INFLUENCE OF INFORMATION SOURCES ON CONSUMER BEHAVIOR OF TRAVELLERS: EMPIRICAL STUDY ON TRAVELLERS VISITING GOA.

THESIS SUBMITTED TO

GOA UNIVERSITY

FOR THE AWARD OF THE DEGREE OF

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IN

COMMERCE
BY
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UNDER THE SUPERVISION OF

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DECLARATION

I, **Kaustubh Umesh Kamat**, hereby declare that the thesis, entitled "*Influence of information sources on consumer behavior of travellers: empirical study on travellers visiting Goa*", submitted to Goa University, Goa, for the award of the degree of **Doctor of Philosophy** in **Commerce** is the outcome of the original and independent work undertaken by me during the period 2013 – 2019. This study is carried out under the supervision and guidance of **Professor Subhash K. B.**, Goa Business School, Goa University. It has not previously formed the basis for the award of any Degree / Diploma / Certificate / Associate-ship / Fellowship or any such similar title to the candidates of this University or any other Universities. I have duly acknowledged all the sources used by me in the preparation of this thesis.

Date: **Kaustubh Kamat**
Place: Goa

CERTIFICATE

This is to certify that the thesis titled "*Influence of information sources on consumer behavior of travellers: empirical study on travellers visiting Goa*" for the award of Ph.D. Degree in Commerce, is the bonafide record of the original work done by Mr. Kaustubh Kamat, during the period of her study 2013-2019 under my supervision. This thesis has not formed the basis for award of any Degree / Diploma / Certificate /Associate ship / Fellowship or any such similar title to the candidates of this University or any other Universities.

Date: **Professor Subhash K. B.**
Place: Goa   (Research Supervisor)

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LIST OF ABBREVIATIONS

ABET - AnaisBrasileiros de EstudosTurísticos (Brazilian Annals of Tourism Studies)

AIEST- International Association of Scientific Experts in Tourism

ANOVA - Analysis of Variance

APTA - Asia Pacific Tourism Association

AST - Attitude towards Sustainable Tourism

CAGR - Compound Annual Growth Rate

CFA - Confirmatory Factor Analysis

DMO - Destination Management Organizations

EFA - Exploratory Factor Analysis

GTDC - Goa Tourism Development Corporation

IITM - India International Travel Mart

UNTWO - United Nations World Tourism Organization

WCED - World Commission on Environment and Development

WTO - World Tourism Organization

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EXECUTIVE SUMMARY

Tourism is a major industry in Goa and attracts domestic travellers from other states of the country and also foreign travellers from all over the world for a glimpse into the complex heritage and natural beauty of this unique and all-time favorite tourist destination in India. This thesis concentrates on the state of Goa as the research location in an attempt to understand tourism, the travel motivation of travellers, and their preference of information sources. Further the focus is on Decision making 'phases' of the travellers and studying the impact information sources have on theses 'phases'. Lastly the phenomenon of destination image is studied so as to devise strategy for tourism development in the state.

This research divided into 7 chapters of which **Chapters 3, 4, 5 & 6** cover the five (5) objectives framed, while **Chapter 1** is the introductory chapter and Chapter 7 reflects the findings and conclusions of the study. The aim of **Chapter 2** is to provide the theoretical insights to the study. It includes a Content Analysis of relevant tourism literature with respect to all research objectives, categorized based on year, authors, research area, statistical tools etc., so that the most appropriate sources of statistical tools and technique could be determined in order to identify the research gap.

Chapter 3 deals with segments of travellers to Goa based on the novelty dimensions, further examine the relationship between travellers demographic profiles and travel novelty dimensions revealed by the International Tourist Role (ITR) Scale**.** Using structured questionnaire, the data was collected and analyzed using Factor and Cluster analysis. These insights would help to manage the differing segments of travellers by understanding their demographic profiles and preferences.

Chapter 4 studies the perceived importance of information sources among travellers to Goa. ANOVA test was used to discover if significant differences existed in different segments of

travellers while Scheffe's Post Hoc test was used to determine which groups were different. Further Multi Logit regression was used to predict the choice of information sources by variation in demographic profile. These insights would help to manage the different information sources as per the profile of the travellers in the state.

Chapter 5 focuses on travellers decision making process and tries to study the influence different information sources have on various phases of travel decision making. Structured questionnaire was used to collect the preference of the travellers and Multi-response analysis and Chi-square test were used to test associations among information source and travel decisions. Insights in decision making process of traveler would help the destination managers and travel planners in creating and managing better marketing campaigns by identification of the right platforms for promotions.

Chapter 6 dealt with evaluating impact information sources have on destination image. Based on the existing literature review on destination image and information sources in tourism, the parameters of destination image are identified and by using Chi Square test, the association between information sources and destination image are analyzed. This chapter provides insights into the image formulation of a place in the minds of travellers and also helps to identify the right platforms (information sources) for promotion. The study concludes by drawing the attention of destination managers, tourism planners and all involved in tourism to the importance of information sources on various aspects of consumer behaviors. Further it gives insights to Destination Management Organization (DMO) to introduce new travel avenues attracting youngster mainly avenues related to Adventure, Music and Special interest. Service Providers and those in charge for tourism in the state, to enlarge the total travel offer should identify the chief areas where particularly in view of sustaining the destination's uniqueness and competitiveness.

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CHAPTER I

INTRODUCTION

There are myriad descriptions of Goa at various stages of its evolution, by different historians and authors, is indicative of its long and popular history as a travel destination. From being referred to as Gomata, Govapuri, Goa Dourada & Rome of the Orient, travellers from all over the Globe visited Goa for reasons as diverse as trade, learning, religion, culture and pleasure and still continue to do so in the present globalized world.

Konkani and Mundari were languages of the Indian aboriginals (Gomes, 2010) following its westernization of the Goan culture and the acquisition of a Portuguese culture; the Portuguese are often credited with giving the name Goa for the capital of their State of India, to rhyme with their capital Lisboa (Kamat, 1999). The historic Vasco da Gama's arrival on the South Asian West coast in 1498, brought Goa's colonial past into attention, perhaps, for the first time since its liberation in 1961, from the Portuguese rule.

Goa's reputation as a prime location for trade dates back to centuries, and Goa was ruled by many dynasties till it got its independence in 1961. On account of its importance as a commercial capital, Goa was well known, both in the Indian subcontinent as well as to Eastern part of the world because of its trade relations with them (Refer Table 1). The first written reference to Goa appear in Cuneiform when King Gudea of the Sumerian city state of Lagash (2143-2124 B.C.) refers to Goa as

Gubi Ptolemy, Greeks referred to Goa as Kouba, while traders from Middle East referred it as Kuve/Kuwa. Turkish trader and army officer Siddi Ali referred to it as Gowai- Sandabur (Kamat, 1999). The Jain guru Hemachandra, in the Sanskrit text Dvyasharaya, written in the 12th century A.D. refers to the port of Gopakapattana as having commercial contacts with other ports in the Indian Ocean like Zanzibar, Bengal, Gujarat and Ceylon. Archived records suggested that many foreigners visited Goa for the purpose of business, pleasure, scholarly reasons as well as military reasons. Its commercial significance was yet again highlighted when the Portuguese traveler Duarte Barbosa, in the early 16th century described it as a great port a well-developed civic, commercial, agricultural port (Kamat, 1999).

Period Milestones in History of Goa
Up to 200 B.C. Bhojas of Chandrapur in feudal allegiance to Mauryan Empire
200B.C.-100 A.D. Satavahanas as feudatories of Chuttus of Karwar
150A.D. -249 A.D. Kshatrapas
250 A.D. - 4th Century A.D. Abhiras
4th century - 416 AD Traikutas as feudatories of Abhiras
416 A.D. - mid 5th century Kalachuris of Mahishmati
540 A.D. - 757 A.D. Chalukyas of Badami
755A.D. - 973A.D. Shilharas/ Rashtrakuta Dynasty
980 A.D. - 1300 A.D. Kadambas as feudatories of Chakulyas of Kalyan&DevagiriYadavs
1300 A.D.-1335 A.D. AlaudinKhilji
1350 A.D.-1370 A.D. Bahamani Sultanate
1370 A.D.-1469 A.D. Vijayanagar Empire
1469 A.D.-1492 A.D. Bahamani Sultanate of Gulbarga
1492 A.D. -1510 A.D. Adil Shah of Bijapur Sultanate
1510 A.D. -1961 A.D. Portuguese Rule
1961 A.D. Goa's Liberation from Portuguese rule
1987 A.D. Goa Statehood

Figure 1.1: Historical Milestones of Goa from BC to AD

Source: Wikipedia: Timeline_of_Goan_History

Goa's strategic location caused it to become an important maritime hub for traders and travellers alike and the light house at Fort Aguada assumed great significance as an easily controllable entry point to sea travel, thus enforcing its strategic importance. The steady growth of tourism in the state gave rise to the need for a mechanism to enforce law and order, a transportation system in a land, sea and later air, a hospitality system for accommodation of various kinds, all of which paved the way for Goa's evolution and transformation to a much sought after tourist destination.

This tiny state, measuring 105 kms from North to South and 65 kms from East to West has gained worldwide popularity as a tourist destination and a testament to popularity is the multitude of awards Goa has won on national and international platforms. Recently Goa has won National Tourism Award in Adventure tourism category for three consecutive years.

Despite Goa's small size, in comparison to other states, it has an impressive socio – economic indicators with a growing Gross State Domestic Product (GSDP) in tune of Rs 641.50 Billion in 2017-18 and is highly rated for its social, technological and civic infrastructure.

Its well-developed transportation system by road, rail and air to major domestic and international destinations has helped to foster connectivity. It's well developed Financial and banking sector not only provide a boost to entrepreneurship but is very effective in mobilization for overall development.

The state has sufficient power and water resources. In terms of sanitation, a sewerage project covering major cities of the state has been undertaken which is in the process of completion. A mechanical, biological waste treatment plant for solid waste management has been commissioned at Saligao which will improve the problem of garbage in the state.

Goa has excellent parameters in comparison with the other states for all aspects of health and treatment of disease, for law and order, for fire and emergency services, all of which have been upgraded and function efficiently in dealing with any issues in the state.

1.0.1: Tourism in Goa

First international travellers arrived shortly after Goa's liberation with the support of Indian Army in 1961(Noronha, 1999a). These Scandinavian travellers (hippies) came to Goa in search of enlightenment, which could seemingly be found amongst the stunning beaches of Goa (Anderson, 1995).

These hippies still make up a section of Goa's international visitors, albeit a small one, although they are mainly found in a small number of destinations in the North, after heading up there to escape the increasing numbers of Westerners on package holidays (Anderson, 1995). Further reforms triggered the growth of travellers namely the beginning of direct charter flights in the mid- 1980s (Brammerand Beech, 2004).

Due to its natural beauty and peaceful environment, Goa is considered as one of the popular tourist destination. During 2017 (IBEF, 2018), Goa witnessed arrivals of

890,459 foreign travellers and, 895,234 domestic travelers. Tourism has been identified as one of the primary industries with the potential to assist local communities and has also lead to growth of the state level GDP. Government also contributes a substantial amount for up gradation of tourism infrastructure. For the year 2018-19, the state government had made an allocation of Rs.219.53 crores (US$ 34.06 million) to the tourism sector (IBEF, 2018).

Tourism, after acquiring industry status in early 2000, has become a major industry in Goa, more so after the failure of the mining industry in the state. Goa, with its serene natural beauty, its beautiful beaches, and its diverse cultural heritage attracts both foreign and domestic travellers all year round. Its well-developed international airport at Dabolim, with the Visa on Arrival facility for several countries and its connection to several major domestic and international cities, ensures that the state is flooded with visitors all year round

Tourism is the backbone of the Goan economy with a sizeable part of the state's population deriving their livelihood from tourism and tourism related activities. Tourism influences social, cultural, ecological, environmental and historical fabric of the state. Its effects are felt by individuals, institutions and organizations both directly and indirectly related to the Tourism and Hospitality industry.

A Taluka wise distribution of travellers in Goa in terms of where they are from and which tourist sites they prefer to visit, indicates that beach tourism is the foremost attraction for travellers (Ambli, 1991) and hence these attractions should be monitored, maintained and sustained for future generations (D'Mello, 2016).

However, the growth of tourism in the state has been lopsided with growth taking place extensively in the four main coastal talukas of Tiswadi, Salcete, Bardez and Mormugoa. However, such lopsided development results in tremendous pressure on scarce resources, severe environmental ecological and economic consequences with the negative effects of such saturation being visible to all (Singh, 2004; Mazumdar, 2006). The problems arising out of this skewed growth of tourism, unless corrected immediately, through planned, sustained efforts will result in the downfall of tourism in Goa and the state killing the very goose that lays a golden egg (Maganlal, 2010; D'Mello, 2016).

For an equitable and sustainable growth of tourism in the state, tourism planning should be under the purview of all the relevant stakeholders – travellers, residents and providers. Tourism management should be brought under community stewardship and all stakeholders should be encouraged to play a proactive role in tourism development (Solomon, 2008; De Abreu, 2008; Akhtar and Shah, 2012; D'Mello, 2016).

1.0.2: Residents Perception of Tourism

The success of tourism in any given destination depends, to a great extent on the attitude of residents towards tourism in their locality. The vast and ever increasing body of research in this field is a strong indicator of importance given to residents. Residents are one of the most important stakeholder groups in the development of tourism in any region and their support is vital for developing and maintaining tourism related infrastructure development, for creating a hospitable environment for travellers to ensure repeat visits (Var et al., 1977; Yoon et al., 2001; Andriotis, 2005).

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For tourism to flourish in a destination there should exist a healthy nexus between residents and the government at every stage of tourism planning and development which will foster a healthy attitude towards promoting tourism (D'Mello, 2016).

A specific study with respect to local resident's attitude towards tourism development in Goa indicates that certain findings match those of previous studies in a variety of destinations across the globe and validates those findings. However, other findings are destination specific and indicted new possibilities for research in this field.

It is generally understood via the social exchange theory, that deriving personal benefit from tourism influences resident's attitude. According to the theory, if a resident derives or perceives a personal benefit from tourism and views its impacts to be positive they are supportive of additional tourism development in the community and vice versa (Andereck and Vogt, 2000; D'Mello, 2016).

It was additionally seen that personal characteristic variables such as age, gender, marital status, education, birthplace etc. generally did not predict **negative** impacts of tourism in keeping with previous research findings. However, age, education and having been born in the community affected perception of **positive** impacts of tourism, indicating that with increasing age, higher level of education and the attachment to the state by virtue of its being the birthplace, caused residents to view the positive impacts of tourism with skepticism (D'Mello, 2016). It was further found that an awareness of the negative impacts of tourism influenced residents' awareness

and perception of the need for tourism planning to correct this. Supporting this finding was the finding that, if residents did not find adequate tourism planning taking place, then their support for tourism development would decrease (McGehee et al., 2002; D'Mello, 2016).

In the context of the state of Goa, the support for social exchange theory is mixed, i.e. Personal benefit is not a significant predictor of support for development of tourism in the state. This is probably the result of the high level of awareness and education of residents in the state, and the general belief among all residents that tourism planning is essential for proper development of tourism in the state, irrespective of the personal benefit they may derive from tourism (D'Mello, 2016).

1.0.3: Tourist Perception

Over the past few decades, the development of the tourism industry and consequently the interest in researching its implications has increased manifold. Travel and tourism are now considered one of the world's leading industries and consequently in many countries, tourism has become an important source of business activity, generator of Foreign exchange, employment and income. The four A's of Tourism, i.e., Attraction, Amenities, Access and Ancillary Services must be competitive and well developed, if tourism is to contribute to both local and national development especially with the growing scope of tourism as an industry and the accelerating pace of competition in this industry (Cooper et al., 1994; Gursoy and Chen, 2001) In order to boost tourism and to make the industry more competitive, it is needed to carry out extensive research on the flow of travellers to various destination image perception etc. However, one of the key areas to be researched is visitor satisfaction because it

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will lead to repeat visitation and recommendations, both of which ultimately give the industry a boost.

Travellers are increasingly become more demanding of the destinations they visit in terms of their expectations from it, the desire of value for money and the provision of qualitative products and services (Poon, 1993).

Since the tourism product itself comprises of the interrelationship of the core and ancillary products, the "halo effect" may occur wherein satisfaction or dissatisfaction with any one or more components may lead to satisfaction or dissatisfaction with the entire tourism experience (Danaher and Arweiler, 1996; Ryan, 1995). Tourist satisfaction with a destination is vital to destination marketing as it influences the choice of destination, the consumption of products and services as well as the decision to revisit the destination (Kozak and Remington, 2000).

With reference to tourist satisfaction with the infrastructure facilities amenities and services present in the state of Goa, specific research conducted in the state, indicates an average level of importance as well as satisfaction with the infrastructure, facilities amenities and services perceived by travellers visiting the state.

This indicates that while travellers are satisfied with the above the overall level of the satisfaction is not very high and the destination could do with improvement in terms of infrastructure facilities amenities and services (D'Mello, 2016). While the destination is considered to be attractive and the locals friendly and hospitable,

efforts must be made and resources deployed to ensure that the current level of satisfaction is maintained.

Garbage and sewage, condition of roads and availability and quality of way side eateries have been found to be dissatisfying and consequently resources are to be deployed and efforts made to improve the situation (D'Mello, 2016). The government, tourist practitioners and service providers therefore need to make urgent efforts to improve the tourism product offer, keeping in mind tourist preferences, such that the destinations competitiveness can be maintained.

1.1: Significance of the Research

A review of tourism literature relevant in these areas below provides justification for this study:

1.1.1: Motivation based Segmentation

Travel motivation is looked as a subset of the wider human motivation and is the combination of biological and cultural forces which drives travel choice, behavior and unique experience (Pearce, 2011). Understanding how travellers are segmented, their information acquisition process and the avenues they use is critical in today's world. So in the field of tourism it has become crucial to study the motives of travel. Especially the study on key travel motives and impact it has on travel decision would help to explore the hidden trends and key influencers of motives. *This study builds upon a series of studies that have focused travel motivation and helps to understand the different motivational structure of traveler to Goa.*

1.1.2: Information Sources

The review of literature on information search behaviors broadly highlights the following themes of research, i.e., different types of information sources, factors influencing choice of information source including age, gender, composition of travel party, motive of travel. In comparison to the volume of research work that has carried out on preference of information sources, relatively limited amount of research has been done on the perceptions of across groups. *The present study tries to identify the difference in preference across the groups of travellers and also makes an attempt to predict the choice of information sources*

1.1.3: Decision Making Process

Tourist choice and decision making has become one of the prime area of research among academician in tourism research (Smallman and Moore, 2010). It's essential for stakeholders in tourism industry to understand consumer's behavior and factors influencing the traveler's decision. With very few studies addressing the issue on relation of information sources and decision making process, making this study more noteworthy because it throws some light on otherwise unmapped area, therefore, *the study fills the gap by contributing valued information, fresh perspectives, and presents ideas for consideration. The study offers prized inputs for various stakeholders of tourism industry; especially the travel service providers, academic institutions, government and people at large.*

1.1.4: Destination Image

Understanding how customer acquires the information, the avenues they use is critical in today's world. Every marketer focuses on understanding the tools consumers use to collect information about their product of service. So in the field of tourism it has become also crucial to study the information sources used by the traveler's for form the image about the destination. *So this study on information sources and impact it has on destination image would help to explore the hidden trends and key influencers of destination image*.

1.2: Research Gap

A review of important and relevant literature shows that no similar study has been carried out in the state of Goa to address the subject under study which makes it all the more essential for consideration. Detailed literature review in the form of content analysis on the three aspects; viz.; (1) Travellers segmentation (2) Decision making process of tourist (3) Destination Image and Information Sources; are provided in Chapter 2. This being a new and unique study in the state, it attempts to address the following gaps in research.

1.2.1: Travel segments

Review of tourism literature reveals that no studies have been carried out in identifying segments of travellers to Goa based on their novelty seeking aspiration. Primary focus of past research had been on demographic profiles of travellers and few studies have focused on psychographic and behavioral profile of the travellers. Moreover, researchers in West have made the major contribution and this study tries to explore novelty seeking behaviors of travellers to Eastern part of the world which has been comparatively unexplored. Through this study an attempt is made to

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contribute to body of knowledge on behaviors of Novelty seeking travellers also adding new perspectives and presents possibilities for consideration.

1.2.2: Assessing preference of information sources

Review of tourism literature reveals that, no studies have been carried out on the preference of travellers with respect to various information sources, especially for novelty seeking travellers. Past literature on preference of travellers information sources has been dominated by studies carried out on travellers to the West. Relatively lesser studies have been focused on preference of travellers to Easter part of the world; moreover, no study has attempted to predict choice of information sources using demographic profile of novelty seeking travellers. With the evaluation of the information sources, conclusions can be drawn in regard to these attributes and their need for enhancement and improvement of marketing platforms used by various stakeholders Therefore, the present study fills the gap by contributing to domain of knowledge on preference of information sources of novelty seeking travellers.

1.2.3: Assessing influence of information sources during decision making process

In past very few studies have attempted to understand the complex decision making process of the travellers and their dependence on information sources. Through this research an attempted is made to understand the impact different information sources have on various phases of the decision making process. Moreover, in past, studies in this domain have primarily been focused on behavior of travellers to destination in

West thus neglecting the complexities of travel decisions of a traveller to the Eastern part of the world.

1.2.4: Destination image and information sources

Thorough this study an attempt is made to understand the impact information sources have of building the destination image. With no major research has been carried out with respect to Asian destination, research works on effect of information sources on destination image especially in Goa makes this study more significant.

This entire study therefore, concentrates on the state of Goa as the research location in order study the consumer behavior of the traveler and further this study attempts to highlight the effect of information sources have on the various aspect of travellers behaviors, which will add valuable knowledge, new perspectives and possibilities for consideration along with valuable inputs for government, academia as well as the tourism industry.

1.3: Research Objectives

This research attempts primarily to study the "consumer behavior of traveler visiting to state of Goa", with a view to understand in detail the attitudes and perceptions towards different information sources and how these information sources are used by travellers while making various travel related decision and further to see the impact these information sources have on destination image. Literature revealed lacunae in the study of tourism, particularly with reference to the state of Goa and gave rise to certain challenging research questions as follows:

RQ 1: Do travellers have different motives while they are travelling to Goa?

RQ 2: Can we understand demographic profile of such groups of travellers?

RQ 3: What is the perception of utility with regards to information sources across the groups?

RQ 4: Is it possible to identify the effect of variations of population characteristics on the preference to information source among the groups?

RQ 5: Is there any significant association between travel decision making phase and information sources across the groups?

RQ 6: Is there any significant association between destination image parameters and information sources across the groups?

Keeping these six relevant research questions in mind, the following objectives of the study were drawn up.

Objective 1: To identify distinct segments of travellers to Goa based on novelty seeking. RQ 1 and RQ 2 are covered in objective 1

Objective 2: To examine if there are differences in the usage of information sources among different segments of travellers. RQ 3 is covered in objective 2

Objective 3: To predict the choice of information source used by different segments of travellers. RQ 4 is covered in objective 3

Objective 4: To identify the impact of information sources on decision making process of different segments of travellers. RQ 5 is covered in objective 4

Objective 5: To determine role of information sources on destination image. RQ 6 is covered in objective 5.

1.3.1: Research Hypothesis

Keeping in mind the research questions, the objectives drawn up for the study and the issues at hand, the following hypotheses were framed for statistical testing of the objectives

For Objective 1:

H_1: There is no significant difference exists between perceived clusters with respect to age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation

For Objective 2 and 3:

H_2: There is no significant difference exists between perception of information sources and type of travellers.

For Objective 4:

The following abbreviations are used in the hypothesis H3.1 to 3.5:

FF = Family and Friends, PE = Past Experience, TC = Travel Consultants, O = Online

$H_{3.1}$: There is no significant association between travel decision making phase 1(DM 1) and information sources (FF, PE, TC, O) across the groups.

$H_{3.2}$: There is no significant association between travel decision making phase 2 (DM 2) and information sources (FF, PE, TC, O) across the groups.

H₃.₃: There is no significant association between travel decision making phase 3 (DM 3) and information sources (FF, PE, TC, O) across the groups.

H₃.₄: There is no significant association between travel decision making phase 4 (DM 4) and information sources (FF, PE, TC, O) across the groups.

H₃.₅: There is no significant association between travel decision making phase 5 (DM 5) and information sources (FF, PE, TC, O) across the groups.

For Objective 5:

The following abbreviations are used in the hypothesis H 4.1 to 4.7:

FF = Family and Friends, PE = Past Experience, TC = Travel Consultants, O = Online

H₄.₁: There is no significant association between the search for information about Natural Environment and information sources (FF, PE, TC, O) across the groups.

H₄.₂: There is no significant association between the search for information about General Infrastructure and information sources (FF, PE, TC, O) across the groups.

H₄.₃: There is no significant association between the search for information about Tourism Infrastructure and information sources (FF, PE, TC, O) across the groups.

H₄.₄: There is no significant association between the search for information about Culture, History, Art and information sources (FF, PE, TC, O).

$H_{4.5}$: There is no significant association between the search for information about Political and Economic Factors and information sources (FF, PE, TC, O).

$H_{4.6}$: There is no significant association between the search for information about Social Environment and information sources (FF, PE, TC, O).

$H_{4.7}$: There is no significant association between the search for information about Atmosphere of the place and information sources (FF, PE, TC, O).

1.4: Research Methodology

The research work attempts to understand the concept of consumer behavior of the travellers visiting the state of Goa. Since the research work involved studying different categories of travellers, the methodology varied according to the objective, i.e., data collection instrument, and the data analysis techniques. What were common to all objectives is listed below:

1. **Sample Size**: Questionnaires were given to 500 Foreign and Domestic travellers who visited the state of Goa and were above 18 years of age. The analysis indicates that choice of sample sizes of travellers vary, depending on different factors like tools used and nature of study etc, but a sample size between 250-500 seems to be the most popular among researchers doing similar study. Since the sample size was determined based on literature review and the analysis indicates that medium sample sizes, i.e., between 250-500 respondents were used, indicating that medium samples seem to be the most popular and convenient choice of sample size.

2. **Response rate**: Total Responses received – 385, Response rate - (77%), Total usable responses – 385, Final Response rate (77 %).   Unanswered questionnaire or

incomplete questionnaire constituted remaining 23% which was not included in the survey.

3. **Study Area**: Travellers were surveyed in touristic locations which represented the entire State of Goa.

4. **Study Period**: Six-month period from January 2017 to July 2017

5. **Sampling Method**: Convenience Sampling. Questionnaires were circulated online through emails and offline through personal interviews.

6. **Data Collection Instrument**: Data was collected using a Six Part Structured Questionnaire based on study conducted by of various researches in tourism. **Part – A** tried to assess the respondent's basic demographic information, viz., age, gender, education, occupation, location, and income level. **Part – B** tried to find out the reason for travel, namely, whether Novelty Seeking, Social Contact Seeking, or Familiarity Seeking was the prime motivation for travel. Part B had 18 statements on travel motivations as derived from (Mo et al., 1993) who developed a attitudinal scale to measure Cohen's tourist role typology. In **Part – C** the respondents were asked to rate the level of usefulness of various information source on a 5 point Likert scale with 1 (very useful) and 5 (not useful). **Part – D** asked the travellers to give their preference to information sources during various stages of decision making process (MacKay and Fesenmaier, 1998). **Part – E** the travellers were asked to give their preference for information sources while judging various parameter of destination image. The attributes of destination image considered were Natural environment, General infrastructure, Tourist infrastructure, Culture, history and art, Political and economic factors, Social environment and Atmosphere of the place (Beerli and Martin, 2004) and respondents were asked to give their opinion of

preferred information source. The final section, **Part - F** of the questionnaire the respondents were asked to give their most preferred information Sources.

Sr. No	Objective	Section of Questionnaire	Tools used
1	To identify distinct segments of travellers to Goa based on novelty seeking.	Part A and B	Factor-Cluster Analysis and Chi Square Test
2	To examine if there are differences in the usage of information sources among different segments of travellers.	Part B and C	One way ANOVA using Scheffe's Post hoc test
3	To predict the choice of information source used by different segments of travellers.	Part A ,B and F	Multi Logit Regression
4	To identify the impact of information sources on decision making process of different segments of travellers	Part B and D	Chi Square Test
5	To determine role of information sources on destination image.	Part B and E	Chi Square Test

Table 1.1: Summary of Tools

Table 1.1 gives an overall view of the Statistical tools used and parts of questionnaires used for respective objectives. Objectives 1 deals with classification of travellers into groups based on their extend to seek novelty. Factor analysis was used to understand the underlying factors and further making use of these factors, cluster analysis techniques was used to make the groups of travellers. Further, Objective 2 deals with studying the preference of information sources of choice in information source respectively across travel groups. Using Part B of questionnaire, travellers were segmented and part C measured their importance towards information source using Likert scale. Preferences were measured across travel groups, ANOVA was used to test the formulated hypothesis and further Scheffe's Post hoc

Test was used to which groups differed significantly in their preference to information sources.

Third objective attempted to predict the choice of information source by variation in demographic profile of the travellers. It made use to 3 parts of the questionnaire, i.e., Part B to segment the travellers, part F to know the most preferred information source and part The demographic profile of the travellers. A Multi Logit Regression technique was used to study this objective and the preferred information source, Dependent variable (DV) was identified as dependent variable on the Demographic profile, Independent variables (IDV). Objective 4 studied the impact of information source has on decision making process of the travellers. Part D of the questionnaire listed various phases of decision making process and travellers were supposed to give their preference to a particular information source. Since the prime purpose was to study the association of travel phase and information sources, Chi Square test was used to study the association.

Finally, objective 5 dealt with impact of information sources have on the perceived destination image. Part E of the measured different parameters of destination image and respondents were supposed to give their preference to information source while accessing a particular parameter. Since the prime purpose was to study the association of destination image parameters and information sources, Chi Square test was used to study the association.

1.5: Limitations of Research

Undertaking a study of this size is bound to have few constraints which will to a greater or lesser extent affect the data collected and the outcomes generated.

7.1. Travellers response rate:

21

One of the major problems faced was getting respondents, particularly the travellers, to fill the questionnaires completely and sincerely. Understandably, being on holiday, their attitude to contributing any sort of effort to fill the questionnaire was not encouraging. However, to overcome these problems, following strategies were used: targeting visitors to the state who stayed at the same accommodations regularly, assistance from travel facilitators, emailing the questionnaires and in some cases filling in the questionnaires personally at the time of interview thereby minimizing the effort of travellers to write.

7.2. Language problem:

Another major challenge was language, for some international as well as domestic tourist, most particularly the technical nature of certain words and constructs which could not be simplified, but, as they were essential to the study, had to be asked. To overcome this issue travel Guides (Translators) and Google translator was used to explain those questions and the answers given were converted back in English.

7.3. Personal information Revelation:

Another major challenge was reluctance of travellers, for some international as well as domestic tourist, to disclose the information relating to their age and income. To overcome these issue respondents were asked to give their responses in a range or categories and they were assured that such information was purely used for academic purpose.

1.6: Chapterization Scheme

Chapter 1: Introduction

This chapter starts with an introduction to the state of Goa, and the periodic Milestones in History of Goa. It also contains the rationale of the research, an outlook of the stakeholders

on tourism in the state, their role in tourism development, the research gap, the methodology, the objectives and the hypotheses raised and the limitations of the study.

Chapter 2: Literature Review

This chapter provides the theoretical insights to the study. It includes a Content Analysis of relevant tourism literature with respect to all research objectives, categorized based on year, authors, research area, statistical tools etc., so that the most appropriate sources of statistical tools and technique could be determined based on the research gap identified.

Chapter 3: Assessment of Travel Motivation

This chapter deals with segments of travellers to Goa based on the novelty dimensions, further examine the relationship between travellers demographic profiles and travel novelty dimensions revealed by the International Tourist Role (ITR) Scale. Using structured questionnaire, the data was collected and analyzed using Factor and Cluster Analysis. These insights would help to manage the differing segments of traveler by understanding their demographic profiles and preferences.

Chapter 4: Assessment of Travellers Attitude towards Information Sources

This chapter studies the perceived importance of information sources among travellers to Goa. ANOVA test was used to identify if significant differences existed in different segments of travellers while Scheffe's Post Hoc test was used to determine which groups were different. Further Multi Logit regression was used to predict the choice of information sources by variation in demographic profile. These insights would help to manage the different information sources as per the profile of the travellers in the state.

Chapter 5: Information sources and travel decisions.

This chapter focuses on travellers decision making process and tries to study the influence different information sources have on various phases of travel decision. Structured questionnaire was used to collect the preference of the travellers and Multi-response analysis and Chi-square test were used to test associations among information source and travel decisions. Insights in decision making process of traveler would help the destination managers and travel planners in creating and managing better marketing campaigns by identification of the right platforms for promotions.

Chapter 6: Assessment of impact of information sources on Destination Image.

This chapter dealt with evaluating impact information sources have on destination image. Based on the existing literature review on destination image and information sources in tourism, the parameters of destination image are identified and by using Chi Square test, the association between information sources and destination image are analyzed. This chapter provides insights into the image formulation of a place in the minds of travellers and also helps to identify the right platforms (information sources) for promotion.

Chapter 7: Findings, Conclusion and Suggestions for Further Research

This chapter deals with first the summary of the entire work; next are the findings of individual objectives and lastly provides conclusion for the framed objectives. This chapter is followed with the possible suggestions for individual objectives specifying:

1. Academic contribution

2. Managerial implications

The outcomes of the study lend support to the importance of the information sources in the advertising of tourism destinations. This study helps to identify the hidden motivations of the travellers and also measure the impact of information sources on various aspect of

travellers behavior. This study would help destination planners and other stakeholders to make use of appropriate information sources to promote right information about the destination. Further this section also focuses on certain areas which can be addressed in future research on this theme. This study made used of Cluster Analysis to segment the travellers. Further methods that allow model testing (Structural Equation Modeling, Path Analysis) could be used to test consistency on the segments. In terms of Objective 2 and 3, current study was not able to differentiate between information sources and information channels, so it was therefore tough to say whether the factors studied are influencing the choice of source or channel or both. Similarly, for objective 4 on decision-making, it's considered as an individual process but practically it's a joint process involving family, friends and other interested parties, so this area of research could be highlighted.

CHAPTER 2

REVIEW OF LITERATURE

Research is an activity of search of knowledge which deals with systematic increasing knowledge of humans, culture and society and uses this knowledge generated to new application and solution to existing problems (OECD, 2015). In other words, research is a process to support theorems or develop new theories and using facts to solve new or existing problems. Research may also be an expansion on past work in the field. The common thread in most definition of research highlights certain activities, i.e., the work is systematic, scientific approach should be followed, and documentation to increase human knowledge (D'Mello, 2016). Knowledge exists in work carried out by researchers in past in form of published and unpublished research works, on the selected topic. These existing research works are available in the form of research papers published in various academic journals, doctoral dissertations.

This search of knowledge builds the foundation for research and is called literature review, which helps researchers with answer to three fundamental questions, i.e. how to identify (1) research gap, (2) source and method of collecting the data and finally (3) techniques and tools used for data analysis.

The present study followed this process of literature review and this chapter provides information about the content analysis carried on the five objectives under the study. A fascinating aspect observed while doing the literature review for the present study was in terms of the geographical grouping of the research activities carried out on tourism literature, which include the present topics (1) To identify distinct segments of travellers to Goa based on novelty seeking, (2) To examine if there are differences in the usage of information

sources among different segments of travellers, (3) To predict the choice of information source used by different segments of travellers, (4) To identify the impact of information sources on decision making process of different segments of travellers, (5) To determine role of information sources on destination image. A majority of research works being carried out on those topics were from developed countries which clearly show a clustering of research work in favor of developed countries, indicating the existence of *technological clustering* and *financial clustering* patterns (Subhash, 2007(1) and 2007(2)). This geographical clustering in the field of research created information asymmetry between developed and developing countries (Subhash, 2015), leading to duplication of work and there by resulting in a lower quality of research work. Information asymmetry in research publications is seen in all fields of study and tourism studies are no exception; resulting in redundancies in research works, thus reducing relevance.

The subsequent sections will provide detailed information on the objectives separately as well as the consolidated view of all research works.

2.1: Segmentation studies in Tourism

2.1.1: Introduction

Importance of effective marketing strategies has been recognized by stakeholders of tourism industry. However, both academics and practitioners realize that every traveler is different having unique needs and it is not possible for destination marketers to customized messages for every tourist (Dolnicar, 2008). Segmentation is a marketing strategy that helps effectively market a destination and its importance in tourism is widely acknowledged (Bieger and Laesser, 2002; Kastenholz et al., 1999).

Segmenting tourist based on country of origin or geographic location is the most common variable in tourism. Demographic variables are widely used as segmentation base in tourism as well certain destinations may expertise in family vacations, thus trying to attract travellers with certain demographic characteristics. While geographic and demographic segmentation is very popular in tourism, with advent of technology, behavioral and psychographic segmentation criteria have received increasing consideration among destination marketers. Psychographic and behavioral bases include trip purpose, values, expenditure, motivations, and lifestyles to make distinct groups of traveler's. The importance of such segmentation bases for travellers and also for destinations is widely acknowledged (Dolnicar, 2008; Pike, 2008).

Further, focus have largely centered upon building segments using visitor data in developed countries (Laws et al., 2002). Little research attention has been directed towards understanding the logic used by tourism marketers to segment their markets especially in under developed and developing countries of the world.

Hence, in this section, first of all, evolution of travel segmentation studies is discussed in brief. Second, selected researches are analyzed using different classification schemes like year of publication, number of authors, journal, country, and segmentation type and segmentation base. Finally, an agenda is developed to help the academicians and researchers for future research on the basis of these researches. This makes the study more important because it throws some light on otherwise less explored area.

2.1.2: Conceptual framework of Travel Segmentation

Segmentation is defined as a process to dividing the total heterogeneous market of people into homogeneous group having similar needs for the purpose of designing a marketing mix that accurately matches the needs of the customer (Dibb et. al, 2000).

Segmentation is one of the crucial domains of strategic marketing today. Analyzing and matching an organization's capabilities with customer needs and wants is driven by specialization and selected market segments. Marketing literature suggests that segments be composed of target customers who respond homogeneously to the marketer's promotional activities. Also the segments should respond differently to different promotional activities.

Segmentation strategy determines the number and size of the segments and also the segmenting variable used for profiling segment members. Marketing managers around the globe evaluate segment attractiveness and decide on which and number of segments should be actually targeted (targeting strategy) and what promotional budget should be allocated.

On close analysis of tourism literature, one can conclude that a rise of studies having focus on market segmentation (Ritchie, 1996). This interest probably reflected the industry's desire to discover commercially feasible market segments which will in turn help in allocation of limited marketing resources.

Traditionally, researchers in tourism domain use either the 'a priori' or 'posteriori' segmentation approach when identifying different groups among the travel population (Calantone and Mazanec, 1991). With the a priori segmentation method, travellers are categorized into groups by attributes based on researchers' prior information of the segments. Conversely, when the posteriori approach is used, a classification scheme is devised based on multiple attributes to classify cases into groups. Posteriori approach is also called Data Driven segmentation.

Segmenting variables that might be used include geographic, demographic, psychographic, and traveler's behavioral characteristics (Kotler, 1999). The same has been applied by researchers in tourism literature to segment the travel market. Using Geographical segmenting variables like region of travel, climate and location, the heterogeneous travellers were divided into homogeneous groups. Tourism deals with movement of millions of people across the international boundaries, it is a reported fact that the travellers needs differ according to geographic place. It is important to note as the travellers belonging to different places are grown up in different cultures which lead to subsequent change in their behaviors and needs. Demographic segmentation bases involve using variables like income, age, gender, family size, education, religion, race and nationality to segment the travellers.

Psychographics variables help in deeper grasp of the psychological side of the traveler. Psychographics is also known as Activities, Interests, and Opinions (AIO). Psychographics, try to understand the following 3 questions. (1) How do travellers spend their time, (2) their interests, and (3) their opinions (view of themselves and the world). The basic assumption is that the more one knows and understands about one's customers, the more effectively one can communicate and market to them the destination (Charles and Roger, 1978).

Behavioral Segmentation is based on the belief that the benefits which consumers are seeking in consuming a given product or service is the fundamental reasons for the existence of market segments. Benefits identification play crucial roles in marketing communication and knowledge of benefits sought by travellers helps destination marketers to understand different market segments, formulate a suitable communication message, design products and services which match their needs (Frochot and Morrison, 2000)

A priori segmenting approach appeared to dominate when geographic and demographic variables were used to classify the market. Conversely, posteriori approach was mostly used for psychographic segmentation. For behavioral segmentation, such as trip types, expenditure and activities, travellers were easily be grouped into categories, using a priori method of segmentation. While, when researchers have no prior information of the segments, such as destination choice preferences, posteriori approach was extensively used.

Numerous studies in tourism have evaluated data in of visitors America and Europe, while very little work has been carried out on segmenting traveler to Asia and specifically India. Subsequently, the focus of this section is multifold. Firstly, this study seeks to identify research gaps in the area of destination segmentation. Secondly, attempt is made to understand dominance of certain segmenting variables in tourism literature.

2.1.3: Methodology

The review focuses on article in area of segmentation studies in tourism in prominent refereed tourism journals namely, Annals of Tourism Research, Journal of Travel Research, Tourism Management, Journal of Sustainable Tourism, Asia Pacific Journal of Tourism Research, and Tourism Review. Since the journals were large in numbers internationally

approved, Journal category list was used to study articles on travel segmentation. An advance search, within the preview of present title, was carried out using different combination of words such as, 'travel segments', 'tourist segmentation 'were used as terms for searching the papers. As this study focus in studying the development in area of travel segmentation for last five decades, study period was chosen from 1980 onwards till 2018. Existence of the segmentation was a necessary condition for articles to be included in the study. Total of 65 articles were filtered and taken as sample for this study. Certain articles were not able to furnish complete information about variables under the study and they are identified as others.

2.1.4: Analysis

After final selection, the research papers were tabulated and classified on the basis of:

1. Period of publication

2. Number of authors

3. Journal Type

4. Study region

5. Type of study

6. Segmentation variable

2.1.4.1: Classification: Period of Publication

The research papers have been classified according to period of publication as shown in Figure 1, in order to understand and deliberate the results in a better way. For this purpose, the time span of the studies is divided into 4 periods, that is,

• Period-I: 1981–1990   •Period-II: 1991–2000

• Period-III: 2001–2010   • Period-IV: 2011–2018

SR.NO	YEAR	NUMBER	PERCENTAGE
1	1981–1990	2	3%
2	1991–2000	3	5%
3	2001–2010	38	58%
4	2011–2018	22	34%

Table 2.1.1 Year of Publication, Sources: Authors Compilation

It can be seen that approximately 58 per cent of the studies are carried out in Period-III alone whereas the rest 42 per cent of the studies are carried out in Periods I, II and IV. The numbers of publications are 3 per cent, 5 per cent, 34 per cent Period-I, Period-II, Period-IV and Period IV, respectively. This trend shows that the number of studies is consistent till date but it saw a sudden rise in the Period III, it would be because with end of cold war and many countries including India, opening more foreign investments and increase of foreign travellers, many researchers focused on studying destination beyond national boundary.

2.1.4.2: Classification: Number of Authors.

This section classifies the researches according to number of authors and it is observed that from 1980 to 2018, most of the manuscripts were written by two authors.

SR.NO	NUMBER OF AUTHORS	NUMBER	PERCENTAGE
1	Single Author	19	29 %
2	2 Authors	31	48 %
3	3 Authors	13	20 %
4	4 Authors	2	3 %

Table 2.1.2: Number of Authors, Sources: Authors Compilation

Forty-eight per cent of the researches were written by two authors. On the other hand, the contribution, in terms of manuscripts, was twenty-nine per cent and twenty per cent of the researches have been written by single and three authors, respectively. Lastly, only thirteen per cent of the researches have been written by more than three authors. This trend shows that the number of studies of two authors is on the rise due to increase in collaboration tools.

2.1.4.3: Classification: Journal Type.

This section classifies the researches according to Journal and it is observed that from 1980 to 2018, Twenty-two per cent of papers in field of travel segmentation were published in Tourism Management journal, which highlights global acceptance in top research journal for this area of research in tourism. Twelve per cent of research papers were published in Tourism Review, Journal of Travel Research respectively. This is perhaps suggestive of the fact that when it comes to usually tourism related topics, journals which appear to be essentially tourism focused, seem to be the leading choice of researchers for publishing.

SR.NO	JOURNAL NAME	NUMBER	PERCENTAGE
1	Annals of Tourism Research	4	6 %
2	Tourism Management	14	22%
3	Journal of Travel Research	8	12 %
4	Tourism Review	8	12%
5	Others	31	48 %

Table 2.1.3: Journal Type, Sources: Authors Compilation

2.1.4.4: Classification: Study Region

This section classifies the researches according to Study Region and it is observed that from 1980 to 2018, United States and Europe dominated with 64 per cent of research in area of tourism segmentation was carried out in these 2 regions. United States contributed (32 %) while Europe contributed to 31 % of total research in area of segmentation of travellers. Asia was third largest contributor with 22 % followed by Australia and New Zealand (9%).United States looks to be the most prolific in this field probably because of the large number of university and hospitality and tourism institutes as compared to other countries. This geographical grouping in the field of research created information asymmetry between developed and developing countries (Subhash, 2015). Moreover, most studies done on Asian Tourist have used western segmentation ideas as their base of segmentations. Trend shows that studies have been focused on developed region and very small percentage of study has been done in Asia.

SR.NO	REGION NAME	NUMBER	PERCENTAGE
1	Africa	3	5 %
2	Asia	14	22%
3	Australia and New Zealand	6	9 %
4	Europe	20	31%
5	United Sates	21	32 %
6	NA	1	1%

Table 2.1.4: Study Region, Sources: Authors Compilation

2.1.4.5: Classification: Type of Study

This section classifies the researches according to type of respondents and it is observed that from 1980 to 2018, Eighty-Five per cent of the studies used Posteriori approach for understanding segmentation process, while Fifteen per cent of studies used Priori approach to understand segmentation process of tourist. This clearly shows the domination of Posteriori approaches when studying segmentation of the travellers. Moreover, posteriori segmentation study uses hidden trends mainly travellers psychological thoughts in making segments and thus are widely used to segment travellers.

SR.NO	STUDY TYPE	NUMBER	PERCENTAGE
1	Priori	10	15 %
2	Posteriori	55	85%

Table 2.1.5: Study Type, Sources: Authors Compilation

2.1.4.6: Classification: Segmentation Base

This section classifies the researches according to Segmentation Base and it is observed that from 1980 to 2018, Thirty-one per cent of the studies used Psychographic variables to segment the travellers.

SR.NO	SEGMENTATION BASE	NUMBER	PERCENTAGE
1	Demographic	19	29 %
2	Geographic	8	13 %
3	Psychological	20	31 %
4	Behavioral	18	27 %

Table 2.1.6: Segmentation Base, Sources: Authors Compilation

While Twenty-Nine per cent of studies used Demographic and Twenty-Seven Behavioral variables to segment the traveler. This trend shows that in past have focused on Demographic, Psychological and Behavioral aspects of travellers for segmentation

2.1.5: Conclusion

Travel Segmentation is a popular field of study and has been a worthy area of researchers' investigation for nearly 40 years. Yet despite their importance and growing interest among researchers, the area of tourism segmentation studies has been questioned as lacking a conceptual framework.

This study took a holistic approach and focused on not only the studying evolution of travel segmentation but also throwing light on recent trend by studying attributes, i.e., segmenting variable or bases. Through this study an attempt was made to analyze research done in last five decades in tourism segmentation and also identify the shifting trend in study of attributes related segmentation. Through various tourism journals, 65 papers in the above field were critically analyzed and it was found that after 2000, there has been a shift with research focusing more on segmentation studies in tourism and influencing attributes. The review process involved the identification and selection of research papers from reputed journal from the field of tourism research. Finally, the selected research papers have been classified using several criteria and results analyzed through tabulation. It was found that majority of research in this field was from United States and Europe, which shows that theories and empirical evidence were mostly, developed using travellers in those regions and might not have universal applicability. Review also highlighted that most of the empirical studies focused on studying segmentation using a Posteriori or Data driven approach.

Two primary contributions to the literature arise from this study. Firstly, this study presents bird's eye views of segmentation studies in area of tourism carried out in last 4 decades.

Until now, research in tourism has focused on segmentation using secondary tourist data sources. Secondly, by studying the usage of segmentation bases around the globe, this study highlight that in Asian context, there is a lack of segmentation studies based on psychographic and behavioral profiles of the travellers.

2.2: Assessing influence of information sources in decision making process

2.2.1: Introduction

Tourism Stakeholders are faced with complex environment which is due to an unprecedented growth in tourism industry in the last 5 decades all over the globe. One such complex challenge faced by all marketers is the understanding the behavior of the travellers.

In literature of marketing, a consumer purchase decision is described as a process which goes through the stages of (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) choice of product or service and (5) post-purchase evaluation (Kotler, 1998). Not every purchase passes through each step of the model. The critical contribution of this model recognizes that the buying decision process is likely to start before actual purchase and continue after purchase has occurred, highlighting that marketers of the product need to focus on the entire buying process.

In tourism field decision-making process consist of several stages. Schmoll (1977) formulated a model with four stages: (1) motivation, (2) information search, (3) evaluation of alternatives, and (4) decision making. While a new model (Mathieson and Wall, 1982) was proposed for decision making process with following stages (1) desire to travel, (2) information collection and evaluation, (3) travel decisions, (4) preparation and experience, and (5) evaluation of satisfaction.

Most travel decisions are relatively costly process, requiring both monetary and non-monetary decision factors influencing the decision. It is an extensive and a high involvement decision making activity, requiring many family members and sometimes friends. The more risk or uncertainty associated with destination requires investing a large amount of time in

searching for information and also involves more cost, But, a low involvement is likely when traveler has a prior knowledge or travel experience of the destination (Teare, 1992). Moreover, the decision-making process is influenced by both psychological or internal variables, and non-psychological or external variables (e.g., time, pull factors and marketing mix). Given the importance of the decision making process to travellers behavior, a clear understanding of the attributes (information sources) and its influence of these variables (decision making phases) is an important research agenda.

This section studies and integrates the significant conceptual and empirical work that has been reported in the tourism decision making literature. This integration helps to identify important strengths, drawbacks, and research gaps in the literature. With no significant research has been carried out on content analysis of research works on effect of information sources and decision making process, which makes this study more significant and fills the gap by adding valuable information, new idea, and presents possibilities for deliberation.

2.2.2: Conceptual framework

Travellers behaviors and in particular the decision making process has become one of the most important themes of research in the tourism literature for last five decades of theoretical and empirical development (Smallman and Moore, 2010). Theoretical studies have recognized the complexity involved in decision making of travellers and numerous general models have conceptualized the phases and intervening variables involved (Sirakaya and Woodside, 2005). There are three general types of models which have been repeatedly applied in tourism decision making research: The Normative approach, Choice Set Model approach and the Cognitive approach.

2.2.2.1: The Normative Approach

Normative approach looks as travellers as rational decision makers. They are economic agents and behave rationally and decisions are based on cost benefit analysis. In this approach the travellers calculate the value of a dependent variable (i.e., destination) based on interdependent variables (i.e., relevant attributes of a destination). Studies based on normative approach show a close association to the field of economics. In core economics studies, Utility is defined as the benefit gained by consumers from the product and the cost is represented by the constraints.

Travellers are presumed to use utility-maximization principle, whereby the product chosen should be the one providing the highest utility to the individual, subject to the constraints. Most of the time travellers derive utility by consuming the components such as attraction, transport and accommodation (Tussyadiahet et al., 2006) rather than using travel destinations as a whole.

Normative approach of studies provides a useful framework to explain the traveler's decision-making process; but individuals are not always making rational choices only (Steinbruner 1974; Simon 1997), there is an influence of their psychological factors as well. On the other hand, Prospect Theory (Kahneman and Tversky, 1979) is useful as it combines economic theory with psychological factors, including perception, value expressions such as risk, alongside intuitive reasoning.

2.2.2.2: Cognitive Approach

The basis of cognitive approach to explain traveler's decision making is Theory of Planned Behavior (TPB), which in turn is based on Theory of Reasoned Action (Fishbein and Ajzen,

1975; Ajzen, 1991). TPB is based on the belief that if individuals believe that a particular behavior will lead to a certain beneficial outcome they will tend to carry out this behavior, indicating a strong positive relationship between intentions and actual behavior. Further, actual outcomes are based on three belief attributes: behavior belief (attitude toward the behavior), normative belief (subjective norms), and control belief.

An individual traveler attitude /belief toward a specific destination is generally measured as the sum of the attitudes toward experiencing the attributes of the destination (perceived) (Yoo and Chon, 2008). Subjective norms deal with the traveler's perception of their reference group's belief. These norms are determined both by the individual's traveler's beliefs about the destination and how much the individual would like to be in acceptance with the opinions of the reference group (Ajzen and Fishbein, 1980). While perceived ease or difficulty of travelling to a certain destination comprises the traveler's behavioral control.

The premise of cognitive approach based models is on the assumption that there is a comprehensive processing prior to deciding on the purchase, the assumptions which is challenged by many researchers (Bagozzi et.al, 2002; Smallman and Moore, 2010). The influence of emotions, spontaneity, habits (Hale et.al, 2002) on decision making is not factored in models based on Cognitive approaches. Therefore, these approaches are lacking in accommodating psychological processes involved in tourist decisions.

2.2.2.3: The Structured Process Approach-Choice-Set Model

Choice set or process approach focuses on the consumers first considers product alternatives available and then evaluate the options available in order to come to a final decision (Howard and Sheth, 1969; Hauser and Wernerfelt, 1990). This model was first conceptualized by

Woodside and Sherrell (1977) for leisure travel. It looks at decision making process as funnel like process consisting of awareness set and the evoked set. The awareness set consist of initial set of destination and then eliminates few to form a smaller late-consideration or evoked set (Manrai and Andrews, 1998; Bradlow and Rao, 2000). Choice-set model simplifies the process of decision making into properly structured outcome stages where alternative destinations can be positioned and destination marketers will be able to apply more effective advertising campaigns which will foster more travellers to a destination.

To sum up, most models in tourism studies analyze the decision-making process as an input–output process. The normative based studies investigated the relationship between attributes (input) and outcomes (decision output) while the studies based on cognitive approach, studied the relationship among psychological factors (input) and outcomes (decision output). Although the choice-set approach explains decision making as a filtering process, it focuses on the outcome stages rather than the mental mechanism behind the process.

2.2.3: Methodology

Our review focuses on article in area of decision making in tourism in prominent tourism journals like Tourism Marketing, Annals of Tourism Research, Journal of Travel Research, Tourism Management, and Tourism Analysis etc. An advance search, within the preview of present title, was carried out using different combination of words such as, 'decision making', 'travel decisions', 'Travel decision making process 'were used as terms for searching the papers. As this study focus in studying the development in area of destination image for last five decades, study period was chosen from 1970 onwards till 2018. Existence of the destination image was a necessary condition for articles to be included in the study. Total of 75 articles were filtered and taken as sample for this study. Certain articles were not

able to furnish complete information about variables under the study and they are identified as NA.

2.2.4: Analysis

After final selection, the research papers were tabulated and classified on the basis of:

1. Period of publication
2. Number of authors
3. Journal Type
4. Study region
5. Type of study
6. Study sample unit
7. Statistical techniques
8. Theme of study

2.2.4.1: Classification: Period of Publication

The research papers have been classified according to period of publication as shown in Figure 1, in order to understand and elaborate the results in a better way. For this purpose, the time span of the studies is divided into 5 periods, that is,

• Period-I: 1970–1980   • Period-II: 1981–1990

•Period-III: 1991–2000   • Period-IV: 2001–2010

• Period-V: 2011–2018

It can be seen that approximately 54 per cent of the studies are carried out in Period-IV alone whereas the rest 46 per cent of the studies are carried out in Periods I, II and III and V. The numbers of publications are 4 per cent, 8 per cent, 19 per cent and 15 per cent in Period-I, Period-II, Period-IV and Period V, respectively. This trend shows that the number of studies

is consistent till date but it saw a sudden rise in the Period IV, it would be because with end of cold war and many countries including India, opening more foreign investments and increase of foreign travellers, many researchers focused on studying destination beyond national boundary.

SR.NO	YEAR	NUMBER	PERCENTAGE
1	1970-1980	3	4 %
2	1981–1990	6	8 %
3	1991–2000	14	19 %
4	2001–2010	41	54 %
5	2011–2018	11	15 %

Table 2.2.1: Year of Publication, Sources: Authors Compilation

2.2.4.2: Classification: Number of Authors.

This section classifies the researches according to number of authors and it is observed that from 1970 to 2018, most of the manuscripts were written by two authors. Forty-eight per cent of the researches were written by two authors. On the other hand, the contribution, in terms of manuscripts, were twenty-nine per cent and twenty per cent of the re- searches have been written by single and three authors, respectively. Lastly, only three per cent of the researches have been written by more than three authors. The studies in this field are generally coauthored by two researchers for ease in all aspects of research - data collection, analysis, writing etc. The trend shows that the number of studies of two authors is on the rise due to increase in collaboration tools.

SR.NO	NUMBER OF AUTHORS	NUMBER	PERCENTAGE
1	Single Author	22	29 %
2	2 Authors	36	48 %
3	3 Authors	15	20 %
4	4 Authors	2	3 %

Table 2.2.2: Number of Authors, Sources: Authors Compilation

2.2.4.3: Classification: Journal Type.

This section classifies the researches according to Journal and it is observed that from 1970 to 2018, Thirty-two per cent of papers in field of destination decision making were published in Annals of Tourism Journal, which highlights global acceptance in top research journal for this area of research in tourism. Twenty-three per cent of research papers were published in Tourism Management Journal, while there was twenty per cent research paper was published in Journal of Travel Research.

SR.NO	JOURNAL NAME	NUMBER	PERCENTAGE
1	Annals of Tourism Research	24	32 %
2	Tourism Management	17	23 %
3	Journal of Travel Research	15	20 %
4	Others	19	25 %

Table 2.2.3: Journal, Sources: Authors Compilation

2.2.4.4: Classification: Study Region

This section classifies the researches according to Study Region and it is observed that from 1970 to 2018, United States and Europe dominated with 55 per cent of research in area of

destination decision making was carried out in these 2 regions. United States contributed (24 %) while Europe contributed to 31 % of total research in area of destination decision making. Asia was third largest contributor with 11 % followed by Australia and New Zealand (5%). United States and Europe look to be the most prolific in this field probably because of the large number of university and hospitality and tourism institutes as compared to other countries. This geographical grouping in the field of research created information asymmetry between developed and developing countries (Subhash, 2015). Moreover, most studies done on Asian Tourist have used decision making theories developed in West. Trend shows that studies have been focused on developed region and very small percentage of study has been done in Asia.

SR.NO	REGION NAME	NUMBER	PERCENTAGE
1	Asia	8	11 %
2	Australia and New Zealand	4	5 %
3	Europe	23	31 %
4	United Sates	18	24 %
5	NA	22	29 %

Table 2.2.4: Region of Study, Sources: Authors Compilation

2.2.4.5: Classification: Type of Study

This section classifies the researches according to type of respondents and it is observed that from 1970 to 2018, Fifty-Five per cent of the studies used Quantitative approach for understanding decision making process from perspective of tourist, while forty-five per cent of studies used Qualitative approach to understanding decision making process from

perspective of tourist. This clearly shows the equal domination of methodology approaches when studying area of decision making process.

SR.NO	TYPE OF STUDY	NUMBER	PERCENTAGE
1	Qualitative	34	45 %
2	Quantitative	41	55 %

Table 2.2.5: Type of Study, Sources: Authors Compilation

2.2.4.6: Classification: Sample Unit

This section classifies the researches according to Study Area and it is observed that from 1970 to 2018, with Ninety-one per cent of research done considering individual travellers as a sampling unit when studying the concept of decision making process, while only Nine per cent of research done considering Group traveler as a sampling unit when studying the concept of decision making process image. This trend shows that studies have been biased toward individual travellers and studying decision making process of group travellers and comparison between them is relatively a grey area of decision making process.

SR.NO	SAMPLE UNIT	NUMBER	PERCENTAGE
1	Individual Traveller	68	91 %
2	Family & Group	7	9 %

Table 2.2.6: Sample Unit, Sources: Authors Compilation

2.2.4.7: Classification: Statistical techniques

This section classifies the researches according to type of statistical technique used and it is observed that from 1970 to 2018, that there was no large bias in terms of technique used. Multi Variate methods (52%) and Bi Variate (1%) were used to study Decision making

process. Thus highlighting the importance of Multi Variate methods as decision making of a travellers is dependent on multiple variables and it's difficult to understand decision making by Univariate analysis.

SR.NO	STATISTICAL TECHNIQUE	NUMBER	PERCENTAGE
1	Bi Variate Methods	1	1 %
2	Multi Variate Methods	39	52 %
3	NA	35	47 %

Table 2.2.7: Statistical Techniques, Sources: Authors Compilation

2.2.4.8: Classification: Study Theme

This section classifies the researches according to theme of the study. The classification groups were made as Decision making process only, Study on Decision making process and Information sources and Study on Decision making process and other variables. Results show that Sixty-three percent of studies were based on Decision Making Process (DMP) and other variable, followed by studies purely on Decision making process (DMP), while only Thirteen per cent of studies were focused on studying information sources and its impact on decision making process. Clearly highlighting the lack of research in the domain of decision making of travellers.

SR.NO	STUDY THEME	NUMBER	PERCENTAGE
1	Decision Making Process (DMP)	18	24 %
2	Info Source +DMP	10	13 %
3	Other Variables + DMP	47	63 %

Table 2.2.8: Study Theme, Sources: Authors Compilation

2.2.5: Conclusion

Tourism decision making process is an important field of study and has been a valuable area of researchers' investigation for nearly 50 years. Yet despite its importance, tourism decision making process studies have been criticized as a conceptual, lacking empirical support.

This study took a holistic approach and focused on not only the studying evolution travel decision research but also throwing light on recent trend by studying attributes, i.e., information sources influencing the decision making process. Through this research an attempt was made to analyze research done in last five decades in decision making process and also identify the shifting trend in study of attributes related decision making process. Through various tourism journals, 75 papers in the above field were critically analyzed and it was found that after 2000 there has been a shift with research focusing more on decision making process and influencing attributes. The review process involved the identification and selection of research papers from reputed journal from the field of tourism research. Finally, the selected research papers have been classified using several criteria and results analyzed through tabulation. It was found that majority of research in this field was from United States and Europe, which shows that theories and empirical evidence were mostly, developed using travellers in those regions and might not have universal applicability. Review also highlighted that most of the empirical studies focused on studying variables other than information sources and its impact on decision making. The literature review undertaken demonstrates that studying information sources and its impact decision making of travellers are in its infancy and that a number of issues are addressed in the literature. Further study could also provide insights on usage of information sources during decision making process across travellers with different motivations of travels.

Secondly it was also observed that multivariate analysis as a technique dominated studies in the field of tourism decision making but very few studies focused on application of it when studying decision making process and information sources together. Finally, the Decision making of travellers is studies mostly from the perspective individual travellers, so its highlights the need for studying the same but from the perspective of group of individuals travelling together. Travel professionals are likely to make better predictions using decision making models and understanding of influencing elements.

2.3: Destination image and information sources

2.3.1: Introduction

Destination Image plays a vital part for Destination Management Organization (DMO) strategy to distinguish their destination in this extremely aggressive market. Lawson and Baud Bovy (1977) defined the concept of destination image as the combination of objective knowledge, imagination, emotional construct made by individuals, which is prejudiced. Bigné et al., (2001) defined destination image as a construct formed through subjective interpretation of the tourist. In tourism research, tourist behavior and their perception of destination is fundamental but critical subject affecting the development of marketing strategies to keep a pleasant image in minds of travellers. Thus, every effort should be made to achieve sustainable growth for tourism. In this context, special attention has to be paid to the study destination image (in the context of tourism) because it is one of the most important elements of a tourist destination.

The concept of destination image was first introduced in 1970's (Gunn, 1972; Mayo, 1973; Hunt, 1975). In last 5 decades it has got a large attention in research fraternity in tourism, studying overview of destination image and construct associated with it, i.e., assessment and measurement of destination image (Chon, 1990; Galllarza et al., 2002), travel satisfaction and destination image (Chon,1990), formation of destination image (Tasci et al., 2007), resident's role in destination image (Gallarza et al., 2002). Given this background, this section attempts to summarize literature about role of information sources and its impact on destination image to help tourism researchers and marketers understand the current state of knowledge about the subject.

Hence, this study, first of all, discusses the evolution of destination image studies in brief. Secondly, the selected researches are analyzed using different classification schemes like year of publication, number of authors, journal category etc. Hence this study throws light on an unexplored area of the body of research on destination image and will add new knowledge and possibilities for consideration of various stakeholders in fields of tourism.

2.3.2: Conceptual Framework

Destination image has been an area of interest for many researcher having roots in early 1970's. Research in such fields has generated lot of academics as well as industry interest as it has major impact on overall management of a destination. Destination management is sprouting attention from National Tourism Organizations' (NTOs) (Kotler et. al., 2004).

Researchers in 1990's considered image formation as a process having rational and emotional interpretation of the consumer, few coined the terms such as cognitive evaluations and affective appraisals to represents own knowledge about an object and individuals feelings towards the object (Baloglu and Brinberg 1997; Baloglu and McCleary 1999a, 1999b; Gartner 1993; Walmsley and Young 1998).Cognitive image can be based on any functional, structural, element or physical characteristics of destination. An understanding of cognitive images helps in measuring decision making in travellers (Chen and Hsu, 2000; Ibrahim and Gill, 2005). While affective image represents an individual's feelings towards an objects, like favorable, neutral, unfavorable, love, hate, joy, boredom, anxiety, ecstasy, guilt, shame (Fishbein, 1967, Holbrook and Hirschman, 1982). Further research in area of image suggested cognitive component as an antecedent of the affective component and it all as a result of consumer's knowledge about the objects (Anandet al., 1988; Holbrook, 1978; Russel and Pratt, 1980; Stern and Krakover, 1993). In early 90s this theory was proven right

in tourism context by few researchers (Baloglu and McCleary, 1999a, 1999b and Stern and Krakover, 1993) with empherical study citing relationship between cognitive and affective evaluate on and its direct effect on destination image. Milman and Pizam (1995) proposed thorough their study that a destination image consists of three components: the *product*, for instance the quality of the attraction; the second one is the *behavior and attitude* of the destination hosts and thirdly the *environment*: climate, scenery, and facilities. Therefore, there is a general agreement that destination image is a multi-dimensional construct, which consists of interrelated cognitive and affective evaluation woven together (Gallarza et al., 2002, Stephcenkova and Morrison, 2006).

The rise in literature on importance of destination image and its importance in travel behaviors shifted the focus to variables which form destinations image. Cooper et al. (1998) proposed variables like facilities and services to meet tourist needs as a variable, while scenery (Echtnera and Ritchie, 2003); culture (Baloglua and McCleary, 1999); modernity (Tapachi and Waryszak, 2000); and friendliness of people (Nadeau et, al, 2008) were some other variables proposed. (Buhalis, 2000) proposed 6 variables which build Destination images namely:

1. Attractions (natural, man-made, artificial, purpose built, heritage, special events)

2. Accessibility (entire transportation system comprising of routes, terminals and vehicles)

3. Amenities (accommodation and catering facilities, retailing, other tourist services)

4. Available packages (pre-arranged packages by intermediaries and principals)

5. Activities (all activities available at the destination and what tourists will do during their visit)

6. Ancillary services (services used by travellers such as banks, telecommunications, post, newsagents, hospitals, etc.).

The major contribution in area of Destination image variables was coined by (Beerli and Martin, 2003) providing a 9 point variables which influences destination image, i.e.

1. Natural resources

2. General infrastructure

3. Tourism infrastructure

4. Tourism leisure and recreation

5. Culture, history and art

6. Political and economic factors,

7. Natural environment;

8. Social environment;

9. Atmosphere of the place.

Travellers form destination image from information can be obtained from various information sources. In fact information search occurs most in Tourism Decision (Decrop, 2006; Sirakaya and Woodside, 2005). Gunn, 1972 in his stage theory of destination image highlighted role of information's sources and varied impact different information sources would have, similar insights were proposed by (Stern and Krakover, 1993; Baloglu and McCleary, 1999a, Beerli and Martín, 2004) existences of information source as a important stimulus factor for determination of destination image. Past studies highlight following information sources, i.e.

1. *Informal sources i.e.* Friends/relatives/colleagues and other travellers (Goossens, 2000)

2. *Cognitive Wisdom* I.e. Past Experience and General knowledge (Fodness and Murray, 1997; Gursoy and Chen, 2000; Vogt and Fesenmaier, 1998)

3. *Travel consultants*, i.e., Travel agent's / Tour operators (Murray, 1991; Zeithaml et al., 1985, Wynne et al., 2001, Connolly and Olsen 2001)

4. *Media/General publications*, i.e. Newspapers/Magazines/Articles, TV/Radio, Books and Internet (Pan and Ryan, 2007; Santos, 2004, Choi et al.,2007; Pudliner, 2007)

5. *Other sources, i.e.* Consulate / Clubs /Associations / Welcome Centre (Vogt and Fesenmaier, 1998) play a crucial role in destination image formation process.

2.3.3: Methodology

Our review focuses on article in area of Destination Image in prominent tourism journals like Journal of Vacation Marketing, Journal of Travel and Tourism Marketing, Annals of Tourism Research, Journal of Travel Research, Tourism Management, Journal of Sustainable Tourism, Asia Pacific Journal of Tourism Research, Tourism Analysis. Since the journals were large in numbers internationally approved, Journal category List was used to study type of category of journal articles on destination image was published. As this study focus in studying the development in area of destination image for last five decades, study period was chosen from 1970 onwards till 2015. Existence of the destination image was a necessary condition for articles to be included in the study. Total of 145 articles were filtered and taken as sample for this study. Certain articles were not able to furnish complete information about variables under the study and they are identified as NA.

2.3.4: Analysis

After final selection, the research papers were tabulated and classified on the basis of:

a) Period of publication

b) Number of authors

c) Journal Type

d) Study region

e) Type of respondents

f) Study area covered

g) Statistical techniques

2.3.4.1: Classification According to Period of Publication

The research papers have been classified according to period of publication as shown in Figure 1, in order to understand and elaborate the results in a better way. For this purpose, the time span of the studies is divided into 5 periods, that is,

• Period-I: 1970–1980   • Period-II: 1981–1990

•Period-III: 1991–2000   • Period-IV: 2001–2010

• Period-V: 2011–2015

It can be seen that approximately 46 per cent of the studies are carried out in Period-III alone whereas the rest 54 per cent of the studies are carried out in Periods I, II and IV and V. The numbers of publications are 11 per cent, 16 per cent, 17 per cent and 10 per cent in Period-I, Period-II, Period-IV and Period V, respectively. This trend shows that the number of studies is consistent till date but it saw a sudden rise in the Period III, it would be because with end of cold war and many countries including India, opening more foreign investments and increase of foreign travellers, many researchers focused on studying destination beyond national boundary.

SR.NO	YEAR	NUMBER	PERCENTAGE
1	1970-1980	15	11 %
2	1981–1990	23	16 %
3	1991–2000	67	46 %
4	2001–2010	25	17 %
5	2011–2018	15	10 %

Table 2.3.1: Period of Publication, Sources: Authors Compilation

2.3.4.2: Classification: According to Number of Authors.

This section classifies the researches according to number of authors and it is observed that from 1970 to 2015, most of the manuscripts were written by two authors. Forty-five per cent of the researches were written by two authors. On the other hand, the contribution, in terms of manuscripts, were thirty-three per cent and nineteen per cent of the re- searches have been written by single and three authors, respectively. Lastly, only three per cent of the researches have been written by more than three authors. The studies in this field are generally coauthored by two researchers for ease in all aspects of research - data collection, analysis, writing etc. The trend shows that the number of studies of two authors is on the rise due to increase in collaboration tools.

SR.NO	NUMBER OF AUTHORS	NUMBER	PERCENTAGE
1	Single Author	1	1 %
2	2 Authors	48	33 %
3	3 Authors	65	45 %
4	4 Authors	28	19 %
5	5 Authors	3	2 %

Table 2.3.2: Number of authors, Sources: Authors Compilation

2.3.4.3: Classification: According to Journal Type.

This section classifies the researches according to Journal Category and it is observed that from 1970 to 2015, Seventy-Five per cent of papers in field of destination image were published in A category journal, which highlights global acceptance in top research journal for this area of research in tourism. Seventeen per cent of research papers were published in D Category Journal, while there were very few research paper published in category B (5 %) and C (3 %).

SR.NO	JOURNAL CATEGORY	NUMBER	PERCENTAGE
1	A	109	75 %
2	B	7	5 %
3	C	4	3 %
4	D	25	17 %

Table 2.3.3: Journal Type, Sources: Authors Compilation

2.3.4.4: Classification According to Study Region

This section classifies the researches according to Study Region and it is observed that from 1970 to 2015, United States and Europe dominated with 70 per cent of research in area of destination image was carried out in these 2 regions. United States contributed (42 %) while Europe contributed to 28 % of total research in area of destination image. Asia was third largest contributor with 13 % followed by Australia (8%), Africa (6 %). United States and Europe look to be the most prolific in this field probably because of the large number of university and hospitality and tourism institutes as compared to other countries.

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SR.NO	REGION NAME	NUMBER	PERCENTAGE
1	Africa	9	6 %
2	Asia	19	13 %
3	Australia	12	8 %
4	Europe	41	28 %
5	United Sates	60	42 %
6	NA	4	3%

Table 2.3.4: Study Region, Sources: Authors Compilation

This geographical grouping in the field of research created information asymmetry between developed and developing countries (Subhash, 2015). Moreover, most studies done on Asian Tourist have used destination image theories developed in West. Trend shows that studies have been focused on developed region and very small percentage of study has been done in Asia.

2.3.4.5: Classification according to Type of respondents

This section classifies the researches according to type of respondents and it is observed that from 1970 to 2015, Seventy-nine per cent of the studies studied destination image from perspective tourist. while only Ten per cent of studies studied from the perspective of travel agents. This clearly shows the large domination of tourist in framing concept of destination image and it also highlight the need to study destination image form other stakeholders.

SR.NO	TYPE OF RESPONDENTS	NUMBER	PERCENTAGE
1	Tourist	114	79 %
2	Travel Agents	15	10 %
3	NA	16	11 %

Table 2.3.5: Type of Respondents, Sources: Authors Compilation

2.3.4.6: Classification according to Study area covered

This section classifies the researches according to Study Area and it is observed that from 1970 to 2015, Seventy-Nine percent of research done only in area of destination image, while research on destination image and information sources contributed Twenty-One percent. This tread clearly highlights lack of work in the domain of impact of information sources on destination image.

SR.NO	STUDY AREA	NUMBER	PERCENTAGE
1	Destination Image(DI)	114	79 %
2	Destination Image (DI) + Info. Source	31	21 %

Table 2.3.6: Study Area, Sources: Authors Compilation

2.3.4.7 Classification according to Statistical techniques

SR.NO	STATISTICAL TECHNIQUE	NUMBER	PERCENTAGE
1	Bi Variate Methods	61	42 %
2	Multi Variate Methods	71	49 %
3	NA	13	9 %

Table 2.3.7: Statistical Technique, Sources: Authors Compilation

This section classifies the researches according to type of statistical technique used and it is observed that from 1970 to 2015, that there was no large bias in terms of technique used Multi Variate methods (49%) and Bi Variate (42 %) were nearly equally used to study destination Image.

2.3.5: Conclusion

Destination image being a key element in tourism management has received lot of importance in academics and researchers. Over the last five decades' huge amount of work has been carried out to define, measure and maintenance of a sustainable destination image. With globalization encouraging more travel maintaining uniqueness of destination is key challenge to any Destination Management Organization. Prior studies on comprehensive review (Galllarza et al., 2002; Pike, 2000) studies destination image research in different time periods. This study took a holistic approach and focused on not only the studying evolution destination image research but also throwing light on recent trend by studying attributes, i.e., information sources influencing destination image. Through this research an attempt was made to study research done in last five decades in destination image and also identify the shifting trend in study of attributes related to destination image.

Through various tourism journals, 145 papers in the above field were critically analyzed and it was found that after 2000 there has been a shift with research focusing more on which information sources influence destination image perceptions among travellers. Also it was found that majority of research in this field came from United States and Europe, which shows that theories might not have universal applicability. Review also highlighted more than 3/4th of the research studies destination image with travellers as the respondents, which highlights need to have holistic view incorporating views about other stakeholder, i.e., Travel agents and residents. Destination image related work had a very good recognition in International Journals in last decades with 75 % of work on destination image got published in A Category Journals, which is a clear sign of importance of this field in tourism.

This study provides a comprehensive view on evolution of destination image and would be very helpful for future researcher specially from developing region with more focus of filling in the gaps to the body of knowledge on Destination image.

2.4: Summary

A review of relevant literature on all objectives of the study show that tourism industry is an important part of any economy and if it is allowed to grow and develop in a disorganized manner, the industry will not be able to sustain itself in the long run. While promotion of tourism in a destination depends upon a number of factors, key among them is the information available about the destination.

In this context, literature relating to segmentation studies in tourism was reviewed. Findings reveal that majority of research in this field was from United States and Europe, which shows that theories and empirical evidence were mostly developed using travellers in those regions and might not have universal applicability. Review also highlighted that most of the empirical studies focused on studying segmentation using a Posteriori or Data driven approach. Moreover, it was important to study the impact motivations of travellers have on choice of information sources.

Further literature relating to travel decision making was reviewed. Findings reveal that most of the empirical studies focused on studying variables other than information sources and its impact on decision making. With new age technologies it was crucial to study impact of these tools while travellers make decision related to travel. This also highlights the importance of focusing on the influence personal motivations of travellers on their choice of information sources while making travel decisions.

Subsequently literature pertaining to destination image was reviewed. Findings reveal that less than $1/4^{th}$ of the research studies destination image focused on group travellers or travel

agents. Majority of studies focused of individual travelers which highlights need to have holistic view incorporating views about other stakeholder. Moreover, the study highlighted the recognition of "Destination image" related work had a very good recognition in International Journals. The review also highlighted the lack of work in area of impact of information sources on destination image.

In conclusion, since little has been made to investigate the research objectives in the manner specified above, this research work is unique and will provide important insights to Destination Management Organizations (DMO) in the state of Goa to improve the tourism as a service, the develop and project the relevant destinations image and safeguard sustainability in the years to come. It will both, endorse previous results by other researchers in different settings conducted at different times and/or suggest new possibilities for future research and will go a long way toward improving the sustainability of tourism in the state of Goa.

CHAPTER 3

ASSESSMENT OF TRAVEL MOTIVATION

3.1: Introduction

Tourism comprises the world's largest industry and Goa is considered as one of the major tourism attractions in the world. Goa receives tourist from all over the world and travellers have different purpose/motivations to travel. It is not always possible for destination marketers to tailor messages for each and every tourist. But then, Goa is much more than just beaches and nightlife and it has much more to offers to travellers with diverse needs. There is a need to research and understand the motives of travellers who visit Goa.

Goa is India's smallest state and it is unique located on the western coast on the Indian subcontinent attracting over 1.5 million travellers annually (both domestic and international), thus contributing majorly to Goan economy.

A mixture of Indo-Portuguese culture makes the Goan Culture unique and is based on the, cuisine and lifestyle but most importantly, "Goa's unique selling proposition (USP) is its friendly, warm hearted and hospitable people" (D'Mello, 2015) which attract travellers from around the globe. In fact, the first ever mythological literary reference to Goa as Gomanta (region of cows) in the Bhishma Parva of Mahabharata, and Goa is being termed as Goapuri in SutaSamhita having the power of spiritual cleansing touch (Wiki, 2015a). Historically ancient Goa was self-ruled by Gaonkaris (C 1000 – 500BC), Hindu Dynasties (500BC – 1330AD), Islamic dynasties (1326-1510), Portuguese (1510-1961), till it became liberated in 1961 (Wiki, 2015b). Goa has engraved in the traditional adithi-devo-bhava culture and coupled with Portuguese Rule (450years) makes it a land of warmhearted and hospitable people. The recent exceptional increase in Goa's tourism is mainly attributed to the

'affordable', nightlife and 'sun-sand-sea' image. According to Saldhana(2002), there is a need to enforce the current sun and sea positioning and associate more tourism avenues. Moreover, this suggested focusing of diverse segments of travellers.

Segmentation is one of the important concepts of marketing. It is defined as the process of subdividing a market into distinct subsets of customers having similar characteristics (Bennett, 1995). Segmentation is a process of three phases consisting of market segmentation, targeting and positioning (Kotler and Keller, 2006). In targeting phase, the most lucrative segment is selected, followed by positioning wherein the unique value proposition is identified to occupy a distinct image in the minds of the targeted group of consumers. Segmentation is significant because it helps the organisation to focus on specific segments which the organisation can sustain with its product offerings.

Further understanding how travellers are segmented, acquires the information, the avenues they use is critical in today's world. So in the domain of tourism it has also become crucial to study the motives of travel. Especially the study on key travel motives and impact it has on travel decision would help to explore the hidden trends and key influencers of motives. This section builds upon a series of studies that have focused travel motivation. Then, the focus is on the methodology used for collection of the primary data, followed by the finding. Finally, the conclusion and the main implications derived from this study for tourism stakeholders are considered and directions for additional research are proposed.

3.2: Background of the Study

Effective segmentation is achieved when segments fulfill the following criteria, i.e., segments should be measurable, viable, discrete and appropriate (Kotler, 1997).

1. Measurable i.e., Sub segments so formed should be measurable

2. Viable

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3. Discrete i.e., Separate segments must be established using segmenting variables.

4. Appropriate

In past, researchers have classified segmentation into 2 ways, i.e., common sense (visible) and data-driven. In common sense (visible) segmentation studies the grouping variables of segments are known well in advance. These may include Income, Place of residence, Age, Occupation etc. Most frequently used segmentation bases in tourism studies is demographic variables. Although such extensive use of demographic variables is questionable as these factors does not completely predict consumer behavior. But leading to its accessibility and measurability these variables can be used with other segmentation bases to predict consumer behavior.

In data-driven segmentation specialized quantitative techniques of data analysis are applied to discover hidden groups (Dolnicar, 2002). Certain researchers used the word "tourist typologies" which were mostly based on the motives of the tourist and these typologies were grouped based as: *interactive tourist typologies* and *cognitive-normative typologies*. Former focused on 3 elements, i.e., the interplay between travellers, destinations and tourism environments and later focused on psychological elements of the traveller (Dey and Sarma, 2006). Moreover, some researcher used purpose of travel, geographic, price, demographics and psychographic characteristics include benefits sought, travel motivations and destination preferences as a criterion to segment and understand the travellers consumer behavior (Middleton, 1994; Bieger, 1998).

Motives are defined as "Enduring and long lasting determinants of travellers thought process which is used to satisfy the individual needs and wants" (Pearce and Stringer, 1991) Studying travel motivation is trying to understand "why "do travellers choose to travel to a

particular place. Thus it can be seen as psychographic variable of traveller which effects their decision to travel (Mayo and Javris, 1981). In today's tourism literature, a very large number of studies can be found where researchers have classified travel motivation into two categories, i.e. 'Push' and 'Pull' Motivations (Gitelson and Kerstetter, 1990; Yuan and McDonald, 1990). The primary concept lies in the assumption of people being pushed by their own internal drives and in turn pulled by the external forces mainly destination attributes. Many studies have attempted to find push and pull motivational factors using different dimensions, such as by nationality (Zhang and Lam, 1999), destinations and satisfaction and destination loyalty (Jang and Cai, 2002, Yoon and Uysal, 2005) and events (Lee, et.al, 2004).

In a study by Jang and Wu (2006), they suggested that family togetherness, knowledge-seeking and relaxation were common push factors studied in past, while the most commonly seen pull factors were, facilities, safety, natural and historic environments and accessibility. A study of travel motivation on Japanese travellers travelling abroad indicated six motivational factors, i.e., Knowledge, sports, relaxation, family, adventure and travel bragging. Further based on cluster analysis, three distinct segments were identified: novelty, sports, family and relaxation seekers (Cha et al., 1995). The respective push and pull factors depicts that people travel because they are pushed by their internal motives and conversely pulled by external forces of a destination.

Major contribution to the literature on Traveler typologies was made by Cohen (1972) and Plog (1974, 1987, 1990, 1991b). Cohen (1972) coined the term tourist role typology, which was based on a novelty- familiarity continuum. He further stated that tourist decision to travel to a destination was based on balancing between the two poles of the continuum.

Travellers could be classified based on their priority for novelty or familiarity. Attributes taken into consideration were accommodation modes, services usage patterns, social contacts with local people and travel types. Cohen (1972) classified the travellers into four categories based on their preference during the travel for novelty or familiarity. The four groups were the organized mass tourist, the individual mass tourist, the explorer, and the drifter. The following were the key characteristic of the each group:

1. The organized mass tourist seeks the maximum acquaintance with the host community when traveling. Such tourist which to have a shield of a comfortable environment with minimum novelty. The primary focus is on having all-inclusive package tours with well-planned schedules, so as to reduce the novelty of the travel place and get the most out of the familiarity of the guest's home environment.

2. The individual mass tourist also trusts on the existence of unaccustomed environmental bubble, normally based on arrangements made by a travel consultant.

3. The third category are the explorer, who is a travellers arranges his or her travel alone and tries to get unexplored path while still retaining comfortable accommodations and dependable forms of transportation. Such travellers like to explore the community in their place of travel. They are ready to move out of their comfort zone to interact but if things get uncomfortable they would be ready for return.

4. The last category is the drifter who is long term budget travellers. The drifter plans to travel solely by them and in the most inexpensive way possible, eludes tourist attractions, and favors to live with members of the host community, sharing food, shelter, and habits. On a dimension ranging from familiarity to novelty, the organized mass travelers pursue the maximum familiarity and the drifter the greatest novelty (Cohen, 1972).

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Plog(1974, 1987, 1990, 1991b)studied the relation between travel choices and personalities of the travellers. The travellers were classified using a continuum ranging from psychocentrics to allocentrics. Tourist who prefer familiarity and known places were grouped as psychocentrics while allocentrics focus on diverse events and desire unfamiliar, novel travel. According to the Plog's model, the population of travellers can be seen as being normally distributed with psychocentrics (representing 2½% of the population) at one extreme, (the majority of the population) in the mid centric ranges and the final consisting of allocentrics (representing 4% of the population) at the other extreme. Further the study suggested that travel destinations go through phases in their life cycle, i.e., an evolution, appealing different types of visitors at different stages over time. Initially, small quantities of adventures seeking travellers (allocentrics) visit an area. Then as the area becomes more reachable and well-known, less adventures seeking travellers (the midcentrics) dominate. Finally, the destination becomes older and less diverse from the travellers area of origin, and the psychocentrics travellers, who seek less deviation and novelty, visit the location. By this time, the allocentrics have started to explore to other noveler travel locations.

Researchers	Seeking Familiarity	← →		Seeking Novelty
Cohen	Organized Mass Travellers	Individual Mass Travellers	Explores	Drifters
Plog	Psychocentrics	Mid Centrics		Allocentrics
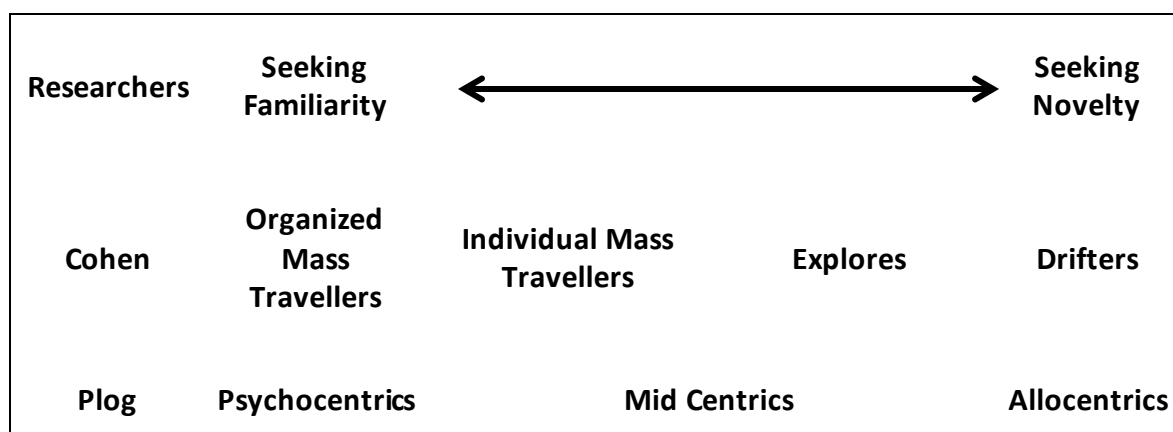
Figure 3.1: The novelty-familiarity tourist continuum, Source: Authors' Compilation

Gradually, Cohen's typology was widely cited in the tourism literature, and was subjected to rigorous empirical testing. While Cohen's theory of four tourist roles were challenged and roles were not clear from tourism marketers' points of view (Snepenger, 1987) who proposed the *Novelty* Motivation Construct by asking travellers whether they preferred

completely or partly on an organized vacation or self-guided vacation. Mo et al., (1993) stressed on multi dimensionality of novelty construct and argued although Cohen's typology depicted a one-dimensional concept of novelty. Recognizing the need to measure attitudinal and behavioral criteria, Mo et al., (1993) developed a 20-item attitudinal scale to measure the novelty-seeking preferences of the travellers. Motives in the West and East are different (Zhang et al., 2007) and there is a shortage of work from India. So this study tries to explore travel motives and demographic profile of travellers with such travel motives.

3.3: Research methodology

The research work attempts broadly to understand the concept of consumer behavior of the travellers visiting the state of Goa, specifically this section focus on classification of travellers to Goa based on Novelty seeking motivation. The major components of the research methodology i.e., Sample size, Response rate, Study Area, Study Period remained same across all the objectives *(Refer Chapter 1, Table 1.1)*. But as the research work involved studying different categories of travellers, certain components of methodology varied according to the objective, i.e., data collection instrument, and the data analysis techniques. The methodology used for this objective is listed below:

Data Collection Instrument: Data was collected using a Structured Questionnaire based on study conducted by of various researches in tourism. Part – A tried to assess the respondent's basic demographic information, viz., age, gender, education, occupation, location, and income level. Part – B tried to find out the reason for travel, namely, whether Novelty Seeking, Social Contact Seeking, or Familiarity Seeking was the prime motivation for travel. Part B had 18 statements on travel motivations as derived from (Mo et al., 1993) who developed an attitudinal scale to measure Cohen's tourist role typology. The revised 18-item

ITR is a stable measure for each of the three novelty dimensions derived from Cohen's international tourist role typology and extensively used in travel research.

The participants were asked to rate, whether they agreed or disagreed with each statement on a 7-point Likerts scale ranging from 7 (strongly agree) to 1 (strongly disagree). The respondent's basic demographic information, viz., age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation were collected using the second part of the questionnaire.

Based on the existing literature review on motivation based tourism around the world and also Goa, the proposed study tried shed some light on the following research questions.

RQ 1: Do travellers have different motives while they are travelling to Goa?

RQ 2: Can we understand demographic profile of such groups of travellers?

Keeping in mind the research questions, the objectives drawn up for the study and the issues at hand, the following hypotheses were framed for statistical testing of the objectives.

Objective 1: To identify distinct segments of travellers to Goa based on novelty seeking

H1: There is no significant difference exists between perceived clusters with respect to age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation.

Factor Analysis and Cluster Analysis is applied to find the answer for **RQ1;** Chi-square test is applied to find the answer for **RQ 2.**

3.4: Analysis and Discussion

3.4.1: Factor analysis of travel motivations

Factor Analysis of 18 ITR variables used in the Tourist Questionnaire generated 3 Factors. The Principal Components factor method was used to generate the initial solution. The Eigen values along with the Scree plot suggested that a three factor solution which explained 60.04 % of the overall variance be considered and the four factors with Eigen value greater than1.0 and attributes with factor loadings greater than 0.4 were reported. The overall significance of the correlation matrix was 0.000 with a Bartlett test of Sphericity value of 3629. The statistical probability and the test indicated that there was a significant correlation between the variables and the use of Factor Analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.92 which was meritorious. (Hair et al., 1999) (Refer Table 3.1). To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the Cronbach's Alpha of the overall scale was0.921 and the alpha coefficients of sub scales ranged from 0.88 to 0.75 for the three factors. (Refer Table 3.1) The results were considered more than acceptable since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

	Statements	Factor Loadings		
		Destination Orientation Dimension (DOD) F1	Social Contact Dimension (SCD) F2	Travel Service Dimension (TSD) F3
1	I prefer to travel to places where the people are of the same ethnic group as mine	0.44		
2	I prefer to travel to places where the culture is similar to mine	0.82		
3	I prefer to travel to places where they have the same tourism infrastructure as in my place	0.82		
4	I prefer to travel to places with well-developed tourism industries	0.65		
5	I prefer to travel to places where they have the same transportation system as in my place.	0.66		
6	I prefer to travel to places where there are international hotel chains.	0.77		
7	I prefer to travel to places where there are restaurants familiar to me.	0.44		
8	I prefer to travel to places that are popular destinations.	0.70		
9	I put high priority on familiarity when thinking of destinations	0.48		
10	I prefer to associate with the local people when traveling in a new place.		0.74	
11	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.		0.70	
12	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.		0.77	
13	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay		0.73	
14	I prefer to make friends with the local people when traveling to a new place		0.77	
15	I prefer to have as much personal contact with the local people as possible while traveling		0.65	
16	I prefer to start a trip with preplanned or definite routes when traveling in a new place.			0.73
17	I prefer to be on a guided tour when traveling in a new place.			0.81
18	I prefer to make all of my major arrangements through travel agencies when traveling			0.80
	Items	9	6	3
	Cronbach alpha	0.86	0.88	0.75
	Cronbach alpha (Total)	0.91		
	% Variance Explained	43.41	9.01	7.62
	Eigen Value	7.81	1.62	1.37
	Total Variance Explained	60.04		
	KMO	0.92		

Table 3.1 Factor Analysis, Source: Compiled from Primary Data

However, many researchers state that when an attribute is considered very vital to the scale and is conceptually related it, values as low as 0.4 are considered appropriate and included (Diekhoff, 1992; Nunally, 1978). The *first factor* was **F1 - Destination Orientation Dimension** having 9 variables and an alpha of 0.86 included the following variables – Preference to similar ethnic group, Preference to similar culture, Preference to similar tourism Infrastructure, Preference to travel to places with well-developed tourism industries, Preference to similar transportation system, Preference to International hotel chains, Preference to familiar restaurants, Preference to travel to popular travel destination and Preference to familiarity.

The *second factor* was **F2 - Social Contact Dimension** having 6 variables and an alpha of 0.88 included the following variables – Association with locals, Preference to novelty, Social Involvement, sharing shelter and customs, making friends and having personal contact with Locals.

The *third factor* was **F3 - Travel Service Dimension** having 3 variables and an alpha of 0.75 included the following variables – Preference to preplanned routes, Preference to Guided travel and Preference to travel agencies.

As a first step, a cluster analysis was performed to determine the number of homogeneous groups formed by the data. This analysis employed an agglomerative hierarchical technique. To order the objects, Ward's algorithm and the squared Euclidean distance method was used to measure of proximity (SPSS, 1998).

To form groups, Quick cluster (k-means cluster), which is an algorithm using the nearest centroid sorting method of clustering was used the below (Refer Table 3.2), shows the mean scores of factors across the 3 clusters, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers. Destination Oriented Dimension was highly important (M = 4.61)

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Familiarity Seekers, while Social Contact Dimension was important (M = 5.18) to Travel Assistant Seeker Group. Further Novelty Seekers had high value (M = 5.79) on Travel Service Dimensions.

	Novelty Seekers	Travel Assistance Seekers	Familiarity Seekers
N	111	68	206
Destination Oriented Dimension (F1)	3.69	3.18	4.61
Social Contact Dimension (F2)	3.89	5.18	4.33
Travel service Dimension (F3)	5.79	4.40	4.13

Table 3.2 Factor Means among Clusters, Source: Compiled from Primary Data

3.4.2: Demographic Profile of Respondents

The study of the demographic profile of respondents (Refer Table 3.3) indicated an approximately equal distribution in Gender, i.e., Male (52%) and Females (48%).This distribution clearly shows that there was no significant gender ($\chi2 = 3.68$, p>0.05) difference between three groups. Education levels of travellers were distributed as follows, Upto 12th Standard (23%), Graduation (56%), and Masters (19%). No significant difference was found among Education level and between three groups ($\chi2 = 4.88$, p>0.05).

In terms of Income levels of tourist were distributed as follows, up to 30000 (38 %), Rs. 31000 - 60000 (41 %), more than Rs. 60000 (18 %). No significant difference was found among Income level and between three groups ($\chi2 = 6.52$, p>0.05). Similarly, there was no significant difference exists with respect to marital status ($\chi2 = 4.17$, p>0.05), occupation ($\chi2 = 4.66$, p>0.05), type of traveller ($\chi2 = 7.74$, p>0.05) among travellers in three groups, i.e., Novelty Seekers, Social Contact Seekers and Familiarity Seekers.

Table 3.3: DEMOGRAPHIC PROFILE OF TRAVELLERS: * Significant at 0.05Source:

		Segments				
		Novelty Seekers	**Social Contact Seekers**	**Familiarity Seekers**	**%**	**Chi Square**
		N	N	N		
Gender	Male	65	37	98	52%	3.68
	Female	46	31	108	48%	
Age	Less Than 20 Years	31	24	28	22%	18.48*
	21 - 40 Years	65	35	148	64%	
	41 Years and above	15	8	29	14%	
Education	12th Std	31	18	38	23%	4.88
	Graduation	58	39	120	56%	
	Masters	21	10	43	19%	
Monthly income	Up to Rs. 30k	50	28	68	38%	6.52
	Rs .31k to 60k	38	24	97	41%	
	More than Rs. 60k	20	12	36	18%	
Occupation	Service	53	35	86	45%	4.66
	Business	32	13	63	28%	
	Professionals	21	14	50	22%	
Type of Traveller	1st Time	35	12	44	24%	7.74
	2-4 times	56	35	106	51%	
	Above 5 times	20	19	54	24%	
Marital Status	Single	66	42	105	55%	4.17
	Married	44	26	100	44%	
Category	Domestic	79	54	133	69%	6.28
	Foreign	32	14	72	31%	

Compiled from Primary Data

Significant difference was found between Age group ($\chi2 = 18.48$, $p < 0.05$) and the three categories of travellers, with youngsters in age group less than 20 domination Novelty

Seekers while people belonging to age group category 21 – 40 years dominating Familiarity seeking motives.

Hence, based on the above, the formulated hypothesis (**H₁**) of *RQ3* that "*There is no significant difference exists between perceived clusters with respect to age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation*" is rejected with an exception of **Age** which clearly corroborates with similar studies carried out earlier that age, influences travellers perception towards travel.

3.5: Conclusion

Goa is India's smallest state and its distinctive placed on the western coast on the Indian subcontinent attracting lot of people from all over the world. It attracts over 1.5 million travellers annually (both domestic and international), thus contributing majorly to Goan economy. But then, Goa is much more than just beaches and nightlife and it has much more to offers to travellers with diverse needs. There was a need to research and understand the motives of travellers who visit Goa. Through this study a sincere attempt was made to explore and examine the motives of visitors to Goa and in so doing, explores insights that might be useful to body of knowledge of motivation based tourism.

First part of analysis was carried out to understand underlying factors which motivate travellers to sacred sites, leading to three factors which were labeled as: *(F1) Destination Orientation Dimension, (F2) Social Contact Dimension, and (F3) Travel Service Dimension*. Using factor score of above factors, cluster analysis was performed to identify the latent group among the travellers to Goa based on their motivation. Following were the 3 clusters or segments obtained i.e. *Novelty Seekers, Social Contact Seekers and Familiarity Seekers*. Second part of the analysis was carried out on the relationship between various

demographic variables and clusters obtained based on motivation towards tourism, and the result showed none of the demographic attributes of traveller, i.e., *gender, education, marital status, monthly income, type of travellers, country of origin and occupation* have significant impact on travel motives with an exception of **Age** of travellers which has significant association, which clearly corroborates with similar studies carried out earlier that age influences traveller's motivations.

As showed by this study there was difference in travel motivation across age group with younger people come to Goa with motivation of Novelty and Familiarity Seeking as compared to elder tourist. This implies Goa is a younger person's travel destination and stakeholders are overly dependent on one section of age group. Further research needs to be carried out on behavior of the travellers, their choices, factors influencing them and information source they prefer.

CHAPTER 4

ASSESSMENT OF TRAVELLERS ATTITUDE TOWARDS INFORMATION SOURCES

4.1: Introduction

Understanding how travellers obtain information about a given destination is significant for management and marketing decision related to the destination. Moreover, the information is available in today's world on various modes. This study focuses on Goa i.e. a former Portuguese colony, Goa which is situated on western coast of the Indian Subcontinent, having a remarkable history in relation to tourism. It is based coastal belt of Western Ghats and the architectural work namely Temples, Churches and old house has got lots of recognition to Goa. Although being the smallest state in India, it has attracted a large number of tourist due to diverse cultural and peacefulness within the state. Portuguese ruled Goa for 450 years and its impact are clearly evident in Goa, with strong cultural and traditional values, and religious identities, as well as spectacular Portuguese architecture. Its mix of Portuguese and Indian history means that different religions are present in Goa today. The relaxed and laidback atmosphere in Goa is prime reason behind the peaceful environment Goa is fastest growing states in the country. Goa's GSDP was Rs 645.44 billion (US$ 9.62 billion) in 2016-17 which is at 8.78 % (CAGR) (IBEF, 2018).

First international travellers arrived shortly afterwards Goa's liberation with the support of India Army in 1961(F. Noronha, 1999a). Early tourist came from Scandinavia, with the purpose of enlightenment (hippes), who were found amongst the various beaches (Anderson, 1995). These hippies still comprise a section of Goa's international visitors, small one, although they are mostly found in a small number of destinations in the North, after heading

up there to escape the increasing numbers of Westerners on package holidays (Anderson, 1995). Further some reforms triggered the growth of travellers namely the beginning of direct charter flights in the mid- 1980s (Brammer and Beech, 2004).

Natural beauty and peaceful environment gives avenues of leisure and relaxation to tourist making it a popular destination among travellers. Goa saw arrivals of 6,895,234 domestic travellers and 890,459 foreign travellers (IBEF, 2018) in 2017. Tourism has been identified as one of the primary industries with the potential to assist local communities and has also lead to growth of the state level GDP.

Government also contributes a substantial amount for up gradation of tourism infrastructure. As per IBEF, the State government made a provision of Rs 219.53 crore (US$ 34.06 million) for tourism section in year 2018-19.

Goa has tourist visiting from all over the world and faces competition from not only other states in India but also from international tourism destination. Currently, Goa as an attraction is getting negatively affected due to overcrowding, increased pollution especially due to inefficient garbage disposal policy, and misuse of resources. Similarly, the amenities are also not in good condition, viz., accommodation issues, poor sanitation facilities, inferior food quality, as well as shortage of water and electricity.

The most difficult issue is accessibility, viz., inefficient transportation facilities especially the private taxi operations, regular traffic congestion during season time, and inadequate parking facilities. Advancement of technology such as Internet has facilitated live updates about weather, transportation and numerous other important features for the traveller making a vital contribution to travel industry around the globe. Many academician and researchers have emphasized that awareness, selection, and choice of tourism and hospitality products

depend on the information available to the tourist (McIntosh and Goeldnerm, 1990; Moutinho, 1987). So it's very important to study the information sources used by travellers

Although tourism being the main stay of Goan Economy, there were no studies carried out on assessing the preference of information sources of travellers to Goa. Present study was conducted to identify underlying motives of travellers to Goa. This study further identifies the effect of demographic variation of the travellers choices of information sources, contributing to the debate on target marketing in tourism, also provides a base for successful tourism policies.

Past study has shown the different travellers have different preference for information sources, however no study has shown how and to what extend these choices can be influenced by variation in the demographic profile of the travellers. Then, the focus is on the methodology used for collection of the primary data, followed by the finding. Finally, the conclusion and the main implications derived from this study for tourism stakeholders are considered.

4.2: Background of the Study

Information search Behaviour is defined as an expressed need to consult various sources prior to making a purchase decision (Moutinho, 1987) and is very critical to any tourism stakeholder.

A thorough understanding is critical for any service provider seeking to improve integrated marketing communication giving consistent message for tourism consumers (Hyde, 2006). Several researches have proposed classification for search behaviours. One fundamental classification, however, is internal and external search. Search for information by traveller would be always done initially, internally, such as when past experiences are used as the basis for planning a repeat visit to a destination. Internal sources consist of personal experience, either with the specific destination or with similar destinations.

Only if the contents of memory are not giving travellers confidence to make decision, search activities are extended out into the external environment. The search in the case of vacation travel is often primarily external, with reference to a range of information sources (Schul and Crompton, 1983). The traveller has a large choice of external sources such as Friends and family, travel agents, internet and general publications (Raitz and Dakhil, 1989).

Further factors which influenced the preference of information source gained importance in 1980's with many researchers doing research on identifying the factors influencing information search strategies. (Gitleson and Cromptons, 1983) found that travellers older than 50 age group were more likely than younger age groups to use a travel agent which was contradicted by a study (Capella and Greco, 1987), which suggested that other information source, were more preferred over travel agents by the travellers off same age group. Contradictions were also with regards to age and preference of information source with (Snepenger et al., 1990) suggesting that users of travel agents are most likely to be women

while (Luo et al., 2004) suggesting men preferred travel agents as information source. The latter study also found income of traveller showed significance relation with preference to information source, i.e., high income groups travellers preferred Internet than low-income groups.

Further children's in the family was also important predictors of preference to information source. In a study (Fodness and Murray, 1999) found that families travelling with children are likely to use sources such as travel agents. But travellers in a nonfamily group are likely to use the Internet (Luo et al., 2004) as preferred information source.

Some similarities were found with regards to travel product characteristics, suggesting that business travellers rely more on information from travel agents than people travelling for other purposes (Chen, 2000a; Gursoy and Chen, 2000; Lo et al., 2002). Kozak and Kozak, (2007) made an important research on the relation between information sources and travel frequency, i.e., number of visits. Indeed, an important difference exists between information sources used by first-time and non-first-time visitors. In addition, they found that the preference for information sources does vary according to visitors' level of education and purpose of their visit. In a study by (Snepenger et al., 1990) observed that following factors play a very important role in choice or preference of information sources:

1. Composition of travel party

2. Past experience of travellers

3. Presence of friends or known person at destination and

4. Degree of novelty associated with the destination

Behaviour of travellers is also influenced by the motive of travel. Research carried in India (Dey and Sarma, 2010) confirmed differences in information source usage among the three motive-based segments. The Nature-loving Vacationers and the Change Seekers mostly

preferred friends/family/relatives as a source to seek information, while theNature-loving Explorers relied mainly on travel agents to get information about destination. In a study on travellers to Latin America there was significant difference observed among different segments of travellers and information sources namely internet and travel agents (Sarigollu and Huang, 2005). Similar study was conducted on Japanese travellers to Turkey and it was observed that difference existed with reference to own sources, i.e, past experience among "Escapers" and "Seekers" (Sirakaya et al., 2003).

Grønflaten Ø (2009) conducted a significant research on the relevance of information sources in Holland. Study suggested that Travel style, Age, and Nationality were found to be particularly good predictors and showed higher preference for traveller agents whereas, Internet was not preferred by travellers who were first- time visitor, camping or staying with friends or family, on an organized tour, and/or travelling in a nonfamily group.

The above review of literature on information search behaviors broadly highlights following themes of research, i.e. Different types of information sources, Factors influencing choice of information source including age, gender, composition of travel party and motive of travel. But very limited research is done on predicting the choice of information source. However, no study can be found that has included travel groups in one study.

Therefore, the purpose of this study was to build on the existing body of knowledge about information sources and motives of travellers by investigating the differences in preference. Further, an attempt is made using logistic regression modes to predict possible preference of information source by demographic variation of the travellers.

4.3: Methodology

The research work attempts broadly to understand the preference of information sources by the travellers visiting the state of Goa. The major components of the research methodology, i.e., Sample size, Response rate, Study Area, Study Period remained same across all the objectives *(Refer Chapter 1, Table 1.1)*. But as the research work involved studying different categories of travellers and their preference of information sources, certain components of methodology varied according to the objective, i.e., data collection instrument, and the data analysis techniques. The methodology used for this objective is listed below:

1. **Data Collection Instrument**: Data was collected using a Structured Questionnaire based on study conducted by of various researches in tourism. Part – A tried to assess the respondent's basic demographic information, viz., age, gender, education, occupation, location, and income level.

Sr. No	Objective	Section of Questionnaire	Tools used
1	To examine if there are differences in the usage of information sources among different segments of travellers.	Part B and C	One way ANOVA using Scheffe's Post hoc test
2	To predict the choice of information source used by different segments of travellers.	Part A ,B and F	Multi Logit Regression

Part – B tried to find out the reason for travel, namely, whether Novelty Seeking, Social Contact Seeking, or Familiarity Seeking was the prime motivation for travel. In Part – C the respondents were asked to rate the level of usefulness of various information source on a 5 point Likert scale with 1 (very useful) and 5 (not useful). The final section, Part - F of the questionnaire the respondents were asked to give their most preferred information Sources.

Keeping in mind the research questions, the objectives drawn up for the study and the issues at hand, the following hypotheses were framed for statistical testing of the objectives.

1. To examine if there are differences in the usage of information sources among different segments of travellers.

2. To predict the choice of information source used by different segments of travellers.

The following abbreviations are used in the hypothesis H2

FF = Family and Friends, PE = Past Experience, TC = Travel Consultants, O = Online

RQ 3: Is there any difference in perception with regards to information sources across the segments, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers

> *H2: There is a significant difference exists between perception of information sources (FF, PE, TC, O) and type of travellers*

RQ 4: Is it possible to identify the effect of variations of population characteristics on the preference to information source among the groups viz.; Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers.

ANOVA and Scheffe's Test was used to answer RQ 3, ANOVA was used to test the formulated hypothesis and further Scheffe's Post hoc Test was used to which groups differed significantly in their preference to information sources, whereas multi logit analysis is applied to study the effects of variations of population characteristics on the choice to information source to find answer for RQ 4. Change in demographic variables seems to be relevant in defining the choice of information source. To achieve this, a multi logit model was run. If any demographic characteristic showed a significant difference between the clusters, logit analysis permits to derive predictive parameters on the significant variables. In this multi logit analysis, the variable of four clusters (CL_4i; Friends and Family/Past

Experience/Travel Consultant/Online) was treated as the dependent variable and demographic characteristics as independent variables and multi logit regression is applied to determine the factor that explains the pertinence of a concrete type of cluster. In multinomial logit notation, the model was written as:

$$\text{Multinomial Logit } CL\_4i = \alpha + \beta j \ xk,$$

Where CL_4i is the odds of occurrence on cluster i over the other clusters 3; α = the intercept parameter; βj = the vector of slope parameter and xk = the explanatory demographic variables (*age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation*).

To study this objective 3 parts of the questionnaire were used, i.e. Part B to segment the travellers, part F to know the most preferred information source and part The demographic profile of the travellers. A Multi Logit Regression technique was used to study these objectives and the preferred information source (DV) was identified as dependent variable on the Demographic profile (IDV).

4.4: Analysis and Discussion

4.4.1: Mean test of Utility of information Sources

In order to answer RQ3: Is there any difference in perception with regards to information sources across the segments, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers; a mean test was done to analyze the difference in perceived utility across travel groups. The results (Refer Table 4.1) of the ANOVA test indicated that there were statistically significant differences between groups with respect to preference of information sources. The utility of Friends and Family (FF) was perceived differently across the travel groups (F=3.99, $p<0.05$), similarly utility of Travel Consultants (TC) was

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perceived differently across the travel groups (F=3.29, p<0.05). Based on the findings of this study there is support for the idea that differences in preference of information sources do exist between travel groups. *There is a significant difference exists between perception of information sources (FF*, PE, TC*, O) and type of travellers.* A Scheffe Test was conducted to determine which specific groups were different in their preference. Further this test proves that Familiarity Seekers have higher utility value for Friends and Family (FF) which is significantly higher than that of Novelty Seekers. Similarly results also show that Familiarity Seekers have higher utility value for Travel Consultants (TC) which is significantly higher than that of Social Contact seekers.

In terms of the formulated hypothesis (H2) that "There is no significant difference exists between perception of information sources and type of travellers" is rejected. Further test proves that Familiarity Seekers have higher utility value for Friends and Family (FF) which is significantly higher than that of Novelty Seekers. It could be possibly because Novelty Seekers are special interest seeking travellers who travel to new places, information about which would be known to very few individuals who share similar travel interest as a Novelty Seeker. Similarly results also show that Social Contact Seekers have higher utility value for Travel Consultants(TC) which is significantly higher than that of Familiarity Seekers, probably because social contact seekers like to mix with local community and travel consultant have better understanding of the culture and beliefs associated with the place.

	Novelty Seekers	**Social Contact Seekers**	**Familiarity Seekers**	**F - value**	**Scheffe's Test**
Friends and Family	1.35	1.21	1.01	3.99*	NS>FS
Past Experience	1.6	1.47	1.42	0.96	----
Travel Consultant	1.69	1.97	1.54	3.29*	SC>FS
Online	1.14	1.5	1.24	2.36	----

Table 4.1: USEFULNESS OF INFORMATION SOURCES* Significant at 0.05
Source: Compiled from Primary Data

4.4.2: Marginal Coefficients

Marginal effects where performed to further investigate the effects of the demographic variables over the dependent variable for each group significantly different between the clusters. A multi logit model was applied to understand the change in cluster membership with variations in demographic factor. In this multi logit analysis, the 4 cluster, that is, Family and Friends = FF, Past Experience = PE, Travel Consultants = TC, Online = O, were taken as dependent variables, demographic characteristic being the independent variable.

As shown by the result in Table 4.2, the marginal effect for variable Type of traveller and Occupations is significant at 95% level of confidence for group of Novelty Seekers meaning that if a traveller having travelled for *Two to Four times*, probability of preferring **PAST EXPERIENCE** as information source will be increase by 17% as compared to first time traveller. Also travellers who are into Business as their occupation, probability of preferring **FRIENDS AND FAMILY** as information source will decreased by 28 % as compared to a traveller who is into a Service.

Similarly for Familiarity seeking travellers (Refer table 4.3), the marginal effect for *variable Age, Education, Gender, Income and Marital Status* is significant at 95% level of confidence

for group of Familiarity Seekers meaning that if a traveller in age group (40 and above), probability of choosing **FRIENDS AND FAMILY** as information source decreases by 30% as compared to a traveller in age group of (less than 20).Likewise a traveller having Educational qualification as Masters probability of using **PAST EXPERIENCE** as information source will be increased by 28.7 % and probability of using **TRAVEL CONSULTANT** as information source will decrease by 18 % as compared to of Traveller having education up to 10th Standard . Also *Female* Travellers will have 14.7 % lesser chance of using **PAST EXPERIENCE and** 12 % higher probability of using **ONLINE** as information source as compared to male travellers.

DEMOGRAPHIC CHARACTERISTIC		Preferred for Information Source(NS)			
		FF	PE	TC	O
Age	Less than 20	**BC**	**BC**	**BC**	**BC**
	21-40	0.00	- 0.17	0.23	- 0.05
	40 and Above	- 0.05	0.01	0.18	- 0.15
Type of traveller	1st Time	**BC**	**BC**	**BC**	**BC**
	2-4 Times	- 0.13	0.17*	-0.22	0.18
	More than 4 times	- 0.26	0.02	-0.07	0.31
Education	Up to 12th	**BC**	**BC**	**BC**	**BC**
	Graduation	0.18	- 0.16	0.24	- 0.26
	Masters	- 0.03	- 0.10	0.31	- 0.26
Gender	Male	**BC**	**BC**	**BC**	**BC**
	Female	0.09	- 0.11	- 0.04	0.06
Income	Upto 30k	**BC**	**BC**	**BC**	**BC**
	31k-60k	0.06	- 0.14	- 0.05	0.13
	Above 60k	0.31	- 0.15	- 0.24	0.07
Occupation	Service	**BC**	**BC**	**BC**	**BC**
	Business	- 0.28*	0.13	- 0.04	0.19
	Professionals	- 0.19	0.21	- 0.10	0.08
Category	Domestic	**BC**	**BC**	**BC**	**BC**
	Foreign	0.00	0.01	0.00	- 0.01
Marital Status	Unmarried	**BC**	**BC**	**BC**	**BC**
	Married	0.01	- 0.13	0.07	0.05

Table 4.2: PREFERENCE OF NOVELTY SEEKERS * Significant at 0.05

Source: Compiled from Primary Data

DEMOGRAPHIC CHARACTERISTIC		Preferred for Information Source (FS)			
		FF	**PE**	**TC**	**O**
Age	Less than 20	**BC**	**BC**	**BC**	**BC**
	21-40	- 0.108	0.131	- 0.08	0.05
	40 and Above	- 0.302*	0.015	0.24	0.05
Type of traveller	1st Time	**BC**	**BC**	**BC**	**BC**
	2-4 Times	0.121	0.111	-0.11	- 0.13
	More than 4 times	0.100	0.126	-0.16	-0.06
Education	Up to 12th	**BC**	**BC**	**BC**	**BC**
	Graduation	0.043	0.116	- 0.02	- 0.14
	Masters	- 0.143	0.287*	- 0.18*	0.04
Gender	Male	**BC**	**BC**	**BC**	**BC**
	Female	0.060	- 0.147*	-0.03	0.12*
Income	Upto 30k	**BC**	**BC**	**BC**	**BC**
	31k-60k	0.007	- 0.052	0.14*	- 0.09
	Above 60k	0.134	- 0.081	- 0.09	0.04
Occupation	Service	**BC**	**BC**	**BC**	**BC**
	Business	- 0.044	0.068	- 0.10	0.08
	Professionals	0.147	- 0.099	- 0.03	0.02
Category	Domestic	**BC**	**BC**	**BC**	**BC**
	Foreign	0.056	- 0.063	0.01	- 0.01
Marital Status	Unmarried	**BC**	**BC**	**BC**	**BC**
	Married	-0.107	- 0.076	0.13*	0.05

Table 4.3: PREFERENCE OF FAMILIAIRTY SEEKERS * Significant at 0.05

Source: Compiled from Primary Data

Similarly, for Social Contact Seeking travellers (Refer table 4.4), the marginal effect for variable *Type of traveller, Income and Occupations* is significant at 95% level of confidence for group of Social Contact Seekers meaning that if a traveller having *travelled for more than 4 times*, probability of preferring **FRIENDS AND FAMILY** as information source will be decreased by 28 % as compared to first time traveller. Similarly a traveller belonging to *Income group (31-60k)*,probability of preferring **FRIENDS AND FAMILY** as information source will be increase by 30% and a traveller belonging to *Income Group (above 60k)*, probability of preferring **FRIENDS AND FAMILY** as information source will increase by 73% as compared to a traveller belonging to income group less of less than 30k. Likewise a traveller belonging to *Income Group (above 60k)*, probability of preferring **ONLINE** as information source will decreased by 37 % as compared to a traveller belonging to income group less of less than 30k. Also travellers who are Professional and into *Business* as their occupation, probability of preferring **FRIENDS AND FAMILY** as information source will decreased by 23 % and 27 % respectively as compared to a traveller who is into a Service.

DEMOGRAPHIC CHARACTERISTIC		Preferred for Information Source(SCS)			
		FF	PE	TC	O
Age	Less than 20	BC	BC	BC	BC
	21-40	0.00	- 0.02	0.17	- 0.15
	40 and Above	- 0.32	0.14	0.42	- 0.24
Type of traveller	1st Time	BC	BC	BC	BC
	2-4 Times	0.06	- 0.02	0.13	- 0.04
	More than 4 times	- 0.28*	0.30	- 0.03	0.02
Education	Up to 12th	BC	BC	BC	BC
	Graduation	- 0.21	0.21	0.19	- 0.19
	Masters	- 0.19	- 0.07	0.26	0.00
Gender	Male	BC	BC	BC	BC
	Female	- 0.04	0.07	0.00	- 0.03
Income	Upto 30k	BC	BC	BC	BC
	31k-60k	0.30*	0.05	- 0.16	- 0.19
	Above 60k	0.73*	- 0.22	- 0.14	- 0.37*
Occupation	Service	BC	BC	BC	BC
	Business	- 0.27*	0.12	- 0.33	0.19
	Professionals	- 0.23*	0.03	0.26	0.29
Category	Domestic	BC	BC	BC	BC
	Foreign	- 0.01	0.27	- 0.22	- 0.04
Marital Status	Unmarried	BC	BC	BC	BC
	Married	- 0.14	- 0.03	- 0.02	0.19

Table 4.4: PREFERENCE OF SOCIAL CONTACT SEEKERS * Significant at 0.05

Source: Compiled from Primary Data

4.5: Conclusion

The primary reason of this study was to analyze the preference to information sources by travellers visiting Goa. The study has been conducted in Goa, a region with enormous tourism potential that has not been smartly marketed as yet. Goa is one of India's smallest state and it's unique located on the western coast on the Indian subcontinent attracting lot of people. However, it caters over 1.5 million travellers annually and also contributes to a large amount of international travellers. Goa is India's smallest state and it's unique located on the western coast on the Indian subcontinent attracting lot of people. It attracts over 1.5 million travellers annually (both domestic and international), thus contributing majorly to Goan economy.

With this background, the present study tried to find out the motives of travellers who visit Goa. The present study is unique in the sense that no similar study combining gauging and predicting choice of information source has been carried out so far, this adds to the existing literature, and is hence relevant in the present tourism literature.

Based on the study the travellers could be classified as Novelty Seekers, Social Contact Seekers and Familiarity Seeking travellers. Since motivation of travel of every traveller is different past research has shown preference to varied information sources. Familiarity Seekers have higher utility value for Friends and Family (FF) which is significantly higher than that of Novelty Seekers. It could be possibly because Novelty Seekers are special interest seeking travellers who travel to new places, information about which would be known to very few individuals who share similar travel interest as a Novelty Seeker. Similarly results also show that Social Contact Seekers have higher utility value for Travel Consultants(TC) which is significantly higher than that of Familiarity Seekers, probably

because social contact seekers like to mix with local community and travel consultant have better understanding of the culture and beliefs associated with the place.

The importance of assessing the demographic characteristics of travellers will help the DMOs to plan and manage tourism in the state. The result of the study on Novelty seeking travellers showed that occupations and type of traveller has a significant impact on choice of information sources, implying that with more the amount of travel, they build their knowledge about the destination and they tend to prefer past experience as information source.

Furthermore, this research shows for Familiarity seeking travellers Age, Gender, Income and Marital status have a significant impact of choice of information sources, implying that with increase of age the probability of preference for Friends and Family as information source. Similarly, study showed that female travellers had higher probability of choosing online information source and lower probability of preferring their past experience. This could be possibly because Familiarity seekers are low risk appetite travellers and they would trust latest information and have less confidence in their own knowledge about the destination. Likewise, with regards to higher income group travellers probability of preference to travel consultant were more as compared to lower income group travellers. Moreover, the married travellers tend to prefer travel consultant probably because to reduce the uncertainty associated with travel.

In addition, this research shows for Social Contact seeking travellers Income and Occupation have a significant impact of choice of information sources, implying that with increase of income the probability of preference for Friends and Family as information source increases. It could be probably because with higher income group travellers have larger social contacts which they might prefer while on travel.

If the DMOs take the necessary measures for improving the marketing strategy and target certain specific platform (information sources) to project marketing information, considerably in a positive manner. Being one of the smallest states in India, DMOs of the state of Goa have the advantage of formulating and implementing efficient and sustainable strategic initiatives for developing and improving the whole travel experience to make Goa as one of the most sought after destination in India in the coming years.

CHAPTER 5

INFORMATION SOURCES AND TRAVEL DECISIONS

5.1: Introduction

Goa is the India's smallest state and it is unique located on the western coast on the Indian subcontinent. Approximately 1.5 million travellers annually visit Goa (both domestic and international), thus contributing majorly to Goan economy.

Historically Goa has a mixture of Indo-Portuguese culture, making it unique and is based on the, cuisine and lifestyle but most importantly, "Goa's unique selling proposition (USP) is its warm hearted, humble and hospitable people" (D'Mello, 2015) which attract travellers from around the globe. In fact, the first ever mythological literary reference to Goa as Gomanta (region of cows) in the BhishmaParva of Mahabharata, and Goa is being termed as Goapuri in SutaSamhita having the power of spiritual cleansing touch (Wiki, 2015a). Goa has engraved in the traditional "*adithi-devo-bhava*" culture and coupled with Portuguese Rule (450years) makes it a land of warmhearted and hospitable people (D'Mello, 2015).

When Goa merged the Indian union in 1961, immediately post liberalization, it had inadequate development and its key industry was the mining sector with its exports of iron. However, its rich coastal biodiversity, unspoiled natural beauty, peace loving people, its comparatively low population pressure all added to a superior quality of life for locals and a haven for visitors. Goan preferred tourism lead model mainly because during the time of liberation fearing industrial pollution. Tourism was accepted as a significant sector of the economy in preference to industry in order to create income and employment of all kinds, but most precisely non-manual employment for the progressively educated Goan workforce. Today tourism comprises the world's largest industry and Goa is considered as one of the

major tourism attractions in the world. Goa receives tourist from all over the world and travellers have different purpose/motivations of travel and the challenge lies in making tailor messages to every customers and changing the predominate image of nightlife and beaches. But then, Goa has much more to offers to travellers with diverse needs.

The recent exceptional increase in Goa's tourism is mainly attributed to the 'affordable', nightlife and 'sun-sand-sea' image. According to study (Saldhana, 2002), highlighting the need to enforce the current sun and sea positioning and associate more tourism avenues. Moreover, this suggested focusing of diverse segments of travellers who travel with varied motives. Since the need for travel is different there is a need to study their behaviors in detail and specially the way they make decisions before, during and after travel.

Individual decision making, can be performed in various ways depending on the amount of time and effort at disposal of the tourist (Solomon et al., 1999). These decisions have various aspects such as where to travel, when to travel, what to do and how to get to the destination. Decisions concerning place of vacation is influenced by many different factors. It can also dependent on activities that you want to perform or experience such as Bird watching, Bunge jumping, Scuba diving.

Decision pertaining to *when* to go on vacation involves decision on which time of the year an individual choose to have vacation. This decision is not purely influenced by internal factors but also largely influenced by external factors. For example, many travellers like to travel during holiday season of their kids; sometimes it depends on activities planned during travel. Some activities that a person likes to perform may be very seasonable dependent.

Decision of *what* to do during the vacation, depends primarily on the reason for travel. On the one end of the continuum, there would be people who prefer to be very non active and the activities that they do perform are quiet and calm, while on the other end there are people

who are active and pursue adventurous tasks. Further, the place of travel also influences the activities which can be performed.

The fourth and crucial decision regarding travel involves the method chosen to get to the destination, e.g. what modes of transportation to use and which medium to select. There are wide range of alternatives available such as to go by foot, bike, car, bus, boat, or air plane and also medium of selection, i.e., Online, Travel agents etc. But not every traveler has similar heuristics for decision making as their travel needs are differ.

So understanding how customer is segmented, how do they acquire the information, the avenues they use to make decisions have gain importance in today's world. Further in the domain of tourism it has become more crucial to study the association between information sources and its influence on decision making process of travellers. Especially the study on key information sources having an influence on travel decision would help to explore the hidden trends and help the DMO to strategies accordingly. This study builds upon a series of studies that have focused travel decision making and information sources. Then, the focus is on the methodology used for collection of the primary data, followed by the finding. Finally, the conclusion and the main implications derived from this study for tourism stakeholders are considered and direction for additional research are proposed.

5.2: Background of the Study

Tourism products are largely services. Marketing philosophers have tried to describe services in relation to its characteristic and this purchase never leads to ownership unlike goods. The primary difference between product and service are defined as follows:

• *Intangibility* – Travel services have the characteristics of being intangible, i.e., Unless purchased they cannot be seen, tasted or smelled. Tourism industries have tried to address this problem by offering the travellers videos of the holiday sites to make the experience

seem more realistic by use of advanced multimedia technologies. Regardless of these improvements, the travellers still has to take substantial risks when selecting their tourism destination because of the intangible nature.

• *Inseparability* – Travel services have the characteristic that the production and performance of the service and the consumption of has to occur at the same place. A service in its true way has the service provider and travellers face to face. This will influence travellers buying behavior and mean that travellers may change their behavior patterns, as to their experiences.

• *Heterogeneity* – Standardization of travel service is the most difficult task to attain. The attitude of the traveller will affect the perception about the travel service. It will certainly not be the identical twice. This means that it is very hard for the traveler to measure the likely quality of experience they will get when they purchase the products in travel industry. What was a joyful practice in the past may turn out to be the complete contradictory this time.

• *Lack of ownership* – The travellers never possesses anything at the end of the transaction. Travel Service frequently leads to feelings of satisfaction rather than the ownership of a tangible item. This means that the purchase of a travel service will have a substantial emotional meaning for the traveler.

General marketing philosophers have also separated out convenience and shopping goods (travel services) as having different characteristics (Middleton and Clarke, 2001). The spectrum of buyer behavior is explained in more detail in table 5.1. Travel purchase decision involves large number of unique challenges with make the decision making process complex. To list a few:

CONVENIENCE PRODUCTS	TRAVEL SERVICES
←———————————————————————→	
Mainly low unit value/price	Mainly high unit value/price
Mainly perceived necessitates	Mainly non-essential
Low problem-solving	High problem-solving
Low information search	High information search
Low customer commitment	High customer commitment
High purchase frequency	Low purchase frequency
High brand loyalty	Low brand loyalty
High-speed decision process	Low-speed decision process
High rapidity of consumption	Low rapidity of consumption
Extensive distribution expected	Limited distribution expected

Figure 5.1: Spectrum of buyer behavior characteristics, Source: Adapted from Middleton and Clarke (2001).

1. Travel decisions are High Involvement decisions

In travel decision the nature of the product and service require high level of involvement and analysis. Traveller normally will compare multiple options and come to the final decisions. This means that the behavior patterns during travel purchase are not repetitive and every purchase event will show dissimilar approaches. The travellers will be keenly involved in the buying process and will do the due diligence before coming to a decision. Therefore, the travel decision process will take longer time.

2. High level of Uncertainty/Security

Due to intangible nature of the product the travellers normally have high level of uncertainty. This means that product of services cannot be tried or tested before purchase which creates

insecurity in the minds of the travellers. The travellers might take guidance from friends, family, travel agents and online sites before making a purchase decision. Virtual videos and quality certification are used by travel industry stakeholder try to overcome these challenges.

3. Strongly influenced by other people

Travellers are likely to be influenced by many other individuals during their decision making. Some travellers like to travel alone and some in groups. In a group holiday there are multi opinions which will influence the decision of the destination. For Example, travellers choosing a holiday product, they are likely to be influenced by family i.e. Children, Spouses. This influences behavior patterns making decision very complex and challenging to study.

4. High level of information search

Level of information search depends on the familiarity of the destination among travellers. The more familiar travellers are with the destination lesser would be the time involved in decision making. Moreover, this will involve discussion with individuals, groups, destination marketing organizations (DMO) before a decision is made. Similarly, more effort and time is dedicated by the travellers as there is very limited information is available. This also highlights the risk associated with destination leads to extensive information search. This process of research and analysis means that the traveller's behavior patterns are very intricate.

These challenges make it difficult for Tourism stakeholders to design strategies' due to complex nature of decision making. In fact, over the last five decades traveller behaviors and in particular the decision making has become one of the most vital themes of research

in the tourism literature for theoretical and empirical development (Smallman and Moore, 2010).

Theoretical studies have recognized the challenges involved in travellers decision making, and numerous general models have conceptualized the phases and the variables involved (Sirakaya and Woodside, 2005). There are three general types of models which have been repeatedly applied in tourism decision making research: the normative approach, the cognitive approach, and the choice set model approach.

The Normative Approach

Normative approach looks as travellers as rational decision makers. They are economic agents and behave rationally and decisions are based on cost benefit analysis. In this approach the travellers calculate the value of a dependent variable (destination) based on interdependent variables (relevant attributes of a destination). Studies based on normative approach show a close association with field of economics. In core economics studies, Utility is defined as the benefit gained by consumers from the product and the cost is represented by the constraints.

Normative approach of studies provides a useful framework to explain the traveler's decision-making process; but individuals are not always making rational choices only (Steinbruner, 1974; Simon, 1997), there is an influence of their psychological factors as well. On the other hand, Prospect Theory (Kahneman and Tversky, 1979) is useful as it combines economic theory with psychological factors, including perception, value expressions such as risk, alongside intuitive reasoning.

Cognitive Approach

The basis of cognitive approach to explain traveller's decision making is theory of planned behavior (TPB), which in turn is based on theory of reasoned action (Fishbein and Ajzen,

1975; Ajzen, 1991). TPB is based on the belief that if individuals believe that a particular behavior will lead to a certain beneficial outcome they will tend to carry out this behavior, indicating a strong positive relationship between intentions and actual behavior. The premise of cognitive approach based models is on the assumption that there is a comprehensive processing prior to deciding on the purchase, an assumption which is challenged by many researchers (Bagozzi et al., 2002; Smallman and Moore, 2010). The cognition approach appears to neglect any influence of emotion, spontaneity, habit (Hale et al., 2002) on decision making. Therefore, these approaches are lacking in accommodating psychological processes involved in tourist decisions.

The Structured Process Approach-Choice-set model

On Choice set approach the focus is alternatives available and evaluating them before making final decision to purchase or travel (Howard and Sheth, 1969; Hauser and Wernerfelt, 1990). This model was first conceptualized by Woodside and Sherrell (1977) for leisure travel. It looks at decision making process as funnel like process consisting of awareness set and the evoked set. The awareness set consist of initial set of destination and then eliminates few to form a smaller late-consideration or evoked set (Manrai and Andrews, 1998; Bradlow and Rao, 2000). Choice-set model simplifies the process of decision making into properly structured outcome stages whereby alternate destinations can be positioned clearly and using which the destination marketers will be able to apply more effective and efficient advertising campaigns which will foster more travellers to a destination.

Past studies suggest that individual decision making can also be studied from the perspective of amount of efforts the travellers takes to search for information (Solomon et al., 1999). This approach can be viewed as a continuum; at one end the habitual decision is making style in which decisions are made very fast and less mental effort is required. This is a widely

used as in minimizes the amount of energy and time an individual spends on a travel decision. Also this approach is used by travellers when they have prior knowledge of the travel destination (Mayo and Jarvis, 1981).

Extensive information search is other end of the continuum, where more effort and time is dedicated by the travellers as there is very limited information is available. This also highlights the risk associated with destination leads to extensive information search. The decision making process followed in tourism studies are based on theories in marketing and psychology which are borrowed from Marketing and Psychology. The typically process can be divided in following stages (Engel et al., 1973):

1. Problem recognition
2. Information search
3. Evaluation of alternatives
4. Product choice and Outcomes

However, Sirakaya and Woodside (2005) researchers have questioned this classic theory suggesting, that travel destination is not the single decision that is typically made before taking a trip, several sub decisions are also need to be considered such as, timing, transportation mode, route, accommodations etc. Subsequently there was a multistage hierarchical trip decision net model (Fesenmaier and Jeng, 2000) having three stages of decisions making:

1. *Core decisions,* which are strategically scheduled in detail well in advance of the trip (for example, destination spot, length of travel).
2. *Secondary decisions*, in which travellers earlier to the trip have broadly decided but still are "flexible" to accommodate the probability of change (for example, secondary destinations, leisure activities)

3. *En route decisions*, which are not well-thought-out until the travellers are actually en route and actively seeking options.

Further Decrop and Snelders (2005) indicated similar findings, suggesting that vacation planning is an ongoing process and destination marketing organizations should take care that they should strategically plan to facilitate easier decision making for travellers. Behaviour of travellers is also influenced by the motive of travel. Research carried in India (Dey and Sarma, 2010) confirmed differences in information source usage among the three motive-based segments. The Nature-loving Vacationers and the Change Seekers mostly preferred friends/family/relatives as a source to seek information, while the Nature-loving Explorers relied mainly on travel agents to get information about destination. In a study on travellers to Latin America there was significant difference observed among different segments of travellers and information sources namely internet and travel agents (Sarigollu and Huang, 2005). Similar study was conducted on Japanese travellers to Turkey and it was observed that difference existed with reference to own sources, i.e. past experience among "Escapers" and "Seekers" (Sirakaya et.al, 2003).

The above review of literature on information search behaviors and decision making process broadly highlights following themes, i.e. various approaches to decision making, factors influencing decision making process, motive of travel and information sources. Moreover, the purpose of this study was to build on the existing body of knowledge about decision making of travellers and studying influence of information sources. With no major research has been carried out with respect to Asian destination, research works on effect of information sources on decision making process of travellers to Goa makes this study more important because it deliberates and helps exploring on otherwise unexplored area, therefore, the study fills the gap by adding vital understanding, new thoughts, and point of view for consideration.

5.3: Methodology

The research work attempts to understand the preference of information sources while making travel decision. The major components of the research methodology i.e., Sample size, Response rate, Study Area, Study Period remained same across all the objectives *(Refer Chapter 1, Table 1.1)*. But as the research work involved studying different categories of travellers and their preference of information sources, certain components of methodology varied according to the objective, i.e., data collection instrument, and the data analysis techniques. The methodology used for this objective is listed below:

Data Collection Instrument: Data was collected using a Seven Part Structured Questionnaire based on study conducted by of various researches in tourism. For this study Two parts of Questionnaire was used i.e. **Part – B** tried to find out the reason for travel, namely, whether Novelty Seeking, Social Contact Seeking, or Familiarity Seeking was the prime motivation for travel and **Part – D** asked the travellers to give their preference to information sources during various stages of decision making process. The decision making process was divided into 5 stages and respondents were asked to give their opinion of preferred information source.

Based on the existing literature review on Decision making process and information sources in tourism, the present study identified few research questions and appropriate hypothesis were formulated. The following abbreviations are used in the hypothesis H 3.1 to 3.5:
FF = Family and Friends, PE = Past Experience, TC = Travel Consultants, O = Online

RQ 5: Is there any significant association between Travel Decision Making phase and information sources across the groups, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers.

H_{3.1}: *There is no significant association between travel decision making phase 1(DM 1) and information sources (FF, PE, TC, O) across the groups.*

H_{3.2}: *There is no significant association between travel decision making phase 2 (DM 2) and information sources (FF, PE, TC, O) across the groups.*

H_{3.3}: *There is no significant association between travel decision making phase 3 (DM 3) and information sources (FF, PE, TC, O) across the groups.*

H_{3.4}: *There is no significant association between travel decision making phase 4 (DM 4) and information sources (FF, PE, TC, O) across the groups.*

H_{3.5}: *There is no significant association between travel decision making phase 5 (DM 5) and information sources (FF, PE, TC, O) across the groups.*

Chi-square test is applied to find the answer for RQ 5.

5.4: Analysis and Discussion

5.4.1: Decision making process

The main aim of the study was to study the impact information sources has on traveller decision making process. Chi square test was used to study if there is an existence of association between travel decision making phase (DM 1, DM 2, DM3, DM 4, DM 5) and information sources (FF, PE, TC, O) across the groups i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers. Further research shows evidence that there is

difference in preference of information sources across travel groups are in process of Pre–Planning a trip ($\chi 2 = 22.11$, $p < 0.05$) i.e., Novelty seekers and Social contact seeking travellers preferred "*Friends and family* "and "*Online* "as information source while Familiarity seeking travellers preferred "Past *Experience* "when travellers are **Pre–Planning a trip.** Novelty seekers prefer travelling to new and unexplored destination, so probably they gather most information before making travel decision (Pre- planning phase) and their preference is mostly unique which might be within a close of friends. Also online has large amount of information of various aspects of the destination so that this group has a realistic picture of the place and activities they can pursue at the destination. Similarly, there was a difference in preference of information sources reported across travel groups when they are on the trip ($\chi 2 = 34.30$, $p < 0.05$) i.e., Novelty seekers and Social contact seeking travellers preferred "*Online*" as information source while Familiarity seeking travellers preferred "*Friends and family* "when travellers are **on the trip.** Normally when travellers are on the trip they would require real time information mainly to find the exact location of a place or weather or some local event happening. The best source preferred was online mostly because of collaboration tools available, i.e., Food applications and GPS enables application. But Familiarity seeking travellers are mostly conservative and they probably don't want any uncertainty, which makes them to prefer the information from friends and family members during this phase.

Decision Making Phases		FF	PE	TC	O	Chi Square
DM1 When You have no intention to take a trip	Novelty Seekers	56	31	27	46	**12.06**
	Social Contact Seekers	45	12	12	24	
	Familiarity Seekers	103	58	47	69	
DM2 When you are Pre-Planning a trip	Novelty Seekers	56	35	30	52	**22.11***
	Social Contact Seekers	32	26	13	19	
	Familiarity Seekers	76	92	47	65	
DM3 When you are making final travel Plan	Novelty Seekers	41	31	42	60	**14.19**
	Social Contact Seekers	20	17	21	30	
	Familiarity Seekers	69	68	81	74	
DM4 When you are Reserving /Booking /Purchasing travel	Novelty Seekers	24	37	54	71	**16.77***
	Social Contact Seekers	8	18	34	40	
	Familiarity Seekers	48	57	68	122	
DM5 When you are on trip	Novelty Seekers	34	29	41	65	**34.30***
	Social Contact Seekers	32	21	18	34	
	Familiarity Seekers	104	46	57	72	

Table 5.1: Decision making phases and Information Sources* Significant at 0.05
Source: Compiled from Primary Data

5.5: Conclusion

The key purpose of this study was to investigate the preference to information sources while

making decision by travellers visiting Goa. The study has been conducted in Goa, a region

with massive tourism potential that has not been smartly marketed as yet. Goa is India's smallest state in terms of size and population based on western side of Indian Subcontinent. On an Average, it attracts over 1.5 million travellers annually contributing significantly to its economy and also influencing Goan culture. This exponential rise in Goa's tourism is mainly due to the affordable, sun-sand-sea image. But then, Goa is much more than just beaches and nightlife and it has much more to offers to travellers with diverse needs.

With this background, the present study tried to find out the motives of travellers who visit Goa. Further their preference for information sources while making travel decision was also identified. The present study is unique in the sense that no similar study combining gauging and predicting choice of information source during decision making phase has been carried out so far, this adds to the existing literature, and is hence relevant in the present tourism literature.

Based on the study the travellers could be classified as Novelty Seekers, Social Contact Seekers and Familiarity Seeking travellers. Since motivation of travel of every traveller is different past research has shown preference to information sources varied. Study also found that Novelty seekers and Social contact seeking travellers preferred "Friends and family" as information source while when travellers are Pre–Planning a trip. This could be probably because Novelty Seekers primary motive to travel is find a unique and new experience which could be best shared by their Friends who similar interest. While Familiarity Seeking travellers have preferred "Past Experience" as information source when they are Pre–Planning for a trip. Due to high uncertainty associated with travel familiarity seeking travellers prefer their own past experience.

Further it also showed that Novelty seekers and Social contact seeking travellers preferred "Online" as information source, this could be primarily because Online sources like Google Maps and Blogs help in getting of updated information.

If the DMOs take the necessary measures for improving the marketing strategy and target certain specific platform (information sources) to project marketing information, considerably in a positive manner. Being one of the smallest states in India, DMOs of the state of Goa have the advantage of formulating and implementing efficient and sustainable strategic initiatives for developing and improving the whole travel experience to make Goa as one of the most sought after destination in India in the coming years.

CHAPTER 6

ASSESSMENT OF IMPACT OF INFORMATION SOURCES ON DESTINATION IMAGE

6.1: Introduction

Brand image plays an important part in the attainment of tourist destinations, subsequently image, seen as a mental picture shaped by a set of elements that outline the destination in its several dimensions, plays a solid effect on travellers behavior in the tourism sector. Travellers form images of different destinations, these images also arise as a critical component in the destination selection process which highlights the need to have proper study to be done by stake holders to project the image of the destination.

Goa is India's smallest state and it's uniquely located on the western coast on the Indian subcontinent which attracts lot of people. A mixture of Indo-Portuguese culture makes Goan Culture unique and is based on the, cuisine and lifestyle but most importantly, "Goa's unique selling proposition (USP) is its friendly, warm hearted and hospitable people" (D'Mello, 2015) which attract travellers from around the globe. In fact, the first ever mythological literary reference to Goa as Gomanta (region of cows) in the Bhishma Parva of Mahabharata, and Goa is being termed as Goapuri in SutaSamhita having the power of spiritual cleansing touch (Wiki 2017a).

Historically ancient Goa was self-ruled by Gaonkaris (C 1000 – 500BC), Hindu Dynasties (500BC – 1330AD), Islamic dynasties (1326-1510), Portuguese (1510-1961), till it became liberated in 1961 (Wiki 2017b). Portuguese ruled Goa for 450 years and its impact are clearly evident in Goa, with strong cultural and traditional values, and religious identities, as well

as spectacular Portuguese architecture. Its mix of Portuguese and Indian history means that different religions are present in Goa today (D'Mello, 2015).

Their ability to live not only peacefully but also happily together has led to the relaxed and laidback atmosphere Goa. According to study (Saldhana, 2002), highlighting the need to enforce the current sun and sea positioning and associate more tourism avenues, so its highly important to understand the dimension which drives the Image of Goa.

Travellers form images of alternative destinations, these images also emerge as a critical component in the destination choice process (Um and Crompton, 1999) which highlights the need to have proper study done to project the image of the destination. Moreover, in very competitive market when it comes to attracting travellers strategically positioned image of the destination plays a crucial role. Further understanding how customer acquires the information, the avenues they use is critical in today's world as this would build the marketing communication.

Every marketer focuses on understanding the tools consumers use to collect information about their product of service. So in the field of tourism it has become also crucial to study the information sources used by the travellers. Especially the study on information sources and impact it has on destination image would help to explore the hidden trends and key influencers of destination image.

This section starts with a short introduction of destination image and information source as in the literature on the matter. Then the focus is on the methodology used for collection of the primary data, followed by the finding. Finally, the conclusion and the main implications derived from this study for tourism stakeholders are considered and direction for further research is proposed.

6.2: Background of the Study

A commonly adopted explanation of destination image is that it is a set of beliefs, ideas, and impressions that people have of a place (Crompton, 1979; Kotler et al., 1993). Image plays a vital part in the overall positioning process of the destination and has multi benefits. Firstly, travellers usually have partial information of destinations they have not previously travelled and familiar positive images of a destination has extra probability of being chosen by the travellers (Goodrich, 1978) and secondly it impacts travellers satisfaction and willingness for repeat visit. Destination image has been an area of interest for many researcher having roots in early 1970's. Research in such fields have generated lot of academics as well as industry interest as is have major impact on overall management of a destinations.

Destination management is sprouting attention from National Tourism Organizations' (NTOs) (Kotler et al., 2004) which primarily revolves around formulation and maintenance of the image of destinations. Researchers in 1990's considered image formation a process having rational and emotional interpretation of the consumer, few coined the terms such as cognitive evaluations and affective appraisals to represents own knowledge about an object and individuals feelings towards the object (Baloglu and Brinberg, 1997; Gartner, 1993; Walmsley and Young, 1998 ; Baloglu and McCleary, 1999a, 1999b).Cognitive image can be based on any, structural or functional element or physical characteristics of destination.

An understanding of cognitive images helps in measuring decision making in travellers (Chen and Hsu, 2000; Ibrahim and Gill, 2005). While affective image represents an individual's feelings towards an objects, like favorable, neutral, unfavorable, love, hate, joy, boredom, anxiety, ecstasy, guilt, shame (Fishbein, 1967, Holbrook and Hirschman, 1982).

Further research in area of image suggested cognitive component an antecedent of the affective component and it all as a result of consumer's knowledge about the objects (Anandet et al., 1988; Holbrook, 1978; Russel and Pratt, 1980; Stern and Krakover, 1993).

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In early 90s this theory was proven right in tourism context by (Baloglu and McCleary, 1999a, 1999b; Stern and Krakover, 1993) with empirical proof citing relationship between cognitive and affective evaluation and its direct effect on destination image.

Milman and Pizam(1995) proposed thorough their study that a destination image made of three components:

1. The product, for instance the quality of the attraction.

2. The behavior and attitude of the destination hosts.

3. The environment: climate, scenery, and facilities.

Therefore, there is a universal agreement that destination image is a multi-dimensional construct, which consists of interrelated cognitive and affective evaluation woven together (Gallarza et al., 2002; Stephcenkova and Morrison, 2006).

The rise in literature on importance of destination image and its importance in travel behaviors shifted the focus to variables which form destinations image. Cooper et al., (1998) proposed variables like facilities and services to meet tourist needs as a variable, while scenery (Echtner and Ritchie, 2003); culture (Baloglu and McCleary, 1999); modernity (Tapachi and Waryszak, 2000); and friendliness of people (Nadeau et al., 2008) were some other variables proposed. Researcher has classified Destination image measurement into two ways:

1. Cognitive way

2. Cognitive–Affective method.

The cognitive component denotes to the beliefs or knowledge a traveller has of the attributes of a destination (Pike and Ryan, 2004), whereas the affective dimension is characterized by the individual's feelings of the traveller toward the tourist destination (Kim and Richardson, 2003). Similarly (Buhalis, 2000) proposed 6 variables which build Destination images

namely: Accessibility, Amenities, Attractions, Available packages, Activities, Ancillary services.

1. Accessibility (transportations system to travel to and within the destination)

2. Amenities (foods, hotels, travel infrastructure)

3. Attractions (artificial, natural structures, heritage building)

4. Available packages (travel agents arranged packages)

5. Activities (available options like trekking, scuba diving)

6. Ancillary services (services used by travellers such as hospitals, banks, libraries)

The major contribution in area of Destination image variables was coined by (Beerli and Martin, 2004) providing 8 point variables which influences destination image, i.e.

1. Tourism infrastructure

2. Tourism leisure and recreation

3. Natural resources

4. General infrastructure

5. Atmosphere of the place

6. Culture, history and art, natural environment

7. Social environment

8. Political and economic factors.

This highlights that the phenomenon of destination image should be looked as a multi-dimensional phenomenon which not only based on traveller knowledge about the place but also on individual travellers feelings towards the travel destination.

NATURAL RESOURCES	GENERAL INFRASTRUCTURE	TOURIST INFRASTRUCTURE	CULTURE, HISTORY AND ART
Weather	Development and quality of roads, airports and ports	Hotel and self-catering accommodation	Museums, historical buildings, monuments
Beaches	Private and public transport facilities	Restaurants	Festival, concerts, etc.
Richness of the scenery	Development of commercial infrastructures	Network of tourist information	Handicraft
Humidity			Customs and ways of life

TOURIST LEISURE AND RECREATION	POLITICAL AND ECONOMIC FACTORS	NATURAL ENVIRONMENT	SOCIAL ENVIRONMENT
Theme parks	Political stability	Beauty of the scenery	Hospitality and friendliness of the local residents
Entertainment and sports activities	Safety	Beauty of the cities and towns	Underprivileged and poverty
Adventure activities	Crime rate	Beauty of the cities and towns	Language barriers
Night life	Economic development	Cleanliness	
Shopping	Political tendencies	Traffic congestion	

Figure 6.1: Dimensions of destination image, Source: Beerli and Martin (2004)

Further it's also crucial to know where the travellers get information or preference for information source while assessing destination image parameters. Travellers form destination image from information obtained from various information sources. In fact, information search occurs most in Tourism Decision (Decrop, 2006; Sirakaya and Woodside, 2005). Gunn (1972) in his stage theory of destination image highlighted role of information's sources and varied impact different information sources would have, similar insights were proposed by (Stern and Krakover, 1993; Baloglu and McCleary, 1999a; Beerli and Martín, 2004) existences of information source as an important stimulus factor for determination of destination image. Further following information sources play a crucial role in destination image formation process.

1. Informal sources Friends/relatives/colleagues and other travellers (Goossens, 2000).

2. Cognitive Wisdom (Past experience and General knowledge) (Fodness and Murray, 1997; Gursoy and Chen, 2000; Vogt and Fesenmaier, 1998).

3. Travel consultants, i.e. travel agents'/tour operators (Murray, 1991, Zeithaml et al., 1985; Wynne et al., 2001; Connolly and Olsen, 2001).

4. Media/General publication, i.e. Newspapers/Magazines/Articles, TV/Radio, Books

5. Internet (Pan and Ryan, 2007; Santos, 2004, Choi et al., 2007; Pudliner, 2007).

6. Other sources Airline, Embassy/Consulate and Clubs/Associations/welcome Centre (Vogt and Fesenmaier, 1998).

Hence, this study, first of all, tries to understand the impact information sources have of building the destination image. With no major research has been carried out with respect to Asian destination, research works on effect of information sources on destination image especially in Goa drawing lot of people from West as Traveller makes this study more significant because it gives important insights on otherwise unexplored area.

The study offers precious inputs for different stakeholders of tourism domain, especially the event organizer, travel agents and service provider, academicians, academic institutions, government in the region under study.

6.3: Research Methodology

The research work attempts broadly to understand the preference of information sources by the travellers while assessing destination image. The major components of the research methodology i.e., Sample size, Response rate, Study Area, Study Period remained same across all the objectives *(Refer Chapter 1, Table 1.1)*. But as the research work involved studying different categories of travellers and their preference of information sources, certain components of methodology varied according to the objective, i.e., data collection instrument, and the data analysis techniques. The methodology used for this objective is listed below:

Data Collection Instrument: Data was collected using a Seven Part Structured Questionnaire based on study conducted by of various researches in tourism. For this study Two parts of Questionnaire was used i.e., **Part – B** tried to find out the reason for travel, namely, whether Novelty Seeking, Social Contact Seeking, or Familiarity Seeking was the prime motivation for travel and **Part – F** asked the travellers to give their preference to information sources while assessing different attributes of destination image .The attributes of destination image considered were Natural environment, General infrastructure, Tourist infrastructure, Culture, history and art, Political and economic factors, Social environment and Atmosphere of the place (Beerli and Martin, 2004) and respondents were asked to give their opinion of preferred information source. Based on the existing literature review on Destination image and information sources in tourism, the present study identified few

research questions and appropriate hypothesis were formulated. The following abbreviations are used in the hypothesis H 4.1 to 4.7:

FF = Family and Friends, PE = Past Experience, TC = Travel Consultants, O = Online

RQ 6: Is there any significant association between destination image parameters and information sources across the groups, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers

> $H_{4.1}$: *There is no significant association between the search for information about Natural Environment and information sources (FF, PE, TC, O) across the groups.*

> $H_{4.2}$: *There is no significant association between the search for information about General Infrastructure and information sources (FF, PE, TC, O) across the groups.*

> $H_{4.3}$: *There is no significant association between the search for information about Tourism Infrastructure and information sources (FF, PE, TC, O) across the groups.*

> $H_{4.4}$: *There is no significant association between the search for information about Culture, History, Art and information sources (FF, PE, TC, O).*

> $H_{4.5}$: *There is no significant association between the search for information about Political and Economic Factors and information sources (FF, PE, TC, O).*

> $H_{4.6}$: *There is no significant association between the search for information about Social Environment and information sources (FF, PE, TC, O).*

> $H_{4.7}$: *There is no significant association between the search for information about Atmosphere of the place and information sources (FF, PE, TC, O).*

Chi-square test is applied to find the answer for RQ 6, i.e., Association among parameters of destination image and information sources.

6.4: Analysis and Discussion

6.4.1: Analysis of Destination Image Variables

Table 6.2, provides the breakup of travellers based on their motivation of travel, viz., being a Novelty Seeker, Social Contact Seeker or Familiarity Seeker and preference of information source. Chi Square test was used to answer *(RQ 6)*, i.e. Is there any significant association between destination image parameters and information sources across the groups, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers. Finding show a significant association with all destination image parameters and information sources.

With respect to **Natural Environment of Goa** ($\chi2=14.07$, $p < 0.05$), travellers prefers different information source based on their travel motivation. Hence, hypothesis ($H_{2.1}$) "*There is no significant association between the search for information about Natural Environment and information sources*" is **rejected**. It also highlights the preference to *Online* information sources by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Natural environment of the Goa.

For information pertaining to **General Infrastructure** ($\chi2=26.89$, $p < 0.05$), **Tourism Infrastructure** ($\chi2=44.79$, $p < 0.05$), **Atmosphere of the Place** ($\chi2=26.89$, $p < 0.05$) and **Political & Economic Factors** ($\chi2=20.99$, $p < 0.05$) travellers preferred *Online sources*. Hence, hypothesis **($H_{2.2}$)** "There is no significant association between the search for information about General Infrastructure and information sources, **($H_{2.3}$)** There is no significant association between the search for information about Tourism Infrastructure and

information sources, (**H$_{2.7}$**) *"There is no significant association between the search for information about Atmosphere of the place and information sources"* and (**H$_{2.5}$**) "There is no significant association between the search for information about Political and Economic Factors and information sources" are **rejected**, and travellers preferred *Online sources* while accessing above parameters.

For information with respect to **Culture, History & Art** ($\chi2=14.07$, p <0.05), travellers prefers different information source based on their travel motivation. Hence, hypothesis (**H$_{2.4}$**) *"There is no significant association between the search for information about Culture, History, Art and information sources"* is **rejected**. It also highlights the preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* and *Past Experience* as information source while assessing information about Culture, History & Art of Goa. Similarly, for information about Social **Environment** ($\chi2=78.17$, p < 0.05), travellers preferred different information sources based on their travel motivation (**H$_{2.6}$**) "There *is no significant association between the search for information about Social Environment and information sources"* is **rejected.** It also highlights the preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Social environment of the Goa.

DESTINATION IMAGE		FF	PE	TC	O	Chi Square
Natural Environment	**Novelty Seekers**	403	391	305	522	
	Social Contact Seekers	249	230	160	239	14.07*
	Familiarity Seekers	663	709	573	860	
General Infrastructure	**Novelty Seekers**	170	186	169	299	
	Social Contact Seekers	83	85	77	180	26.89*
	Familiarity Seekers	321	384	292	431	
Tourism Infrastructure	**Novelty Seekers**	168	171	185	291	
	Social Contact Seekers	92	102	62	172	44.79*
	Familiarity Seekers	371	350	296	380	
Culture, History and Art	**Novelty Seekers**	194	159	176	301	
	Social Contact Seekers	131	114	76	100	47.73*
	Familiarity Seekers	282	359	255	510	
Political and Economic Factors	**Novelty Seekers**	137	127	178	326	
	Social Contact Seekers	87	77	77	191	20.99*
	Familiarity Seekers	299	314	270	543	
Social Environment	**Novelty Seekers**	201	161	165	281	
	Social Contact Seekers	137	110	60	125	29.32*
	Familiarity Seekers	361	379	290	416	
Atmosphere of the Place	**Novelty Seekers**	256	212	353	454	
	Social Contact Seekers	186	125	116	249	78.17*
	Familiarity Seekers	558	550	483	658	

Table 6.1: Impact of Information source on Destination Image * Significant at 0.05

In terms of the formulated hypothesis:

1. **H$_{4.1}$:** There is no significant association between the search for information about Natural Environment and information sources **is rejected**. It also highlights the preference to *Online* information sources by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Natural environment of the Goa.

2. **H$_{4.2}$**: There is no significant association between the search for information about General Infrastructure and information sources **is rejected**. It shows that Novelty Seekers and Social Contact seekers preferred online information sources but Familiarity seekers preferred Online and past experience as an information sources.

3. **H$_{4.3}$**: There is no significant association between the search for information about Tourism Infrastructure and information sources **is rejected**. It shows that Novelty Seekers and Social Contact seekers preferred Online information sources but Familiarity seekers preferred Online and friends & family as an information sources Travellers preferred *online sources*.

4. **H$_{4.4}$**: There is no significant association between the search for information about Culture, History, Art and information sources **is rejected**. It also highlights the preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* and *Past Experience* as information source while assessing information about Culture, History & Art of Goa

5. **H$_{4.5}$**: There is no significant association between the search for information about Political and Economic Factors and information sources **is rejected**. Travellers preferred *online source* as it gives the real time information and also most accessible.

6. **H$_{4.6}$**: There is no significant association between the search for information about Social Environment and information sources **is rejected**. It also highlights the

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preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Social environment of the Goa.

7. **H$_{4.7}$**: There is no significant association between the search for information about Atmosphere of the place and an information source **is rejected**. It shows that Novelty Seekers and Social Contact seekers preferred Online information sources.

6.5: Conclusion

Given the importance that travellers prioritize the destination image when choosing a destination, the present work tries to increase the understanding of how this image is formed. The work takes into account the importance of information sources most commonly used by travellers when selecting their travel destination.

More specifically, this study tried to explore the relation or preference given to certain information source while gathering information on a particular element of destination image. Literature review was done to understand the concept of destination image, dimensions of destination image and to understand the effect information sources on Destination Image. Further study tried to seek more information to understand if travel motivation had any effect on choice of information source.

As showed by this study there was difference in travel motivation across age group with younger people come to Goa with motivation of Novelty and Familiarity Seeking as compared to elder tourist. This implies Goa is a younger person's travel destination and stakeholders are overly dependent on one section of age group which is line with the finding of (Saldhana, 2002) highlighting over dependence on one category of travellers.

To understand importance of the promotion channel, which in turns depends on its capacity to reach consumers and satisfy their interests and needs .We tried to seek relation these

sources (Friends and Family, Past Experience , Travel agents , Online Sources) have in formation of destination image and it revealed that internet plays a vital role specially with regards to Natural Environment of Goa highlighting the preference to Online information sources by Novelty and Familiarity seeking tourist while Social Contact Seekers preferred Friends/Family as information source while assessing information about Natural environment of the Goa.

Novelty seeking travellers are typically young in age and given their exposure to internet, it would be possible that they use more online information as compared to elderly people while seeking information about Natural Environment of Goa. With regards to information pertaining to General Infrastructure, Tourism Infrastructure, Atmosphere of the Place and Political & Economic Factors preference to information sources differed across travel motivations.

This in turn highlight that Destination Management Organisations (DMO) should focuses on internet based platforms for promotion of information pertaining to General Infrastructure, Tourism Infrastructure, Atmosphere of the Place and Political & Economic Factors. This will have an influence to the process of creating positive image about the destination.

Further this study showed the preference to online information by Novelty and Familiarity seeking tourist while Social Contact Seekers preferred Friends/Family and Past Experience as information source while assessing information about Culture, History & Art of Goa. For information pertaining to Social Environment the preference was to online information by Novelty and Familiarity seeking tourist while Social Contact Seekers preferred Friends/Family as information source while assessing information about Social environment of the Goa. This study and its findings are not free of limitations.

From a conceptual perspective, first, the research is limited to the context of its own objectives. While the study attempts to understand several dimensions of destination image and influence of information source, other factors were not included. The research could be enriched by including additional variables into the process of image formation and also predicting probability of the choice of information source with regards to difference elements of destination image.

CHAPTER 7

SUMMARY, FINDINGS, CONCLUSION & SUGGESTIONS FOR FURTHER RESEARCH

7.1 Summary

Chapter 1 is the introductory chapter and it gives a short history tracing its evolution to the current day, it starts with an introduction to the concept of tourism, the research gap, the methodology, the objectives and the hypotheses formed, the limitations of the study and the chapterization scheme.

The aim of **Chapter 2** is to provide the theoretical insights to the study. It includes a Content Analysis of relevant tourism literature with respect to all research objectives, categorized based on year, authors, research area, statistical tools etc., so that the most appropriate sources of statistical tools and technique could be determined in order to identify the research gap.

Chapter 3, 4, 5 and 6 dealt with each of the Objectives and Hypotheses which were framed for the study namely: To identify distinct segments of travellers to Goa based on novelty seeking (**Objective 1, Chapter 3**), to examine if there are differences in the usage of information sources among different segments of travellers and to predict the choice of information source used by different segments of travellers (**Objective 2 and 3, Chapter 4**), to identify the impact of information sources on decision making process of different segments of travellers (**Objective 4, Chapter 5**), and to determine role of information sources on destination image (**Objective 5, Chapter 6**).

Findings of the study designed was listed in **Chapter 7**, so as to be able to draw the necessary inferences for the conclusion and based on the research implications of the study, to make suggestions for further research.

7.2: Findings of Chapter 2

Chapter 2 dealt with the Literature Review and research works from all relevant tourism reviewed according to the study objectives and a 'Content Analysis' of Literature relating to the following aspects was prepared:

1. Travel segments

The review process involved the identification and selection of research papers from reputed journal from the field of tourism research, i.e., Journal of Vacation Marketing, Journal of Travel and Tourism Marketing, Annals of Tourism Research, Journal of Travel Research, Tourism Management, Journal of Sustainable Tourism, Asia Pacific Journal of Tourism Research, Tourism Analysis. Finally, the selected research papers had been classified using several criteria and results analyzed through frequency analysis. It was found that majority of research in this field was from United States and Europe, which shows that theories and empirical evidence were mostly, developed using travellers in those regions and might not have universal applicability. Review also highlighted that most of the empirical studies focused on studying segmentation using a Posteriori or Data driven approach. Since very few studies segmentation studies were found in Asian context.

Literature review emphasized the need and importance of such a study to:

1. Identify the segments of travellers who are seeking varying degree of novelty, i.e, novelty or familiarity.

2. Studying their preferred information sources and predicting the choice of information source by possible variation in demographic profile of travellers.

2. Decision making process of travellers and influence of information source.

The review process involved the identification and selection of research papers from reputed journal from the field of tourism research. An advance search, within the preview of present title, was carried out using different combination of words such as, 'decision making', 'travel decisions', 'Travel decision making process were used as terms for searching the papers. As this study focus in studying the development in area of decision making of travellers for last five decades, study period was chosen from 1970 onwards till 2018. Finally, the selected research papers had been classified using several criteria and results analyzed through frequency analysis. Variable like *Research Type* showed significant association with 3 categories under study, i.e. Study in area Decision making process only, Research in Decision making process and Information sources and Research Studying Research in Decision making process and other variables. The results further indicate that most of researches in last 5 decades have studied decision making process using Quantitative approach and it also highlighted the lack of studies which studies influence of information sources on decision making process.

Further variable *Technique* also showed significant association with 3 categories under study, i.e., Study in area Decision making process only, Research in Decision making process and Information sources and Research Studying Research in Decision making process and other variables. It highlights the dominance of Multivariate techniques when studying the concept of decision making process. So the overall Literature review emphasized the need and importance of a study of: Identification of impact information

sources has in travel decisions. Moreover, identification of preferred information sources by travellers with different travel motivation while making travel decision was the key research gap identified.

3. Destination image and information sources

The review process involved the identification and selection of research papers from reputed journal from the field of tourism research. Since the journals were large in numbers internationally approved, Journal category List was used to study type of category of journal articles on destination image was published. As this study focus in studying the development in area of destination image for last five decades, study period was chosen from 1970 onwards till 2015. Existence of the destination image was a necessary condition for articles to be included in the study. Total of 145 articles were filtered and taken as sample for this study. Certain articles were not able to furnish complete information about variables under the study and they are identified as NA. Finally, the selected research papers had been classified using several criteria and results analyzed through frequency analysis. The results further indicate that till the year 2000 research papers were dominated by research in purely Destination Image but the trend has changed and research and second category, i.e., Research in area of both Destination image + Information Sources has gained momentum in 21st Century. So the overall Literature review emphasized the need and importance of a study of: impact information sources have on destination image across travellers. Moreover, identification of preferred information sources by travellers with different travel motivation while assessing destination image was the key research gap identified.

7.3: Conclusions of Chapter 2

A thorough review of all appropriate literature revealed that aspects being discussed under this study of all the five objectives, needs to be studied viz. (1) Segmentation studies in Tourism and Preference for information's sources by travellers (2) Assessing influence of information sources in decision making process, and (3) Destination image and impact of information sources. None of these aspects has-been deliberated so far in the state of Goa, showing clearly, the research gap, which makes this present work distinctive. The result of this study fills the gap by:

1. Validating the findings of previous research studies done in different settings and different locations.
2. Adding valuable knowledge and new perspectives for the tourism business community, the travellers and all interested stakeholder groups.

7.4: Findings of Chapter 3

Chapter 3 entitled **"Assessment of travel motivation"** dealt with the first Objective of the study, i.e., *to identify distinct segments of travellers to Goa based on novelty seeking tourism*. It was undertaken in order to analyze the ascertain the number of travellers who seek novelty while visiting Goa and also to identify the amount of traveller's seeking familiarity while travelling to Goa and dealt with following research questions:

RQ 1: Do travellers have different motives while they are travelling to Goa?

RQ 2: Can we understand demographic profile of such groups of travellers?

> *H1: There is no significant difference exists between perceived clusters with respect to age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation*

Factor Analysis and Cluster Analysis is applied to find the answer for **RQ1;** Chi-square test is applied to find the answer for **RQ 2.**

Exploratory factor analysis was used to study the underlying factors; this analysis was conducted to assess the dimensionality of the 18 items. Kaiser's (1974) overall measure of sampling adequacy is 0.85, indicating that the data are appropriate for the principal components model. Values of 0.6 and above are required for a good factor analysis An examination of the screen plots derived from principal component analysis with varimax rotation indicated that a three-factor solution was appropriate for these data.

These three factors explained 60.02 % of the variance in motivations toward tourism. 18 perception related items based upon the post-survey data were initially factor analyzed; items were factor analyzed, resulting in following four underlying dimensions. These factors

were labeled as: (F1) Destination Orientation Dimension, (F2) Social Contact Dimension, (F3) Travel Service Dimension (**Refer Chapter 3, Table 3.1**).

As a first step, a cluster analysis was performed to determine the number of homogeneous groups formed by the data. This analysis employed an agglomerative hierarchical technique. To order the objects, Ward's algorithm and the squared Euclidean distance method was used to measure of proximity.

To form groups, Quick cluster (k-means cluster), which is an algorithm using the nearest centroid sorting method of clustering was used. Following were the 3 clusters or segments obtained i.e. Novelty Seekers (NS), Social Contact Seekers (SCS) and Familiarity Seekers (FS). This procedure yielded 111 respondents in the NS group, 68 in the SCS group, and 206 in the FS group. The mean scores of factors across the 3 clusters, i.e. Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers. Destination Oriented Dimension was highly important (M = 4.61) Familiarity Seekers, while Social Contact Dimension was important (M = 5.18) to Travel Assistant Seeker Group. Further Novelty Seekers had high value (M = 5.79) on Travel Service Dimensions (**Refer Chapter 3, Table 3.2**).

General demographic profiling of travellers which gives Gender distribution clearly shows that there was no significant gender difference between three groups. Education levels were distributed as follows, up to 12th Standard (23%), Graduation (56%), and Masters (19%). No significant difference was found among Education level and between three groups (**Refer Chapter 3, Table 3.3**).

Income levels were distributed as follows, up to 30000 (38 %), 31000 - 60000 (41 %), more than 60000 (18 %). No significant difference was found among Income level and between three groups. There was no significant difference exists with respect to marital status,

occupation, type of traveller among travellers in three groups, i.e., Novelty Seekers, Social Contact Seekers and Familiarity Seekers.

Significant difference was found between Age group and the three categories of travellers, with youngsters in age group less than 20 domination Novelty Seekers while people belonging to age group category 21 – 40 years dominating Familiarity seeking motives.

Hence, based on the above, the formulated hypothesis (**H₁**) of *RQ3* that "*There is no significant difference exists between perceived clusters with respect to age, gender, education, marital status, monthly income, type of travellers, country of origin and occupation*" is rejected with an exception of **Age** which clearly corroborates with similar studies carried out earlier that age, influences travellers perception towards travel.

7.5: Conclusions of Chapter 3

The study was carried out to understand underlying factors which motivate travellers to Goa, leading to three factors which were labeled as: (F1) Destination Orientation Dimension, (F2) Social Contact Dimension and (F3) Travel Service Dimension. Using factor score of above factors, cluster analysis was performed to identify the latent group among the travellers to Goa based on their motivation. Following were the 3 clusters or segments obtained i.e., Novelty Seekers, Social Contact Seekers and Familiarity Seekers. Second part of the analysis was carried out on the relationship between various demographic variables and clusters obtained based on motivation towards tourism, and the result showed none of the demographic attributes of traveller i.e., gender, education, marital status, monthly income, type of travellers, country of origin and occupation have significant impact on travel motives with an exception of Age of travellers which has significant association, which clearly corroborates with similar studies carried out earlier that age influences traveller's motivations.

As showed by this study there was difference in travel motivation across age group with younger people come to Goa with motivation of Novelty and Familiarity Seeking as compared to elder tourist. This implies Goa is a younger person's travel destination and in order to attract young travellers the Destination Management Organization (DMO) have to introduce new travel avenues attracting youngster mainly avenues related to Adventure, Music and Special interest. Service Providers and those in charge for tourism in the state, to enlarge the total travel offer should identify the chief areas where particularly in view of sustaining the destination's uniqueness and competitiveness.

A research paper titled "**Assessment of travel motivation of travellers to Goa**" based on the finding of objective 1 is completed and awaiting suggestions from the co-authors before submission for review.

7.6: Findings of Chapter 4

Chapter 4 entitled "**Assessment of traveller's attitude towards information sources** "dealt with the second and third Objective of the study, i.e.

a) To examine if there are differences in the usage of information sources among different segments of travellers

b) To predict the choice of information source used by different segments of travellers.

It was undertaken in order to ascertain the importance travellers with different motivation attach to information sources. Further study attempted to predict the probability of selecting one information source over the other while travelling. The study primarily dealt with following research questions:

RQ 3: Is there any difference in perception with regards to information sources across the segments, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers

H2: There is no significant difference exists between perception of information sources and type of travellers.

RQ 4: Is it possible to identify the effect of variations of population characteristics on the preference to information source among the groups viz.; Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers.

ANOVA and Scheffe's Test was used to answer RQ 3, whereas multi logit analysis is applied to study the effects of variations of population characteristics on the choice to information source to find answer for RQ 4. Change in demographic variables seems to be relevant in defining the choice of information source. To achieve this, a multi logit model was run.

Following were the findings of Chapter 4 in brief:

The results of the ANOVA test indicated that there was a statistically significant difference between groups with respect to preference of information sources. Based on the findings of this study there is support for the idea that differences in preference of information sources do exist between travel groups.

A Scheffe Test was conducted to determine which specific groups were different in their preference. Further test proves that Novelty Seekers have higher utility value for Friends and family (FF) which is significantly higher than that of Familiarity Seekers. Similarly results also show that Social Contact Seekers have higher utility value for Travel Consultants

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(TC) which is significantly higher than that of Familiarity Seekers (**Refer Chapter 4, Table 4.1**).

Multi logit regression was performed to further investigate the effects of the demographic variables over the dependent variable (Information source). The marginal effect for variable *Type of traveller* and *Occupations* is significant at 95% level of confidence for group of Novelty Seekers meaning that if a traveller having travelled for Two to Four times, probability of preferring **PAST EXPERIENCE** as information source will be increased by 17% as compared to first time traveller. Also travellers who are into Business as their occupation, probability of preferring **FRIENDS AND FAMILY** as information source will decreased by 28 % as compared to a traveller who is into a *Service* (**Refer Chapter 4, Table 4.2**).

Similar study was conducted for Familiarity Seeking travellers. The finding suggested that the marginal effect for variable *Age, Education, Gender, Income and Marital Status* is significant at 95% level of confidence for group of Familiarity Seekers meaning that if a traveller in age group (40 and above), probability of choosing **FRIENDS AND FAMILY** as information source decreases by 30% as compared to a traveller in age group of (less than 20). Similarly, a traveller having Educational qualification as Masters probability of using PAST **EXPERIENCE** as information source will be increased by 28.7 % and probability of using **TRAVEL CONSULTANT** as information source will decrease by 18 % as compared to of Traveller having education up to 10th Standard. Also Female Travellers will have 14.7 % lesser chance of using **PAST EXPERIENCE** and 12 % higher probability of using **ONLINE** as information source as compared to male travellers (**Refer Chapter 4, Table 4.3**).

Similar study was conducted for Social Contact Seeking travellers. The finding suggested that the marginal effect for variable *Type of traveller, Income and Occupations* is significant at 95% level of confidence for group of Social Contact Seekers meaning that if a traveller having travelled for more than 4 times, probability of preferring **FRIENDS AND FAMILY** as information source will be decreased by 28 % as compared to first time traveller. Similarly, a traveller belonging to *Income group (31-60k)*, probability of preferring **FRIENDS AND FAMILY** as information source will be increased by 30% and a traveller belonging to *Income Group (above 60k)*, probability of preferring **FRIENDS AND FAMILY** as information source will increase by 73% as compared to a traveller belonging to income group less of less than 30k (**Refer Chapter 4, Table 4.4**).

Similarly, a traveller belonging to *Income Group (above 60k)*, probability of preferring **ONLINE** as information source will decreased by 37 % as compared to a traveller belonging to income group less of less than 30k. Also travellers who are Professional and into *Business* as their occupation, probability of preferring **FRIENDS AND FAMILY** as information source will decreased by 23 % and 27 % respectively as compared to a traveller who is into a Service.

In terms of the research hypotheses H2, generated and tested statistically**:**

Similarly based on the observations made the formulated hypothesis (*H₂*) of RQ4 that "*Is there any difference in perception with regards to information sources across the segments, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers*" is ***accepted***, with an exception of Friends & Family and Travel Consultant, which is clearly corroborates with similar studies carried out elsewhere that travel motivation influence choice of information sources.

7.7: Conclusions of Chapter 4

Since motivation of travel of every traveller is different past research has shown preferred diverse information sources. Novelty Seekers have higher utility value for Friends and Family (FF) which is significantly higher than that of Familiarity Seekers. It could be possibly because Novelty Seekers are special interest seeking travellers who travel to new places, information about which would be known to very few individuals who share similar travel interest as a Novelty Seeker.

Similarly results also show that Social Contact Seekers have higher utility value for Travel Consultants (TC) which is significantly higher than that of Familiarity Seekers, probably because social contact seekers like to mix with local community and travel consultant have better understanding of the culture and beliefs associated with the place. Destination Management Organization (DMO) can organize more informative campaigns for travel consultants across the globe to educate and make them aware of possible avenues to interact with local festivals and cultural activities.

The importance of assessing the demographic characteristics of residents will help the DMOs to plan and manage Tourism in a systematic way. The result of the study showed that for a Novelty seeking visitors variables like *Type of traveller* and *Occupations* of the traveller has a significant association with preference of information sources. Implying that with more years of travel there is a tendency to trust individuals past experience is higher as compared to first time travellers. This study could be used as an input for designing a communication strategy across travel groups.

Further the result of the study showed that for a Familiarity seeking visitors that *Age, Education Level, Gender* of the traveller has a significant association with preference of information sources. Implying that with more education there is a tendency to trust

individuals past experience higher as compared to travel consultant. This could also be because with more education, travellers can explore technology to get information which is possible for less educated travellers. So travel campaigns for such group of travellers could be done on platforms compatible with Web 2.0.

A research paper titled "**Assessment of traveller's attitude towards information sources**" based on the finding of objective 2 and 3 is completed and awaiting suggestions from the co-authors before submission for review

7.8: Findings of Chapter 5

Chapter 5 entitled "**Information sources and travel decisions**" dealt with the fourth Objective of the study, i.e., to identify the impact of information sources on decision making process of different segments of travellers. It was undertaken in order to analyze decision making process of travellers to Goa and impact various information has on different phases of travel. This section dealt with following research questions and hypothesis

RQ 5: Is there any significant association between travel decision making phase and information sources across the groups i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers.

Chi-square test is applied to find the answer for RQ 5

Following were the findings of Chapter 5 in brief: The study revealed that there is a significant association between travel decision making phase (DM 1, DM 2 *, DM3, DM 4*, DM 5*) and information sources (FF*, PE*, TC, O*) across the groups, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers. Further research shows evidence that there is difference in preference of information sources across travel groups

are in process of Pre–Planning a trip, i.e., Novelty seekers and Social contact seeking travellers preferred "*Friends and family*" as information source while Familiarity seeking travellers preferred "Past *Experience* "when travellers are **Pre–Planning a trip** (**Refer Chapter 5, Table 5.1**).

Similarly, there was a difference in preference of information sources reported across travel groups when they are on the trip, i.e., Novelty seekers and Social contact seeking travellers preferred "*Online"* as information source while Familiarity seeking travellers preferred "*Friends and family* "when travellers are **on the trip.**

In terms of the research hypotheses H 3.1to H 3.5 generated and tested statistically:

FF = Family and Friends, PE = Past Experience, TC = Travel Consultants, O = Online

In terms of the formulated hypothesis:

1. **H$_{3.1}$:** There is no significant association between **travel decision making phase I** (When you have No intention to take a trip) and information sources (FF, PE, TC, O) **is accepted.** Implying no special preference for a particular information sources by travellers when they are in phase I. It could also mean that travellers have equal exposure and utility value to all information sources.

2. **H$_{3.2}$:** There is no significant association between **travel decision making phase II** (When you are Pre-Planning a trip) and information sources (FF, PE, TC, O) **is rejected**, implying that Novelty seekers and Social contact seeking travellers preferred "*Friends and family*" as information source while Familiarity seeking travellers preferred "Past *Experience* "when travellers are **Pre–Planning a trip.** This could be probably because Novelty Seekers primary motive to travel is to find a

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unique and new experience which could be best shared by their Friends who have similar interest

3. **H$_{3.3}$**: There is no significant association between **travel decision making phase III** (When you are Making Final Travel Plan) and information sources (FF, PE, TC, O) **is accepted.** Implying no special preference for a particular information sources by travellers when they are in phase III. It could also mean that travellers have equal exposure and utility value to all information sources and possibly they rely more on their cognitive memory to make decision in this phase.

4. **H$_{3.4}$**: There is no significant association between **travel decision making phase IV** (When you are Reserving/Booking/Purchasing Travel) and information sources (FF, PE, TC, O) **is rejected**. Implying online information source has special preference by travellers when they are in phase IV of decision making. It could be possibly because Internet has the most updated and real time information and with availability of comparative websites increasing the utility for travellers.

5. **H$_{3.5}$**: There is no significant association between **travel decision making phase V** (While you are on Trip) and information sources (FF, PE, TC, O) **is rejected**, suggesting that there was a difference in preference of information sources reported across travel groups when they are on the trip, namely Novelty seekers and Social contact seeking travellers preferred "*Online*" as information source while Familiarity seeking travellers preferred "*Friends and family* "when travellers are **on the trip.** This could be primarily because Online sources like Google Maps and Blogs help in getting latest updated information

7.9 Conclusions of Chapter 5

Based on the study it was concluded that travellers could be classified as Novelty Seekers, Social Contact Seekers and Familiarity Seeking travellers and age was significantly different among travellers of these groups. Since motivation of travel of every traveller is different past research has shown that the preference to information sources varied. Study also found that Novelty seekers and Social contact seeking travellers preferred "*Friends and family*" as information source while when travellers are Pre–Planning a trip. This could be probably because Novelty Seekers primary motive to travel is find a unique and new experience which could be best shared by their Friends who have similar interest. While Familiarity Seeking travellers preferred "*Past Experience"* as information source when they are Pre–Planning for a trip. Due to high uncertainty associated with travel familiarity seeking travellers prefer their own past experience. Moreover, Familiarity seekers are low risk taking travellers then wasn't the least uncertainty while on travel. So it's evident that they will trust their own past Experience of travel to make decision while Pre –Planning a trip.

Further it also showed that Novelty seekers and Social contact seeking travellers preferred "Online" as information source, this could be primarily because Online sources like Google Maps and Blogs help in getting of updated information. Past research suggests that amount of information consumed by Novelty seekers were the highest, so these finding clears corroborates with similar studies carried out earlier. One of the challenges to any Destination Management Organizations (DMO) in the field of tourism to know the way travellers make decisions so they can have the right content of necessary platforms for their external messages.

A research paper titled "**Assessment of Information sources and travel decisions"** based on the finding of objective 4 is completed and awaiting suggestions from the co-authors before submission for review

7.10: Findings of Chapter 6

Chapter 6 entitled "**Assessment of impact of information sources on destination image**" dealt with the fifth Objective of the study, i.e., to *determine role of information sources on destination image for different segments of travellers*. It was undertaken in order to analyze perception of destination image and impact various information sources had on different aspects of destination image. The present study identified few research questions and appropriate hypothesis were formulated. Chi-square test is applied to find the answer for RQ 6.

RQ 6: Is there any significant association between destination image parameters and information sources across the groups, i.e., Novelty Seekers, Travel Assistance Seekers and Familiarity Seekers.

Following were the findings of Chapter 6 in brief:

The study suggested that variable age has significant association across travel groups. With respect to **Natural Environment of** travellers prefers different information source based on their travel motivation. For information pertaining to **General Infrastructure**, **Tourism Infrastructure Atmosphere of the Place** and **Political & Economic Factors** travellers preferred *online sources*. Further for information with respect to **Culture, History & Art** travellers prefer different information source based on their travel motivation. Similarly, for information about Social **Environment**, travellers preferred different information sources based on their travel motivation (**Refer Chapter 6, Table 6.1**). It also highlights the preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Social environment of the Goa.

In terms of the formulated hypothesis:

1. **H₄.₁:** There is no significant association between the search for information about Natural Environment and information sources **is rejected**. It also highlights the preference to *Online* information sources by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Natural environment of the Goa.

2. **H₄.₂**: There is no significant association between the search for information about General Infrastructure and information sources **is rejected**. It shows that Novelty Seekers and Social Contact seekers preferred online information sources but Familiarity seekers preferred Online and past experience as an information sources.

3. **H₄.₃**: There is no significant association between the search for information about Tourism Infrastructure and information sources **is rejected**. It shows that Novelty Seekers and Social Contact seekers preferred Online information sources but Familiarity seekers preferred Online and friends & family as an information sources Travellers preferred *online sources*.

4. **H₄.₄**: There is no significant association between the search for information about Culture, History, Art and information sources **is rejected**. It also highlights the preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* and *Past Experience* as information source while assessing information about Culture, History & Art of Goa

5. **H₄.₅**: There is no significant association between the search for information about Political and Economic Factors and information sources **is rejected**. Travellers preferred *online source* as it gives the real time information and also most accessible.

6. **H₄.₆**: There is no significant association between the search for information about Social Environment and information sources **is rejected**. It also highlights the

preference to *Online* information by *Novelty and Familiarity seeking* tourist while *Social Contact Seekers* preferred *Friends/Family* as information source while assessing information about Social environment of the Goa.

7. **H₄.₇**: There is no significant association between the search for information about Atmosphere of the place and an information source **is rejected**. It shows that Novelty Seekers and Social Contact seekers preferred Online information sources.

7. 11: Conclusions of Chapter 6

This study showed that there was difference in travel motivation across age group with younger people come to Goa with motivation of Novelty and Familiarity Seeking as compared to elder tourist. This implies Goa is a younger person's travel destination and stakeholders are overly dependent on one section of age group which is line with the finding of Saldhana (2002) highlighting over dependence on one category of travellers.

To understand importance of the promotion channel, which in turns depends on its capacity to reach consumers and satisfy their interests and needs .We tried to seek relation these sources (Friends and Family, Past Experience , Travel agents , Online Sources) have in formation of destination image and it revealed that internet plays a vital role specially with regards to Natural Environment of Goa highlighting the preference to Online information sources by Novelty and Familiarity seeking tourist while Social Contact Seekers preferred Friends/Family as information source while assessing information about Natural environment of the Goa.

Novelty seeking travellers are typically young in age and given their exposure to internet, it would be possible that they use more online information as compared to elderly people while seeking information about Natural Environment of Goa. With regards to information

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pertaining to General Infrastructure, Tourism Infrastructure, Atmosphere of the Place and Political & Economic Factors preference to information sources differed across travel motivations.

This in turn highlight that Destination Management Organizations (DMO) should focuses on internet based platforms for promotion of information pertaining to General Infrastructure, Tourism Infrastructure, Atmosphere of the Place and Political & Economic Factors. This will have an influence to the process of creating positive image about the destination.

Further this study showed the preference to Online information by Novelty and Familiarity seeking tourist while Social Contact Seekers preferred Friends/Family and Past Experience as information source while assessing information about Culture, History & Art of Goa. For information pertaining to Social Environment the preference was to online information by Novelty and Familiarity seeking tourist while Social Contact Seekers preferred Friends/Family as information source while assessing information about Social environment of the Goa. Inputs of this study can be used to effectively and efficiently deliver the desired image of Goa to different types of traveler visiting Goa.

The paper entitled "*Impact of Information source on Destination Image*" based on objective 5. The paper has been published in the Volume VI, Issue II, Part III, December, 2017-18 in issue of Royal – An International Multidisciplinary Half Yearly Journal, pp 45-60 (Peer Reviewed Referred and UGC Listed Journal No: 47037).

7.12: Suggestions for Further Research

7.12.1: Suggestions from Chapter 3 (Assessment of travel motivation)

While the current study has used Factor Cluster analysis as a framework to segments travellers, it can be utilized in further research on tourist perception in terms of different segments, i.e., The differences motivation among travels to the two districts of the state viz. North and South Goa, between Domestic & International traveller so as to make promotion segment specific and hence more effective.

Moreover, Statistical methods that allow model testing (structural equation modeling, path analysis) could be used to test consistency on the segments. During the study it was realized that travellers dint not like to be disturbed for filling the questionnaires as the primary motivation to travel to Goa was to relax and take a time off from routine life, rather allowing them to fill and return the same on their return home via email/ prepaid mail questionnaires may be more suitable and would perhaps give a better outcome in data collection. Moreover, a better solution would be the collection of 'real time' data through strategic associations or tie-ups among tourism and other service provider's stakeholders (Government as well as public agencies at large), researchers, information technology companies etc. which would enable the collection of data from very large samples. Using the text / audio / video / photo messaging through web 2.0 (Social media) platforms as such studies are already being carried out in developed countries.

7.12.2: Suggestions from Chapter 4 (Assessment of travellers attitude towards information sources)

Current study was not able to differentiate between information sources and information channels, so it was therefore tough to say whether the factors studied are influencing the

choice of source or channel or both. Also there was little clarity whether all relevant information sources were successful included in a typical list of information sources.

Also further research on tourist perception in terms of different segments, i.e., the differences motivation among travels to the two districts of the state viz. North and South Goa, between Domestic & International traveller so as to make promotion segment specific and hence more effective.

7.12.3: Suggestions from Chapter 5 (Information sources and travel decisions)

Current study tried to explore the impact the information sources have on decision making of various types of travellers who differed based on their travel motivations. But apart from their motivation studies in past have shown that emotions of travellers do play a crucial role in their purchase. So future research can explore impact of emotions on travel decisions

Secondly, decision-making is considered as an individual process but practically it's a joint process involving family, friends and other interested parties. A study can be focused on group decision making and impact information sources have when group decision making is done, would be great value to travel literature.

Thirdly the study analyzing the decision making from risk taking point of view can also be of huge importance, i.e., how do consumers perceived risk associated with the destination can impact travel decision tourism decisions?

7.13.4: Suggestions from Chapter 6 (Assessment of impact of information sources on destination image)

This study tried to explore the impact the information sources have on perceived destination image of various types of travellers who differed based on their travel motivations. But this study was not able to differentiate between information sources and information channels,

so it was therefore tough to say whether the factors studied are influencing the choice of source or channel or both. Also there was little clarity whether all relevant information sources were successful included in a typical list of information sources. Also there was a possibility that all relevant parameters of destination image were not successfully included in a typical list.

Further analysis between the demographic variables and perceived destination image could help toward Destination management organizations to align the goals of the Industry, Government, Entrepreneurs and Residents in this regard, to determine a mutually acceptable route to in projecting right destination image of the state.

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Questionnaire

This research work is being carried out to understand consumer behavior and their preferences to various information sources of travellers visiting Goa.

A. Demographic Profile

Gender	Male		Female	
Age	Less than 20 years	21- 40 years	41 years and above	
Education	Upto 12th Standard (1-12 years)	Graduation (15-18 years)	Masters (above 18 years)	
Monthly Income (USD)	Up to Rs. 30,000 (Up to 500)	Up to Rs. 60,000 (501-1000)	More than Rs. 60,000 (1001-1500)	
Occupation	Service	Business	Professionals	
Type of Traveler	1st time	2-4 times	Above 5 times	
Marital Status	Single		Married	
Category	Domestic		Foreign	

B. ITR Scale [International Travel Preference]

Each of the items below refers to your preference in general when choosing travel destination. (Please circle one number as your response to each of the following statements: *1 is Strongly Disagree and 7 is Strongly Agree*)

		1	2	3	4	5	6	7
1	I prefer to travel to places where the people are of the same ethnic group as mine.							
2	I prefer to travel to places where the culture is similar to mine.							
3	I prefer to travel to places where they have the same tourism infrastructure as in my place							
4	I prefer to travel to places with well-developed tourism industries.							
5	I prefer to travel to places where there are international hotel chains.							
6	I prefer to travel to places where they have the same transportation system as in my place.							
7	I prefer to travel to places that are popular destinations.							
8	I prefer to travel to places where there are restaurants familiar to me.							
9	I put high priority on familiarity when thinking of destinations							
10	I prefer to associate with the local people when traveling in a new place.							
11	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.							
12	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.							
13	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay							
14	I prefer to make friends with the local people when traveling to a new place							
15	I prefer to have as much personal contact with the local people as possible while traveling							
16	I prefer to start a trip with preplanned or definite routes when traveling in a new place.							
17	I prefer to be on a guided tour when traveling in a new place.							
18	I prefer to make all of my major arrangements through travel agencies when traveling							

C. Preference to Information Sources

Each of the items below refers to your preference in general to information sources. Rate the utility of each information source while travelling. [Please tick your response to each of the following statements]

	Very Useful	Useful	Average	Less Useful	Not Useful
Friends and Family **(FF)**					
Past Experience **(PE)**					
Travel Consultant **(TC)**					
Online **(O)**					

D. Decision Making Process

Each of the below items represents stages in decision making process and information sources. Please give your preference to information sources at different stages of travel.
FF- Friends/Family, **PE-** Past Experience, **TC-** Travel Consultants, **O-**Online

Stages		FF	PE	TC	O
1.	When You have No intention to take a trip				
2.	When You are Pre-Planning a trip				
3.	When you are Making Final Travel Plan				
4.	When you are Reserving/Booking/Purchasing Travel				
5.	While you are on Trip				

E. Destination Image

Each of the attributes below are factors helping in building image in travellers mind about destination. Please give your preference of information sources used to get information about the following destination attributes.
FF- Friends/Family, **PE-** Past Experience, **TC-** Travel Consultants, **O-**Online

		FF	PE	TC	O
Natural environment	Beauty of the scenery				
	Beauty of the cities and villages				
	Cleanliness				
	Overcrowding				
	Traffic congestion				
	Air and noise pollution				
	Weather				
	Beaches				
	Richness of the scenery				
	Variety and uniqueness of flora and fauna				

General infrastructure	Development and quality of roads, airports and ports				
	Private and public transport facilities				
	Development of health services				
	Development of telecommunications				
	Development of commercial infrastructures				
Tourist infrastructure	Hotel and self-catering accommodation				
	Restaurants				
	Bars, discotheques casinos and clubs				
	Ease of access to destination				
	Entertainment and sports activities				
Culture, history and art	Museums, historical buildings, monuments, etc				
	Festival, concerts, etc				
	Handicraft				
	Religion				
	Customs and ways of life				
Political and economic factors	Political stability				
	Economic development				
	Crime rate				
	Terrorist attacks				
	Prices				
Social environment	Hospitality and friendliness of the local residents				
	Underprivileged and poverty				
	Quality of life				
	Language barriers				
	Luxurious place				
Atmosphere of the place	Fashionable place				
	Place with fame and reputation				
	Place oriented toward families				
	Mystic place				
	Relaxing place				
	Happy, enjoyable place				
	Pleasant place				
	Attractive or interesting place				

F: Information Source:

Select the most preferred information source (only 1)

Friend/Family	**Past Experience**	**Travel Consultant**	**Online**

Thank you for providing your valuable inputs. This information is purely going to be used for academic purpose