented, with a mean score 4.25; and Opportunity for Adventure, with a mean score of 4.16. The rest of the image attributes in this factor are rated as average in terms of their importance by the tourism marketers. However, the image attributes; Extent of Commercialization and Economic Development; with mean rating scores of 3.08 and 3.13 respectively were rated very low on the average spectrum, (3-3.49). Whereas the image attribute; Friendliness/Hospitality was rated higher in the average spectrum in terms of its importance with a mean score of 3.84, (3.5-3.99), (Refer: Table: 7.2)

For the second destination image factor; Infrastructure and Cost, in terms of the projected image of Goa for domestic tourists, the destination image attribute which was rated as the least important by the tourism marketers was; Cities, with a mean score of 2.46. The image attribute; Facilities for Information & Tours, was rated very low in the average spectrum with a mean score of 3.03. Even; Cost, as an image attribute received a relatively low mean score

of 3.21 in the average spectrum. Quality of Accommodation; with a mean score of 4.00 was the only destination image attribute in this destination image factor which was rated in the important category (4-4.99), by the tourism marketers. Different Cuisines; with a mean score of 3.92 was the next highest rated image attribute in terms of importance in this factor, (Refer: Table 7.2 (a)).

In the third destination image factor; i.e. Entertainment & Activities, almost all the destination image attributes were rated higher on the importance scale by the tourism marketers in their projection of Goa's image to domestic tourists, with; Night Life/Entertainment, getting a mean rating of 4.66; Tourist Activities, with a mean score of 4.21 and Fares/Exhibits/Festivals, with a mean score of 4.15. Even the image attribute; National Parks/Wilderness Activities, was rated higher on the average spectrum with a mean score of 3.95. The image attribute; Sports Activities, was rated as the least important with a mean score of 3.28 in this destination image factor (Refer: Table: 7.2 (b)).

In the fourth destination image factor; Historic Attractions, the destination image attribute; Opportunity to Increase Knowledge, is rated as the least important by the tourism marketers with a mean rating of 2.08. Museums/Historic Sites; was rated as the most important image attribute with a mean score of 3.74 in this factor (Refer: Table: 7.2 (c)).

In the fifth and final destination image factor; Natural Attractions, both the image attributes of destination image; Beaches and Scenery/Hinterlands were rated as extremely important by tourism marketers with mean scores of 4.31 and 4.26 respectively (Refer: Table: 7.2 (d)).

**Table: 7.2**

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Domestic Tourists (Travel Environment) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Climatic Conditions | 61 | 1 | 5 | 3.62 | 0.15 | 1.16 |
| Restful/Relaxing | 61 | 2 | 5 | 4.31 | 0.09 | 0.67 |
| Friendliness/Hospitality | 61 | 1 | 5 | 3.84 | 0.15 | 1.16 |
| Atmosphere | 61 | 2 | 5 | 3.48 | 0.14 | 1.12 |
| Personal Safety | 61 | 1 | 5 | 3.56 | 0.14 | 1.07 |
| Customs/Culture | 61 | 3 | 5 | 4.41 | 0.09 | 0.67 |
| Political Stability | 61 | 1 | 3 | 1.90 | 0.10 | 0.75 |
| Cleanliness of the destination | 61 | 1 | 5 | 2.95 | 0.14 | 1.13 |
| Degree of Urbanization | 61 | 1 | 5 | 3.54 | 0.14 | 1.06 |
| Crowdedness | 61 | 1 | 4 | 2.80 | 0.11 | 0.87 |
| Economic Development | 61 | 1 | 5 | 3.13 | 0.14 | 1.09 |
| Family Oriented | 61 | 3 | 5 | 4.25 | 0.12 | 0.91 |
| Extent of Commercialization | 61 | 1 | 5 | 3.08 | 0.12 | 0.92 |
| Opportunity for Adventure | 61 | 2 | 5 | 4.16 | 0.11 | 0.82 |

Table: 7.2 (a)

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Domestic Tourists (Infrastructure & Cost) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Quality of Service | 61 | 2 | 5 | 3.48 | 0.11 | 0.85 |
| Different Cuisines | 61 | 2 | 5 | 3.92 | 0.12 | 0.95 |
| Quality of Accommodation | 61 | 2 | 5 | 4.00 | 0.12 | 0.95 |
| Accessibility | 61 | 2 | 5 | 3.39 | 0.12 | 0.94 |
| Facilities for Information and Tours | 61 | 1 | 5 | 3.03 | 0.10 | 0.82 |
| local Infrastructure/transportation | 61 | 2 | 5 | 3.34 | 0.11 | 0.83 |
| Cities | 61 | 1 | 4 | 2.46 | 0.11 | 0.89 |
| Cost/Price level | 61 | 2 | 5 | 3.21 | 0.13 | 0.99 |

Table: 7.2 (b)

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Domestic Tourists (Entertainment & Activities) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| NightLife and Entertainment | 61 | 3 | 5 | 4.66 | 0.09 | 0.68 |
| Fares/Exhibits/Festivals | 61 | 1 | 5 | 4.15 | 0.15 | 1.18 |
| Sports Activities | 61 | 2 | 5 | 3.28 | 0.12 | 0.92 |
| National Parks/Wilderness Activities | 61 | 2 | 5 | 3.95 | 0.12 | 0.90 |
| Tourist Activities | 61 | 2 | 5 | 4.21 | 0.10 | 0.78 |
| Shopping Facility | 61 | 2 | 5 | 3.70 | 0.12 | 0.95 |

Table: 7.2 (c)

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Domestic Tourists (Historic Attractions) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Opportunity to Increase Knowledge | 61 | 1 | 4 | 2.08 | 0.13 | 1.00 |
| Museums/Historic Sites | 61 | 2 | 5 | 3.74 | 0.12 | 0.93 |
| Buildings/Architecture | 61 | 2 | 5 | 3.48 | 0.11 | 0.83 |

Table: 7.2 (d)

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Domestic Tourists (Natural Attractions) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Beaches | 61 | 3 | 5 | 4.31 | 0.11 | 0.89 |
| Scenery/Hinderlands | 61 | 3 | 5 | 4.26 | 0.09 | 0.68 |

## 7.3 ANALYSIS: GOA'S PROJECTED IMAGE FOR FOREIGN TOURISTS FROM THE TOURISM MARKETERS' PERCEPTION

### 7.3.1 Analysis Using Multiple Linear Regression

The 4 factors which the tourism marketers of Goa rated in terms of their importance in projecting the destination image of Goa to foreign tourists were analyzed using; Multiple Linear Regression. The objective of the multiple linear regression was to check, the influence of; importance tourism marketers attach to the various destination image factors of Goa in their promotions, on their perception of the projected image of Goa. This analysis studies the impact of these destination image factors together, as well individually, on Goa's projected image to the foreign tourists.

Multiple regression analyses, revealed that the importance given to the 4 identified factors by the tourism marketers put together were significantly impacting ($p < .05$), the projected image of Goa towards the foreign tourists, with a total of 47.6% (Adjusted R Square: 0.476) variance explained (Refer: Table: 7.3 and Table: 7.3 (a)).

However out of the four identified destination image factors; one factor, i.e. the importance given to; Infrastructure & Service, by tourism marketers was found to be not significant ($p>0.05$) individually in contributing to the projected image of Goa directed to foreign tourists. The importance given to the other three destination image factors by the tourism marketers; i.e. Natural Attractions, Entertainment & Activities; Historic Attractions & Culture and Travel Environment; were found to be statistically significant contributors to the projected destination image of Goa directed towards foreign tourists visiting Goa. As can be seen from their β values, the three destination image factors which are significantly contributing to the projected image of Goa, are all positively impacting the projected image of Goa. The importance given to the image factor; Travel Environment, with a β value of 0.396 causes the maximum variance in the projected image of Goa directed towards foreign tourists. The importance given to the image factor; Natural Attractions, Entertainment & Activities

was a close second in influencing the overall projected image of Goa with β value of 0.34. The importance given to the destination image factor; Historic Attractions & Culture, was third of the three factors in terms of the extent of influence it has on the projected image of Goa with β value of 0.24. (Refer: Table: 7.3 (b))

**Table: 7.3**

**Model Summary (Regression Analysis – Tourism Marketers (Foreign Tourists))**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .715a | 0.511 | 0.476 | 0.42756 |
| | | | | |
| a. Predictors: (Constant), Historic Attractions & Culture, Natural Attractions, Entertainment & Activities | | | | |
| Travel Environment, Infrastructure & Service | | | | |

**Table: 7.3 (a)**

**Anova (Regression Analysis – Tourism Marketers (Foreign Tourists))**

| ANOVA | | | | | | | |
|---|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. | |
| 1 | Regression | 10.681 | 4 | 2.67 | 14.61 | 0.000 | |
| | Residual | 10.237 | 56 | 0.183 | | | |
| | Total | 20.918 | 60 | | | | |
| | | | | | | | |
| a. Dependent Variable: Projected_Image | | | | | | | |
| b. Predictors: (Constant), Historic Attractions & Culture, Natural Attractions, Entertainment & Activities, | | | | | | | |
| Travel Environment, Infrastructure & Service | | | | | | | |

**Table: 7.3 (b)**

**Coefficients (Regression Analysis – Tourism Marketers (Foreign Tourists))**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -4.426 | 1.119 | | -3.957 | 0.000 |
| | Travel Environment | 0.752 | 0.184 | 0.396 | 4.091 | 0.000 |
| | Natural Attractions, Entertainment & Activities | 0.892 | 0.253 | 0.34 | 3.53 | 0.001 |
| | Infrastructure & Service | 0.229 | 0.134 | 0.181 | 1.712 | 0.092 |
| | Historic Attractions & Culture | 0.33 | 0.146 | 0.24 | 2.26 | 0.028 |
| a. Dependent Variable: Projected_Image | | | | | | |

### 7.3.2 Analysis Using Descriptive Statistics

The importance given to the individual attributes of Goa's destination image by tourism marketers in projecting the image of Goa to foreign tourists, were further analysed by using; Descriptive Statistics. The objective of the descriptive statistics analysis was to get the mean ratings on a 5-point Likert scale, of the importance the tourism marketers attach to each of the destination image attributes.

In the destination image factor; Travel Environment, the tourism marketers rated; Political Stability, as the least important image attribute with a mean score of 1.98. Crowdedness and

Degree of Urbanization, were also rated very poorly on the scale of importance with mean scores of 2.56 and 2.89 respectively. The destination image attributes; Economic Development and Extent of Commercialization too were rate relatively low on importance by the tourism marketers with mean scores of 3.02 and 3.07 respectively. The destination image attributes which were rated as the most important were; Friendliness/Hospitality; Family Oriented and Opportunity for Adventure with mean scores of 4.44, 4.02 and 4.11 respectively. Destination image attribute; Personal Safety, was also recognised as relatively important by the tourism marketers with a mean score of 3.98 which is at the higher extreme of the average spectrum. (Reference: Table: 7.4).

In the second destination image factor; Natural Attractions, Entertainment & Activities, the tourism marketers rated the destination image attributes; Beaches; Night Life/Entertainment; Scenery/Hinterlands; Climatic Conditions; Tourist Activities and Restful/Relaxing, as important with mean ratings of 4.62,4.49, 4.28, 4.05, 4.08 and 4.10 respectively. Whereas the destination image attributes; Shopping Facilities; Fares/Exhibits/Festivals; and Sports Activities were rated lower on the average spectrum with mean ratings of 3.36, 3.41 and 3.21 respectively (Refer: Table: 7.4 (a)).

In the third destination image factor; i.e. Infrastructure & Service, the destination image attributes which were rated as the least important were; Cities, with a mean score of 2.56 and Cleanliness of Destination, with a mean rating of 2.98. Whereas, the destination image attribute; Quality of Accommodation, was rated as important by the tourism marketers with the highest mean score of 4.08 in this factor. The other image attributes in this factor were rated as average in terms of importance by the tourism marketers. Out of these average rated attributes; Local Infrastructure/Transportation, with a mean rating of 3.79; Accessibility, with

a mean rating of 3.92 and Quality of Service with a mean rating of 3.89, were rated at the higher end of the average spectrum in terms of the importance tourism marketers attach to each of these, in projecting Goa's image to the foreign tourists. (Refer: Table: 7.4 (b)).

In the fourth destination image factor; i.e. Historic Attractions & Culture, the image attribute; Opportunity to Increase Knowledge, was rated as the least important with a mean rating of 2.56 by the tourism marketers. Even the image attributes; Different Cuisines and Buildings/Architecture, were rated relatively lower on the rating scale with mean ratings of 3.36 and 3.26 respectively. Customs/Culture and Museums/Historic Sites; were rated as the most important destination image attributes in this factor with mean scores of 3.93 and 3.77 respectively, which is in the higher range of the average spectrum (Refer: Table: 7.4 (c)).

**Table: 7.4**

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Foreign Tourists (Travel Environment) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Cost/Price level | 61 | 2 | 5 | 3.89 | 0.07 | 0.58 |
| Political Stability | 61 | 1 | 4 | 1.98 | 0.09 | 0.70 |
| Friendliness/Hospitality | 61 | 3 | 5 | 4.44 | 0.08 | 0.59 |
| Economic Development | 61 | 1 | 5 | 3.02 | 0.17 | 1.32 |
| Degree of Urbanization | 61 | 1 | 5 | 2.89 | 0.10 | 0.75 |
| Atmosphere | 61 | 2 | 5 | 3.85 | 0.10 | 0.79 |
| Extent of Commercialization | 61 | 2 | 5 | 3.07 | 0.13 | 0.98 |
| Personal safety | 61 | 2 | 5 | 3.98 | 0.09 | 0.74 |
| Opportunity for Adventure | 61 | 3 | 5 | 4.11 | 0.05 | 0.41 |
| Family Oriented | 61 | 2 | 5 | 4.02 | 0.12 | 0.97 |
| Crowdedness | 61 | 1 | 5 | 2.56 | 0.14 | 1.10 |

Table: 7.4 (a)

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Foreign Tourists (Natural Attractions, Entertainment & Activities) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Climatic Conditions | 61 | 2 | 5 | 4.05 | 0.09 | 0.74 |
| Scenery/Hinderlands | 61 | 2 | 5 | 4.28 | 0.11 | 0.90 |
| Restful/Relaxing | 61 | 4 | 5 | 4.10 | 0.04 | 0.30 |
| NightLife and Entertainment | 61 | 3 | 5 | 4.49 | 0.08 | 0.62 |
| Beaches | 61 | 3 | 5 | 4.62 | 0.07 | 0.58 |
| Sports Activities | 61 | 1 | 5 | 3.21 | 0.10 | 0.80 |
| Fares/exhibits/festivals | 61 | 1 | 5 | 3.41 | 0.14 | 1.10 |
| Tourist Activities | 61 | 3 | 5 | 4.08 | 0.08 | 0.59 |
| Shopping Facility | 61 | 2 | 5 | 3.36 | 0.12 | 0.97 |
| National Parks/Wilderness Activities | 61 | 2 | 5 | 3.54 | 0.11 | 0.85 |

Table: 7.4 (b)

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Foreign Tourists (Infrastructure & Service) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Facilities for Information Tours | 61 | 1 | 5 | 3.54 | 0.13 | 0.99 |
| local Infrastructure/transportation | 61 | 2 | 5 | 3.79 | 0.11 | 0.84 |
| Cities | 61 | 1 | 4 | 2.56 | 0.13 | 0.99 |
| Accessibility | 61 | 2 | 5 | 3.92 | 0.09 | 0.69 |
| Cleanliness of Destination | 61 | 1 | 5 | 2.98 | 0.11 | 0.88 |
| Quality of Accommodation | 61 | 3 | 5 | 4.08 | 0.07 | 0.53 |
| Quality of service | 61 | 2 | 5 | 3.89 | 0.09 | 0.73 |

**Table: 7.4 (c)**

| The Importance Attached to Various Attributes of Destination Image by Tourism Marketers in Projecting the Image of Goa to Foreign Tourists (Historic Attractions & Culture) | | | | | | |
|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | | Std. Deviation |
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic |
| Opportunity to Increase Knowledge | 61 | 1 | 4 | 2.56 | 0.11 | 0.89 |
| Different Cuisines | 61 | 1 | 5 | 3.36 | 0.12 | 0.95 |
| Customs/Culture | 61 | 2 | 5 | 3.93 | 0.10 | 0.79 |
| Buildings/Architecture | 61 | 2 | 5 | 3.26 | 0.12 | 0.93 |
| Museums/Historic Sites | 61 | 2 | 5 | 3.77 | 0.09 | 0.74 |

## 7.4 FINDINGS: THE PROJECTED IMAGE OF GOA FROM THE TOURISM MARKETERS' PERCEPTION

➢ The tourism marketers draw a clear distinction between the way the destination image of Goa is projected to foreign tourists and the way it is projected to the domestic tourists. The analysis reveals that the importance tourism marketers in Goa attach to

the; different destination image factors and the different destination image attributes of Goa, in projecting the image of Goa in their promotions varies for the domestic and the foreign tourists.

➤ The analysis reveals that the importance given to the destination image factors; Entertainment & Activities; Historic Attractions and Natural Attractions; by the tourism marketers of Goa in their promotions targeting domestic tourists, significantly impacts the projected image of Goa for domestic tourists. However, the importance given to the destination image factors; Travel Environment and Infrastructure & Cost, by the tourism marketers doesn't have a significant impact on the projected image of Goa directed towards the domestic tourists. The destination image factors; Entertainment & Activities, Historic Attractions and Natural Attraction; have a similar level of impact on the projected image of Goa to domestic tourists. However, Entertainment & Activities is the factor which has the maximum impact on the projected image of Goa to domestic tourists.

➤ The analysis also reveals that the importance given to the destination image factors; Travel Environment; Natural Attractions, Entertainment & Activities and Historic Attractions & Culture; by the tourism marketers of Goa, significantly impacts the projected image of Goa for foreign tourists. However, the importance given to the destination image factor; Infrastructure & Service, by the tourism marketers doesn't have a significant impact on the projected image of Goa directed towards the foreign tourists. The importance attached to the destination image factor; Travel Environment, by the tourism marketers has the maximum impact on Goa's projected image to the foreign tourists.

➢ The destination image attributes which were rated as important to very important by the tourism marketers in projecting the image of Goa, for both, the domestic tourists as well as the foreign tourists were; Beaches, Scenery/Hinterlands, Nightlife/Entertainment, Restful/Relaxing, Opportunity for Adventure, Tourist Activities, Family Oriented, and Quality of Accommodation. The reasons for these image attributes having an almost equal emphasis is because some of them define the very essence of Goa. Goa is synonymous with its beautiful beaches, scenery and a vibrant nightlife. Besides this the tourism marketers are also making a strong pitch to project Goa as a family destination with wide variety of quality accommodation options and a place to relax. This is where the commonality end and the differences begin.

➢ The tourism marketers emphasize on the destination image attribute; Cuisines, more for domestic tourists than for the foreign tourists. The reason given by some of the tourism marketers is that the foreign tourists generally don't prefer the spicy Indian and Goan Cuisine, whereas the domestic tourists are more tuned to spicy cuisines and look at Goa for its wide variety of sea food delicacies.

➢ Fares/Exhibits/Festivals; is again an image attribute, which tourism marketers use more to attract domestic tourists over foreign tourists. The reason given by some of the tourism marketers for this is that foreign tourists are more seasonal whereas domestic tourists come throughout the year. Since such festivities are spread out over the year it makes more sense giving more importance to this attribute in projecting it to the domestic tourists over the foreign tourists.

- Degree of Urbanization; is another destination image attribute which is given more importance by the tourism marketers in projecting Goa's image to the domestic tourists as compared to the foreign tourists. The could be because the foreign tourists travelling to Goa prefer the lesser urbanized places which are relatively less crowded, and calmer as compared to domestic tourists.

- Friendliness/Hospitality and Climatic Conditions; are two destination image attributes which the tourism marketers give a higher importance to, in projecting Goa's image to foreign tourists over the importance they would give to the same attributes in projecting Goa's image to the domestic tourists. The tourism marketers believe that one of major reasons for foreign tourists to choose Goa for their holidays is because of its warmer weather and an emphasis on this attribute is more important to them then to the local domestic tourists. Hospitality of locals is again more important to foreign tourists because they travel to an area far from their home, areas they are not familiar with. Friendly locals help them to be at ease and makes them feel safer in an unfamiliar environment. The tourism marketers feel this attribute is not so important for the domestic tourists as they are in a relatively more familiar environment.

- Accessibility; is another destination image attribute which the tourism marketers believe is more important for foreign tourists over domestic tourists. The reason for this is that foreign tourists have to meet visa requirements which the domestic tourists don't. It's important to convey to foreign tourists that procuring a visa and the subsequent travel is easy to Goa.

- Cost; as a destination image attribute is rated as more important for foreign tourists as compared to domestic tourists. Even though cost is one image attribute which affects

everyone who travels, the tourism marketers say that the foreign tourists which Goa attracts are mostly charter tourists who are extremely sensitive to the money they will spend on their holiday. And such budget travelers are always willing to shift to other competitor beach destinations like, Thailand, Bali and Sri Lanka if they get a better deal. In comparison to the foreign tourists, the domestic tourists who travel to Goa belong to all spectrums of classes, and cost as an image attribute is given relatively lesser importance to this group.

➢ The destination image attributes which were rated low in terms of their importance for both domestic tourists as well as foreign tourists were; Political Stability; Crowdedness; Cleanliness of Destination; Cities and Opportunity to Increase Knowledge. The tourism marketers feel that Goa's, political stability need not be highlighted in their promotions as there are enough mediums available to potential tourists to find out about this aspect. Foreign tourists as well as domestic tourists in fact receive travel advisories from their government if the political environment is volatile. With respect to the destination image attribute; Cities, Goa is more popular as a city state because of its size and doesn't have any iconic city to boast of, hence the marketers prefer not to showcase any specific city in the state in their promotions. Opportunity to Increase Knowledge; again, is an image attribute which tourism marketer don't give much importance to in projected image of Goa. The reason given for this by some of the tourism marketers is that the tourists come to Goa for leisure and to have a good time, and education is the last thing their minds. Cleanliness of Destination; with respect to Goa is widely acknowledged as a weakness hence the marketers would rather not focus on it in their promotions hence the low rating on the

scale of importance. Surprisingly; Crowdedness, as an image attribute of Goa is also given a low rating in terms of the importance attached to this by the tourism marketers. Based on the discussions with the tourism marketers, crowdedness according to them is not an issue and in fact they believe that Goa has the capability to double its tourist arrivals over the next 5 years.

➢ The attributes of destination image which were given an average rating of importance for both domestic as well as foreign tourists were; National Parks/Wilderness Activities, Local Infrastructure/Transportation, Shopping Facilities, Museums/Historic Sites, Buildings/Architecture, Personal Safety, Sports Activities, Economic Development, Extent of Commercialization and Quality of Service. While the tourism marketers acknowledged that these attributes of image were equally important to both domestic as well as foreign tourists, they felt that these attributes were relatively less important in the way the primary image of Goa is projected.

# CHAPTER-8

# THE GAP BETWEEN THE PERCEIVED IMAGE OF GOA AND THE PROJECTED IMAGE OF GOA

This chapter, compares the findings of the tourists perceived destination image of Goa with the findings of the projected destination image of Goa from the tourism marketers' perception. This comparison allows to find the gap that exists between the tourists' perceived destination image of Goa and the projected destination image of Goa from the tourism marketers' perception, which helps achieve the forth and the final objective of this thesis.

## 8.1 <u>FINDINGS: THE GAP BETWEEN THE PROJECTED IMAGE OF GOA AND THE PERCEIVED IMAGE OF GOA</u>

The findings of the gap between the tourists perceived destination image of Goa and the tourism marketers projected image of Goa is covered in two parts. The first part focuses on identifying the destination image factors which influence the overall perceived destination image of Goa from the tourists' perspective and compares this with the importance given to the same image factors, by Goa's tourism marketers in projecting the image of Goa to tourists. In the second part, the ratings tourists give to each destination image attribute of Goa is compared to the how much importance the tourism marketers give to the same image attributes in projecting Goa's image to the tourists.

## 8.2 FINDINGS: THE GAP BETWEEN THE DESTINATION IMAGE OF GOA FROM THE PERCEPTION OF DOMESTIC TOURISTS AND THE PROJECTED IMAGE OF GOA DIRECTED TOWARDS DOMESTIC TOURISTS FROM THE TOURISM MARKETERS' PERCEPTION

The analysis of the data reveals that the there is a lot of similarity between the way the tourism marketers of Goa, project the destination image of Goa to potential domestic tourists in its promotions and the way the domestic tourists visiting the state perceive the destination image of Goa. In spite of these similarities there are several areas where there are gaps that exist between the projected image of Goa and the perceived image of Goa. Based on the analysis conducted on both; the factors and attributes of Goa's destination image, with respect to the domestic tourists' perception, and the importance given to these; factors and attributes of Goa's destination image by tourism marketers in projecting the image of Goa to domestic tourists; the following findings can be established:

➢ All the five factors of destination image identified for the domestic tourists; Travel Environment; Entertainment & Activities; Infrastructure & Cost; Historic Attractions; and Natural Attractions; together have a significant impact on the domestic tourists' perceived image of Goa. In comparison, the importance given to all these five destination image factors put together, by the tourism marketers in their promotions of Goa, also significantly impacts the projected destination image of Goa for the domestic tourists. (Refer: Table:6.2 and Table:7.1)

➤ For the domestic tourists, their perception of the five factors of destination image of Goa individually cause a significant positive impact on their overall perceived image of Goa. In comparison, the importance given to the same set of five factors by the tourism marketers in their promotions directed to the domestic tourists, only the importance given to three factors; i.e. Natural Attraction; Historic Attraction; and Entertainment & Activities; are significant and have a positive impact on the projected image of Goa directed towards domestic tourists. (Refer: Table:6.2(a) and Table:7.1(a))

➤ For the domestic tourists the destination image factor; Historic Attractions, causes the maximum positive impact to their perceived destination image of Goa, followed by factors; Entertainment & Activities; Natural Attractions; Travel Environment; and Infrastructure & Cost; in that order. From the tourism marketers' perspective, in terms of the importance given to these destination image factors; the factors which cause the maximum positive impact to the projected image of Goa directed towards domestic tourists are; Entertainment & Activities; Historic Attractions; and Natural Attractions; in this order. The importance tourism marketers give to the destination image factors; Travel Environment; and Infrastructure & Cost; are not significant enough to be considered individually for the impact they have on the projected image of Goa directed towards domestic tourists. (Refer: Table:6.2(b) and Table:7.1(b))

➤ With respect to the destination image factor; Travel Environment, the tourism marketers attach a high level of importance to the destination image attributes; Restful/Relaxing, Customs/Culture, Family Oriented and Opportunity for Adventure. However, the same destination image attributes have been rated as having an average

image by domestic tourists in terms of their perceived image of Goa. While, the image attributes of Goa; Restful/Relaxing and Customs/Culture, are rated at the higher end of the average spectrum by the domestic tourists; the image attributes; Family Oriented and Opportunity for Adventure; are rated at the lower end of the average spectrum. These findings should concern tourism marketers of Goa. With respect to the travel environment; Goa tourism marketers want to position Goa as a family destination where one can relax and experience its unique culture. The tourism marketers also try to position Goa as a holiday destination which offers tourists a holiday which an opportunity for adventure. But this has not succeeded, as can be seen from the fact that none of these destination image attributes of Goa have received a high image rating by the domestic tourists. The bigger concern for Goa tourism should be the low perceived image of Goa as a family holiday destination. (Refer: Table: 8.1)

➢ For the destination image factor; Travel Environment, the tourism marketers give very low importance to destination image attributes; Political Stability, Cleanliness of Destination and Crowdedness. The domestic tourists however rate these same attributes of Goa's destination image as having an average image. Out of these three image attributes; the attribute; Crowdedness is rated very low on the average spectrum by the domestic tourists and this should worry tourism marketers. The rest of the destination image attributes of the destination image factor; Travel Environment are rated as having average importance by the tourism marketers in projecting Goa's image to domestic tourists and same reflects in the average image ratings given by the domestic tourists for these same attributes. (Refer: Table: 8.1)

➤ With respect to the destination image factor; Infrastructure & Cost; the tourism marketers give high importance to the image attribute; Quality of Accommodation; and Different Cuisines, in projecting Goa's image to domestic tourists and this reflects in the same attributes being rated well in terms of their perceived image by the domestic tourists visiting Goa. The rest of the destination image attributes in this factor except the image attribute; Cities, are given average importance by the tourism marketers in their projected image of Goa to domestic tourists and again this reflects in the average image ratings the domestic tourists have given these attributes with respect to Goa. However, out of these attributes, the image attribute; Cost/Price Levels is rated very low on the average spectrum by the domestic tourists and this should concern the tourism marketers of Goa. (Refer: Table: 8.1(a))

➤ With respect to destination image factor; Entertainment & Activities, the destination image attributes; Nightlife/Entertainment, Fares/Exhibits/Festivals, Tourist Activities and National Parks/Wilderness Activities are rated high on importance by the tourism marketers in projecting Goa's image to domestic tourists. But out these image attributes, the domestic tourists rated only the image attribute; Nightlife/Entertainment of Goa with a positive image. The rest of the image attributes of Goa in this factor were rated with an average image by the domestic tourists. The fact that only one image attribute is rated positively even though tourism marketers acknowledge the importance of more than one attribute in this factor proves that there could be a possible failure of promotional strategy in being able to project the attributes of Goa's destination image other than; Nightlife/Entertainment. Out of these image attributes, the attributes; Fares/Exhibits/Festivals and National Parks/Wilderness Activities, in

fact are rated at the lower end of the average spectrum in terms of their perceived image by the domestic tourists which is a big mismatch between the projected image of Goa to domestic tourists and the perceived image of Goa by the domestic tourists. (Refer: Table: 8.1(b))

➢ The destination image factor; Historic Attractions, has the maximum impact of the perceived image of Goa from the domestic tourists' perception. However, none of the destination image attributes which make up this factor are given a high importance by the tourism marketers in projecting Goa's image to domestic tourists. In fact, the destination image attribute; Opportunity to Increase Knowledge, is given a very low importance rating by the tourism marketers. The other two image attributes in this factor; Buildings/Architecture and Museums/Historic Attractions; are given average importance by the tourism marketers in projecting Goa's image to domestic tourists. This reflects in an average rating for these image attributes by the domestic tourists. Considering the positive impact, the destination image factor; Historic Attractions has on the domestic tourists perceived image of Goa, these image attributes need to be given higher importance by the tourism marketers.

➢ Both the destination image attributes; i.e. Beaches and Scenery/Hinterlands; of the destination image factor; Natural attractions; are given a high level of importance by the tourism marketers in projecting Goa's image to the domestic tourists. However, only the attribute; Beaches has been rated positively in terms of its image by the domestic tourists with respect to Goa. The other image attribute; Scenery/Hinterlands, is rated with an average image by the domestic tourists. While, Goa's image for its beautiful beaches is strong with the domestic tourists, the destination image of Goa

with respect to, scenery/hinterlands, is still not as strong as the tourism marketers would want it to be. Goa's tourism has been defined by beach tourism since the time tourism started in the state and it's no surprise that this image attribute is rated positively for its image by the domestic tourists. However, the desire of the tourism marketers to also project the scenery/hinterlands of Goa is still not been able to create a strong association of the state with this aspect among the domestic tourists.

**Table: 8.1**

| Factor Wise Comparison Between Projected Image of Goa for Domestic Tourists Versus the Perceived Image of Goa from the Domestic Tourists' Perception; for the destination image factor (Travel Environment) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to domestic tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by domestic tourists (on a 5-point Likert Scale) |
| Climatic Conditions | 3.62 | 3.56 |
| Restful/Relaxing | 4.31 | 3.76 |
| Friendliness/Hospitality | 3.84 | 3.7 |
| Atmosphere | 3.48 | 3.43 |
| Personal Safety | 3.56 | 3.71 |
| Customs/Culture | 4.41 | 3.59 |
| Political Stability | 1.90 | 3.43 |
| Cleanliness of the destination | 2.95 | 3.63 |
| Degree of Urbanization | 3.54 | 3.54 |
| Crowdedness | 2.80 | 3.36 |
| Economic Development | 3.13 | 3.54 |
| Family Oriented | 4.25 | 3.25 |
| Extent of Commercialization | 3.08 | 3.17 |
| Opportunity for Adventure | 4.16 | 3.43 |

**Table: 8.1 (a)**

| Factor Wise Comparison Between Projected Image of Goa for Domestic Tourists Versus the Perceived Image of Goa from the Domestic Tourists' Perception; for the destination image factor (Infrastructure & Cost) | | |
| --- | --- | --- |
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to domestic tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by domestic tourists (on a 5-point Likert Scale) |
| Quality of Service | 3.48 | 3.6 |
| Different Cuisines | 3.92 | 3.98 |
| Quality of Accommodation | 4.00 | 3.97 |
| Accessibility | 3.39 | 3.88 |
| Facilities for Information and Tours | 3.03 | 3.38 |
| local Infrastructure/transportation | 3.34 | 3.57 |
| Cities | 2.46 | 3.57 |
| Cost/Price level | 3.21 | 3.14 |

**Table: 8.1 (b)**

| Factor Wise Comparison Between Projected Image of Goa for Domestic Tourists Versus the Perceived Image of Goa from the Domestic Tourists' Perception; for the destination image factor (Entertainment & Activities) | | |
| --- | --- | --- |
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to domestic tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by domestic tourists (on a 5-point Likert Scale) |
| NightLife and Entertainment | 4.66 | 4.13 |
| Fares/Exhibits/Festivals | 4.15 | 3.45 |
| Sports Activities | 3.28 | 3.73 |
| National Parks/Wilderness Activities | 3.95 | 3.31 |
| Tourist Activities | 4.21 | 3.64 |
| Shopping Facility | 3.70 | 3.52 |

**Table: 8.1 (c)**

| Factor Wise Comparison Between Projected Image of Goa for Domestic Tourists Versus the Perceived Image of Goa from the Domestic Tourists' Perception; for the destination image factor (Historic Attracions) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to domestic tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by domestic tourists (on a 5-point Likert Scale) |
| Opportunity to Increase Knowledge | 2.08 | 3.11 |
| Museums/Historic Sites | 3.74 | 3.79 |
| Buildings/Architecture | 3.48 | 3.44 |

**Table: 8.1 (d)**

| Factor Wise Comparison Between Projected Image of Goa for Domestic Tourists Versus the Perceived Image of Goa from the Domestic Tourists' Perception; for the destination image factor (Natural Attractions) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to domestic tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by domestic tourists (on a 5-point Likert Scale) |
| Beaches | 4.31 | 4.14 |
| Scenery/Hinderlands | 4.26 | 3.73 |

## 8.3 FINDINGS: THE GAP BETWEEN THE DESTINATION IMAGE OF GOA FROM THE PERCEPTION OF FOREIGN TOURISTS AND THE

# PROJECTED IMAGE OF GOA DIRECTED TOWARDS FOREIGN TOURISTS FROM THE TOURISM MARKETERS' PERCEPTION

The analysis of the data reveals that the there is a lot of similarity between the way the tourism marketers of Goa project the image of Goa to potential foreign tourists in its communications and promotions and the way the foreign tourists visiting the state perceive the image of Goa. Despite of these similarities there are several areas where there are gaps that exists. Based on the analysis conducted on both; the factors and attributes of Goa's destination image, with respect to the foreign tourists' perception, and the importance given to these; factors and attributes of Goa's destination image, by tourism marketers in projecting the image of Goa to foreign tourists; the following findings can be established:

➢ All the four factors of destination image identified for the foreign tourists; Travel Environment; Natural Attractions, Entertainment & Activities; Infrastructure & Service; and Historic Attractions & Culture; together have a significant impact on the foreign tourists' perceived image of Goa. In comparison, the importance given to all these four destination image factors put together, by the tourism marketers in their promotions of Goa, also significantly impacts the projected destination image of Goa for the foreign tourists. (Refer: Table:6.5 and Table:7.3)

➢ For the foreign tourists, their perception of the four factors of destination image of Goa individually cause a significant positive impact on their overall perceived image of Goa. In comparison, the importance given to the same set of four destination image factors by the tourism marketers in their promotions directed to the foreign tourists;

only the importance given to three destination image factors; i.e. Travel Environment; Historic Attractions & Culture; and Natural Attractions, Entertainment & Activities; were significant and have a positive impact on the projected image of Goa directed towards foreign tourists. (Refer: Table:6.5(a) and Table:7.3(a)).

➢ For the foreign tourists the destination image factor; Travel Environment, causes the maximum positive variance to the destination image of Goa, followed by factors; Historic Attractions & Culture; Natural Attractions, Entertainment & Activities; and Infrastructure & Service; in that order. For the tourism marketers the destination image factors which cause the maximum positive impact on the projected image of Goa directed towards foreign tourists are; Travel Environment; Natural Attractions, Entertainment & Activities; and Historic Attractions & Culture in this particular order. The importance tourism marketers give to the destination image factor; Infrastructure & Service, is not significant enough to be considered individually for the impact it has on the projected image of Goa directed towards foreign tourists. (Refer: Table:6.5(b) and Table:7.3(b)).

➢ The destination image factor; Travel environment; has the maximum impact on the destination image of Goa on the foreign tourists' perception. However; out of the destination image attributes which make up this factor, the tourism marketers of Goa, give higher importance to only the destination image attributes; Friendliness/Hospitality, Opportunity for Adventure, Family Oriented, Personal Safety and Cost/Price Levels; in projecting the image of Goa to foreign tourists. However, all these destination image attributes are rated with an average image by the foreign tourists with respect to Goa. While, this could possibly reflect on the overall

promotional strategy of the tourism marketers in not being able to transfer the higher importance they attach with these image attributes in projecting these attributes to foreign tourists into a higher destination image rating for these attributes by the foreign tourists. The bigger concern is the destination image attribute; Family Oriented and Personal Safety; which are rated at the lower end of the average image spectrum by the foreign tourists. (Refer: Table: 8.2).

➢ In the same destination image factor; Travel Environment, the tourism marketers of Goa attach very low importance to the destination image attributes; Crowdedness, Degree of Urbanization and Political Stability. Despite this, the foreign tourists do not rate the image attributes; Degree of Urbanization and Political Stability; negatively. The foreign tourists however, rate the destination image attribute; Crowdedness, of Goa negatively. (Refer: Table: 8.2).

➢ Combining the above two findings; it can be deduced that the foreign tourists have a poor perceived image for the destination image attributes; Crowdedness, Personal Safety and Family Oriented; with respect to Goa. These image attributes are vital to how the foreign tourists perceive the overall travel environment of Goa. The destination image factor; Travel Environment, has the maximum impact on how the foreign tourists perceive the overall image of Goa. The inability of the tourism marketers in projecting these attributes effectively to foreign tourists is a gap which the tourism marketers need to address.

➢ In the destination image factor; Natural Attractions, Entertainment & Activities; the tourism marketers of Goa give a high level of importance to most of the destination image attributes of this factor in projecting the image of Goa to foreign tourists. The

tourism marketer rated the destination image attributes; Climatic Conditions, Scenery/Hinterlands, Restful/Relaxing, Nightlife/Entertainment, Beaches and Tourist Activities; very high on importance. But this translates into a relatively higher perceived image rating for the foreign tourists only for the destination image attributes; Climatic Conditions, Scenery/Hinterlands and Beaches. The destination image attributes; Restful/Relaxing and Nightlife/Entertainment; are rated as having an average image, even though it's at the higher end of the average spectrum. The rest of the destination image attributes are given average importance by the tourism marketers in projecting Goa's image to foreign tourists and the same reflects in the average image ratings for these image attributes by the foreign tourists with respect to Goa. (Refer: Table: 8.2(a)).

➤ With respect to the destination image factor; Infrastructure & Service, the tourism marketers rated only the destination image attributes; Quality of Accommodation, Quality of Service and Accessibility; relatively higher on the importance scale in terms of the projected image of Goa for foreign tourists. This higher importance however, translates only into an average image rating for these destination image attributes by the foreign tourists with respect to Goa. The tourism marketers, give an average importance to the image attributes; Facilities for Information and Tours; and Local Infrastructure/Transport; in this factor. But these two attributes are rated with a negative perceived image by the foreign tourists with respect to Goa. This is another aspect where there is a clear mismatch between the way a destination image attribute of Goa is projected and how the tourists rate the image of the attribute with respect to Goa. In this factor; surprisingly the destination image attribute; Cleanliness of

Destination, is given low importance by the tourism marketers and the same reflects into a very poor image rating for this image attribute of Goa by the foreign tourists. (Refer: Table: 8.2(b)).

➢ The destination image factor; Historic Attractions & Culture, is the second most crucial factor after; Travel Environment, in impacting the overall perceived image of Goa from the foreign tourists' perception. Despite this the tourism marketers of Goa, do not attach a high importance to any of the destination image attributes which make up this image factor. All the destination image attributes of this factor like; Cuisines, Customs/Culture, Buildings/Architecture and Museums/Historic Sites; are given average importance by the tourism marketers and this translates into an average image for these attributes of Goa by the foreign tourists. However, all these image attributes are rated at the lower end of the average spectrum by the foreign tourists and is an area of concern for the tourism marketers of Goa. (Refer: Table: 8.2(c)).

**Table:8.2**

| Factor Wise Comparison Between Projected Image of Goa for Foreign Tourists Versus the Perceived Image of Goa from the Foreign Tourists' Perception; for the destination image factor(Travel Environment) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to foreign tourists (on a 5-point Likert Scale) | Ratings for destination image attributes of Goa by foreign tourists (on a 5-point Likert Scale) |
| Cost/Price level | 3.89 | 3.83 |
| Political Stability | 1.98 | 3.75 |
| Friendliness/Hospitality | 4.44 | 3.65 |
| Economic Development | 3.02 | 3.51 |
| Degree of Urbanization | 2.89 | 3.56 |
| Atmosphere | 3.85 | 3.41 |
| Extent of Commercialization | 3.07 | 3.5 |
| Personal Safety | 3.98 | 3.16 |
| Opportunity for Adventure | 4.11 | 3.65 |
| Family Oriented | 4.02 | 3.15 |
| Crowdedness | 2.56 | 2.98 |

**Table: 8.2 (a)**

| Factor Wise Comparison Between Projected Image of Goa for Foreign Tourists Versus the Perceived Image of Goa from the Foreign Tourists' Perception; for the destination image factor (Natural Attractions, Entertainment & Activities) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to foreign tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by foreign tourists (on a 5-point Likert Scale) |
| Climatic Conditions | 4.05 | 4 |
| Scenery/Hinderlands | 4.28 | 3.97 |
| Restful/Relaxing | 4.10 | 3.79 |
| NightLife and Entertainment | 4.49 | 3.81 |
| Beaches | 4.62 | 4.21 |
| Sports_Activities | 3.21 | 3.62 |
| Fares/Exhibits/Festivals | 3.41 | 3.4 |
| Tourist Activities | 4.08 | 3.43 |
| Shopping Facility | 3.36 | 3.48 |
| National Parks/Wilderness Activities | 3.54 | 3.27 |

**Table: 8.2 (b)**

| Factor Wise Comparison Between Projected Image of Goa for Foreign Tourists Versus the Perceived Image of Goa from the Foreign Tourists' Perception; for the destination image factor (Infrastructure & Service) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to foreign tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by foreign tourists (on a 5-point Likert Scale) |
| Facilities for Information and Tours | 3.54 | 2.75 |
| local Infrastructure/transportation | 3.79 | 2.94 |
| Cities | 2.56 | 2.7 |
| Accessibility | 3.92 | 3.38 |
| Cleanliness | 2.98 | 2.8 |
| Quality of Accommodation | 4.08 | 3.57 |
| Quality of Service | 3.89 | 3.58 |

## Table: 8.2 (c)

| Factor Wise Comparison Between Projected Image of Goa for Foreign Tourists Versus the Perceived Image of Goa from the Foreign Tourists' Perception; for the destination image factor (Historic Attractions & Culture) | | |
|---|---|---|
| Destination image attributes of Goa | Importance ratings attached to destination image attributes by tourism marketers in projecting Goa's image to foreign tourists (on a 5-point Likert Scale) | Destination image rating for destination image attributes of Goa by foreign tourists (on a 5-point Likert Scale) |
| Opportunity to Increase Knowledge | 2.56 | 3.01 |
| Different Cuisines | 3.36 | 3.07 |
| Customs/Culture | 3.93 | 3.33 |
| Buildings/Architecture | 3.26 | 3.21 |
| Museums/Historic Sites | 3.77 | 3.43 |

# CHAPTER-9

# CONCLUSION & SUGGESTIONS

This is the closing chapter of this thesis which presents the major findings and suggestions to the tourism marketers and the tourism department (Government of Goa), to improve the perception of Goa's destination image among the foreign and domestic tourists. This chapter

also gives a broad conclusion of the results obtained after data analysis and the managerial implications for the tourism marketers and other stake holder for more effective strategizing. The theoretical contribution of the thesis and the limitations of the research are also discussed for future research, which academicians can use in the field of destination image studies.

## 9.1 <u>CONCLUSION</u>

The study identifies 33 destination image determinants/attributes of destination image which define the destination image of Goa. The identified determinants/attributes of Goa's destination image are as follows; 1) Climatic Conditions 2) Customs/Culture 3) Crowdedness, 4) Political Stability 5) Cleanliness of Destination 6) Degree of Urbanisation 7) Economic Development 8) Family Oriented 9) Extent of Commercialisation 10) Opportunity for Adventure 11) Personal Safety 12) Hospitality/Friendliness 13) Restful/Relaxing 14) Atmosphere 15) Different Cuisines 16) Local Infrastructure/Transport 17) Facilities for Information & Tours 18) Quality of Accommodation 19) Cost/Price Levels 20) Accessibility 21) Cities 22) Quality of Service 23) Night Life and Entertainment 24) Sports Activities 25) Tourist Activities 26) Shopping Facilities 27) National Parks/Wilderness Activities 28) Fares/Exhibits/Festivals 29) Buildings/Architecture 30) Museums/Historic Sites 31) Opportunity to Increase Knowledge 32) Beaches 33) Scenery/Hinterlands. Based on the findings of the study, the 33 determinants/attributes of destination image of Goa, can be broadly classified into 5 destination image factors for the domestic tourists, i.e. 1) Travel Environment 2) Entertainment & Activities 3) Infrastructure & Cost 4) Historic Attractions 5) Natural Attractions. Similarly, with respect to foreign tourists visiting Goa, the findings of the study reveal that the 33 attributes of destination image, can be categorized into 4 destination

image factors, i.e. 1) Travel Environment 2) Natural Attractions, Entertainment & Activities 3) Historic Attractions & Culture 4) Infrastructure & Service. For the domestic tourists the destination image factor; Historic Attractions, has the maximum influence, on their perceived destination image of Goa, followed by image factors; Entertainment & Activities; Natural Attractions; Travel Environment; and Infrastructure & Cost in that order. For the foreign tourists the destination image factor; Travel Environment, has the maximum influence on their perceived destination image of Goa, followed by the image factors; Historic Attractions & Culture; Natural Environment, Entertainment & Activities; and Infrastructure & Service, in that order. Based on the destination image attributes of Goa which have received the highest rating, the destination image of Goa from the perception of foreign tourists, is synonymous with a low-cost holiday destination with beautiful beaches, scenery, warm climate and a buzzing night life.  But the foreign tourists also carry the baggage of negative image of Goa, which is of a destination with poor standards of cleanliness, a place which is over crowded with poor infrastructure and transport. This baggage of the negative image which the foreign tourists perceive about Goa are part of the problem which is reflected in the slower growth of foreign tourists over the year.

Similarly, based on the image attributes of Goa, which have received the highest ratings by the domestic tourists visiting the state, the destination image of Goa from their perception, is synonymous with as a state with a unique history, with beautiful beaches and a buzzing nightlife. Besides this, the domestic tourists also strongly identify Goa, with its unique coastal cuisine, as a travel destination which is easily accessible and offering a wide variety of quality accommodation facilities. The domestic tourists don't perceive any major negatives of Goa's image and this is visible from the high growth in domestic tourist inflow over the last decade.

There are a lot of similarities between the way the destination image of Goa is perceived by both the foreign as well as the domestic tourists. The key difference however is that, the foreign tourists perceive Goa as a low-cost destination with warm and sunny climate, whereas the domestic tourists look at Goa as quick weekend holiday destination offering an experience which is unique from the rest of India. Besides this, the foreign tourists give a lot of importance to the destination image factor; Travel Environment, and their perception of Goa, for some key, travel environment image attributes like, crowdedness, personal safety and family oriented is negative. In comparison to the foreign tourists this negative image of Goa is not the same for domestic tourists.

The tourism marketers of Goa to a large extent understand their target market very well. Most of the marketers devise separate communications strategy for the foreign tourists and the domestic tourists. They are aware that, even though Goa sells for its beaches and nightlife to all groups of tourists there are major differences in the wants and demands of a domestic tourist versus a foreign tourist. Even though to a large extent, they have got their strategy right, there are several areas where there are glaring gaps between the way Goa's image is projected versus how its image is perceived by the tourists. For the tourism marketers, the factors which they give maximum importance to, in their projected image of Goa directed towards foreign tourists are; Travel Environment; Natural Attractions, Entertainment & Activities; Historic Attractions & Culture; in this order. This differs in the way the foreign tourists rate the corresponding image factors of Goa. The importance tourism marketers give to the image factor; Infrastructure & Service, in their promotions targeting foreign tourists is not significant enough to have any impact on the projected image of Goa. On the other hand, foreign tourists rating for the image factor; Infrastructure & Service has a significant impact

on their overall perceived image of Goa. This is a clear gap between the projected image of Goa and the perceived image of Goa for the foreign tourists. When it comes to the importance given by tourism marketers to the destination image factors which influences their overall projected image of Goa directed towards domestic tourists, the factors which have the maximum influence are; Entertainment & Activities; Historic Attractions; and Natural Attractions; in this order. Again, this is not aligned with how the domestic tourists rate these factors with respect to Goa in influencing their overall perceived image of Goa. The importance given to the destination image factors; Travel Environment; and Infrastructure & Cost, has no significance in the overall projected image of Goa to domestic tourists. On the other hand, both these factors have a considerable influence on the perceived image of Goa for the domestic tourists. This too can be identified as a gap between how Goa is projected to domestic tourists and how its image is perceived by the domestic tourists.

Goa has been synonymous with beautiful beaches, warm climate and breath-taking scenery since the time tourism started in the state. Over the last 2 decades, Goa has also emerged as one of India's top party destination with a buzzing nightlife & entertainment. And this research just reinforces this fact. But the over dependence on projecting this image by the various tourism stakeholders in the state has also created a few problems. One of the major problems has been the huge influx of tourists, especially the domestic tourists, overcrowding the coastal belt. While, Goa has a wide range of hotels to cater to this vast number of tourists, it lacks quality infrastructure in form of broad roads, bridges, tourist information centers and even some basic amenities like toilets along some of the popular tourist hot spots. This study proves that this overcrowding is hurting the destination image of Goa, more so for the foreign tourists who have rated this destination image attribute of Goa negatively. Overcrowding, not

only chokes the infrastructure but creates other issues like, crimes against tourists and generation of garbage and filth which are difficult to manage. The foreign tourists rate the image attributes; cleanliness of destination and personal safety, negatively with respect to Goa. These image attributes have also not received a high rating as far as the domestic tourists are concerned. This suggests that, overcrowding and the problems associated with it are affecting foreign tourists perceived image of Goa in a big way and the domestic tourists to a certain extent. For the long-term survival for tourism in the state, Goa must look beyond this long held image. While, it's impossible to stop low spending tourists to travel to Goa, there is scope to decongest the beach belt, by projecting Goa's image for its unique historical sites. Goa has a sizable forest cover, this can be used to promote wild life tourism. Goa can be projected a destination for the ultimate adventure for tourists visiting the state. But to project these aspects of Goa effectively, the government must build tourism infrastructure around these places.  In recent times tourism department has started various new activities like, hot air balloon rides, helicopter rides, hop-in and hop-off buses etc. There are also talks of introducing various new tourism projects like ropeways, oceanarium and promenades. But all these projects and activities will have very little meaning unless it brings in the right type of tourists. Most of these are targeted for high end tourists but such tourists will not visit the state just because they can indulge in such activities. There is also a need to create the right environment and build the right infrastructure to attract such tourists. It's difficult for high end tourism and mass tourism to co-exist. But for all this to happen the tourism stake holders will have to move from their comfort zone of promoting beach tourism and nightlife tourism. The new tourism master plan for Goa, will be an opportunity to address some of the issues faced by the tourism industry in Goa and to give a new direction to tourism in Goa for its long-term

sustainability. The findings of this research will be very useful in providing valuable insights in the preparation of this master plan.

## 9.2 <u>MAJOR FINDINGS AND SUGGESTIONS</u>

**9.2.1 Major Findings & Suggestions to Improve Goa's Destination Image from the Domestic Tourists' perception**

➢ The findings of the study reveal that for the domestic tourists, the destination image factor, historic attractions, is the most important factor in defining their extent of positive image with respect to Goa. The tourism marketers however, give more importance to the factors, nightlife & entertainment and natural attractions, over the factor, historic attractions, in projecting the image of Goa for domestic tourists. This has possibly led to an average image ratings of image attributes like, museums/historic sites, buildings/architecture and opportunity to increase knowledge, by the domestic tourists. Goa has some famous world heritage sites and several, forts, temples and churches of historical significance. It is also having some unique buildings with Portuguese architecture. Tourism marketers need to focus on projecting these aspects of Goa to domestic tourists. Goa can easily be projected as a land of learning and knowledge, using these unique places of historical significance. This has the potential to attract a whole new segment of domestic tourists who would not be that interested in Goa's beach and nightlife tourism. From the government point of view, it should look at developing tourism infrastructure, at such places so that it can support tourism. Some of these places are very badly maintained and lack basic amenities like toilets. A

higher perceived image rating for the factor, historic attractions, will give a major boost to the overall perceived image of Goa by the domestic tourists.

➢ The tourism marketers are doing a great job in projecting the image of Goa, for domestic tourists in terms of its destination image factors; natural attractions; and entertainment & events. But they do not give significant importance to the image factors; travel environment; and infrastructure & cost, in projecting the image of Goa to domestic tourists. Both these factors however significantly impact the perceived destination image of Goa for the domestic tourists. The tourism marketers need to correct this in improving Goa's image perceived by the domestic tourists.

➢ With respect to the image factor, travel environment, the domestic tourists rated Goa's image attributes, family oriented and opportunity for adventure, at the lower end of the average spectrum. And the surprising aspect of this is that the tourism marketers on their part give high importance to these 2 image attributes in projecting Goa's image to domestic tourists. This proves that the current communication and promotional strategy is not effective enough to make the domestic tourists perceive the image of Goa more positively for these 2 image attributes. There is a need to work out a new promotional strategy with a better focus on these 2 image attributes. It should be easier to build the image of Goa as a, land of adventure, considering the numerous activities tourists who travel to Goa can indulge in. However, it would be a more difficult task to make the domestic tourists perceive Goa as a family-oriented destination considering the negative associations of heavily promoted, nightlife/entertainment of Goa. This can however be achieved by focusing on other aspects of Goa's tourism,

which can attract families. One prime example is by focusing on places of historic significance as has been discussed in the first point.

➢ Goa's destination image attributes; fares/exhibits/festivals and national parks/wilderness activities, have been rated relatively lower in terms of their perceived image by the domestic tourists. But these image attributes have the potential to receive much higher image ratings, because Goa has a lot to showcase in these aspects. But an average domestic tourist visiting Goa, doesn't primarily identify Goa with these aspects even though the tourism marketers give high importance to these attributes in promoting Goa to domestic tourists. Goa has a substantial forest cover and during the monsoons some of these places in Goa are a sight to behold. Similarly, with the unique festivals which Goa celebrates like the, Carnival, Shigmo, Sao Joao etc. there is scope to project these aspects of Goa more effectively to the tourists. There is a need to promote and highlight these aspects of Goa more effectively. If developed and promoted more effectively it can help build the overall image of Goa for the domestic tourists visiting the state.

➢ The domestic tourists also rated, the destination image attribute; cost/price levels, at the lower end of the average spectrum. On one hand, high prices could dissuade higher spending tourists from coming to Goa and on the other hand, lower price levels will encourage more low-end tourists to come to Goa. Currently, even though the price levels in Goa is perceived to be on the higher side by the domestic tourists the growth of low end tourists has been faster than ever. One of the reasons for this is because the majority of the low spending tourists, camp in the open, cook by the road side and spend very less for their travel. The higher prices however can keep away the tourists

who fly to Goa, stay in hotels, travel in rented taxis, dine at restaurants and pay for tourist activities. Goa is indeed getting expensive for such tourists. There is very little that tourism marketers can do in this regard; however, Goa has a host of options to fit different budgets of travelers and this aspect can be highlighted by tourism marketers in their promotions. This will help change the perception of domestic tourists about Goa being expensive to a certain extent.

## 9.2.2 Major Findings & Suggestions to Improve Goa's Destination Image from the Foreign Tourists' perception

> The 4 identified factors of Goa's destination image; travel environment; natural attractions, entertainment & activities; historic attractions & culture; and infrastructure & service; have a significant impact on the destination image of Goa from the foreign tourists' perception. However, the tourism marketers of Goa do not give significant importance to the factor, infrastructure & service, in projecting the image of Goa to foreign tourists. There is a need for the tourism marketers to correct this. Goa has to showcase its infrastructure like the international airport, bridges, tourism infrastructure created for tourists along the tourist frequented places in its promotions to foreign tourists. Even though the tourism infrastructure in Goa is not world class, it is better than some of the major tourism hotspots in India. This suggestion is applicable, as much to promotions directed towards domestic tourists as it is to the foreign tourists.

> Unlike the domestic tourists, the foreign tourists rate several image attributes of Goa negatively in terms of its perceived image. Destination image attributes of Goa, personal safety, crowdedness and family oriented, were rated relatively poorly for its

perceived image by the foreign tourists. Out of these three destination image attributes, the tourism marketers give very low importance to the image attribute; crowdedness. Just as is the case with domestic tourists; crowdedness of Goa, is an issue with the foreign tourists. The foreign tourists in fact, rate this image attribute negatively with respect to Goa. So, it is indeed surprising that tourism marketers do not give importance to this attribute in their projection of Goa to foreign tourists. This is possibly linked with the fact that it's not possible to show Goa as being less crowded, when the reality is different. However, the tourism marketers need to move the tourists away from the over-crowded beach belt of Goa by promoting other aspects of Goa like; hinterland tourism, adventure tourism and culture tourism. The government on its part needs to build tourism infrastructure to sustain the high tourist arrivals. It could also look at policies to discourage tourists from arriving with their own vehicles and promote the use of mass transportation system. For the foreign tourists, unlike the domestic tourists, the destination image of Goa as a family-oriented destination and the feeling of safety could be interlinked. In spite of the few crimes against the foreign tourists that have been widely publicized, Goa is still relatively safe compared to a lot of other destinations in the world. This needs to be highlighted more effectively by the tourism marketers to the foreign tourists. The government on its part, needs to create better policing and better handling of crimes against tourists to make them feel more secure.

➢ The foreign tourists, rate Goa, at the lower end of the average spectrum for the image attributes, fares/exhibits/festivals, national parks/wilderness activities, shopping facilities and tourist activities. The image attribute, fares/exhibits/festivals, is in fact

given relatively less importance by the tourism marketers in projecting Goa's image to the foreign tourists. There is a need to correct this. For the foreign tourists, India is a unique cultural experience and a trip to Goa can offer them the same if these aspects are showcased more effectively. Promoting the various festivals of Goa to foreign tourists is an extension of cultural tourism which Goa tourism can explore. The image attribute, national parks/wilderness activities, just as is the case with domestic tourists, has been rated relatively poorly by the foreign tourists. The solution for this remains the same, there is a lot Goa has to offer in this aspect and there is a need for more effective promotions showcasing this aspect of Goa. Same is the case with the destination image attributes; shopping facilities and tourist activities, wherein a more effective communication strategy is the need of the hour to highlight these aspects of Goa.

➢ With respect to the destination image attribute; facilities for information & tours, which has been rated poorly by the foreign tourists, the tourism marketers need to address this issue too. There is a need to check if the current facilities are not up to the mark or whether it's an issue of not being able to communicate about these facilities to the foreign tourists.

➢ The image attributes of Goa; local infrastructure/transport, cities, accessibility and cleanliness of destination, have received very poor ratings by the foreign tourists. The tourism marketers in fact give very low importance to the image attributes, cities and cleanliness of destination. Goa has 2 major cities, Panaji and Margao, which have a rich history and unique architecture. Tourism marketers can use these 2 cities to work on this aspect of Goa's image. Besides this; cleanliness of destination, can certainly be

highlighted by showcasing the success Goa has achieved in better sanitation and garbage management to foreign tourists. But there is also a need for the government to step in and ensure that there are real changes on the ground. There is no point showing a clean part of Goa to tourists in the promotions and the actual tourist experience is exactly the opposite. With respect to the destination image attribute; accessibility, the government has already taken up various measures like e-visa and visa on arrival to make Goa more accessible for foreign tourists. However, the accessibility of various tourist places within the state is not great because of the relatively poorly developed public transport and high cost of renting taxis. The entry of rent-a-bike and rent-a-cab has brought some relief to the tourists and this aspect needs to be projected in the promotions for both the foreign tourists as well as the domestic tourists. The government on its part, needs to strictly implement, taxi meters and also look at the possibility of introducing taxi aggregators. This will significantly bring down the cost of traveling within the state for the tourists. The issue of transport/infrastructure, accessibility and cost are interlinked for both the domestic tourists as well as the foreign tourists.

➤ The destination image attributes of Goa; opportunity to increase knowledge, different cuisines, customs/culture, historic sites and buildings/architecture, have all been rated at the lower end of the average spectrum by the foreign tourists with respect to their perceived image. All these attributes make up the destination image factor; historic attractions, which has a significant impact on the overall perceived image of Goa. The tourism marketers, however, give relatively less importance in projecting Goa's image to foreign tourists with respect to the image attributes, opportunity to increase

knowledge, cuisines and buildings/architecture. Tourism marketers in Goa, have a perfect opportunity to attract a different segment of foreign tourists, tourists who travel to India for its unique culture and historic sites. A better promotional strategy highlighting these aspects of Goa will help in improving Goa's overall destination image. The cuisines of Goa, are an area where there is a lot to gain in terms of tourism. Goa must showcase its own cuisines to tourists to create a more favorable image. Similarly, Goa's unique historic sites which includes temples, churches, forts and its unique Portuguese era buildings, need to be projected more effectively. As, has been suggested for domestic tourists, tourism marketers have an opportunity to position Goa as a land of learning and knowledge by showcasing all these aspects of Goa.

## 9.3 <u>THEORETICAL CONTRIBUTION</u>

The study identifies 33 unique destination image determinants/attributes, relevant to Goa, which have been used to measure the overall destination image of Goa from the tourists' perception, (Refer: Table:5.2). These determinants/attributes can be used by researchers in the field of destination image studies. However, these destination image attributes would be more relevant to destination image studies specific to leisure travel destinations and more specifically for destination image studies on Goa. The research, also helps in categorization of the 33 destination image determinants/attributes into more manageable destination image factors, 5 destination image factors in case of domestic tourists and 4 destination image factors in case of foreign tourists. The findings of the study also show the extent of impact each of these identified destination image factors have on the overall perceived image of Goa,

both, for the foreign tourists and the domestic tourists. These destination image factors would be more applicable for the tourists who travel to Goa. The categorization of destination image attributes into fewer destination image factors would be useful to simplify future destination image studies. Also, the findings about the extent of impact each of these destination image factors have on the destination image of Goa can be a useful point of reference for studies on branding and destination image studies on Goa. The research also points out to the differences in the way the destination image of Goa is perceived by foreign tourists and the way it is perceived by the domestic tourists. This proves some of the earlier theories, that show, how culture and nationality of a tourist, affects their perceived destination image of a place. Even though this thesis doesn't have an objective of proving this theory, some of the findings do point out in this direction. Hence, this thesis can be a point of reference for studies related to culture and its influence on destination image.

## 9.4 <u>MANAGERIAL IMPLICATIONS</u>

For the tourism marketers and tourism policy makers of Goa this study can be very useful in understanding the current destination image of Goa from the perception of the tourists. The study clearly distinguishes between the domestic tourists and the foreign tourists, which will allow the marketers and the policy makers alike, a more focused approach in dealing with both these unique groups of tourists. There are several areas where the tourism marketers of Goa are doing extremely well, especially in terms of the communications strategy they use, to project the image of Goa to potential tourists. The tourism marketers have been extremely successful in selling Goa's image as a sun kissed beach destination with a buzzing nightlife,

to both the domestic as well as the foreign tourists. But at the same time, there are a few aspects of Goa's destination image which are perceived negatively by the tourists. This is possibly linked to some of the gaps that exist between how Goa's image is projected by the tourism marketers in its promotions versus how the image of Goa is perceived by the tourists. The study identifies certain key areas of concern for Goa tourism which can easily be handled by a change in communication and promotional strategies but there are a few areas of concern that cannot be addressed by mere changes in communication strategy. This will require major policy changes from the government with the involvement of the various tourism stake holders. From the tourism marketers' perspective, the study proves that, the importance given to the destination image factors related to, infrastructure, are not given enough importance in the way the image of Goa is projected to, domestic tourists as well as the foreign tourists. This effectively translates into lower image ratings for most of infrastructure related image attributes of Goa. Tourism marketers can only address this issue to a certain extent by highlighting Goa's infrastructure in its promotions, but creation of quality infrastructure is primarily the responsibility of the government. The study also shows that the tourism marketers do not give enough importance to the image factor, travel environment, in their projected image of Goa directed to domestic tourists. However, it's the foreign tourists, who have rated some of the important, travel environment, image attributes like, crowdedness, family oriented and personal safety, negatively for their perceived image with respect to Goa. These findings will be useful for tourism marketers to introspect on their current strategy and for some course correction. The study also presents before the tourism marketers of Goa, an opportunity, to project Goa as land of learning and knowledge, by showcasing its, historical sites, unique architecture, culture and festivals. The study also highlights the deficiency of the

current policy which focuses on tourist quantity instead of quality. This could have long term implications on the future of foreign tourist arrivals in Goa and the arrival of other high spending domestic tourists visiting the state.

The government is currently in the process of finalizing its tourism master plan for Goa which will give direction to the tourism in the state for the next 25 years. International consultancy form like KPMG has been hired to work on this master plan. This thesis can contribute a lot to this process if utilized effectively by the concerned authorities.

## 9.5 <u>LIMITATIONS OF STUDY AND DIRECTION FOR FUTURE RESEARCH</u>

For the survey conducted on tourists, the tourists are differentiated on basis of foreign and domestic tourists. Based on the responses gathered, the analysis of the data is also divided for these two unique groups of tourists. However, tourist behavior is also influenced by the demographic profile and culture they belong to. Demographic factors like, age, income and gender can also play a role in the formation of destination image. This thesis doesn't take these aspects into consideration but future researchers in this area have an opportunity to probe into this. The foreign tourists, visiting Goa, belong to different nationalities. British, Russian and German tourists, make up the majority of foreign tourists visiting Goa. Every country has its unique culture and it has been proven by past researchers that culture plays a role in how destination image is perceived by the people belonging to diverse cultures. Future research on destination image of Goa can investigate this aspect for a more detailed analysis on how Goa's destination image is perceived by different nationalities. Similarly, the domestic tourists too, even though are all of Indian nationality, they belong to various sub-

cultures and a study on how Goa's destination image varies depending on this aspect would be a good area to study for future research.

Destination image studies can have two broad approaches, quantitative and qualitative approach. This thesis takes the quantitative approach to study the destination image of Goa, which has its advantages since it quantifies every aspect of the destination image of Goa in terms of numbers which makes it easy to measure and compare. However, there are several aspects of destination image which are not tangible and more abstract and quantifying them in terms of numbers is not easy and neither is it the best approach. This again can be an opportunity for future researchers to use a qualitative based approach to study Goa's destination image. The same can be applied to the study of the projected image of Goa from the tourism marketers' perspective.

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# APPENDIX A

## A SURVEY ON THE IMAGE OF GOA AS LEISURE TOURIST DESTINATION

Thank you for agreeing to take part in an important survey which is part of a research measuring the image of Goa as a leisure tourist destination from the tourists' perception. Your valuable insights will go a long way in the success of this research which is a part of a PhD Thesis.

Image formation can be defined as the development of a mental notion based on impressions coming from different information sources. Image of a destination is a very important determinant in the choice a tourist makes of the destination he or she wants to visit. Image formation is a combination of exposure to information about the destination (Advertising, Website, Travel Broacher, Tour Agencies, Media, Friends, Relatives' etc.) and also personal first-hand experience of visiting the place. Studying the perception of tourists' towards Goa as a leisure destination would provide valuable insight to tourism marketers (GTDC and Goa Tourism Department) about the current image of Goa as a leisure tourist destination, identify areas to improve the offerings to tourists and also project the right image of Goa through its promotions.

The survey requires tourist ratings of various aspects of destination image with respect to Goa. Besides this the survey also requires the tourists to express their opinion on areas where Goa can improve as a tourist destination. The findings of this survey are purely for the purpose of research and it does not serve any commercial purpose.

**<u>Survey</u>**

*1. Nationality: _____*

*2. Gender:* ( ) *Male* ( ) *Female*

*3. Age* ( ) *18-25* ( ) *26-35*

( ) *36-50* ( ) *50 above*

*4. Occupation:* ( ) *Student* ( ) *Government Employed* ( ) *Private Employed*

( ) *Business* ( ) *Retired* ( ) *Unemployed*

*5. Income (Annual in US Dollars $):* ( ) *<10000* ( )*10001-25000* ( ) *25001-50000*

( ) *50001- 75000* ( ) *75001- 100000* ( ) *>100000*

*Income (Annual in Indian Rupees):* ( )*<100000* ( ) *100001-250000* ( )*250001-500000*

( ) *500001-1000000* ( )*>1000000*

*6. Marital Status: Married ( ) Unmarried ( )*

*7. Have you visited Goa before?* ( ) *Yes* ( ) *No*

*If Yes – how many times have you visited in the past? _____*

*8.*

| Length of your visit to Goa | Tick the appropriate Box |
|---|---|
| Less than 1 week | |
| 1 week | |

| | |
|---|---|
| *1-2 weeks* | |
| *More than 2 weeks* | |

*9. Are you making this visit?*

- ❏ *On your own*

- ❏ *With Friends*

- ❏ *Family*

- ❏ *As part of a touring group/ Charter*

*10. What made you choose Goa for your Holidays? (Tick the appropriate boxes)*

- ❏ *Beautiful Beaches*

- ❏ *Night Life/ Entertainment/ Casinos*

- ❏ *Local Culture/ festivals*

- ❏ *Shopping/ local markets/ Flea markets*

- ❏ *Historic Sites (Churches/ temples/forts)*

- ❏ *Inexpensive holiday destination*

- ❏ *Easily Accessible (Travel to Goa and within Goa)*

- ❏ *Very Safe*

- ❏ *Beautiful villages/ forests/ landscapes/hinterlands*

- ❏ *Warm sunny weather*

- ❏ *Hospitable local people*

- ❏ *Unique local coastal Cuisines*

❑ *Relaxing Tropical Paradise*

❑ *Adventure (water sports, trekking, Air Balloons, etc.)*

❑ *Wide variety of quality accommodation facilities.*

❑ *Any Other (Mention)_____*

*11. Besides Goa which are the other tourist destinations you have visited in the last 5 years?*

*a) International Destinations: _____.*

*b) Destinations within India: _____.*

*12. Below are listed various aspects of Goa that you as a tourist would have experienced on your visit to the place. Some of these aspects have specific tourist attractions in Goa mentioned which come under that header. Rate these different aspects as well as the specific tourist attractions mentioned under some of these aspects on a scale of 1 to 5 in terms of your experience. (1- Very poor, 2- Poor, 3- Average, 4- Good, 5-Excellent). If you have not experienced a specific aspect of Goa during your holiday, don't give any rating to it.*

|  | *Tick the appropriate box* | | | | |
|---|---|---|---|---|---|
| ***Travel Environment*** | *1* | *2* | *3* | *4* | *5* |
| 1. *Climatic Conditions* | | | | | |
| 2. *Opportunity to Increase Knowledge* | | | | | |

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| 3. *Restful/ Relaxing* | | | | | |
| 4. *Quality of service* | | | | | |
| 5. *Friendliness/ Hospitality* | | | | | |
| 6. *Atmosphere* | | | | | |
| • *Exotic* | | | | | |
| • *Familiar* | | | | | |
| 7. *Personal Safety* | | | | | |
| 8. *Customs/ Culture* | | | | | |
| 9. *Political Stability* | | | | | |
| 10. *Cleanliness of Destination* | | | | | |
| 11. *Degree of Urbanization* | | | | | |
| 12. *Crowdedness* | | | | | |
| 13. *Economic Development* | | | | | |
| 14. *Family Oriented* | | | | | |
| 15. *Extent of Commercialization* | | | | | |
| 16. *Opportunity for Adventure* | | | | | |

| | *Tick the appropriate box* | | | | |
|---|---|---|---|---|---|
| **_Natural Attractions_** | *1* | *2* | *3* | *4* | *5* |

| | | | | | |
|---|---|---|---|---|---|
| 1. Beaches | | | | | |
| • Baga Beach | | | | | |
| • Calangute Beach | | | | | |
| • Agonda Beach | | | | | |
| • Palolem Beach | | | | | |
| • Vagator Beach | | | | | |
| • Colva Beach | | | | | |
| • Miramar Beach | | | | | |
| • Arambol Beach | | | | | |
| • Morjim Beach | | | | | |
| • Betalbatim Beach | | | | | |
| Any Other (Mention) _____ | | | | | |
| 2. Scenery/ Hinterlands | | | | | |
| • Dudhsagar Falls | | | | | |
| • Spice Farms | | | | | |
| • Divar Islands | | | | | |
| • Arvalem waterfalls | | | | | |
| • Salaulim Dam | | | | | |
| • Netravali Waterfalls | | | | | |
| • Chorao Islands | | | | | |
| • Mayem Lake | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| *Any Other (Mention) _____* | | | | | |

| | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **_Entertainment, Events, Outdoor Activities_** | *1* | *2* | *3* | *4* | *5* |
| 1. *Night Life/ Entertainment* | | | | | |
| • Anjuna flea Market | | | | | |
| • Casino's | | | | | |
| • Mackey's Saturday Nite Bazaar | | | | | |
| • Party Clubs and Pubs | | | | | |
| • Restaurants | | | | | |
| *Any Other (Mention) _____* | | | | | |
| 2. *Fares/ Exhibitions/ Festivals* | | | | | |
| • Carnival | | | | | |
| • Shigmo | | | | | |
| • International Film Festival (IFFI) | | | | | |
| • Electronic Music Festival (Sunburn) | | | | | |
| Any Other (Mention) _____ | | | | | |
| 3. *Sports Activities* | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| • Water Sports at various famous beaches (wind surfing, Scuba Diving, Kayaking, para-sailing, water skiing, Scooter boats etc.) | | | | | |
| • White Water River Rafting in Valpoi | | | | | |
| • Trekking | | | | | |
| *Any Other (Mention)* _____ | | | | | |
| 4. *National Parks/ Wilderness* | | | | | |
| • Bhagwan Mahavir Wildlife Sanctuary | | | | | |
| • Bondla Wildlife Sanctuary | | | | | |
| • Cotigo Wildlife Sanctuary | | | | | |
| • Salim Ali Bird Sanctuary | | | | | |
| *Any Other (Mention)* _____ | | | | | |
| 5. *Tourist Activities* | | | | | |
| • Helicopter Rides | | | | | |
| • Hot Air Balloon Rides | | | | | |
| • Boat Rides | | | | | |
| • Ayurvedic Therapy Centres | | | | | |
| *Any Other (Mention)* _____ | | | | | |

| | *Tick the appropriate Box* | | | | |
|---|---|---|---|---|---|
| ***Infrastructure and Accessibility*** | | | | | |

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| 1.  Different Cuisines | | | | | |
| 2.  Quality of Accommodations | | | | | |
| 3.  Accessibility | | | | | |
| •   Ease of procuring Visa | | | | | |
| •   Flight/ Road/ Rail Connectivity to Goa | | | | | |
| •   Ease of moving within Goa | | | | | |
| 4.  Facilities for information and tours | | | | | |
| 5.  Shopping Facilities | | | | | |
| 6.  Local Infrastructure/ Transport | | | | | |
| 7.  Cities | | | | | |
| •   Panjim | | | | | |
| •   Margao | | | | | |
| •   Mapusa | | | | | |
| •   Vasco | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **_Historic Attractions_** | 1 | 2 | 3 | 4 | 5 |
| 1.  Historic Sites/ Museum | | | | | |
| -   Forts | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| • Reis Magos Fort | | | | | |
| • Fort Aguada | | | | | |
| • Teracol Fort | | | | | |
| • Cabo de Rama Fort | | | | | |
| • Cabo Raj Niwas | | | | | |
| *Any Other (Mention)* _____ | | | | | |
| - Churches | | | | | |
| • Basilica of Bom Jesus, Old Goa | | | | | |
| • Church of Our Lady of the Immaculate Conception, Panjim | | | | | |
| • Se Cathedral, Old Goa | | | | | |
| • Church and Monastery of St Augustine, Old Goa | | | | | |
| • Mae De Deus, Saligao Church | | | | | |
| • Three Kings Church, Reis Magos | | | | | |
| • Holy Spirit Church, Margao | | | | | |
| *Any Other (Mention)* _____ | | | | | |
| - Temples | | | | | |
| • Mhalsa Narayani Temple, Mardol | | | | | |
| • Mangeshi Temple | | | | | |
| • Nageshi Temple, Bandora | | | | | |
| • Ramnathi Temple, Bandora | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| • Mahalaxmi Temple, Panjim | | | | | |
| • Shantadurga Temple, Kavlem | | | | | |
| • Tambdi Surla | | | | | |
| *Any Other (Mention)* _____ | | | | | |
| - Museums | | | | | |
| • Goa State museum, Patto | | | | | |
| • Big Foot, Lotlem | | | | | |
| • Goa Chitra, Benaulim | | | | | |
| *Any Other (Mention)*_____ | | | | | |
| 2. *Architecture/ Buildings* | | | | | |
| • Old Goa | | | | | |
| • Fontanhas/ Latin Quarters | | | | | |
| • Adil Shah Palace- Panjim | | | | | |
| • Dona Paula | | | | | |
| • Old Patto Bridge | | | | | |
| *Any Other (Mention)* _____ | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **_Price/ Value_** | *1* | *2* | *3* | *4* | *5* |
| 1. *Cost/ Price Value* | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| • Cost of Local Transport | | | | | |
| • Cost of Accommodation | | | | | |
| • Cost of Food and Dining | | | | | |
| • Cost of Various tourist Activities | | | | | |
| • Cost of Shopping | | | | | |

13*) Based on your experience of visiting Goa as a tourist, how has the visit impacted your overall perceived image of Goa as a tourist destination? Rate on a scale of 1-5, where (1-Created a Very negative image, 2- Created a Negative image, 3- Created an Average Image, 4-Created a  Good Image, 5-Created an Excellent Image).*

| *Tick the appropriate Box* | | | | |
|---|---|---|---|---|
| *1* | *2* | *3* | *4* | *5* |

14) How would you rate Goa in comparison with the other tourist destinations you have visited in the last 5 years? *(Tick the appropriate box)*

❑  ***** Goa is by far the best destination I have visited.

❑  **** Goa is not the best but still a good destination.

❑  *** Goa is quiet average in comparison to the others.

❑  ** Goa is not the worst but definitely not a good destination.

❑  * Goa is by far the worst destination I have visited.

15) *Would you want to visit Goa again?*

| Tick the appropriate Box | |
| --- | --- |
| Yes | No |

16) *As a tourist to Goa what are the areas you think Goa needs to improve on to make your experience in Goa more enjoyable? (Tick the appropriate boxes)*

- ❑ Needs a better Airport.

- ❑ Easier and faster Visa norms.

- ❑ Better Road Network and Public Transport

- ❑ Cleaner Garbage free tourist spots.

- ❑ Better management of law and order.

- ❑ Enhance safety of female tourists

- ❑ Specialised police force to handle tourist issues

- ❑ Checks on taxi fares.

- ❑ Enhancing the number of tourist activities on offer.

- ❑ Any Others (Mention)_____

17) *If you feel Goa needs to offer more tourist activities, which of the following activities would excite you? (Tick the appropriate boxes)*

- ❑ Rope ways

- ❑ Golf Course

- ❑ Marina

- ❑ Oceanarium

- ❑ Luxury Yacht service

- ❑ Any Others(Mention)_____


## APPENDIX – B

## A SURVEY ON THE IMAGE OF GOA AS LEISURE TOURIST DESTINATION

Thank you for agreeing to take part in an important survey which is part of a research measuring the image of Goa as a leisure tourist destination from the tourists' perception. Your valuable insights will go a long way in the success of this research which is a part of a PhD Thesis.

Image formation can be defined as the development of a mental notion based on impressions coming from different information sources. Image of a destination is a very important determinant in the choice a tourist makes of the destination he or she wants to visit. Image formation is a combination of exposure to information about the destination (Advertising, Website, Travel Broacher, Tour Agencies, Media, Friends, Relatives' etc.) and personal first-hand experience of visiting the place. Tourism marketers play a very important role in the way the destination is marketed and the way the destination image is projected to potential tourists. Studying the perception of tourists towards Goa as a leisure destination would provide valuable insight to tourism marketers (GTDC and Goa Tourism Department) about the current image of Goa as a leisure tourist destination. But equally vital is the need to study

the importance tourism marketers give to the various factors of destination image and to study the gap between the tourists' perception of Goa's image and the tourism marketers' projected image of Goa. This will help identify areas to improve the offerings to tourists and project the right image of Goa through its promotions.

The survey requires tourism marketers' ratings of various aspects of destination image with respect to Goa.

The findings of this survey are purely for research and it does not serve any commercial purpose.

## Survey

1. Organisation: _____

2. Designation: _____

3. What is the image you project of Goa to potential tourists through your promotions? (Tick the appropriate boxes)

- ❑ Beautiful Beaches

- ❑ Night Life/ Entertainment/ Casinos

- ❑ Local Culture/ festivals

- ❑ Shopping/ local markets/ Flea markets

- ❑ Historic Sites (Churches/ temples/forts)

- ❑ Inexpensive holiday destination

- ❑ Easily Accessible (Travel to Goa and within Goa)

- ❑ Very Safe

- ❑ Beautiful villages/ forests/ landscapes/hinterlands

- ❑ Warm sunny weather

❑ Hospitable local people

❑ Unique local coastal Cuisines

❑ Relaxing Tropical Paradise

❑ Adventure (water sports, trekking, Air Balloons, etc.)

❑ Wide variety of quality accommodation facilities.

❑ Any Other (Mention)_____

4. Is there a major difference between the way Goa is projected to foreign and domestic tourists in your promotions?

| Tick the appropriate Box | |
|---|---|
| Yes | No |

**(Note: If the answer to the above question is Yes, then answer both question No.5 and No.5A separately, wherein 5 will be applicable for foreign tourists and 5A will be for domestic tourists. If the answer to the above question is No, then you can answer only question No. 5, wherein 5 will be applicable for both foreign and domestic tourists.)**

5. Below are listed various aspects of Goa that you as a tourism marketer would have highlighted in the various promotional tools targeting potential tourists to Goa. Rate these different aspects in terms of the importance you would give to each one of them in

projecting the right image of Goa to make it attractive to potential tourists. Rate these aspects on a scale of 1 to 5. (1- Least important, 2- Not Important, 3- Average Importance, 4- Important, 5-Most Important).

|  | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **Travel Environment** | 1 | 2 | 3 | 4 | 5 |
| 1. Climatic Conditions | | | | | |
| 2. Opportunity to Increase Knowledge | | | | | |
| 3. Restful/ Relaxing | | | | | |
| 4. Quality of service | | | | | |
| 5. Friendliness/ Hospitality | | | | | |
| 6. Atmosphere | | | | | |
| • Exotic | | | | | |
| • Familiar | | | | | |
| 7. Personal Safety | | | | | |
| 8. Customs/ Culture | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 9. Political Stability | | | | | |
| 10. Cleanliness of Destination | | | | | |
| 11. Degree of Urbanization | | | | | |
| 12. Crowdedness | | | | | |
| 13. Economic Development | | | | | |
| 14. Family Oriented | | | | | |
| 15. Extent of Commercialization | | | | | |
| 16. Opportunity for Adventure | | | | | |

| | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **Natural Attractions** | 1 | 2 | 3 | 4 | 5 |
| 1. Beaches | | | | | |
| 2. Scenery/ Hinterlands | | | | | |

| | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **Entertainment, Events, Outdoor Activities** | 1 | 2 | 3 | 4 | 5 |
| 1. Night Life/ Entertainment | | | | | |
| 2. Fares/ Exhibitions/ Festivals | | | | | |
| 3. Sports Activities | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 4. National Parks/ Wilderness | | | | | |
| 5. Tourist Activities | | | | | |


| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **Infrastructure and Accessibility** | 1 | 2 | 3 | 4 | 5 |
| 1. Different Cuisines | | | | | |
| 2. Quality of Accommodations | | | | | |
| 3. Accessibility | | | | | |
| • Ease of procuring Visa | | | | | |
| • Flight/ Road/ Rail Connectivity to Goa | | | | | |
| • Ease of moving within Goa | | | | | |
| 4. Facilities for information and tours | | | | | |
| 5. Shopping Facilities | | | | | |
| 6. Local Infrastructure/ Transport | | | | | |
| 7. Cities | | | | | |


| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **Historic Attractions** | 1 | 2 | 3 | 4 | 5 |
| 1. Historic Sites/ Museum | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| - Forts | | | | | |
| - Churches | | | | | |
| - Temples | | | | | |
| - Museums | | | | | |
| 2. Architecture/ Buildings | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **Price/ Value** | 1 | 2 | 3 | 4 | 5 |
| 1. Cost/ Price Value | | | | | |
| • Cost of Local Transport | | | | | |
| • Cost of Accommodation | | | | | |
| • Cost of Food and Dining | | | | | |
| • Cost of Various tourist Activities | | | | | |
| • Cost of Shopping | | | | | |

5A. Below are listed various aspects of Goa that you as a tourism marketer would have highlighted in the various promotional tools targeting potential tourists to Goa. Rate these different aspects in terms of the importance you would give to each one of them in projecting the image of Goa to make it attractive to potential tourists. Rate these aspects on a scale of 1

to 5. (1- Least important, 2- Not Important, 3- Average Importance, 4- Important, 5-Most Important).

| | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **Travel Environment** | 1 | 2 | 3 | 4 | 5 |
| 1. Climatic Conditions | | | | | |
| 2. Opportunity to Increase Knowledge | | | | | |
| 3. Restful/ Relaxing | | | | | |
| 4. Quality of service | | | | | |
| 5. Friendliness/ Hospitality | | | | | |
| 6. Atmosphere | | | | | |
| • Exotic | | | | | |
| • Familiar | | | | | |
| 7. Personal Safety | | | | | |
| 8. Customs/ Culture | | | | | |
| 9. Political Stability | | | | | |
| 10. Cleanliness of Destination | | | | | |
| 11. Degree of Urbanization | | | | | |
| 12. Crowdedness | | | | | |
| 13. Economic Development | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 14. Family Oriented | | | | | |
| 15. Extent of Commercialization | | | | | |
| 16. Opportunity for Adventure | | | | | |

| | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **Natural Attractions** | 1 | 2 | 3 | 4 | 5 |
| 1. Beaches | | | | | |
| 2. Scenery/ Hinterlands | | | | | |

| | Tick the appropriate box | | | | |
|---|---|---|---|---|---|
| **Entertainment, Events, Outdoor Activities** | 1 | 2 | 3 | 4 | 5 |
| 1. Night Life/ Entertainment | | | | | |
| 2. Fares/ Exhibitions/ Festivals | | | | | |
| 3. Sports Activities | | | | | |
| 4. National Parks/ Wilderness | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| 5. Tourist Activities | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **Infrastructure and Accessibility** | 1 | 2 | 3 | 4 | 5 |
| 1. Different Cuisines | | | | | |
| 2. Quality of Accommodations | | | | | |
| 3. Accessibility | | | | | |
| • Ease of procuring Visa | | | | | |
| • Flight/ Road/ Rail Connectivity to Goa | | | | | |
| • Ease of moving within Goa | | | | | |
| 4. Facilities for information and tours | | | | | |
| 5. Shopping Facilities | | | | | |
| 6. Local Infrastructure/ Transport | | | | | |
| 7. Cities | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **Historic Attractions** | 1 | 2 | 3 | 4 | 5 |
| 1. Historic Sites/ Museum | | | | | |
| - Forts | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| - Churches | | | | | |
| - Temples | | | | | |
| - Museums | | | | | |
| 2. Architecture/ Buildings | | | | | |

| | Tick the appropriate Box | | | | |
|---|---|---|---|---|---|
| **Price/ Value** | 1 | 2 | 3 | 4 | 5 |
| 1. Cost/ Price Value | | | | | |
| • Cost of Local Transport | | | | | |
| • Cost of Accommodation | | | | | |
| • Cost of Food and Dining | | | | | |
| • Cost of Various tourist Activities | | | | | |
| • Cost of Shopping | | | | | |

6) How do you rate the overall projected image of Goa as projected in your promotions and communications directed towards tourists on a scale of 1-5, where (1- Very bad projected image, 2- Bad Projected image, 3- An average projected image, 4- Good Projected Image, 5- very good projected image).

| Tick the appropriate Box | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

7) Do you think a tourist who visits Goa will want to visit Goa again?

| Tick the appropriate Box | |
|---|---|
| Yes | No |

8) As a tourism marketer, what are the areas you think Goa needs to improve on to make the tourist experience in Goa more enjoyable? (Tick the appropriate boxes)

- ❏ Needs a better Airport.
- ❏ Easier and faster Visa norms.
- ❏ Better Road Network and Public Transport
- ❏ Cleaner Garbage free tourist spots.
- ❏ Better management of law and order.
- ❏ Enhance safety of female tourists
- ❏ Specialized police force to handle tourist issues
- ❏ Checks on taxi fares.
- ❏ Enhancing the number of tourist activities on offer.
- ❏ Any Others (Mention)_____

9) If you feel Goa needs to offer more tourist activities, which of the following activities would excite the tourists, according to you? (Tick the appropriate boxes)

- ❑ Rope ways
- ❑ Golf Course
- ❑ Marina
- ❑ Oceanarium
- ❑ Luxury Yacht service
- ❑ Any Others(Mention)_____