DESTINATION IMAGE OF SELECTED TOURIST DESTINATIONS: MEASUREMENT, ANALYSIS AND IMPLICATIONS

A Thesis

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BY

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Dedicated to My Family

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DECLARATION BY THE SCHOLAR

I hereby declare that the work reported in the Ph.D. thesis entitled **"Destination Image of Selected Tourist Destinations: Measurement, Analysis & Implications"** submitted at **Jaypee University of Information Technology, Waknaghat, India,** is an authentic record of my work carried out under the supervision of **Dr. Anupriya Kaur** and **Dr. Yajulu Medury.** I have not submitted this work elsewhere for any other degree or diploma. I am fully responsible for the contents of my Ph.D. Thesis.

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CERTIFICATE

This is to certify that the thesis entitled, **"Destination Image of Selected Tourist Destinations: Measurement, Analysis & Implications"** which is being submitted by **Abhilasha Chauhan (Enrollment No. 116802)** for the award of degree of **Doctor of Philosophy** in **Management** by the **Jaypee University of Information Technology** at **Waknaghat, India** is the record of candidate's own work carried out by her under our supervision. This work has not been submitted partially or wholly to any other University or Institute for the award of this or any other degree or diploma.

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ABSTRACT

Worldwide, an ever increasing number of destinations have opened up and invested in tourism development, tuning modern tourism into a key driver of economic growth. India also represents one of the most promising tourism markets in the world. In fact, the Indian tourism and hospitality industry is the third-largest sub-segment of the services sector in India. However, despite the immense economic potential of domestic tourism it has remained an area of neglect. As a country with billion plus people, we have a huge nation to showcase ourselves; yet, it has received scarce attention by policy makers, academicians and practitioners alike. In addition to this, despite increased attention and relevance drawn by 'destination image' as a key aspect of destination marketing, it has been an under researched area in Indian tourism academic literature as well as practitioner studies. Consequently, no previous Indian research exists which provides a pragmatic and explicit approach to capture the destination image of tourism destinations in India.

Given the fact that domestic tourism plays an important role in overall tourism development in the country; an understanding about the perception of domestic tourists about tourism destinations could be a valuable source for tourism planners to determine the positioning and promotion of domestic destinations. Destination image measurement therefore emerges as an area of imminent concern and attention. This study aims to measure and analyze the destination image (on specific attributes) of selected tourist destinations and subsequently develop insights for policy makers & practitioners.

Tourism destination image has been a focal area of conceptual and empirical tourism research for the last three decades. The importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice (Echtner & Ritchie 1991; Gallarza et al., 2002; Thao & Swierczek, 2008; Allamehet al., 2014). Literature in this field covers several topics of interest such as – conceptualization and dimensions; destination image formation process (static and dynamic); assessment and measurement of destination image; destination image management policies (positioning, promotion, etc.); tourist satisfaction etc. Furthermore, the past literature reveals that the most popular regions for study were North America, Europe and Asia Pacific was

ranked at third place; which requires more attention. Secondly, the destination image has measured the perceptions of only one destination, without a frame of reference to any competing destinations.

Thirdly, certain methodical and statistical concerns have been overlooked in the past studies (Byon & Zhang, 2010). This study takes a significant step in this direction wherein it measures and evaluates the destination image of Indian tourist destinations and addresses some vital gaps of literature.

A multipronged approach is followed wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined. Specifically the research objectives cover the following – 1) to measure the destination image of specific tourist destinations (Shimla, Manali, Mussoorie, Mount Abu & Ooty); 2) to analyze the relative positioning of the specific destinations on cognitive & affective dimensions; 3) to cross validate and examine the robustness of SDI (Scale of destination Image); 4) to discern the impact of socio-demographic and travel behavior related variables on destination image; 5) to examine the influence of sources of information (Personal & Impersonal) on destination image and; 6) to study the impact of destination image on behavioral intentions – WOM, e-WOM & Repeat visit.

The destination image of five destinations – Ooty, Shimla, Manali, Mussoorie and Mount Abu is evaluated in this study. A two tier sampling has been used to fulfill the pursuit of the research – 1) Area sampling and 2) Convenience sampling. Under area sampling Shimla, Manali, Mussoorie, Mount Abu and Ooty selected as geographical samples. Thereafter domestic tourists were surveyed in these destinations through convenience sampling. Based on the guidelines of the extant literature a total 853 respondents from the five selected destinations were deemed adequate for the study. A set of structured questionnaire was used for data collection. The constructs and number of questions (based upon the research objectives) consisted of socio-demographic and travel related behavior information and statements on cognitive, affective and behavioral intention. An on-site personally administered survey was conducted at the popular tourist places of each destination. In this study the measure for destination image includes both cognitive and affective aspects. The cognitive image was adapted from the scales developed in the past studies such as Echtner &

Ritchie (1993), Chaudhary (2000), Beerli & Martin (2004) and Byon & Zhang (2010). The seven major cognitive attributes included in this study were – natural attractions, infrastructure, touristic attraction, culture, history & art, safety & security, social environment and value for money. Affective image was measured by using bipolar affective scale of Russell et al. (1981). The personal and impersonal sources evaluated in this study were adapted from the past literature (Mitra et al., 1999; Mortimer & Pressey, 2013).

The analysis has been done through using descriptive statistics; correspondence analysis; confirmatory factor analysis; multi-group invariance; factorial MANOVA and multiple regressions. The results from the present study deem valid the generalizability of the destination image attributes facilitating its easy adoption in a variety of settings. First, this study measured the destination image of specific tourist findings reveal that the attribute natural attraction was positively perceived by respondents across all destinations and the attribute infrastructure emerged as an area in need of dire attention. Further, the most dominant attributes which marked destinations' positioning were – local cuisine & food outlets, hotels & restaurants, famous handicraft and parking facilities. Second, the current study in its assessment of the cognitive and affective dimensions of destination image of specific Indian tourist destinations based on the impact socio-demographic and travel related behavior variables found significant results vis-à-vis gender, age, education, family life cycle, type of visitor and frequency of travelling. Next, this study assessed the influence of sources of information, which shows that the tourists having high influence of personal sources have a more positive destination image than the tourists who prefer impersonal sources of information have low perceived destination image. Finally, a limited impact of perceived destination image on behavioral intention can be traced from the results.

The present study is insightful both from the theoretical as well as practical point of view. From a theoretical point of view, this study extend the line of research on destination image measurement and pursues objectives and methods as advocated by the past researchers (Beerli & Martin, 2004; Byon & Zhang, 2010 etc.) i.e. to analyze destination image of competing destinations in new research setting; to incorporate destination-specific factors; to consider both cognitive and affective aspects in destination image measurement; provide the evidence of validity and reliability of the adopted destination measurement scale. In this study, the review of reports of Ministry of Tourism as well as other articles revealed a glaring lacuna in

measurement and assessment of destination image (s). The establishment and empowerment of DMO (s) is clearly evident. The empirical analysis from this study suggests that the destinations are mostly clustered around the same set of attributes making them close competitors and the need for each destination to cultivate a unique image is obvious. The results of this study empower destination marketers by allowing them to visualize their destinations' competitive standing relative to their competitors' strengths and weaknesses and also to visualize the similarities in the perceived attributes across destinations.

To summarize, it is necessary to fully understand the scope of our (tourism) offerings to enable the sector to position and promote them in such a way that can help actualize their potential and provide them a competitive edge. This in turn requires periodic assessment of the image of tourism destinations. This tourist-derived intelligence presents an opportunity to take advantage of its current position or, if necessary, optimally reposition itself. It is for these reasons that this research study can be deemed timely.

LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
EFA	Exploratory Factor Analysis
FICCI	Federation of Indian Chambers of Commerce & Industry
e-WOM	Electronic Word of Mouth
MANOVA	Multi Variate Analysis of Variance
RV	Repeat Visit
SDI	Scale of Destination Image
SEM	Structure Equation Modeling
WOM	Word of Mouth
WTTC	World Travel and Tourism Council
WTO	World Tourism Organization

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CHAPTER 1

INTRODUCTION

1.1. Problem Statement

Tourism is a rapidly evolving industry that has become increasingly competitive in the global arena. It is gaining universal acceptance as a potent engine for inclusive socio-economic progress because of the jobs created and infrastructure. Furthermore, worldwide domestic tourism industry also exhibits a fast pace with large number of people travelling every year within the country. India is no exception. Given its myriad topography, history, culture and traditions, India represents one of the most promising tourism markets in the world. In fact, the Indian tourism and hospitality industry is the third-largest sub-segment of the services sector in India [1]. However, unlike large countries such as the USA, China and Australia who have developed a robust domestic tourism industry (Baker, 2013), India has yet to realize the potential of its burgeoning domestic tourism base. Further, despite the immense economic potential of domestic tourism, until the National Policy of Tourism 2002 followed by related strategic action plans, it had received scarce attention by Ministry of Tourism (Ministry of Tourism & Culture, Government of India, 2002). The Indian tourism statistical data shows that; the annual growth rate of domestic tourism in the year 2014 i.e. 11.9% is greater than international tourism 10.2% (Ministry of Tourism, Government of India, 2014a). Also, the domestic tourism market is much more stable and impervious to fluctuations vis-à-vis international tourism (Ministry of Tourism, Government of India, 2012) and some noteworthy changes have emerged. Firstly, domestic tourists have migrated from VFR (Visiting Friends & Relatives) and religious category to travelling for leisure (Federation of Indian Chambers of Commerce & Industry, 2012). Secondly, over the years domestic travelers with increased disposable income, modernized lifestyles, better life quality etc. have their prime motive for travel as leisure and recreation (FICCI, 2012). As a country with billion plus people, we have a huge nation to showcase ourselves; yet, it remains an area of neglect by policy makers, academicians and practitioners alike.

In this context, the 2014-15 report by the working group of tourism (Ministry of Tourism, Government of India, 2014a) highlights the necessity of detail studies to capture the perception of the foreign and domestic tourists about the various facilities at tourist destinations to aid policy framing. In addition to this, there is a clear call to conduct surveys to find out the experience of domestic tourists at important tourist destinations and evaluation of domestic campaign launched by the Ministry of Tourism (Ministry of Tourism, Government of India, 2014a). Unfortunately, this is a far cry from the reality. Despite increased attention and relevance drawn by 'destination image' as a key aspect of destination marketing, it has been an under researched area in Indian tourism academic literature as well as practitioner studies. Consequently, no previous Indian research exists which provides a pragmatic and explicit approach to capture the destination image of tourism destinations in India.

It is necessary to fully understand the scope of our (tourism) offerings to enable the sector to position and promote them in such a way that can help actualize their potential and provide them a competitive edge. This in turn requires periodic assessment of the image of tourism destinations. As highlighted previously, a scrutiny of various reports of Ministry of Tourism (Ministry of Tourism, Government of India, 2007; 2010a) reveals an apathetic attitude in this regard. Although, statistics such as - foreign tourist arrivals and earnings and some sporadic data is available on domestic tourism; there is a lack of research which can illustrate the measurement of tourism destination. Recent reports (Ministry of Tourism, Government of India, 2011a; 2014a) highlight the critical need of market research but once again fail in specifying a research methodology for the same. It is for these reasons that this research study can be deemed timely.

Given the fact that domestic tourism plays an important role in overall tourism development in the country; an understanding about the perception of domestic tourists about tourism destinations could be a valuable source for tourism planners to determine the positioning and promotion of domestic destinations. Destination image measurement therefore emerges as an area of imminent concern and attention. This study aims to measure and analyze the destination image (on specific attributes) of selected tourist destinations and subsequently develop insights for policy makers & practitioners.

1.2. Rationale of the Study

Extant research demonstrates that a destination's image is a valuable concept in investigating the destination selection process. Therefore, the measurement of a destination's image has been of great interest not only to tourism researchers but also to industry practitioners and destination marketers (Baloglu & McCleary, 1999). Creating and transmitting a favorable image to potential tourists in target markets could strengthen the competitiveness of a destination (Gartner, 1994; Konecnik, 2002). At a time when the Indian tourism industry has found an all new focus on its promising domestic tourists' base, it becomes imperative for them to understand their consumers (tourists) and the kind of image they hold. Marketing and tourism researchers need to undertake qualitative and quantitative analysis which can assist destination marketers and other stakeholders to rightly formulate their tourism offerings. This study takes a significant step in this direction wherein it measures and evaluates the destination image of Indian tourist destinations. It is expected that the findings of this study may provide several insights which may be meaningful to – assess the competitive standing of a destination, segment the tourism base and optimally position the tourism destination.

1.3. Research Objectives

This study follows a multipronged approach wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined. Specifically the research objectives cover the following: – 1) to measure the destination image of specific tourist destinations (Shimla, Ooty, Mussoorie, Manali & Mount Abu); 2) to analyze the relative positioning of the specific destinations on cognitive & affective dimensions; 3) to cross validate and examine the robustness of SDI (Scale of Destination Image); 4) to discern the impact of socio-demographic and travel behavior related variables on destination image; 5) to examine the influence of sources of information (Personal & Impersonal) on destination image and; 6) to study the impact of destination image on behavioral intentions – WOM, e-WOM & Repeat visit. Based on these objectives this study aims to investigate the following research questions:

RQ1. How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ2. What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Mussoorie, Manali & Mount Abu) destinations?

RQ5. Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

RQ6. Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?

RQ7. Does perceived destination image vary on the basis of sources of information (Personal and Impersonal Sources)?

RQ8. Do behavioral intentions - WOM & e-WOM and Repeat visit vary on the basis of perceived destination image?

1.4. Nature & Scope of the Study

The present research was executed with the spirit of illustrating an empirical examination of the destination image of tourism destinations in India and some other related aspects. This study extends the line of research which deems destination image measurement as a staple of tourism research. The conceptualization of the study is neither too general nor too specific and is middle - ranged as firstly, it partially replicates the extant literature in new research settings to explore and investigate the destination image of some specific tourism destinations of India. It however focuses specifically on domestic leisure tourists which have remained an unexplored area theoretically and practically. Secondly, the study aims to examine some under researched or relatively unexplored areas and methods in the study of tourism research such as – employing more than one destination as the subject of study (unlike past studies in this area); multigroup invariance analysis and correspondence analysis (methodology) and influence of information sources on perceived destinations (theoretical gap). The scope of the study is limited to five tourism destinations for several theoretical and practical reasons discussed in the subsequent chapters. Since, this study employs more than one destination as the subject of study, in most part, multivariate analysis has been used to analyze research

questions of the study. The subsequent analysis thus provides findings - which are specific to each destination, comparative analysis and exploration(s) which are in common across each destination. Similarly, the implications from the study are both destination specific and general in nature.

1.5. Theoretical and Practical Relevance of the Research

The present study is insightful both from the theoretical as well as practical point of view. From a theoretical point of view, this study extend the line of research and pursues objectives and methods as advocated by the past researchers (Beerli & Martin, 2004; Byon & Zhang, 2010 etc.) i.e. to analyze destination image of competing destinations in new research setting; to incorporate destination-specific factors; to consider both cognitive and affective aspects in destination image measurement; provide the evidence of validity and reliability of the adopted destination measurement scale. The present study deems valid the generalizability of the destination image attributes facilitating its easy adoption in a variety of settings. Additionally, this study contributed by providing guidance for including multi-group invariance analysis to ensure that the measurement items used in their destination image studies were equivalent so that meaningful comparisons across different samples (destinations) could be made. This empirical analysis yields several practical insights. It undertakes under enquiry areas such as – infrastructure, market communications, touristic attractions etc. wherein several actionable work and development maybe noted and undertaken by stakeholders in view of the results from such a research study.

1.6. Organization of the Thesis

The thesis is organized as follows. The introduction chapter is followed by presenting the backdrop of the study in Chapter 2. Chapter 3 reviews past literature on destination image. The review provides the theoretical base for this thesis and imparts important research directions. Based on the literature review a conceptual framework is developed in chapter 4. Chapter 5 discusses the research methodology applied in the empirical test, including measurement of constructs and sampling framework. Data analysis and results are presented in chapter 6, in which each research question and hypothesis is scrutinized. In chapter 7, a

detailed discussion on the findings has been made and thereafter academic, practical implications, future scope of the research and limitations are discussed at the end.

CHAPTER 2

BACKDROP OF THE STUDY

In this chapter, the background of the research is discussed that conceptualizes the research study. Firstly, tourism in India, governing bodies and tourism policies centric to domestic tourism are discussed. Next, the importance of domestic tourism in Asia Pacific Region and in India, trends in domestic tourism and reasons for negligence of domestic tourism are highlighted. Finally, a brief overview on leisure tourism in hill states and on selected destinations is discussed.

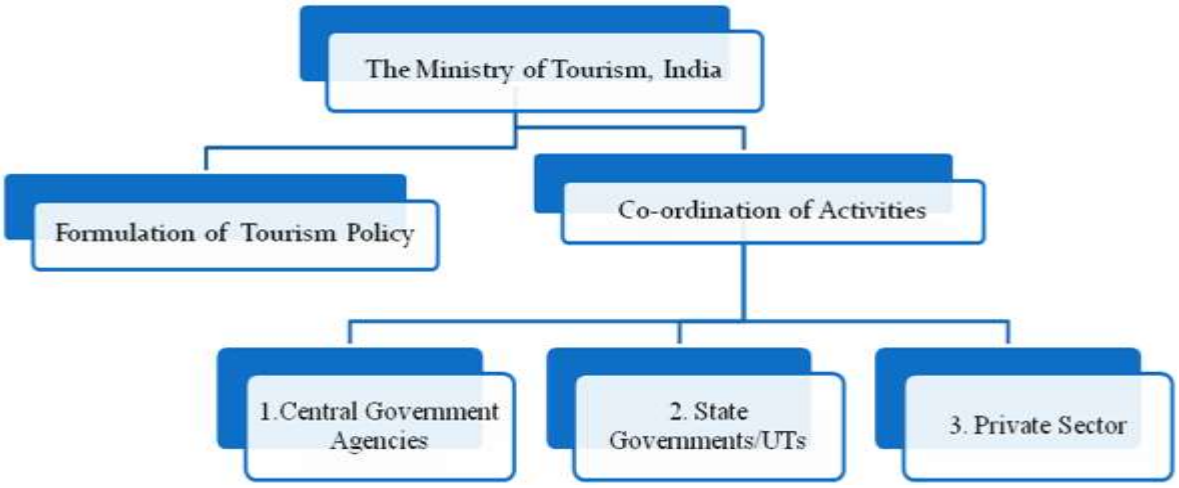
2.1. Tourism in India

The tourism industry in India has emerged as one of the key drivers of growth among the services sector in India [1]. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth [2]. The total contribution of Travel & Tourism to GDP in India was 6.3% of total GDP in 2015, and is forecast to rise by 7.3% in 2016, and to rise by 7.5% pa in 2026 (World Travel & Tourism Council, India, 2016). In 2015, the total contribution of Travel & Tourism to employment in India, including jobs indirectly supported by the industry, was 8.7% of total employment. This is expected to rise by 3% in 2016 and further rise by 1.9% per annum in 2026 (WTTC, India, 2016). The tourism business in India can be broadly classified into: Domestic and International tourism. Tourism in India offers various kinds of products i.e. Leisure Tourism, Golf Tourism, Polo Tourism, Adventure Tourism, Rural Tourism, Cruise Tourism, Wellness & Medical Tourism and Eco Tourism [3]. The Indian Tourism is primarily governed by the government organization − Ministry of Tourism, India. The role and structure of Ministry of Tourism is discussed in the next section

2.1.1. Ministry of Tourism - India

The Ministry of Tourism is responsible for the development of tourism in the country. It is the nodal agency for the formulation of national policies and programmes for the development and promotion. It plays a crucial role in coordinating and supplementing the efforts of the various central government agencies, State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources (refer Figure 2.1). This Ministry is headed by the Union Minister of State for Tourism (Independent Charge) and the administrative head of the Ministry is the Secretary (Tourism).

Figure 2.1: A Brief Description of the Role of Ministry of Tourism, India



Source: Ministry of Tourism, India official Website (http://tourism.gov.in/)

According to the annual report of Ministry of Tourism, Government of India (2014a) the main functions of the Ministry consist of the following:

(i) All Policy Matters, including

- Development Policies
- Incentives
- External Assistance
- Manpower Development
- Promotion & Marketing

- Investment Facilitation
- Growth Strategies

(ii) Planning

(iii) Co-ordination with other Ministries, Departments, State/UT Governments

(iv) Regulation of Standards and Guidelines

(v) Infrastructure & Product Development by providing Central Assistance and through Distribution of Tourism Products

(vi) Research, Analysis, Monitoring and Evaluation

(vii) International Co-operation and External Assistance

- International Bodies
- Bilateral Agreements
- External Assistance
- Foreign Technical Collaboration

(viii) Legislation and Parliamentary Work

(ix) Establishment Matters

(x) Overall Review of the Functioning of the Field Offices

(xi) Vigilance Matters

(xii) Implementation of Official Language Policy

(xiii) VIP References

(xiv) Budget Co-ordination and Related Matters

(xv) Plan-Coordination

(xvi) Integrated Finance Matters

(xvii) Overseas Marketing Work

(xviii) Welfare, Grievances and Protocol

Besides, Ministry of Tourism there are other various organizations established in India to contribute towards the growth and promotion of Tourism in India like India Tourism Development Corporation (ITDC), Indian Institute of Tourism and Travel Management (IITTM), National Council for Hotel Management and Catering Technology (NCHMCT), Tourism Finance Corporation of India Ltd. (TFCI).

India Tourism Development Corporation (ITDC)

ITDC established in the year 1966 and it is the only public sector undertaking under the administrative control of the Ministry. The key role of this corporation is to contribute in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation as per the official website of Ministry of Tourism, India are:

(i) To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants.

(ii) To provide transport, entertainment, shopping and conventional services.

(iii) To produce, distribute tourist publicity material.

(iv) To render consultancy-cum-managerial services in India and abroad.

(v) To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc.

(vi) To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

Indian Institute of Tourism and Travel Management (IITTM)

Indian Institute of Tourism and Travel Management was established in the year 1983 at New Delhi. It offers education, training, research and consultancy in sustainable management of tourism, travel and other allied sectors. Today, it has a distinguished identity of its own and reached at a commanding position among sectoral B-Schools in the country and it has five campuses across country i.e. Noida, Goa, Nellore, Bhubaneswar and Gwalior [4].

National Council for Hotel Management and Catering Technology (NCHMCT)

National Council for Hotel Management and Catering Technology (Society) was set up in the year 1982 by the government of India as an autonomous body for coordinated growth and

development of hospitality education in the country [5]. It runs various courses in the field of hospitality education & training that is offered through twenty one (21) central government sponsored institutes of hotel management, twenty One (21) state government sponsored institutes, fifteen (15) private institutes and seven (7) food craft institutes, across the country.

Tourism Finance Corporation of India Ltd. (TFCI)

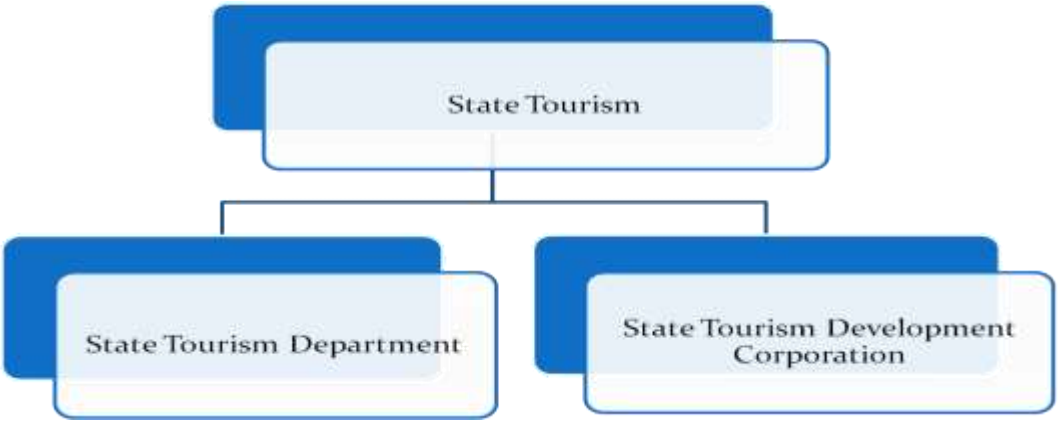
Tourism Finance Corporation of India Ltd. (TFCI) has been set-up as an All India Financial Institution, pursuant to the recommendations of "National Committee on Tourism" set-up under the aegis of Planning Commission in 1988. The main object of setting-up the specialized financial institution was to expedite the growth of tourism infrastructure in the country by providing dedicated line of credit on long term basis to tourism related projects in the country [6].

Similar to the role Ministry of Tourism at the centre level in the country the Departments of Tourism of various states is responsible for making specific policy frameworks for their respective states. A brief overview is presented next.

2.1.2. Department of Tourism - States

The tourism departments in the selected states plays a crucial role in catalyzing private investment, strengthening promotional and marketing efforts and providing trained manpower resources in the sector to economic and social development in the States. The major functions of the state tourism department are to develop policies, planning, marketing & promotion, research, analysis, monitoring & evaluation. The Department of Tourism in state has under its charge a public sector undertaking, state tourism development corporation which is held responsible for marketing & promotional activities (refer Figure 2.2). The selected destinations (hill stations) in this study to pursue the objectives of this study are taken from Himachal Pradesh (Shimla & Manali), Uttarakhand (Mussoorie), Rajasthan (Mount Abu) and Tamilnadu (Ooty). Himachal Pradesh Tourism Development Corporation, Uttarakhand Tourism Development Board, Rajasthan Tourism Development Corporation Limited and Tamilnadu Tourism Development Corporation are the public sector undertakings of the respective selected states.

Figure 2.2: The Functional Organizations of State Tourism



Source: Author's compilation from the tourism websites of the states

2.2. Tourism Policies

The first step to promote international and domestic tourism in India was taken during second five year plan by forming a separate Department of Tourism under the Ministry of Transport and Communications (Khan et al., 2014). Thereafter, the Government of India came up with first action policy plan in 1982, with the objective of developing tourism circuits in the country (Baken & Bhagavatula, 2010). The golden triangle "Delhi-Jaipur-Agra" got much attention in that time span. However, there was no focus on domestic tourism. Thereafter, National Action Plan of 1992 was focused on improving tourism infrastructure and to make a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings (Bhatia, 2013). The first major step taken by government of India towards development of the tourism industry was the launch of the "Tourism Policy" in 2002. The tourism policy is based on a multi-pronged approach, which includes speedy implementation of tourism projects, development of integrated tourism circuits, special capacity building in the hospitality sector, and new marketing strategies (Ministry of Tourism and Culture, Government of India, 2002). The major objective of this policy was to position tourism as a major engine of economic growth and domestic tourism was incorporated as a secondary focus area for the first time [7]. But, this policy lacked in describing the role of various stakeholders to the tourism. The very first outcome of this policy was the introduction of 'Incredible India' market campaign to lure worldwide tourists. The campaign successfully established India as a high-end tourist destination, generating a 16% increase in tourist

traffic in the first year [8]. In comparison of 'Incredible India' Ministry of Tourism took a slow start to promote domestic tourism. Realizing the potential of domestic tourism the Domestic Promotion and Publicity including Hospitality (DPPH) scheme was initiated by the Ministry of Tourism Government of India in 2004, with a key objective of creating a general awareness amongst the people about the potential tourist destinations in the country. Under the scheme there were four region specific campaigns viz. (1) North east campaign, (2) Central India Campaign, (3) South India Campaign, and (4) Eastern India Campaign along with one special Buddhist sites campaign. In addition to the region specific campaigns, two general campaigns viz "Atithi Devo Bhava" and "India for Indians" were also introduced to create a general awareness about tourism amongst the people of the country (Ministry of Tourism, Government of India, 2013a).

Later, in year 2009 the 'Market Development Assistance" scheme was introduced to promote domestic tourism. The emphasis of this scheme was to motivate service providers' travel agents/tour operators to avail financial assistance and to encourage domestic tourists to visit unexploited tourist destinations in various states (Ministry of Tourism, Government of India, 2013b). The best initiative taken by the Ministry of tourism is to conduct studies to evaluate such implemented schemes. It has been reported in the surveys conducted to evaluate DPPH that more than 60% general public, tourists and service providers are aware of the domestic promotional campaigns (Ministry of Tourism, Government of India, 2013a). On the other hand 'Market development Assistance' scheme was availed by the tour operators & travel agencies that resulted in spreading more awareness about India's touristic places [2]. The current developments in this area is launch of 'Incredible India' mobile application in the year 2014 to assist international and domestic tourists to access information about recognized tour operators, tourist centers, hotels, guides and places of interest [2]. The 'Incredible India Helpline' is also accessible 24x7 to provide authentic information to the tourists and they can call on the helpline number during emergency [2]. Recently, in the year 2015 the draft of New National Tourism Policy has been framed by the Ministry of Tourism however it is yet not to be announced as a new policy (Ministry of Tourism, Government of India, 2015a).

2.3. Domestic Tourism in Asia Pacific Region

Tourism is one of the important sectors that contributes to the development and growth of the

Asia Pacific region [9]. Asia and the Pacific accounts for 23% of worldwide arrivals and 30% of receipts. In 2014, Asia and the Pacific welcomed 263 million international tourists i.e. was 14 million more than the previous year (World Tourism Organization, 2015). In recent decade many countries have seen large increases in tourism arrivals [10]. Along with the international tourism, the recent travel analysis provided by WTO (2013) reported that domestic tourists travelling within their country form the bulk of world tourist traffic. Specifically, the Domestic travel spending generated 74.5% of direct Travel & Tourism GDP in 2014 compared with 25.5% for visitor exports (i.e. foreign visitor spending or international tourism receipts) in this region (WTTC, Asia Pacific, 2015). Domestic tourism contributions, in comparison with international visitor contributions, are as high as 60% of the total tourism income (WTTC, 2012). Asia is fast coming into its own where tourism growth and opportunities are concerned. A joint study by the Singapore Tourism Board (STB), Visa and McKinsey & Company revealed that approximately 60% of the world's Millennials reside in Asia, with a third originating from either China or India. This can give a definite boost to domestic tourism in most Asian countries.

The findings from the UNWTO (United Nations World Tourism Organization) study conducted in 2012 on Domestic Tourism across Asia and the Pacific are particularly helpful in developing the right perspective of domestic tourism in this region [11]. Some of the key findings are highlighted below:

(i) Domestic tourism is dependent on two vital assets: the population and the surface area of the country. Area means rich resources and the population means market. China and India both have these advantages which can give a definite impetus to their domestic tourism.

(ii) Tourism in general and domestic tourism in particular has acted as a "shock absorber", cushioning the negative impacts of the economic difficulties, natural calamities and a series of acts of terrorism in the case of Indonesia and India. Despite of these issues Asian tourism has continued to maintain a growth rate which is much higher than the world average.

(iii) Growing middle-class accounts for the high percentage of domestic leisure tourists. With the growing middle-class in India, the leisure sector is bound to increase in the future similar to countries like Malaysia, Philippines and Iran where the VFR (Visiting Friends & Relatives) segment contributes more than 50%.

(iv) Land transport (road and rail) occupy 89% of all forms of transport with air (8%) and water (3%) playing a minor role. Within road transport, buses and cars predominate in India and Pakistan. It is most likely that rail transport will increase in the future in China and India, with the advent of fast trains. Budget airlines have also seen a rapid growth in Malaysia and India.

(v) The public sector at a national, regional and local level has been the backbone of the industry in many developing Asian destinations. This has been in the form of state and local government subsidies, investment, promotion and maintenance of institutions (tourism offices) and support for the informal accommodation for domestic tourism to thrive. While there has been private sector involvement recently, domestic tourism is still considered the responsibility of the State.

There is no doubt that the policy initiatives in the various Asia and Pacific countries varies from one another however, given the commonality of characteristics (geographical terrains and socio-economic etc.) destinations may well learn from each other's experiences. As discussed earlier that though China and India both have the advantage of population and the surface area to build up a base for domestic tourists; China has developed its domestic tourism in a far better way than India.

China and India

Domestic tourism receives a stronger Policy support in the neighboring country China and they are well equipped in handling domestic as well as international tourists. This practice is not followed by the Ministry of Tourism in India. In a recent report on 'Tourism Market in China' by European Small and Medium Enterprises centre, it was reported that "According to the United Nations World Tourism Organization (UNWTO), China is the fastest-growing tourism source market in the world over the past decade" (EUSME, 2014). Particularly, in the

last decade China's domestic tourism market is reported to have grown by 10% on average each year (EUSME, 2014). The domestic tourism in China is on rise and the reasons are similar to the growth of domestic tourism in India. The rising middle class is keener to travel and explore new places within country and abroad. The improved infrastructure like variety of hotels and restaurants, transport, technology, widely promoted culture, food, shopping has evidently contributed in the growth of domestic tourism of China (Ministry of Tourism, Government of India, 2012). China is ahead of India in the growth of domestic tourism. It is an outcome of their continued focus on domestic tourism. For example, in the year 2009, special discounts were announced for domestic tourists. Most of the domestic tourists in China traveled during 'golden weeks' i.e. time period of national holiday (1^{st}-7^{th} October) and spring festival holidays and which were paid holidays provided by the government to uplift the domestic tourism in China (EUSME, 2014). The statistical figures provided for the spring festival reflected the same, the total number of domestic tourists recorded during this festival were 261 million and 12.9 % increase from the previous year (EUSME, 2014). Furthermore, China is working on the high speed railways; increasing number of airlines and flights across the country, including some low-cost airlines (EUSME, 2014). India on the side still struggling to provide basic infrastructure to the tourists and has no clear cut policies to compete with China and other Asian nations like Malaysia, Thailand etc.

2.4. International Tourism and Domestic Tourism in India – Highlights

Tourism economy of any country is based on both international and domestic tourism. Worldwide more focus has been on international tourism. Therefore, statistics on international tourism is more comprehensive and up-to-date in comparison to domestic tourism (Eijgelaar, 2008). Domestic tourism throughout the world is a predominant but invisible portion of total tourism activity (Eijgelaar, 2008). The worldwide rapid growth of domestic tourism has made it an important segment to focus upon for government, marketers and researchers. Some recent comparative statistical figures verified that domestic tourism flows are greater than the international tourism flows. Worldwide domestic travel spending generated 72.5% of direct Travel & Tourism GDP in 2014 compared with 27.5% for visitor exports (i.e. foreign visitor spending or international tourism receipts) (WTTC, World, 2015).

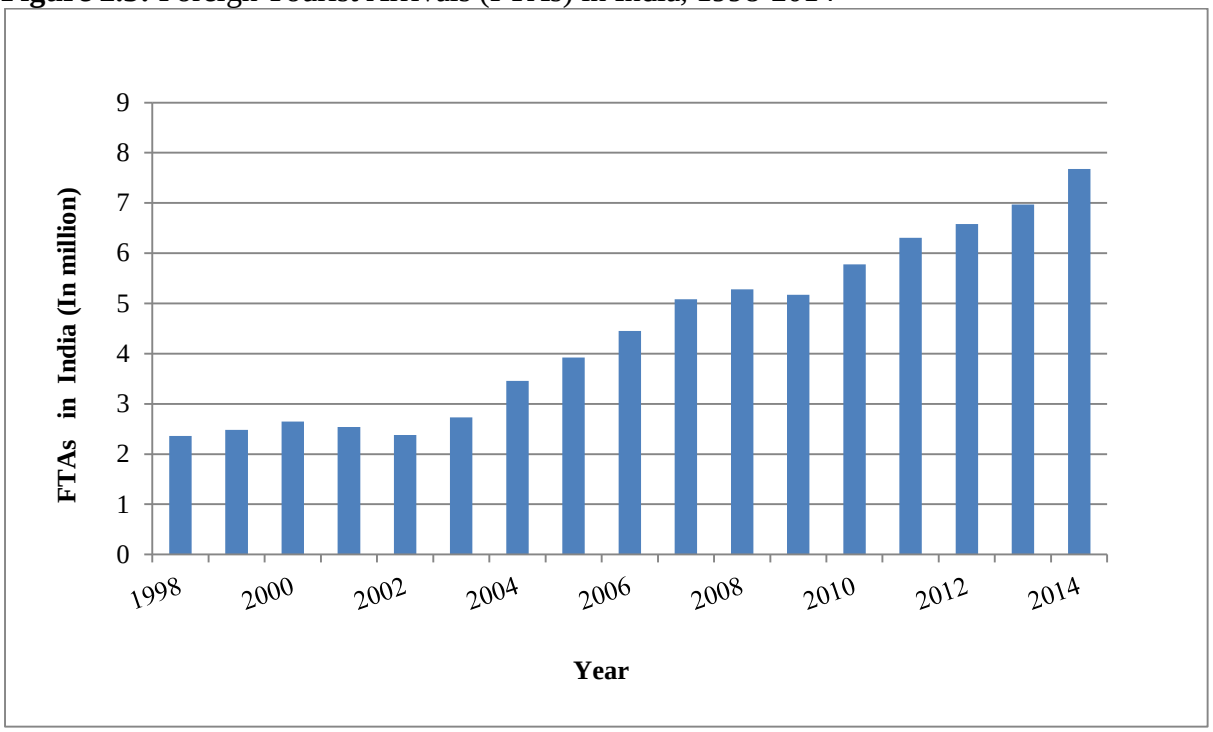
The similar is the reflected in case of India, domestic travel spending in India generated 82.5% of direct Travel & Tourism GDP in 2015 compared with 17.5% for visitor exports (i.e foreign visitor spending or international tourism receipts) (WTTC, India, 2016). After all the efforts of promoting international tourism in India, the share of India in international tourist arrivals in 2014 was only 0.68% and share in tourist arrivals in Asia Pacific Region is 2.91% and India ranked at 12th position in the region after the small nations like Malaysia, Thailand etc. (Ministry of Tourism, Government of India, 2014b). Currently it is important to visualize the real facts and there is a need to focus on domestic tourism because its pace of growth and economic value. Further, it has ability to provide cushion for fluctuations and seasonality of international tourism (Skanavis & Sakellari, 2011). Certain statistical data is reported on the domestic and international tourism to further highlight the same.

Table 2.1: Foreign Tourist Arrivals (FTAs) in India, 1998-2014

Year	FTAs in India (In Millions)	Percentage (%) Change Over the Previous Year
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
Jan-June 2015(P)	5.13	3.7@

Source: India Tourism Statistics at a Glance, 2014

Figure 2.3: Foreign Tourist Arrivals (FTAs) in India, 1998-2014



Source: India Tourism Statistics at a Glance, 2014

Table 2.1 shows that the Foreign Tourist Arrivals (FTAs) in India has increased to 7.68 million as compared to 6.97 million in 2013 during the year 2014. The growth rate in FTAs during 2014 over 2013 was 10.2% as compared to 5.9% during 2013 over 2012. In the year 1998, 2001, 2002 and 2009 the growth rate for FTAs in India was negative (refer Figure 2.3).

Table 2.2 shows that Tamilnadu is at the first position in contributing to foreign tourist visits and Haryana is at tenth position. Karnataka is at 9th position in receiving foreign tourist visits with a marginal difference in the number of foreign tourist visits to Haryana. These top ten contributing states has 88.8% of share in foreign tourist visits in the entire country and very less share is contributed by rest of the states.

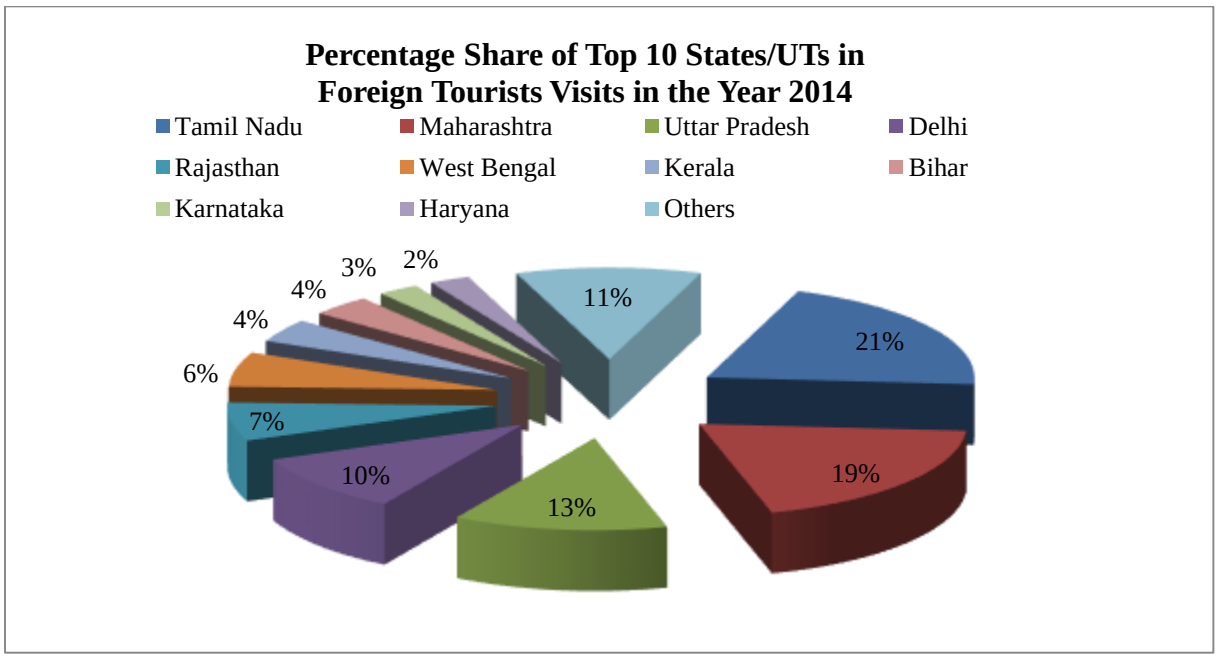
Table 2.2: Contribution of Top Ten States/UTs in Foreign Tourists Visits in the Year 2014

Rank	State/UTs	Foreign Tourist Visits in 2014	
		Number	Percentage share (%)
1	Tamil Nadu	4657630	20.6
2	Maharashtra	4389098	19.4
3	Uttar Pradesh	2909735	12.9

4	Delhi	2319046	10.3
5	Rajasthan	1525574	6.8
6	West Bengal	1375740	6.1
7	Kerala	923366	4.1
8	Bihar	829508	3.7
9	Karnataka	561870	2.5
10	Haryana	547367	2.4
Total of Top 10		20038934	88.8
Others		2528716	11.2
Total		22567650	100.0

Source: India Tourism Statistics at a Glance, 2014

Figure 2.4: Contribution of Top Ten States/UTs in Foreign Tourists Visits in the Year 2014



Source: India Tourism Statistics at a Glance, 2014

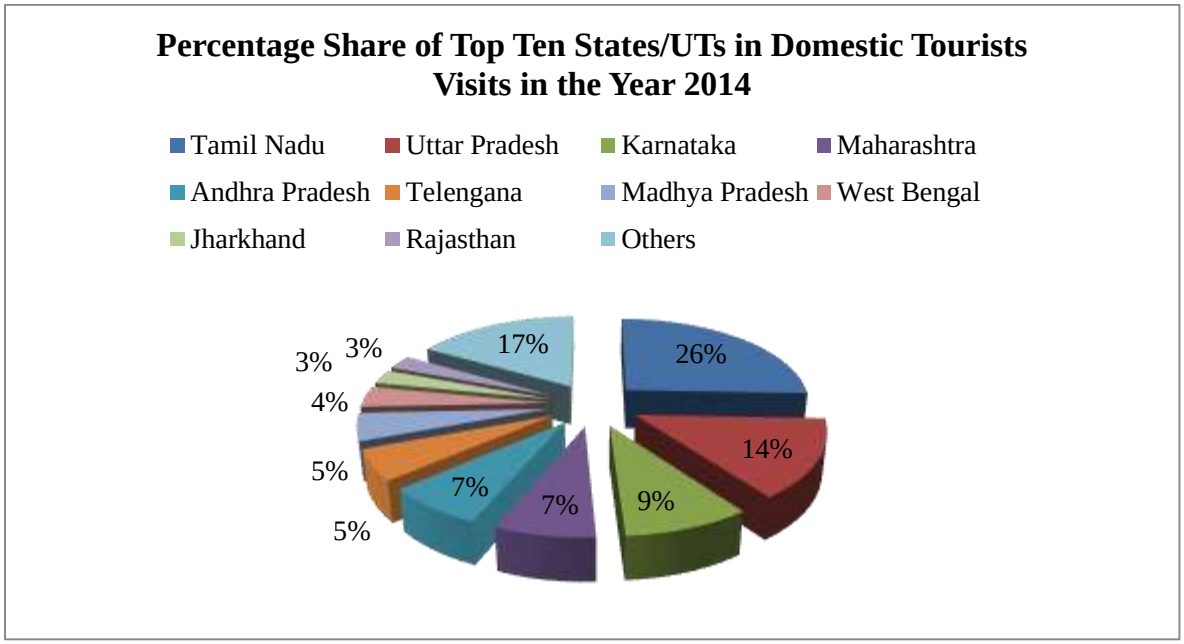
Table 2.3: Contribution of Top Ten States/UTs in Domestic Tourists Visits in the Year 2014

Rank	State/UTs	Domestic Tourist Visits in 2014	
		Number	Percentage share (%)
1	Tamil Nadu	327555233	25.6
2	Uttar Pradesh	182820108	14.3
3	Karnataka	118283220	9.2
4	Maharashtra	94127124	7.3
5	Andhra Pradesh	93306974	7.3
6	Telengana	72399113	5.6
7	Madhya Pradesh	63614525	5.0

8	West Bengal	49029590	3.8
9	Jharkhand	33427144	2.6
10	Rajasthan	33076491	2.6
Total of top 10 States		1067639522	83.3
Others		214312733	16.7
Total		1281952255	100.0

Source: India Tourism Statistics at a Glance, 2014

Figure 2.5: Contribution of Top Ten States in Domestic Tourists Visits in the Year 2014



Source: India Tourism Statistics at a Glance, 2014

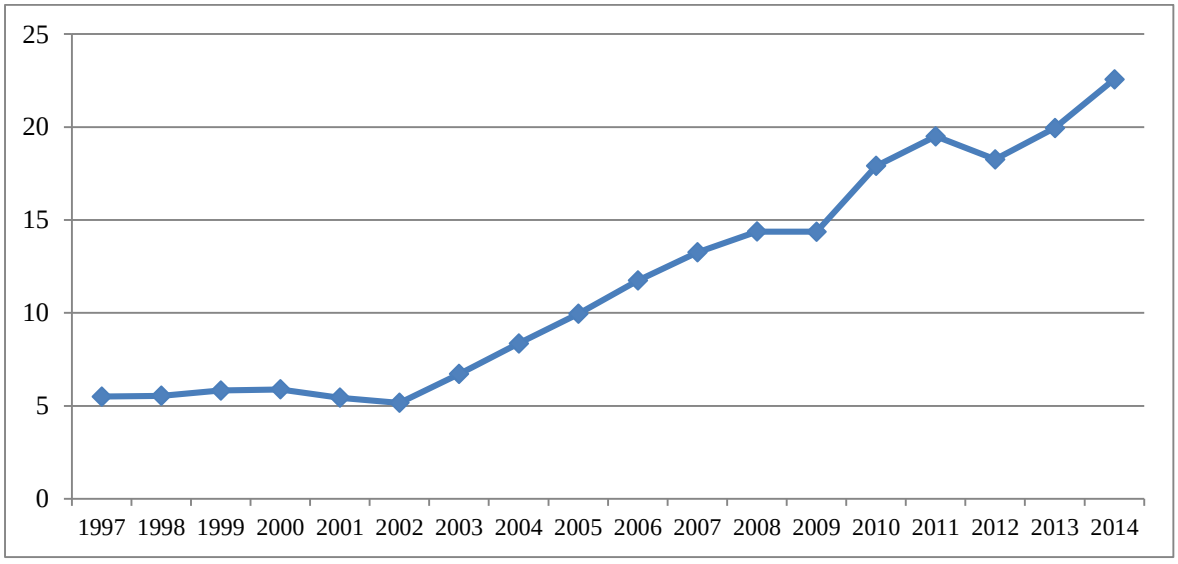
Table 2.3 shows that Tamilnadu is at first position in contributing the domestic tourists in the country and Rajasthan is at last position. Maharashtra placed at 4th position with a little difference in the number of domestic tourists visiting Andhra Pradesh. Similarly, Jharkhand and Rajasthan are very close to each other in receiving domestic tourists. The contribution of top 10 States was about 83.28% to the total number of domestic tourist visits during 2014 and rest of the states contributing only 16.72%.

Table 2.4 represents that the foreign tourist visits from the year 1997-2014 and depicts fluctuation in the growth rate. Negative growth rate has been seen in the years 2001, 2002, 2009 and 2012 (Figure 2.6). International tourism market is not impervious to fluctuations unlike domestic tourism which is more stable.

Table 2.4: Foreign Tourist Visits from the Year 1997-2014 (In Millions)		
Year	**No. of Foreign Tourist Visits (In Millions) to States/UTs**	**Percentage (%) Change Over the Previous Year**
1997	5.50	9.3
1998	5.54	0.7
1999	5.83	5.3
2000	5.89	1.1
2001	5.44	7.8
2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.74	18.0
2007	13.26	12.9
2008	14.38	8.5
2009	14.37	-0.1
2010	17.91	24.6
2011	19.50	8.9
2012	18.26	-6.3
2013	19.95	9.2
2014	22.57	13.1

Source: India Tourism Statistics at a Glance, 2014

Figure 2.6: Foreign Tourist Visits from the Year 1997-2014 (In Millions)



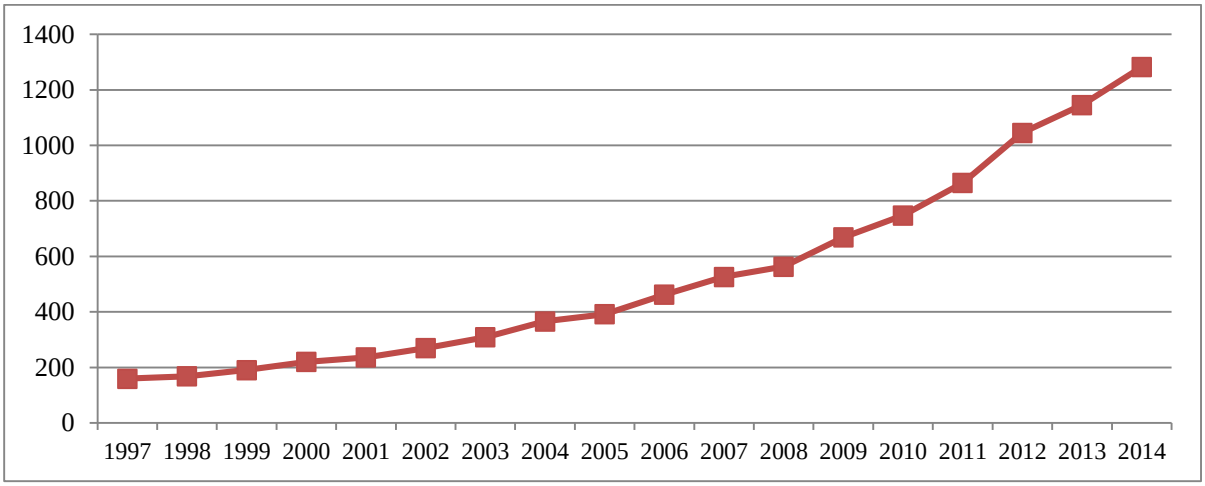
Source: India Tourism Statistics at a Glance, 2014

Table 2.5: Domestic Tourist Visits from the Year 1997-2014 (In Millions)		
Year	**No. of Domestic Tourist Visits (In Millions) to States/UTs**	**Percentage (%) Change Over the Previous Year**
1997	**159.88**	**14.1**
1998	168.20	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1145.28	9.6
2014 (P)	1281.95	11.6

Source: India Tourism Statistics at a Glance, 2014

Table 2.5 depicts the period 1997-2014 and it can be noted that domestic tourist visits in the country is showing an increasing trend.

Figure 2.7: Domestic Tourist Visits from the Year 1997-2014 (In Millions)



Source: India Tourism Statistics at a Glance, 2014

2.5. Trends in Domestic Tourism

The global domestic tourism flows are at least ten times greater than international tourism flows (WTO, 2013). With increasing disposable incomes, modernized lifestyles and better life quality, the leisure and recreation sector in tourism has emerged as the biggest attraction for the domestic tourist in recent years (KPMG, 2013). The profile of visitors within domestic tourism's ambit is also changing from visiting friends & relatives to leisure tourist. The spin-off has been the growth in the leisure and recreation segment, as the traveler moved beyond the VFR motive (FICCI, 2012). Tourism for the middle class city dwellers has become an important getaway from the busy schedule of urban lifestyles. With more studies showing that children are better off with quality time spent in parent's company, the strata is becoming more prone to short but multiple holidays (FICCI, 2012). The requirement is evolving around varied destinations along with affordability and connectivity (FICCI, 2012). The emergence of new potential segments emerged in domestic tourism are: young travelers, women travelers and solo travelers (KPMG, 2013). Increased adoption of credit culture and availability of holidays on Equated Monthly Installments (EMI) is another growth driver. With more than 65 per cent of the Indian population falling in the age group of 15-64 years, Indian travelers are more open to holidays and are keen to explore newer destinations and advancement in technology has made them more aware. Domestic tourism plays an important role in overall tourism development in the country. The numbers of domestic tourist visits (DTVs) have significantly increased in last ten years (Ministry of Tourism, Government of India, 2014b). There are diverse product offerings for domestic tourists such as leisure, rural, medical, pilgrimage, adventure and various other forms which are driving tourism growth. Economy of some of hill states like Jammu and Kashmir, Himachal Pradesh, and Uttarakhand is overwhelmingly dependent on tourism and particularly on domestic tourism (Ministry of Tourism, Government of India, 2013a). Further, depreciation of Indian rupee made outbound travel packages expensive, and attention shifted to visit domestic destinations from international destinations.

2.6. Domestic Tourism – A Neglected Area

Traditionally, domestic tourism mainly concerned pilgrimage and work-related travel. It took much time to emphasize and to project domestic tourism in India as an important segment

(Bhardwaj et al., 1998). In 2002 'National Tourism Policy' incorporated domestic tourism as a secondary focus area for the first time, but till date there is no effective plans are made in this direction (Ministry of Tourism and Culture, Government of India, 2002). In comparison of 'Incredible India' Ministry of Tourism started late to promote domestic tourism. The National Tourism Policy of India 2002, which has not been updated for 14 years, needs to be updated to match the current demands in the domestic as well as international tourism. There are no adequate standards to maintain basic data for domestic tourism. The lack of market research is clearly evident with lack of periodic statistics and other information across the states (Ministry of Tourism, Government of India, 2005a). Though, the central agency the Ministry of Tourism, maintains statistical reports and a few evaluation studies of their schemes, however they are not adequate to provide a clear picture. The States/UTs are encouraged to use the methodology developed by the Ministry of Tourism for collection of domestic and as well as foreign tourists' visits in their States/UTs (Ministry of Tourism, Government of India, 2011a).

The government's favoring of foreign travelers is evident in its infrastructure policies, which encourage amenity-laden five-star-caliber hotels that are out of the reach of a budget traveler. It fails to provide economical accommodation and transportation facilities to the domestic tourists. In this regard, domestic tourism lays the foundation in the neighboring country China and they are well equipped in handling domestic as well as international tourists. This practice is not followed by the Ministry of Tourism in India. Ministry of Tourism is lacking in conducting studies on domestic tourism and it is also neglected by the academicians and practitioners for too long. The structure and role of destination marketing organizations is not uniform, few Indian states are doing well in promoting their states and many are still struggling. A destination management organization plays a central role in promoting tourism in the country, region or town (Loncaric et al., 2013). A main function of DMOs is that of being responsible for marketing their destinations (Elbe et al., 2009; Loncaric et al., 2013). In India, Ministry of Tourism (central organization) does have market and research division but in the states there is an ambiguity regarding formation of DMOs and their functions. DMOs should be aware of new trends and work in the development of their tourism product that directly or indirectly affect consumer choices or behavior (WTO, 2007; Loncaric et al., 2013). Further, issues of domestic as well as international tourists face such as lack of infrastructure, safety & security, lack of human resources, hygiene etc. are yet to be addressed the ministry

fails to improve on. Although the efforts of Ministry of Tourism and state government's need to be acknowledged, yet these issues and challenges needs to be addressed as an immediate concern. The infrastructure facilities such as air, rail, road connectivity, and accommodation at tourist destinations are inadequate. Some evaluative studies show that poor condition of roads and transport facilities are the main factors that hinder the tourist arrivals (Chaudhary, 2000; Ministry of Tourism, Government of India, 2007; 2010a). The problem of lack of accommodation (hotels etc.) facilities is also persistent for several years (Bhardwaj et al., 1998) and to date most of the tourist destinations fail to provide adequate accommodation facilities to the tourists [7].

Apart from the above factors availability of skilled manpower is also a major challenge faced by the travel and tourism industry, one of the largest employment generators in the country [7]. This issue has been highlighted by Bhardwaj et al. (1998) that there is a requirement for skilled personnel in tourism industry to serve tourists better. The Ministry of Tourism acknowledges the same and highlights human resource development as a major concern to boost the Indian tourism industry (Ministry of Tourism, Government of India, 2005b). Contrary to this, the existing supply of human resources does not even cater to 40% of the demand [7]. It has been reported in the annual report 2014-2015 by the Ministry of Tourism that the framed Hospitality Development and Promotional Board is not functional at present due to shortage of manpower in the ministry (Ministry of Tourism, Government of India, 2014a).

Given the fact that domestic tourism plays an important role in overall tourism development in the country; an understanding about the perception of domestic tourists about tourism destinations could be a valuable source for tourism planners to determine the positioning and promotion of domestic destinations. It would provide an insight to destination managers and developers to better attract and accommodate the domestic tourists and to make effective marketing strategies. Improving domestic tourism means that Indian tourism sector is automatically better equipped to withstand fluctuations in international demand. Measuring destination image have competitive advantages for the destinations to improve their image as tourism destination and to create unique selling proposition. Destination image measurement therefore emerges as an area of imminent concern and attention.

2.7. Leisure Tourism in Hill States

Leisure tourism is a type of tourism where the prime motive of tourists is to travel for pleasure and recreation within country or abroad. In the recent years leisure tourism among domestic tourists has gained importance in Indian tourism industry because of changing consumption pattern, burgeoning Indian middle class population, and awareness about diverse domestic destinations [7]. The leisure tourism is linked to various activities like sightseeing, adventure, camping, exploring culture etc. and hill states therefore are the first choice of the tourists. More comprehensively, the definition provided by Ministry of Tourism, Government of India (2015b) of Holidaying, leisure and recreation is – "This category includes sightseeing, attending sporting and cultural events, non-professional active sports, adventure sports, recreational activities, cultural activities, holidays at beaches and hill stations, summer camps, dining out, visiting spas and other establishments specialized in wellbeing, fitness except in the context of a medical treatment (in which case the purpose would be health & medical), etc. Sacareau (2007) stated that the popularity of the hill stations in India persists from colonial era. He further stated that hill stations have not been ruined by the shift from the colonial era to the postcolonial age instead they become the favorite destinations in Indian tourism. For this he emphasize on the importance of the recreational activities attached to these hill stations. The scenic beauty and cultural attraction of hill stations of India like Shimla, Darjeeling, Ooty, Nainital, Mahabaleshwar, Kullu Manali has been mentioned in his study (Sacareau, 2007). Hill Tourism is one of the major sources of revenue generation for any region or country as compared to other forms of tourism (Mishra & Juyal, 2012). The hill stations play a major role in revenue generation for their respective states (WTO, 2013). In particular, the economy of some of hill states like Himachal Pradesh and Uttarakhand is overwhelmingly dependent on tourism and particularly on domestic tourism (Ministry of Tourism, Government of India, 2013a).

Selected Tourist Destinations

The five destinations Ooty, Shimla, Manali, Mussoorie and Mount Abu have been selected to undertake the objectives of this study. The reasons for the selection of these destinations have been provided in the Chapter 4. A brief description of these destinations and their recent tourism policies are presented below.

Ooty

Ooty, the hill station of Tamil Nadu – "Enchanting Tamil Nadu" was chosen as one of the subject (destination) for this study. Ooty is one of the major contributors for tourism inflows in the state (Tourism and Culture Department, Government of Tamil Nadu, 2011). Its easy accessibility and several other attractions have made it one of India's most popular hill destinations. Also, it is the most popular hill station in the South. Nature has been generous with this region; which is by far the most beautiful in the state. It is rich in flora, apart from coffee and tea plantations trees like conifers, eucalyptus, pine and wattle dot can be seen in the hillside and its environs [12]. The best thing about this destination is its weather and it also offers different adventure sports for adventure lovers. The first tourism policy was formed by the state of Tamilnadu in the year 1992, which focused on infrastructure development and tourism development. The major objectives of the policy were to focus on international and domestic tourism, manpower development, encouraging private sector investments, promotion of culture and to provide infrastructural facilities to the tourists (Tourism, Culture and Religious Endowments Department, Government of Tamil Nadu, 2014). Recently, the 'Vision Tamilnadu – 2023' released envisages a major role for tourism in the overall development of the state. The current tourism policy note of the year 2015 aims to implement the developing strategies to position Tamilnadu as "All Seasons All Budget Tourist Destination" and it highlights the tourist safety and security and friendliness in the state (Tourism, Culture and Religious Endowments Department, Government of Tamil Nadu, 2015).

The next two hill stations Shimla and Manali are located in Himachal Pradesh. This state is promoted as "Unforgettable Himachal" by the state tourism department.

Shimla

Shimla, the capital of Himachal Pradesh - endowed with a natural green cover; the city terrain (alpine forest cover) is naturally attractive and presents a scenic charm. The spectacular cool hill accompanied by the structures made during the colonial era creates an aura which is very different from other hill. Shimla retains its colonial heritage with its famous old grand buildings. Besides, the city is distinctive for its variety of architecture and Shimla's famous

mall road offers one of the longest stretches of pedestrian shopping in the world. Shimla climate attracts visitors from not only India but also abroad [13].

Manali

Manali, just 40 Km away from Kullu to the north, is situated near the end of the valley on the National Highway leading to Leh. The landscape here is breath-taking. Manali has scenic view of the hills, forest and river. One sees well-defined snowcapped peaks, the Beas River with its clear water meandering through the town. On the other side are deodar and pine trees, tiny fields and fruit orchards [14]. Its temperate climate helps in maintaining tourism potential round the year. This destination offers rare conglomerate of ecotourism, pilgrimage, adventure, culture, heritage, leisure and wilderness.

Both Shimla and Manali are governed under state tourism policies of Himachal Pradesh. The first Tourism Policy of Himachal Pradesh in 2000 focused on sustainable growth of the tourism industry [15]. This policy provides framework for development of areas important from the tourism point of view which have remained untouched so far. The government had decided to play the role of a facilitator and seeks private sector participation for undertaking tourism related activities. Subsequently, Government of Himachal Pradesh came up with the Tourism Policy in the year 2005. This policy aimed to provide clear direction for the development of tourism in the state. It sought to harness the fullest potential of the state for development of tourism, which in turn can be a prime engine for economic growth and prosperity of the state, besides effectively addressing the problems of unemployment and poverty. This policy also lists out the strategy for implementation, as also specific action plans to implement the policy (Department of Tourism and Civil Aviation, Government of Himachal Pradesh, 2005). Recently, Himachal Pradesh Sustainable Tourism Development Policy has been framed in 2013 for achieving sustainable tourism development based on global and national good practices, situation analyses, stakeholder engagements, rapid destination diagnostics and participatory planning exercises (Department of Tourism & Civil Aviation, Government of Himachal Pradesh, 2013).

Mussoorie

The fourth hill station was Mussoorie, Queen of the Hills, located in Uttarakhand some 290 km north of New Delhi, is among the most popular hill stations of the country. The Uttarakhand Tourism Development Board promotes Uttarakhand under the tagline – "Simply Heaven". Mussoorie spreads across at a height of 2,005.5 m above sea level. From this vantage point, Mussoorie offers superb scenic view of peaks of the Himalayas in western Garhwal. Mussoorie boasts of some of the most spectacular views of the Himalayas [16]. The lush green hills, the varied flora and fauna and the majestic view of the Shivalik ranges and the Doon valley attracts thousands of tourists both domestic and international to Mussoorie each year [17].

Uttarakhand government introduced its first comprehensive Tourism Policy in 2001 – To place Uttarakhand on the tourism map of the world as one of the leading tourist destinations, and to make Uttarakhand synonyms with tourism. The second major objective was to benefit all the stakeholders i.e. to develop tourism as a major source of employment and income/revenue generation in the state and as pivot of the economic and social development in the state [18]. Next, the Industrial policy 2003 came up to promote Tourism as a focus area and develop Uttarakhand as a premier global tourism destination [19]. Later on Uttarakhand Tourism Development Master Plan 2007-2022 followed in 2008 (WTO) focusing on developing tourism infrastructure and facilities; accommodation, leisure and recreation, adventure, trekking, etc [20]. Additionally, to focus on domestic and international marketing, pro-active programmes, public-private sector partnership and human resource development include initiatives to foster village and local community participation and ownership in tourism development and management.

Mount Abu

The fifth hill station that was a part of this study was Mount Abu located in Rajasthan. This state is known as "The Incredible State of India". During the period of the Maharaja's, it was known as a place of leisure by the royalties and semi-royalties. The place presents an interesting contrast of British style bungalows and holiday lodges of the royals (Thikhana) with various tribal communities residing amidst the thick lush forest on the hills surrounding

the region. The flora and fauna enjoys the adulation of the tourist to the fullest [21]. It is well-known for its natural beauty, comfortable climate, green hills, serene lakes, architecturally beautiful temples and several religious sites [22]. It is famous for leisure and recreation and it attracts majorly the domestic tourists (especially from Gujarat but also Western India) [23]. It is also a unique destination for adventure lovers [24]. Mount Abu is a very good place for both vegetarians and non vegetarians. There are various restaurants and dhabas in the market where we can enjoy good food [25]. Tourists can purchase all the famous arts and crafts of Rajasthan from here like jewellery, fabrics, wooden articles, gem stones, metal crafts, leather ware etc. [26].

In 2001, a pragmatic policy designed to ensure optimum utilization of rich tourism resources of the state to generate employment specially in rural areas, to develop a ready market for the rich and varied handicrafts, to preserve and to accelerate contribution of tourism industry in socioeconomic development of the state by making tourism a truly people's industry in Rajasthan [27]. A twenty year perspective plan for sustainable tourism for the state was prepared in year 2012, which analyzed the strengths, weaknesses, opportunities and threats for Rajasthan and forecasted the growth in terms of tourist traffic. It was analyzed that in Rajasthan domestic tourists are gradually becoming more important than foreign tourists: more so since in the last few years (and particularly in 2001) foreign tourists have been static while domestic tourists have grown in numbers (Ministry of Tourism, Government of India, 2012). Department of Tourism has announced a Rajasthan Tourism Unit Policy in 2015. It is expected that this new Policy will strengthen the existing infrastructure, will foster infrastructure development, income and employment generation and increase the much needed availability of hotel rooms for the tourists [28].

In view of the universal acceptance of tourism industry as a potent engines for economic progress of the states it is imperative to respond to the present day requirement of measuring destination image of these domestic tourism destinations. The background presented in this chapter helps in conceptualizing the objective and implications of this study which are discussed in the following chapters.

CHAPTER 3

LITERATURE REVIEW

In this chapter, existing literature on destination image is reviewed. Tourism destination image has been a focal area of conceptual and empirical tourism research for the last three decades. Based on the extant literature; the concept of destination image has been understood through different perspectives of various researchers (Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Hosany et al., 2007; Stepchenkova, & Morrison, 2008; Byon & Zhang, 2010). First, the definition, importance, conceptual framework including measurement components and image formation process of destination image is discussed. Next, extant literature on destination image and various research aspects is highlighted. Third, interrelatedness of destination branding and destination image is also discussed. Lastly, research gaps from the literature are highlighted which directs the presents research.

3.1. Destination Image - Definition and Importance

Image is defined as a "set of beliefs, ideas, and impressions that a person holds about an object" (Kotler, 1991 as cited in Konecnik, 2002). The same principle is extended towards destination image. It is defined as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979; Lopes, 2011). A similar but more comprehensive definition is provided by Jenkins (1999) – "a destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place". The World Tourism Organization (WTO, 1979), defined image as "an aura, an angel, a subjective perception accompanying the various projections of the same message transmitter" (cited in Konecnik, 2002). Image is also defined as a perceptual phenomenon formed through a consumer's reasoned and emotional interpretation and which has both cognitive (beliefs) and affective (feelings) components (Dobni & Zinkhan 1990; Lopes, 2011). In a review of literature on this topic Konecnik (2002) concludes that the destination's image is a complex concept that may be analyzed from

different perspectives and composed of a variety of individual perceptions that relate to various product/service attributes. There is no consensus on how to define a destination's image has been reached (Gallarza et al., 2002; Grosspietsch, 2006; Matos et al. 2012). The variety of definitions is present in the past literature and few important definitions have been presented in the Table 3.1. Previous researchers stated that many definitions are quite vague, and, in several cases, are not even explicitly stated (Echtner & Ritchie, 1991, 2003; Fakeye & Crompton, 1991; Beerli & Martin, 2004; Pike & Ryan, 2004; Matos et al. 2012). The detailed discussion on the conceptualization of destination is presented in the next section.

As destination image affects the individual's subjective perception and consequent behavior and destination choice (Echtner & Ritchie 1993; Gallarza et al., 2002; Thao & Swierczek, 2008; Allameh et al., 2014), it considered to be an important area of tourism research. The importance of the tourist destination's image is universally acknowledged. Hunt (1975) considered destination image important to increase the number of tourists. Byon & Zhang (2010) also advocates of the empirical evidences from extant literature that support the notion that destination image is an important factor that is likely to exert significant impact on the decision making process of tourists.

Numerous researchers advocates that destination image affects the behavior of tourists in three different ways: first, before visiting a destination a decision has to be made on the basis of prior knowledge about the destination (*a priori* image); second phase when they actually visit the destination and make evaluations about the destination (image in *loco*) and third phase after visit they make their future intentions towards the destination *(a posteriori* image - Revisit & Recommendations) (Selby & Morgan, 1996; O'Leary, & Deegan, 2003; Espelt & Benito, 2005; Tasci & Gartner, 2007; Bosque et al., 2009; Matos et al., 2012).

Table 3.1: Selected Definitions of Destination Image from Extant Literature

Author	Definitions
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside.
Crompton (1979)	An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination.

Reynolds (1985)	An image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered.
Dadgostar & Isotalo (1992)	The overall impression or attitude that an individual acquires of a specific destination. This overall impression is considered to be composed of the tourist's perceptions concerning the relevant qualities of the destination.
Milman & Pizam (1995)	A sum total of the images of the individual elements or attributes that make up the tourism experience.
Walmsley & Young (1998)	A common structure or schema of evaluations that can be used to differentiate between tourism destinations.
Choi et al. (1999)	People's beliefs, ideas, or impressions about a place.
Sussmann & Unel (1999)	The result of composite perceptions which are, in turn, dictated by attitudes to result in a positive or negative image.
Coshall (2000)	The individual's perceptions of the characteristics of destinations.
MacKay & Fesenmaier (2000)	A composite of various products (attractions) and attributes woven into a total impression.
Bigne-Alcaniz et al. (2009)	It consists of all that the destination evokes in the individual; any idea, belief, feeling or attitude that tourists associate with the place
Matos et al. (2012)	Image is a set of complex mental impressions and total feelings that a potential tourists hold of a product, place or tourism destination.

Source: Echtner & Ritchie (1991); Tasci et al. (2007); Matos et al. (2012).

Furthermore, the measurement of a destination's image has been of great interest not only to tourism researchers but also to industry practitioners and destination marketers. Baloglu & McCleary (1999), Echtner & Ritchie (2003) and Yilmaz et al. (2009) also recognizes the importance of destination image in tourist decision making and its critical role in differentiating a destination from its competitors. Creating and transmitting a favorable image to potential tourists in target markets could strengthen the competitiveness of a destination (Gartner, 1994; Goodall, 1998; Konecnik, 2002). A positive image of a destination supports tourists' decision-making process; arouses "awareness" and "evoked" sets and acts as a distinguishing feature among competing destinations (Sonmez & Sirakaya, 2002; Pikkemaat,

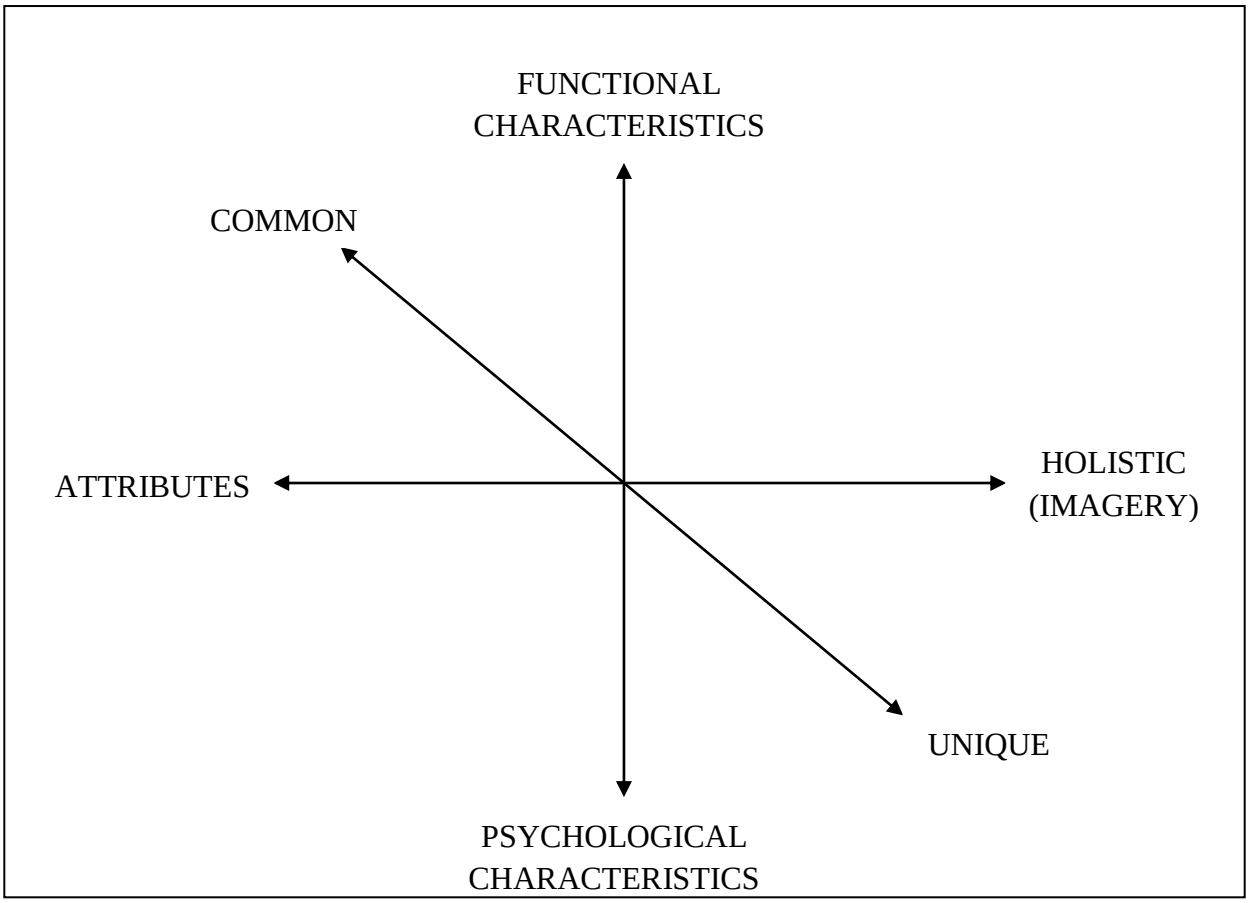
2004; Currie et al., 2008; Phau et al., 2010). In this regard, the findings from the study of Phau et al. (2010) emphasize to focus on the attributes like cheap travel, good value for money, political stability, economic development and family-oriented destination to build up differentiated and positive destination image among competitors. Additionally, the role of destination image is to provide basis for effective and efficient future planning of the destination (Echtner & Ritchie, 2003; Marino, 2008). Therefore, the marketers of tourist destinations spend a great amount of money, time and effort creating a positive image to help entice prospective travelers to visit their destinations (Konecnik, 2002). Other than travel behavior, destination image is directly or indirectly related to domestic & foreign investments (Warnaby & Davies, 1997; Riviezzo et al., 2009), attracting new residents, employees (Hankinson, 2005), urbanization (Hankinson, 2004) maintaining political and international affairs and education. Contemporary events as well as the relations with the other nations create a different image in tourist's mind. To understand destination image comprehensively, the understanding of conceptual framework is obligatory. In the next section conceptualization including measurement components and image formation process of destination image is discussed

3.2. Conceptualization of Destination Image

The conceptualization of destination has started in early seventies with work of Hunt (1971) and Gunn (1972) (cited in Gartner, 1986). Crompton (1979) conceptualized destination image as the sum of cognitive beliefs and affective impressions that an individual possesses of a particular destination (Byon & Zhang, 2010). As a concept destination image is complex in nature and viewed and measured from different perspectives (Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Byon & Zhang, 2010). Given its relevance, destination image is one of the most explored fields in tourism research (Tapachai & Waryszak, 2000; Martin & Bosque, 2008). To better understand destination image more effort is needed to investigate the multi-dimensional nature and image formation process (Martin & Bosque, 2008). Echtner & Ritchie (1991; 1993) has worked in exploring the multidimensional nature of the destination image and reviewed the extant literature for the period of 1975-1990 and proposed a somewhat unique conceptualization of the destination image construct (Stepchenkova & Mills, 2010). Etchner & Ritchie (1991) related the concept of destination image to the general field of image measurement; where imagery is the base of

the measurement. Further in their study, emphasis was laid on the functional, psychological, common, unique features of destination image (refer Figure 3.1). Echtner & Ritchie (1991) emphasizes that destination image should be composed of perceptions of individual attributes (such as climate, accommodation facilities and friendliness of the people) as well as more holistic impressions (mental pictures or imagery) of the place.

Figure 3.1: The Components of destination Image (Echtner & Ritchie, 1991)



Source: Echtner & Ritchie (1991)

Echtner & Ritchie (1991) highlighted the shortcomings of destination image measurement that majorly included only the cognitive aspect in the previous literature and made the following conclusions to the conceptual framework of the destination image:

(i) Destination image should been visioned as consisting of two main components; those that are attribute based and those that are holistic.

(ii) Each of these components of destination image contains functional, or more tangible, and psychological, or more abstract, characteristics.

(iii) Images of destinations can also range from those based on 'common' functional and psychological traits to those based on more distinctive or even unique features, events, feelings or auras.

(iv) In order to capture all of these components, a combination of structured and unstructured methodologies should be used to measure destination image.

The attribute and holistic framework of destination image of Echtner & Ritchie (1991) has been extensively incorporated by the other researchers to conceptualize destination image. Baloglu & McCleary (1999) advocated of perceptual/cognitive and affective evaluations to be undertaken to conceptualize overall destination image that was earlier postulated by Crompton (1979). Lately, Beerli & Martin (2004) and Byon & Zhang (2010) critically reviewed the previous literature and pointed out that there is a lack of framework and conceptualization based on destination image. They have also used the cognitive and affective evaluations to measure destination image similar to Baloglu & McCleary (1999). As destination image concept is a multidimensional and complex in nature; other than cognitive-affective evaluations of destination image, it has also linked to various dimensions. Gunn (1972) categorized destination image into organic, induced and complex destination image (cited in Jenkins, 1999). An organic image arises from non-tourism information such as geography books, television reports, or magazine articles (Jenkins, 1999; Phau et al., 2010; Lopes, 2011). On the other hand, induced image can arise from tourism-specific information such as destination brochure or vacation website, which is a product of destination marketing efforts (Gunn, 1972 as cited in Lopes, 2011). Phau et al. (2010) strategically related organic and induced destination image perceived by the visitors. In their point of view marketers need a little effort to manipulate organic images through efficient marketing and promotional activities. Complex image can be derived as a result of direct experience of the destination with images held previously (Fakeye & Crompton, 1991; Phau et al. 2010). Apart from this, categorization of destination image is done in the extant literature is of primary and secondary images. Primary destination image is similar to complex destination image that is formed by actually visiting and experiencing the destination. It is believed that the actual visit creates an image more realistic than that existing prior to visitation (Tasci & Gartner, 2007). According to Vitouladiti (2014), the primary image is considered as the most dynamic kind of destination image because it incorporates the experience itself and because it is the basis on which the secondary image will be built. The secondary image represents the static element,

since it is already shaped, because it has been based on several information agents (Vitouladiti, 2014). In addition to the previous categorization of destination image is pre-destination image and post-destination image. According to Oliver (1997), expectations are attached with pre-destination image and experience with post-destination image (cited in Vitouladiti, 2014). The gap analysis of expectation and experience results leads to satisfaction or dissatisfaction, respectively (Vitouladiti, 2014). Vitouladiti (2014) reviewed that the pre-trip/post-trip assessment of destination image was adopted by a limited number of studies, which include Pizam & Milman (1993), Chaudhary (2000), Litvin & Ling (2001), Vogt & Andereck (2003), and Truong & Foster (2006). Among all the dimensional aspects of destination image the cognitive-affective theory got more attention from researchers. Numerous researchers believe that destination image, as an overall (holistic) evaluation of a destination as well as a composite of cognitive and affective components has an influence on various consumer behavior variables (Fridgen, 1987; Fakeye & Crompton, 1991; Echtner & Ritchie, 1993, Ross, 1993; Gartner, 1994; Milman & Pizam, 1993; Schroeder, 1996; Court & Lupton, 1997; Baloglu & McCleary, 1999; Murphy, 1999; Chen & Kerstetter, 1999; Chen & Hsu, 2000; Tasci & Gartner, 2007; Otway et al., 2011). In the next sub section cognitive and affective components are focused through the support from previous literature.

3.2.1. Measurement Components - Cognitive and Affective

According to Byon & Zhang (2010) and Gallarza et al. (2002) over the last three decades, many researchers have identified variables/attributes that represent destination image of a particular location. It is widely understood that these attributes mainly fall in two components - cognitive and affective and extensively used to measure destination images.

Cognitive Image

Cognitive image components relate to beliefs or perceptions that tourists hold related to a destination. The perceptual/cognitive component is the knowledge about the place's objective attributes (Genereux et al., 1983 as cited in Baloglu & McCleary, 1999) or perceptual/cognitive quality refers to the appraisal of physical features of environments (Baloglu & McCleary, 1999). Cognitive attributes are linked to physical and experiential factors such as: natural attractions, climate, culture, tourist sites, nightlife and entertainment,

infrastructure, accommodation, shopping facilities, cleanliness, safety and costs/price level etc. (refer Chapter 4).

Baloglu & McCleary (1999) developed a scale to measure cognitive destination image which included three variables i.e quality of experience, attractions and value/environment. The construct quality of experience items such as - hygiene and cleanliness, quality of infrastructure, personal safety, good nightlife and entertainment, suitable accommodations, appealing local food (cuisine), great beaches/water sports, interesting and friendly people were included; attractions included interesting cultural attractions, interesting historical attractions and beautiful scenery/natural attractions. The value/environment consists of good value for money, unpolluted/unspoiled environment and good climate.

The cognitive variables incorporated by Coban (2012) to measure the destination image were touristy attractions, basic facilities, cultural attractions, touristy substructures and access, natural environment, and variety and economical factors. Beerli & Martin (2004) developed a scale to measure destination image that includes 24 items under cognitive image. The five variables of cognitive destination image were natural and cultural resources, general, tourist and leisure infrastructures, atmosphere, social setting and environment; and sun and sand. Their study also categorized the perceived destination image into nine variables on the basis of previous research to measure destination image. The variables were natural resources, general infrastructure, tourist infrastructure, tourist leisure and recreation, culture, history and art, political and economic factors, natural environment, social environment and atmosphere of the place. The researchers provided support to the fact that the selection of the attributes used in designing a scale depend on the attractions of each destination, on its positioning, and on the objectives of the assessment of perceived image, which determine whether specific or more general attributes should be chosen. Several other authors (Fakeye & Crompton, 1991; Chalip et al., 2003; Hui & Wan, 2003; Aksu et al., 2009) also measured cognitive destination image based on similar aspects like natural attraction, climate, culture, tourist sites, nightlife and entertainment, infrastructure, accommodation, shopping facilities, cleanliness, safety and costs/price level etc.

Affective Image

Hanyu (1993) suggested that "affective meaning refers to the appraisal of the affective quality of environments (cited in Baloglu & McCleary, 1999). The affective image is characterized by the affective impressions or feelings that an individual possesses of a particular destination (Baloglu & McCleary, 1999). Russell et al. (1981) developed a circumplex model of assessing a tourist's affect associated with a destination. The model containing bipolar dimensions unpleasant-pleasant, sleepy-arousing, distressing-relaxing and gloomy-exciting factors was used by several researchers to evaluate affective destination image (Konecnik, 2002; Prayag, 2010; Byon & Zhang, 2010; Moon et al., 2011).

In comparison to cognitive destination image studies, there are fewer studies on affective destination image. Despite its obvious importance, affect has generally been overlooked by destination image researchers: only six out of 142 studies surveyed by Pike (2002) studied affective images (Stepchenkova & Morrison 2008). Gartner (1993) highlights the importance of the affective image and stated that emotions might be better predictors of behavior than perceptual evaluations (Stepchenkova & Morrison 2008). According to Byon & Zhang (2010), "when constructing destination image model, it is necessary that both cognitive and affective aspects be reflected because destination image is a collection of an individual's belief and feeling".

In their recent work Hanzaee & Saeedi (2011) stated that there was a domination of cognitive destination model initially, however there has been a preponderance of cognitive-affective image theory in the last few years. In this way, this concept is integrated not only by the individuals' cognitive evaluations, but also by their affective evaluations of a tourist destination (Kim & Richardson, 2003; Pike & Ryan, 2004; Martin & Bosque, 2008). A brief overview of some relevant studies based on cognitive and affective image has been presented in the Table 3.2. Table 3.2 includes information about the year of the study, destination where study was undertaken, cognitive and affective attributes used and key findings of the study.

Table 3.2: Selected Studies on Cognitive and Affective Destination Image				
Destination Image Components	**Author**	**Destination**	**Attributes**	**Key Findings**
A. Cognitive Image	Echtner & Ritchie (1993)	Jamaica, Japan, Kenya and Switzerland	Natural State, Tourist Facilitation, Cultural distance, Inexpensiveness, lack of language barrier etc.	Destination image is important for positioning and promotional strategies.
	Konecnik (2002)	Slovenia	Good climate, Interesting cultural attractions, Suitable accommodation, Appealing local food (cuisine), Good nightlife and entertainment, Standard hygiene, Cleanliness, Good opportunities for adventures, Interesting and friendly people etc.	Familiarity with the perceptual/cognitive components of destination affects the image perception of tourists.
	Baloglu & McCleary (1999)	Turkey, Greece, Italy, and Egypt	Standard Hygiene and Cleanliness, Quality of Infrastructure, Personal Safety, Good Nightlife and Entertainment, Suitable Accommodations, Appealing Local Food, Good Climate, Great Beaches/Water Sports, Interesting and Friendly People, Interesting Historical Attractions, etc.	Information sources, age, and education affects perceptual /cognitive evaluations.
	Beerli & Martın (2004)	Lanzarote	Natural Resources, General Infrastructure, Tourist Infrastructure, Tourist Leisure and Recreation, Culture, History and Art, Political and Economic Factors etc.	Travel agency staff, guidebooks and word of mouth influences the cognitive image.

	Konecnik & Gartner (2007)	Germany and Croatia	Beautiful nature, Good nightlife and entertainment, Friendly people, Political stability, Low prices of tourism services, Good value for money etc.	Empirically verified the theoretical model of the CBBETD.
	Alcaniz et al. (2009)	Peniscola	Availability of accommodation, Interesting places to visit, Natural attractions/scenery, Climate, Open air activities, Local transport, Shopping facilities, Sports facilities, Historic sites/museums, Fairs, festivals and exhibitions, Night life/entertainment etc.	Overall image (Functional & psychological) influences the future behavioral intentions.
	Prayag (2010)	Cape Town	Sea & beach, Flora/Fauna, Unsafe/crime, Clean, etc.	Emphasized on brand knowledge, image as differentiating attributes and choice factors.
	Byon & Zhang (2010)	Columbia	Quality infrastructure, tourist information, good shopping facilities, good climate, suitable accommodations etc.	Developed an original multi-dimensional 18-item scale measuring destination image from the perspective of tourists.
	Coban (2012)	Cappadocia	Touristy Attractions, Basic Facilities, Cultural Attractions, Touristy Substructures and Access, Natural Environment, Variety and Economical Factors.	Cognitive and emotional image affects satisfaction and satisfaction has a significant effect on loyalty.

	Moon et al. (2011)	South Korea	Opportunity for adventure, Ease of communication, Hospitality/ friendliness/receptiveness, Tourist sites/activities, Night time and entertainment.	The results suggest that event quality perceptions, particularly intangible factors, positively influence the destination image.
B. Affective Image	Russell et al. (1981)	Canada	4 dimensional bipolar scale Unpleasant-pleasant Sleepy-arousing, Distressing-relaxing and Gloomy-exciting	Simple, reliable, and valid scales were developed to assess the affective quality attributed to places.
	Konecnik (2002)	Slovenia	Unpleasant -pleasant, Sleepy-arousing, Distressing-relaxing, Gloomy- exciting.	Familiarity with the perceptual/cognitive components of destination affects the image perception of tourists.
	Prayag (2010)	Capetown	Relax, Fun, Exciting and Interesting.	Emphasized on brand knowledge, image, differentiating attributes and choice factors.
	Byon & Zhang (2010)	Columbia	Pleasant, enjoyable, exciting and novel.	This paper develops an original multi-dimensional 18-item scale measuring destination image from the perspective of tourists.
	Moon et al. (2011)	South Korea	Relaxing/distressing, Friendly/unfriendly, Arousing/sleepy, Interesting/boring, Pleasant/unpleasant, Exciting/gloomy.	The results suggest that event quality perceptions, particularly intangible factors positively influence the destination image.

Source: Author's compilation from the previous literature

3.2.2. Destination Image Formation Process

An aspect that attracted attention of many researchers was the destination image formation process. In majority of previous research studies incorporated destination image formation models socio-demographic, information sources, and psychological factors that influence the process of image formation.

Destination Image Formation and Socio-demographic Variables

The importance of socio-demographic variables to consumer behavior studies is accepted phenomenon. Socio-demographic variables act as influential factors in the formation of destination image (Woodside & Lysonski, 1989; Stabler, 1990; Um & Crompton, 1990; Ahmed, 1991; Stern & Krakover, 1993; Alhemoud & Armstrong, 1996; Baloglu, 1997; Baloglu & McCleary, 1999; Chen & Kerstetter, 1999; MacKay & Fesenmaier, 1977, 2000; Joppe et al., 2001; Hui & Wan, 2003; Albayrak & Ozkul, 2013; Dundar & Gucer, 2015). Beerli & Martin (2004) advocated that an individual's personal characteristics or internal factors affect the formation of an image. Specifically, demographic variables strongly influence the image tourists have of tourist destinations (Firmino et al., 2006 as cited in Lopes, 2011). Socio-demographic such as gender, age, income, education have been considered not only to identify the differences in perceived destination image (Woodside & Lysonsky 1989; Um & Crompton 1990; Beerli & Martin, 2004; Baloglu & McCleary, 1999; Tasci, 2007; Kattiyapornpong & Miller, 2009) but also to identify travel motive (Gitelson & Kerstetter, 1990; Zimmer et al., 1995; Sangpikul, 2008; Jensen, 2011), in travel choice (Decrop, 2000; Kattiyapornpong & Miller, 2009).

Destination Image Formation and Information Sources

The formation of image has been described by Reynolds (1965) as the development of a mental construct based upon a few impressions chosen from a flood of information (cited in Echtner & Ritchie, 2003). Given, the intangible nature of tourism (as a product/service) it generates a greater uncertainty in tourist's mind and therefore they seek information from a variety of sources. Destinations are seen as high risk, costly and, to many, luxurious forms of consumption products (as opposed to a necessity) thereby making destination choice more subject to very extensive and more highly involved information processing and logically sequenced consideration on the part of consumers (Evangelista & Dioko, 2011). Based on the information obtained from a variety of sources, it assists the tourist in tailoring a holiday to

his or her particular needs (Castaneda et al., 2007). Eventually, a traveler may create an image by processing information about a destination from various sources over time. This information is organized into a mental construct that in some way is meaningful to the individual (Leisen, 2001). So much so, the quality and quantity of information obtained during the decision-making process has a positive impact on destination satisfaction (Peterson et al., 1997; Szymanski & Hise, 2000; Castaneda et al., 2007).

Furthermore, according to Spreng et al. (1996), when a consumer is using information in the process of product or service selection, he or she may have diverse feelings about the information which, in turn, affects overall satisfaction (cited in Castaneda et al., 2007). In fact, Petrick & Beckman (2002) study points to the importance of the tourist's information satisfaction as a vital condition for a gratifying holiday experience and, ultimately, repeat purchase of the service (cited in Castaneda et al., 2007).

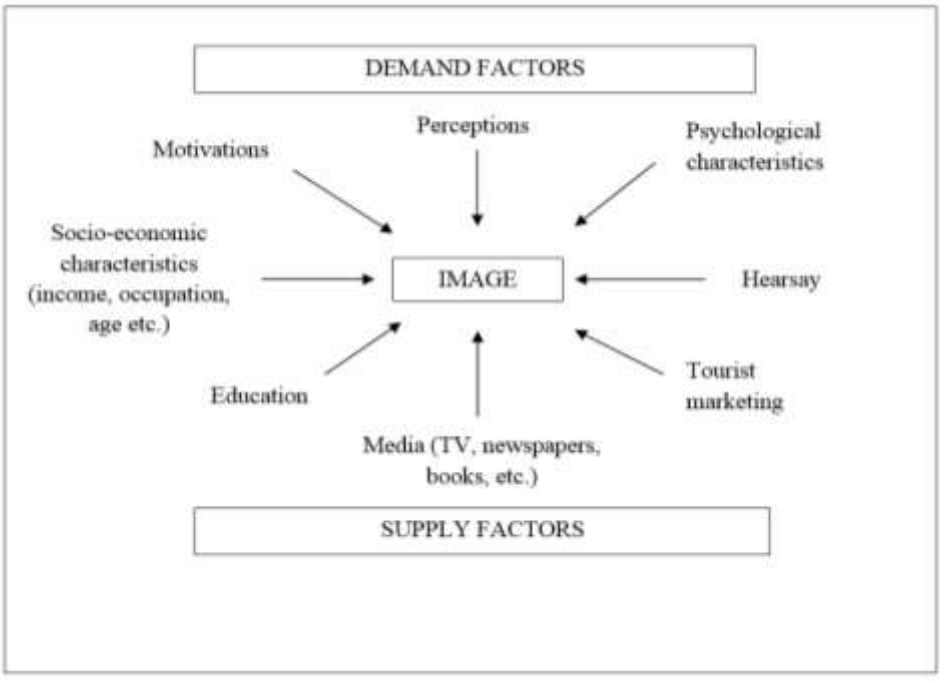
Extant literature examined the antecedents of information search as product class knowledge (Brucks, 1985), recreational and hedonistic motives (Bloch et al., 1986), involvement (Houston & Rotschild, 1978), and various situational factors such as price, time pressure, and store distribution (Beatty & Smith, 1987) (cited in McColl-Kennedy & Fetter, 2001). Beales et al. (1981) provided a general framework which categorizes information search as internal or external (cited in McColl-Kennedy & Fetter, 2001). According to them internal search is a cognitive process of information retrieval form memory which does not require any outside source. In contrast is the external search which is the process of information acquisition from outside sources such as advertisements, personal acquaintances or salespersons. External information search activities have been regarded by academic researchers and management practitioners of particular importance in consumers' decision making processes (Perdue, 1993; Mortimer & Pressey, 2013).

A substantial part of early research in this area focused on product categories and overlooked the service context. However, it started receiving attention since Zeithaml (1981) seminal work in the service marketing context (cited in Mitra et al., 1999). Scholars have attempted to validate Zeithaml's (1981) propositions in the services arena (Mitra et al., 1999). Yet, the subject of information acquisition and processing (particularly for risk mitigation) has been a somewhat neglected and obscure area of research in the field of services marketing (Murray, 1991; Mitra et al., 1999). Further, according to a review by Mitra et al. (1999) a classification

schemata provided by the marketing literature, services can be classified as – search based; experience based; and credence based. The amount of knowledge available to the consumer, prior to purchase, varies with the lowest for credence-based products and the highest for search-based products (Nelson, 1970; Darby & Karni, 1973; Mitra et al. 1999). Tourism falls under the category of 'experiential service' i.e. a service which can be evaluated after some purchase consumption. Thus, the destination choice is subjective to very extensive and more highly involved information by the consumer. However, the effect of considering significant or referent others in a traveler's choice of destination have not been substantially considered previously (Evangelista & Dioko, 2011). Further, few relevant destination image formation factors/theory/model from the extant literature are presented next.

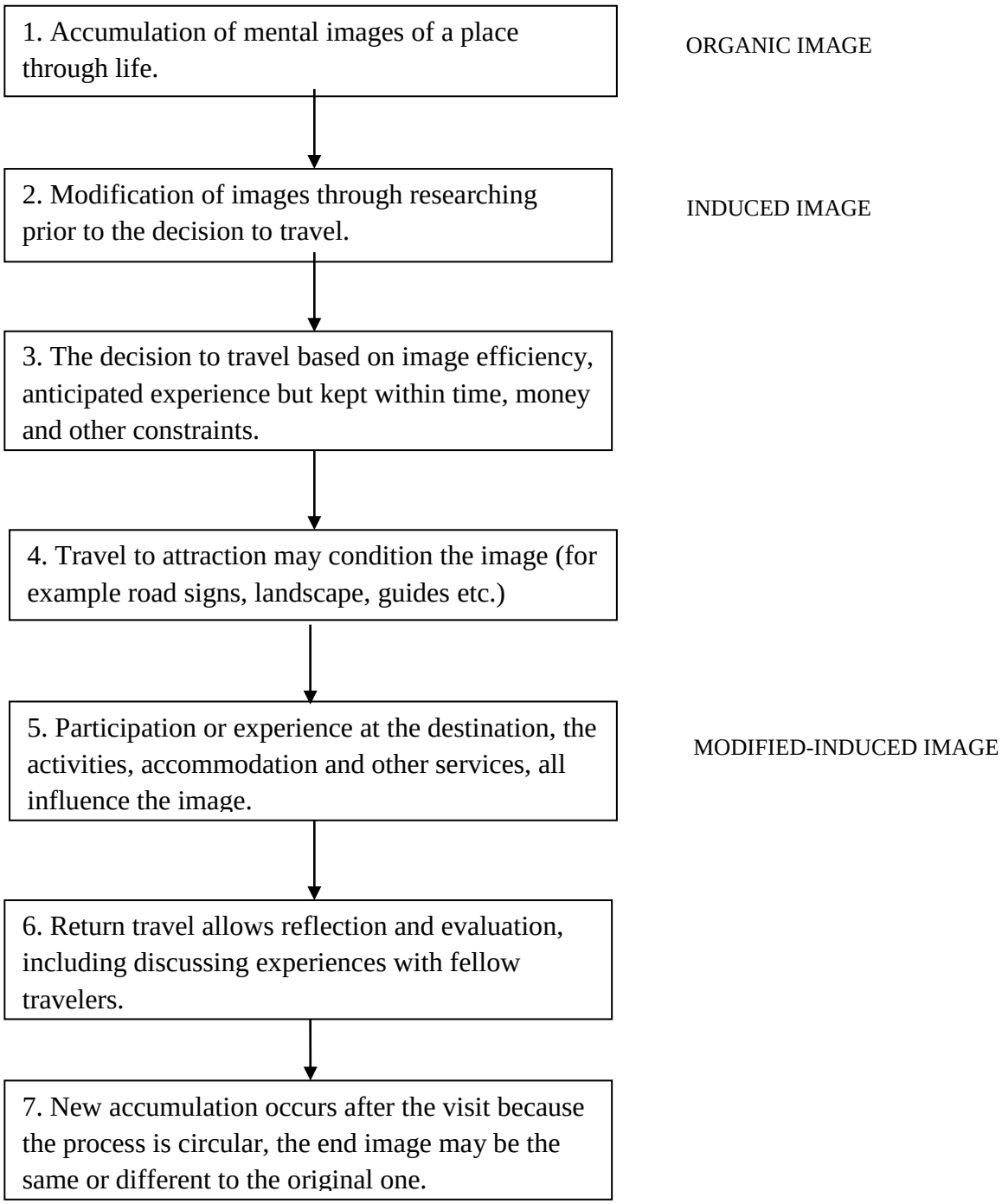
First, the factors influencing the destination image formation given by Stabler (1998) has been discussed by Jenkins (1999). Stabler's (1998) categorizes the factors influencing the formation of a consumers' destination image into demand and supply factors. Further, Jenkins (1999) linked Stabler's (1988) demand factors to the Gunn's (1988) organic image formation whereas the supply factors correspond to induced image formation. Figure 3.2 summarizes these demand and supply factors.

Figure 3.2: Factors Influencing the Formation of Consumers' Tourist Image Stabler (1988)



Source: Stabler (1988) adapted in Jenkins (1999)

Figure 3.3: Seven Phase Model of Formation of Destination Image of Gunn (1988)

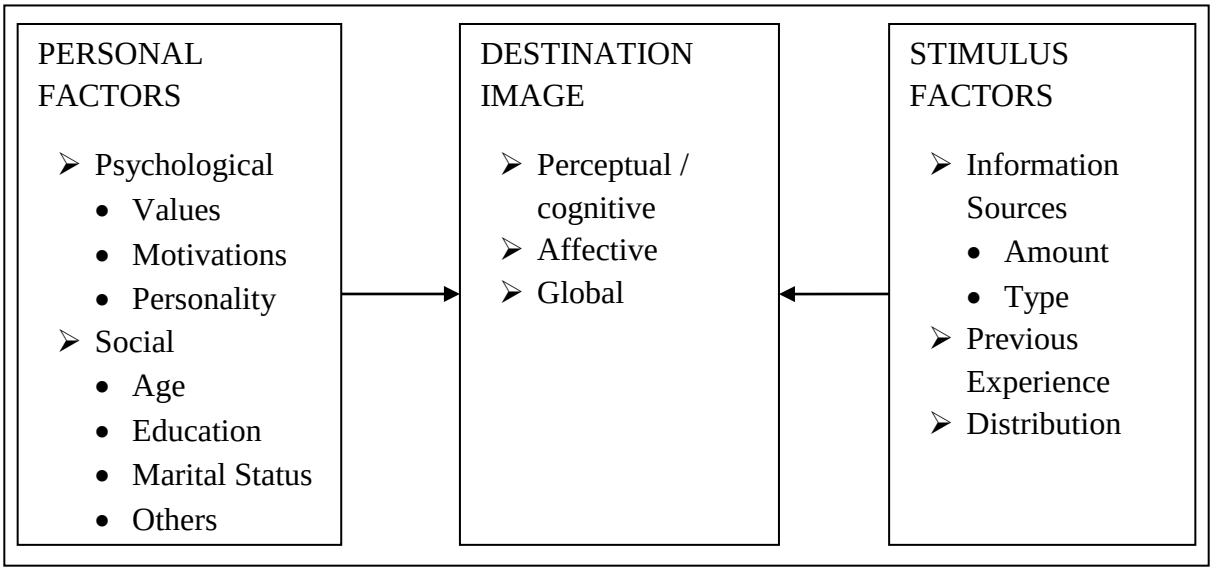


Source: Gunn (1988) adapted in Jenkins 1999 and Echtner & Ritchie (2003).

Second is Gunn's (1988) seven phase model of destination image formation has been extensively studied by Jenkins (1999) and Echtner & Ritchie (2003). This seven phase model of travel experience in context to formation of destination image has been linked to information sources by Echtner & Ritchie (2003) and Jenkins (1999) linked it to the demand

and supply factors of Stabler's (1998) model. Echtner & Ritchie (2003) discussed that among seven phases of the model the phase 1, 2 and 7 have their role in the formation of the destination image, Phase 1 accumulation of mental images about vacation experiences has been related organic destination image, phase 2 related to induced destination image and phase 7 was related to actual visit to the destination image (refer Figure 3.3).

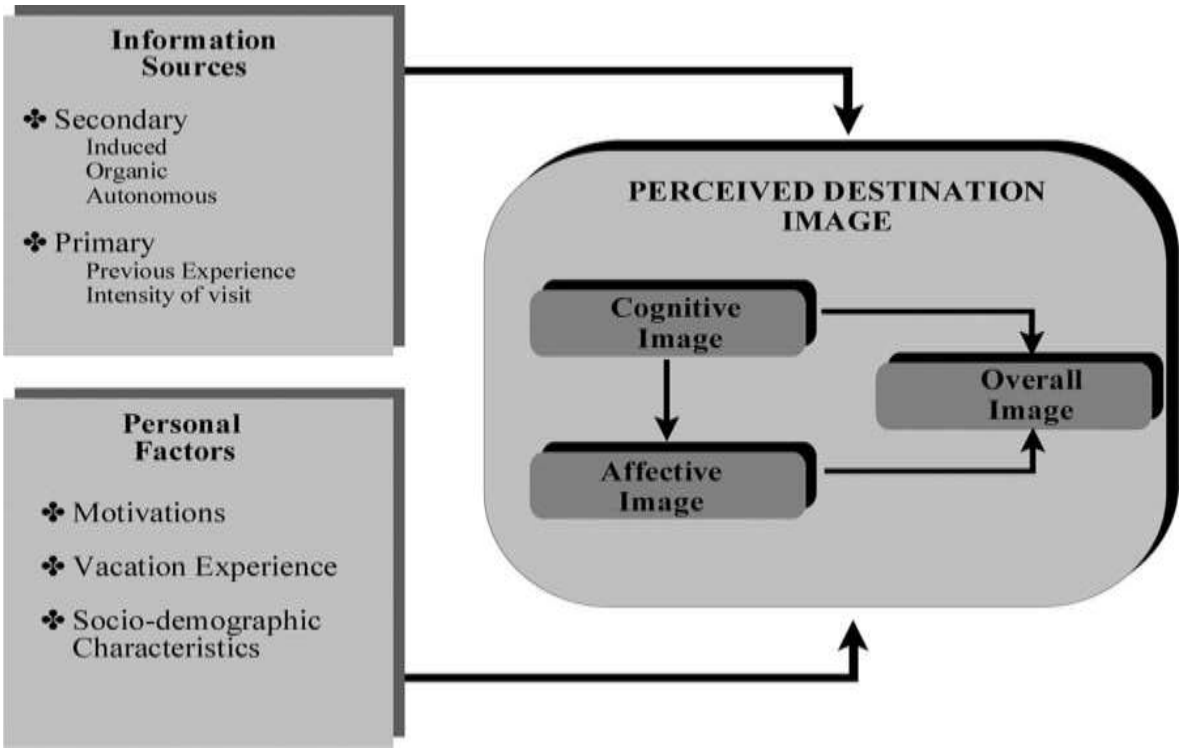
Figure 3.4: A General Framework of Destination Image by Baloglu & McCleary (1999)



Source: Baloglu & McCleary (1999)

Third is a general framework of destination image formation developed by Baloglu & Mcleary (1999) from the review of previous literature (refer Figure 3.4). Baloglu & McCleary (1999) developed an image formation model based on the previous literature review to address the problem of identifying what influences destination image. They developed this model to provide a framework for studying the various influential factors i.e. personal factors and stimulus factors.

Figure 3.5: Beerli & Martin's Model of the Formation of Tourism destination image (2004)



Source: Beerli & Martin (2004)

3.3. Destination Image and Related Variables

The extensive literature review has been done on destination image. In the extant literature destination image has been studied from different perspectives. The conceptualization of destination and measurement components, image formation process are already discussed in the previous sections of this chapter. Literature review on destination is covered from the time period 1979-2015. The important conceptual and review studies like Echtner & Ritchie (1991); Baloglu & McCleary (1999); Pike (2002); Gallarza et al. (2002); Beerli & Martin (2004); Tasci et al. (2007); Stepchenkova & Mills (2010); Byon & Zhang (2010); Nghiem-Phu (2014) from the extant literature were thoroughly examined to have better understanding of the concepts and to know broader underlying theme of previous and current research on destination image. The various research areas from the previous literature i.e. assessment and measurement of destination image; destination image and distance; active and passive role of

residents; destination image management policies (positioning, promotion, etc.); destination image and behavioral intentions and some recent emergent areas are discussed in this section.

Table 3.3: International Literature (1979-2015)

Research Areas	Authors
Conceptualization and dimensions	Crompton (1979); Witter (1985); Gartner (1989), Reilly (1990); Echtner & Ritchie (1993); Jenkins (1999); Baloglu & McCleary (1999); Gallarza et al. (2002); Echtner & Ritchie (2003); Beerli & Martin (2004); Hosany et al. (2007); Moon et al. (2011); Lopes (2011); Aksoy & Kiyci (2011).
Destination image formation process (static and dynamic)	Gartner (1986); Gartner (1989); Ahmed (1991); Echtner & Ritchie (1993); Ahmed (1996); Baloglu & McCleary (1999); Gallarza et al. (2002); Hosany et al. (2007); Moon et al. (2011); Coban (2012).
Assessment and measurement of destination image	Crompton (1979); Witter (1985); Gartner (1989); Ahmed (1991); Echtner & Ritchie (1993); Jenkins (1999); Leisen (2001); Echtner & Ritchie (2003); Tasci (2007); Greaves & Skinner (2010); Prayag (2010); Phau et al. (2010); Byon & Zhang (2010); Aksoy & Kiyci (2011); Coban (2012).
Influence of distance on destination Image	Crompton (1979); Ashworth & Voogd (1990); Ahmed (1991); Dadgostar & Isotalo (1992); Borchgrevink & Knutson (1997); Gallarza et al. (2002); Stepchenkova & Mills (2010).
Destination image change over time	Gartner (1986); Gartner & Hunt (1987); Ashworth & Voogd (1990); Ahmed (1991); Ahmed (1996); Borchgrevink & Knutson (1997); Gallarza et al. (2002); Stepchenkova & Mills (2010) .
Active and passive role of residents in image study	Witter (1985); Chon (1991); Prentice & Hudson (1993); King (1994); Schroeder (1996); Brida et al. (2011).
Destination image management policies (positioning, promotion, etc.)	Goodrich (1978); Gartner (1989); Ashworth (1991); Font & Ahjem (1999); Konecnik (2002); Ibrahim & Gill (2005); Tasci (2007); Molina et al. (2010); Soteriades (2012).
Tourist satisfaction	Pawitra & Tan (2003); Lee et al. (2005); Chen & Tsai (2007); Coban (2012); Correia et al. (2013); Xia et al. (2011);

	Mohamad et al. (2011); Yasamorn & Phokha (2012); Prayag & Ryan (2012); Aliman et al. (2014).
Destination branding	Blain et al. (2005); Hankinson (2005); Murphy et al. (2007a); Balakrishnan (2009); Kaplan et al. (2010); Stepchenkova & Mills (2010).
Destination and behavioral intentions	Oppermann (1997, 2000); McKercher & Wong (2004); Tasci (2007); Murphy et al. (2007a); Hutchinson et al. (2009); Hanzaee & Saeedi (2011); Bronner & Hoog (2011); Pietro et al. (2012); Kim et al. (2012); Albarq (2014); Chung et al. (2015).
Destination image and personality	Kastenholz (2004); Beerli et al. (2007); Yuksel & Bilim (2009); Gertner (2010); Sahin & Baloglu (2011); Caruntu et al. (2012); Wang et al. (2012), Nghiem-Phu (2014).
Destination image and information sources	Petrick & Beckman (2002); Castaneda et al. (2007); Kim & Fesenmaier (2008); Gil & Ritchie (2009); Molina, et al. (2010); Phau et al. (2010); Ji & Wall (2011); Lepp et al. (2011); Pan (2011); Suarez (2011); Evangelista & Dioko (2011); Hyun & O'Keefe (2012); Mortimer & Pressey (2013).

Source: Author's compilation from Gallarza et al. (2002); Tasci et al. (2007); Nghiem-Phu (2014).

Assessment and Measurement of Destination Image

Gallarza et al. (2002) suggested two different approaches to its measure destination image. First, the empirical studies that, without actually developing theoretic bodies, apply statistical instruments (Schroeder, 1996; Gallarza et al., 2002) and second, those empirical studies which explain a methodology and deals with the problems of the measurement of image (Reilly, 1990; Echtner & Ritchie, 1993). Gallarza et al. (2002) further added that possibly due to the aforementioned difficulties and responsibilities, studies of the first approach are more common than those of the second.

Distance and Destination Image Change Over Time

Whereas Hunt (1975) and Gartner (1993) showed that the formation of destination image is influenced by the geographical distance from the destination (cited in Matos et al., 2012).

"Markets that are closer to the destination have more detailed images than geographically distant markets: the greater the distance, the more distorted the reality becomes" (Gartner, 1993; Stepchenkova & Mills, 2010). There are few studies have focused on the distance variable (Gallarza et al., 2002). Gallarza et al. (2002) highlighted the type destination image studies in the previous literature based on distance and change over time – comparing samples of respondents from different origin (Crompton, 1979); the influence of length of stay in the image destination (Fakeye & Crompton 1991); after a period of time, previous studies on the same destination (Gartner & Hunt, 1987); investigating the effect of previous visitation on image formation (Dann, 1996) (cited in Mackay & Fesenmaier, 2000). Gallarza et al. (2002) further suggested that "the correct way of assessing the influence of time on image formation should be not the comparisons of different samples, but longitudinal sampling studies, although this kind of research is difficult in tourism".

Active and Passive Role of Residents in Image Study

The residents of a tourist destination can play an important role in improving destination images. Residents of destinations may have images of their own place of residence that can be investigated in comparison with those of tourists (Gallarza et al., 2002). Gallarza et al. (2002) emphasizes on the role of residents in destination image studies. Echtner & Ritchie (1991) and Stepchenkova & Mills (2010) also focused on considering residents as important elements in destination image studies.

Destination image and Information Sources

Research on destination image and information sources is an under-researched area. Despite of fact that destination image process given quite an importance to information sources there are few studies which investigated destination image based on information sources. (Molina et al., 2010; Phau et al., 2010; Ji & Wall, 2011; Mendes et al., 2011; Pan, 2011; Suarez, 2011; Hyun & O' Keefe, 2012).

A study was conducted by Bordelon & Dimanch (2011) in New Orleans has focused exclusively on the impact of official images and motion pictures on domestic tourism. Findings of the study reveal that movies are exported around the world where the official

images are less likely to be reached. Therefore, motion pictures and various unofficial media images most likely have a more significant effect in forming perceptions of US cities.

The recent emergent areas of destination image are destination branding, destination personality, behavioral studies. The meta–analysis by Stepchenkova & Mills (2010) discussed the relationship between destination image and personality. They emphasized on Aaker (1996) branding concepts: that brands should appeal to consumers the personalities of potential customers and product brands should match and also related these concepts to destination image research (Stepchenkova & Mills, 2010). Recent research studies are focusing on destination image and behavioral intentions and satisfaction. This topic is gaining importance in destination image studies (Phillips & Jang, 2007; Ekinci & Hosany, 2006). Behavioral intention in the past literature is studied in the form of repeat visit, word of mouth and loyalty, but electronic word of mouth is not focused in tourism studies. The concept of branding destinations similar to products; and the development of the branding concepts for destinations like unique positioning, destination brand equity these are the foremost area of research (Pike & Ryan, 2004; Konecnik & Gartner, 2007; Stepchenkova & Mills, 2010). In a recent study by Pike & Page (2014), they stated that not only has the destination and destination marketing emerged as a central element of tourism research, it is associated with the operational activities undertaken in the highly competitive business of attracting visitors to localities; thus it is an emergent area of research in all perspectives. The destination branding is discussed thoroughly in the last section of the chapter.

A meta-analysis by Pike (2002) reviewed destination image studies 1973-2000, Stepchenkova & Mills (2010) from 2000-2007, Nghiem-Phu (2014) from 2008-2012 had made the conclusions that most of the studies were done in North America (Fakeye & Crompton, 1991; Baloglu, 1997; Lee, 2000), UK/Europe (Bojanic, 1991; Manrai & Manrai, 1993; Kozak & Nield, 1998; Mazanec, 1997; Andreu et al., 2000). Fewer studies were present on Asia Pacific region (Kale & Weir, 1986; Tang & Rochananond, 1990; Gartner & Shen, 1992; Gartner & Bachri, 1994; Chaudhary, 2000; Jutla, 2000). Sample types taken in previous studies were mainly consumers, visitors, student sample few on DMO staff and experts (Dimanche & Moody, 1998; Mohsin & Ryan, 1999; Chacko & Fenich, 2000) (cited in Pike, 2002). The most popular type of destination of interest was countries, which were analyzed in 56 papers.

This was followed by states (27), cities (26), resort areas (23) and provinces (11). The sample size ranges from100-400 respondents in majority of studies (Pike, 2002).

Table 3.4: Overview of the Locations and Methodology Used in the Destination Image Studies	
Parameters of destination Image Studies	**Key Findings**
Location	Most of the studies were conducted in North America, UK/Europe and few studies on Asian Pacific Region.
Sample Size	100-400 respondents
Type of respondents	Consumers, Visitors Students,& few studies on DMO officials and experts
Techniques	Qualitative, t-test, Anova, Exploratory Factor analysis, Cluster analysis etc.
Popular type of destination	The most popular type of destination of interest was countries, which followed by states, cities, resort areas and provinces.
Mode of data collection	Majorly, the data collection was done through mail surveys, few on-site surveys and self-administered surveys.
Structural/Open ended Questionnaire	In most of the studies structural questionnaire were used.

Source: Pike, (2002); Gallarza et al. (2002); Tasci et al. (2007); Stepchenkova & Mills (2010); Nghiem-Phu (2014).

Further, critical issue in destination image research is of techniques used to measure destination image is exploratory factor analysis used in the past literature commonly by the researchers (Gallarza et al., 2002, Tasci et al., 2007). According to Byon & Zhang (2010) while empirical evidences from extant literature support the notion that destination image is an important factor that is likely to exert significant impact on the decision making process of tourists; it has been subject to various limitations and weaknesses primarily related to measures developed or adopted in these studies. They draw attention to the key weakness the previous studies were usually developed based on the application of exploratory factor analysis (EFA) as the primary statistical procedure despite the emergence of a well developed conceptual area and a systematic framework necessitating a confirmatory factor analysis

(CFA). To fill the void, their study designed the scale of destination image (SDI) following the cognitive-affective attitude theory (Bagozzi et. al., 1988) and used rigorous measurement procedures, including CFA and SEM (structure equation modeling). Most importantly, they emphasized the need to examine the destination image scale in different research settings to revalidate and/or revise the scale. According to them unique cultural, social, and touristic attributes related to the study contexts could also be included in such applications. Thus, the review of literature (and in particular synthesized by Byon & Zhang, 2010) provides us the direction to argument the present research. Next, the Indian literature on destination image is discussed (refer Table 3.5).

Table 3.5: Indian Literature on Destination Image

Author(s)	Research Area	Discussion
Harish (2010); Venkatachalam & Venkateswaran (2010); Sharma (2013); Singh & Ahuja (2014).	Destination Branding	Discussed about destination branding strategies for India and its states.
Harish (2010); Singh & Ahuja (2014).	Brand Architecture	Importance of brand architecture for India as a tourism destination.
Agrawal et al., (2010); Gupta & Gulla (2010); Tripathi et al. (2010).	Religious Tourism	Suggested implications to promote India as buddhist destination and there is a potential for religious and spiritual tourism
Kale & Weir (1986); Chaudhary (2000); Madhavan & Rastogi (2011); Rajesh (2013).	Destination image, Satisfaction & Service Quality	There exists a gap between expectations and satisfaction level of tourists. Impact of tourist perception, destination image and satisfaction has been studied on destination loyalty.
Wilson (1997); Dwivedi et al. (2009); Kamat (2010).	Studies on Goa	Explored the online destination image of Goa and emphasized on Goa's beach centric tourism with relation to destination life cycle model.
Bandyopadhyay et al. (2008); Nasreen & Thang (2011); Singh et al. (2012).	Comparative Studies	Compared India and Malaysia on the basis of infrastructural facilities they are providing and put suggestions to improve the weak areas. Identified the gaps in "Incredible India" centralized campaign vis-à-vis state wise campaign to promote tourism in India.

Source: Author's compilation from the previous literature

Indian Studies Based on Strategies

Dwivedi et al. (2009) has explored the online destination image of Goa, an important tourist destination in India and draw lessons for successful image management in the age of the internet. Jauhari (2009) discussed how hospitality and tourism are contributing towards the sustainable economic growth in India. Kamat (2010) has emphasized on Goa's beach centric tourism with relation to destination life cycle model. Harish (2010) has suggested a brand architecture model for promoting India as a tourism destination brand with its diversified tourism products and vast geographical dimensions. Venkatachalam & Venkateswaran (2010) discussed that Indian tourism is facing uncertain environment but still strategies can be implement to have competitive advantage. Sahoo & Sahoo (2011) examined the position of the tourism industry of India and suggested to promote eco-tourism, natural and cultural heritage. Also, pointed out to various stakeholders (government & private sector) to promote the sustainable development. Phukan et al. (2012) has discussed the scope of spiritual tourism in India. These conceptual studies are unable to build up a common standard that how can destination image be measured.

Empirical Studies based on Indian Destinations

Kale & Weir (1986) examined the destination image of India by undertaking American tourists as the respondents and concluded that India needs to improve its infrastructural facilities. Chaudhary (2000) has determined pre and post-trip perceptions of foreign tourists through a gap analysis between expectations and satisfaction levels. Chaudhary (2000) found that India needs to improve on safety security and cleanliness. Elaborated scale of Narayan et al. (2008) has included the major cognitive dimensions to measure the service quality in tourism industry. 14 cognitive dimensions has been used in this study i.e. core-tourism experience, culture Information centers, personal information, hospitality, fairness of price, hygiene, distractions, amenities, pubs value for money, logistics, food and security. Narayan et al. (2008) has suggested future directions to include motivation to travel. Agrawal et al. (2010) talked of Buddhist tourism in India and suggested implications to promote India as buddhist destination. Gupta & Gulla (2010) studied the importance of use of internet by pilgrims to have information in Vaishno Devi shrine. Another study has taken Golden temple, Amritsar as a potential religious and spiritual destination for the tourists (Tripathi et al.,

2010). In recent study, Madhavan & Rastogi (2011) has taken nineteen dimensions related to social, travel, destination and miscellaneous aspects to identify their influence on leisure destination choices in Hyderabad and Tirupati. This study has been done for domestic tourists in India. Nasreen & Thang (2011) has Compared India and Malaysia on the basis of infrastructural facilities they are providing and put suggestions to improve the weak areas. A notable recent study by Tessitore et al. (2014) focused on the appearance of a destination (India) in audiovisual media as a strategy to promote a touristic destination. This study examined Belgian (student) participants perception of India after watching a reality show. The study revealed that a reality show can change viewers' perception of the destination in which the show is set. Moreover, a reality show can increase knowledge about the destination, positively affect viewers' attitude toward the destination and even more importantly, increase their intention to travel to the destination. Conversely, as acknowledged by the researchers that destination information delivered by reality shows may not always be correct. Eventually, this may even harm the destination image.

The above discussed research work has shown religious, spiritual dimensions as a potential areas of research in Indian tourism. A little work has been done to analyze the destination image of India and/or its major cities (Chaudhary, 2000; Dwivedi et al., 2009). The Indian literature in this field is limited in adopting research instruments (based on cognitive-affective theory) and methodology (advanced statistical techniques of assessment) that can comprehensively measure and visibly demonstrate an attribute wise measure and comparison of destination(s) image.

3.4. Interrelatedness of Destination Branding and Destination Image

The concept of branding products initially appeared in the literature more than 50 years ago and branding in tourism came in late nineties (Ritchie & Ritchie, 1998). The first initiative towards conceptualizing the branding in tourism started in the year 1998 with Annual Conference of the International Travel and Tourism Research Association (TTRA) with the theme "Branding the Travel Market" (Ritchie & Ritchie, 1998). The main focus of the conference was to discuss the various cases on branding destinations (Ritchie & Ritchie, 1998). These included New York; Tasmania, Australia; Canada; New Orleans; Lousiana; Texas; and Oregon. It was visualized that similar to product brands, destination brands has a

visible impact in the marketing plan that visitors can trust, before visiting a destination and will carry more than that in the form of experience and memories. Previous researchers have described destination brand and destination branding from various perspectives.

3.4.1. Destination Branding - Definition and Importance

"A Destination Brand is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience" (Ritchie & Ritchie, 1998). Similarly, a destination brand "represents a unique combination of product characteristics and added values, both functional and non-functional, which have taken on a relevant meaning, which is inextricably linked to that brand, awareness of which might be conscious or intuitive" (Morgan & Pritchard, 1998, p. 140 as cited in Hanzaee & Saeedi, 2011).

"Destination branding conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience" (Goeldner et al., 2000; Kaplanidou & Vogt 2003 as cited in Hassan et al., 2010). It is "selecting a consistent brand element mix to identify and distinguish a destination through positive image building" (Lee et al., 2006; Harish, 2010). Destination branding is the process of developing a unique identity or personality for a tourist (or investment) destination, and communicating the same to visitors (or prospective investors) using a name, a tagline, a symbol, a design or a combination of these to create a positive image (Harish, 2010). The governmental bodies, policymakers and the marketers are spending money, time and effort to build up a successful destination branding plan. An efficient destination branding process is advantageous to provide long-term economical benefits to a nation. It has equal impact on tourist's search process and decision making to select a destination.

Blain et al. (2005) after an extensive review of literature defined destination branding as the set of marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; (2) consistently convey

the expectation of a memorable travel experience that is uniquely associated with the destination; (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination and; (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice. Clarke (2000) has listed six benefits of branding related to tourism destination products: helps to reduce the choice; overcomes the challenge of intangibility; conveys consistency across multiple outlets and through time; reduce the risk factor attached to decision making about holidays; facilitates precise segmentation; helps provide focus for the integration of producer effort, helping people to work towards the same outcome. Destination image and destination branding are interrelated concepts because the core of destination branding is to build a positive destination image that identifies and differentiates the destination by selecting a consistent brand element mix (Cai, 2002).

3.4.2. Complexity in Branding Destinations

Pike (2005) has discussed in detail about tourism destination branding complexities.

(i) Destinations are multidimensional than consumer goods and other types of services.

(ii) The market interests of the diverse group of active stakeholders are heterogeneous and this lead to politics in decision making.

(iii) Local community consensus and funding issues to implement destination branding also affects the process.

Balakrishnan (2009) also differentiated that destinations need more attention for branding as compared to corporate, product and service brands; as discussed below:

(i) Tourism is dependent on macro-environmental factors like politics, terrorism, disease outbreaks, weather/natural conditions and currency fluctuations.

(ii) Geographical constraints affects accessibility, weather, access to resources, defines infrastructure requirements and people characteristics.

(iii) Inherited names and past history like heritage, culture and perception of locations (like country of origin) evolve over time and cannot be easily changed (Shikoh, 2006).

(iv) Stakeholders are diverse and influential. Destinations are run by governing bodies which are politically motivated, have funding constraints and answerable to their stakeholders (Stokes, 2006; Hankinson, 2005; Pike, 2005).

(v) The diversity of target customers, the complex decision making process and the multiple choice sets make destination marketing harder (Woodside & Dubelaar, 2002; Gonzalez & Bello, 2002).

(vi) Destinations are service dependent. Services account for over 65 per cent of global GDP and are people dependent, employing 40 per cent of the global workforce (ILO, 2007). Destination success also depends on infrastructure, technology and communications (IMD, 2005). Investments required are huge and need to keep global standards in mind.

(vii) Feedback and control issues (see Pike, 2005). Destination marketing organizations do not have top-down implementation control (Pike, 2005). Perception of destinations is influenced by publicity and promotion (Correira et al., 2007) which can be distorted by global market events and other destination images. Since destination brands are complex and are constantly changing (Kates & Goh, 2003; Trueman et al., 2004) they must be managed.

3.4.3. Successful Stories of Improving Destination Images and Building Destination Brands

Destination can be a country, state or a city; branding can be done at all levels. In recent years destination branding has gained importance as a research topic as well practitioners and marketers have applied it in practical to gain benefits. In a study by Gilmore (2002) he discussed about the repositioning of Spain from a poor destination image to a hot touristic destination. In this study it is explained that the careful planning and co-ordination among all the stakeholders leads to a successful branding of a destination. He quoted ‘Experts on location branding note that Spain is among the best examples of modern, successful national branding because it keeps on building on what truly exists. The focus has been put on to ensure that the country is actually able to substantiate what its brand is saying about it (Gilmore, 2002). Similarly the success story of New Zealand was discussed by Lodge (2002) earlier it faced problems: acute economic need, poor recognition and detrimental positioning and overshadowed by a powerful close neighbor. The negative image was changed through

repositioning strategy that was based on analyzing the core competency of the country and then making it as power selling proposition. In the whole process the government and other stakeholders were involved (Lodge, 2002).

Destination branding has been applied in context to cities, "Dubai is probably one of the best known examples of a city brand that has established itself in a very short period of time while riding the waves of globalization" (Govers, 2012). The reason for this is the successful destination branding of Dubai that transformed it to a dreamland from a desert. The major initiative was started in 1996 when through the combined efforts of government and private stakeholders together launched 'The Dubai Shopping Festival.' The destination marketing was structured around five primary reference points i.e. tourist, destination, citizen, tourism services suppliers (Vardhan, 2008). In recent years Dubai has gone through a fast pace development not only in tourism; but also in trade, business, shopping and improving lifestyle. This was difficult to achieve in a short time span, but the clarity on the vision and stakeholder's co-operation made it happen. The other case studies on branding cities are on Isfahan, Kuala Lumpur, Amman, Holon etc (Herstein & Jaffe, 2008; Hanzaee & Saeedi, 2011; Khirfan & Momani, 2013; Bouchon, 2014). So, it can be said that while branding a country or a small city, the success can be anticipated through the role of the various stakeholders and co-ordination among them.

3.5. Research Gaps

The literature review has given directions to the future research and following research gaps has been identified:

(i) There is no evidence of any destination measuring scale that can be considered for improving destination image of Indian destinations.

(ii) Domestic tourism has not been considered as an emergent area of research.

(iii) Most of the work has been mainly done in the context of European and other countries.

(iv) Previous studies on destination image were done mainly on consumer at their place of residence and student sample; there are only few onsite studies.

(v) Majority of the studies measured the perceptions of only one destination, without a frame of reference to any competing destinations.

(vi) The most popular type of destination of interest were countries.

(vii) Affective dimension of the destination image is studied by only few researchers.

(viii) In the previous research the impact of destination image on behavioral intention is well measured by the repeat visit intentions and few studies discussed WOM but there is no study based on e-WOM.

(ix) Earlier studies ignored the empirical research on type and impact of information sources of destination image.

CHAPTER 4

CONCEPTUAL FRAMEWORK, RESEARCH QUESTIONS AND HYPOTHESIS

The major objective of this study is to focus on measuring and analyzing destination image. It becomes imperative to conduct such studies because nowadays destinations compete with each other and their destination images contribute in attracting large number of tourists. Additionally this study partially responds to call of literature (Etchner & Ritchie, 1993; Chaudhary, 2000; Beerli & Martin, 2004 and Byon & Zhang, 2010) to conduct this kind of study in Indian research settings. The sections that follow present some of the research inadequacies or gaps which have been addressed in this study and based on which the research questions are formulated.

The extant literature in the previous chapter has vastly contributed to our knowledge on the importance of measuring destination image and its importance for various stakeholders. Further, with the advent of technology and increased income standards the tourists have become very ardent in their decision making. Thus, the tourism industry is highly focused on building positive destination images. The positive destination image benefits as a whole for various stakeholders – the tourists, tourism marketers, governments and the local population.

International inbound tourism supports projecting the country as a lucrative destination that offers a variety of touristic attractions; however, domestic tourism marketing is a new ball game altogether. Domestic tourism is where the particular destination(s) need to be aggressively promoted by state government and they compete for a piece of the lucrative leisure and recreation segment (FICCI, 2012) amongst aboriginal competitors. The task could be daunting in a country like given the similar elements (across large regions covering several states) such as natural beauty, history and culture. The recourse lies in effective destination branding wherein a unique selling proposition needs to be developed and highlighted. A proposition that is sustainable, believable, and relevant (Morgan et al., 2004) and that "the competition wants and is may be able to copy but which they cannot surpass or usurp"

(Morgan et al., 2002; Blain et al., 2005). A key component of this branding/positioning process is the creation and management of a distinctive and appealing destination image (Ekinci, 2003). Destination marketers now recognize how they can anchor their marketing programs by capitalizing on the underlying destination images and associative knowledge that visitors use to identify, distinguish and evaluate destinations (Blain et al., 2005; Quintal & Polczynski, 2010). In the last few years we have been witness to the promotional schemes of a few Indian states which have somewhat placidly adhered to such a philosophy. Academic or practitioner research can lend support in this direction. Regrettably, the Indian literature in this field is limited in adopting research instruments and methodology that can comprehensively measure and visibly demonstrates an attribute wise measure and comparison of destination(s) image. Eventually, such an analysis can explicitly aid policy making.

This finds validation in the recent reports of Ministry of Tourism. The 2014-15 report by the working group of tourism (Ministry of Tourism, Government of India, 2014a) highlights the necessity of detail studies to capture the perception of the foreign and domestic tourists about the various facilities at tourist destinations to aid policy framing. Further, there is a clear call to conduct surveys to find out the experience of domestic tourists at important tourist destinations and evaluation of domestic campaign launched by the Ministry of Tourism (Ministry of Tourism, Government of India, 2014b). Unfortunately, this is a far cry from the reality. Despite increased attention and relevance drawn by 'destination image' as a key aspect of destination marketing, it has been an under researched area in Indian tourism academic literature as well as practitioner studies. Consequently, no previous Indian research exists which provides a pragmatic and explicit approach to capture the destination image of tourism destinations in India.

Apart from the aforementioned reasons to undertake such research, this study also responds to a vital research gap. Although, several studies from past have measured destination image of a particular destination, few have analyzed the destination image of two or more destinations; the extant literature is scant on measuring various destinations based on the similar destination scale. This study endeavors for an empirical investigation on the same. Specifically, it aims to measure and analyze the destination image of the selected destinations (hill stations) and to illustrate their relative positioning across specific attributes. Additionally, it seeks to examine the destination image on the basis of socio-demographic, travel related

behavior variables and information sources. Thereafter, the behavioral intention patterns are analyzed on the perceived destination image. The following sections present the conceptual framework on which the research questions and research hypothesis are developed. The reason behind formulating research questions in most cases instead of research hypotheses is to limit multiple and similar hypotheses to facilitate readability and comprehension of results.

4.1. Criticality and Importance of Measuring Destination Image

Tourism destination image has been a focal area of conceptual and empirical tourism research for the last three decades. The importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice (Echtner & Ritchie 1993; Gallarza et al., 2002; Chung & Shin, 2004; Thao & Swierczek, 2008; Allameh et al., 2014). It may be defined as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979; Lopes, 2011). The extant research demonstrates that a destination's image is a valuable concept in investigating the destination selection process. Furthermore, the measurement of a destination's image has been of great interest not only to tourism researchers but also to industry practitioners and destination marketers (Baloglu & McCleary, 1999). Creating and transmitting a favorable image to potential tourists in target markets could strengthen the competitiveness of a destination (Goodall, 1988; Gartner, 1993; Konecnik, 2002). A positive image of a destination supports tourists' decision-making process; arouses "awareness" and "evoked" sets and acts as a distinguishing feature among competing destinations (Sonmez & Sirakaya, 2002; Pikkemaat, 2004; Currie et al, 2008; Phau et al., 2010). Therefore, the marketers of tourist destinations spend a great amount of money, time and effort creating a positive image to help entice prospective travelers to visit their destinations (Konecnik, 2002).

Thus, there emerged a long history in tourism research which focused on destination image. So much so that Suh & Gartner (2004) refer to destination image studies as "a staple of destination market research". Amidst this, destination image measurement has been one of the most popular topics of investigation in tourism research (Pike, 2002). There was a compelling need to do so which is well articulated by Echtner & Ritchie (1993); Gallarza et al. (2002); Aziz & Zainol (2010) – the empirical measure of destination image is critical to:

(i) Assess how tourists currently view a destination.

(ii) Define how the destination would like to be perceived by tourists.

(iii) Develop and implement marketing action to modify destination image.

(iv) Check if the intended change in destination image has occurred.

Over the last three decades, many researchers have identified various image components to represent destination image of a particular location such as functional - psychological (Etchner & Ritchie, 1991, 1993; Hankinson, 2004; Alcaniz et al., 2009), primary-secondary (Phelps, 1986; Stepchenkova & Morrison, 2008), organic-induced (Gunn,1972; Baloglu & McCleary, 1999 and cognitive-affective (Beerli & Martın, 2004; Byon, & Zhang, 2010; Prayag, 2010; Moon et al., 2011). Among all these it is widely understood that majorly destination image fall in two components – cognitive and affective which are presented next.

4.1.1. Attributes for Measurement

4.1.1.1. *Cognitive Image*

Cognitive image components relate to beliefs or perceptions that tourists hold related to a destination (Beerli & Martin, 2004; Byon & Zhang, 2010; Moon et al., 2011; Coban, 2012) (refer Chapter 3, Table 3.2). The perceptual/cognitive component is the knowledge about the place's objective attributes (Genereux et al., 1983; cited in Baloglu & McCleary, 1999; Tessitore et al., 2014) or perceptual/cognitive quality refers to the appraisal of physical features of environments (Baloglu & McCleary, 1999). Some noteworthy studies are discussed next.

Baloglu & McCleary (1999) developed a scale to measure cognitive destination image which included three variables i.e quality of experience, attractions and value/environment. The construct quality of experience items such as - hygiene and cleanliness, quality of infrastructure, personal safety, good nightlife and entertainment, suitable accommodations, appealing local food (cuisine), great beaches/water sports, interesting and friendly people were included; attractions included interesting cultural attractions, interesting historical attractions and beautiful scenery/natural attractions. The value/environment consists of good value for money, unpolluted/unspoiled environment and good climate.

The cognitive variables incorporated by Coban (2012) to measure the destination image were touristy attractions, basic facilities, cultural attractions, touristy substructures and access, natural environment, and variety and economical factors. Beerli & Martin (2004) developed a scale to measure destination image that includes 24 items under cognitive image. The five variables of cognitive destination image were natural and cultural resources, general, tourist and leisure infrastructures, atmosphere, social setting and environment; and sun and sand. Their study also categorized the perceived destination image into nine variables on the basis of previous research to measure destination image. The variables were natural resources, general infrastructure, tourist infrastructure, tourist leisure and recreation, culture, history and art, political and economic factors, natural environment, social environment and atmosphere of the place. The researchers provided support to the fact that the selection of the attributes used in designing a scale depend on the attractions of each destination, on its positioning, and on the objectives of the assessment of perceived image, which determine whether specific or more general attributes should be chosen. Several other authors (Fakeye & Crompton, 1991; Chalip et al., 2003; Hui & Wan, 2003, Aksu et al., 2009) also measured cognitive destination image based on similar aspects like natural attraction, climate, culture, tourist sites, nightlife and entertainment, infrastructure, accommodation, shopping facilities, cleanliness, safety and costs/price level etc.

The above discussed factors are the potential factors which can analyze the destination image of a specific destination. It is feasible to achieve unique identity of destination using a quality approach and marketing, together with focusing on the above mentioned factors. The importance of these factors is critical for positioning a destination and is discussed below:

Natural Attraction

Tourists visit destinations for spectacular scenery, weather, encounter wildlife etc. Natural attraction forms an integral part of the tourism package. The natural attributes distinguish destination from other destinations or can be very similar on the basis of same. Several authors have included these attributes to measure cognitive destination image like flora and fauna (Beerli & Martin, 2004; Prayag, 2010), scenery (Alcaniz, 2009; Prayag, 2010; Byon & Zhang, 2010), weather and climate (Konecnik, 2002; Byon & Zhang, 2010; Alcaniz et al., 2009; Coban, 2012).

Infrastructure

The infrastructure in all forms (accommodation, transport, roads, and airport) is a basic facility that tourists require. The decision making to visit a particular destination depends on such factors. It can be very clearly seen in the destination image studies that researchers have considered it an important factor to measure destination image. In various studies under infrastructure the attributes like availability of accommodation, quality restaurants, better transportation facilities have been included (Konecnik, 2002; Beerli & Martin, 2004; Alcaniz et al., 2009; Byon & Zhang, 2010).

Culture History & Art

Culture creates authenticity and distinctiveness in the global tourism market. In this regard, "tourism experiences" that can connect people and visitors to local cultures are very important (Organisation for Economic Co-operation and Development, 2009). The sightseeing of churches, historic places and attending fair/festivals are the prime attraction for which tourists look for. A number of authors included cultural and historical attractions as a factor in their studies to assess the destination image (Konecnik, 2002; Beerli & Martin, 2004; Alcaniz et al., 2009; Prayag, 2010; Byon & Zhang, 2010; Aksoy & Kiyci, 2011). The major aspects considered under this factor are places of historical or cultural interest, interesting cultural activities.

Touristic Attraction

To lure tourists it is imperative to maintain the uniqueness of destination in terms of offering the touristic attractions. The shopping facilities (Alcaniz et al., 2009), entertainment, sports activities and recreational parks (Beerli & Martin, 2004), etc. were the aspects for assessing the touristic attraction of a particular destination.

Safety & Security

The destination choice behavior depends very critically on whether the destination is safe to travel or not. So, the safety and security is a prerequisite for an ideal destination image (Chauhan, 2007). It is now widely accepted by the international community that the success of the tourist industry in a particular country or region is directly linked to its ability to offer tourists a safe and pleasant visit (Breda & Costa, 2006). This critical factor has been

incorporated by many researchers by undertaking item personal safety and security, political environment etc. (Konecnik, 2002; Beerli & Martin, 2004; Stepchenkova & Morrison, 2008; Byon & Zhang, 2010).

Social Environment

The participation and support of local residents is imperative for the sustainability of the tourism industry at any destination (Gursoy et al., 2010 cited in Stylidis et al., 2014). The social environment matters to tourists for shaping the destination image in their minds. Most of the researchers have used hospitality, friendly people to measure the social environment (Konecnik, 2002; Beerli & Martin, 2004; Alcaniz et al., 2009; Prayag, 2010).

Value for Money

It becomes very important for a tourist that he/she derive a utility from every purchase or every sum of money spent for a service or product at a particular destination. Many researchers incorporated value for money in their studies to know the actual worth of visiting a destination (Konecnik, 2002; Alcaniz et al., 2009). Specifically, Byon & Zhang (2010) incorporated three items to assess value for money was: reasonably priced accommodations, inexpensive place and good value for travel money.

4.1.1.2. *Affective Image*

Hanyu (1993) suggested that "affective meaning refers to the appraisal of the affective quality of environments (cited in Baloglu & McCleary, 1999). The affective image is characterized by the affective impressions or feelings that an individual possesses of a particular destination (Baloglu & McCleary, 1999; Tessitore et al., 2014). Russell et al. (1981) developed a circumplex model of assessing a tourist's affect associated with a destination. The model containing bipolar dimensions unpleasant-pleasant, sleepy-arousing, distressing-relaxing and gloomy-exciting factors was used by several researchers to evaluate affective destination image (Baloglu & McCleary, 1999; Konecnik, 2002; Prayag, 2010; Byon & Zhang, 2010; Moon et al., 2011). Beerli & Martin (2004) assessed affective image on the basis of 7-point Likert type scale made up of the two emotional attributes pleasant/unpleasant and

exciting/boring place based on the works of Hanyu (1993), Russell & Snodgrass (1987); and Walmsley & Jenkins (1993).

In comparison to cognitive destination image studies, there are fewer studies on affective destination image. Gartner (1993) highlights the importance of the affective image and Yu & Dean (2001) even stated that emotions might be better predictors of behavior than perceptual evaluations (Stepchenkova & Morrison 2008). Byon & Zhang (2010) stated that the measurement of destination image should reflect both cognitive and affective aspects. Despite its obvious importance, affect has generally been overlooked by destination image researchers: only six out of 142 studies surveyed by Pike (2002) studied affective images (Stepchenkova & Morrison 2008).

4.1.2. Selected Destinations and Measurement Attributes

It has been aptly remarked by Beerli & Martin (2004) that the factors related to destination image should be destination-specific. Further in the review of destination image literature by Pike (2002) the following was highlighted – the past literature reveals that the most popular regions for study were North America, Europe and Asia Pacific was ranked at third place; which requires more attention. Secondly, mostly the destination image studies have measured the perceptions of only one destination, without a frame of reference to any competing destinations. In a recent study by Pike & Page (2014), they stated that not only has the destination and destination marketing emerged as a central element of tourism research, it is associated with the operational activities undertaken in the highly competitive business of attracting visitors to localities; thus it is an emergent area of research in all perspectives.

To fulfill the suggested approaches by Beerli & Martin (2004) and Pike (2002), the five hill stations from India: Ooty, Shimla, Manali, Mussoorie and Mount Abu were chosen as the subjects for this study.

The primary drivers for the choice of these destinations are highlighted below:

(i) These destinations have been consistently rated as popular destinations by various travel magazines and Ministry of Tourism reports (Ministry of Tourism, Government of India, 2004; 2010b; [29]; [30]; [31]). Also, the findings that

emerge contextual to these destinations will be insightful for several other (similar) destinations.

(ii) These destinations attract homogeneous kind of tourist traffic in terms of their income levels and duration of stay etc. (Ministry of Tourism, Government of India, 2005b; 2009; 2011a) and are, therefore, apt for comparative studies.

(iii) As all of them are hill stations and possess similar physical features and terrains, this can be accurately captured on cognitive and affective dimensions of the adopted destination image scale and facilitate valid comparisons (Prayag, 2010; Byon & Zhang, 2010).

It was felt that the destination image of the surveyed destinations – Ooty, Shimla, Manali, Mussoorie and Mount Abu can be holistically captured by the selected attribute list. The review of literature (and in particular synthesized by Byon & Zhang, 2010) provides us the right direction to carry the present research. Such as – (1) factors related to destination image are destination-specific (Beerli & Martin, 2004); (2) when constructing destination image model, it is necessary that both cognitive and affective aspects be reflected because destination image is a collection of an individual's belief and feeling; and (3) considering the issues associated with currently available scales, a destination image scale with better valid and reliable evidence is needed. In this study the measure for cognitive image was adapted from the scales developed in the past studies such as Echtner & Ritchie (1993), Chaudhary (2000), Beerli & Martin (2004) and Byon & Zhang (2010). The seven major cognitive attributes included in this study were – natural attractions, infrastructure, touristic attraction, culture, history & art, safety & security, social environment and value for money. Affective image was measured by using bipolar affective scale of Russell et al. (1981). The original dimensions of the bipolar scale have been used which have the following attributes: unpleasant-pleasant; sleepy-arousing; distressing-relaxing; and gloomy-exciting. The detailed item-wise description has been provided in the next chapter in Table 5.1.

4.1.3. Relative Positioning of Competing Destinations

A key component of positioning process is the creation and management of a distinctive and appealing destination image (Ekinci, 2003). Destination marketers now recognize how they can anchor their marketing programs by capitalizing on the underlying destination images and associative knowledge that visitors use to identify, distinguish and evaluate destinations (Beerli & Martin, 2004; Blain et al., 2005; Quintal & Polczynski, 2010; Matos et al., 2012).

Pike (2015) states that positioning requires a frame of reference with the competition, particularly in relations to those are in competitive set. He put forward the idea of Ries & Trout (1986) that marketers need to think in terms of differentness rather than simply betterness (Pike, 2015). This ideology has been linked to the destinations given that few tourism offerings are unique, and almost every new and innovative service can be imitated. Pike (2015) provided differentiation as a solution and attribute wise relative positioning to compete in a market as destinations offer almost similar attributes.

As has been mentioned previously, the Indian literature in this field is limited in adopting research instruments and methodology that can comprehensively measure and visibly demonstrates an attribute wise measure and comparison of destination(s) image. This study aims to bridge the gap and endeavors to make a meaningful contribution to the strategic process of image management. This research includes the key dimensions (cognitive and affective) together with their and specific attributes to understand the relative importance of each attribute in constructing a positioning map for the selected destinations and to determine the relative market competitiveness of these destinations. Based on the above discussion we seek an enquiry to the following questions:

RQ1. How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ2. What is the underlying structure (similarities) and positioning of the specific destination image attributes of the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

4.2. Scale Validation and Robustness

4.2.1. Importance of Scale Validation

To validate the scale becomes mandatory when researcher adopts existing scales in new research settings. It should be noted that validity is important from the standpoint of practical utility as well as science. That is, for economic reasons, practitioners increasingly are being asked to justify the use of specific assessment procedures (Clark & Watson, 1995). This finds

resonance in comments from Sureshchander et al. (2002) "a critical aspect in the evolution of a fundamental theory in any management concept is the development of good measures to obtain valid and reliable estimates of constructs of interest. Without establishing the reliability and validity, it is difficult to standardize the measurement scales, and hard to know whether they truly measure what they intend to measure". Similarly this have been supported by Delamere et al. (2001) they said 'if measurement instruments are not psychometrically sound and comprehensive the assessment provided will not be reliable. For assessing researchers need to develop instrument; which having ability to perform valid and reliable measurement. Therefore, this study assesses the psychometric properties of the destination image scale and examines the generalizability of the destination image scale across five samples of different destinations (Ooty, Shimla, Manali, Mussoorie and Mount Abu).

4.2.2. Methodical Concerns from Extant Literature

According to Byon & Zhang (2010) while empirical evidences from extant literature support the notion that destination image is an important factor that is likely to exert significant impact on the decision making process of tourists; it has been subject to various limitations and weaknesses primarily related to measures developed or adopted in these studies. They draw attention to the key weaknesses: (1) attributes representing destination image should be context-specific since each destination consists of its unique characteristics (Fakeye & Crompton, 1991; Beerli & Martin, 2004); (2) some of the previous studies were usually developed based on the application of exploratory factor analysis (EFA) as the primary statistical procedure despite the emergence of a well developed conceptual area and a systematic framework necessitating a confirmatory factor analysis (CFA); (3) a limited number of previous studies on destination image involved an onsite sample. To fill the void, their study designed the scale of destination image (SDI) following the cognitive-affective attitude theory (Bagozzi & Burnkrant, 1985) and used rigorous measurement procedures, including CFA and SEM (Structure Equation Modeling). Most importantly, they emphasized the need to examine the destination image scale in different research settings to revalidate and/or revise the scale. According to them unique cultural, social, and touristic attributes related to the study contexts could also be included in such applications. Thus, the review of literature (and in particular synthesized by Byon & Zhang, 2010) provides us the direction to argument the present research. The following research questions are examined:

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

4.3. Impact of Critical Factors on Perceived Destination Image

4.3.1. Perceived Destination Image and Socio-Demographic Characteristics

Majority of destination image studies and destination image models have incorporated socio-demographic variables as influential factors in the formation of destination image (Woodside & Lysonski, 1989; Stabler 1990; Um & Crompton, 1990; Ahmed, 1991; Stern & Krakover, 1993; Walmsley & Jenkins, 1993; Alhemoud & Armstrong, 1996; Baloglu, 1997; Walsmley & Young, 1998; Baloglu & McCleary, 1999; Chen & Kerstetter, 1999; MacKay & Fesenmaier, 2000; Joppe et al, 2001; Hui & Wan, 2003; Albayrak & Ozkul, 2013; Dundar & Gucer, 2015).

Beerli & Martin (2004) stated that an individual's personal characteristics or internal factors affect the formation of an image. Specifically, demographic variables strongly influence the image tourists have of tourist destinations (Firmino et al., 2006 as cited in Lopes, 2011). Socio-demographic such as gender, age, income, education have been considered not only to identify the differences in perceived destination image (Woodside & Lysonsky 1989; Um & Crompton 1990; Beerli & Martin, 2004; Baloglu & McCleary, 1999; Tasci, 2007; Kattiyapornpong & Miller, 2009) but also to identify travel motive (Gitelson & Kerstetter, 1990; Zimmer et al. 1995; Sangpikul, 2008; Jensen, 2011), in travel choice (Kattiyapornpong & Miller, 2009).

Age is one of the socio-demographic variables which influence the perceived image in several studies. Baloglu (1997) analyzed the difference in destination image of United States on the basis of different age categories of West German tourists. Age groups have shown a significant variation for 'budget and value' and 'active outdoor sport'. Tasci (2007) has clearly found that age is significant in determining destination image; older respondents have

a better perception of destination's overall image than do younger respondents. In a study by Beerli & Martin (2004) conducted in Lanzarote the age influenced the dimensions natural and social environment, both for first-timers and repeaters, with older tourists generally making a more positive evaluation of this dimension of image. Walmsley & Jenkins (1993) analyzed the perceived image of different tourist resorts in Australia, and they found that the image of some places differed depending on the visitor's age. In the same sense, Baloglu & McCleary (1999) also found that an individual's age influenced the perceived image of various tourist destinations (Perovic et al., 2012).

Gender is another socio-demographic characteristic studied by several researchers. Beerli & Martin (2004) analyzed variation in perceived image based on gender and type of visitor. Results indicate that woman first time visitors assessed the general and touristic infrastructures and natural and cultural resources and affective image more favorably than men. In case of repeat visitors again women assessed 'sun and sand' more positively than men. Chen & Kerstetter (1999) conducted a study on the image of Pennsylvania as a rural tourism destination concluded that the tourists 'gender significantly influenced the perceived image (Tasci, 2007). In another study by MacKay & Fesenmaier (1997), they analyzed how the visual content of tourist advertising material affected the creation of image, and found that tourist's gender affect the perceived image (Tasci, 2007). The other variables like marital status, occupation, nationality, education, income etc. has been included by the researchers in their studies.

Baloglu (1997) assessed that destination image of United States on the basis of ***marital status*** significantly vary in the case of 'budget and value' image dimension. The results implicated that married respondents rated 'budget and value' higher than singles and those individuals living together. Baloglu (1997) found significant difference on the basis of ***occupation*** for 'budget and value' dimension of destination image. Beerli & Martin (2003) conclude that the tourist's socio-economic characteristics such as occupation are the factors that influence the perceptions of places. Perovic et al. (2012) also found that occupation has an impact on tourist's satisfaction. Stern & Krakover (1993) undertaken education level as one of the most important consumer characteristics and investigated the effects of ***education*** level of individuals on the relationship between cognitive, affective, and overall image. The results of study indicate variation on the basis of education level in perceiving destination image (Stern

& Krakover, 1993). In the study of Baloglu & McCleary (1999) a moderate relationship between education and perceptual/cognitive evaluations was found with only value/environment. The socio-demographic variable like ***income*** level has been studied by researchers MacKay & Fesenmaier (1997) and Tasci (2007).

Beerli & Martin, (2004) summarized that there are several studies in the past to identify the differences in the perceived image based on the socio-demographic variables and such studies have presented contrasting results. Some researchers have found differences in the destination image based on gender, age, level of education, occupation, income, marital status, and country of origin and on the other hand Baloglu (1997) found no such differences in the cases of gender, age, level of education, and income (Beerli & Martin, 2004). The findings of the study conducted by Perovic et al. (2012) indicate that gender and age do not affect the level of satisfaction. A recent study undertaken in Ankara, the capital of Turkey in which the impact of socio-demographic variables has been tested on the perceived destination image. Results shows that the gender variable has no impact on perceived destination image (Dundar & Gucer, 2015).

Though socio-demographic variables are old fashioned to study but nevertheless an important basis for segmenting India where travel trends are changing (young travelers, high disposable income, leisure travel etc.). In this study the variables under examination are – gender, age, occupation, education, family income and family life cycle under socio-demographic variables. The above discussion and quest leads to seek an enquiry to the following question.

RQ5. Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

On the basis of RQ5 the following hypotheses were formulated.

H1: The cognitive image formation of domestic leisure tourists would vary on the basis of socio-demographic characteristics a) gender b) age c) occupation d) education e) monthly family income and f) family life cycle.

H2: The affective image formation of domestic leisure tourists would vary on the basis of socio-demographic characteristics a) gender b) age c) occupation d) education e) monthly family income and f) family life cycle.

4.3.2. Perceived Destination Image and Travel Behavior Related Variables

There are several travel behavior related variables examined in the previous research studies. In the extant literature travel arrangements, types of visitor were majorly studied by the previous researchers and few studies have incorporated travel party, frequency of travelling etc.

4.3.2.1. Travel Arrangements

There are two types of travel arrangements: self organized and through tour operators. Self organized trips are in which tourist make their own transportation and accommodation arrangements and packaged tours includes transportation, food, travel itinerary, guide service, entertainment and are sold at an all-inclusive price (Ministry of Tourism, Government of India, 2010a). The tour packages offer travelers increased convenience and value, a reduced possibility of hassles and surprises, an increased sense of security and safety, social benefits of traveling with a group of people, and the convenience of being escorted throughout the trip (Lo & Lam, 2004). Previous research found that tourists' selection of independent travel arrangement and the packaged travel arrangement is largely impacted by socio-demographic features, such as the age and gender of the tourists, travel characteristics, such as length of stay, size of the tourist party, and previous travel experience as well as nationalities and tourist destination (Yamamoto & Gill, 1999; Mehmetoglu, 2006; Nishimura et al., 2007). As noted by Yamamoto & Gill (1999), significant differences can be sensed between packaged travelers and non-packaged travelers. Gender has an impact on travel arrangement; women prefer to travel on package tours, whereas men display more interest in non-package arrangements. Seaton (1997) suggests that age also influences travel mode choice i.e. older people like travelling in an organized group (e.g., Quiroga, 1990), whereas younger persons prefer to make their own arrangements and travel independently (e.g., Mehmetoglu, 2007). From the above mentioned cases, we can summarize that travel arrangement may also affect a destination's perceived image. Despite in this area there are less Indian studies and the recent surveys revealed that only a marginal presence of package trips in domestic travel habits of Indian households (Ministry of Tourism, Government of India, 2010a; Ministry of Tourism and Culture, Government of India, 2003). But, it is noted in the recent years with the advancement of technology, education rate, high disposable income; the trend of online

booking and package tours are now in practice and previous studies advocated conducting further similar relevant studies.

4.3.2.2. First Time Visitors and Repeat Visitors

Visitors to a destination comprise of both first timers and repeaters (Um, et al., 2006). Previous studies distinguishing these two types of tourists defined first-time visitors as individuals who visited a destination for the first time, and defined repeat visitors as individuals who vacationed in that destination more than once (Oppermann, 1997, 2000; Lin et al., 2003; Um et al., 2006.). First-time visitors (FV) generally seek new and diverse experiences, while re-visitors (RV) tend to choose tourist destinations of similar type to previous destinations where they feel familiar and comfortable (Lau & McKercher, 2004; Kim et al., 2012; Lim et al., 2016).

Chon (1991) examined the destination image differences between the first-time and repeat American tourists to South Korea, and revealed that the perceived reality of South Korea by repeat American tourists was more positive and favorable compared with the image held by first-time tourists. Elliott (1991) observed that as tourists became more experienced, their behavior changed quite dramatically. He found that American repeaters to Europe felt less need to stay a long time (cited in Lehto et al., 2004). The differences in behavior of first time and repeat visitors emphasize the importance of examining tourists' perception of destination image on the basis of type of visitor.

The other travel behavior related variables studied by few researchers are frequency of travelling, mode of transportation, travel party etc. In a report of Ministry of Tourism, Government of India (2010a) frequency of travelling has been considered as major dimension of touring and its helps to understand the economic and socio-cultural aspects of tourism. In general, tour frequencies manifest overall economic prosperity of the country of origin and also the importance of holidaying to the people in those societies. The frequency of visits is a good indicator for product development, diversification and policy formulation (Ministry of Tourism, Government of India, 2010a).

A study undertaken by Baloglu (1997) found that 'urban entertainment' and 'history and culture' were significantly related to whether the individual travelled alone or he/she was accompanied by a spouse and girlfriend/boyfriend (couples) or parents and children (families). Researchers observe that tourists of collectivism culture prefer group travel patterns. The researches findings demonstrate that Japanese, Korean, and Chinese tourists are group oriented and hierarchical, emphasize belongingness and relationships, and travel in groups (Sirakaya et al., 2003; Ritter, 1987; Cho, 1991; Wong & Lau, 2001) (cited in Meng, 2010). Asian countries also present high uncertainty avoidance in Hofstede's cultural dimensions. Money & Crotts (2003) suggest that a relationship exists between the cultural dimension of uncertainty avoidance and travel behavior. It will be interesting to see what impact of such travel behavior related variables lays on perceived destination image in Indian context. The travel behavior related variable included in our study are travel arrangements, type of visitor, frequency of travelling and travel party.

Based on the aforementioned discussion, the following research question is investigated.

RQ6. Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?

On the basis of RQ6 following hypotheses were formulated.

H3: The cognitive image formation of domestic leisure tourists would vary on the basis of travel behavior related characteristics a) travel arrangements b) type of visitor c) travel party d) frequency of travelling.

H4: The affective image formation of domestic leisure tourists would vary on the basis of travel behavior related characteristics a) travel arrangements b) type of visitor c) travel party d) frequency of travelling.

4.3.3. Perceived Destination Image and Information Sources

Understanding and decoding the complex consumer behavior is imperative to seek direction for management practices. In this context, an essential element of consumer decision making model – information search, requires attention. Information search constitutes a primary means by which consumers can increase product or service knowledge, reduce perceptions of

risk and uncertainty, and increase post purchase satisfaction (Mortimer & Pressey, 2013). The intensity of information search, however, is contingent on the characteristics of the product. Given, the intangible nature of tourism (as a product/service) it generates a greater uncertainty in tourist's mind and therefore they seek information from a variety of sources. Destinations are seen as high risk, costly and, to many, luxurious forms of consumption products (as opposed to a necessity) thereby making destination choice more subject to very extensive and more highly involved information processing and logically sequenced consideration on the part of consumers (Evangelista & Dioko, 2011). Based on the information obtained from a variety of sources, it assists the tourist in tailoring a holiday to his or her particular needs (Castaneda et al., 2007). Eventually, a traveler may create an image by processing information about a destination from various sources over time. This information is organized into a mental construct that in some way is meaningful to the individual (Leisen, 2001). So much so, the quality and quantity of information obtained during the decision-making process has a positive impact on destination satisfaction (Peterson et al., 1997; Szymanski & Hise, 2000; Castaneda et al., 2007).

Furthermore, according to Spreng et al. (1996), when a consumer is using information in the process of product or service selection, he or she may have diverse feelings about the information which, in turn, affects overall satisfaction (cited in Castaneda et al., 2007). In fact, Petrick & Beckman (2002) study points to the importance of the tourist's information satisfaction as a vital condition for a gratifying holiday experience and, ultimately, repeat purchase of the service (cited in Castaneda et al., 2007).

Extant literature examined the antecedents of information search as product class knowledge (Brucks, 1985), recreational and hedonistic motives (Bloch et al., 1986), involvement (Houston & Rotschild, 1978), and various situational factors such as price, time pressure, and store distribution (Beatty & Smith, 1987) (cited in McColl-Kennedy & Fetter, 2001). Beales et al. (1981) provided a general framework which categorizes information search as internal or external (cited in McColl-Kennedy & Fetter, 2001). According to them internal search is a cognitive process of information retrieval form memory which does not require any outside source. In contrast is the external search which is the process of information acquisition from outside sources such as advertisements, personal acquaintances or salespersons. External information search activities have been regarded by academic researchers and management

practitioners of particular importance in consumers' decision making processes (Perdue, 1993; Mortimer & Pressey, 2013).

A substantial part of early research in this area focused on product categories and overlooked the service context. However, it started receiving attention since Zeithaml (1981) seminal work in the service marketing context (cited in Mitra et al., 1999). Scholars have attempted to validate Zeithaml's (1981) propositions in the services arena (Boze, 1988; Friedman & Smith, 1993; Scott, 1995; Mitra et al., 1999). Yet, the subject of information acquisition and processing (particularly for risk mitigation) has been a somewhat neglected and obscure area of research in the field of services marketing (Murray, 1991; Mitra et al., 1999). Further, according to a review by Mitra et al. (1999) a classification schemata provided by the marketing literature, services can be classified as – search based; experience based; and credence based. The amount of knowledge available to the consumer, prior to purchase, varies with the lowest for credence-based products and the highest for search-based products (Nelson, 1970; Darby & Karni, 1973; Mitra et al. 1999). Tourism falls under the category of 'experiential service' i.e. a service which can be evaluated after some purchase consumption. Thus, the destination choice is subjective to very extensive and more highly involved information by the consumer. However, the effect of considering significant or referent others in a traveler's choice of destination have not been substantially considered previously (Evangelista & Dioko, 2011).

The information sources may be categorized in two categories (Furse et al., 1984; Dodd et al., 2005; Williams, 2002; Barber et al., 2009): impersonal sources (magazines, newspaper, television, radio) or personal sources (personal friends, salespeople, experts). Andreasen (1968) also categorized information sources into personal (personal advocate and personal independent) and impersonal sources (impersonal advocate and impersonal independent) of information.

Personal advocate sources include information received from salespersons; personal independent sources included facts gathered from friends and relatives. Personal sources of information are considered credible sources and consumers respect their opinions, by providing advice that may be suited to the particular purchase decision. Further, they are known to have a strong normative influence (Evangelista & Dioko, 2011).

Deutsch and Gerard (1955) conceived social influence (personal sources of information) to exude both normative and informational influence (cited in Evangelista & Dioko, 2011). They considered informational social influence as ‘‘influence to accept information obtained from another as evidence about reality’’ (Deutsch & Gerard, 1955, pp. 206-207) whereas normative social influence as ‘‘influence to conform to the expectations of another person or group’’ (Deutsch & Gerard, 1955, pp. 207) (cited in Evangelista & Dioko, 2011).

Impersonal advocate sources included print media and broadcast advertising; impersonal independent includes popular articles and broadcast programming (Mitra et al., 1999). The benefit of impersonal sources of information, such as critics or experts, is that they are often likely to have greater expertise about the product under consideration than individuals with whom the decision maker comes into direct contact. Impersonal sources of information have an informational influence.

Internet has also become a topic of recent research into search behavior (Peterson & Merino, 2003). According to Castaneda et al. (2007) it is virtually impossible for tourism organizations to overlook the internet in their marketing mixes due to its advantages, which include global accessibility, convenience in updating, real-time information service, interactive communications features and unique customization capabilities. Undoubtedly, the internet is uniquely placed. Additionally, it may be perceived as both an impersonal as well as personal source of information. Official web sites and online news articles etc. fall under the category of impersonal sources whereas tourist created content (blogs, pictures, electronic word of mouth), particularly on social media act as a personal source.

This study focuses on both personal and impersonal sources also by incorporating internet (social networking sites and official websites in these two categories. The personal and impersonal sources evaluated in this study were adapted from the past literature (Andreasen, 1968; Mitra et al., 1999; Mortimer & Pressey, 2013). Under personal sources of information - family members, relatives, friends and social networking sites have included. Impersonal sources of information include - T.V., Travel agents/tour operators, books/guides and official websites. Eventually, it may provide direction to a tourism marketer for developing the right marketing mix. This is support by Mortimer & Pressey (2013) who states that service providers need to ensure that the communication channels are working together to provide a

consistent message and synergy. In addition to this, it is meaningful to identify the variation in perceived destination image across different consumer segments to be able to serve them better.

The framework developed by the past studies discussed in the former part of this section conclude that the information seek by tourists influence the formation of their destination image. This remains to be tested in case of a country like India.

Based on the aforesaid analysis the following research question is examined.

RQ7. Does perceived destination image vary on the basis of sources of information (Personal and Impersonal)?

On the basis of RQ7 the following hypotheses is formulated.

H5: The personal sources of information have an impact on the perceived cognitive destination image.

H6: The personal sources of information have an impact on the perceived affective destination image.

H7: The impersonal sources of information have an impact on the perceived cognitive destination image.

H8: The impersonal sources of information have an impact on the perceived affective destination image.

4.4. Impact of Destination Image on Behavioral Intentions

4.4.1. Word of Mouth

Word of mouth (WOM) communication is a form of personal communication in which an individual receives information directly from another individual (Arndt, 1967 as cited in Manthiou & Schrier, 2012). Westbrook (1987, p. 261) described WOM more broadly, to include "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers" (cited in Jalilvand &

Samiei, 2012a). Word of mouth (WOM) is communication about products and services between people who are perceived to be independent of the company providing the product or service, this informal communication is among people who have little commercial vested interest in persuading someone else to use the product and therefore no particular incentive to distort the truth in favor of the product or service (Silverman, 2001: 25 as cited in Fakharyan et al., 2012). Described as WOM communication, the process allows consumers to share information and opinions that direct buyers towards and away from specific products, brands, and services (Hawkins et al., 2004; Jalilvand & Samiei, 2012a).

If a trusted friend tells you how good a product is, you are much more likely to act on that recommendation more quickly than if you saw an advertisement. This is because your friend is a source you can believe and trust and the "indirect experience" they have provided has made your decision to purchase easier (Roberts, 2009).

Villanueva et al. (2008) concluded that the lifetime value of customers acquired through WOM is twice as great as that acquired through traditional marketing tools (cited in Chen et al., 2012). Similarly, Trusov et al. (2009) pointed out that WOM in website member acquisition is 30 times higher than media appearances (cited in Chen et al., 2012). It is stated in the past literature that WOM is important and helpful in buyer's decision making not only for durable goods (Mahajan et al., 1990; Kiel & Layton, 1981) but also in case of service providers whose offerings are largely intangible, and experience or credence based (Ng et al., 2011; Chen et al., 2012).

In the past literature it is persistent that WOM is also important to lure tourists and an effective measure to get multiplier impact (Reingen & Kernan, 1986; Duhan et al., 1997 as cited in Jalilvand & Samiei, 2012a). WOM is important in the hospitality and tourism industry, whose intangible products are difficult to evaluate prior to their consumption. WOM refers to traditional offline interpersonal information sources; for example, as regards holiday choice, asking a friend to recommend an excellent camping site in France (Brooner & Hoog, 2011). It is evident from previous literature that WOM from friends and relatives is most commonly used information source referred by travelers to make a travel decision (Murphy et al., 2007b).

4.4.2. Electronic Word of Mouth

When WOM becomes digital, the large-scale, anonymous, ephemeral nature of the internet induces new ways of capturing, analyzing, interpreting, and managing the influence that one consumer may have on another (Jalilvand & Samiei, 2012b). e-WOM can be defined as "any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via the Internet" (Hennig-Thurau et al., 2003; Jalilvand & Samiei, 2012b). e-WOM "as all informal communications directed at consumers through internet-based technology related to the usage or characteristics of particular goods and services, or their seller (Jalilvand & Samiei, 2012b). e-WOM involves consumers' comments about products and services posted on the Internet (Bronner & Hoog, 2011). Online word of mouth is called viral marketing and was coined as long ago as 1996 by Rayport at Harvard (cited in Roberts, 2009). Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence (Roberts, 2009). Some researchers have noted that one characteristic of e-WOM is that it has occurred within between people could have no relationship between each other or know with whom they are communicate (Sen & Lerman, 2007 as cited in Albarq, 2014). This makes e-WOM more reliable and trustworthy.

The growing importance of ICT (Information & Communication Technology) in hospitality & tourism necessitates studying the impact of e-WOM (Law et al., 2014). Sicilia & Ruiz (2010) in their study mentioned that tourists use the social media for searching information on possible tourism destinations, visualizing images, access to tourist's previous experiences, in order to gain the sufficient elements for the best choice (Pietro et al., 2012). Reduced consumer trust, both of organizations and advertising, has led to electronic word of mouth (e-WOM) becoming an increasingly popular way of obtaining competitive advantage. e-WOM is especially relevant to tourism, specifically to know tourists' attitudes toward destinations (Albarq, 2014).

4.4.3. Repeat Visit

There are many studies conducted based on first time visitors and repeat visitors (Oppermann,

1997, 2000; Lin et al., 2003; McKercher & Wong, 2004; Um et al., 2006; Kim et al., 2012; Lim et al., 2016). These provide evidence that repeat visitors in tourism are becoming a popular segment. The reasons to return to a particular destination possibly the service quality (Pizam & Ellis,1999; Hui et al., 2007; Quintal & Polczynski, 2010), safety and low risk (Gitelson & Crompton, 1984; Kozak, 2001; Aqueveque, 2006), destination competitiveness (Mazanec et al., 2007) and past experience (Kozak, 2001; Beerli & Martin 2004). Satisfaction as modeled in most of these researches has significant relationship with repeat visitation intention (Som & Badarneh, 2011). The satisfaction is due to the perceived quality of services experienced during a visit that leads to loyalty. Satisfaction is directly linked to destination image and; destination image is expected to influence destination loyalty (Li & Petrick, 2008) and a positive association is postulated (Aksu et al., 2009; Moreira & Iao, 2014). Destination loyalty is defined as the whole feelings and attitudes that encourage tourists to revisit a particular destination (Chi & Qu., 2008; Mohamad et al., 2014; Aliman et al., 2014).

Som et al. (2012) conducted a study to identify factors influencing repeat visitors to Sabah, Malaysia. The results of their study indicated that "destination image" and "relaxation and recreation" were the most important destination attributes and travel motives for repeat visitors to Sabah. A more recent work by Aliman et al. (2014) supported the previous researches (Lee et al., 2005; Chen & Tsai, 2007; Mohamad et al., 2011; Xia et al., 2011; Prayag & Ryan, 2012; Yasamorn & Phokha, 2012) that when visitors consider destination image as favorable, their expectations, perceived quality, perceived value, satisfaction and loyalty would increase. This implies that there is a strong likelihood that they would revisit the destination in the future.

The discussed three components of behavioral intention – WOM, e-WOM and repeat visit has been included in our study.

Based on the aforementioned discussion, the following research question examines:

RQ8. Do behavioral intentions – WOM & e-WOM and Repeat visit vary on the basis of perceived destination image?

H9: Perceived destination image affects the propensity for word of mouth.

H10: Perceived destination image affects the propensity for electronic word of mouth.

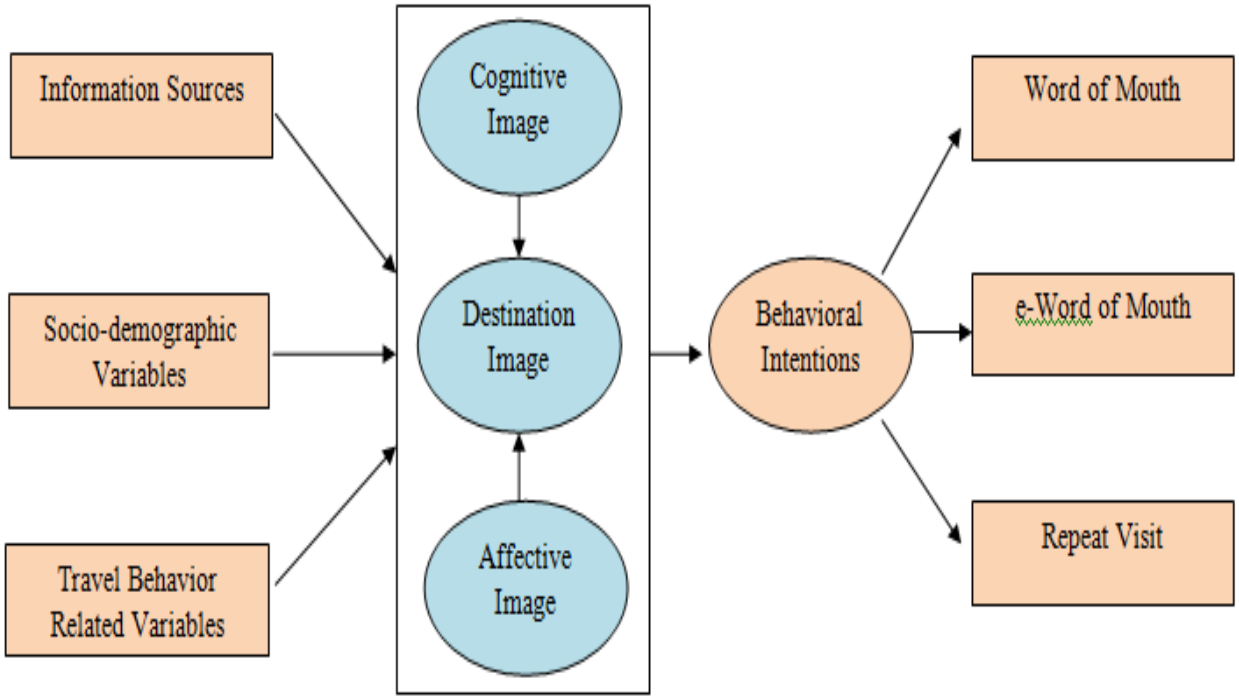
H11: Perceived destination image affects the tendency of repeat visit.

The Table 4.5 presents all the research questions in a systematic manner and figure 4.1 provides the focus area of the research of this study.

4.5. Assemblage of Research Questions

Table 4.1: Assemblage of Research Questions	
Research Questions	**Description**
RQ1	How do the selective destinations fare on the specific cognitive and affective destination image components?
RQ2	What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?
RQ3	Does the destination image scale demonstrate adequate psychometric properties in Indian settings?
RQ4	Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?
RQ5	Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?
RQ6	Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?
RQ7	Does perceived destination image vary on the basis of sources of information (Personal and Impersonal)?
RQ8	Do behavioral intentions - WOM & e-WOM and Repeat visit vary on the basis of perceived destination image?

Figure 4.1 Focus Area of Research



Source: Authors' Compilation

CHAPTER 5

RESEARCH METHODOLOGY

In the previous chapter, a conceptual framework was proposed and research questions were framed to guide the undertaken study. This chapter is devoted to the methodology applied to investigate and examine the research questions.

5.1. Measurement of Constructs

This study primarily measures and analyzes the destination image of the specific destinations and examines the impact of the critical factors (socio-demographic variables, travel behavior related variables and information sources) on perceived destination image. The study also enquires the impact of perceived destination image on behavioral intentions. A review of the past literature presented in the previous chapter revealed the scant existence of scales that specifically measure the destination image in Indian context. Here in this study, an attempt has been made to integrate and adapt the existing scales from western studies to pursue the research objectives.

5.1.1. Cognitive and Affective Scale Items

In this study the measure for destination image includes both cognitive and affective aspects. The cognitive image was adapted from the scales developed in the past studies such as Etchner & Ritchie (1993); Chaudhary (2000); Beerli & Martin (2004) and Byon & Zhang (2010). The seven major cognitive attributes included in this study were – natural attraction, infrastructure, touristic attraction, culture, history & art, safety & security, social environment and value for money (Table 5.1). Responses were collected on a seven point likert scale with 7 = strongly agree and 1 = strongly disagree. Affective image was measured by using bipolar affective scale of Russell et al. (1981). The original dimensions of the bipolar scale have been used which have the following attributes: unpleasant-pleasant; sleepy-arousing; distressing-relaxing; and gloomy-exciting. Responses for affective scale were collected on a 7 point

semantic scale where, for example, the value 3 indicated very pleasant, 0 = neither unpleasant nor pleasant and - 3 = very unpleasant.

5.1.2. Socio-demographic and Travel Behavior Related Variables

Socio-demographic variables i.e. gender, age, occupation, education, family income and family life cycle (Baloglu & McCleary, 1999; Tasci, 2007; Murphy et al., 2007a; Kattiyapornpong & Miller, 2009) and travel behavior related variables like travel arrangements, type of visitor, travel party and frequency of travelling (Baloglu, 1997; Lehto et al., 2004; Mehmetoglu, 2006; Nishimura et al., 2007) have been included in this on the basis of review of past literature.

5.1.3. Word of Mouth and Electronic Word of Mouth Scale Items

The measures for the propensity for WOM and e-WOM were taken from the work of Goyette et al. (2010) and were modified in context to tourism. To measure the behavioral intention in the form of repeat visit the work of Byon & Zhang (2010) has been incorporated to frame the questions on the same (Table 5.2). Responses were taken on five point likert scale with 1 = Agree and 5 = Disagree. Each factor has three statements to evaluate the propensity of WOM and e-WOM.

5.1.4. Personal and Impersonal Sources of Information Items

The personal and impersonal sources evaluated in this study were adapted from the past literature (Andreasen, 1968; Mitra et al., 1999; Mortimer & Pressey, 2013). The new additions in the existing categories were - ‘relatives’ and ‘social media’ in case of personal sources and; ‘travelagents/tour operators’ and ‘books/guides’ in case of impersonal sources of information (Table 5.3). Responses were taken in ranking order on the preference/importance for a particular information source. There were 8 possible ranks (including both categories); with rank 1 indicating the most important and the rank 8 indicating the least important.

The destination image of the selected destinations – Ooty, Shimla, Manali, Mussoorie and Mount Abu was captured by the selected attribute list. Eventually, it was confirmed with the

pilot study. The reliability and validity of the research instrument was confirmed with the pilot study. Pilot study was conducted in Shimla by including 103 respondents. The detailed results of the pilot study have been presented in the chapter 6. The scale items are presented in table 5.1, 5.2 and 5.3.

Table 5.1: Scale Items for the Measures – Cognitive and Affective Image

Items' Code	Items' Description
NA	**Natural Attraction**
NA1	*Good Climate*
NA2	*Scenic Beauty*
NA3	*Unique Flora and Fauna*
NA4	*Green Cover*
INF	**Infrastructure**
INF 1	*Excellent Transport facilities*
INF 2	*Excellent Hotels Restaurants facilities*
INF 3	*Less Pollution*
INF 4	*Parking Facilities*
TA	**Touristic Attraction**
TA1	*Best Shopping Centers*
TA 2	*Adventurous Sites*
TA 3	*Amusement Recreation*
TA 4	*Local Cuisine and Food Outlets*
CHA	**Culture History &Art**
CHA 1	*Monuments and Buildings*
CHA 2	*Famous Handicraft*
CHA 3	*Rich Customs and Religion*
SS	**Safety & Security**
SS 1	*Stable Political Environment*
SS 2	*Less Crime Rate*
SS 3	*Safe Secure*
SE	**Social Environment**
SE 1	*Hosts and Friendly Residents*
SE 2	*Easy to Converse*
SE 3	*Good Civic Sense*
SE 4	*Quality of Life*
VM	**Value for Money**

VM 1	*Economical Mode of Transportation*
VM 2	*Prices for Food Accommodation*
VM 3	*Appropriately priced shopping merchandise*
AFF	**Affective Image**
AFF 1	*Unpleasant – Pleasant*
AFF 2	*Sleepy – Arousing*
AFF 3	*Distressing – Relaxing*
AFF 4	*Gloomy – Exciting*

Table 5.2: Scale Items for the Measure – Behavioral Intentions

Items' Code	Items' Description
WOM	**Word of Mouth**
WOM 1	*Sharing with family and relatives*
WOM 2	*Sharing with friends at workplace*
WOM 3	*Recommendation of the destination*
e-WOM	**Electronic Word of Mouth**
e-WOM 1	*Sharing pictures, videos etc.*
e-WOM 2	*Sharing through blogs and content*
e-WOM 3	*Positive online review*
RV	**Repeat Visit**
RV 1	*Repeat visit*
RV 2	*Higher Ranking*
RV 3	*Extended Stay*

Table 5.3: Sources of Information

Personal Sources of Information
Social networking sites
Family members
Friends
Relatives
Impersonal Sources of Information
T.V.
Travel agents/tour operators
Books/guides
Official Websites of the destinations

5.2. Sampling Framework

5.2.1. Sampling Technique

Multi-stage sampling has been used to accomplish the research work. In a multi-stage sampling the selection of units takes place in more than one stage. Here, a two tier sampling has been used to fulfill the pursuit of the research i.e. area and convenience sampling.

Area Sampling

Area sampling is a special form of cluster sampling in which the sample items are clustered on a geographic area basis. For example, if one wanted to measure candy sales in retail stores, one might choose a sample of city blocks, and then audit sales of all retail outlets on those sample blocks [32]. The basic idea of area sampling is both simple and powerful. It enjoys wide usage in situations where very high quality data are wanted but for which no list of universe items exists. For instance, many governmental agencies (e.g. Bureau of Labor Statistics) use area sampling [32]. Hence, in the first stage area sampling was the sampling technique. Five hill stations (Shimla, Ooty, Mussoorie, Mount Abu and Manali) were selected and the primary drivers for the choice of these hill stations have been highlighted in the previous chapter (refer sub section - 4.1.2).

Convenience Sampling

Convenience sampling is a type of non-probability sampling technique. Non-probability sampling focuses on sampling techniques that are based on the judgment of the researcher [33]. Convenience sampling attempts to obtain a sample of convenient elements. Often, respondents are selected because they happen to be in the right place at right time (Malhotra & Dash, 2011). Convenience sampling is mostly used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth (Kaur, 2010). Convenience sampling is the least expensive and least time - consuming of all sampling techniques. The sampling units are accessible, easy to measure and cooperative (Malhotra & Dash, 2011).

The sampling frame for this study was outlined as "A person with permanent residence in India who temporarily stays in some other state in India and in that state spends at least one night but not more than three months for leisure and recreational purposes". Accordingly, in this study convenience sampling is adopted by the researcher due to the constraint of time and budget. Here, convenience sampling was adopted based on the important points of concerns - first an on-site personally administered survey was conducted by the researcher at the popular tourist places of each destination in the peak tourism season, second a screening question at the beginning of the questionnaire ensured that the survey captured responses only from those who were inter-state tourists with their prime motive of travel being leisure. Further, convenience sampling is a widely adapted method in the extant literature many destination image studies have also opted for convenience sample (Chaudhary, 2000; Lin et al., 2003; Lam & Hsu, 2006; Alcaniz et al., 2009; Molina et al., 2010; Lertputtarak, 2012; Salleh et al., 2013; Artuger & Cetinsoz, 2014).

5.2.2. Data Collection and Sample Profile

A set of structured questionnaire was used for data collection. The constructs and number of questions (based upon the research objectives) consisted of socio-demographic and travel related behavior information and statements on cognitive, affective and behavioral intention. An on-site personally administered survey was conducted at the popular tourist places of each destination. The data was collected in the year 2013 across all the five selected destinations in the period June to October. This period is also recognized as the peak tourism period for these destinations. The field researcher approached the domestic tourist, briefly explained the purpose of the research, and invited them to participate in the survey. The frame of reference adopted for the domestic tourist in this study is as follows: "A person with permanent residence in India who temporarily stays in some other state in India and in that state spends at least one night but not more than three months for leisure and recreational purposes".

A screening question at the beginning of the questionnaire ensured that the survey captured responses only from those who were inter-state tourists with the prime motive of travel being leisure. This filter question aimed to reduce bias related to travel behaviors (caused by respondents visiting domestic destinations close to home or visiting for business and social obligations) that may obfuscate the analysis.

Sample Size

An adequate sample size is required to appropriately conduct the subsequent statistical analyses. Sample size refers to the number of elements to be included in the study. Determining the sample size is complex and involves qualitative and quantitative considerations (Malhotra, 2007). Important qualitative factors include (1) importance of the decision; (2) nature of research; (3) number of variables and nature of analysis; (4) completion rates and resource constraints etc. One major criterion to determine the adequate sample size is the examination of sample size used in similar past studies. These sample sizes based on past experiences serve as rough guidelines, particularly when non-probability sampling techniques are used. In addition to above, the quantitative approach estimated the sample size for each destination. Here, the sample size determination by proportion has been adopted with respect to the weekly total domestic tourists visiting a particular destination (as reported by several online reports). Assuming 60 % of the domestic tourists meet our definition of tourist; the sample size is estimated at 6% of marginal error & 95% confidence interval as follows:- Shimla (68389) n=171; Manali (38815) n=170; Mussoorie (16244) n=169; Mount Abu (22363) n=170; Ooty (64726) n=171. Based on such guidelines a total 853 respondents from the five selected destinations: Shimla (n=180), Manali (n=171), Mussoorie (n=160), Mount Abu (n=164) and Ooty (n=178). These were deemed adequate for the conduct of data analysis and subsequent interpretation of the results. The detailed sample profile is shown below in the Table 5.4. The criteria of minimum sample size of 150 recommended by the previous researchers (Guadagnoli & Velicer, 1988; Bollen, 1989; Hinkin et al., 1997; Hair et al., 2006) for meaningful analysis are thus maintained. In the previous literature there have been studies on destination image where 150 sample size was considered appropriate for the analysis (Etchner & Ritchie, 1993; Chaudhary, 2000; Hosany et al., 2007; Setiawan et al., 2014).

Table 5.4: Sample Profile

Destinations	Shimla	Ooty	Mussoorie	Manali	Mount Abu
Sample Size	180	178	160	171	164
Socio-demographic Variables	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)
Gender					
Male	98 (54.4)	96 (53.9)	86 (53.8)	95 (55.6)	85 (51.8)

Female	82 (45.6)	82 (46.1)	74 (46.2)	76 (44.4)	79 (48.2)
Age					
20-30 yrs	58 (32.2)	53 (29.8)	64 (40)	54 (31.6)	38 (23.2)
31-40 yrs	48 (26.7)	45 (25.3)	63 (39.4)	42 (24.6)	53 (32.3)
41-50 yrs	34 (18.9)	36 (20.2)	21 (13.1)	38 (22.2)	42 (25.6)
51-60 yrs	29 (16.1)	35 (19.7)	8 (5)	23 (13.5)	27 (16.5)
Above 60 yrs	11 (6.1)	9 (5.1)	4 (2.5)	14 (8.2)	4 (2.4)
Occupation					
Govt. Job	19 (10.6)	14 (7.9)	23 (14.4)	29 (17)	26 (15.9)
Private Job	81 (45)	63 (35.4)	63 (39.4)	74 (43.3)	49 (29.9)
Business	28 (15.6)	31 (17.4)	19 (11.9)	28 (16.4)	33 (20.1)
Student	22 (12.2)	28 (15.7)	31 (19.4)	18 (10.5)	29 (17.7)
Housewife	21 (11.7)	34 (19.1)	21 (13.1)	19 (11.1)	24 (14.6)
Other	9 (5)	8 (4.5)	3 (1.9)	3 (1.8)	3 (1.8)
Family Income					
Below 40,000	-	7 (3.9)	18 (11.2)	5 (2.9)	8 (4.9)
40,000-94,999	3 (1.7)	11 (6.2)	33 (20.6)	16 (9.4)	40 (24.4)
95,000-1 49,999	30 (16.7)	28 (15.7)	42 (26.2)	36 (21.1)	35 (21.3)
150,000-2 04,999	57 (31.7)	66 (37.1)	47 (29.4)	65 (36)	48 (29.3)
Above 2 05,000	90 (50)	66 (37.1)	20 (12.5)	49 (28.7)	33 (20.1)
Education					
Graduation	77 (42.8)	62 (34.8)	72 (45)	71 (41.5)	83 (50.6)
Post-Graduation	100 (55.5)	107 (60.1)	80 (50)	89 (52)	73 (44.5)
Doctorate	2 (1.1)	2 (1.1)	7 (4.4)	4 (2.3)	3 (1.8)
Other	1 (0.6)	7 (3.9)	1 (0.6)	7 (4.1)	5 (3)
Family Life Cycle					
Individual	43 (23.9)	52 (29.2)	43 (26.9)	40 (23.4)	35 (21.3)
Couple	41 (22.8)	23 (12.9)	50 (31.2)	55 (32.2)	43 (26.2)
Couple with Children	96 (53.3)	103 (57.9)	67 (41.9)	76 (44.4)	86 (52.4)

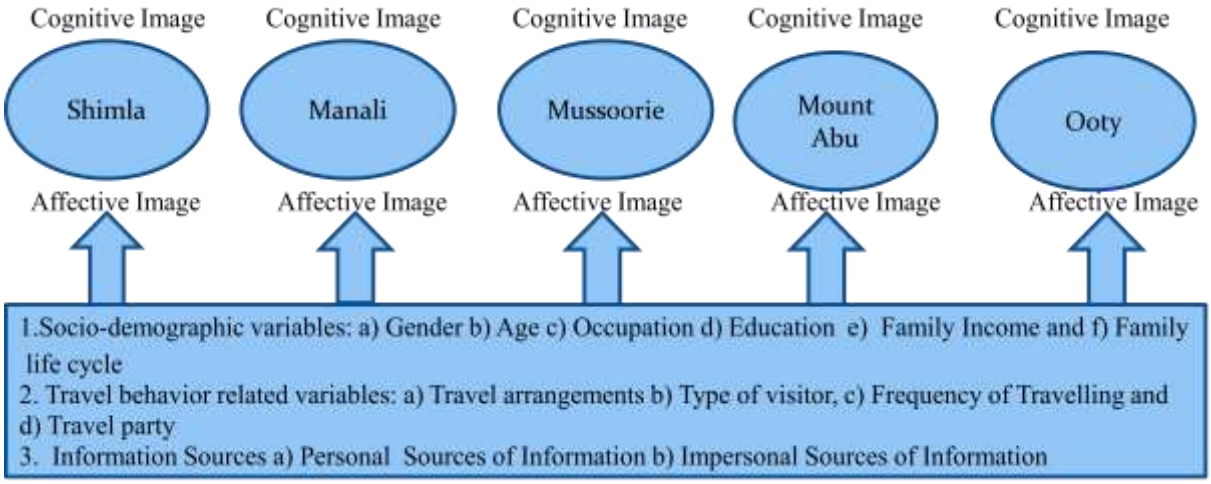
Travel party					
Alone	-	3 (1.7)	8 (5)	5 (2.9)	4 (2.4)
With Family	115 (63.9)	118 (66.3)	103 (64.4)	112 (65.5)	98 (59.8)
With Friends	65 (36.1)	57 (32)	49 (30.6)	54 (31.6)	62 (37.8)
Type of Visitor					
First Time Visitor	156 (86.7)	125 (70.2)	120 (75)	104 (60.8)	127 (77.4)
Repeat Visitor	24 (13.3)	53 (29.8)	40 (25)	67 (39.2)	37 (22.6)
Frequency of Visits to various destinations					
Once in 2 years	10 (5.6)	3 (1.7)	28 (17.5)	10 (5.8)	18 (11)
Once in a year	82 (45.6)	90 (50.6)	67 (41.9)	110 (64.3)	80 (48.8)
Twice a year	87 (48.2)	75 (42.1)	50 (31.2)	51 (29.8)	54 (32.9)
More than twice a year	1 (0.6)	8 (4.5)	11 (6.9)	-	7 (4.3)
Other	-	2 (1.1)	4 (2.5)	-	5 (3)
Place of Origin					
North	106 (58.9)	20 (11.2)	88 (55)	96 (56.1)	10 (6.1)
North East	3 (1.7)	3 (1.7)	-	-	-
North West	14 (7.8)	-	-	-	-
East	-	-	-	46 (26.9)	57 (34.8)
Central	7 (3.9)	14 (7.9)	21 (13.1)	16 (9.4)	4 (2.4)
West	25 (13.9)	17 (9.6)	21 (13.1)	-	82 (50)
South	25 (13.9)	120 (67.4)	15 (9.4)	11 (6.4)	7 (4.3)
South East	-	4 (2.2)	-	2 (1.2)	2 (1.2)
South West	-	-	15 (9.4)	-	2 (1.2)

5.3. Statistical Analysis

In most part, multivariate analysis has been used to analyze research questions of the study. Multivariate analysis is essentially the statistical process of simultaneously analyzing multiple independent (or predictor) variables with multiple dependent (outcome or criterion) variables using matrix algebra. The nature of research (analysis of destination image of five destinations, Figure 5.1) across a variety of variables provides a compelling reason to choose

the multivariate analysis i.e. correspondence analysis, factorial MANOVA and structural equation modeling. The descriptive analysis and multiple regressions also have also been used to analyze the research questions.

Figure 5.1 Nature of Research



Correspondence Analysis

To examine *RQ2 – What is the underlying structure (similarities) and positioning of the specific destination image attributes of the five tourism destinations?* Correspondence analysis, a statistical visualization technique, was considered appropriate. The technique offers tremendous flexibility in term of the types of data it can analyze. The only data requirement for correspondence analysis is a contingency table of non-negative entries (Greenacre, 1984). The objective of correspondence analysis is to portray data geometrically in low-dimensional space (Pearsall & Piperno, 1993). It produces spatial maps that provide insights into similarities and differences within the objects and object attributes (Yavas & Shemwell, 1996). The technique relies on a singular value decomposition of a matrix of chi square distances. The decomposition generates eigen values and eigenvectors that are applied to row and column distance matrices. These in turn produce the inter point distances for mapping (Carroll et al., 1986). To suit the requirement of this technique the metric data (destination image attributes) was converted in binary form data (Mazzocchi, 2008). The cognitive scale items were measured on a seven point scale and therefore resulted in respondent scores ranging from 1 to 7 with a higher value in the scale (above the mid-value

of 3.5) indicating a positive inclination for the particular item. The entire data was collapsed in the binary form with a code value of 1 representing scores higher than the mid-value and a code value as 0 for the rest. Similarly, based on the mid-value the affective scale items were coded in the binary form.

In the use of this technique the data which was collected across the five destinations was required to be pooled for analysis. It was felt by the authors that this might lead to distorted results if the sample profile across destinations is hugely heterogeneous. Thus, to examine the homogeneity of respondent profile across the destinations, a chi-square analysis on socio-demographic variables such as gender, age and occupation cross tabulated with the five destinations was undertaken. Results indicated non-significant differences with respect to gender implying (gender) homogeneity of respondent profile across destinations. Further, the analysis revealed significant differences on age and occupation albeit with very weak associations as indicated by the values of Crammer V. Thus, taken together these results point to a near homogenous sample profile and the data were thus pooled together for further analysis.

Structural Equation Modeling

Structural equation modeling is a family of statistical models that seek to explain the relationships among multiple variables. SEM is most appropriate when the researcher has multiple constructs each represented by several measured variables. Data concerns such as missing values and the test for normality were addressed prior to other advance analysis. Missing data were handled through mean substitution for metric variables (Soley-Bori, 2013; Pallant, 2011) and no missing value was found for categorical variables. The data normality was checked through Q-Q plots and was found to be adequate (Pallant, 2011). Harman's single factor test has been used to check possible common method variance for each destination. The variance ranged from 10-17 percent which is less than the threshold value of 50 percent explained by a single factor. Thus, demonstrating the absence of common method bias in the study (Podsakoff et al., 2003; Meade et al., 2007; Eichhorn, 2014). In the first stage data for the scale of destination image scale that contained 29 items under eight factors were submitted to a CFA (Confirmatory Factor Analysis) using the maximum likelihood estimation method (Arbuckle, 2006) and it was followed with multigroup analysis.

Confirmatory Factor Analysis

To examine the *RQ3 – Does the destination image scale demonstrate adequate psychometric properties in Indian settings?* CFA has been undertaken. A CFA is a theory-driven procedure in which the factors of the scale are driven by a well-developed theoretical framework or previous empirical evidence stemming from exploratory and/or confirmatory analytical procedures (Bollen, 1989; Byon & Zhang, 2010). CFA procedures facilitate the test of the research instrument through reliability and validity analysis. The reliability of the instrument means that its results are characterized by repeativenes (Psarou & Zafiropoulos, 2004) and these results are not connected with measurement errors (Zafiropoulos, 2005). In CFA analysis scale reliability is estimated through computation of composite reliability (CR) of each latent variable. Reliability should be .7 or higher to indicate adequate convergence or internal consistency. While reliability is necessary, it alone is not sufficient. For a test to be reliable, it also needs to be valid. Construct validity, is the degree to which a measurement accurately represents what it is supposed to. Ensuring validity starts with a thorough understanding of what is to be measured and then making the measurement as "correct" and accurate as possible (Hair et al., 2010). Construct validity is made up of three components: 1) face validity i.e. the extent to which the content of the items is consistent with the construct definition, based solely on the researcher's judgment; 2) convergent validity i.e the extent to which indicators of a specific construct "converge" or share a high proportion of variance in common. To assess this we examine construct loadings and average variance extracted (AVE); standardized loadings estimates should be .5 or higher, AVE should be .5 or greater to suggest adequate convergent validity; 3) discriminant validity i.e the extent to which a construct is truly distinct from other constructs (i.e., unidimensional). AVE estimates should be greater than the square of the correlation between that factor and other factors to provide evidence of discriminant validity. Additionally, nomological validity can be examined i.e whether the correlations between the constructs in the measurement theory make sense.

Multi-group Measurement Invariance

To examine *RQ4 – Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?* The multi-group measurement invariance has been employed. Multi-group measurement invariance refers to "whether or not,

under different conditions of observing and studying phenomena (e.g. countries, cultures, products and industries), measurement operations yield measures of the same attribute" (Horn & McArdle, 1992). Therefore, the central idea underlying the measurement invariance is that the relations between observed scores and latent constructs are identical across groups or, in other words that the psychometric properties of data from multiple groups exhibit the same coherence or structure (Berry, 1980; Delgado-Ballester, 2004). When measurement invariance is established, we have confidence that the factor loadings of indicator variables on their respective latent factors do not differ significantly across groups or remain constant across groups or over time (Teo et al., 2009). Measurement invariance often proceeds with varying degrees of stringency, for example, invariance may be tested on a number of factors, as well as testing for invariant factor loadings, and for invariant structural relations among the latent variables in a model (Teo et al., 2009). In their review of the literature, Vandenberg & Lance (2000) proposed that configural, metric and scalar invariance (three models) should be established before comparisons across groups can be meaningful (Hong et al., 2003; Meredith, 1993; Steenkamp & Baumgartner, 1998). Similarly, Hair et al. (2010) also suggested examining whether (1) the rating scales are used similarly in different groups (metric invariance) and (2) the quantifiable meanings of the scale are the same across groups (scalar invariance). Summarizing from the extant literature (Carmines & McIver, 1981; Steenkamp & Baumgartner, 1998; Teo et al., 2009; Hair et al., 2010) the following is concluded:

(i) Configural invariance is satisfied when the basic model structure (i.e. the pattern of fixed and non-fixed parameters) is invariant across groups. This initial baseline model has no between-group invariance constraints on estimated parameters. As such, different parameter values may exist across groups.

(ii) Metric invariance is to ensure that different groups respond to the items in the same way so that we may compare ratings obtained from different groups in a meaningful way. It allows researchers to compare the strength of relationships between constructs from one group to another. At this stage, the model with metric invariance is more restrictive than the baseline model. The test of metric invariance is conducted by constraining the factor pattern coefficients (loadings) to be equal across groups because the pattern coefficients carry the information about the relationship between latent scores and observed scores.

(iii) Scalar invariance exists when the intercept terms for each measured variable are invariant between groups being studied. As such, scalar invariance is tested by constraining the intercepts of items to be the same across groups.

In structural equation modeling, the match between any particular model and the data is assessed by using several goodness-of-fit indexes. Firstly, the ratio of $\chi 2$ to its degree of freedom is computed ($\chi 2$/df), with a value of not more than 5.0 being indicative of an acceptable fit between the hypothetical model and the sample data. Next, other fit indices are also considered when making comparisons to the baseline model – the root mean square error of approximation (RMSEA) was used as measure of absolute fit and the comparative fit index (CFI) indices of incremental fit. From the literature (e.g., Hair et al., 2006) values of .90 or more for the CFI, and values of .08 or less for RMSEA are reflective of a good fit.

Factorial Multivariate Analysis of Variance

To examine RQ5, RQ6 and RQ7 factorial multivariate analysis of variance has been used. In examining *RQ5 – Does the perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?* Destination wise perceived destination image acted as dependent variable and socio-demographic variables acted as independent variables. In case of *RQ6 – Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?* Destination wise perceived destination image acted as dependent variable and travel behavior related variables acted as independent variables. Similarly, in case of *RQ7 – Does the perceived destination image vary on the basis of sources of information (Personal and Impersonal)?* Destination wise perceived destination image acted as dependent variable and sources of information acted as independent variables. A factorial MANOVA used to determine whether or not two or more categorical grouping variables (and their interactions) significantly affect optimally weighted linear combinations of two or more normally distributed outcome variables [34]**.** In a simpler way when research is concerned with more than one independent variable and researcher wants to examine their impact on multiple dependent variables, it is called factorial design. The general purpose of multivariate analysis of variance (MANOVA) is to determine whether multiple levels of independent variables on their own or in combination with one another have

an effect on the dependent variables. MANOVA requires that the dependent variables meet parametric requirements. MANOVAs are able to take into account multiple independent and multiple dependent variables within the same model, permitting greater complexity. Secondly, the F value as the indicator of significance and multivariate measure Pillai's trace is used [35]. MANOVA is a powerful multilateral technique and more robust. It is more appropriate to assess overall differences between groups (tourist destinations) based on socio-demographic variables and travel related variables and when there are multiple dependent variables (image attributes); also when multicollinearity may exists between the dependent variables (Bray & Maxwell, 1985; Hair et al. 1992), this is why researcher has opted for this technique. Subsequently, univariate significances were examined to see the impact of independent variables on image dimensions (cognitive and affective).

Multiple Regression

To examine *RQ8 –Does the perceived destination image affect tourist behavioral intentions-WOM & e-WOM and Repeat visit?* multiple regression has been used. Multiple regression is an extension of simple linear regression [36]. Multiple regression is a statistical technique to understand the relationship between one dependent variable and several independent variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor variables) [36]. Multiple regression also allows us to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained [36]. Here, multiple independent variables are the factors related to cognitive and affective destination image and WOM & e-WOM and Repeat visit & extended stay are dependent variable.

This chapter describes the methodology applied to examine the research questions. A systematic process was undertaken to develop the key measures for the study. Extant scales were referred to facilitate the initial conceptualization of key measures. Reliability and validity analysis from the pilot study data deemed the destination image scale(s) appropriate albeit with minor revision discussed in the next chapter. This chapter also highlighted the

background for the choice and relevance of the statistical methods. The results are presented in the next chapter.

CHAPTER 6

DATA ANALYSIS AND RESEARCH FINDINGS

In this chapter, the data analysis and research findings of the research study are presented. Data analysis is presented systematically and discussed by referring research questions in a sequence. The data analysis is divided into three parts. Firstly, the results of pilot study are discussed. Next, the results of the main study are discussed. Lastly the summary of the results has been provided.

6.1. Pilot Study

A pilot study is a small study designed to test logistics and gather information before the intended study. A pilot study can reveal insufficiency in the proposed design and these can be addressed before time and resources are expended on large scale studies. In this study, the primary objective of the pilot study was to check the suitability of the adopted research instrument in the current research settings. Additionally, since the impact of perceived destination image on behavioral intentions has been scantly tested in the literature; the pilot study also incorporated the same. The research instrument used in the pilot study included the key measures – cognitive destination image, affective destination image, behavioral intention factors and sources of information. Descriptive measures such as gender, age, marital status, occupation, family income, education etc. were also the part of this instrument. A convenient sample of 103 domestic tourists visited Shimla participated in this study. A detailed sample profile of this pilot study is presented in the next section.

6.1.1. Sample Profile of the Pilot Study

A total 103 respondents participated in the pilot study with 63.1% male and 39.1% female respondents (refer Table 6.1). The socio-demographic variable age was categorized into five categories, i.e., 20–30 years (62.1%), 31–40 years (32.1%), 41–50 years (5.8%), 51–60 years (1%) and no respondent was encountered above 60 years. 62.1% were married and 31.9 were

unmarried. Most of the respondents were engaged in private jobs (29.1%) followed by business (25.2%) and the rest of the profile is as follows: students (22.3%), government employees (13.6%) and housewives (9.7%). Monthly income (collective income of all the family members) has been categorized under five levels. 36.9% of the respondents belonged to higher income group (Above 55,000), 17.5 % belongs to the income level 26,000-35,000, similarly 17.5% respondents fall under the income category 46 000-55 000, followed by the lower income group below 25 000 and at the last 13.6% comes under 36 000-45 000. Most of the respondents were graduates (57.3%) and post graduates (41.7%) and a very few having doctorate degree (1%). Majority of them were married (62.1% – it includes couple and the couple with children) and only 37.9% were unmarried. 56.3% of the respondents were the first time visitors and 43.7% were repeat visitors. The frequency pattern shows that in a year 76.7% of the respondents plan their visit to any of the domestic destination 1-2 times, 18.4% respondents plan their visit 3-4 times, or twice and only 4.9% of the respondents were frequent in planning their holidays and like to travel more than 4 times.

Table 6.1: Sample Profile of the Respondents (Pilot Study)

Socio-Demographics	**Frequency (N=103)**	**Percentage**
Gender		
Male	35	63.1
Female	38	36.9
Age		
20-30yrs	64	62.1
31-40yrs	32	32.1
41-50 yrs	6	5.8
51-60yrs	1	1
Above 60yrs	-	-
Marital Status		
Married	64	62.1
Unmarried	39	37.9
Occupation		
Govt. Job	14	13.6
Private Job	30	29.1
Business	26	25.2
Student	23	22.3

Housewife	10	9.7
Family Income		
Below 25,000	15	14.6
26,000-35,000	18	17.5
36,000-45,000	14	13.6
46,000-55,000	18	17.5
Above 55,000	38	36.9
Education		
Graduation	59	57.3
Post-Graduation	43	41.7
Doctorate	1	1
Family Life Cycle		
Individual	39	37.9
Couple	37	35.9
Couple with Children	27	26.2
Type of Visitor		
First Time Visitor	58	56.3
Repeat Visitor	45	43.7
Frequency of Visits to Various Destinations (Annually)		
1-2 Times	79	76.7
3-4 Times	19	18.4
More than 4 times	5	4.9

6.1.2. Findings of the Pilot Study

One of the primary purposes of the conduct of pilot test was to establish the reliability and the validity of the scales employed for the measurement of key constructs. Internal consistency reliability is used to assess the reliability of a summated scale where several items are summed to form a total score. To test the reliability of the scales, the cronbach alpha values are computed. The cronbach alpha value varies from 0 to 1 and a value above 0.6 is considered acceptable (Nunnally, 1978; Malhotra, 2007). The cronbach alpha values were computed for the cognitive image, affective image and behavioral intention. The detailed results are presented in the Table 6.2 and 6.3.

Exploratory factor analysis is a variable reduction technique which identifies the number of latent constructs and the underlying factor structure of a set of variables (Suhr, 2006). EFA was conducted at this stage. Although the adoption of scales from previous (through theoretically driven procedures) excludes the need to undertake EFA procedures rather CFA can be employed; yet at this stage of pilot analysis it was felt an EFA procedure would yield extraction of factors/constructs without any constraints of cross loadings and would therefore provide the flexibility of addition/deletion/modifications of scale items (Table 6.4 & 6.5).

Table 6.2: Reliability of Cognitive and Affective Image (Pilot Study)

Code	Destination Image	Cronbach Alpha
NA	Natural Attraction	0.719
NA1	*Good Climate*	
NA2	*Scenic Beauty*	
NA3	*Unique Kind of Flora & Fauna*	
NA4	*Green cover*	
INF	Infrastructure	0.704
INF 1	*Excellent Transportation Facilities*	
INF 2	*Good Hotels and Restaurants*	
INF 3	*Less Pollution*	
TA	Touristic Attractions	0.701
TA1	*Shopping*	
TA 2	*Adventurous Sites*	
TA 3	*Parks and Zoos*	
TA 4	*Local Cuisine and Food*	
CHA	Culture, History & Art	0.708
CHA 1	*Monuments and Historical Buildings*	
CHA 2	*Handicraft*	
CHA 3	*Customs and Religious Activities*	
SS	Political and Economic Stability	0.733
SS 1	*Stable Political Environment*	
SS 2	*Less Crime Rate*	
SS 3	*Safe and Secure*	
SE	Social Environment	0.722
SE 1	*Good Hosts*	
SE 2	*Communication*	
SE 3	*Good Civic Sense*	

SE 4	*Quality of Life*	
SE5	*Quality of Service*	
VM	Value for Money	
AFF	Affective Image	
AFF 1	*Unpleasant-Pleasant*	0.772
AFF 2	*Sleepy-Arousing*	
AFF 3	*Distressing-Relaxing*	
AFF 4	*Gloomy-Exciting*	

Table 6.3: Reliability of Behavioral Intention Factors (Pilot Study)

Code	Behavioral intention factors	Cronbach Alpha
WOM	Word of Mouth	.711
WOM 1	*Sharing with family and relatives*	
WOM 2	*Sharing with friends at workplace*	
WOM 3	*Recommendation of the destination*	
e-WOM	Electronic Word of Mouth	.706
e-WOM 1	*Sharing pictures, videos etc.*	
e-WOM 2	*Sharing through blogs and content*	
e-WOM 3	*Positive online review*	
RV	Repeat Visit	.848
RV 1	*Repeat visit*	
RV 2	*Higher Ranking*	
RV 3	*Extended Stay*	

Table 6.4: Factor Analysis of Cognitive Image Factors (Principal Component Analysis)

Factors		Factor Loadings	Eigen Values	Variance Explained
Factor: 1			3.075	13.371
	Excellent Transportation Facilities	.803		
	Good Hotels & Restaurants Facilities	.874		
	Less Pollution	.502		
	Good Civic Sense	.503		
	Quality of Life	.501		

	Quality of service by Hotels & Restaurants	.702		
Factor: 2			2.577	11.203
	Monuments & Historical Buildings	.715		
	Stable Political Environment	.782		
	Less Crime Rate	.835		
Factor: 3			2.370	10.306
	Famous Handicraft	.861		
	Rich Customs & Religion	.787		
	Hosts and Friendly Residents	.582		
Factor: 4			2.318	10.077
	Best Shopping Centers	.667		
	Adventurous Sites	.732		
	Parks &Zoos	.615		
	Local Cuisine & Food Outlets	.799		
Factor: 5			2.145	9.327
	Scenic Beauty	.582		
	Unique flora & fauna.	.853		
	Green cover	.788		
Factor: 6			2.028	8.817
	Easy to Converse	.824		
	Good Civic Sense.	.520		
	Quality of life	.539		
Factor: 7			1.335	5.804
	Good Climate	.863		

Table 6.5: Factor Analysis of Affective Factors (Principal Component Analysis)

Factors	**Affective Image Factors**	**Factor Loadings**	**Eigen Values**	**Variance Explained**
Affective Image				
	Unpleasant – Pleasant	.790	2.378	59.454
	Sleepy–Arousing	.786		

	Distressing – Relaxing	.766
	Gloomy – Exciting	.741

The impact of perceived destination image on behavioral intentions has been scantly tested in the literature; the pilot study sought to examine the same. To examine the impact of perceived destination image on behavioral intentions the regression analysis was used. The result indicates that the perceived destination image affects tourist behavioral intentions - WOM & e-WOM and Repeat visit. The detailed results are presented in the Table 6.6.

Table 6.6: Regression Analysis Results for the Impact of Destination Image on Behavioral Intention

Dependent Variables	**Independent Variables**						**Model Statistics**		
	Constant		Cognitive		Affective		R-Square	Adj R-Square	F (p-value)
	t	Sig.	t	Sig.	t	Sig.			
WOM	3.37	0.00*	2.88	0.00*	2.02	0.05*	0.23	0.21	0.00*
e-WOM	3.57	0.00*	0.89	0.37	3.16	0.00*	0.18	0.16	0.00*
Repeat Visit	0.70	0.48	1.93	0.06	3.24	0.00*	0.25	0.23	0.00*
Overall Behavioral Intention	3.13	0.00*	2.52	0.01*	3.97	0.00*	0.34	0.33	0.00*

Note: *p*-value* significant at 0.05 level.

6.1.3. Modifications

Some modifications have been made in the questionnaire after conducting the pilot study. An item on parking system has been added to the infrastructure. Three items were added to the dimensions 'value for money' i.e. economical mode of transportation, prices for food & accommodation and appropriately priced shopping merchandise. It was felt that internet belongs to both the categories of information sources i.e. personal and impersonal sources of information thus, it has been divided into these two categories: social networking sites (personal sources of information) and official websites of the destinations (impersonal sources of information). Also, travel party and travel arrangements have been added to the travel behavior related variables.

6.2. Main Study

Table 6.7: Sample Profile (Main Study)					
Destinations	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**
Sample Size	180	178	160	171	164
Socio-demographic variables	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)
Gender					
Male	98 (54.4)	96 (53.9)	86 (53.8)	95 (55.6)	85 (51.8)
Female	82 (45.6)	82 (46.1)	74 (46.2)	76 (44.4)	79 (48.2)
Age					
20-30 yrs	58 (32.2)	53 (29.8)	64 (40)	54 (31.6)	38 (23.2)
31-40 yrs	48 (26.7)	45 (25.3)	63 (39.4)	42 (24.6)	53 (32.3)
41-50 yrs	34 (18.9)	36 (20.2)	21 (13.1)	38 (22.2)	42 (25.6)
51-60 yrs	29 (16.1)	35 (19.7)	8 (5)	23 (13.5)	27 (16.5)
Above 60 yrs	11 (6.1)	9 (5.1)	4 (2.5)	14 (8.2)	4 (2.4)
Occupation					
Govt. Job	19 (10.6)	14 (7.9)	23 (14.4)	29 (17)	26 (15.9)
Private Job	81 (45)	63 (35.4)	63 (39.4)	74 (43.3)	49 (29.9)
Business	28 (15.6)	31 (17.4)	19 (11.9)	28 (16.4)	33 (20.1)
Student	22 (12.2)	28 (15.7)	31 (19.4)	18 (10.5)	29 (17.7)
Housewife	21 (11.7)	34 (19.1)	21 (13.1)	19 (11.1)	24 (14.6)
Other	9 (5)	8 (4.5)	3 (1.9)	3 (1.8)	3 (1.8)
Family Income					
Below 40,000	-	7 (3.9)	18 (11.2)	5 (2.9)	8 (4.9)
40,000-94,999	3 (1.7)	11 (6.2)	33 (20.6)	16 (9.4)	40 (24.4)
95,000-1 49,999	30 (16.7)	28 (15.7)	42 (26.2)	36 (21.1)	35 (21.3)
150,000-2 04,999	57 (31.7)	66 (37.1)	47 (29.4)	65 (36)	48 (29.3)
Above 2 05,000	90 (50)	66 (37.1)	20 (12.5)	49 (28.7)	33 (20.1)

Education					
Graduation	77 (42.8)	62 (34.8)	72 (45)	71 (41.5)	83 (50.6)
Post-Graduation	100 (55.5)	107 (60.1)	80 (50)	89 (52)	73 (44.5)
Doctorate	2 (1.1)	2 (1.1)	7 (4.4)	4 (2.3)	3 (1.8)
Other	1 (0.6)	7 (3.9)	1 (0.6)	7 (4.1)	5 (3)
Family Life Cycle					
Individual	43 (23.9)	52 (29.2)	43 (26.9)	40 (23.4)	35 (21.3)
Couple	41 (22.8)	23 (12.9)	50 (31.2)	55 (32.2)	43 (26.2)
Couple with Children	96 (53.3)	103 (57.9)	67 (41.9)	76 (44.4)	86 (52.4)
Travel party					
Alone	-	3 (1.7)	8 (5)	5 (2.9)	4 (2.4)
With Family	115 (63.9)	118 (66.3)	103 (64.4)	112 (65.5)	98 (59.8)
With Friends	65 (36.1)	57 (32)	49 (30.6)	54 (31.6)	62 (37.8)
Type of Visitor					
First Time Visitor	156 (86.7)	125 (70.2)	120 (75)	104 (60.8)	127 (77.4)
Repeat Visitor	24 (13.3)	53 (29.8)	40 (25)	67 (39.2)	37 (22.6)
Frequency of Visits to Various Destinations					
Once in 2 years	10 (5.6)	3 (1.7)	28 (17.5)	10 (5.8)	18 (11)
Once in a year	82 (45.6)	90 (50.6)	67 (41.9)	110 (64.3)	80 (48.8)
Twice a year	87 (48.2)	75 (42.1)	50 (31.2)	51 (29.8)	54 (32.9)
More than twice a year	1 (0.6)	8 (4.5)	11 (6.9)	-	7 (4.3)
Other	-	2 (1.1)	4 (2.5)	-	5 (3)
Place of Origin					
North	106 (58.9)	20 (11.2)	88 (55)	96 (56.1)	10 (6.1)
North East	3 (1.7)	3 (1.7)	-	-	-
North West	14 (7.8)	-	-	-	-
East	-	-	-	46 (26.9)	57 (34.8)
Central	7 (3.9)	14 (7.9)	21 (13.1)	16 (9.4)	4 (2.4)

West	25 (13.9)	17 (9.6)	21 (13.1)	-	82 (50)
South	25 (13.9)	120 (67.4)	15 (9.4)	11 (6.4)	7 (4.3)
South East	-	4 (2.2)	-	2 (1.2)	2 (1.2)
South West	-	-	15 (9.4)	-	2 (1.2)

Table 6.7 shows the sample profile of each of the selected destination.

6.2.1. Measurement of Destination Image on the Specific Cognitive and Affective Destination Image Components [RQ1]

RQ1. How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ1 was to assess – how the selective destinations fare on the cognitive and affective destination image components. Table 6.8 presents the results on the same. This simple analysis provides us a framework to suitably assess each destination across each attribute and items related with cognitive dimension and the affective dimension. The five destinations scored high on – natural attraction with Manali receiving the highest rating followed by Shimla, Ooty, Mussoorie and Mount Abu. Next, the ratings with respect to infrastructure were particularly low for Manali and Mussoorie; Ooty, Shimla and Mount Abu are comparatively better. An examination of individual items reveals that parking and transportation facilities in particular rate low. In case of touristic attraction Shimla and Mussoorie have lower ratings in comparison to other destinations. The ratings for 'culture, history & art' are highest for Mount Abu followed by Shimla, Manali, Ooty and Mussoorie. With respect to safety and security Shimla and Ooty get a comparatively higher rating than the rest. Social environment was rated lower in Manali and Mount Abu in comparison to rest of the destinations. In case of value for money Manali scores comparatively lower than the rest with Ooty scoring the highest followed by Mount Abu, Shimla and Mussoorie. Shimla scored the highest in case of affective dimension followed by Ooty, Manali, Mount Abu and Mussoorie.

Table 6.8: Descriptives for Selected Tourist Destinations

Items' Code	Items' Description	Destinations				
		Shimla (n=180)	**Manali (n=171)**	**Mussoorie (n=160)**	**Mount Abu (n=164)**	**Ooty (n=178)**
		Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)
NA	**Natural Attraction**	6.23 (0.61)	6.35 (0.68)	5.86 (0.68)	5.22 (1.00)	6.21 (0.63)
NA1	*Good Climate*	6.28 (0.74)	6.36 (0.88)	6.06 (0.88)	5.11 (1.12)	6.36 (0.74)
NA2	*Scenic Beauty*	6.26 (0.77)	6.39 (0.82)	5.92 (0.92)	5.93 (1.29)	6.43 (0.71)
NA3	*Unique Flora and Fauna*	6.19 (0.76)	6.22 (1.17)	5.45 (0.92)	5.12 (1.52)	5.98 (0.89)
NA4	*Green Cover*	6.19 (0.80)	6.43 (0.84)	6.01 (0.89)	4.76 (1.36)	6.07 (1.07)
INF	**Infrastructure**	4.45 (0.59)	3.86 (1.22)	3.85 (1.11)	4.05 (1.21)	4.94 (0.97)
INF 1	*Excellent Transport Facilities*	3.51 (0.94)	3.20 (1.59)	3.75 (1.57)	4.96 (1.71)	4.76 (1.44)
INF 2	*Excellent Hotels Restaurants Facilities*	5.37 (0.52)	4.50 (1.72)	4.36 (1.46)	2.89 (1.54)	5.45 (1.11)
INF 3	*Less Pollution*	6.27 (0.68)	5.01 (1.84)	4.31 (1.54)	5.30 (1.79)	5.65 (0.94)
INF 4	*Parking Facilities*	2.67 (1.04)	2.74 (1.42)	3.02 (1.50)	3.05 (1.61)	3.90 (1.72)
TA	**Touristic Attraction**	4.49 (0.70)	5.03 (1.20)	4.36 (1.05)	5.28 (1.30)	5.14 (0.86)
TA1	*Best Shopping Centers*	4.36 (1.18)	4.37 (1.79)	3.48 (1.47)	4.66 (1.80)	4.37 (1.51)
TA 2	*Adventurous Sites*	5.67 (0.80)	5.77 (1.57)	4.98 (1.28)	5.38 (1.78)	5.42 (0.93)
TA 3	*Amusement Recreation*	4.47 (1.16)	5.53 (1.50)	5.04 (1.28)	5.46 (1.58)	5.56 (0.90)
TA 4	*Local Cuisine and Food Outlets*	3.48 (1.07)	4.47 (1.70)	3.96 (1.63)	5.63 (1.47)	5.21 (1.25)
CHA	**Culture History & Art**	5.51 (0.73)	4.90 (1.44)	4.60 (1.27)	5.80 (1.31)	4.82 (1.13)
CHA 1	*Monuments and Buildings*	6.21 (0.81)	4.16 (1.80)	4.83 (1.68)	5.87 (1.45)	4.70 (1.41)
CHA 2	*Famous Handicraft*	4.21 (1.17)	5.38 (1.78)	4.26 (1.64)	5.88 (1.46)	4.94 (1.47)
CHA 3	*Rich Customs and Religion*	6.13 (0.93)	5.16 (1.83)	4.71 (1.44)	5.68 (1.41)	4.85 (1.32)
SS	**Safety & Security**	6.08 (0.65)	4.24 (1.21)	5.69 (0.90)	4.55 (1.51)	5.43 (0.90)
SS 1	*Stable Political Environment*	6.06 (0.85)	5.06 (1.76)	5.33 (1.20)	4.30 (1.74)	5.19 (1.36)
SS 2	*Less Crime Rate*	6.15 (0.80)	3.78 (1.55)	5.81 (1.08)	4.13 (1.87)	5.33 (1.22)
SS 3	*Safe Secure*	6.04 (0.83)	3.89 (1.50)	5.95 (1.02)	5.22 (1.90)	5.79 (0.77)

SE	**Social Environment**	5.95 (0.54)	4.55 (1.28)	5.29 (0.82)	4.75 (1.29)	5.39 (0.71)
SE 1	*Hosts and Friendly Residents*	5.99 (0.76)	4.41 (1.73)	5.47 (1.04)	4.95 (1.86)	5.59 (0.95)
SE 2	*Easy to Converse*	6.28 (0.74)	4.64 (1.94)	5.32 (1.09)	4.90 (1.79)	4.90 (1.22)
SE 3	*Good Civic Sense*	5.66 (0.64)	4.44 (1.66)	5.24 (1.02)	4.77 (1.72)	5.49 (0.89)
SE 4	*Quality of Life*	5.89 (0.75)	4.71 (1.66)	5.12 (1.20)	4.40 (1.74)	5.60 (0.73)
VM	**Value For Money**	4.28 (1.19)	3.99 (1.45)	4.13 (1.18)	4.36 (1.47)	4.44 (1.29)
VM 1	*Economical Mode of Transportation*	3.93 (1.56)	4.30 (1.90)	3.65 (1.43)	4.99 (1.87)	4.86 (1.49)
VM 2	*Prices for Food Accommodation*	4.72 (1.40)	4.05 (1.83)	4.38 (1.51)	3.82 (1.88)	4.40 (1.75)
VM 3	*Appropriately Priced Shopping Merchandise*	4.21 (1.45)	3.62 (1.78)	4.37 (1.47)	4.29 (1.83)	4.06 (1.71)
AFF	**Affective Image**					
AFF 1	*Unpleasant – Pleasant*	2.38 (0.48)	2.13 (0.67)	2.04 (0.70)	2.07 (0.68)	2.29 (0.55)
AFF 2	*Sleepy – Arousing*	2.11 (0.55)	1.86 (0.72)	1.59 (0.95)	1.81 (0.71)	2.04 (0.63)
AFF 3	*Distressing – Relaxing*	2.40 (0.51)	2.20 (0.69)	2.11 (0.65)	2.10 (0.65)	2.30 (0.51)
AFF 4	*Gloomy – Exciting*	2.16 (0.49)	1.92 (0.67)	1.84 (0.83)	1.99 (0.74)	2.25 (0.68)
Overall Cognitive Destination Image		5.28 (0.29)	4.70 (0.51)	4.82 (0.53)	4.8 (0.49)	5.19 (0.48)
Overall Affective Destination Image		2.26 (0.37)	2.02 (0.48)	1.89 (0.58)	1.99 (0.51)	2.22 (0.41)
Overall Destination Image		7.55 (0.51)	6.72 (0.68)	6.72 (0.86)	6.85 (0.73)	7.41 (0.76)

6.2.2. Underlying Structure (similarities) and Positioning of the Specific Destination Image Attributes and the Five Tourism Destinations [RQ2]

RQ2. What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?

To examine the underlying structure (similarities) and positioning of the specific destination image attributes (item-wise) and the five tourism destinations correspondence analysis has been used. The step wise analysis and results are presented next.

Table 6.9 is a two-way contingency table of frequencies obtained by aggregating answers over respondents. The cell counts in Table 6.9 signify the number of times a particular attribute is associated (i.e. above the mid-value) with a particular destination. The number in the first row and first column, for instance, indicates that Shimla was seen as a destination offering good climate was seen by 178 (100 percent) respondents. This was 4 per cent of the total associations made with the destinations (i.e. 100/2442) and almost 20 per cent of all associations with good climate (100/488). The row and column marginal subtotals in the table designate the number of times the attribute scores over the mid-value for each attribute and destination respectively. For instance, as can be seen from the table, Ooty scored the highest (column total). With a score of 4080, this destination accounted for almost 22 per cent (i.e. 2544/11,688) of all the associations made with all the destinations across the 29 item wise attributes. Likewise, two of the affective scale items – 'unpleasant-pleasant' and 'distressing-relaxing' were the strongly rated across the destinations with a marginal profile value of about 4 per cent (i.e. 500/11,688 and 500/11,688). Further, 'parking facilities' had a poor scoring with just 1 per cent association (i.e. 129/11,688) across all destinations. A closer examination reveals that the case is particularly poor for Shimla and Manali with just a 9 per cent positive response for this item.

Table 6.9:Contingency Table

Items	**Destinations**					
	Shimla	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Row Total**
1. Good Climate	100	100	99	98	91	488
2. Scenic Beauty	100	100	99	99	93	491
3. Unique Flora and Fauna	100	99	97	95	82	473
4. Green Cover	100	96	99	98	80	473
5. Excellent Transport Facilities	28	72	51	28	79	258
6. Excellent Hotels Restaurants Facilities	99	94	69	70	21	352
7. Less Pollution	100	98	62	77	82	419
8. Parking Facilities	12	51	26	15	26	129
9. Best Shopping Centers	63	67	39	58	66	294
10. Adventurous Sites	98	96	89	88	81	452
11. Amusement Recreation	73	96	89	88	85	430

12. Local Cuisine and Food Outlets	29	87	51	68	91	326
13. Monuments and Buildings	99	74	74	56	90	394
14. Famous Handicraft	55	82	63	82	90	372
15. Rich Customs and Religion	98	87	78	77	91	431
16. Stable Political Environment	99	89	94	80	65	427
17. Less Crime Rate	100	94	98	49	59	399
18. Safe Secure	100	98	98	55	80	431
19. Hosts and Friendly Residents	100	94	96	69	75	435
20. Easy to Converse	100	79	93	69	77	418
21. Good Civic Sense	100	96	94	70	79	438
22. Quality of Life	100	97	89	75	71	432
23. Economical Mode of Transportation	51	77	42	60	79	309
24. Prices for Food & Accommodation	75	65	69	55	49	313
25. Appropriately Priced Shopping Merchandise	61	57	69	39	62	287
26. Unpleasant – Pleasant	100	100	100	100	100	500
27. Sleepy – Arousing	100	100	99	100	100	499
28. Distressing – Relaxing	100	100	100	100	100	500
29. Gloomy – Exciting	100	100	99	100	99	499
Column Total	2442	2544	2323	2116	2243	11668

Note: The above output is represented in percentage.

Table 6.10: Dimensionality

Dimension	Eigen Value	Proportion Explained	Cumulative Proportion
1	.124	.568	.568
2	.074	.200	.768
3	.064	.152	.919
4	.047	.081	1.000

The maximum number of dimensions for a correspondence analysis solution equals the smaller of number of rows minus one or the number of columns minus one. In this study since the number of rows is 29 and the number of columns is five, the maximum number of dimensions is four. To determine the dimensionality of the solution, as in the case of factor analysis, the researcher examines the eigen values and the cumulative proportion of variance explained by the dimensions (Yavas & Shemwell, 1996). As it can be seen from Table 6.10,

the first two dimensions generated in this study accounts for about 77 per cent of the total variance. While addition of a third dimension improves explained variance by 15.2 per cent, for the sake of ease of display and interpretability, a two-dimensional solution is retained here.

A very useful piece of information provided by correspondence analysis is absolute contributions to variances of each dimension. These statistics indicate the percentage of variance explained by each row and column item (i.e. attribute and destination) in relation to each of the dimensions. Due to the similarity of the algorithms, these statistics can be used, analogous to factor loadings in factor analysis, to interpret the dimensions. The larger the absolute contribution of an item to a dimension, the more important that item is in determining the underlying structure of that dimension (Hoffman & Franke, 1986; Yavas & Shemwell, 1996).

As shown in Table 6.11, in dimension 1, the dominant items were excellent hotels restaurants facilities (6), local cuisine and food outlets (12) and famous handicraft (14). These items were the critical determinants of the relative positioning of the destinations. The contribution of destinations to the variance of each dimension also provides important clues. Of all the destinations, Mount Abu and Shimla were the ones which show strongest representation (which could be both positive and negative) with the dimension 1. This finding when corroborated by the mean scores of the items and the contingency table shows that Mount Abu positioned itself positive for the items local cuisine & food outlets and famous handicraft. On the contrary Shimla was negatively positioned on the same items. Shimla was positioned positive for the items excellent hotels restaurant facilities and Mount Abu negatively positioned on the same (Table 6.8).

Table 6.11: A Contribution of Destination Image Attributes (rows) and Destinations (columns) to Dimension Variances

Attributes	**Coordinates**		**Dimension**	
	1	2	1	2
1. Good Climate	0.028	-0.156	0.000	0.014
2. Scenic Beauty	0.010	-0.172	0.000	0.017
3. Unique Flora and Fauna	0.107	-0.149	0.004	0.012
4. Green Cover	0.149	-0.207	0.007	0.024

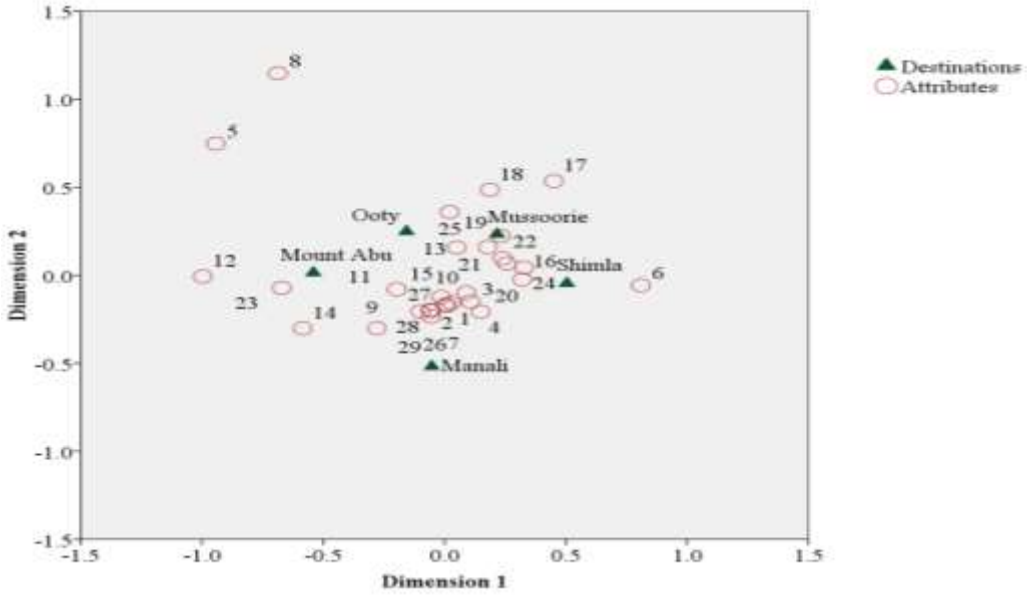
5. Excellent Transport facilities	-0.944	0.748	0.160	0.169
6. Excellent Hotels Restaurants facilities	0.810	-0.057	0.160	0.001
7. Less Pollution	0.001	-0.166	0.000	0.013
8. Parking Facilities	-0.688	1.148	0.044	0.208
9. Best Shopping Centers	-0.279	-0.301	0.016	0.031
10. Adventurous Sites	0.090	-0.099	0.003	0.005
11. Amusement Recreation	-0.197	-0.079	0.011	0.003
12. Local Cuisine and Food Outlets	-0.997	-0.006	0.224	0.000
13. Monuments and Buildings	0.051	0.159	0.001	0.012
14. Famous Handicraft	-0.585	-0.302	0.086	0.039
15. Rich Customs and Religion	-0.013	-0.123	0.000	0.008
16. Stable Political Environment	0.321	-0.022	0.030	0.000
17. Less Crime Rate	0.451	0.536	0.056	0.134
18. Safe Secure	0.187	0.486	0.010	0.119
19. Hosts and Friendly Residents	0.232	0.224	0.016	0.025
20. Easy to Converse	0.258	0.068	0.019	0.002
21. Good Civic Sense	0.178	0.160	0.010	0.013
22. Quality of Life	0.240	0.096	0.017	0.005
23. Economical Mode of Transportation	-0.671	-0.071	0.095	0.002
24. Prices for Food Accommodation	0.328	0.044	0.023	0.001
25. Appropriately priced shopping merchandise	0.022	0.359	0.000	0.043
26. Unpleasant - Pleasant	-0.055	-0.202	0.001	0.024
27. Sleepy - Arousing	-0.099	-0.205	0.003	0.023
28. Distressing – Relaxing	-0.058	-0.197	0.001	0.022
29. Gloomy – Exciting	-0.055	-0.234	0.001	0.031
Total			1	1
Destinations				
1. Shimla	0.505	-0.045	0.427	0.006
2. Ooty	-0.157	0.249	0.043	0.185
3. Mussoorie	0.216	0.234	0.074	0.146
4. Manali	-0.053	-0.518	0.004	0.662
5. Mount Abu	-0.541	0.015	0.451	0.001
Total			1	1

In dimension 2, the dominant items were parking facilities (8), less crime rate (17) and safe secure (18). Here, Manali has the strongest representation (Table 6.11, value = .662) however taken together with the values of mean scores and contingency table its position was weak on these attributes. Manali was negatively positioned on these attributes.

Figure 6.1 illustrates the graphical output generated by correspondence analysis from the data in Table 6.9.This map reveals the underlying structure and positioning of the attributes and the destinations. This graphical output also provides information about how the destinations are positioned vis-á-vis competitor destinations. This figure supplies critical evidence of how destinations relate to various attributes. For instance, Shimla was positioned close to stable political environment (16), appropriately priced shopping merchandise (24); Mussoorie to quality of life (22), friendly residents (19); Manali to the items of affective dimension unpleasant-pleasant (26), sleepy-arousing (27) and gloomy-exciting (29); Mount Abu to amusement recreation (11); and Ooty to appropriately priced shopping merchandise (25), monuments and buildings (13). Among the selected destinations Ooty was the only destination which was comparatively closer to excellent transport facilities (5) and parking facilities (8).

The correspondence map results also revealed that items on which destinations similarly positioned were: good climate (1); scenic beauty (2); unique flora and fauna (3); green cover (4); adventurous sites (10) and; distressing-relaxing (28).

Figure 6.1: Graphical Representations of Destinations and Attributes



Key: 1= Good Climate 2= Scenic Beauty 3= Unique Flora and Fauna 4= Green Cover 5= Excellent Transport facilities 6= Excellent Hotels Restaurants facilities 7= Less Pollution 8= Parking Facilities 9= Best Shopping Centers 10= Adventurous Sites 11= Amusement Recreation 12= Local Cuisine and Food Outlets 13= Monuments and Buildings 14= Famous Handicraft 15= Rich Customs and Religion 16= Stable Political Environment 17= Less Crime Rate 18= Safe Secure 19= Hosts and Friendly Residents 20= Easy to Converse 21= Good Civic Sense 22= Quality of Life 23= Economical Mode of Transportation 24= Prices for Food Accommodation 25= Appropriately priced shopping merchandise 26= Unpleasant - Pleasant 27= Sleepy - Arousing 28= Distressing - Relaxing 29= Gloomy - Exciting.

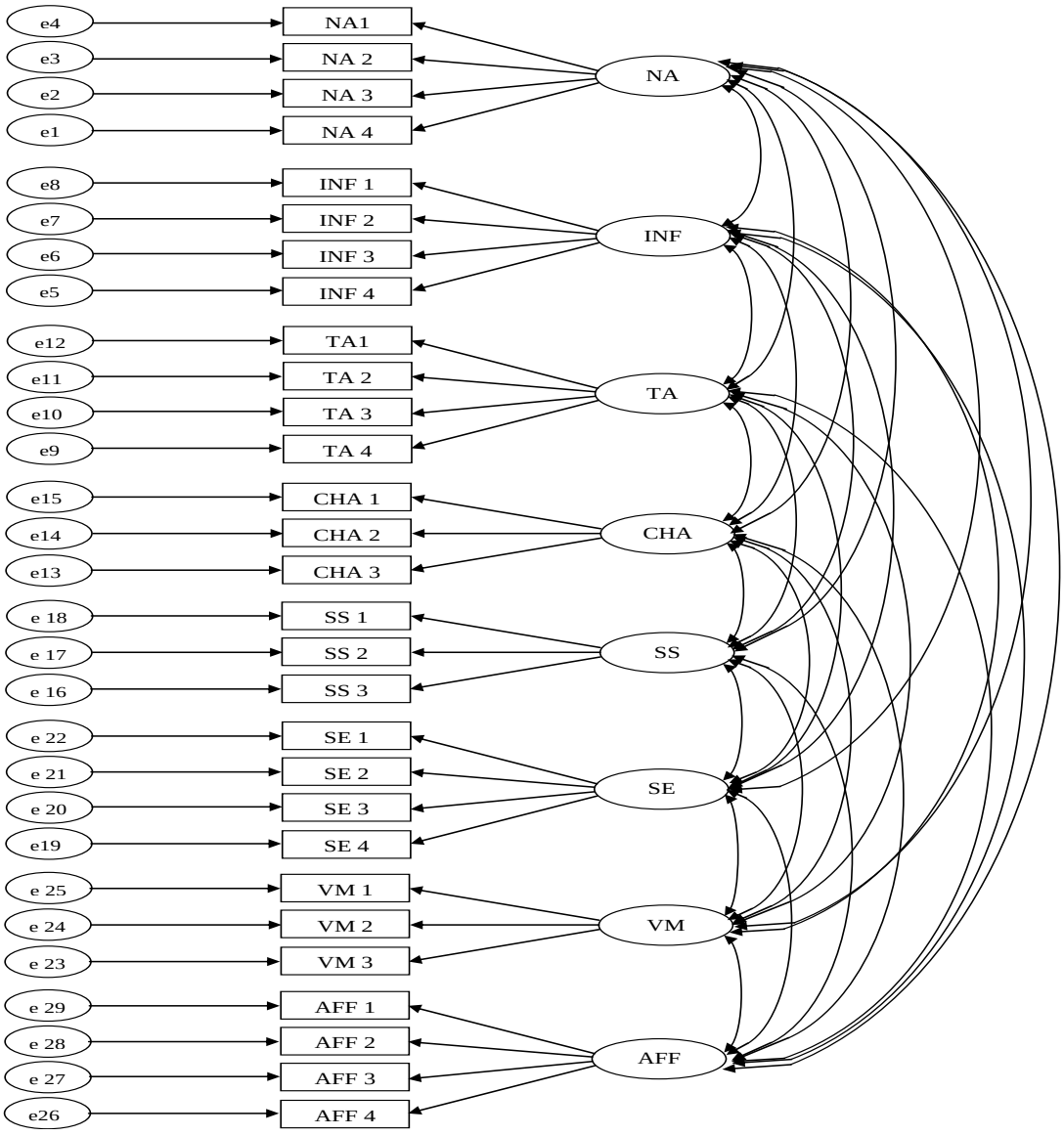
6.2.3. The Destination Image Scale adequate Psychometric Properties in Indian Settings [RQ3]

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

To examine the destination image scale demonstrate adequate psychometric properties in Indian settings a step wise analysis has been followed and results are presented. The measurement model which guides this research is illustrated in figure 6.2. There were eight latent variables (unobserved) and 29 observed variables. The latent variables were the constructs in this analysis whose reliability and validity is initially assessed in the SEM analysis via. the measurement model akin to confirmatory factor analysis. The observed variables are shown in rectangles while the unobserved latent variable constructs are shown in ellipses. Table 6.8 provides an item wise description of the codes used in the figure together with their mean scores.

The first area of interest was to explore the reliability and validity of the adopted destination image scale from the pooled data (as is the first step of multi-group analysis). The scale reliability was assessed through the computation of composite reliability (CR). The results are presented in Table 6.12. The values of CR are above the threshold values of .7 deeming the scale reliable. The validity concerns are addressed next. Face validity is the mere appearance that a measure is valid (Kaplan & Sacuzzo, 1993) i.e. on the face seems a good reflection of the construct. As the destination image constructs are identified from the literature, their selection is justified, thereby ensuring the face validity of the instrument.

Figure 6.2: Measurement Model for Destination Image



Next, the factor loadings are assessed and AVE is computed to assess the convergent validity. Factor loadings establish the convergent validity of the scale as all items significantly load on their respective latent constructs and range above the threshold value of 0.5 (Fornell & Larcker, 1981; Evangelista & Dioko, 2011) with the exception of only item – economical mode of transportation (.43). The measure for AVE for all latent variables (constructs) is higher than .45 with an exception of the latent variable infrastructure. Although dropping poorly loading items can potentially increase the AVE, consideration must be given to ensuring that the remaining items reflect the construct domain.

Prior research has argued that AVE below .50 can still be acceptable, provided the CR is strong (Bettencourt, 2004). Taken together, the results from CR, factor loadings, and AVE depict adequate convergent validity.

A strong discriminant validity (Table 6.13) is however, established with AVE > SIC (Squared inter construct correlation) (Fornell & Larcker, 1981). Overall, across a range of indicators, the scale demonstrates adequate psychometric properties.

Table 6.12: Reliability and Validity Measures for Cognitive and Affective Image

Items' Code	Items' Description	Factor loading	Composite Reliability
NA	**Natural Attraction**		
NA1	*Good Climate*	0.74	0.79
NA2	*Scenic Beauty*	0.69	
NA3	*Unique Flora and Fauna*	0.68	
NA4	*Green Cover*	0.68	
INF	**Infrastructure**		
INF 1	*Excellent Transport Facilities*	0.56	0.67
INF 2	*Excellent Hotels Restaurants Facilities*	0.56	
INF 3	*Less Pollution*	0.63	
INF 4	*Parking Facilities*	0.56	
TA	**Touristic Attraction**		
TA1	*Best Shopping Centers*	0.63	0.76
TA 2	*Adventurous Sites*	0.64	
TA 3	*Amusement Recreation*	0.74	
TA 4	*Local Cuisine and Food Outlets*	0.65	
CHA	**Culture History and Art**		
CHA 1	*Monuments and Buildings*	0.60	0.72
CHA 2	*Famous Handicraft*	0.62	
CHA 3	*Rich Customs and Religion*	0.80	
SS	**Safety and Security**		
SS 1	*Stable Political Environment*	0.59	0.77
SS 2	*Less Crime Rate*	0.86	

SS 3	*Safe Secure*	0.71	
SE	**Social Environment**		
SE 1	*Hosts and Friendly Residents*	0.71	0.77
SE 2	*Easy to Converse*	0.66	
SE 3	*Good Civic Sense*	0.72	
SE 4	*Quality of Life*	0.59	
VM	**Value for Money**		
VM 1	*Economical Mode of Transportation*	0.43	0.70
VM 2	*Prices for Food Accommodation*	0.83	
VM 3	*Appropriately Priced Shopping Merchandise*	0.71	
AFF	**Affective Image**		
AFF 1	*Unpleasant – Pleasant*	0.71	0.76
AFF 2	*Sleepy – Arousing*	0.64	
AFF 3	*Distressing – Relaxing*	0.66	
AFF 4	*Gloomy – Exciting*	0.67	

Table 6.13: Average Variance Extracted and Squared Correlation (Convergent/Discriminant Validity)

Variables	1	2	3	4	5	6	7	8
Natural Attraction	0.49							
Infrastructure	0.03	0.34						
Touristic Attraction	0.00	0.01	0.45					
Culture History and Art	0.01	0.00	0.02	0.47				
Safety and Security	0.02	0.01	0.03	0.01	0.53			
Social Environment	0.01	0.02	0.02	0.00	0.12	0.46		
Value for Money	0.00	0.06	0.00	0.03	0.00	0.02	0.46	
Affective Image	0.02	0.06	0.00	0.02	0.03	0.01	0.01	0.45

Notes: Diagonal values are the average variance extracted; Off-diagonal values are the squared correlations between variables. Discriminant validity [AVE (Average variance extracted) > SIC (Squared inter construct correlation estimate) (Fornell & Larcker, 1981)].

6.2.4. Measurement Invariance across the Selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) Destinations [RQ4]

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

The goodness-of-fit indicators reveal acceptable values and the measurement model can be deemed valid (Table 6.14). Although, the $\chi 2$/df and RMSEA meet the criteria of the threshold values; there exists scope for improvement for CFI as CFI value is at a permissible level but not at its best. The recourse to improving the model fit lies in examination of modification indices. Researchers can conduct model modifications to the original hypothesized model to have a better fitting or more parsimonious model (Schreiber et al., 2006). Modification indices offer suggested remedies to discrepancies between the proposed and estimated model. The most appropriate modification available to us is to covary error terms that are part of the same factor, addressing the largest modification indices (Byrne, 2001). On examining the modification indices table, the permissible items on whose error terms the covariance could be established were – 'parking facilities' (e5) and 'excellent transport facilities' (e8) and 'local cuisine and food outlets' (e9) and 'adventurous sites' (e11) (refer Figure 6.2). This lead to a noticeable improvements in all GOF indicators. However the CFI value was still lesser than required for a good fit. Although at this stage the measurement model can be deemed valid and as MacCallum et al. (1992) warned, "when an initial model fits well, it is probably unwise to modify it to achieve even better fit because modifications may simply be fitting small idiosyncratic characteristics of the sample". Yet we endeavor for a better fit in the interest for the multi-group analysis which is to follow next. Therefore, in the next stage we drop the latent variable – "infrastructure" from the model as (1) its items depicted poor factor loadings and; (2) the items had large modification indices with (covariance) items of other constructs. The results that follow depict a noticeable improvement in GOF indicators and the model comfortably meets all threshold values.

Table 6.14: Model Fit Indices for Invariance Tests				
Goodness of Fit Indicators	$\chi 2$/df	CFI	TLI	RMSEA
Threshold values	(≤ 5)	(> .90 good; > .80 permissible)	(> .90 good; >.80 permissible	(< .06)
Model				
Pooled data	3.835	0.842	0.816	0.058
Pooled data (Error terms of items covaried)	3.600	0.859	0.835	0.055
Pooled data (Latent variable infrastructure removed)	2.980	0.912	0.901	0.048
Configural invariance (Baseline model)	1.683	0.853	0.824	0.028
Full metric invariance	1.793	0.819	0.801	0.031
Full scalar invariance	3.263	0.443	0.415	0.052
Partial scalar invariance	2.853	0.71	0.682	0.025
Note: The $\Delta\chi 2$ between configural model & full metric variable was found significant ($\Delta\chi 2$ (68) = 248.488; $p < 0.001$). Similarly, the $\Delta\chi 2$ between full metric model and partial scalar model was found significant ($\Delta\chi 2$ (219) =1916.1; $p < 0.001$).				

Multi-group measurement invariance refers to "whether or not, under different conditions of observing and studying phenomena (e.g. countries, cultures, products, industries), measurement operations yield measures of the same attribute" (Horn & McArdle, 1992). When measurement invariance is established, we have confidence that the factor loadings of indicator variables on their respective latent factors do not differ significantly across groups or remain constant across groups or over time (Teo et al., 2009). Measurement invariance often proceeds with varying degrees of stringency, for example, invariance may be tested on a number of factors, as well as testing for invariant factor loadings, and for invariant structural relations among the latent variables in a model (Teo et al., 2009). Various multi-group analyses were performed using AMOS 18.0. Estimation for each analysis was performed using maximum likelihood and based on a covariance matrix. Tests for the measurement (configural, metric, and scalar) were performed separately. The measurement invariance tests were performed using the following hierarchical ordering of nested models: configural invariance, metric invariance, and scalar invariance, using model fit indices (Teo et al., 2009).

In a multi-group analysis of invariance, the first step is to determine a baseline model. The creation of the baseline model involved testing all of the hypothesized relationships in the theoretical model (refer Figure 6.2) across all destinations (the analysis uses a grouping variable helping to discriminate between destinations in the pooled data). This baseline model is also known as the configural model and is evaluated based on its goodness-of-fit indices to determine if the model was a good representation of the hypothesized relationships (Hu & Bentler, 1999; Lee, 2009) across all samples (destinations in this case). The model showed an acceptable fit. It produced values such as ($\chi 2/df = 2.984$, CFI of .853, and an RMSEA value of .028. This indicates that configural invariance is attained and provides support that the pattern of fixed and non-fixed parameters in the research model is identical for the five samples (Ooty, Shimla, Manali, Mussoorie and Mount Abu). To test for metric invariance, the factor pattern coefficients were constrained to be equal. The metric invariance across the five samples is supported by the values such as ($\chi 2/df = 1.793$, CFI of .819, and an RMSEA value of .031. Next, the scalar invariance is examined. With the support of metric invariance model, scalar invariance was tested by constraining the intercepts of the 25 indicators to be the same across the five samples. By constraining the intercepts to be equal, the value of CFI and TLI severely deteriorated. Consequently, we focus towards partial scalar invariance. Byrne et al. (1989) introduced to the concept of partial measurement invariance, in which only a subset of parameters in a model is constrained to be invariant while another subset of parameters is allowed to vary across groups (Teo et al., 2009). To identify those indicators whose intercepts are not invariant, a strategy suggested by Byrne et al. (1989) and Steenkamp & Baumgartner (1998) was used. This involved examining the modification indices for measurement intercepts and on observation of larger modification index for an item (20 or larger), the equality constraints may be relaxed. Further, according to Hair et al. (2006) there should at least two invariant items for each factor to meet the requirement of partial invariance. The items unique flora and fauna (NA3), green cover (NA4), easy to converse (SE2), monuments and buildings (CHA1), adventurous sites (TA2), safe secure (SS3), prices for food accommodation (VM2) and local cuisine and food outlets (TA4) had contributed to the deteriorating value of CFI (Table 6.12). Relaxing these constraints yielded substantial improvement in fit as compared to the full scalar invariance model. Although the CFI does not meet the threshold value, however at this stage we follow the recommendation of MacCallum et al. (1992) and do not attempt any further re-specification.

6.2.5. The Perceived Destination Image vary on the basis of Socio-Demographic Variables (gender, age, occupation, education, family income and family life cycle) [RQ5]

RQ5. Does the perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

On the basis of RQ5 the following hypotheses were formulated.

H1: The socio-demographic characteristics a) gender b) age c) occupation d) education e) family income and f) family life cycle have an impact on the perceived cognitive destination image.

H2: The socio-demographic characteristics a) gender b) age c) occupation d) education e) family income and f) family life cycle an impact on the perceived affective destination image.

In order to test the hypothesis – H1, Factorial MANOVA was carried with demographic variables – a) gender b) age c) occupation d) education e) monthly family income and f) family life cycle across destinations as independent variable and cognitive image dimensions as dependent variable. Similarly, to test H2, affective image has been taken as dependent variable. MANOVA results are presented for each of the socio-demographic variable across destinations for cognitive image and affective image dimensions along with the descriptive results. Factorial MANOVA presents overall multivariate and univariate results. MANOVA is a powerful and robust technique. It is more appropriate to assess overall differences between groups (tourist destinations) based on socio-demographic variables and when there are multiple dependent variables (image attributes); also when multicollinearity may exists between the dependent variables (Bray & Maxwell, 1985; Hair et al. 1992). The key assumption was that the dependent variables were normally distributed with equal variances. The variables in the analysis had a relatively normal distribution. There are uneven group sizes in the analysis, but 1:3 ratios of mean values are maintained among the groups (Erceg-Hurn & Mirosevich, 2008) and categories consisted of small number of respondents were excluded from the comparison. In addition, MANOVA is robust, so small violations of the above assumption would have little impact (Hair et al., 1998). Destination wise descriptive for cognitive and affective image are presented in the Table 6.8. The frequency tests were

conducted to obtain mean descriptive on the basis of socio-demographic variables across destinations and cognitive and affective image.

Table 6.15 shows the descriptive analysis gender and destination wise for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.15: Gender and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Gender	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
Male	6.19 (0.66)	6.18 (0.64)	5.81 (0.75)	6.33 (0.67)	5.29 (1.01)1	5.98 (0.83)
Female	6.28 (0.55)	6.25 (0.62)	5.92 (0.59)	6.37 (0.71)	5.16 (1.01)	6.00 (0.84)
Infrastructure						
Male	4.45 (0.56)	4.91 (1.00)	4.05 (1.12)	3.84 (1.30)	4.04 (1.15)	4.27 (1.12)
Female	4.45 (0.64)	4.98 (0.95)	3.64 (1.07)	3.90 (1.13)	4.06 (1.28)	4.22 (1.13)
Touristic Attraction						
Male	4.50 (0.72)	5.09 (0.77)	4.45 (1.10)	4.98 (1.26)	5.28 (1.28)	4.86 (1.09)
Female	4.48 (0.69)	5.20 (0.97)	4.25 (0.99)	5.11 (1.13)	5.29 (1.34)	4.87 (1.12)
Culture History & Art						
Male	5.62 (0.76)	4.86 (1.14)	4.74 (1.26)	4.91 (1.44)	5.92 (1.11)	5.21 (1.25)
Female	5.39 (0.68)	4.79 (1.13)	4.43 (1.27)	4.89 (1.46)	5.69 (1.49)	5.05 (1.31)
Safety & Security						
Male	6.08 (0.66)	5.43 (0.91)	5.69 (1.05)	4.33 (1.16)	5.06 (1.11)	5.32 (1.16)
Female	6.08 (0.65)	5.44 (0.91)	5.70 (0.70)	4.13 (1.27)	4.00 (1.70)	5.08 (1.40)
Social Environment						
Male	5.97 (0.57)	5.38 (0.71)	5.30 (0.90)	4.63 (1.28)	4.94 (1.15)	5.25 (1.06)
Female	5.94 (0.53)	5.41 (0.71)	5.27 (0.72)	4.45 (1.29)	4.56 (1.42)	5.14 (1.14)
Value For Money						
Male	4.31 (1.24)	4.32 (1.30)	4.24 (1.16)	4.04 (1.39)	4.50 (1.37)	4.28 (1.30)
Female	4.26 (1.15)	4.58 (1.29)	4.00 (1.22)	3.93 (1.55)	4.22 (1.58)	4.21(1.38)

Affective Image						
Male	2.27 (0.36)	2.21 (0.41)	1.83 (0.58)	1.96 (0.48)	2.03 (0.53)	2.06 (0.50)
Female	2.26 (0.39)	2.23 (0.43)	1.97 (0.59)	2.12 (0.47)	1.95 (0.50)	2.10 (0.49)

Table 6.16: Gender and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Gender	2.95	0.00*
Destination Wise	33.35	0.00*
Gender * Destination Wise	1.75	0.01*

Note: *p*-value* significant at 0.05 level.

Table 6.17: Univariate Results for Cognitive Image and Affective Image Dimensions and Gender

Effect	Dependent Variable	F	p-value
Gender	Natural Attraction	0.47	0.49
	Infrastructure	0.47	0.49
	Touristic Attraction	0.01	0.93
	Culture History & Art	4.59	0.03*
	Safety & Security	12.16	0.00*
	Social Environment	3.02	0.08
	Value For Money	0.84	0.36
	Affective Image	1.78	0.18
Destination Wise	Natural Attraction	64.39	0.00*
	Infrastructure	34.45	0.00*
	Touristic Attraction	26.22	0.00*
	Culture History & Art	29.92	0.00*
	Safety & Security	95.23	0.00*
	Social Environment	57.07	0.00*
	Value For Money	3.38	0.01*

	Affective Image	17.71	0.00*
Gender* Destination Wise	Natural Attraction	0.74	0.56
	Infrastructure	1.50	0.20
	Touristic Attraction	0.64	0.64
	Culture History & Art	0.44	0.78
	Safety & Security	7.99	0.00*
	Social Environment	1.16	0.33
	Value For Money	1.10	0.35
	Affective Image	1.87	0.11

Note: *p*-value* significant at 0.05 level.

Gender: The overall multivariate results were significant for the independent variables gender, destinations and for the interaction of gender and destinations (Table 6.16). Next, the univariate results were analyzed. The main effect of the gender for the cognitive image were found significant for two of the seven dimensions; culture history & art (p=0.03) and safety & security (p=0.00) (Table 6.17). The main effect of the destinations was significant for all the dimensions of cognitive and affective image. The interaction effect of gender and five destinations was only significant for perceiving safety and security (p=.000). The descriptive shows that Mount Abu and Manali were significantly different from the rest of the destinations in assessing safety and security concerns based on gender across destinations (Figure 6.3).

The mean values of rating safety and security concerns by males of Mount Abu were M=5.06, SD=1.11 and by females M=4.00, SD=1.70 and in case of Manali the mean ratings for the same by males were M=4.33, SD=1.116 and by females M=4.13, SD=1.27. However there is no such impact was found on affective image. Hence, H1 a) was accepted and H2 a) was rejected.

Figure 6.3: Destination Wise Impact of Gender on Perceived Safety & Security

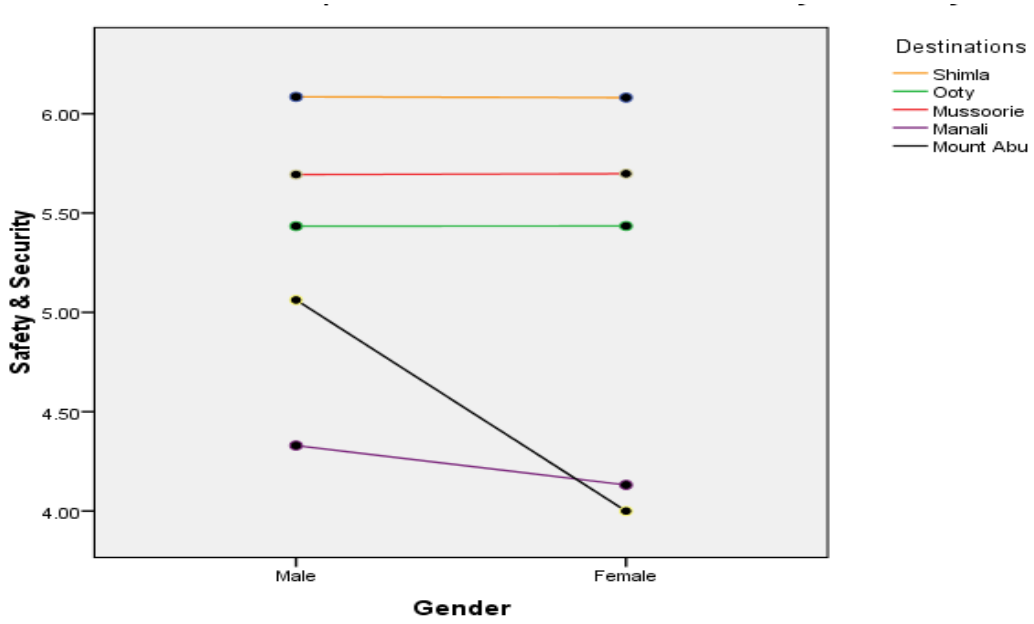


Table 6.18 shows age and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.18: Age and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Age	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
20-30	6.26 (0.58)	6.21 (0.56)	5.82 (0.70)	6.22 (0.79)	4.99 (1.30)	5.95 (0.89)
31-40	6.22 (0.64)	6.19 (0.66)	5.90 (0.74)	6.25 (0.60)	5.17 (1.06)	5.92 (0.86)
41-50	6.23 (0.54)	6.26 (0.69)	5.90 (0.48)	6.50 (0.49)	5.38 (0.69)	6.05 (0.72)
Infrastructure						
20-30	4.46 (0.59)	4.91 (1.00)	3.99 (1.26)	3.88 (1.42)	4.11 (1.10)	4.27 (1.17)
31-40	4.49 (0.69)	5.22 (0.87)	3.74 (1.03)	3.78 (1.12)	3.87 (1.24)	4.18 (1.15)
41-50	4.25 (0.44)	4.85 (1.05)	3.68 (0.96)	3.99 (0.90)	4.30 (1.27)	4.26 (1.04)
Touristic Attraction						
20-30	4.49 (0.68)	5.21 (0.77)	4.47 (1.14)	4.96 (1.19)	5.60 (1.06)	4.88 (1.06)

31-40	4.51 (0.67)	5.28 (0.78)	4.28 (1.11)	5.11 (1.27)	5.30 (1.34)	4.86 (1.15)
41-50	4.49 (0.68)	4.99 (1.04)	4.27 (0.78)	4.93 (1.30)	5.17 (1.35)	4.84 (1.13)
Culture History & Art						
20-30	5.60 (0.71)	4.95 (1.13)	4.32 (1.47)	4.87 (1.63)	5.91 (0.92)	5.06 (1.35)
31-40	5.44 (0.76)	4.90 (1.13)	4.79 (1.12)	4.63 (1.40)	5.94 (1.29)	5.15 (1.24)
41-50	5.52 (0.78)	4.81 (1.08)	4.86 (1.02)	5.16 (1.34)	5.85 (1.26)	5.29 (1.19)
Safety & Security						
20-30	6.01 (0.65)	5.28 (0.98)	5.37 (1.12)	4.32 (1.02)	4.31 (1.60)	5.13 (1.25)
31-40	6.17 (0.64)	5.38 (0.96)	5.95 (0.63)	3.94 (1.36)	4.66 (1.44)	5.28 (1.31)
41-50	6.06 (0.67)	5.62 (0.69)	5.87 (0.55)	4.26 (1.31)	4.94 (1.20)	5.27 (1.18)
Social Environment						
20-30	5.91 (0.50)	5.46 (0.57)	5.36 (0.80)	4.26 (1.45)	4.27 (1.49)	5.12 (1.19)
31-40	5.92 (0.58)	5.36 (0.57)	5.21 (0.95)	4.77 (1.21)	4.78 (1.22)	5.21 (1.03)
41-50	6.00 (0.55)	5.30 (0.99)	5.27 (0.68)	4.60 (1.18)	5.15 (1.19)	5.24 (1.08)
Value For Money						
20-30	4.23 (1.33)	4.69 (1.11)	4.33 (1.29)	3.83 (1.57)	4.60 (1.46)	4.32 (1.37)
31-40	4.38 (1.27)	4.67 (1.33)	3.97 (1.17)	4.13 (1.31)	4.18 (1.30)	4.24 (1.28)
41-50	4.53 (0.84)	4.19 (1.26)	3.95 (1.05)	4.19 (1.43)	4.70 (1.28)	4.35 (1.22)
Affective Image						
20-30	2.20 (0.38)	2.26 (0.42)	1.80 (0.72)	2.08 (0.43)	1.92 (0.59)	2.05 (0.55)
31-40	2.26 (0.36)	2.23 (0.39)	1.95 (0.46)	2.04 (0.52)	2.03 (0.53)	2.09 (0.47)
41-50	2.30 (0.39)	2.11 (0.48)	2.10 (0.50)	2.02 (0.51)	2.05 (0.39)	2.11 (0.46)

Age: The overall multivariate results were significant for the independent variables destinations and interaction of age and destinations (Table 6.19). The main effect of age was non-significant for perceiving cognitive and affective destination image. The main effect of destinations was significant in perceiving all the attributes of the destination image except. The interaction effect of age and five destinations was significant for perceiving safety and security (p=0.05) and social environment (p=0.01) (Table 6.20). The age group 20-30 years rated safety & security lower in Mussoorie and Mount Abu (in comparison to age groups 31-40& 41-50 (Table 6.18). It can be clearly seen in figure 6.4.

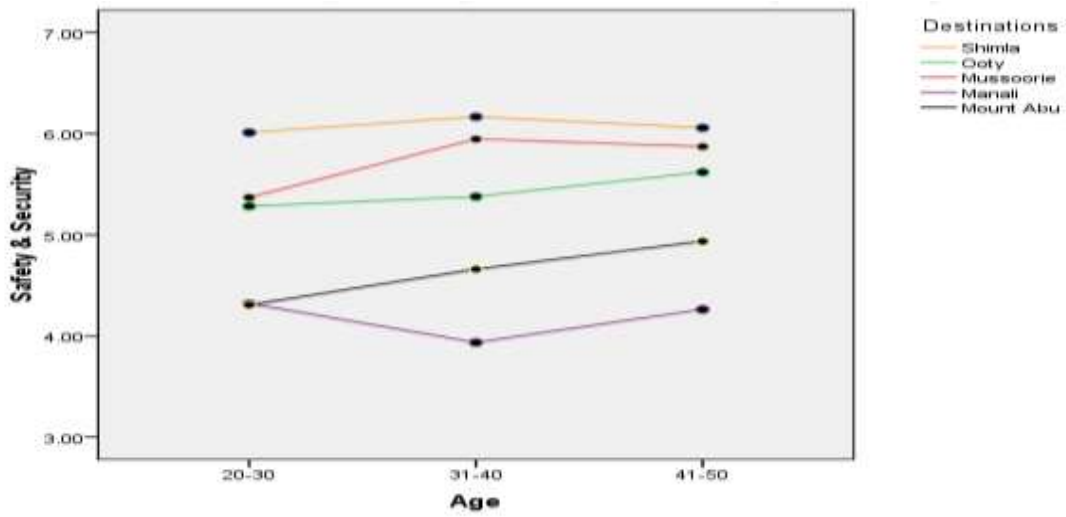
Table 6.19: Age and Destination Wise Overall Multivariate Results		
Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Age	1.36	0.16
Destination Wise	25.58	0.00*
Age * Destination Wise	1.33	0.04*

Note: *p*-value* significant at 0.05 level.

Table 6.20: Univariate Results for Cognitive and Affective Image Dimensions and Age			
Effect	**Dependent Variable**	**F**	**p-value**
Age	Natural Attraction	2.22	0.11
	Infrastructure	0.20	0.82
	Touristic Attraction	1.39	0.25
	Culture History & Art	0.47	0.63
	Safety & Security	4.06	0.10
	Social Environment	2.84	0.06
	Value For Money	0.19	0.83
	Affective Image	1.06	0.35
Destination Wise	Natural Attraction	53.25	0.00*
	Infrastructure	27.25	0.00*
	Touristic Attraction	21.37	0.00*
	Culture History & Art	24.32	0.00*
	Safety & Security	74.09	0.00*
	Social Environment	42.00	0.00*
	Value For Money	3.78	0.01*
	Affective Image	9.37	0.00*
Age* Destination Wise	Natural Attraction	0.64	0.75
	Infrastructure	1.40	0.20
	Touristic Attraction	0.53	0.84
	Culture History & Art	1.29	0.24
	Safety & Security	1.95	0.05*
	Social Environment	2.44	0.01*
	Value For Money	1.70	0.10
	Affective Image	1.26	0.26

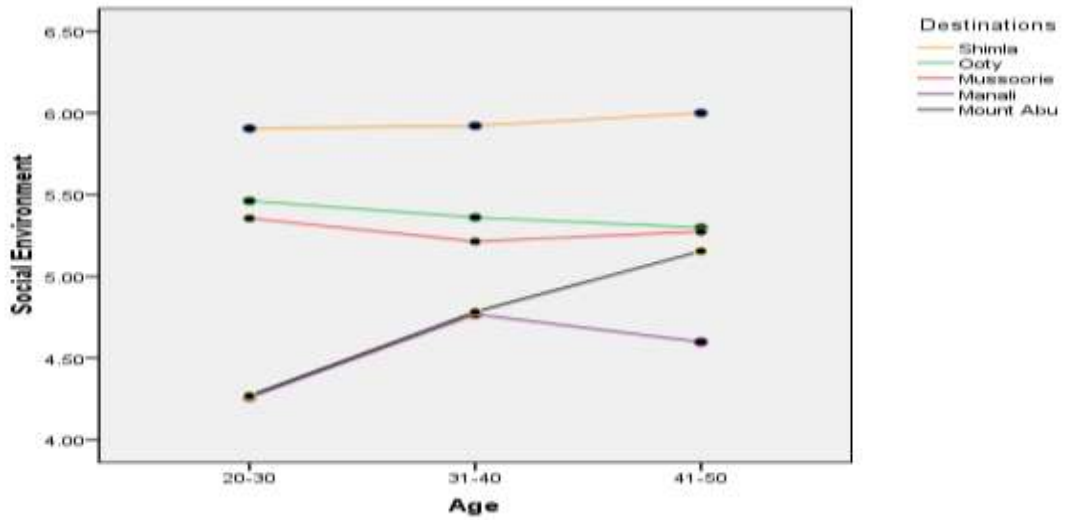
Note: *p*-value* at 0.05 level.

Figure 6.4: Destination Wise Impact of Age on Perceived Safety & Security



The social environment also rated lower in Manali and Mount Abu by the age group 20-30 years in comparison to age groups 31-40 & 41-50. There was no significant results have been found for affective image (Table 6.18 & Figure 6.5).

Figure 6.5: Destination Wise Impact of Age on Perceived Social Environment



Therefore, from the results obtained it is confirmed that H1 b) was partially accepted and H2 b) was rejected.

Table 6.21 shows Occupation and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.21: Occupation and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Occupation	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
Govt. Job	6.21 (0.72)	6.07 (0.62)	5.68 (0.86)	6.61 (0.50)	5.374 (0.82)	5.99 (0.85)
Private Job	6.16 (0.64)	6.17 (0.63)	5.90 (0.69)	6.24 (0.85)	4.96 (1.31)	5.95 (0.92)
Business	6.21 (0.60)	6.48 (0.55)	5.79 (0.74)	6.30 (0.58)	5.45 (0.70)	6.05 (0.74)
Student	6.33 (0.60)	6.03 (0.65)	5.94 (0.61)	6.31 (0.55)	5.19 (1.15)	5.91 (0.86)
Housewife	6.36 (0.48)	6.24 (0.64)	5.92 (0.55)	6.49 (0.39)	5.33 (0.60)	6.06 (0.68)
Infrastructure						
Govt. Job	4.30 (0.50)	4.98 (0.46)	4.12 (1.08)	3.71 (1.32)	3.86 (1.15)	4.09 (1.10)
Private Job	4.45 (0.60)	4.90 (0.93)	3.63 (1.08)	3.91 (1.15)	4.10 (1.11)	4.21 (1.07)
Business	4.33 (0.53)	5.04 (1.17)	4.13 (0.87)	3.70 (1.15)	3.98 (1.22)	4.25 (1.13)
Student	4.56 (0.63)	4.94 (1.05)	3.94 (1.30)	3.51 (1.55)	4.04 (1.21)	4.23 (1.25)
Housewife	4.62 (0.73)	4.86 (1.01)	3.85 (1.07)	4.33 (1.07)	4.24 (1.57)	4.43 (1.16)
Touristic Attraction						
Govt. Job	4.36 (0.74)	5.14 (0.98)	4.28 (1.03)	5.37 (0.69)	4.96 (1.61)	4.85 (1.15)
Private Job	4.55 (0.70)	5.26 (0.81)	4.31 (0.95)	4.93 (1.36)	5.58 (0.90)	4.88 (1.06)
Business	4.46 (0.82)	5.09 (0.68)	4.45 (1.00)	4.83 (1.46)	4.97 (1.48)	4.79 (1.17)
Student	4.61 (0.62)	5.27 (0.69)	4.50 (1.24)	5.22 (1.12)	5.72 (0.89)	5.06 (1.05)
Housewife	4.21 (0.64)	4.93 (1.06)	4.23 (1.21)	5.08 (0.69)	5.06 (1.52)	4.73 (1.14)
Culture History & Art						
Govt. Job	5.37 (0.72)	4.62 (1.44)	4.81 (1.09)	5.38 (0.89)	5.77 (1.4)	5.26 (1.16)
Private Job	5.55 (0.79)	4.90 (1.11)	4.34 (1.41)	4.96 (1.46)	5.77 (1.27)	5.09 (1.30)
Business	5.55 (0.73)	4.75 (1.07)	4.88 (1.10)	4.75 (1.51)	5.98 (1.22)	5.22 (1.25)
Student	5.47 (0.67)	4.79 (1.29)	4.80 (1.17)	4.46 (1.89)	6.07 (0.96)	5.15 (1.33)
Housewife	5.40 (0.65)	4.80 (1.11)	4.68 (1.20)	4.67 (1.45)	5.38 (1.82)	4.98 (1.32)
Safety Security						

Govt. Job	5.84 (0.68)	5.24 (0.95)	5.45 (1.16)	4.57 (1.21)	4.91 (1.35)	5.14 (1.20)
Private Job	6.14 (0.61)	5.38 (0.88)	5.74 (0.97)	4.03 (1.23)	4.50 (1.47)	5.20 (1.31)
Business	6.00 (0.76)	5.45 (0.92)	5.82 (0.71)	4.65 (0.98)	4.80 (1.30)	5.30 (1.11)
Student	6.14 (0.54)	5.23 (1.04)	5.73 (0.77)	4.09 (1.29)	4.31 (1.67)	5.14 (1.35)
Housewife	5.92 (0.76)	5.77 (0.81)	5.60 (0.77)	4.04 (1.29)	4.31 (1.81)	5.20 (1.37)
Social Environment						
Govt. Job	6.01 (0.60)	5.23 (0.86)	5.12 (1.07)	4.88 (1.07)	4.70 (1.30)	5.11 (1.12)
Private Job	5.99 (0.56)	5.33 (0.71)	5.32 (0.73)	4.56 (1.27)	4.71 (1.35)	5.23 (1.09)
Business	5.81 (0.57)	5.37 (0.78)	5.36 (0.72)	4.27 (1.34)	5.23 (0.98)	5.20 (1.05)
Student	5.90 (0.48)	5.43 (0.43)	5.31 (0.88)	4.01 (1.62)	4.37 (1.40)	5.04 (1.22)
Housewife	6.00 (0.47)	5.60 (0.67)	5.30 (0.85)	4.92 (1.18)	4.65 (1.38)	5.31 (1.04)
Value For Money						
Govt. Job	4.42(1.09)	3.79 (1.45)	3.93 (1.26)	4.02 (1,34)	4.42 (1.41)	4.13 (1.32)
Private Job	4.20 (1.20)	4.66 (1.24)	4.11 (1.26)	3.97 (1.44)	4.49 (1.40)	4.26 (1.32)
Business	4.43 (1.19)	4.43 (1.32)	4.58 (0.87)	3.81 (1.38)	4.59 (1.36)	4.36 (1.28)
Student	4.27 (1.33)	4.39 (1.28)	4.16 (1.16)	3.59 (1.65)	4.29 (1.43)	4.18 (1.35)
Housewife	4.25 (1.22)	4.49 (1.21)	4.00 (1.21)	4.49 (1.66)	4.03 (1.81)	4.27 (1.42)
Affective Image						
Govt. Job	2.26 (0.40)	2.09 (0.37)	2.02 (0.41)	2.06 (0.47)	1.99 (0.39)	2.07 (0.42)
Private Job	2.28 (0.35)	2.21 (0.44)	1.92 (0.53)	2.03 (0.48)	1.95 (0.54)	2.10 (0.48)
Business	2.33 (0.39)	2.34 (0.38)	2.00 (0.60)	1.99 (0.60)	2.00 (0.41)	2.14 (0.49)
Student	2.15 (0.41)	2.18 (0.43)	1.71 (0.67)	2.06 (0.46)	2.17 (0.56)	2.04 (0.55)
Housewife	2.24 (0.36)	2.18 (0.44)	1.92 (0.73)	2.09 (0.33)	1.81 (0.53)	2.06 (0.51)

Table 6.22: Occupation and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Occupation	1.13	0.28
Destination Wise	25.85	0.00*
Occupation * Destination Wise	1.11	0.18

Note: *p*-value* significant at 0.05 level.

Table 6.23: Univariate Results for Cognitive and Affective Image Dimensions and Occupation			
Effect	**Dependent Variable**	**F**	**p-value**
Occupation	Natural Attraction	1.60	1.88
	Infrastructure	1.07	0.70
	Touristic Attraction	2.07	2.52
	Culture History & Art	0.45	0.54
	Safety & Security	0.91	1.08
	Social Environment	1.28	1.42
	Value For Money	0.75	0.79
	Affective Image	0.89	0.61
Destination Wise	Natural Attraction	28.05	54.52
	Infrastructure	15.89	25.48
	Touristic Attraction	9.26	22.71
	Culture History & Art	15.81	22.80
	Safety & Security	45.86	62.88
	Social Environment	26.83	44.53
	Value For Money	0.54	2.07
	Affective Image	12.93	11.92
Occupation * Destination Wise	Natural Attraction	0.99	1.19
	Infrastructure	0.85	0.93
	Touristic Attraction	1.07	1.02
	Culture History & Art	1.02	1.10
	Safety & Security	1.30	1.40
	Social Environment	1.30	1.53
	Value For Money	1.08	0.93
	Affective Image	1.48	1.17

Note: *p*-value* significant at 0.05 level.

Occupation: The overall multivariate results for occupation and interaction effect of occupation and destinations on destination image is non-significant (Table 6.22). Hence, H1 c) and H2 c) was rejected.

Table 6.24 shows education and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Education: The overall multivariate results for education and destinations were significant (Table 6.25). The main effect of education level on perceived cognitive destination image was significant for natural attraction (p=0.00) and culture history & art (p=0.04). The main effect of destinations on perceived destination image is significant. Destination wise main effect on perceived destination image is significant on all the attributes of the destination (p=0.00) (Table 6.26). No such impact has been found for affective image. Hence, H1 d) was partially accepted and H2 d) was rejected.

Table 6.24: Education and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Education	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
Graduation	6.36 (0.56)	6.30 (0.62)	5.95 (0.60)	6.43 (0.56)	5.33 (0.78)	6.05 (0.76)
Post-Graduation	6.15 (0.63)	6.18 (0.63)	5.78 (0.76)	6.28 (0.79)	5.09 (1.23)	5.94 (0.90)
Infrastructure						
Graduation	4.47 (0.59)	5.03 (1.11)	4.09 (1.28)	3.99 (1.20)	3.86 (1.28)	4.26 (1.19)
Post-Graduation	4.42 (0.59)	4.89 (0.90)	3.65 (0.92)	3.77 (1.22)	4.30 (1.04)	4.25 (1.05)
Touristic Attraction						
Graduation	4.54 (0.63)	5.06 (0.97)	4.47 (1.21)	5.02 (1.31)	5.24 (1.21)	4.87 (1.13)
Post-Graduation	4.46 (0.76)	5.16 (0.82)	4.29 (0.85)	5.05 (1.10)	5.31 (1.40)	4.85 (1.06)
Culture History & Art						
Graduation	5.63(0.69)	5.02 (1.03)	4.68 (1.24)	5.05 (1.23)	5.76 (1.41)	5.25 (1.22)
Post-Graduation	5.43 (0.76)	4.70 (1.19)	4.46 (1.29)	4.76 (1.62)	5.90 (1.15)	5.03 (1.32)
Safety & Security						
Graduation	6.15 (0.63)	5.61 (0.86)	5.64 (1.00)	4.17 (1.30)	4.69 (1.45)	5.24 (1.31)
Post-Graduation	6.04 (0.67)	5.32 (0.94)	5.72 (0.82)	4.31 (1.14)	4.38 (1.59)	5.20 (1.25)
Social Environment						
Graduation	5.98 (0.54)	5.54 (0.73)	5.37 (0.69)	4.49 (1.19)	4.80 (1.35)	5.23 (1.10)
Post-Graduation	5.93 (0.55)	5.32 (0.70)	5.24 (0.86)	4.54 (1.36)	4.69 (1.31)	5.18 (1.10)

Value For Money						
Graduation	4.31 (1.19)	4.54 (1.27)	4.31 (1.33)	3.80 (1.44)	4.48 (1.43)	4.29 (1.36)
Post-Graduation	4.27 (1.20)	4.36 (1.31)	4.03 (1.06)	4.07 (1.46)	4.33 (1.44)	4.22 (1.30)
Affective Image						
Graduation	2.27 (0.36)	2.24 (0.43)	1.86 (0.73)	1.93 (0.44)	1.99 (0.51)	2.05 (0.53)
Post-Graduation	2.26 (0.39)	2.20 (0.42)	1.93 (0.44)	2.12 (0.51)	2.03 (0.51)	2.12(0.46)

Table 6.25: Education and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Education	2.88	0.00*
Destination Wise	31.41	0.00*
Education * Destination Wise	1.18	0.21

Note: *p*-value* significant at 0.05 level.

Table 6.26: Univariate Results for Cognitive and Affective Dimensions and Education

Effect	**Dependent Variable**	**F**	**p-value**
Education	Natural Attraction	11.52	0.00*
	Infrastructure	1.20	0.27
	Touristic Attraction	0.03	0.87
	Culture History & Art	4.34	0.04*
	Safety & Security	1.67	0.20
	Social Environment	1.82	0.18
	Value For Money	0.65	0.42
	Affective Image	2.20	0.14
Destination Wise	Natural Attraction	64.92	0.00*
	Infrastructure	31.50	0.00*
	Touristic Attraction	23.38	0.00*

	Culture History & Art	30.06	0.00*
	Safety & Security	86.77	0.00*
	Social Environment	56.74	0.00*
	Value For Money	3.87	0.00*
	Affective Image	16.72	0.00*
Education * Destination Wise	Natural Attraction	0.15	0.96
	Infrastructure	3.93	0.11
	Touristic Attraction	0.47	0.76
	Culture History & Art	0.90	0.46
	Safety & Security	1.42	0.23
	Social Environment	0.38	0.82
	Value For Money	0.97	0.42
	Affective Image	1.41	0.23

Note: *p*-value* significant at 0.05 level.

Table 6.27 shows monthly family income and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.27: Monthly Family Income and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Family Income	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
40 000-94 999	6.58 (0.29)	6.11 (0.76)	5.98 (0.64)	6.36 (1.03)	5.53 (0.57)	5.89 (0.76)
95 000-149 999	6.09 (0.55)	6.21 (0,59)	5.74 (0.71)	6.38 (0.55)	5.18 (0.86)	5.90(0.79)
1 50 000-2 04 999	6.11 (0.63)	6.16 (0.65)	5.89 (0.76)	6.35 (0.52)	4.88 (1.38)	5.93 (0.95)
Above 2 05 000	6.34 (0.61)	6.25 (0.64)	5.88 (0.59)	6.28 (0.85)	5.45 (0.64)	6.15 (0.73)
Infrastructure						
40 000-94 999	4.08 (0.14)	5.07 (0.81)	3.73 (0.99)	3.63 (1.40)	3.79 (1.03)	3.89 (1.11)
95 000-149 999	4.48 (0.58)	5.03 (1.02)	3.64 (0.97)	4.01 (0.99)	4.19 (1.22)	4.21 (1.08)
1 50 000-2 04 999	4.40 (0.64)	4.85 (0.90)	3.81 (1.19)	3.78 (1.28)	4.10 (1.18)	4.22 (1.13)

Above 2 05 000	4.49 (0.58)	4.94 (1.07)	4.35 (1.01)	3.79 (1.20)	4.08 (1.53)	4.41 (1.10)
Touristic Attraction						
40 000-94 999	4.83 (0.38)	5.32 (0.37)	4.26 (1.04)	5.50 (0.52)	5.26 (1.39)	4.97 (1.18)
95 000-149 999	4.44 (0.73)	4.81 (1.25)	4.31 (0.81)	4.90 (1.43)	5.56 (0.56)	4.80 (1.09)
1 50 000-2 04 999	4.52 (0.70)	5.28 (0.69)	4.32 (1.09)	5.02 (1.12)	4.96 (1.56)	4.85 (1.10)
Above 2 05 000	4.48 (0.71)	5.12 (0.89)	4.63 (1.32)	4.91 (1.27)	5.51 (1.15)	4.87 (1.05)
Culture History & Art						
40 000-94 999	4.78 (0.69)	5.21 (0.73)	4.52 (1.23)	4.90 (1.45)	5.95 (1.32)	5.21 (1.38)
95 000-149 999	5.67 (0.64)	4.96 (1.10)	4.57 (1.16)	4.92 (1.53)	5.97 (1.13)	5.19 (1.27)
1 50 000-2 04 999	5.56 (0.72)	4.68 (1.21)	4.70 (1.36)	4.95 (1.43)	5.60 (1.57)	5.08 (1.33)
Above 2 05 000	5.46 (0.76)	4.85 (1.17)	4.60 (1.17)	4.74 (1.46)	5.71 (1.11)	5.13 (1.16)
Safety & Security						
40 000-94 999	6.56 (0.51)	5.82 (0.70)	5.59 (1.00)	4.06 (1.30)	4.41 (1.74)	4.95 (1.52)
95 000-149 999	5.93 (0.68)	5.61 (0.75)	5.80 (0.79)	4.12 (1.16)	4.24 (1.67)	5.12 (1.34)
1 50 000-2 04 999	6.07 (0.67)	5.34 (0.97)	5.67 (0.97)	4.38 (1.21)	4.79 (1.31)	5.23 (1.21)
Above 2 05 000	6.13 (0.64)	5.40 (0.91)	5.65 (0.74)	4.10 (1.23)	4.66 (1.29)	5.33 (1.21)
Social Environment						
40 000-94 999	5.67 (0.38)	5.70 (0.97)	5.39 (0.66)	4.69 (0.85)	4.91 (1.23)	5.14 (1.01)
95 000-149 999	5.98 (0.51)	5.29 (0.81)	5.28 (0.69)	4.41 (1.30)	4.56 (1.27)	5.08 (1.11)
1 50 000-2 04 999	5.93 (0.51)	5.39 (0.69)	5.21 (0.87)	4.43 (1.48)	4.83 (1.22)	5.15 (1.14)
Above 2 05 000	5.97 (0.59)	5.38 (0.67)	5.40 (0.89)	4.66 (1.14)	4.57 (1.59)	5.35 (1.08)
Value For Money						
40 000-94 999	5.56 (0.19)	4.48 (1.37)	4.00 (1.14)	4.21 (1.57)	4.18 (1.52)	4.20 (1.38)
95 000-149 999	4.39 (1.09)	4.60 (1.31)	4.14 (1.07)	4.41 (1.19)	4.33 (1.33)	4.35 (1.19)
1 50 000-2 04 999	4.17 (1.30)	4.36 (1.28)	4.17 (1.19)	3.61 (1.42)	4.48 (1.48)	4.14 (1.37)
Above 2 05 000	4.28 (1.16)	4.41 (1.32)	4.53 (1.38)	4.10 (1.59)	4.19 (1.58)	4.29 (1.36)
Affective Image						
40 000-94 999	2.25 (0.25)	2.34 (0.41)	1.75 (0.54)	2.20 (0.40)	1.95 (0.57)	1.98 (0.55)
95 000-149 999	2.24 (0.37)	2.25 (0.44)	1.92 (0.76)	1.94 (0.48)	2.01 (0.54)	2.05 (0.56)
1 50 000-2 04 999	2.26 (0.40)	2.14 (0.43)	1.97 (0.44)	2.09 (0.49)	1.97 (0.47)	2.10 (0.45)
Above 2 05 000	2.27 (0.36)	2.27 (0.42)	2.04 (0.55)	1.96 (0.52)	2.07 (0.52)	2.17 (0.46)

Table 6.28: Monthly Family Income and Destination Wise Overall Multivariate Results		
Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Family Income	1.02	0.42
Destination Wise	25.28	0.00
Family Income * Destination Wise	1.07	0.31

Note: *p*-value* significant at 0.05 level.

Table 6.29: Univariate Results for Cognitive and Affective Image Dimensions and Monthly Family Income			
Effect	**Dependent Variable**	**F**	**p-value**
Family Income	Natural Attraction	2.81	0.06
	Infrastructure	1.11	0.33
	Touristic Attraction	0.85	0.43
	Culture History & Art	0.76	0.47
	Safety & Security	0.66	0.52
	Social Environment	0.39	0.68
	Value For Money	1.57	0.21
	Affective Image	0.54	0.58
Destination Wise	Natural Attraction	50.28	0.00*
	Infrastructure	24.15	0.00*
	Touristic Attraction	17.47	0.00*
	Culture History & Art	20.91	0.00*
	Safety & Security	77.64	0.00*
	Social Environment	49.74	0.00*
	Value For Money	1.89	0.11
	Affective Image	10.48	0.00*
Family Income * Destination Wise	Natural Attraction	1.61	0.12
	Infrastructure	0.97	0.46
	Touristic Attraction	1.83	0.07
	Culture History & Art	0.48	0.87
	Safety & Security	1.28	0.25
	Social Environment	0.52	0.84
	Value For Money	1.20	0.30
	Affective Image	0.81	0.60

Note: *p*-value* significant at 0.05 level.

Family Income: The overall multivariate results were non-significant for the independent variables monthly family income and interaction effect of family income and destinations. Hence, H1 f) and H2 f) was rejected.

Table 6.30 shows family life cycle and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.30: Family life Cycle and Destination Wise Descriptive Results for Perceived Destination Image

Attributes & Family Life Cycle	**Destinations**					
	Shimla	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
Individual	6.24 (0.60)	6.08 (0.59)	5.81 (0.73)	6.27 (0.86)	5.09 (1.34)	5.93 (0.92)
Couple	6.26 (0.57)	6.38 (0.59)	5.91 (0.56)	6.19 (0.57)	5.13 (1.04)	5.94 (0.81)
Couple with children	6.21 (0.64)	6.24 (0.65)	5.86 (0.74)	6.50 (0.64)	5.33 (0.83)	6.04 (0.80)
Infrastructure						
Individual	4.52 (0.66)	4.85 (1.02)	4.02 (1.23)	3.61 (1.43)	4.21 (1.03)	4.28 (1.17)
Couple	4.42 (0.59)	5.13 (1.00)	3.80 (1.14)	4.05 (1.18)	3.65 (1.18)	4.10 (1.14)
Couple with children	4.43 (0.56)	4.95 (0.95)	3.79 (1.02)	3.86 (1.13)	4.19 (1.27)	4.31 (1.08)
Touristic Attraction						
Individual	4.56 (0.67)	5.27 (0.68)	4.53 (1.09)	5.42 (0.87)	5.54 (1.01)	5.05 (0.96)
Couple	4.48 (0.66)	5.17 (0.97)	4.51 (1.07)	4.65 (1.40)	5.27 (1.36)	4.77 (1.19)
Couple with children	4.47 (0.74)	5.06 (0.92)	4.14 (0.99)	5.12 (1.13)	5.19 (1.38)	4.82 (1.11)
Culture History & Art						
Individual	5.51 (0.73)	5.03 (1.18)	4.40 (1.42)	4.57 (1.91)	6.06 (0.88)	5.08 (1.40)
Couple	5.67 (0.69)	4.91 (1.00)	4.62 (1.34)	5.06 (1.13)	6.09 (0.92)	5.27 (1.18)
Couple with children	5.45(0.75)	4.71 (1.14)	4.71 (1.12)	4.96 (1.34)	5.57 (1.56)	5.09 (1.25)
Safety Security						
Individual	6.11 (0.62)	5.40 (0.96)	5.43 (1.08)	4.27 (1.13)	4.50 (1.62)	5.19 (1.27)
Couple	6.09 (0.65)	5.22 (1.00)	5.77 (0.77)	4.05 (1.18)	4.61 (1.29)	5.09 (1.28)
Couple with children	6.07 (0.68)	5.50 (0.86)	5.81 (0.86)	4.36 (1.27)	4.54 (1.59)	5.28 (1.28)

Social Environment						
Individual	5.89 (0.56)	5.45 (0.49)	5.38 (0.66)	4.24(1.53)	4.19 (1.46)	5.09 (1.19)
Couple	5.97 (0.52)	5.40 (0.74)	5.21 (0.98)	4.60 (1.21)	5.26 (0.94)	5.23 (1.05)
Couple with children	5.98 (0.56)	5.37 (0.80)	5.29 (0.79)	4.68 (1.19)	4.73 (1.30)	5.24 (1.07)
Value For Money						
Individual	4.30 (1.34)	4.49 (1.11)	4.33 (1.18)	3.61 (1.48)	4.58 (1.32)	4.27 (1.31)
Couple	4.34 (1.36)	5.14 (0.90)	4.07 (1.30)	4.35 (1.52)	4.36 (1.30)	4.37 (1.36)
Couple with children	4.25 (1.05)	4.26 (1.41)	4.05 (1.11)	3.93 (1.36)	4.28 (1.62)	4.17 (1.33)
Affective Image						
Individual	2.17 (0.38)	2.23 (0.39)	1.71 (0.64)	2.12 (0.38)	2.06 (0.51)	2.06 (0.50)
Couple	2.26 (0.36)	2.24 (0.47)	1.95 (0.53)	1.97 (0.55)	1.91 (0.55)	2.04 (0.52)
Couple with children	2.30 (0.37)	2.21 (0.43)	1.98 (0.58)	2.02 (0.48)	2.01 (0.50)	2.12 (0.48)

Family Life Cycle: The overall multivariate results for family life cycle, destinations and interaction effect of destinations and family life cycle were significant (Table 6.31). The main effect of family life cycle on perceived cognitive destination was significant for the dimensions touristic attraction (p=0.01), social environment (p=0.02) and value for money (p=0.03). The main effect of destination on perceived destination image was significant on all the attributes of the destination. In this case the interaction effect of family life cycle and destinations on perceived destination image was significant for infrastructure (p=0.05), social environment (p=0.00) (Table 6.32). Hence H1 f) was accepted and H2 f) was rejected.

Table 6.31: Family Life Cycle and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Family Life Cycle	2.20	0.00*
Destination Code	30.56	0.00*
Family Life Cycle * Destination Wise	1.68	0.00*

Note: p-value * significant at 0.05 level.

Table 6.32: Univariate Results for Cognitive and Affective Image Dimensions and Family Life Cycle			
Effect	**Dependent Variable**	F	p-value
Family Life Cycle	Natural Attraction	2.36	0.10
	Infrastructure	0.07	0.93
	Touristic Attraction	4.99	0.01*
	Culture History & Art	1.75	0.18
	Safety & Security	1.08	0.34
	Social Environment	3.94	0.02*
	Value For Money	3.39	0.03*
	Affective Image	0.89	0.41
Destination Code	Natural Attraction	59.83	0.00*
	Infrastructure	29.27	0.00*
	Touristic Attraction	24.11	0.00*
	Culture History & Art	31.19	0.00*
	Safety & Security	80.17	0.00*
	Social Environment	54.11	0.00*
	Value For Money	5.21	0.00*
	Affective Image	16.10	0.00*
Family Life Cycle * Destination Code	Natural Attraction	1.12	0.35
	Infrastructure	1.92	0.05*
	Touristic Attraction	1.69	0.10
	Culture History & Art	1.60	0.12
	Safety & Security	0.75	0.65
	Social Environment	3.03	0.00*
	Value For Money	1.65	0.11
	Affective Image	1.74	0.09

Note: *p*-value* significant at 0.05 level.

The interaction effect of family life cycle and destinations was significant for infrastructure and social environment. The individuals and couple with children perceived infrastructure better in comparison to couples in Mount Abu. Whereas in Manali couples rated infrastructure better in comparison to individuals and couple with children (Figure 6.6). The social

environment was perceived better by couples and couples with children in comparison to individuals in Manali and Mount Abu (Table 6.30 & Figure 6.7).

Figure 6.6: Destination Wise Impact of Family Life Cycle on Perceived Infrastructure

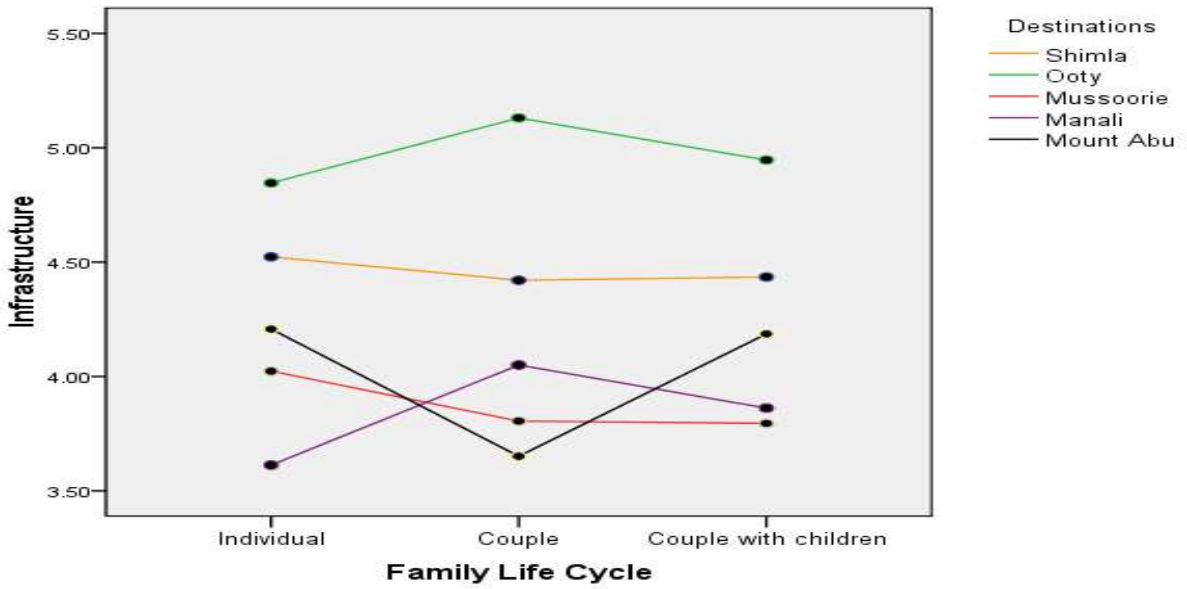
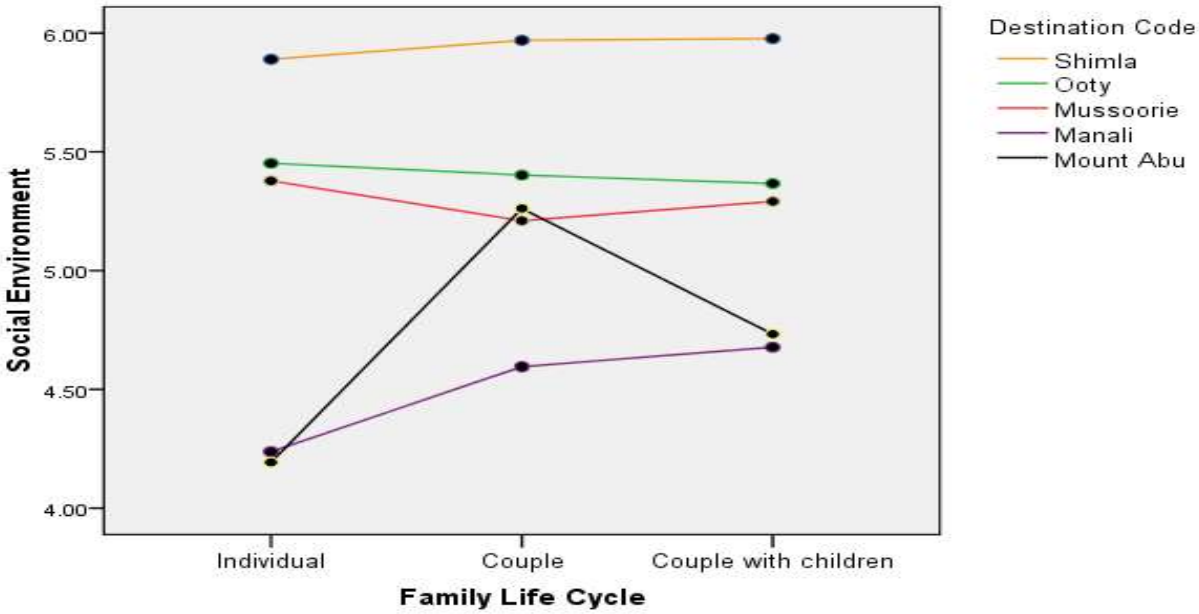


Figure 6.7: Destination Wise Impact of Family Life Cycle on Perceived Social Environment



6.2.6. The Perceived Destination Image on the basis of Travel Behavior Related Variables (travel arrangements, type of visitor, travel party and frequency of travelling) [RQ6]

RQ6. Does the perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, travel party and frequency of travelling)?

On the basis of RQ6 following hypotheses were formulated.

H3: The travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling have an impact on the perceived cognitive destination image.

H4: The travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling have an impact on the perceived affective destination image.

To test the hypothesis – H3, the Factorial MANOVA was carried with travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling across destinations as independent variable and cognitive image attributes as dependent variable. Similarly, to test H4, affective image has been taken as dependent variable. Also, the frequency tests were conducted to obtain mean descriptive on the basis of travel behavior related variables and cognitive and affective image.

Table 6.33 shows travel arrangements and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Travel Arrangement: The overall multivariate results and univariate results on the basis of travel arrangements for perceiving cognitive and affective destination image was not significant. Table 6.34 and 6.35 presents the detailed results on the same. Therefore, H3 a) and H4 a) has been rejected.

Table 6.33: Travel Arrangement and Destination Wise Descriptive Results for Perceived Destination Image						
	Destinations					
Attributes & Travel Arrangements	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
Self Organized	6.21 (0.63)	6.18 (0.62)	5.89 (0.63)	6.32 (0.65)	5.18 (0.88)	6.00 (0.77)
Tour packages	6.28 (0.57)	6.38 (0.66)	5.79 (0.80)	6.42 (0.77)	5.30 (1.19)	5.95 (0.99)
Infrastructure						
Self Organized	4.41 (0.59)	4.90 (0.98)	3.86 (1.15)	3.88 (1.15)	4.05 (1.25)	4.27(1.10)
Tour packages	4.60 (0.60)	5.14 (0.93)	3.85 (1.04)	3.84 (1.38)	4.05 (1.16)	4.18 (1.18)
Touristic Attraction						
Self Organized	4.48 (0.71)	5.15 (0.82)	4.45 (1.07)	4.98 (1.20)	5.14 (1.39)	4.83 (1.07)
Tour packages	4.55 (0.70)	5.10 (1.09)	4.14 (1.00)	5.15 (1.22)	5.50 (1.15)	4.94 (1.17)
Culture History & Art						
Self Organized	5.47 (0.72)	4.77 (1.16)	4.50 (1.33)	4.86 (1.38)	5.88 (1.29)	5.07 (1.27)
Tour packages	5.68 (0.77)	5.15 (0.95)	4.84 (1.08)	4.99 (1.57)	5.70 (1.34)	5.29 (1.28)
Safety & Security						
Self Organized	6.10 (0.63)	5.42 (0.92)	5.64 (0.94)	4.15 (1.18)	4.43 (1.58)	5.22 (1.28)
Tour packages	6.04 (0.75)	5.52 (0.86)	5.84 (0.82)	4.43 (1.25)	4.73 (1.41)	5.19 (1.28)
Social Environment						
Self Organized	5.94 (0.57)	5.36 (0.75)	5.33 (0.82)	4.59 (1.34)	4.71 (1.34)	5.24 (1.09)
Tour packages	6.00 (0.46)	5.57 (0.45)	5.19 (0.83)	4.46 (1.17)	4.83 (1.24)	5.09 (1.10)
Value For Money						
Self Organized	4.26 (1.20)	4.42 (1.34)	4.15 (1.26)	3.94 (1.46)	4.45 (1.49)	4.25 (1.35)
Tour packages	4.38 (1.19)	4.52 (1.04)	4.09 (0.99)	4.09 (1.46)	4.24 (1.45)	4.23 (1.29)
Affective Image						
Self Organized	2.27 (0.37)	2.19 (0.42)	1.87 (0.59)	2.02 (0.48)	2.02 (0.53)	2.09 (0.49)
Tour packages	2.22 (0.37)	2.38 (0.40)	1.95 (0.59)	2.04 (0.50)	1.95 (0.49)	2.07 (0.51)

Table 6.34: Travel Arrangements and Destination Wise Overall Multivariate Results		
Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Travel Arrangements	1.06	0.39
Destination Wise	26.80	0.00*
Travel Arrangements * Destination Wise	1.01	0.45

Note: *p*-value* significant at 0.05 level.

Table 6.35: Univariate Results for Cognitive and Affective Image Dimensions and Travel Arrangements			
Effect	**Dependent Variable**	**F**	**p-value**
Travel Arrangements	Natural Attraction	1.68	0.20
	Infrastructure	0.79	0.37
	Touristic Attraction	0.34	0.56
	Culture History & Art	3.37	0.08
	Safety & Security	3.76	0.09
	Social Environment	0.10	0.76
	Value For Money	0.03	0.86
	Affective Image	0.82	0.36
Destination Wise	Natural Attraction	59.17	0.00*
	Infrastructure	25.56	0.00*
	Touristic Attraction	23.67	0.00*
	Culture History & Art	22.03	0.00*
	Safety & Security	68.98	0.00*
	Social Environment	45.35	0.00*
	Value For Money	2.42	0.05*
	Affective Image	14.13	0.00*
Travel Arrangements* Destination Wise	Natural Attraction	0.66	0.62
	Infrastructure	0.44	0.78
	Touristic Attraction	2.05	0.09
	Culture History & Art	1.26	0.28

	Safety & Security	0.62	0.65
	Social Environment	0.75	0.56
	Value For Money	0.46	0.76
	Affective Image	1.44	0.22

Note: *p*-value* significant at 0.05 level.

Table 6.36 shows type of visitor and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.36: Type of Visitor and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Type of Visitor	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
Natural Attraction	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
First Time Visitor	6.24 (0.62)	6.21 (0.62)	5.92 (0.66)	6.42 (0.55)	5.22 (1.02)	6.00 (0.83)
Repeat Visitor	6.14 (0.60)	6.20 (0.67)	5.68 (0.74)	6.24 (0.85)	5.27 (0.99)	5.96 (0.87)
Infrastructure						
First Time Visitor	4.45 (0.60)	4.98 (0.95)	3.73 (1.04)	4.05 (1.16)	4.11 (1.20)	4.28 (1.07)
Repeat Visitor	4.47 (0.58)	4.85 (1.05)	4.25 (1.26)	3.57 (1.28)	3.86 (1.27)	4.15 (1.25)
Touristic Attraction						
First Time Visitor	4.50 (0.70)	5.17 (0.87)	4.27 (0.99)	5.01 (1.23)	5.27 (1.30)	4.83 (1.09)
Repeat Visitor	4.47 (0.77)	5.06 (0.86)	4.64 (1.19)	5.08 (1.16)	5.32 (1.35)	4.97 (1.13)
Culture History Art						
First Time Visitor	5.50 (0.72)	4.95 (1.03)	4.63 (1.19)	4.88 (1.50)	5.95 (1.11)	5.21 (1.20)
Repeat Visitor	5.61 (0.80)	4.54 (1.32)	4.53 (1.50)	4.93 (1.36)	5.32 (1.78)	4.90 (1.45)
Safety Security						
First Time Visitor	6.11 (0.65)	5.37 (0.95)	5.79 (0.74)	4.28 (1.24)	4.70 (1.41)	5.32 (1.22)
Repeat Visitor	5.92 (0.64)	5.58 (0.82)	5.41 (1.24)	4.19 (1.17)	4.05 (1.77)	4.90 (1.39)
Social Environment						
First Time Visitor	5.98 (0.55)	5.46 (0.66)	5.26 (0.81)	4.52 (1.16)	4.81 (1.25)	5.26 (1.04)
Repeat Visitor	5.80 (0.52)	5.24 (0.81)	5.39 (0.86)	4.60 (1.48)	4.56 (1.46)	5.02 (1.23)
Value For Money						

First Time Visitor	4.21 (1.14)	4.50 (1.32)	3.99 (1.15)	4.11 (1.54)	4.53 (1.41)	4.27 (1.32)
Repeat Visitor	4.79 (1.39)	4.30 (1.26)	4.57 (1.20)	3.80 (1.30)	3.80 (1.58)	4.17 (1.38)
Affective Image						
First Time Visitor	2.26 (0.37)	2.25 (0.43)	1.96 (0.54)	2.01 (0.52)	2.01 (0.53)	2.11 (0.49)
Repeat Visitor	2.25 (0.42)	2.16 (0.39)	1.70 (0.68)	2.05 (0.43)	1.95 (0.48)	2.02 (0.51)

Table 6.37: Type of Visitor and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Type of Visitor	1.92	0.05*
Destination Wise	24.05	0.00*
Type of Visitor* Destination Wise	2.26	0.00*

Note: *p*-value* significant at 0.05 level.

Table 6.38: Univariate Results for Cognitive and Affective Image Dimensions and Type of Visitor

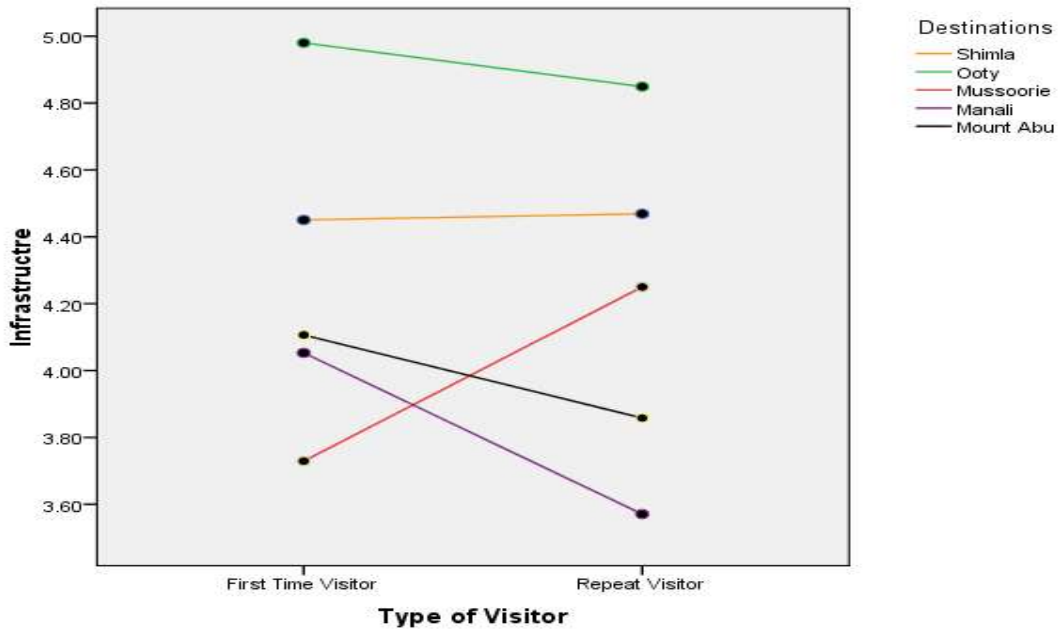
Effect	**Dependent Variable**	**F**	**p-value**
Type of Visitor	Natural Attraction	2.63	0.11
	Infrastructure	0.58	0.45
	Touristic Attraction	0.68	0.41
	Culture History & Art	3.99	0.04*
	Safety & Security	6.33	0.01*
	Social Environment	1.16	0.28
	Value For Money	0.02	0.88
	Affective Image	3.67	0.05*
Destination Wise	Natural Attraction	45.08	0.00*
	Infrastructure	27.17	0.00*
	Touristic Attraction	15.33	0.00*
	Culture History & Art	18.39	0.00*
	Safety & Security	66.32	0.00*
	Social Environment	35.46	0.00*
	Value For Money	3.38	0.01*

	Affective Image	14.86	0.00*
Type of Visitor* Destination Wise	Natural Attraction	0.82	0.51
	Infrastructure	4.30	0.00*
	Touristic Attraction	0.97	0.43
	Culture History & Art	2.05	0.09
	Safety & Security	2.91	0.02*
	Social Environment	1.08	0.37
	Value For Money	5.42	0.00*
	Affective Image	1.84	0.12

Note: *p*-value* significant at 0.05 level.

Type of Visitor: Table 6.37 shows that the overall multivariate tests for type of visitor were significant. The main effect of type of visitor was significant for culture history & art (p=0.04), safety & security (p=0.01) and affective image (p=0.05). The main effect of destinations is significant for all the dimensions of destination image. The interaction effect of type of visitor and destinations were significant for infrastructure (p=0.00), safety & security (p=0.02) and value for money (p=0.00) (Table 6.38). Therefore, we accept H3 b) and H4 b) is rejected.

Figure 6.8: Destination Wise Impact of Type of Visitor on Perceived Infrastructure



The repeat visitors perceived infrastructure better than the first time visitors in Mussoorie (Figure 6.8). The first time visitors in Mussoorie and Mount Abu have better perception of safety and security in comparison to repeat visitors (Figure 6.9). The value for money perceived differently in Shimla and Mount Abu (Figure 6.10). The first time visitors rated value for money low in Shimla in comparison to repeat visitors. In Mount Abu first time visitors rated value for money higher than repeat visitors (Table 6.36).

Figure 6.9: Destination Wise Impact of Type of Visitor on Perceived Safety & Security

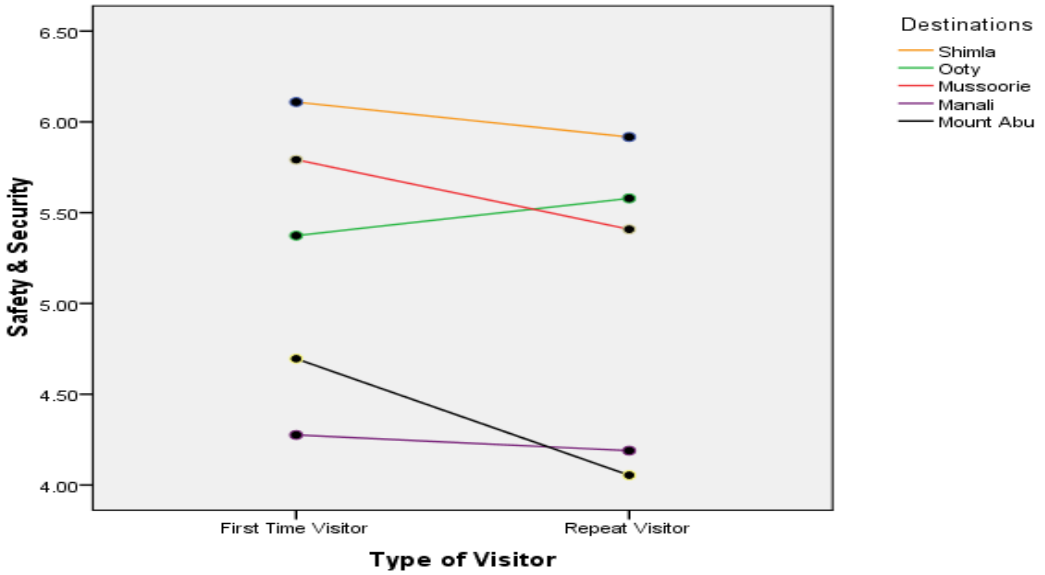


Figure 6.10: Destination Wise Impact of Type of Visitor on Perceived Value of Money

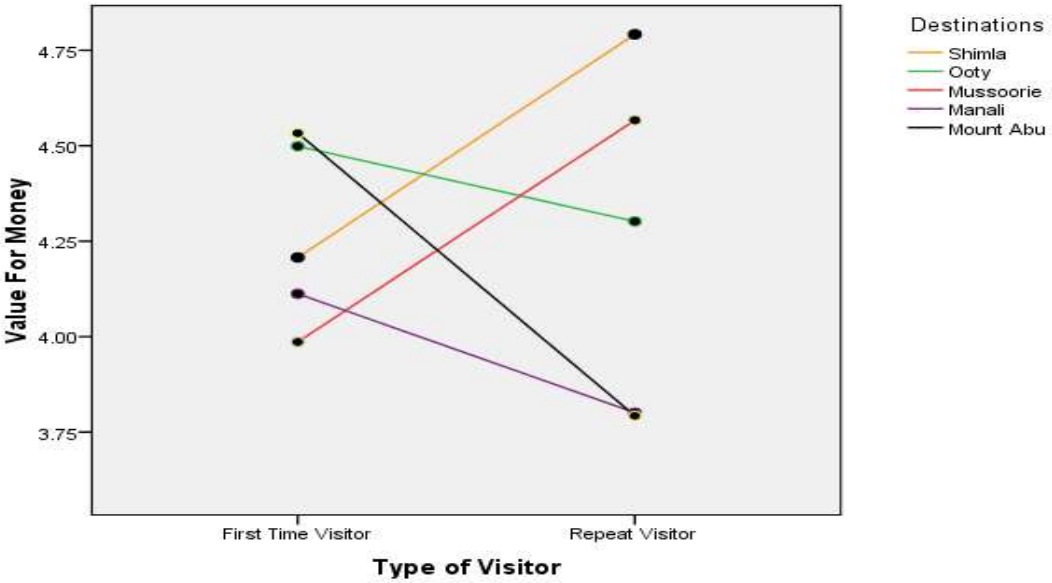


Table 6.39 shows travel party and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.39: Travel Party and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Travel Party	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
With Family	6.22 (0.62)	6.23 (0.64)	5.84 (0.67)	6.30 (0.76)	5.30 (0.94)	6.00 (0.81)
With Friends	6.25 (0.61)	6.19 (0.60)	5.94 (0.72)	6.41 (0.52)	5.21 (0.97)	5.99 (0.83)
Infrastructure						
With Family	4.40 (0.58)	4.99 (0.98)	3.81 (1.08)	3.85 (1.25)	4.13 (1.12)	4.26 (1.12)
With Friends	4.54 (0.60)	4.88 (0.95)	3.87 (1.07)	3.89 (1.05)	3.92 (1.38)	4.24 (1.11)
Touristic Attraction						
With Family	4.41 (0.70)	5.14 (0.89)	4.35 (1.02)	5.08 (1.16)	5.24 (1.34)	4.84 (1.10)
With Friends	4.64 (0.70)	5.18 (0.81)	4.33 (1.12)	4.97 (1.27)	5.35 (1.28)	4.91 (1.11)
Culture History & Art						
With Family	5.50 (0.68)	4.72 (1.20)	4.54 (1.18)	4.86 (1.57)	5.76 (1.38)	5.07 (1.31)
With Friends	5.53 (0.82)	5.03 (0.98)	4.68 (1.35)	4.97 (1.18)	5.88 (1.25)	5.26 (1.19)
Safety & Security						
With Family	6.11 (0.64)	5.44 (0.93)	5.73 (0.85)	4.29 (1.20)	4.57 (1.47)	5.25 (1.25)
With Friends	6.03 (0.67)	5.42 (0.88)	5.80 (0.76)	4.15 (1.29)	4.48 (1.64)	5.18 (1.33)
Social Environment						
With Family	5.94 (0.53)	5.32 (0.72)	5.31 (0.88)	4.52 (1.29)	4.93 (1.17)	5.21 (1.06)
With Friends	5.98 (0.58)	5.54 (0.69)	5.26 (0.70)	4.65 (1.31)	4.60 (1.35)	5.22 (1.12)
Value for Money						
With Family	4.32 (1.17)	4.45 (1.27)	4.04 (1.18)	4.08 (1.48)	4.34 (1.52)	4.25 (1.33)
With Friends	4.23 (1.24)	4.41 (1.40)	4.16 (1.21)	3.78 (1.44)	4.38 (1.45)	4.20 (1.36)
Affective Image						
With Family	2.26 (0.35)	2.24 (0.42)	1.92 (0.56)	2.05 (0.48)	2.00 (0.50)	2.10 (0.48)
With Friends	2.27 (0.41)	2.21 (0.41)	1.84 (0.64)	1.98 (0.51)	1.98 (0.51)	2.07 (0.52)

Table 6.40: Travel Party and Destination Wise Overall Multivariate Results		
Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Travel Party	0.72	0.66
Destination Wise	29.80	0.00*
Travel Party* Destination Wise	0.63	0.94

Note: *p*-value* significant at 0.05 level.

Table 6.41: Univariate Results for Cognitive and Affective Image Dimensions and Travel Party			
Effect	**Dependent Variable**	**F**	**p-value**
Travel Party	Natural Attraction	0.18	0.68
	Infrastructure	0.06	0.81
	Touristic Attraction	0.44	0.51
	Culture History & Art	2.61	0.11
	Safety & Security	0.49	0.49
	Social Environment	0.00	0.98
	Value For Money	0.31	0.58
	Affective Image	1.14	0.29
Destination Wise	Natural Attraction	57.99	0.00*
	Infrastructure	30.90	0.00*
	Touristic Attraction	23.28	0.00*
	Culture History & Art	26.16	0.00*
	Safety & Security	84.12	0.00*
	Social Environment	50.82	0.00*
	Value For Money	3.38	0.01*
	Affective Image	17.49	0.00*
Travel Party* Destination Wise	Natural Attraction	0.56	0.69
	Infrastructure	0.73	0.57

	Touristic Attraction	0.60	0.67
	Culture History & Art	0.30	0.88
	Safety & Security	0.21	0.94
	Social Environment	1.75	0.14
	Value For Money	0.49	0.75
	Affective Image	0.22	0.93

Note: *p*-value* significant at 0.05 level.

Travel party: The multivariate results and univariate results on the basis of travel party for perceiving cognitive and affective destination image was not significant. Table 6.40 and 6.41 presents the detailed results on the same. Therefore, H3 c) and H4 c) has been rejected.

Table 6.42 shows Frequency of travelling and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.42: Frequency of Travelling and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations					
Attributes & Frequency of Travelling	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**	**Total**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction						
Once in 2 years	6.15 (0.58)	6.42 (0.38)	5.94 (0.84)	6.60 (0.50)	5.29 (0.54)	5.92 (0.79)
Once in a year	6.25 (0.60)	6.17 (0.630	5.83 (0.55)	6.30 (0.78)	5.18(1.05)	5.98 (0.85)
Twice a year	6.22 (0.63)	6.26 (0.66)	5.87 (0.73)	6.41 (0.46)	5.33 (1.00)	6.05 (0.79)
Infrastructure						
Once in 2 years	4.50 (0.60)	6.08 (0.58)	4.13 (1.06)	4.40 (0.72)	3.90 (1.46)	4.25 (1.14)
Once in a year	4.38 (0.58)	4.98 (0.97)	3.97 (1.18)	4.05 (1.25)	4.17 (1.14)	4.32 (1.12)
Twice a year	4.52 (0.61)	4.94 (0.96)	3.56 (0.97)	3.35 (1.11)	3.94 (1.32)	4.18 (1.14)
Touristic Attraction						
Once in 2 years	4.40 (0.72)	5.67 (0.72)	4.51 (1.06)	5.33 (1.36)	4.88 (1.71)	4.76 (1.28)
Once in a year	4.52 (0.68)	5.08 (0.90)	4.40 (0.91)	5.01 (1.11)	5.26 (1.32)	4.88 (1.06)
Twice a year	4.47 (0.73)	5.21 (0.85)	4.18 (1.15)	5.04 (1.37)	5.45 (0.96)	4.86 (1.08)

Culture History & Art						
Once in 2 years	5.80 (0.69)	5.78 (0.51)	4.54 (1.53)	5.43 (0.70)	5.91 (1.38)	5.26 (1.39)
Once in a year	5.57 (0.69)	4.75 (1.24)	4.69 (1.13)	4.83 (1.48)	5.81 (1.34)	5.12 (1.31)
Twice a year	5.45 (0.75)	4.80 (1.04)	4.75 (1.25)	4.94 (1.45)	5.74 (1.38)	5.15 (1.20)
Safety & Security						
Once in 2 years	6.60 (0.41)	5.78 (0.38)	5.58 (1.13)	4.67 (1.41)	4.50 (1.72)	5.32 (1.43)
Once in a year	6.04 (0.71)	5.44 (0.96)	5.72 (0.74)	4.24 (1.20)	4.48 (1.46)	5.11 (1.29)
Twice a year	6.07 (0.60)	5.37 (0.89)	5.77 (1.00)	4.16 (1.20)	4.69 (1.60)	5.31 (1.25)
Social Environment						
Once in 2 years	5.63 (0.56)	5.50 (0.90)	5.38 (0.79)	4.85 (1.40)	4.72 (1.06)	5.17 (0.99)
Once in a year	5.96 (0.55)	5.34 (0.77)	5.20 (0.82)	4.48 (1.26)	4.92 (1.22)	5.14 (1.10)
Twice a year	6.00 (0.54)	5.45 (0.63)	5.29 (0.86)	4.65 (1.34)	4.55 (1.39)	5.29 (1.10)
Value For Money						
Once in 2 years	4.73 (1.16)	5.56 (0.69)	4.29 (1.34)	4.17 (1.83)	4.81 (1.57)	4.53 (1.45)
Once in a year	4.18 (1.20)	4.40 (1.25)	4.23 (1.16)	4.03 (1.49)	4.25 (1.60)	4.21 (1.36)
Twice a year	4.34 (1.19)	4.49 (1.33)	3.89 (1.02)	3.86 (1.32)	4.29 (1.28)	4.22 (1.26)
Affective Image						
Once in 2 years	2.18 (0.26)	2.25 (0.25)	1.79 (0.590	2.05 (0.23)	2.03 (0.55)	1.96 (0.51)
Once in a year	2.23 (0.36)	2.27 (0.43)	1.90 (0.52)	2.03 (0.52)	2.09 (0.49)	2.11 (0.48)
Twice a year	2.30 (0.39)	2.19 (0.41)	2.03 (0.57)	2.01 (0.44)	1.87 (0.53)	2.11 (0.48)

Table 6.43: Frequency of Travelling and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Frequency of Travelling	1.75	0.03*
Destination Wise	16.21	0.00*
Frequency of Travelling* Destination Wise	1.11	0.24

Note: *p*-value* significant at 0.05 level.

Table 6.44: Univariate Results for Cognitive and Affective Image Dimensions and Frequency of Travelling			
Effect	**Dependent Variable**	**F**	**p-value**
Frequency of Travelling	Natural Attraction	1.22	0.30
	Infrastructure	7.88	0.00*
	Touristic Attraction	0.18	0.84
	Culture History & Art	1.68	0.19
	Safety & Security	0.89	0.41
	Social Environment	0.02	0.98
	Value For Money	2.91	0.06
	Affective Image	0.43	0.65
Destination Wise	Natural Attraction	34.15	0.00*
	Infrastructure	13.34	0.00*
	Touristic Attraction	14.93	0.00*
	Culture History & Art	15.60	0.00*
	Safety & Security	43.53	0.00*
	Social Environment	20.25	0.00*
	Value For Money	2.71	0.03*
	Affective Image	7.08	0.00*
Frequency of Travelling* Destination Wise	Natural Attraction	0.31	0.96
	Infrastructure	2.66	0.09
	Touristic Attraction	1.12	0.35
	Culture History & Art	0.68	0.71
	Safety & Security	0.74	0.65
	Social Environment	1.18	0.31
	Value For Money	0.64	0.75
	Affective Image	1.62	0.12

Note: *p*-value* significant at 0.05 level.

Frequency of Travelling: Table 6.43 shows that the overall multivariate results were significant for the independent variable frequency of travelling and destinations. The main effect of Frequency of Travelling on perceived destination is significant for the dimension infrastructure (p=0.00). The main effect of destinations on all dimensions of perceived

destination image was significant (Table 6.44). Therefore, H3 d) was partially accepted and H4 d) was rejected.

6.2.7. The Perceived Destination Image varies on the basis of Sources of Information (personal and impersonal) [RQ7]

RQ7. Does the perceived destination image vary on the basis of sources of information (Personal and Impersonal)?

On the basis of RQ7 the following hypotheses is formulated.

H5: The personal sources of information have an impact on the perceived cognitive destination image.

H6: The personal sources of information have an impact on the perceived affective destination image.

H7: The impersonal sources of information have an impact on the perceived cognitive destination image.

H8: The impersonal sources of information have an impact on the perceived affective destination image.

The respondents have marked their preferences for sources of information in the order 1 to 8 to make their travel plan. Here rank 1 means high preference and 8 means the lower preference. Afterwards, to test the hypotheses the personal and impersonal sources of information has been divided into three categories high, medium and low based on the range. The range for the category high is 10-14; for moderate 15-21 and; for low 22-26.In order to understand the responses that which sources of information have been preferred by the tourists across destinations has been analyzed through Friedman ANOVA (Table 6.45).

Factorial MANOVA have been carried out to test the hypotheses. The frequency tests were conducted to obtain mean descriptive on the basis of personal and impersonal sources of information across destinations and cognitive and affective image.

Table 6.45: Destination Wise Freidman Rank Score of Information Sources

	Impersonal Sources of Information				Personal Sources of Information			
Information Sources	T.V.	Travel Agents / Tour Operators	Books/ Guides	Official Websites	Social Networking Sites	Family Members	Friends	Relatives
Shimla								
Rank in Importance	6	8	7	5	4	2	1	3
Friedman Mean Rank	5.19	5.76	5.7	4.74	4.67	2.96	2.78	4.2
Ooty								
Rank in Importance	8	7	6	1	4	2	3	5
Friedman Mean Rank	5.88	5.42	5.29	3.35	4.07	3.89	3.91	4.19
Mussoorie								
Rank in Importance	7	8	6	5	4	2	1	3
Friedman Mean Rank	5.6	6.4	5.59	4.96	3.96	3.07	2.54	3.87
Manali								
Rank in Importance	6	8	7	4	5	2	1	3
Friedman Mean Rank	5.37	5.6	5.48	4.34	4.68	3.4	3.04	4.08
Mount Abu								
Rank in Importance	6	8	7	5	3	2	1	4
Friedman Mean Rank	5.11	6.13	5.74	4.43	4.24	3.05	3.01	4.29

Note: (1 = High preference, 8 = Lower preference)

The results of Friedman Anova reveals that personal sources of information were preferred over impersonal sources of information by the tourists in all the selected destinations; except for Ooty where official websites were preferred at number 1. Subsequently, Factorial Manova has been used to test the hypotheses. The personal and impersonal sources as independent variables and destination image have been taken as dependent variable.

Table 6.46 shows personal sources of information and destination wise descriptive results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Personal Sources of Information: The overall multivariate results were significant for personal sources of information, destinations and for interaction effect of personal sources and destinations (Table 6.47). The univariate results revealed that personal sources of information have an impact on all the attributes of cognitive image. There is no such impact on affective destination image. Destination wise there is difference in perceived cognitive and affective image. More specifically, it has been found that there is an interaction effect of personal sources of information and destinations on infrastructure, culture history &art and social environment (Table 6.48). The tourists who have more inclination towards personal information sources have better perception of infrastructure, culture history & art and social environment across destinations. This can be analyzed through mean values (Table 6.46) and graphical representation in the figures 6.11, 6.12 and 6.13. Hence, H5 is accepted and H6 is rejected.

Table 6.46: Personal Sources of Information and Destination Wise Descriptive Results for Destination Image

	Destinations				
Attributes & Personal Sources of Information	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**
High	115	105	81	90	94
Moderate	32	44	43	48	49
Low	33	29	36	33	21
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction					
High	6.22 (0.64)	6.28 (0.55)	5.95 (0.65)	6.33 (0.79)	5.24 (0.99)
Moderate	6.26 (0.53)	6.32 (0.66)	5.92 (0.58)	6.39 (0.53)	5.21 (1.11)
Low	6.22 (0.59)	5.78 (0.69)	5.59 (0.80)	6.35 (0.58)	5.20 (0.93)
Infrastructure					
High	4.44 (0.58)	4.94 (1.03)	4.03 (1.13)	3.94 (1.31)	3.97 (1.15)
Moderate	4.54 (0.66)	5.23 (0.95)	4.01 (1.13)	3.74 (1.01)	4.32 (1.24)
Low	4.42 (0.57)	4.52 (0.62)	3.28 (0.88)	3.85 (1.31)	3.79 (1.36)
Touristic Attraction					
High	4.56 (0.74)	5.25 (0.84)	4.52 (0.95)	5.07 (1.19)	5.30 (1.13)

Moderate	4.51 (0.60)	5.04 (0.89)	4.58 (1.10)	5.06 (1.32)	5.33 (1.57)
Low	4.23 (0.63)	4.88 (0.89)	3.74 (1.01)	4.90 (1.07)	5.12 (1.43)
Culture History & Art					
High	5.55 (0.74)	4.96 (1.12)	5.00 (1.08)	5.01 (1.30)	6.14 (0.94)
Moderate	5.57 (0.75)	5.01 (1.00)	4.49 (1.34)	5.07 (1.48)	5.43 (1.51)
Low	5.34 (0.68)	4.09 (1.13)	3.82 (1.21)	4.35 (1.66)	5.19 (1.78)
Safety & Security					
High	6.12 (0.65)	5.33 (0.93)	5.85 (0.75)	4.34 (1.19)	4.60 (1.57)
Moderate	6.10 (0.52)	5.75 (0.72)	5.80 (0.83)	4.39 (1.07)	4.56 (1.39)
Low	5.94 (0.77)	5.32 (0.97)	5.23 (1.14)	3.75 (1.36)	4.31 (1.63)
Social Environment					
High	6.00 (0.54)	5.45 (0.53)	5.30 (0.92)	4.77 (1.25)	4.84 (1.20)
Moderate	5.95 (0.51)	5.52 (0.83)	5.46 (0.65)	4.39 (1.25)	4.43 (1.61)
Low	5.80 (0.60)	5.01 (0.96)	5.06 (0.73)	4.18 (1.35)	5.15 (0.61)
Value For Money					
High	4.42 (1.19)	4.66 (1.12)	4.18 (1.15)	3.93 (1.48)	4.38 (1.47)
Moderate	4.15 (0.98)	4.42 (1.56)	4.22 (1.26)	4.11 (1.37)	4.43 (1.43)
Low	3.94 (1.35)	3.67 (1.21)	3.92 (1.20)	3.98 (1.56)	4.16 (1.64)
Affective Image					
High	2.28 (0.38)	2.22 (0.39)	1.96 (0.48)	2.01 (0.48)	1.98 (0.50)
Moderate	2.21 (0.39)	2.23 (0.52)	1.82 (0.60)	2.08 (0.43)	2.04 (0.530
Low	2.27 (0.35)	2.19 (0.34)	1.84 (0.77)	2.01 (0.56)	1.95 (0.58)

Table 6.47: Personal Sources of Information and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	***p*-value**
Personal Sources of Information	5.84	0.00*
Destination Wise	27.50	0.00*
Personal Sources of Information* Destination Wise	1.50	0.01*

Note: *p*-value* significant at 0.05 level.

Table 6.48: Univariate Results Based on Personal Sources of Information and Destination Image Attributes			
Effect	**Dependent Variable**	**F**	**p-value**
Personal Sources of Information	Natural Attraction	3.82	0.02*
	Infrastructure	6.60	0.00*
	Touristic Attraction	7.10	0.00*
	Culture History & Art	25.05	0.00*
	Safety & Security	7.20	0.00*
	Social Environment	3.51	0.03*
	Value For Money	4.77	0.01*
	Affective Image	0.36	0.70
Destination Wise	Natural Attraction	47.43	0.00*
	Infrastructure	28.62	0.00*
	Touristic Attraction	22.02	0.00*
	Culture History & Art	24.76	0.00*
	Safety & Security	75.41	0.00*
	Social Environment	44.96	0.00*
	Value For Money	1.14	0.34
	Affective Image	14.67	0.00*
Personal Sources of Information* Destination Wise	Natural Attraction	1.36	0.21
	Infrastructure	1.94	0.05*
	Touristic Attraction	1.01	0.43
	Culture History & Art	2.53	0.01*
	Safety & Security	1.12	0.35
	Social Environment	2.65	0.01*
	Value For Money	1.14	0.34
	Affective Image	0.56	0.82

Note: *p*-value* significant at 0.05 level.

Figure 6.11: Destination Wise Impact of Personal Sources of Information on Perceived Infrastructure

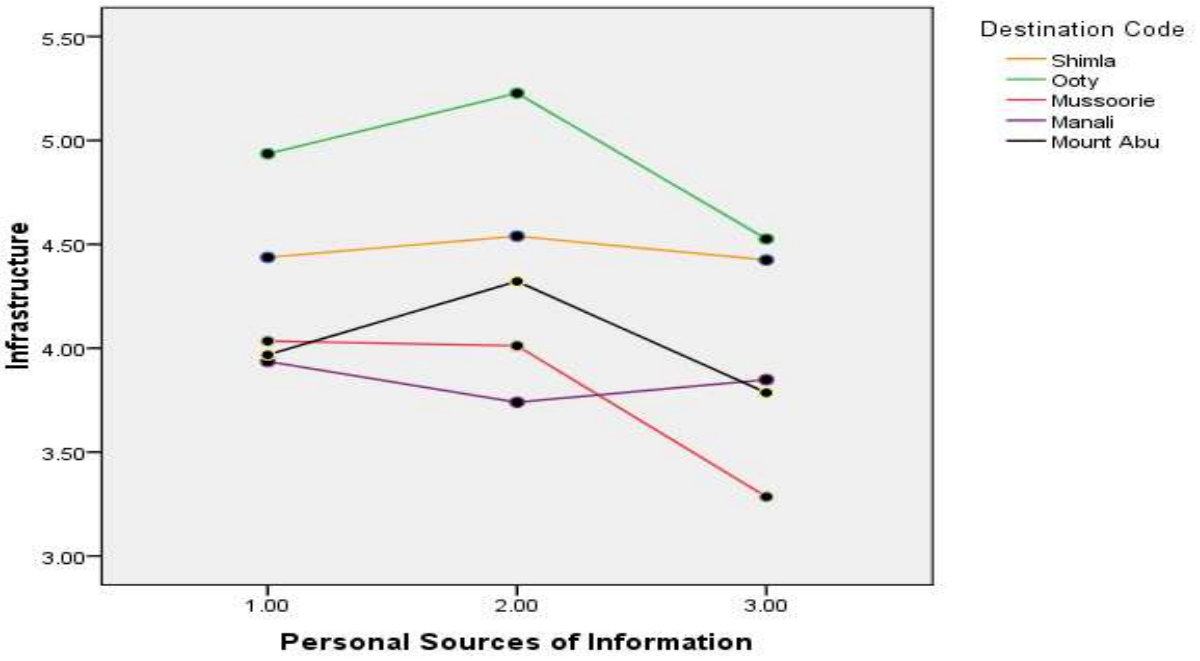


Figure 6.12: Destination Wise Impact of Personal Sources of Information on Perceived Culture History & Art

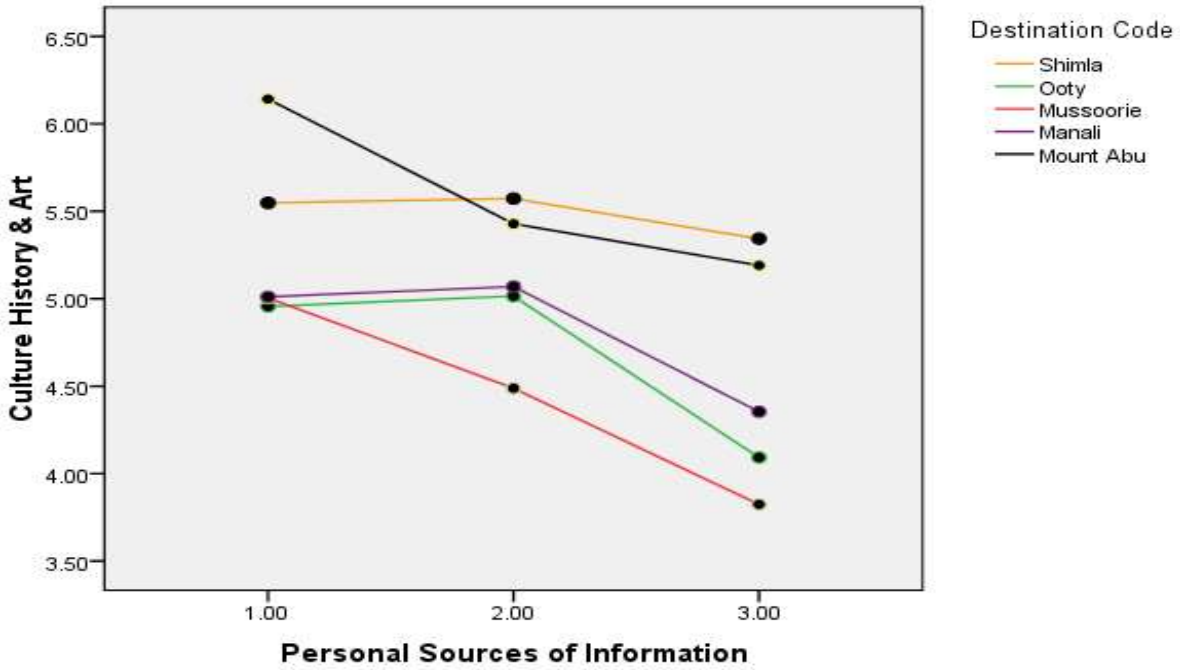


Figure 6.13: Destination Wise Impact of Personal Sources of Information on Perceived Social Environment

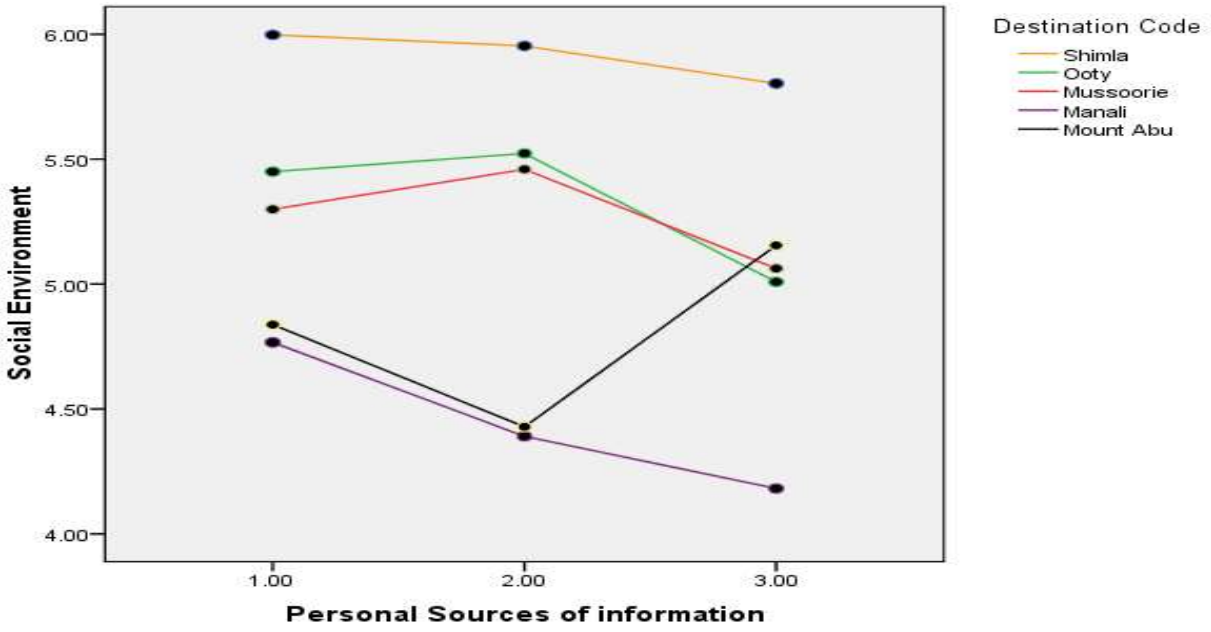


Table 6.49 shows that impersonal sources of information and destination wise results for perceived destination image. Thereafter, factorial MANOVA results were analyzed.

Table 6.49: Impersonal Sources of Information and Destination Wise Descriptive Results for Perceived Destination Image

	Destinations				
Attributes & Impersonal Sources of Information	**Shimla**	**Ooty**	**Mussoorie**	**Manali**	**Mount Abu**
High	33	30	36	37	21
Moderate	32	41	43	45	49
Low	115	107	81	89	94
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Natural Attraction					
High	6.22 (0.59)	5.75 (0.69)	5.59 (0.80)	6.37 (0.56)	5.13 (0.96)
Moderate	6.26 (0.53)	6.32 (0.64)	5.92 (0.58)	6.35 (0.55)	5.24 (1.09)
Low	6.22 (0.64)	6.29 (0.55)	5.95 (0.65)	6.34 (0.80)	5.24 (0.99)
Infrastructure					
High	4.42 (0.57)	4.50 (0.63)	3.28 (0.88)	3.86 (1.24)	3.83 (1.39)
Moderate	4.54 (0.66)	5.23 (0.94)	4.01 (1.13)	3.67 (1.10)	4.30 (1.24)

Low	4.44 (0.58)	4.96 (1.03)	4.03 (1.13)	3.96 (1.28)	3.97 (1.15)
Touristic Attraction					
High	4.23 (0.63)	4.91 (0.88)	3.74 (1.01)	4.97 (1.05)	5.20 (1.21)
Moderate	4.51 (0.60)	5.05 (0.91)	4.58 (1.10)	5.06 (1.36)	5.29 (1.65)
Low	4.56 (0.74)	5.24 (0.84)	4.52 (0.95)	5.05 (1.19)	5.30 (1.13)
Culture History & Art					
High	5.34 (0.68)	4.13 (1.13)	3.82 (1.21)	4.49 (1.63)	5.09 (1.95)
Moderate	5.57 (0.75)	4.98 (1.02)	4.48 (1.34)	5.06 (1.53)	5.47 (1.41)
Low	5.55 (0.74)	4.97 (1.12)	5.00 (1.08)	4.99 (1.29)	6.14 (0.94)
Safety Security					
High	5.94 (0.77)	5.34 (0.96)	5.23 (1.14)	3.80 (1.32)	4.29 (1.60)
Moderate	6.10 (0.52)	5.73 (0.75)	5.80 (0.83)	4.40 (1.08)	4.57 (1.40)
Low	6.12 (0.65)	5.35 (0.93)	5.85 (0.75)	4.34 (1.20)	4.60 (1.57)
Social Environment					
High	5.80 (0.60)	5.03 (0.95)	5.06 (0.73)	4.11 (1.39)	5.17 (0.61)
Moderate	5.95 (0.51)	5.50 (0.85)	5.46 (0.65)	4.43 (1.31)	4.42 (1.60)
Low	6.00 (0.54)	5.46 (0.53)	5.30 (0.92)	4.79 (1.19)	4.84 (1.20)
Value For Money					
High	3.94 (1.35)	3.62 (1.22)	3.92 (1.20)	3.92 (1.51)	4.30 (1.63)
Moderate	4.16 (0.98)	4.40 (1.53)	4.22 (1.26)	4.16 (1.45)	4.37 (1.44)
Low	4.42 (1.19)	4.69 (1.13)	4.18 (1.15)	3.94 (1.45)	4.38 (1.47)
Affective Image					
High	2.27 (0.35)	2.18 (0.34)	1.84 (0.77)	2.00 (0.54)	1.94 (0.59)
Moderate	2.21 (0.39)	2.23 (0.54)	1.82 (0.60)	2.09 (0.43)	2.04 (0.52)
Low	2.28 (0.38)	2.23 (0.39)	1.96 (0.48)	2.01 (0.49)	1.98 (0.50)

Table 6.50: Impersonal Sources of Information and Destination Wise Overall Multivariate Results

Effect	**Model**	
	Pillai's Trace	
	F	**p-value**
Impersonal Sources of Information	5.66	0.00*
Destination Wise	27.69	0.00*
Impersonal Sources of Information* Destination Wise	1.59	0.00*

Table 6.51: Univariate Results Based on Impersonal Sources of Information and Destination Image Attributes			
Source	**Dependent Variable**	**F**	**p-value**
Impersonal Sources of Information	Natural Attraction	4.67	0.01*
	Infrastructure	6.10	0.00*
	Touristic Attraction	5.73	0.00*
	Culture History & Art	24.26	0.00*
	Safety & Security	7.04	0.00*
	Social Environment	3.94	0.02*
	Value For Money	4.80	0.01*
	Affective Image	0.50	0.61
Destination Wise	Natural Attraction	48.79	0.00*
	Infrastructure	28.75	0.00*
	Touristic Attraction	22.71	0.00*
	Culture History & Art	23.82	0.00*
	Safety & Security	75.09	0.00*
	Social Environment	45.80	0.00*
	Value For Money	1.29	0.00*
	Affective Image	14.65	0.00*
Impersonal Sources of Information* Destination Wise	Natural Attraction	1.50	0.15
	Infrastructure	2.22	0.02*
	Touristic Attraction	1.20	0.30
	Culture History & Art	2.41	0.01*
	Safety & Security	0.99	0.44
	Social Environment	2.81	0.00*
	Value For Money	1.35	0.00*
	Affective Image	0.57	0.80

Note: *p*-value* significant at 0.05 level.

Impersonal Sources of Information: The overall multivariate results were significant for impersonal sources of information, destinations and for interaction effect of personal sources and destinations (Table 6.50). The univariate results revealed that impersonal sources of information have an impact on all the attributes of cognitive image. There is no such impact on affective destination image. Destination wise there is difference in perceived cognitive and affective image. More specifically, it has been found that there is an interaction effect of impersonal sources of information and destinations on infrastructure, culture history & art and social environment (Table 6.51). The tourists who have more inclination towards impersonal sources have low perception of infrastructure across destinations except for Manali and Mount Abu (Figure 6.14). Similarly, the tourists who were more inclined towards impersonal sources have low perception of culture history & art across all the destinations (Figure 6.15).

The social environment also perceived low by the tourists who were more inclined to impersonal sources of information across destinations except for Mount Abu (Figure 6.16). The above discussed interpretation can be analyzed through mean values presented in the Table 6.49. Hence, H7 is accepted and H8 is rejected.

Figure 6.14: Destination Wise Impact of Impersonal Sources of Information on Perceived Infrastructure

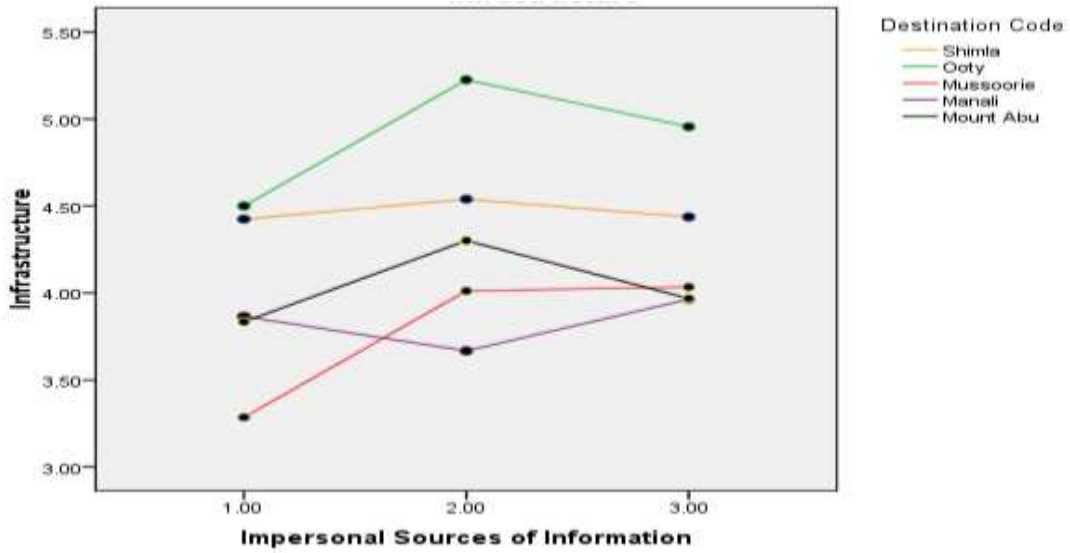


Figure 6.15: Destination Wise Impact of Impersonal Sources of Information on Perceived Infrastructure Culture History & Art

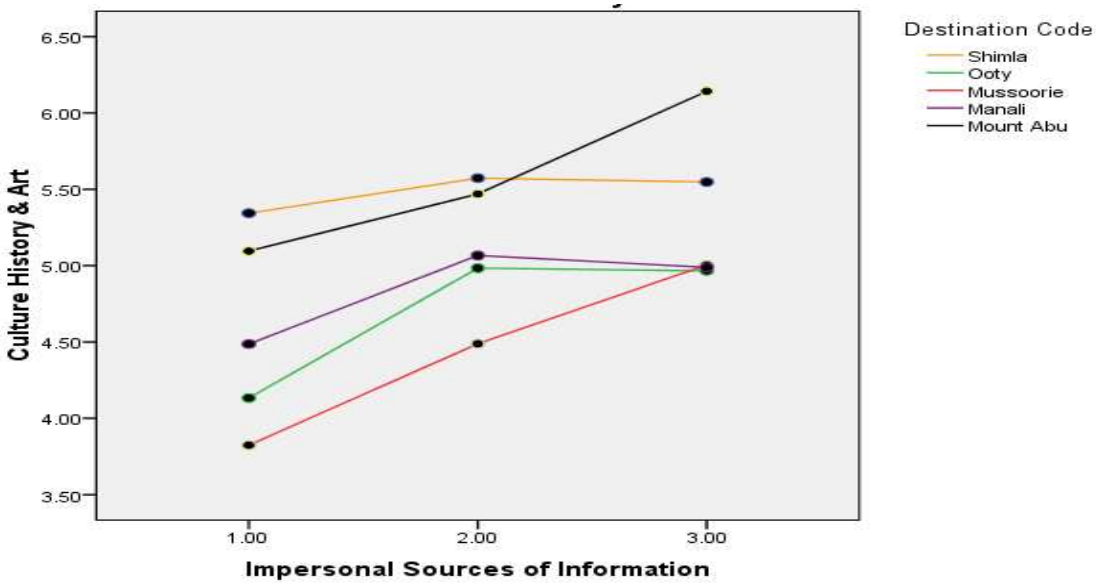
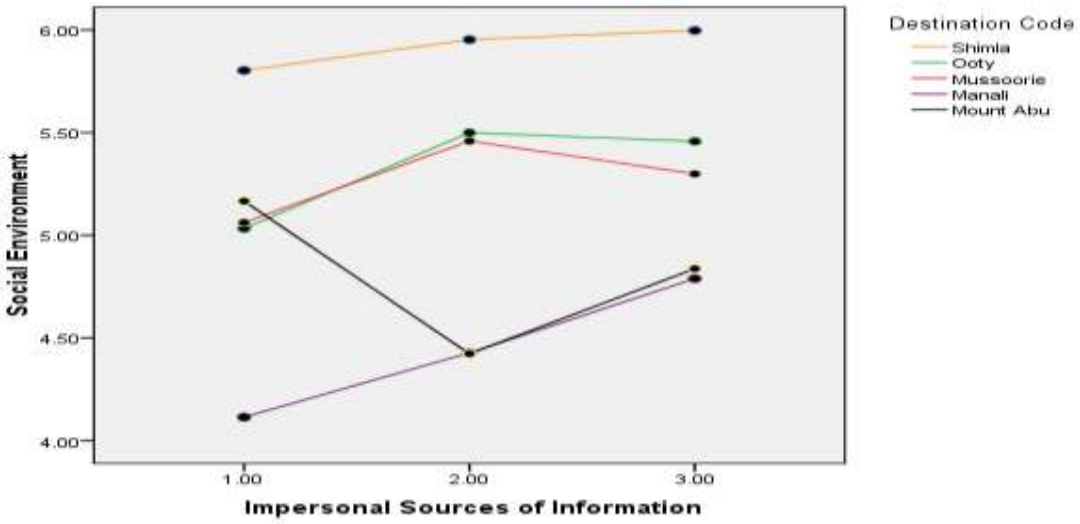


Figure 6.16: Destination Wise Impact of Impersonal Sources of Information on Perceived Infrastructure Social Environment



6.2.8. The Perceived Destination Image and Tourist Behavioral Intentions - WOM & e-WOM and Repeat visit [RQ8]

RQ8. Does the perceived destination image affect tourist behavioral intentions - WOM & e-WOM and Repeat visit?

H9: Perceived destination image affects the propensity for word of mouth.
H10: Perceived destination image affects the propensity for electronic word of mouth.
H11: Perceived destination image affects the tendency of repeat visit.

In order to test the H9, H10 and H11 the structural model was initially analyzed by using AMOS. The model showed a non-acceptable fit (refer Figure 6.17).

Structural model invariance was the model subsequent aim, but with a poor fit it was inappropriate to progress on this. Hence, multiple regression was used to decipher destination specific results. Multiple regression allow us to examine how multiple predictors are related to criterions. Here, multiple independent variables are the factors related to cognitive and

affective destination image and WOM & e-WOM and Repeat visit are dependent variables. The detailed results are presented in the Table 6.52 and 6.53.

Figure: 6.17: Structural Model

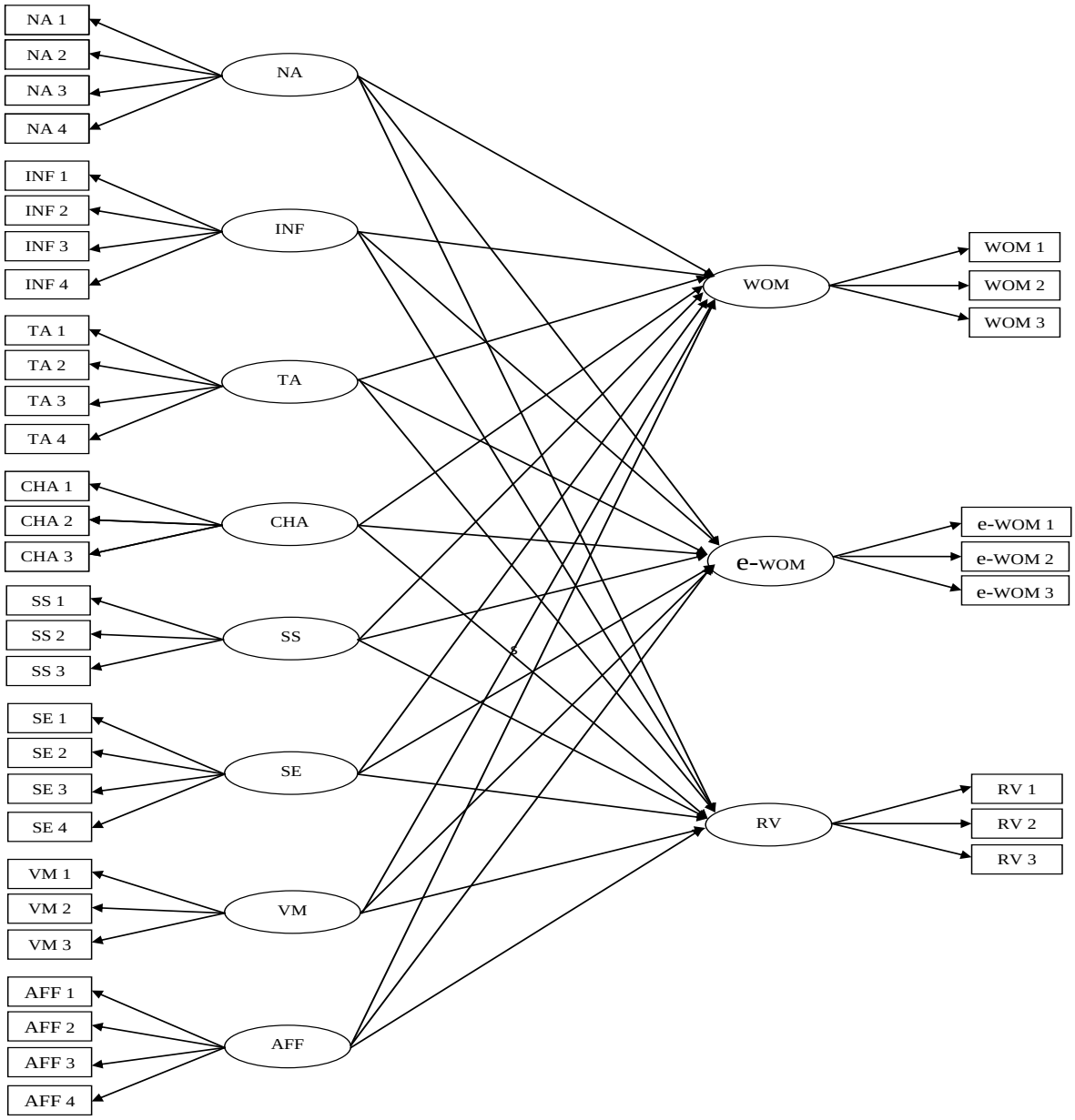


Table 6.52: Destination Wise Model Statistics for WOM, e-WOM & Repeat Visit							
Behavioural Intention	**Destinations**	**Constant**	**t-value**	**p-value**	**Model Statistics**		
					Adj. R2	**F**	**p-value**
WOM	Shimla	5.02	9.11	0.00	0.04	1.84	0.07
	Ooty	4.64	10.62	0.00	0.04	**2.01**	**0.05***

	Mussoorie	3.28	5.77	0.00	0.01	1.23	0.29
	Manali	4.45	6.56	0.00	-0.02	0.63	0.76
	Mount Abu	5.3	6.24	0.00	0.04	1.92	0.06
e-WOM	Shimla	3.94	4.13	0.00	0.04	1.83	0.07
	Ooty	1.54	2.08	0.04	0.07	**2.63**	**0.01***
	Mussoorie	3.82	5.52	0.00	0.02	1.32	0.24
	Manali	4.09	4.24	0.00	0.05	1.91	0.06
	Mount Abu	3.88	4.03	0.00	0.01	1.16	0.32
Repeat Visit	Shimla	4.47	5.64	0.00	-0.02	0.48	0.87
	Ooty	1.36	2.09	0.04	0.14	**4.64**	**0.00***
	Mussoorie	2.93	3.8	0.00	0.11	**3.51**	**0.00***
	Manali	4.80	5.79	0.00	-0.01	0.84	0.56
	Mount Abu	4.38	5.12	0.00	0.04	1.83	0.07

Note: *p*-value* significant at 0.05 level.

Table 6.53: Results of Perceived Destination Image on Behavioral Intentions (WOM, e-WOM and Repeat visit) Across Destinations

	Destinations									
Attributes & Behavioral Intention	**Shimla**		**Ooty**		**Mussoorie**		**Manali**		**Mount Abu**	
	t	**p-value**	**t**	**p-value**	**t**	**p-value**	**t**	**p-value**	**t**	**p-value**
Natural Attraction										
WOM	-0.43	0.67	1.39	0.17	1.47	0.14	-0.66	0.51	0.55	0.59
e-WOM	-1.66	0.10	0.73	0.47	-0.94	0.35	-0.68	0.50	0.00	1.00
Repeat Visit	-0.92	0.36	1.13	0.26	**-1.94**	**0.05***	-1.08	0.28	0.61	0.54
Infrastructure										
e-WOM	0.52	0.61	**-1.95**	**0.05***	0.16	0.87	-0.28	0.78	**-2.51**	**0.01***
e-WOM	1.48	0.14	-0.30	0.77	-0.39	0.70	1.54	0.13	-1.59	0.11
Repeat Visit	-0.08	0.94	-0.39	0.69	1.60	0.11	1.69	0.09	-1.79	0.08
Touristic Attraction										
WOM	-1.76	0.08	0.15	0.88	0.07	0.94	-0.40	0.69	-0.82	0.42
e-WOM	-1.61	0.11	1.63	0.11	0.92	0.36	-1.81	0.07	-0.34	0.73
Repeat Visit	0.49	0.63	**3.03**	**0.00***	**2.06**	**0.04***	-1.03	0.31	-0.59	0.56
Culture History & Art										

WOM	-0.08	0.93	0.21	0.84	0.20	0.85	1.03	0.31	-0.33	0.75
e-WOM	1.91	0.06	-0.78	0.44	0.25	0.81	0.97	0.33	0.26	0.80
Repeat Visit	0.52	0.60	-0.04	0.97	-0.92	0.36	-0.50	0.62	-1.29	0.20
Safety & Security										
WOM	-1.00	0.32	**-2.19**	**0.03***	1.15	0.25	0.39	0.70	1.33	0.19
e-WOM	-0.13	0.89	0.49	0.63	0.22	0.83	-0.71	0.48	1.06	0.29
Repeat Visit	-0.04	0.97	-0.10	0.92	0.56	0.58	0.42	0.68	1.92	0.06
Social Environment										
WOM	1.82	0.07	-0.19	0.85	-0.78	0.44	-0.62	0.54	-1.02	0.31
e-WOM	0.53	0.59	**2.49**	**0.01***	-0.51	0.61	0.10	0.92	-1.30	0.19
Repeat Visit	0.04	0.97	1.84	0.07	0.68	0.50	-0.36	0.72	-0.60	0.55
Value For Money										
WOM	0.56	0.58	0.33	0.74	0.77	0.45	0.92	0.36	-1.86	0.07
e-WOM	1.22	0.23	0.33	0.74	1.85	0.07	-0.20	0.84	-0.34	0.74
Repeat Visit	1.06	0.29	1.57	0.12	0.63	0.53	1.05	0.29	-0.39	0.70
Affective Image										
WOM	-1.16	0.25	**2.21**	**0.03***	1.21	0.23	1.30	0.20	0.48	0.63
e-WOM	1.04	0.30	**2.27**	**0.02***	1.45	0.15	**2.40**	**0.02***	1.86	0.07
Repeat Visit	0.90	0.37	**2.00**	**0.05***	**2.80**	**0.01***	0.27	0.79	0.81	0.42

Note: *p*-value* significant at 0.05 level.

The results revealed that perceived destination image has limited significance in predicting propensity for word of mouth, electronic word of mouth and repeat visit. The reason for this might be the onsite survey undertaken in this study. Particularly, destination wise in Shimla; moderate impact of touristic attraction and social environment; in Ooty infrastructure, safety security and affective destination image; in Mount Abu moderate impact of infrastructure and value for money has been found in predicting word of mouth. The cognitive image attributes have no impact on word of mouth in case of destinations Mussoorie and Manali. For Perceived destination image and electronic word of mouth the destination wise results indicates that in Shimla; culture history & art; in Ooty social environment, affective destination image; in Manali touristic attraction and affective destination image predicts the electronic word of mouth. The cognitive image attributes have no impact on electronic word

of mouth in case of destinations for the destinations Mount Abu and Mussoorie. The result for perceived destination image and repeat visit shows that in Ooty; touristic attraction, social environment and affective image contribute in predicting intention of repeat visit. In Mussoorie; natural attraction, touristic attraction and affective image are the major contributors in predicting repeat visit. In Mount Abu; infrastructure and safety & security predicts the repeat visit. The cognitive image attributes have no impact on repeat visit in case of destinations Shimla and Manali.

6.3. Summary of Results

Table 6.54: Research Questions

Research Questions	Description
RQ1	How do the selective destinations fare on the specific cognitive and affective destination image components?
RQ2	What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?
RQ3	Does the destination image scale demonstrate adequate psychometric properties in Indian settings?
RQ4	Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?
wRQ5	Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?
RQ6	Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?
RQ7	Does perceived destination image vary on the basis of sources of information (Personal and Impersonal)?
RQ8	Do behavioral intentions - WOM & e-WOM and Repeat visit vary on the basis of perceived destination image?

Table 6.55: Summary of Results

Research Questions	Key Variables	Technique	Key Conclusions
RQ1	Mean Score of Cognitive Image – 25 Items & Affective Image – 4 Items	Descriptive Data	The attribute natural attraction was positively perceived by respondents across all destinations and the attribute infrastructure emerged as an area in need of dire attention.
RQ2	Mean Score of Cognitive Image – 25 Items & Affective Image – 4 Items	Correspondence Analysis	The most dominant attributes which marked destinations' positioning were – local cuisine & food outlets, hotels & restaurants, famous handicraft and parking facilities.
RQ3	Item Score of Cognitive Image – 25 Items & Affective Image – 4 Items	Confirmatory Factor Analysis	The scale demonstrates adequate psychometric properties.
RQ4	Item Score of Cognitive Image – 25 Items & Affective Image – 4 Items	Multi-group Invariance	The results show that configural invariance and metric invariance were fully supported while scalar invariance was partially supported with model improvement processes.
RQ5	Socio-demographic variables (IV),Cognitive Destination Image Attributes (DV), Affective Destination Image (DV)	Factorial MANOVA	The significant results have been found for gender, age, education and family life cycle.
	H1 (a) Gender		Accepted
	H1 (b) Age		Partially Accepted
	H1 (c) Occupation		Rejected
	H1 (d) Education		Partially Accepted
	H1 (e) Family Income		Rejected
	H1 (f) Family Life Cycle		Accepted
	H2 (a) Gender		Rejected
	H2 (b) Age		Rejected
	H2 (c) Occupation		Rejected
	H2 (d) Education		Rejected
	H2 (e) Family Income		Rejected
	H2 (f) Family Life Cycle		Rejected

RQ6	Travel Behavior Related Variables (IV), Cognitive Destination Image attributes (DV) and Affective Destination Image (DV)	Factorial MANOVA	The significant results have been found for the type of visitor and frequency of travelling
	H3 (a) Travel Arrangements		Rejected
	H3 (b) Type of Visitor		Accepted
	H3(c) Travel Party		Rejected
	H3 (d) Frequency of Travelling		Partially Accepted
	H4 (a) Travel Arrangements		Rejected
	H4 (b) Type of Visitor		Partially Accepted
	H4 (c) Travel Party		Rejected
	H4 (d) Frequency of Travelling		Rejected
RQ7	Rank of Personal and Impersonal Sources of Information (IV), Cognitive Destination Image Attributes (DV) & Affective Destination Image (DV)	Factorial MANOVA	The results show that the tourists who having high influence of personal sources of information have high perceived destination image; and the tourists who prefer impersonal sources of information have low perceived destination image.
	H5 Personal Sources		Accepted
	H6 Personal Sources		Rejected
	H7 Impersonal Sources		Accepted
	H8 Impersonal Sources		Rejected
RQ8	Cognitive Destination Image (Predictors),Affective Destination Image (Predictors), WOM (Criterions), e-WOM (Criterions), Repeat Visit (Criterions)	Multiple Regression	The limited impact of perceived destination image on behavioral intention can be traced from the results.
	H9 WOM		Partially Accepted
	H10 e-WOM		Partially Accepted
	H11Repeat Visit		Partially Accepted

CHAPTER 7

DISCUSSION AND IMPLICATIONS

The main objective of this study is to measure and analyze the destination image of the specific destinations and to present implications. In the previous chapter the data analysis and research findings were presented. In this chapter the further critical discussion on results and implications is undertaken. The discussion on the results is presented in the following section. Thereafter, implications, limitations and scope for the future research are discussed.

7.1. Discussion on the Results

7.1.1. Destination Image of Selected Tourist Destinations

The first area of enquiry dealt with measurement of destination image of the selected destinations on the specific cognitive and affective destination image components. The results shows that the five destinations scored high on – natural attraction with Manali receiving the highest mean rating followed by Shimla, Ooty, Mussoorie and Mount Abu. The results are heartening and one can conclude that amidst urbanization and expansion these destinations are still perceived charming. The reason for this is quite obvious these hill stations falls under the great mountain ranges of India. Manali has unspoilt scenic grandeur and is extremely popular with the tourists, for a lavish display of natural scenery and in every direction there are vivid green patches of grassland and evergreen valleys ascending in irregular formation present probably the best view in the country [37]. Shimla situated in the lower ranges of the Himalayan Mountains, is surrounded by pine deodar, oak and rhododendron forests [38]. Similarly, nature has been generous with Ooty, which is by far the most beautiful in the state. Apart from coffee and tea plantations, trees like conifers, eucalyptus, pine and wattle dot the hillside in Ooty and its environ [39]. Mussoorie offers superb scenic view of peaks of the Himalayas in western Garhwal. Mussoorie boasts of some of the most spectacular views of the Himalayas [40]. Mount Abu is located amidst the thick lush forest on the hills surrounding the region. The flora and fauna enjoys the adulation of the tourist to the fullest [41].

Correspondence analysis also reveals that destinations have a clear association with natural attraction but they are not particularly differentiated on this. All the destinations rated high on the attribute natural attraction based on the mean ratings. This indicates that although there is a continuous need to showcase and highlight their natural setting the destination marketers need to refrain from stereotypical approaches and rather build a distinctive appeal in their marketing communications. In contrast, the recent campaigns of some Indian states such as Himachal Pradesh, Uttarakhand, Jammu Kashmir etc. (Ministry of Tourism, Government of India, 2013a) are firmly ingrained in showcasing their natural beauty in the stereotypical approach.

Next, the mean ratings were low for infrastructure particularly for Manali and Mussoorie; Ooty, Shimla and Mount Abu are marginally better. An examination of individual items reveals that parking (8) and transportation facilities (5) in particular rate low. Correspondence analysis (refer Chapter 6, Figure 6.1) also reveal that these items were critical determinants of destination's positioning as they are widely separated (and not clustered) around the rest of the items. Despite having highest rating for the natural attraction these hill stations are facing problems of adequate parking, roads etc. The local roads and national highways are in a bad condition in Manali and there are no plans to improve the poor infrastructure [42]. In a report by Ministry of Tourism conducted in the year 2010, it was reported that the domestic tourists were concerned with the poor road condition in Manali (Ministry of Tourism, Govt. of India, 2010b). Similarly, it has been reported that Mussoorie also needs to improve its poor infrastructure (roads, hotel accommodation) to deal with tourism and exceeded tourists arrivals. Long traffic snarls and parking problems has been constantly faced by the tourists in Mussoorie [43]. The poor road conditions and parking problems is faced by Shimla as well. In a recent news article it was stated that to deal with pollution and parking problems the odd-even scheme of vehicular traffic as in Delhi is under consideration for Shimla also [44]. With a marginal higher rating for parking facilities Ooty positions itself better than other selected destinations but here too the problem of inadequate parking and traffic jam persists and is known to contribute to the woes of tourists [45]. Ooty ranked at first place for having better infrastructure mainly because of having excellent transport facilities, hotels and restaurants facilities.

Overall the attribute – touristic attraction receives a fair mean rating across all items. Mean ratings revealed that Shimla and Mussoorie have lower ratings and Mount Abu is placed at

number one followed by Ooty and Manali being at second and third position. Correspondence analysis reveals that the item – local cuisine & food outlets emerges as one of the critical determinants of positioning. There is a fundamental reason for the same. Indians love their food; in fact the family time is centered around meal times. Also, it plays a huge part in the country's culture with festivals having their own special dishes and certain foods being auspicious or even taboo on certain occasions. Against such a backdrop, travelers look forward to explore and enjoy new cuisine. Findings reveal that Mount Abu and Ooty have a positive association with this item and were found similar and therefore positioned somewhat closer. Shimla received the least ratings implying the tourists had limited access/availability to local food items & cuisine. This can be easily overcome by strategically locating food stalls which offer local cuisine. Food festivals at hotels and restaurants may also highlight and promote the local cuisine. The other destinations have not much to offer in terms of amusement and recreation, local cuisine and food outlets as Mount Abu and Ooty provides to the tourists.

The mean ratings for culture, history & art are highest for Mount Abu followed by Shimla, Manali, Ooty and Mussoorie. Individual item analysis revealed that – famous handicraft is to some extent separated from the rest implying its importance in arranging the destinations' positioning. In this analysis, Mount Abu had a comparatively stronger association and it is weakest for Shimla. The result is somewhat obvious because Rajasthan is known for its culture, history & art. The culture of Mount Abu is also fascinating and captivating. The markets of Mount Abu are filled with brilliant handicrafts of Rajasthan Mount Abu is one of the finest place to buy jewelries metal crafts etc. [46]. Observing the rich culture of Mount Abu gives a fair idea about the traditions and practices that are still followed by the locals. The festivals, the events, the attractions, all reflect the culture of Mount Abu in one way or the other [47]. Shimla, to a certain extent is famous for shawls, metal work, wood work etc. [48] however; it needs a more aggressive promotion. Further, Shimla was at first place for being famous for the monuments & buildings and distinguishes itself from other destinations. It showcases a wonderful architectural excellence like Gaiety Heritage Cultural Complex, Indian Institute of Advance Studies, churches etc. which are fascinating for tourists [49]. Other destinations lag behind in comparison to these two destinations.

With respect to safety & security Shimla, Mussoorie and Ooty get a comparatively higher mean rating than the rest. Manali was poorly rated on this attribute. Findings from correspondence analysis reveal that Shimla is strongly associated with the item – stable political environment (16). The perceptual map illustrates that the items – less crime rate (17) and safe secure (18) are somewhat separated from the cluster (refer Chapter 6, Figure 6.1). The online survey done by youguv.com along with a portal has listed Shimla at third place in the category of safest cities among 37 cities across the country [50]. Ooty also offers very little in the way of dangers to visitors with crime levels being exceedingly low and violent crime towards tourists is virtually unheard of [51]. Manali rated least for safety & security that might be because of recent criminal activities towards tourists. The murders [50] and recent rape cases reported in Manali has further affected its position [52]. The Ministry of Tourism had adopted a code of conduct for Safe & Honorable Tourism since July, 2010. Thereafter, several guidelines have been modified to incorporate the commitment and adherence to this principle by key stakeholders. However, it is in want for more rigorous approach (Ministry of Tourism, Government of India, 2013c).

The next attribute social environment is also a meaningful factor in formulating the destination image. In fact the Ministry of Tourism launched social awareness campaigns in 2013 on the concepts of Cleanliness, Hospitality, Civic Responsibilities and Good Behavior Towards Tourists, which were released on doordarshan (national television) and private television channels across the country. Here, the study revealed that social environment was rated lower in Manali and Mount Abu in comparison to rest of the destinations. A look at the perceptual map reveals that Shimla, Ooty and Mussoorie are closely positioned around these items – hosts and friendly people (19), easy to converse (20), good civic sense (21), quality of life (22). Travelers and tourists value the convenience of interaction with service providers and local residents. One of reasons for low ratings was reported in a report by Ministry of Tourism on Manali where it was stated that the domestic tourists were concerned about the behavior of the officials available at tourist reception office and they were not satisfied with it (Ministry of Tourism, Govt. of India, 2010b). Furthermore to build civic sense among citizens recent step has been taken by the local government to ban disposable plates and glasses to provide garbage bin at the required places and a penalty has been imposed for the same [53]. The destination marketers for Manali and Mount Abu need to discern the more reasons for comparatively lower ratings. In Mount Abu collector has taken an initiative and decided to

ban plaster of paris lord Ganesha idols to save the environment as in the Nakki Lake the idols were immersed [54].

The attribute – value for money receives a near average rating across most of the destinations. More specifically Manali scores comparatively lower than the rest with Ooty scoring the highest followed by Mount Abu, Shimla and Mussoorie. Further analysis from the perceptual map reveals that the item economical mode of transportation (23) is somewhat separated from the rest illustrating a weak association with the destinations. Shimla has a strong association with the item prices for food & accommodation (24) and both Mussoorie and Ooty associate with the item appropriately priced shopping merchandise (25). Manali shows a weak association with all three. These aspects require considerable attention. Manali has expensive taxi services which get hiked time by time [55]. In recent news article on Manali it was reported that because of extremely high taxi charges and unavailability of taxis thousands of tourists are returning home without sightseeing [56].

The next focus is on the affective image. The mean ratings for the affective image seem appropriate with Shimla receiving the highest rating and Mussoorie the lowest. Manali has a clear association with the items – unpleasant-pleasant (26); distressing-relaxing (28); and gloomy-exciting (29). Destination marketers can use this advantageously and foster programs and internet platforms to share their experiences as tourists will be more forthcoming in their WOM or e-WOM activities. For other destinations, the task may be challenging as affective image by virtue of its innate nature is challenging to control and cultivate as this relates to the impressions or feelings that an individual possesses of a particular destination and not on any tangible, measurable and visible component.

The above discussed results have congruence with the past studies of Byon & Zhang (2010) reveal that attributes like infrastructure, accommodation, hygiene and safety etc. can be emphasized in destination advertising and promotion for a better positioning of the destination. The findings from a study of Prayag (2010) conducted in Capetown also indicate the use of attributes like climate/weather, friendly people and relaxed atmosphere is important in building and communicating a distinctive and unique city experience.

7.1.2. Psychometric Validation of Destination Image Scale

In the extant tourism literature, little scholarly research has explicitly examined the psychometric properties of destination image scale in multiple samples through multigroup analysis. Also, the measure of destination image in Indian tourism literature is conspicuously absent. Therefore, the present research was executed with the spirit of illustrating an empirical examination of the destination image of tourism destinations in India. More specifically, it has sought to address a void in the tourism literature of investigating the destination image scale's equivalence across different tourism destinations. The results of this study reveal that the initial 29-item scale exhibited appropriate reliability and validity. The attribute infrastructure, though, exhibited weak convergent validity and emerged as a weak area in the otherwise robust scale. Primarily because the perception of two items – transportation facilities and parking facilities varies with the other two items of this attribute – accommodation and less pollution and therefore they load differently on this attribute. Although dropping poorly loading items can potentially increase the AVE (indicator of convergent validity), consideration must be given to ensuring that the remaining items reflect the construct domain. Prior research has argued that AVE below .50 can still be acceptable, provided the CR is strong and the item to-total correlations exceed .40 (Bettencourt, 2004). These conditions were met in this case and therefore even with retaining the infrastructure component we can conclude that the scale demonstrates adequate psychometric properties. The results of present study have congruence to the research of Byon & Zhang (2010) who advocates examination of the robustness of the destination image scale in different research settings. Next, the configural, metric and scalar invariance of the destination image scale across the five destinations were assessed. At this stage, the component infrastructure was dropped as the multi-group analysis works with nested model and it is best to start with an initial model which robust in all aspects (Bryne et al., 1989). The full configural and metric invariance, and partial scalar invariance obtained subsequently indicate that the factor loading pattern and factor loadings appeared to be equivalent across the destinations examined. Byrne et al. (1989) introduced to the concept of partial measurement invariance, in which only a subset of parameters in a model is constrained to be invariant while another subset of parameters is allowed to vary across groups (Teo et al., 2009). The results of present study are consistent with the results of Milfont & Fischer (2010). The components of the destination image scale, adopted from the past literature in the west, remained untested on this side of the globe

particularly in south Asia. In a way, the results from the present study deem valid the generalizability of the destination image attributes facilitating its easy adoption in a variety of settings. In addition to this, no previous study has included multi-group invariance analysis to ensure that the measurement items used in their destination image studies were equivalent so that meaningful comparisons across different samples (destinations) could be made. This is a first, and these results can cue future studies to undertake measurement invariance analysis which will allow them to make valid comparisons across multiple samples. Some attributes may need to be dropped (and others included) when examining different terrains such as beach destinations. The same has been advocated in the past literature (Beerli & Martin, 2004; Byon & Zhang, 2010) that factors related to destination image should be destination-specific. The validation of the scale facilitates its adoption to both single as well as multi-sample studies.

7.1.3. Impact of Socio-Demographic Variables (gender, age, occupation, education, family income and family life cycle) on Perceived Destination Image

The results of this study revealed that gender, age, education and family life cycle has an impact on perceived destination image. On the basis of gender the culture history & art and safety & security was rated differently by the males and females respondents. Specifically, female tourists of Manali and Mount Abu rated safety & security low in comparison to the male tourists. This is an expected outcome as women are more concerned about their safety & security while traveling. The issue of safety & security of women travelers is a serious concern for Indian tourism and it has been very frequent topic in news. Consistently, increased crime (staring, stalking, rape etc.) against women travelers has been in the news frequently from past two three years. Probably, this has made women travelers more worried. Internationally too, many countries issued warnings to travel safe in India [57]. The same concerns have been reflected in this study. Female tourists of Manali and Mount Abu rated safety & security low in comparison to the male tourists. Although, Mount Abu is not reported as an unsafe destination yet it received low ratings. Destination marketers need an exploration on this. As discussed earlier (Section 7.1.1.) that Manali rated least for ‘safety & security’. The murders [50] and recent rape cases reported in Manali has further affected its positioning and is considered as an unsafe destination [58]. A destination once perceived as unsafe by the tourists will impacts the tourism prospects of that particular destination. As

gender based discrimination is evident with respect to safety & security; advertising and promotional campaigns should clearly depict the safe destination status to enhance their image. This issue has been seen as greatest challenge by Indian tourism industry [7] and the Ministry of Tourism also reported the same [2]. This requires an active action from government and especially tourism boards. A vigilant police patrolling at touristic spots and helpline numbers can be a solution to such a problem. Eventually, these efforts will make it safe to travel for women travelers.

The impact of age was significant for perceiving safety & security and social environment. The age group 20-30 years rated safety & security lower in Mussoorie and Mount Abu in comparison to age groups 31-40 & 41-50. The social environment was also rated low in Manali and Mount Abu by the age group 20-30 years in comparison to age groups 31-40 & 41-50. The results for perceiving safety & security are in congruence with the results of Shepherdson (2014). In his study it was speculated that young people are more fearful of violence in the public domain and reason for this is their lifestyle and therefore they might rate these aspects low. Similar results has been reported by Tasci (2007) where age was significant in determining destination image; older respondents have a better perception of destination's overall image than do younger respondents.

Education level has an impact on perceived natural attraction and culture history & art. Here, graduates have better perception of natural attraction and culture history & art than the post graduates. In a study of Baloglu (1997) a moderate relationship between education and destination image has been found only for value/environment.

The attributes like infrastructure, touristic attraction, social environment and value for money were perceived differently based on family life cycle. In case of infrastructure it is noticed that individuals and couples with children perceived infrastructure better in comparison of couples in Mount Abu and it is vice versa in Manali. Individuals rated touristic attraction higher in comparison of couple and couples with children. The reason for this might be that couple and couples with children have more occupation and they are more involved in handling family. Therefore, for them the relevance of food & cuisine, amusement recreation is more rather than for adventure and shopping. Next, findings reveal that social environment is perceived better by couples and couples with children in comparison to individuals in Manali & Mount Abu.

Value for money is rated higher by the couples and individuals in comparison to couples with children. These findings highlight that there should be segment specific offerings like special discounts on adventure packages for individuals, couples and couples with children; amusement and recreational parks should offer extra facilities to couples with children and also local cuisine & food outlets should offer various schemes for these segments. The destinations in promotional campaign and in practical should provide adequate facilities for individuals, couples and couples with children that destination comes at top in their future priority list.

The findings of the current study are consistent with other studies which have which have investigated about the impact of the socio-demographic variables (Tasci, 2007; Kattiyapornpong & Miller, 2009). Tasci (2007) found that age has an impact in perceiving destination image. In a study by Kattiyapornpong & Miller (2009) it has been found that age, income and life stage have significant differential and interactive effects on travel behavior. The results of the current study based on gender and perceived destination image are contradictory to the findings of a recent study undertaken in Turkey by Dundar & Gucer (2015). The findings of Dundar & Gucer (2015) shows that the gender variable has no impact on perceived destination image. The results might be different because of different social settings.

7.1.4. Impact of Travel Behavior Related Variables (travel arrangements, type of visitor, frequency of travelling and travel party) on Perceived Destination Image

In this study, results revealed that type of visitor and frequency of travelling has an impact on perceived destination image. The infrastructure, culture history & art, safety security, value for money and affective image were perceived differently on the basis of first time and repeat visitors. The assessment of the infrastructural facilities of by repeat visitors is higher than the first time visitors in Mussoorie. Better infrastructure facilities provided by the destinations might be the critical factor that contributes to the re-visit. The result is similar to the findings of previous researchers (Kim et al., 2012; Lim et al., 2016) that the "first-time visitors (FV) generally seek new and diverse experiences, while re-visitors (RV) tend to choose tourist destinations of similar type to previous destinations where they feel familiar and comfortable". The assessment of the similar destination based on culture history & art by the

repeat visitors is low in comparison to first time visitors because incredibility of such things gives maximum impact for the very first time. The monuments and buildings will give the same or may be lesser experiential satisfaction when it is repeat visit but the other items like availability & variety of handicraft and recreational activities like local theme based dance, art shows can be offered to lure repeat visitors. The first time visitors in Mussoorie and Mount Abu rated safety & security measures higher than the repeat visitor. These results are consistent to the findings of a study conducted by Beerli & Martin (2004). In a general consensus visitors should feel safe during their repeat visit but the recent happenings (unstable political environment, sexual assault cases and other various criminal activities) can change their first perception. The value for money was assessed distinctively by the two types of visitors in Shimla and Mount Abu. The finding pointed that value for money was perceived differently by the first time and repeat visitors. In Shimla repeat visitors rated value for money higher than the first time visitors and vice versa in Mount Abu. The recent hike in the prices of shopping merchandise and fare of taxis, buses etc. might be the reason to vary with the earlier perception in case of Mount Abu. Special beneficial schemes (discounts on first and repeat visit) should be offered to first time and repeat visitors so that more firm image should be build for too long. The affective image is perceived higher by the first time visitors in comparison to repeat visitors. Affective evaluations of visiting a destination for second time cannot be same as it was for first time. This finding is similar to the research done by Beerli & Martin (2004) where they pointed out the reason that by making a repeat visit the desire of exploring something new is not satisfied and this has a negative effect on the affective appraisal of that destination. Based on frequency of travelling the infrastructure is perceived differently. Less frequent travelers have better perception of infrastructure in comparison to frequent travelers.

7.1.5. The Perceived Destination Image Based on Sources of Information

The first area of enquiry sought to assess the variation in the importance of various sources of information accorded by the traveler. The results of this study reveal that personal sources of information were preferred over impersonal sources of information by the tourists in all the selected destinations; except for Ooty where official websites were preferred at number one. Personal sources of information are considered credible sources and consumers respect their opinions, by providing advice that may be suited to the particular purchase decision. Further,

they are known to have a strong normative influence (Evangelista & Dioko, 2011). Deutsch & Gerard (1955) conceived social influence (personal sources of information) to exude both normative and informational influence (cited in Evangelista & Dioko, 2011). They considered informational social influence as "influence to accept information obtained from another as evidence about reality (Deutsch & Gerard, 1955) whereas normative social influence as "influence to conform to the expectations of another person or group" (Deutsch & Gerard, 1955) (cited in Evangelista & Dioko, 2011). Impersonal sources of information have an informational influence. The benefit of impersonal sources of information, such as critics or experts, is that they are often likely to have greater expertise about the product under consideration than individuals with whom the decision maker comes into direct contact.

The other area of enquiry in this study is to analyze the role of information sources in perceived destination image. The findings reveal that tourists vary in perceiving destination image on the basis of two types of sources of information. The tourists who were more inclined towards personal sources of information have better perception of destination image (perception of infrastructure, culture history & art and social environment) in comparison to tourists who have preferred impersonal sources of information. This has been generally observed almost for all the destinations. This is consistent with the past research (Venkatraman & Dholakia, 1997) which have time and again emphasized on the referent power of the personal sources of information. A reason for such result might be that these destinations are weekend getaway destinations for tourists of nearby states so people prefer personal sources of information in comparison to search through impersonal sources of information. Further, another reason for such findings could be that tourists get well aware of the best and the worst about the selected destinations through their trusted personal sources. More specifically personal sources like family, friends and relatives won't hesitate in sharing their experience (first hand or word of mouth) mainly on infrastructure, social environment and culture of these selected destinations to make visit worthy. On the contrary impersonal sources like official websites, tour operators generally highlight the best about the destinations. Affective destination image on the basis of sources of information does not vary as it is very rare to be same on affective evaluation as of any other person.

To fully utilize the potential of such as websites; website mangers need to be vigilant and develop their e-marketing plans with due diligence. The quality of information provided by

these sites may prepare the potential tourist to plan and arrange their visit better. The tourism department should focus on training tour operators and publishing periodic magazines & books. This leads to a hassle free visit which fosters a positive image for the destination. A similar view is echoed in the strategic action plan (Ministry of Tourism, Government of India, 2011b) which suggests the extensive use of information and communication technology (ICT) to be made in all activities for efficient administration in tourism.

7.1.6. Impact of Destination Image on Tourist Behavioral Intentions (WOM, e-WOM, Repeat Visit)

The previous researchers have studied that the destination image predicts tourists behavioral intentions such as revisit intentions and willingness to recommend to others (Chen & Hsu, 2000; Bigne-Alcaniz et al., 2009; Castro et al., 2007; Alcaniz et al., 2009; Byon & Zhang, 2010). More specifically, the findings of a study by Mohamad et al. (2012) suggests that if tourists perceives favorable destination image, they will be more willing to spread positive recommendations as well as to undertake repeat visitations in future. The reasons to return to a particular destination possibly the service quality (Pizam & Ellis, 1999; Hui et al., 2007; Quintal & Polczynski, 2010), safety and low risk (Gitelson & Crompton, 1984; Kozak, 2001; Aqueveque, 2006), destination competitiveness (Mazanec et al., 2007) and past experience (Kozak, 2001; Beerli & Martin 2004).

The current study also enquires about the impact of perceived destination image on future behavioral intentions (WOM, e-WOM & Repeat visit) of the tourists. The results of this study reveal that perceived destination image has a limited impact in predicting WOM, e-WOM and repeat visit. This is an unexpected finding. The reason for this might be that strong behavioral intentions develop over time. However to a certain extent, the results of this study indicates that better infrastructure, touristic attraction, safety & security, social environment, value for money and affective attractiveness lead to predicting word of mouth. Predictors for electronic word of mouth were culture history & art and affective evaluations. Predictors for repeat visit were natural attraction, infrastructure, touristic attraction, safety & security, social environment and affective evaluations. The destination marketers and respective tourism marketers should focus on providing better facilities to the tourists so that positive behavioral intentions can be maintained.

7.2. Implications

This study yielded several practical, global and theoretical insights that are meaningful for tourism marketers, practitioners and government; as these are the first in the line of research which aims for a systematic approach in the marketing of tourist destinations in India and capture and illustrate the measurement of destination image of Indian tourist destinations. Marketing and tourism researchers need to undertake qualitative and quantitative analysis which can assist destination marketers in their market segmentation and positioning activities. The results of this study empower destination marketers by allowing them to visualize their destinations' competitive standing relative to their competitors' strengths and weaknesses. In the following subsection practical implications of this study are discussed followed by global implications thereafter, theoretical implications, limitations and future scope are discussed.

7.2.1. Practical Implications

The overview of practical implications which holds relevance to various practitioners like destination marketing organizations/marketers, tourism agencies, policy makers, urban planners/retailers etc. is presented in the Table 7.1. The detailed discussion on the same is presented thereafter.

Table 7.1: Overview of Practical Implications for Practitioners

Destination Marketing Organizations / Marketers	Tourism Agencies and Policy Makers	Urban Planners/Retailers
Presence of DMOs in local and Regional areas.	To make effective tourism policies and strategic planning.	The urban planning agencies form some reformative policies should be centered on improving the infrastructure and providing more economical options for food, transportation and shopping merchandise.
Periodic research on tourists' experience.	Engagement of the various stakeholders in the tourism sector.	The city administration should be vigilant in maintaining the proper signboards for direction and other related information.
To focus on expected and actual destination image analysis	To focus on rigorous market research.	Local service providers and their staff may be provided with a few guidelines to ensure that tourists are treated with courtesy and respect.

Effective marketing and promotion of the destination.	To provide segment specific offerings to the tourists.	The urban planners need to act upon providing accommodation facilities and easy access to the destination.
To involve skilled human resource in the tourism industry.	To focus on the unique selling proposition of the destinations.	To maintain cleanliness and civic sense among the residents should be critically focused.
To maintain tourist data based on adequate standards.	To focus on competitiveness of destinations - at national and global levels.	To build new age infrastructure to meet the requirement of the tourists (theme parks, malls, shopping outlets etc.).
Tourist web site mangers need to be vigilant and develop their e-marketing plans with due diligence.	To take strong safety and security measures to ensure the safety of tourists.	To ensure value-based pricing of shopping merchandise.

(i) Need for Destination Marketing Organizations and Destination Marketing practices.

A detailed marketing strategy for a destination normally evolves from the broad recommendations of the tourism plan and research surveys. It can be included either in the plan itself or as a separate document. It should flow from the tourism planning process and reflect the vision, goals and objectives of the main plan [59]. This can be done through efficient Destination Marketing Organizations. They are responsible for the management and marketing of tourism in a geographic region. In India DMO's exists at national level but states are lacking in having proper DMO's and working on one side promotion. Here, in this study DMO's is a critical need of all the selected destinations because of very basic requirements. Firstly, the present tourism boards of the selected destinations have no adequate standards to maintain basic data of domestic and international tourists. Secondly, tourism boards of the selected destinations lack in conducting periodic research and failed to understand what the tourists perceive as important. The evaluation of the perception of tourists could be a very valuable resource for tourism planners to better determine how best destinations could be positioned. A proper functional Destination Marketing Organization can serve all these purposes very well.

(ii) Need for Rigorous Urban Planning

A collaborative approach is required to achieve the goals of tourism and urban planning simultaneously to uplift a place on economical dimensions. The urban planning literature focuses on the nature of the place product, its historical development and the marketing implications of its distinctive features (Hankinson, 2004). Positive destination image develops on the basis of better accommodations, roads (Echtner & Ritchie, 1993), sport centers, theme parks (Tsiotsou & Ratten, 2010), cleanliness and pollution free environment etc. An examination of individual items in this study reveals that parking and transportation facilities in particular rate low for all the destinations except with marginal higher rating for Ooty. The stakeholders to destination management need to take a definite call on this. The facilities and mode of transportation for travel to and from destinations need to be scrutinized for operational efficiencies and possible improvement/expansion. Furthermore, the parking facilities which cannot be facilitated with horizontal expansion (given the hilly terrains) should examine the feasibility of vertical parking. These systems provide parking for cars on multiple levels stacked vertically to maximize the number of parking spaces while minimizing land usage. Presently, the hilly terrains of these destinations inhibit the railways as successful medium of transportation. The meter gauge rail network limits speed and is infrequent. However, the 'Railways Vision 2020' by Ministry of Railways addresses these issues (Ministry of Railways, Government of India, 2009). For instance, the recent high tech train service to 'Katra' station in Jammu Kashmir could serve as an example to manage to hilly areas [60]. A better rail connectivity would offer more convenience and ease the within city parking congestion. Additionally, intra city shuttle transport at major tourist attractions may also ease the situation. We can have a positive outlook for the future as apart from marketing and promotion, the focus of tourism development plans is now on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders (Ministry of Tourism, Government of India, 2013c).

(iii) Segment Specific Tourism Marketing

From the results of this study the segment specific promotional schemes can be made for all the selected destinations. The specific results of this study on socio-demographic and travel behavior related variables will enforce destination marketers to make efficient strategies. For

example – based on the results of this study Manali is considered unsafe by the tourists and women felt more threat of safety & security as compared to men. So, it has to be ensured in tourism policy making and regulations of Himachal Pradesh and local governing body that safety & security of the tourists especially of women has to ensure by providing helpline numbers, smart mobile applications and by regular police patrolling at tourist spots. The other findings based on age, family life cycle type of visitor has to be firmly integrated with all the forthcoming tourism policies of the selected states as these emerges as a differentiating factors.

(iv) Developing Unique Selling Proposition

In this competitive environment destinations needs to be differentiated and must have unique selling proposition. In the current study the destinations are mostly clustered around same set of attributes like natural attraction and affective image. On the other hand Mount Abu clearly differentiated on being famous for handicrafts and food and cuisine; Shimla being famous for monuments & buildings and Ooty for parking facilities such findings suggests building up differentiated destination images. Mussoorie and Manali don't have unique selling proposition based on the different items. This can be easily overcome by strategically locating food stalls which offer local cuisine. Food festivals at hotels and restaurants may also highlight and promote the local cuisine.

Travelers' are generally interested to pick up some items as gifts, souvenirs etc. Destination marketers need to make a preliminary assessment about the response to the variety, availability and access to local handicrafts. Thereafter, they can actively strategize around this and convert it as a competitive advantage. This resonates with Ministry of Tourism initiatives wherein mega projects has been launched by the Ministry, the purpose of which is to present before the tourist a judicious mix of culture, heritage, spiritual and eco-tourism in order to give tourists a holistic perspective of India (Ministry of Tourism, Government of India, 2013c).

(v) Ushering Modern Day Technology in Tourism

It is important to assimilate modern day technology in tourism to increase the volume of the tourists. The official websites was the first preferred source of information in Ooty. Similar approach should be followed by the other destinations. Website mangers need to provide clear information through these sites that will be helpful for the potential tourists to plan and arrange their visit better. Incorporating new age technologies like a software created by Google which provides free audio guides and related information on smart phones could also be useful. Already, Google has created a Travel Planner for 200 odd Indian destinations (Ministry of Tourism, Government of India, 2013c). Similar kind of apps can be made to ensure the safety & security of the tourists especially in Manali and Mount Abu.

(vi) Engaging Local Stakeholders

Engaging the various stakeholders like hoteliers, tour operators, local shopkeepers, residents to give a memorable experience to the tourists is very important. The results from the study revealed the items food & cuisine, famous handicraft, hosts & friendly people, economical mode of transportation and appropriately priced shopping merchandise illustrate the strong and weak associations of the destinations on the same. Particularly; Shimla (food & cuisine and famous handicraft), Manali (hosts & friendly people and appropriately priced shopping merchandise) and Mussoorie (economical mode of transportation) require considerable attention on these items. Local hoteliers should be motivated to have food festivals at hotels and restaurants also highlight and promote the local cuisine. This can be easily overcome by strategically locating food stalls which offer local cuisine. Famous handicraft of the destination should be made available at fair price as it builds up memory of the place for life. Local service providers and their staff may be provided with a few guidelines to ensure that tourists are treated with courtesy and respect. A bulk of travelers for these destination are from upper middle class or middle class income segments who have a planned budget for travel related spending and would be sensitive to fair pricing. Several times the local vendors, service providers or touts are exploitative of the tourists' ignorance and overcharge them. A vigilant state machinery can preempt this problem by imposing penalties on unscrupulous behavior and through an active complaint cell. Additionally, some measures may be adopted to regulate prices of basic services, food items and merchandise.

(vii) Effective Tourism Marketing Communication

When promoting a country or any destination as a holiday destination it is important to target not only the traveler but also the traveler's referent others especially family and peers who tend to be sources of utilitarian and value expressive functions (Johar & Sirgy, 1991 as cited in Evangelista & Dioko, 2011). The results from the current study reveals that personal sources of information have a vital role in formulation of favorable destination image in comparison to impersonal sources of information. This finding is meaningful for tourism marketers and related agencies. The more emphasis should on impersonal sources of information like tour operators, official tourism websites which needs to be effective and aggressive in their marketing communications.

(viii) Domestic Competitors

This study provides implications for the selected destinations on the basis of the attribute based comparative analysis. These destinations have similar geographical terrain and can learn from the efficient marketing plans of the each other and from the adequate services provide to the tourists by them. The implications of this study can be extended to other similar destinations too. For example results from Ooty that it is positively positioned for being a good host and providing food & local cuisine and parking facilities will be useful for Kodikanal, Coonoor and Munnar as they are the close competitors in the state [61]. In Himachal Pradesh, Shimla rated well in preserving old heritage (monuments & buildings) and Manali for natural attraction. These can also be useful for other hill stations of the state like Mcleodganj, Kasauli and Dalhousie. Nainital, competitor of Mussoorie, can adopt the strategy of Mussoorie of maintaining good social environment for the tourists [62]. Mount Abu is the only hill station of the Rajasthan but other destinations (non-hilly destinations) like Pushkar, Chittorgarh can incorporate unique selling propositions like famous handicraft and food & cuisine. It is very important to build up unique identity of destinations because tourists choose one destination over other because of their personal choice and perception formed due to word of mouth and e-WOM. The results of this study suggest the criticality of improvement for other similar Darjeeling, Panchmari, Gulmarg, Patnitop etc. and they can seek the results of the current study for their tourism strategy formulation.

(ix) Attracting International Tourist

A report by U.S. Travel Association by Oxford Economics (2015) suggests that tourists prefer to travel to places which are more affordable and easy to reach [63]. India is struggling to provide better accommodation, cleanliness, hygiene, safety & security to the foreign tourists. These are the major factors for receiving less number of foreign tourists in comparison to China, Malaysia and Thailand. From the results of this study infrastructure and safety & security remain the areas of concern also for domestic tourists. If Ministry of Tourism is able to improve domestic tourism that means we will automatically better equipped to withstand fluctuations in international demand.

7.2.2. Global Implications

The tourism literature has been less extensive upon domestic destinations (Harrison-Hill, 2001) the findings of this study may hold insights for other countries focusing on tourism destinations. Destination image of tourist destination(s) needs periodic assessment on specific attributes (like the use of cognitive-affective set in this study). Such an assessment can help discern the strengths and weaknesses of a particular destination which can provide guidelines for issues suggested by the ASA & Associates LLP (2015) - administrative and policy reforms, private sector participation, investment in infrastructure, promotional efforts and use of information technologies [52]. For example, poor transport facilities (like in this study) can act as a deterrent for domestic tourists and any region needs to prioritize on infrastructure to improve its image and attract both domestic and international visitors. Neighboring countries like Pakistan, Sri Lanka and Nepal and to some extent Indonesia who have cultural similarities with India may derive certain insights from the study such as ‘local cuisine’ emerging as a differentiating factor which may be meaningful for them to formulate their own strategies.

7.2.3. Theoretical Implications

The current study extended the line of research which advocates examination of the robustness of the destination image scale in different research settings (Beerli & Martin, 2004; Byon & Zhang, 2010 etc.). The components of the destination image scale, adopted from the

past literature in the west, remained untested on this side of the globe particularly in south Asia. In a way, the results from the present study deem valid the generalizability of the destination image attributes facilitating its easy adoption in a variety of settings. In addition to this, no previous study has included multi-group invariance analysis to ensure that the measurement items used in their destination image studies were equivalent so that meaningful comparisons across different samples (destinations) could be made. It illustrated the efficacy of correspondence analysis in deriving an attribute wise comparison of several destinations. Because this output is graphical in nature it can be used in presentation or as a pictorial anchor in aiding a detailed analysis of destination image. It also makes a comparative analysis of a variety of influences on a potential tourists' travel choice which can be insightful for future researchers in developing predictive models.

7.2.4. Limitations & Future Research

The study suffers from some limitations. Firstly, it focuses on domestic tourists only. The leisure tourists were included in the study by excluding business, social travelers, medical tourists etc. This study incorporated inter-state tourists only because by including intra-state tourists there is a strong possibility to have nonfactual information for the attributes infrastructure, social environment etc. as they will be very much familiar to the state and the selected destinations. The sample is also limited to hill stations only. The present scale is suitable for hill tourism. Some attributes may need to be dropped (and others included) when examining different terrains such as beach destinations. The same has been advocated in the past literature (Beerli & Martin, 2004; Byon & Zhang, 2010) that factors related to destination image should be destination-specific. Next, tourist characteristics related to personality and individual behavior are not a part of the present analysis. Further, the impact of behavioral intention needs to be examined over a period of time and is likely to show limited evidence in an onsite survey. The word of mouth valence has not been studied because of avoiding respondent fatigue and pressure. Future studies may overcome these limitations. Future research can replicate the destination measurement scale used in this study for exploring the destination image of other Indian destinations to test some of outcomes presented. As in this research the destination image is limited to hill stations it is recommended to evaluate the destination image of other type of destinations like beaches, desert etc. This study developed its path model with first order latent constructs. The primary reason being to discern the

impact of the specific destination image components (rather than destination image as a whole) on behavioral outcomes. Future studies may however use a second-order model with mediators like tourist characteristics and/or socio-demographics. The results of this study can cue future studies to undertake measurement invariance analysis which will allow them to make valid comparisons across multiple samples. The future research should direct attention to investigate the propensity for WOM and e-WOM on the basis of travel behavior, residency, technology, religion etc. In this study only the predicting ability of perceived destination image has been tested on WOM and e-WOM, it is recommended that in future studies the positive and negative WOM and e-WOM should be focused. Similar approach of this study can be tested on international tourists and meaningful conclusions can be drawn. Longitudinal studies should also be undertaken to capture the change in destination image perception over a period of time. Overall, this study contributes to consumer research and it has both theoretical and practical insights that will be meaningful for destination marketers.

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APPENDIX

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY WAKANAGHAT (H.P.)

TOURISM SURVEY

Dear Tourist,

This survey is a part of a Ph.D research project with the objective to know about travel behavior & destination image formation process; based on the tourists' experiences. This survey asks you to rate the current destination based on your experience and decision making process. Please read all the questions and directions carefully and share your actual experience. This survey also included the basic demographic and travel behavior related questions.

The information you will provide will remain confidential and the data collected will be used for research purpose only.

Your co-operation is extremely valuable for gaining meaningful insights on tourist behavior.

Department of Humanities of Social Sciences
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Wakanghat, P.O. Dumehar Bani Kandaghat, Distt. Solan-173 215 (H.P.), India

Tourist Response

Q1: What is your purpose behind visiting this destination?

Leisure Tourism (Recreation)	☐	Social (Visiting relatives and friends)	☐
Religious Tourism	☐	Shopping	☐
Business Tourism	☐	Other	☐

Code: ……

Destination: ……

Day of stay: ……

Place of origin: ……

SECTION 1

Gender:	Male ☐	Female ☐	
Age :	20-30yrs ☐	31-40yrs ☐	41-50yrs ☐
	51-60yrs ☐	Above 60yrs ☐	
Occupation:	Govt. Job ☐	Private Job ☐	Business ☐
	Student ☐	Housewife ☐	Other ☐
Family Income (Per month in rupees):	Below 40,000 ☐	40,000-94,999 ☐	95,000-1, 49,999 ☐
	1, 50,000-2, 04,999 ☐	Above 2, 05,000 ☐	
Education:	Graduation ☐	Post graduation ☐	Doctorate ☐
	Other ☐		
Family Life Cycle:	Individual ☐	Couple ☐	Couple with Children ☐
Travel party:	Alone ☐	With family ☐	With friends ☐
Travel Arrangements:	Self Organized ☐	Tour packages ☐	

Type of visitor (For this destination): First time visitor ☐ Repeat visitor ☐

How frequently you plan your vacations to various destinations? Once in 2 years ☐ Once in a year ☐

Twice a year ☐ More than twice a year ☐ Other ☐

SECTION 2

Q3: The statements listed below are related to your experience about this destination. Kindly share your experience about the destinations' characteristics, facilities, merchandise etc. given below. Tick on the appropriate option.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Disagree Nor Agree	Somewhat Agree	Agree	Strongly Agree
1. This city has a good climate.	☐	☐	☐	☐	☐	☐	☐
2. The city has a scenic beauty.	☐	☐	☐	☐	☐	☐	☐
3. The city has a unique kind of flora & fauna.	☐	☐	☐	☐	☐	☐	☐
4. The city has a green cover.	☐	☐	☐	☐	☐	☐	☐
5. The city has wide roads and excellent transportation facilities.	☐	☐	☐	☐	☐	☐	☐
6. The city has good hotels and restaurants to accommodate.	☐	☐	☐	☐	☐	☐	☐
7. The city is clean with less pollution.	☐	☐	☐	☐	☐	☐	☐
8. The city has well-organized parking system.	☐	☐	☐	☐	☐	☐	☐
9. The city provides best shopping centers.	☐	☐	☐	☐	☐	☐	☐
10. The city provides adventurous sites and activities for the tourists.	☐	☐	☐	☐	☐	☐	☐
11. There are facilities for amusement & recreation.	☐	☐	☐	☐	☐	☐	☐
12. The city is enriched with local cuisine and food outlets.	☐	☐	☐	☐	☐	☐	☐
13. The city has monuments and historical buildings.	☐	☐	☐	☐	☐	☐	☐
14. The handicraft of the city is good and famous.	☐	☐	☐	☐	☐	☐	☐
15. The city is rich in customs and religious activities.	☐	☐	☐	☐	☐	☐	☐
16. The city has a stable political environment.	☐	☐	☐	☐	☐	☐	☐

17. The crime rate in the city is very less.	☐	☐	☐	☐	☐	☐	☐
18. The city is safe and secure to live.	☐	☐	☐	☐	☐	☐	☐
19. The residents of the city are good hosts and friendly.	☐	☐	☐	☐	☐	☐	☐
20. It is easy to converse with the residents.	☐	☐	☐	☐	☐	☐	☐
21. The residents have a good civic sense.	☐	☐	☐	☐	☐	☐	☐
22. The quality of life is good in the city.	☐	☐	☐	☐	☐	☐	☐
23. The city has economical mode of transportation. (Taxi, Bus etc.)	☐	☐	☐	☐	☐	☐	☐
24. The prices for food and accommodation are reasonable.	☐	☐	☐	☐	☐	☐	☐
25. The shopping merchandise is appropriately prices.	☐	☐	☐	☐	☐	☐	☐

Q4: Based upon your feelings attached to this destination, tick against your preference for the destination on the basis of following items.

1) Unpleasant – pleasant

Very Unpleasant	Unpleasant	Somewhat Unpleasant	Neither Unpleasant Nor Pleasant	Somewhat Pleasant	Pleasant	Very Pleasant
☐	☐	☐	☐	☐	☐	☐

2) Sleepy-Arousing

Very Sleepy	Sleepy	Somewhat Sleepy	Neither Sleepy Nor Arousing	Somewhat Arousing	Arousing	Very Arousing
☐	☐	☐	☐	☐	☐	☐

3) Distressing – Relaxing

Very Distressing	Distressing	Somewhat Distressing	Neither Distressing Nor Relaxing	Somewhat Relaxing	Relaxing	Very Relaxing
☐	☐	☐	☐	☐	☐	☐

4) Gloomy- Exciting

Very Gloomy	Gloomy	Somewhat Gloomy	Neither Gloomy Nor Exciting	Somewhat Exciting	Exciting	Very Exciting
☐	☐	☐	☐	☐	☐	☐

SECTION 3

Q5: Kindly share your experience about the destination and your likely behavior. Tick on the appropriate option.

	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree
1. I would like to share my experience about this destination with my family and relatives.	☐	☐	☐	☐	☐
2. I would like to share my experience about this destination with my friends and at my workplace.	☐	☐	☐	☐	☐
3. I will recommend this destination to people whoare planning to visit.	☐	☐	☐	☐	☐
4. I have shared/likely to share pictures, videos etc. on my social profile on web.	☐	☐	☐	☐	☐
5. I would like to write about my experience through blogs and content sharing.	☐	☐	☐	☐	☐
6. I will like to put a positive online review for this destination.	☐	☐	☐	☐	☐
7. I would have liked to extend my stay if I wouldn't be constrained for time/money/prior commitments.	☐	☐	☐	☐	☐
8. I am looking forward to a repeat visit for this destination.	☐	☐	☐	☐	☐
9. This destination ranks comparatively higher in my priority list for future vacations.	☐	☐	☐	☐	☐

SECTION 4

Q6: Rank the preferable choices in order1 to 8 for the following sources of information that you had considered to make your travel plan. (Rank 1 indicating the most important and the rank 8 indicating the least important source of information).

SOURCES	**RANKING**
T.V.	☐
Travel agents/tour operators	☐
Books/guides	☐
Official websites of the destinations	☐
Social networking sites	☐
Family members	☐
Friends	☐
Relatives	☐

Thank You

SYNOPSIS

SYNOPSIS

1. Introduction and Background of the Problem

Given its myriad topography, history, culture and traditions, India represents one of the most promising tourism markets in the world. In fact, the Indian tourism and hospitality industry is the third-largest sub-segment of the services sector in India (http://www.ibef.org/). However, unlike large countries such as the USA, China and Australia who have developed a robust domestic tourism industry (Baker, 2013), India has yet to realize the potential of its burgeoning domestic tourism base. Further, despite the immense economic potential of domestic tourism, until the National Policy of Tourism 2002 followed by related strategic action plans, it had received scarce attention by ministry of tourism (Department of Tourism, Ministry of Tourism & Culture, Government of India, 2002). The Indian tourism statistical data shows that; the annual growth rate of domestic tourism in the year 2014 i.e. 11.9% is greater than international tourism 10.2% (Ministry of Tourism, Government of India, 2014). Also, the domestic tourism market is much more stable and impervious to fluctuations vis-à-vis international tourism (Ministry of Tourism, Government of India, 2012) and some noteworthy changes have emerged. Firstly, domestic tourists have migrated from VFR (Visiting Friends & Relatives) and religious category to travelling for leisure (FICCI, 2012). Secondly, over the years domestic travelers with increased disposable income, modernized lifestyles, better life quality etc. have their prime motive for travel as leisure and recreation (FICCI, 2012). As a country with billion plus people, we have a huge nation to showcase ourselves; yet, it remains an area of neglect by policy makers, academicians and practitioners alike.

In this context, the 2014-15 report by the working group of tourism (Ministry of Tourism, Government of India, 2014) highlights the necessity of detail studies to capture the perception of the foreign and domestic tourists about the various facilities at tourist destinations to aid policy framing. Further, there is a clear call to conduct surveys to find out the experience of domestic tourists at important tourist destinations and evaluation of domestic campaign launched by the Ministry of Tourism (Ministry of Tourism, Government of India, 2014). Unfortunately, this is a far cry from the reality. Despite increased attention and relevance drawn by ‘destination image’ as a key aspect of destination marketing, it has been an under

researched area in Indian tourism academic literature as well as practitioner studies. Consequently, no previous Indian research exists which provides a pragmatic and explicit approach to capture the destination image of tourism destinations in India.

It is necessary to fully understand the scope of our (tourism) offerings to enable the sector to position and promote them in such a way that can helps actualize their potential and provide them a competitive edge. This in turn requires periodic assessment of the image of tourism destinations. As highlighted previously, a scrutiny of various reports of Ministry of tourism (Ministry of Tourism, Government of India, 2007; 2010) reveals an apathetic attitude in this regard. Although, statistics such as - foreign tourist arrivals and earnings and some sporadic data is available on domestic tourism; there is a lack of research which can illustrate the measurement of tourism destination. Recent reports (Ministry of Tourism, Government of India, 2011; 2014) highlight the critical need of market research but once again fail in specifying a research methodology for the same. It is for these reasons that this research study can be deemed timely.

Given the fact that domestic tourism plays an important role in overall tourism development in the country; an understanding about the perception of domestic tourists about tourism destinations could be a valuable source for tourism planners to determine the positioning and promotion of domestic destinations. Destination image measurement therefore emerges as an area of imminent concern and attention. This study aims to measure and analyze the destination image (on specific attributes) of selected tourist destinations and subsequently develop insights for policy makers & practitioners. It follows a multipronged approach wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined. The same have been detailed in the section on research objectives.

2. Review of Literature

Tourism destination image has been a focal area of conceptual and empirical tourism research for the last three decades. The importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice (Echtner & Ritchie 1991; Gallarza et al., 2002; Thao & Swierczek,

2008; Allameh et al., 2014). It may be defined as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979; Lopes, 2011). Thus, there emerged a long history in tourism research which focused on destination image. So much so that Suh & Gartner (2004) refer to destination image studies as "a staple of destination market research". Amidst this, destination image measurement has been one of the most popular topics of investigation in tourism research (Pike, 2002). The present body of Indian tourism literature has focused on areas such as – destination branding and brand architecture strategies for India (Harish, 2010; Sharma, 2013; Singh & Ahuja, 2014); religious and spiritual tourism (Shinde, 2007; Agrawal et al., 2010; Gupta & Gulla, 2010; Tripathi et al., 2010); destination image, satisfaction and service quality (Kale & Weir, 1986; Chaudhary, 2000; Dwivedi, 2009; Madhavan & Rastogi, 2011; Rajesh, 2013). However, the Indian literature in this field is limited in adopting research instruments and methodology (advanced statistical techniques of assessment) that can comprehensively measure and visibly demonstrates an attribute wise measure and comparison of destination(s) image.

Literature in this field covers several topics of interest such as – conceptualization and dimensions; destination image formation process (static and dynamic); assessment and measurement of destination image; destination image management policies (positioning, promotion, etc.); tourist satisfaction etc. In their review of the past literature, Byon & Zhang (2010) and Gallarza et al. (2002) observe that over the last three decades, many researchers have identified variables/attributes that measure/represent destination image of a particular location. It is widely understood that these attributes fall in two components – cognitive and affective. Cognitive image components relate to beliefs or perceptions that tourists hold related to a destination. The affective image is characterized by the affective impressions or feelings that an individual possesses of a particular destination (Baloglu & McCleary, 1999). Although, there was a domination of cognitive destination model initially; there has been a preponderance of cognitive-affective image theory (Hanzaee & Saeedi, 2011) in the last few years.

The extant research demonstrates that a destination's image is a valuable concept in investigating the destination selection process. Furthermore, the measurement of a destination's image has been of great interest not only to tourism researchers but also to industry practitioners and destination marketers (Baloglu and McCleary, 1999). Creating and

transmitting a favorable image to potential tourists in target markets could strengthen the competitiveness of a destination (Goodal, 1990; Gartner, 1993; Konecnik, 2002). To summarize, the following can be highlighted from the review of destination image literature by – the past literature reveals that the most popular regions for study were North America, Europe and Asia Pacific was ranked at third place; which requires more attention. Secondly, the destination image has measured the perceptions of only one destination, without a frame of reference to any competing destinations. In a recent study by Pike and Page (2014), they stated that not only has the destination and destination marketing emerged as a central element of tourism research, it is associated with the operational activities undertaken in the highly competitive business of attracting visitors to localities; thus it is an emergent area of research in all perspectives.

3. Research Objectives and Research Questions

The aforementioned framework highlights the criticality of periodic assessment of destination image of domestic tourist destinations. Accordingly, the rationale of this study is to measure and analyze the destination image on specific attributes of selected tourist destinations and subsequently develop insights for policy makers & practitioners. A multipronged approach is followed wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined. Specifically the research objectives cover the following – 1) To measure the destination image of specific tourist destinations (Shimla, Manali, Mussoorie, Mount Abu & Ooty); 2) to analyze the relative positioning of the specific destinations on cognitive & affective dimensions; 3) to cross validate and examine the robustness of SDI (Scale of destination Image); 4) to discern the impact of socio-demographic and travel behavior related variables on destination image; 5) to examine the influence of sources of information (Personal & Impersonal) on destination image and; 6) to study the impact of destination image on behavioral intentions – WOM, e-WOM & Repeat visit. Based on these objectives this study aims to investigate the following research questions:

RQ1: How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ2: What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

RQ5. Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

RQ6. Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?

RQ7. Does perceived destination image vary on the basis of sources of information (Personal and Impersonal)?

RQ8. Do behavioral intentions - WOM & e-WOM and Repeat visit vary on the basis of perceived destination image?

4. Research Methodology

The destination image of five destinations – Ooty, Shimla, Manali, Mussoorie and Mount Abu is evaluated in this study. The primary drivers for the choice of these destinations being-consistently rated as popular destinations; attract homogeneous kind of tourist traffic; possess similar physical features and terrains (Ministry of Tourism, Government of India, 2004; 2005; 2009; 2010; 2011; www.outlooktraveller.com; www.tripadvisor.com; www.indianholiday.com), which can be accurately captured on adopted destination image scale and can be accomplished within the limitations of time and money with the field researcher. Initially, a pilot study of 103 respondents from Shimla was undertaken. Only minimal changes were necessary. Subsequently, data was collected across the five selected destinations. A two tier sampling has been used to fulfill the pursuit of the research – 1) Area sampling and 2)

Convenience sampling. Under area sampling Shimla, Manali, Mussoorie, Mount Abu and Ooty selected as geographical samples. Thereafter domestic tourists were surveyed in these destinations through convenience sampling. Based on the guidelines of the extant literature (Lin et al., 2013; Salleh et al., 2013; Artuger & Cetinsoz, 2014) a total 853 respondents from the five selected destinations: Shimla (n=180), Manali (n=171), Mussoorie (n=160), Mount Abu (n=164) and Ooty (n=178) were deemed adequate for the conduct of data analysis and subsequent interpretation of the results. To examine the homogeneity of respondent profile across the destinations, a chi-square analysis on socio-demographic variables such as gender, age and occupation cross tabulated with the five destinations was undertaken. Results indicated non-significant differences with respect to gender implying (gender) homogeneity of respondent profile across destinations. Further, the analysis revealed significant differences on age and occupation albeit with very weak associations as indicated by the values of Crammer V. Thus, taken together these results point to a near homogenous sample profile. A total 853 respondents participated in the study with 54% male and 46% female respondents. The demographic variable age was categorized into five categories i.e. 20-30 years (31.3%), 31-40 years (29.4%), 41-50 years (20%), 51-60 years (14.3%) and Above 60 years (5%). Most of the respondents were engaged in private jobs (39%) followed by business (16%) and the rest of the profile is as follows: students (15%), housewives (14%), government employees (13%) and others (3%). A set of structured questionnaire was used for data collection. The constructs and number of questions (based upon the research objectives) consisted of socio-demographic and travel related behavior information and statements on cognitive, affective and behavioral intention. An on-site personally administered survey was conducted at the popular tourist places of each destination. The data was collected in the year 2013 across all the five selected destinations in the period June to October.

In this study the measure for destination image includes both cognitive and affective aspects. The cognitive image was adapted from the scales developed in the past studies such as Etchner & Ritchie (1993), Chaudhary (2000), Beerli & Martin (2004) and Byon & Zhang (2010). The seven major cognitive attributes included in this study were – natural attractions, infrastructure, touristic attraction, culture, history and art, safety and security, social environment and value for money. Responses were collected on a seven point likert scale with 7 = strongly agree and 1 = strongly disagree. Affective image was measured by using bipolar affective scale of Russell et al. (1981). The original dimensions of the bipolar scale have been

used which have the following attributes: unpleasant-pleasant; sleepy-arousing; distressing-relaxing and gloomy-exciting. Responses for affective scale were collected on a 7 point semantic scale where, for example, the value 3 indicated very pleasant, 0 = neither unpleasant nor pleasant and - 3 = very unpleasant. An item-wise description presented in the Table A1 (See Annexure). The personal and impersonal sources evaluated in this study were adapted from the past literature (Andreasen, 1968; Mitra et al., 1999; Mortimer & Pressey, 2013). The new additions in the existing categories were – 'relatives' and 'social media' in case of personal sources and; 'travel agents/tour operators' and 'books/guides' in case of impersonal sources of information. The constructs – WOM, e-WOM and repeat intentions were adopted from the past literature (Goyette et al., 2010 & Byon & Zhang, 2010).

5. Results

The analysis has done through using descriptive statistics; correspondence analysis; confirmatory factor analysis; multi-group invariance; factorial MANOVA and multiple regressions. For the sake of brevity the independent variables which have significant impact on the dependent variables have been presented in the tables. The research question wise results are presented next.

5.1. Measurement of Destination Image on the specific cognitive and affective destination image components [RQ1]

RQ1. How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ1 was to assess – how the selective destinations fare on the cognitive and affective destination image components. Table 5.1 & Table A1 (See Annexure) present the results on the same. This simple analysis provides us a framework to suitably assess each destination across each attribute related with cognitive and the affective destination image on the basis of mean value.

Table 5.1: Attribute wise ranking of the selected destinations on the basis of mean values					
	Destinations (Rank)				
Destination Image Attributes	**Shimla**	**Manali**	**Mussoorie**	**Mount Abu**	**Ooty**
Natural Attraction	2	1	4	5	3
Infrastructure	2	5	4	3	1
Touristic Attraction	4	3	5	1	2
Culture History & Art	2	3	5	1	4
Safety & Security	1	5	2	4	3
Social Environment	1	5	3	4	2
Value For Money	3	5	4	2	1
Affective Image	1	3	5	4	2

The five destinations scored high on – 'natural attraction' with Manali receiving the highest rating followed by Shimla, Ooty, Mussoorie and Mount Abu. The ratings somewhat dip with respect to 'infrastructure' particularly for Manali and Mussoorie; Ooty, Shimla and Mount Abu are comparatively better. In case of Touristic attraction Shimla and Mussoorie have lower ratings in comparison to other destinations. The ratings for 'culture, history and art' are highest for Mount Abu followed by Shimla, Manali, Ooty and Mussoorie. With respect to 'safety and security' Shimla and Mussoorie get a comparatively higher rating than the rest. Manali poorly rated on this dimension. Social environment was rated lower in Manali and Mount Abu in comparison to rest of the destinations and Shimla placed at rank 1. In case of 'value for money' Manali scores comparatively lower than the rest with Ooty scoring the highest followed by Mount Abu, Shimla and Mussoorie. Shimla scored the highest in case of affective dimension followed by Ooty, Manali, Mount Abu and Mussoorie.

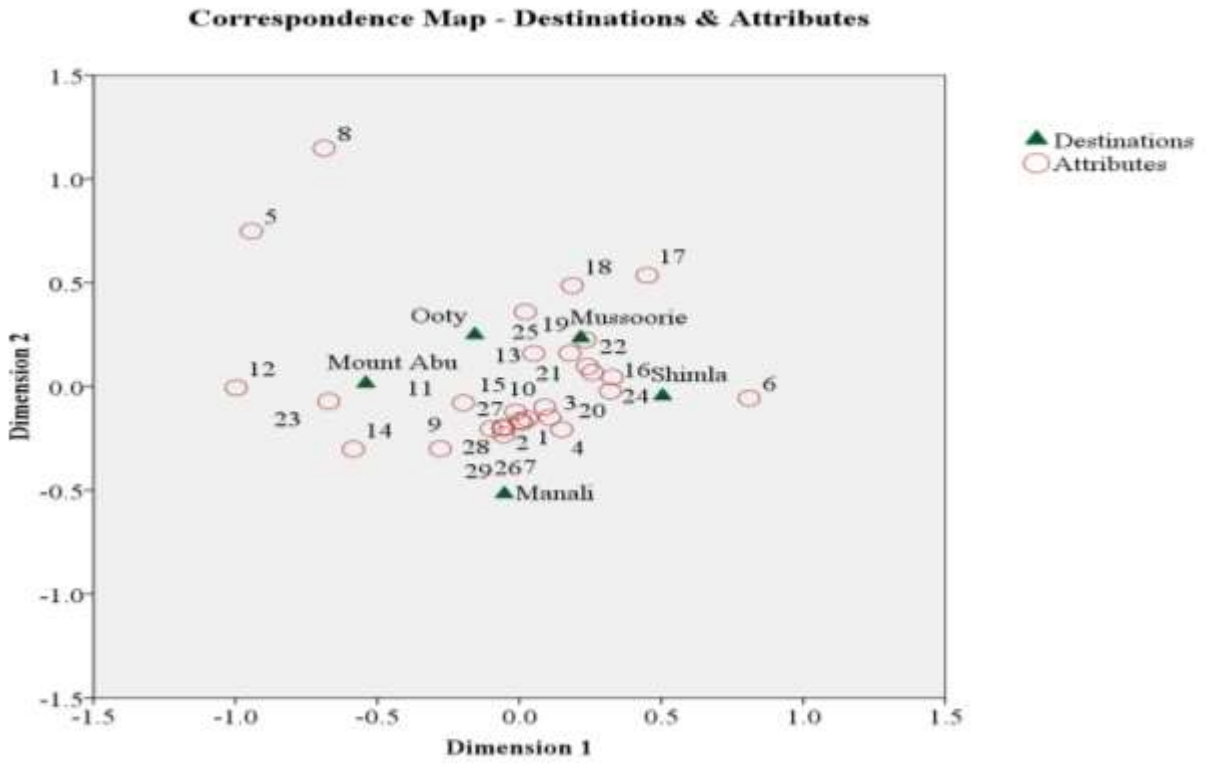
5.2. The underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations [RQ2]

RQ2. What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?

To examine the underlying structure (similarities) and positioning of the specific destination image attributes (item-wise) and the five tourism destinations correspondence analysis has

been used. The following correspondence map has been generated through analysis which shows the positioning of destinations with destination image attributes.

Figure 5.1



Key: 1= Good Climate 2= Scenic Beauty 3= Unique Flora and Fauna 4= Green Cover 5= Excellent Transport facilities 6= Excellent Hotels Restaurants facilities 7= Less Pollution 8= Parking Facilities 9= Best Shopping Centers 10= Adventurous Sites 11= Amusement Recreation 12= Local Cuisine and Food Outlets 13= Monuments and Buildings 14= Famous Handicraft 15= Rich Customs and Religion 16= Stable Political Environment 17= Less Crime Rate 18= Safe Secure 19= Hosts and Friendly Residents 20= Easy to Converse 21= Good Civic Sense 22= Quality of Life 23= Economical Mode of Transportation 24= Prices for Food Accommodation 25= Appropriately priced shopping merchandise 26= Unpleasant - Pleasant 27= Sleepy - Arousing 28= Distressing - Relaxing 29= Gloomy - Exciting.

The correspondence analysis produces the maximum number of dimensions for a correspondence analysis solution equals the smaller of number of rows minus one or the number of columns minus one. In this study since the number of rows is 29 (items) and the number of columns is five (destinations), the maximum number of dimensions is four. To determine the dimensionality of the solution we examine the eigen values and the cumulative proportion of variance explained by the dimensions (Yavas and Shemwell, 1996). The first two dimensions generated in this study accounts for about 77 per cent of the total variance; for the sake of ease of display and interpretability, a two-dimensional solution was retained. The

larger the absolute contribution of an item to a dimension, the more important that item is in determining the underlying structure of that dimension (Hoffman and Franke, 1986; Yavas and Shemwell, 1996). The results revealed that the dominant items in dimension 1 were: excellent hotels restaurants facilities (6), local cuisine and food outlets (12) and famous handicraft (14). The destinations Mount Abu and Shimla has strongest representation for dimension 1. In dimension 2, the dominant items were parking facilities (8), less crime rate (17) and safe secure (18) and Manali has strongest representation for this.

The above discussed results reveal that the positioning of Mount Abu and Shimla determined through the specific items: excellent hotels restaurants facilities (6), local cuisine & food outlets (12) and famous handicraft (14). Mount Abu positioned itself positive for the attributes local cuisine & food outlets and famous handicraft. On the contrary Shimla was negatively positioned on the same attributes. Shimla was positioned positive for the dimension excellent hotels restaurant facilities and Mount Abu negatively positioned on the same. The positioning of Manali determined through the items: parking facilities (8), less crime rate (17) and safe secure (18) attributes. Manali was negatively positioned on these items. The correspondence map reveals the underlying structure and positioning of the attributes and the destinations. This graphical output also provides information about how the destinations are positioned vis-á-vis competitor destinations. This figure supplies critical evidence of how destinations relate to various attributes. For instance, Shimla is positioned close to stable political environment (16), appropriately priced shopping merchandise (24); Mussoorie to quality of life (22), friendly residents (19); Manali to the items of affective dimension unpleasant-pleasant (26) sleepy-arousing (27) gloomy-exciting (29); Mount Abu to amusement recreation (11) and Ooty to appropriately priced shopping merchandise (25) and monuments and buildings (13) and is the only destination which is comparatively closer to excellent transport facilities (5) and parking facilities (8).

The correspondence map results also revealed that items on which destinations similarly positioned were: good climate (1); scenic beauty (2); unique flora and fauna (3); green cover (4); adventurous sites (10) and; distressing-relaxing (28).

5.3. The destination image scale adequate psychometric properties in Indian settings [RQ3]

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

To examine the destination image scale demonstrate adequate psychometric properties in Indian settings confirmatory factor analysis has been used. The reliability and validity has been checked through the recommended procedures in the previous literature (Fornell and Larcker, 1981; Bentler, 1995; Hair et al, 1999; Del Barrio and Luque, 2000). The scale reliability was assessed through the computation of composite reliability (CR). The values of CR are above the threshold values of .7 deeming the scale reliable. Factor loadings establish the convergent validity of the scale as all items significantly load on their respective latent constructs and range above the threshold value of 0.5 (Fornell and Larcker, 1981; Evangelista and Dioko, 2011) with the exception of only item – 'economical mode of transportation' (.43). The measure for Average variance extracted for all latent variables (constructs) is higher than .45 with an exception of the latent variable infrastructure. A strong discriminant validity is however, established with AVE (Average variance extracted > SIC (Squared inter construct correlation) (Fornell and Larcker, 1981). Overall, across a range of indicators, the scale demonstrates adequate psychometric properties.

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

The measurement invariance across destinations established through configural, metric and scalar invariance. The configural model was evaluated based on its goodness-of-fit indices to determine if the model was a good representation of the hypothesized relationships (Hu and Bentler, 1999; Lee, 2009) across all samples (destinations in this case). In this study, the latent variable – 'infrastructure' was dropped from the model as its items depicted poor factor loadings and the items had large modification indices with (covariance) items of other constructs. The model showed an acceptable fit. To test for metric invariance, the factor pattern coefficients were constrained to be equal. The metric invariance across the five samples also shows a good model fit. With the support of metric invariance model, scalar

invariance was tested by constraining the intercepts of the 25 indicators to be the same across the five samples. By constraining the intercepts to be equal, the value of CFI and TLI severely deteriorated. Consequently, the focus shifted towards partial scalar invariance. The attributes unique flora and fauna (Item 3), green cover (Item 4), easy to converse (Item 20), monuments and buildings (Item 13), adventurous sites (Item 10), famous handicraft (Item 14), safe secure (Item 18), prices for food accommodation (Item 24), stable political environment (Item 16) and local cuisine & food outlets (Item 12) had contributed to the deteriorating value of CFI. Relaxing these constraints yielded substantial improvement in fit as compared to the full scalar invariance model.

5.4. The perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle) [RQ5]

RQ5. Does the perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

On the basis of RQ5 the following hypotheses were formulated.

H1: The socio-demographic characteristics a) gender b) age c) occupation d) education e) family income and f) family life cycle have an impact on the perceived cognitive destination image.

H2: The socio-demographic characteristics a) gender b) age c) occupation d) education e) family income and f) family life cycle an impact on the perceived affective destination image.

In order to test the hypothesis – H1, the Factorial MANOVA was carried with socio-demographic variables – a) gender b) age c) occupation d) education e) monthly family income and f) family life cycle across destinations as independent variable and cognitive image attributes as dependent variable. Similarly, to test H2, affective image has been taken as dependent variable. The results are presented in the table 5.2 and 5.3.

The results revealed that gender, age, education and family life cycle has impact on perceived destination image. Further the interaction effect of gender and destinations was significant for

safety & security. Female rated safety & security low in Manali and Mount Abu. The interaction effect of age and destinations was significant for safety & security and social environment. The age group 20-30 years rated safety & security lower in Mussoorie and Mount Abu in comparison to age groups 31-40 & 41-50. The social environment also rated lower in Manali and Mount Abu by the age group 20-30 years in comparison to age groups 31-40 & 41-50. The interaction effect of family life cycle and destinations was significant for infrastructure and social environment. The individuals and couple with children perceived infrastructure better in comparison to couples in Mount Abu. Whereas in Manali couples rated infrastructure better in comparison to individuals and couple with children. The social environment was perceived better by couples and couples with children in comparison to individuals in Manali and Mount Abu.

Table 5.2: Multivariate Results for Socio-demographics and Destinations

Effect	**Model**	
Socio-demographic variables	**Pillai's Trace**	
	F	**p-value**
Gender	**2.95**	**0.00***
Gender * Destination Wise	**1.75**	**0.01***
Age	NS	NS
Age * Destination Wise	**1.33**	**0.04***
Occupation	NS	NS
Occupation * Destination Wise	NS	NS
Family Income	NS	NS
Family Income * Destination Wise	NS	NS
Education	**2.88**	**0.00***
Education * Destination Wise	NS	NS
Family life cycle	**2.2**	**0.00***
Family Life Cycle * Destination Wise	**1.68**	**0.00***

* Significant at 5% level of significance, NS- Non Significant

Table 5.3: Univariate Significant Results Based on Socio-demographics and Destination Image Attributes

Socio-demographic variables	Main Effect (Socio-demographics)		Interaction Effect (Socio-demographics* Destinations)	
	F	**p-value**	**F**	**p-value**
Gender				
Culture History & Art	**4.59**	**0.03***	NS	NS
Safety & Security	**12.16**	**0.00***	**7.99**	**0.00***
Age				
Safety Security	NS	NS	**1.95**	**0.05***
Social Environment	NS	NS	**2.44**	**0.01***
Education				
Natural Attraction	**11.52**	**0.00***	NS	NS
Culture History & Art	**4.34**	**0.04***	NS	NS
Family Life Cycle				
Infrastructure	NS	NS	**1.92**	**0.05***
Touristic Attraction	**4.99**	**0.01***	NS	NS
Social Environment	**3.94**	**0.02***	**3.03**	**0.00***
Value For Money	**3.39**	**0.03***	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

5.5. The perceived destination image on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party) [RQ6]

RQ6. Does the perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?

On the basis of RQ6 following hypotheses were formulated.

H3: The travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling have an impact on the perceived cognitive destination image.

H4: The travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling have an impact on the perceived affective destination image.

To test the hypothesis – H3, the Factorial MANOVA was carried with travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling across destinations as independent variable and cognitive image attributes as dependent variable. Similarly, to test H4, affective image has been taken as dependent variable.

The results have been presented in the Table 5.4 and 5.5.

Table 5.4: Multivariate Results for Travel Behavior Related Variables and Destinations

Effect	**Model**	
Travel Behavior Related Variables	**Pillai's Trace**	
	F	**p-value**
Travel Arrangements	NS	NS
Travel Arrangements* Destinations	NS	NS
Type of Visitor	**1.92**	**0.05***
Type of Visitor* Destinations	**2.26**	**0.00***
Travel Party	NS	NS
Travel Party* Destinations	NS	NS
Frequency of Travelling	**1.75**	**0.03***
Frequency of Travelling* Destinations	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

Table 5.5: Univariate Significant Results Based on Travel Behavior Related Variables and Destination Image Attributes

Effect	**Main Effect**		**Interaction Effect**	
	F	**p-value**	**F**	**p-value**
Type of visitor				
Infrastructure	NS	NS	4.3	**0.00***
Culture History & Art	**3.99**	**0.04***	NS	NS

Safety & Security	**6.33**	**0.01***	**2.91**	**0.02***
Value For Money	NS	NS	**5.42**	**0.00***
Affective Image	**3.67**	**0.05***	NS	NS
Frequency of Travelling				
Infrastructure	**7.88**	**0.00***	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

The results reveal that type of visitor and frequency of travelling has an impact on destination image. The interaction effect for type of visitor and destination was significant for perceiving infrastructure, safety security and value for money. The repeat visitors perceived infrastructure better than the first time visitors in Mussoorie. The first time visitors in Mussoorie and Mount Abu have better perception of safety and security in comparison to repeat visitors. The value for money perceived differently in Shimla and Mount Abu. The first time visitors rated value for money low in Shimla in comparison to repeat visitors. In Mount Abu first time visitors rated value for money higher than repeat visitors.

5.6. The perceived destination image varies on the basis of sources of information (Personal and Impersonal) [RQ7]

RQ7. Does the perceived destination image vary on the basis of sources of information (Personal and Impersonal)?

On the basis of RQ7 the following hypotheses were formulated.

H5: The personal sources of information have an impact on the perceived cognitive destination image.

H6: The personal sources of information have an impact on the perceived affective destination image.

H7: The impersonal sources of information have an impact on the perceived cognitive destination image.

H8: The impersonal sources of information have an impact on the perceived affective destination image.

The respondents have marked their preferences for sources of information in the order 1 to 8 to make their travel plan. Here rank 1 means high preference and 8 means the lower preference. In order to understand the responses that which sources of information have been preferred by the tourists across destinations has been analyzed through Friedman ANOVA (Table 5.6).

Table 5.6: Destination Wise Freidman Rank Score of Information Sources

	Impersonal Sources of Information				Personal Sources of Information			
Information Sources	T.V.	Travel Agents / Tour Operators	Books/ Guides	Official Websites	Social Networking Sites	Family Members	Friends	Relatives
Shimla								
Rank in Importance	6	8	7	5	4	2	1	3
Friedman Mean Rank	5.19	5.76	5.7	4.74	4.67	2.96	2.78	4.2
Ooty								
Rank in Importance	8	7	6	1	4	2	3	5
Friedman Mean Rank	5.88	5.42	5.29	3.35	4.07	3.89	3.91	4.19
Mussoorie								
Rank in Importance	7	8	6	5	4	2	1	3
Friedman Mean Rank	5.6	6.4	5.59	4.96	3.96	3.07	2.54	3.87
Manali								
Rank in Importance	6	8	7	4	5	2	1	3
Friedman Mean Rank	5.37	5.6	5.48	4.34	4.68	3.4	3.04	4.08
Mount Abu								
Rank in Importance	6	8	7	5	3	2	1	4
Friedman Mean Rank	5.11	6.13	5.74	4.43	4.24	3.05	3.01	4.29

The results of Friedman Anova reveals that personal sources of information were preferred over impersonal sources of information by the tourists in all the selected destinations; except for Ooty where official websites were preferred at number 1. Subsequently, Factorial Manova has been used to test the hypotheses. The personal and impersonal sources as independent variables and destination image have been taken as dependent variable. The personal and impersonal sources of information has been divided into three categories high, medium and

low based on the range. The range for the category high is 10-14; for moderate 15-21 and; for low 22-26 (Table 5.7 & Table 5.8).

Table 5.7: Multivariate Results for Sources of Information and Destinations

Effect	Model	
	Pillai's Trace	
	F	p-value
Personal Sources of Information	**5.84**	**0.00***
Personal Sources of Information* Destinations	**1.5**	**0.01***
Impersonal Sources of Information	**5.66**	**0.00***
Impersonal Sources of Information* Destinations	**1.59**	**0.00***

* Significant at 5% level of significance, NS- Non Significant.

Table 5.8: Univariate Significant Results Based on Sources of Information and Destination Image Attributes

	Personal Sources of Information				Impersonal Sources of Information			
	Main Effect		Interaction Effect		Main Effect		Interaction Effect	
Destination Image Attributes	**F**	**p-value**	**F**	**p-value**	**F**	**p-value**	**F**	**p-value**
Natural Attraction	**3.82**	**0.02***	NS	NS	**4.67**	**0.01***	NS	NS
Infrastructure	**6.60**	**0.00***	**1.94**	**0.05***	**6.10**	**0.00***	**2.22**	**0.02***
Touristic Attraction	**7.10**	**0.00***	NS	NS	**5.73**	**0.00***	NS	NS
Culture History & Art	**25.05**	**0.00***	**2.53**	**0.01***	**24.26**	**0.00***	**2.41**	**0.01***
Safety & Security	**7.20**	**0.00***	NS	NS	**7.04**	**0.00***	NS	NS
Social Environment	**3.51**	**0.03***	**2.65**	**0.01***	**3.94**	**0.02***	**2.81**	**0.00***
Value For Money	**4.77**	**0.01***	NS	NS	**4.80**	**0.01***	**1.35**	**0.00***
Affective Image	NS	NS	NS	NS	NS	NS	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

The results revealed that personal sources of information have an impact on all the attributes of cognitive image. There is no such impact on affective destination image. More specifically, there has been found destination wise interaction effect on infrastructure, culture history & art social environment and value for money. The tourists who have more inclination towards personal information sources have better perception of infrastructure, culture history & art and social environment across destinations. The impersonal sources of information also have an

impact on all the attributes of cognitive destination image. The interaction effect of impersonal sources of information with destinations has been found significant for infrastructure, culture history & art and social environment. The tourists who have more inclination towards impersonal sources have low perception of infrastructure, culture history & art and social environment across destinations.

5.7. The perceived destination image and tourist behavioral intentions – WOM, e-WOM and Repeat visit [RQ8]

RQ8. Does the perceived destination image affect tourist behavioral intentions - WOM & e-WOM and Repeat visit?

On the basis of RQ8 the following hypotheses have been formed.

H9: Perceived destination image affects the propensity for word of mouth.

H10: Perceived destination image affects the propensity for electronic word of mouth.

H11: Perceived destination image affects the tendency of repeat visit.

Multiple regressions have been used to test the hypotheses. The attributes of destination image were taken as independent variable and WOM, e-WOM and Repeat visit as dependent variable. The results have been presented in the Table 5.9 & 5.10.

Table 5.9 Destination Wise Significant Model Statistics for WOM, e-WOM & Repeat Visit

Behavioural Intention	Destinations	Constant	t-value	p-value	Model Statistics		
					Adj. R2	F	p-value
WOM	Shimla	5.02	9.11	0.00	0.04	1.84	0.07
	Ooty	4.64	10.62	0.00	0.04	**2.01**	**0.05***
	Mount Abu	5.3	6.24	0.00	0.04	1.92	0.06
e-WOM	Shimla	3.94	4.13	0.00	0.04	1.83	0.07
	Ooty	1.54	2.08	0.04	0.07	**2.63**	**0.01***

	Manali	4.09	4.24	0.00	0.05	1.91	0.06
Repeat Visit	Ooty	1.36	2.09	0.04	0.14	**4.64**	**0.00***
	Mussoorie	2.93	3.8	0.00	0.11	**3.51**	**0.00***
	Mount Abu	4.38	5.12	0.00	0.04	1.83	0.07

* Significant at 5% level of significance.

Table 5.10: Significant Results of Perceived Destination Image on Behavioral Intentions (WOM, e-WOM and Repeat visit) Across Destinations

	Destinations									
	Shimla		**Ooty**		**Mussoorie**		**Manali**		**Mount Abu**	
	t	**p-value**	**t**	**p-value**	**t**	**p-value**	**t**	**p-value**	**t**	**p-value**
1. Natural Attraction										
Repeat Visit	NS	NS	NS	NS	**-1.94**	**0.05***	NS	NS	NS	NS
2. Infrastructure										
WOM	NS	NS	**-1.95**	**0.05***	NS	NS	NS	NS	**-2.51**	**0.01***
Repeat Visit	NS	NS	NS	NS	NS	NS	NS	NS	**-1.79**	**0.08**
3. Touristic Attraction										
WOM	**-1.76**	**0.08**	NS	NS	NS	NS	NS	NS	NS	NS
E-WOM	NS	NS	NS	NS	NS	NS	**-1.81**	**0.07**	NS	NS
Repeat Visit	NS	NS	**3.03**	**0.00***	**2.06**	**0.04***	NS	NS	NS	NS
4. Culture History & Art										
E-WOM	**1.91**	**0.06**	NS	NS	NS	NS	NS	NS	NS	NS
5. Safety & Security										
WOM	NS	NS	**-2.19**	**0.03***	NS	NS	NS	NS	NS	NS
Repeat Visit	NS	NS	NS	NS	NS	NS	NS	NS	**1.92**	**0.06**
6. Social Environment										
WOM	1.81	0.07	NS	NS	NS	NS	NS	NS	NS	NS
E-WOM	NS	NS	**2.49**	**0.01***	NS	NS	NS	NS	NS	NS
Repeat Visit	NS	NS	**1.84**	**0.07**	NS	NS	NS	NS	NS	NS
7. Value For Money										
WOM	NS	NS	NS	NS	NS	NS	NS	NS	**-1.86**	**0.07**
8. Affective Image										
WOM	NS	NS	**2.21**	**0.02***	NS	NS	NS	NS	NS	NS
E-WOM	NS	NS	**2.27**	**0.02***	NS	NS	**2.40**	**0.02***	NS	NS
Repeat Visit	NS	NS	**2.00**	**0.05***	**2.80**	**0.00***	NS	NS	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

The results revealed that for perceived destination image has limited significance in predicting propensity for word of mouth, electronic word of mouth and repeat visit. The reason for this

might be the onsite survey undertaken in this study. Particularly, destination wise in Shimla; moderate impact of touristic attraction and social environment; in Ooty infrastructure, safety security and affective destination image; in Mount Abu moderate impact of infrastructure and value for money has been found in predicting word of mouth. The cognitive image attributes have no impact on word of mouth in case of destinations Mussoorie and Manali. For Perceived destination image and electronic word of mouth the destination wise results indicates that in Shimla; culture history & art; in Ooty social environment, affective destination image; in Manali touristic attraction and affective destination image predicts the electronic word of mouth. The cognitive image attributes have no impact on electronic word of mouth in case of destinations for the destinations Mount Abu and Mussoorie. The result for perceived destination image and repeat visit shows that in Ooty; touristic attraction, social environment and affective image contribute in predicting intention of repeat visit. In Mussoorie; natural attraction, touristic attraction and affective image are the major contributors in predicting repeat visit. In Mount Abu; infrastructure and safety & security predicts the repeat visit. The cognitive image attributes have no impact on repeat visit in case of destinations Shimla and Manali

6. Conclusions

At a time when the Indian tourism industry has found an all new focus on its promising domestic tourists' base, it becomes imperative for them to understand their consumers (tourists) and the kind of image they hold. Marketing and tourism researchers need to undertake qualitative and quantitative analysis which can assist destination marketers in their market segmentation and positioning activities.

An examination of individual items reveals that parking and transportation facilities in particular rate low. Despite having highest rating for the 'natural attraction' these hill stations are facing problems of adequate parking, roads etc. The local roads and national highways are in a bad condition in Manali and there are no plans to improve the poor infrastructure (http://www.tribuneindia.com/). In a report by Ministry of Tourism conducted in the year 2010 also report that the domestic tourists were also concerned with the poor road condition in Manali (Ministry of Tourism, Govt. of India, 2010). Similarly, it has been reported that Mussoorie also needs to improve its poor infrastructure (roads, hotel accommodation) to deal

with tourism and exceeded tourists arrivals. The poor road conditions and parking problems it is also faced in Shimla as well. In a recent news article it was stated that to deal with pollution and parking problems the odd-even scheme as in Delhi is under thought for Shimla also (http://articles.economictimes). The rest of the destinations have better rating for infrastructure only with marginal difference. In case of 'touristic attraction' Shimla and Mussoorie have lower ratings in comparison to the rest of the destinations. These destinations have not much to offer in terms of amusement and recreation, local cuisine and food outlets as Mount Abu and Ooty provides to the tourists. The ratings for 'culture, history and art' are highest for Mount Abu followed by Shimla, Manali, Ooty and Mussoorie. The result is quite obvious that the entire Rajasthan is known for its culture, history & art. The culture of Mount Abu is also fascinating and captivating. The markets of Mount Abu are filled with brilliant handicrafts of Rajasthan Mount Abu is one of the finest place to buy jewelries metal crafts etc. (http://www.rajasthandirect.com). Observing the rich culture of Mount Abu gives a fair idea about the traditions and practices that are still followed by the locals. The festivals, the events, the attractions, all reflect the culture of Mount Abu in one way or the other (https://www .makemytrip.com). The monuments of Shimla showcase a wonderful architectural excellence like Gaiety Heritage Cultural Complex, Indian Institute of Advance Studies, churches etc. (http://www.shimlaonline.in/city-guide/monuments-in-shimla). The famous handicraft of Shimla that attracts tourists is shawls, metal work, wood crafts etc. (http://www.shu bhyatra.com). Other destinations lag behind in comparison to these two. With respect to 'safety and security' Shimla and Ooty get a comparatively higher rating than the rest. The online survey done by youguv.com along with a portal has put Shimla at third place in the category of safest cities among 37 cities across the country and comprised 6,167 respondents (http://timesofindia.indiatimes.com). Ooty also offers very little in the way of dangers to visitors with crime levels being exceedingly low and violent crime towards tourists is virtually unheard of (http://www.hoteltravel.com/india /ooty/ooty-safety-tips.htm). Manali rated least for 'safety and security' that might be because of recent criminal activities towards tourists. The murders (http://timesofindia.indiatimes.com) and recent rape cases reported in Manali has further affected its position (http://www.thehindu.com). Social environment was rated lower in Manali and Mount Abu in comparison to rest of the destinations. In a report on Manali it was stated that the domestic tourists were concerned about the behavior of the officials available at tourist reception office and they were not satisfied with it (Ministry of Tourism, Govt. of India, 2010). To built a sense of civic sense a recent step has been taken by the local

government to ban disposable plates and glasses to provide garbage bin at the required places and a penalty has been imposed for the same (http://timesofindia.in diatimes.com). In case of 'value for money' Manali scores comparatively lower than the rest with Ooty scoring the highest followed by Mount Abu, Shimla and Mussoorie. Manali has expensive taxi services which get hiked time by time (http://devilonwheels.com). The ratings for the affective image seem appropriate with Shimla receiving the highest rating and Mussoorie the lowest. Manali's position (correspondence Analysis) was positively associated on the affective items. Destination marketers can use this advantageously and foster programs and internet platforms to share their experiences as tourists will be more forthcoming in their WOM or e-WOM activities.

The results from the present study deem valid the generalizability of the destination image attributes facilitating its easy adoption in a variety of settings. The current study assesses the cognitive and affective dimensions of destination image of specific Indian tourist destinations based on socio-demographic and travel related behavior variables and significant results have been found for gender, age, family life cycle and type of visitor and the critical conclusions can be made: The gender can be a discriminating factor in perceiving safety & security as females rated safety & security low as compared to males. It has to be ensured in policy making and regulations of each and every state that safety and security of the tourists has to be firmly integrated with all forthcoming tourism policies. The age group 20-30 perceived safety & security and social environment lower than the age groups 31-40 & 41-50. The family life cycle also impacts the perceived destination image; individuals and couples perceiving infrastructure better in comparison to couples with children. However, the social environment was perceived better by couples and couples with children in comparison to the individuals. The destinations in promotional campaign and in practical should provide adequate facilities for individuals, couples and couples with children so that destination comes at top in their future priority list. Another finding was that repeat visitors perceive infrastructure better than the first time visitors. The infrastructural facilities should be provided especially to first time visitors and also to repeat visitors so that more firm image should be build for too long. The other important conclusion from the study has been made that the tourists having high influence of personal sources have high perceived destination image and the tourists who prefer impersonal sources of information have low perceived destination image. The limited impact of perceived destination image can be traced from the results. The onsite survey can be

reason because the behavioral intentions better developed after a time gap. Instead of this destination marketers should emphasize on providing a better experience to the tourists so that their perception can be converted into a positive referral to others.

7. Implications

The analysis yields several insights. It is beyond the scope of this current report to discuss all of them in detail; however an overview of the same is being highlighted. The review of reports of Ministry of tourism as well as other articles revealed a glaring lacuna in measurement and assessment of destination image (s). The establishment and empowerment of DMO (s) is clearly evident. The empirical analysis from this study suggests that the destinations are mostly clustered around the same set of attributes making them close competitors and the need for each destination to cultivate a unique image is obvious. The results of this study empower destination marketers by allowing them to visualize their destinations' competitive standing relative to their competitors' strengths and weaknesses and also to visualize the similarities in the perceived attributes across destinations. For example local cuisine & food outlets, hotels & restaurants, famous handicraft and parking facilities have strong influence on destinations' positioning. For example destinations have a clear association with natural attraction but they are not particularly differentiated on this. This indicates that although there is a continuous need to showcase and highlight their natural setting and; the destination marketers need to refrain from stereotypical approaches and build a distinctive appeal in their marketing communications. All aspects related with the infrastructure such as - transport facilities and parking facilities require considerable attention. In this regard, Ooty demonstrates a comparatively better positioning than the rest which can be captured and highlighted in their promotional campaigns. Additionally, vertical parking, improving railways, intra shuttle transport can also ease the situations for these destinations. Next, the segment specific results from this study can be incorporated to design promotional schemes specific to the destinations. In particular, destination marketers can develop strategies for women tourists, individuals, couples, couples with children, first time and repeat tourists in a more suitable manner. Engaging the various stakeholders such as hoteliers, tour operators, local shopkeepers, residents to give a memorable experience to the tourists is another less cultivated aspect. The results from the study revealed that culture, history & art, social environment and value for money provides difference in perception in the destinations and

therefore an integrated approach creates a win-win situation of all stakeholders. A noteworthy aspect of this study is about discriminating role of personal sources of information on the perceived destination image. This is consistent with the past research (Venkatraman and Dholakia, 1997) which have time and again emphasized on the referent power of the personal sources. The implication is obvious. Tourist marketing and promotional activities need to consider and respond to the occurrence of opinion leadership and word of mouth activities. The impersonal sources of information should take a call on this and they need to be effective and aggressive in their marketing communications.

8. Limitations & Future Scope

The study suffers from some limitations. Firstly, it focuses on leisure domestic tourists (excluding international/business/social travelers and intra-state tourists). The sample is also limited to hill stations only. Secondly, tourist characteristics related to personality and individual behavior are not a part of the present analysis. Also, the impact of behavioral intention needs to be examined over a period of time and is likely to show limited evidence in an onsite survey. Future studies may overcome these limitations. Future research can replicate the destination measurement scale used in this study for exploring the destination image of other Indian destinations. Longitudinal studies should also be undertaken to capture the change in destination image perception over a period of time.

ANNEXURE

Table A1: Descriptives for Selected Tourist Destinations

	Destinations				
Destination Image	**Shimla**	**Manali**	**Mussoorie**	**Mount Abu**	**Ooty**
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)
Cognitive Image					
Natural Attraction	6.23 (0.61)	6.35 (0.68)	5.86 (0.68)	5.22 (1.00)	6.21 (0.63)
1. Good Climate	6.28 (0.74)	6.36 (0.88)	6.06 (0.88)	5.11 (1.12)	6.36 (0.74)
2. Scenic Beauty	6.26 (0.77)	6.39 (0.82)	5.92 (0.92)	5.93 (1.29)	6.43 (0.71)
3. Unique Flora and Fauna	6.19 (0.76)	6.22 (1.17)	5.45 (0.92)	5.12 (1.52)	5.98 (0.89)
4. Green Cover	6.19 (0.80)	6.43 (0.84)	6.01 (0.89)	4.76 (1.36)	6.07 (1.07)
Infrastructure	4.45 (0.59)	3.86 (1.22)	3.86 (1.11)	4.05 (1.21)	4.94 (0.97)
5. Excellent Transport facilities	3.51 (0.94)	3.20 (1.59)	3.75 (1.57)	4.96 (1.71)	4.76 (1.44)
6. Excellent Hotels Restaurants facilities	5.37 (0.52)	4.50 (1.72)	4.36 (1.46)	2.89 (1.54)	5.45 (1.11)
7. Less Pollution	6.27 (0.68)	5.01 (1.84)	4.31 (1.54)	5.30 (1.79)	5.65 (0.94)
8. Parking Facilities	2.67 (1.04)	2.74 (1.42)	3.02 (1.50)	3.05 (1.61)	3.90 (1.72)
Touristic Attraction	4.49 (0.70)	5.03 (1.20)	4.36 (1.05)	5.28 (1.30)	5.14 (0.86)
9. Best Shopping Centers	4.36 (1.18)	4.37 (1.79)	3.48 (1.47)	4.66 (1.80)	4.37 (1.51)
10. Adventurous Sites	5.67 (0.80)	5.77 (1.57)	4.98 (1.28)	5.38 (1.78)	5.42 (0.93)
11. Amusement Recreation	4.47 (1.16)	5.53 (1.50)	5.04 (1.28)	5.46 (1.58)	5.56 (0.90)
12. Local Cuisine and Food Outlets	3.48 (1.07)	4.47 (1.70)	3.96 (1.63)	5.63 (1.47)	5.21 (1.25)
Culture History & Art	5.51 (0.73)	4.90 (1.44)	4.60 (1.27)	5.80 (1.31)	4.83 (1.13)
13. Monuments and Buildings	6.21 (0.81)	4.16 (1.80)	4.83 (1.68)	5.87 (1.45)	4.70 (1.41)
14. Famous Handicraft	4.21 (1.17)	5.38 (1.78)	4.26 (1.64)	5.88 (1.46)	4.94 (1.47)
15. Rich Customs and Religion	6.13 (0.93)	5.16 (1.83)	4.71 (1.44)	5.68 (1.41)	4.85 (1.32)
Safety & Security	6.08 (0.65)	4.24 (1.21)	5.69 (0.90)	4.55 (1.51)	5.43 (0.90)
16. Stable Political Environment	6.06 (0.85)	5.06 (1.76)	5.33 (1.20)	4.30 (1.74)	5.19 (1.36)
17. Less Crime Rate	6.15 (0.80)	3.78 (1.55)	5.81 (1.08)	4.13 (1.87)	5.33 (1.22)
18. Safe Secure	6.04 (0.83)	3.89 (1.50)	5.95 (1.02)	5.22 (1.90)	5.79 (0.77)
Social Environment	5.95 (0.54)	4.55 (1.28)	5.29 (0.82)	4.75 (1.29)	5.39 (0.71)
19. Hosts and Friendly Residents	5.99 (0.76)	4.41 (1.73)	5.47 (1.04)	4.95 (1.86)	5.59 (0.95)
20. Easy to Converse	6.28 (0.74)	4.64 (1.94)	5.32 (1.09)	4.90 (1.79)	4.90 (1.22)
21. Good Civic Sense	5.66 (0.64)	4.44 (1.66)	5.24 (1.02)	4.77 (1.72)	5.49 (0.89)
22. Quality of Life	5.89 (0.75)	4.71 (1.66)	5.12 (1.20)	4.40 (1.74)	5.60 (0.73)
Value For Money	4.28 (1.19)	3.99 (1.45)	4.13 (1.18)	4.36 (1.47)	4.44 (1.29)
23. Economical Mode of Transportation	3.93 (1.56)	4.30 (1.90)	3.65 (1.43)	4.99 (1.87)	4.86 (1.49)
24. Prices for Food Accommodation	4.72 (1.40)	4.05 (1.83)	4.38 (1.51)	3.82 (1.88)	4.40 (1.75)
25. Appropriately Priced Shopping Merchandise	4.21 (1.45)	3.62 (1.78)	4.37 (1.47)	4.29 (1.83)	4.06 (1.71)
Affective Image					
26. Unpleasant - Pleasant	2.38 (0.48)	2.13 (0.67)	2.04 (0.70)	2.07 (0.68)	2.29 (0.55)
27. Sleepy - Arousing	2.11 (0.55)	1.86 (0.72)	1.59 (0.95)	1.81 (0.71)	2.04 (0.63)
28. Distressing - Relaxing	2.40 (0.51)	2.20 (0.69)	2.11 (0.65)	2.10 (0.65)	2.30 (0.51)
29. Gloomy - Exciting	2.16 (0.49)	1.92 (0.67)	1.84 (0.83)	1.99 (0.74)	2.25 (0.68)

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