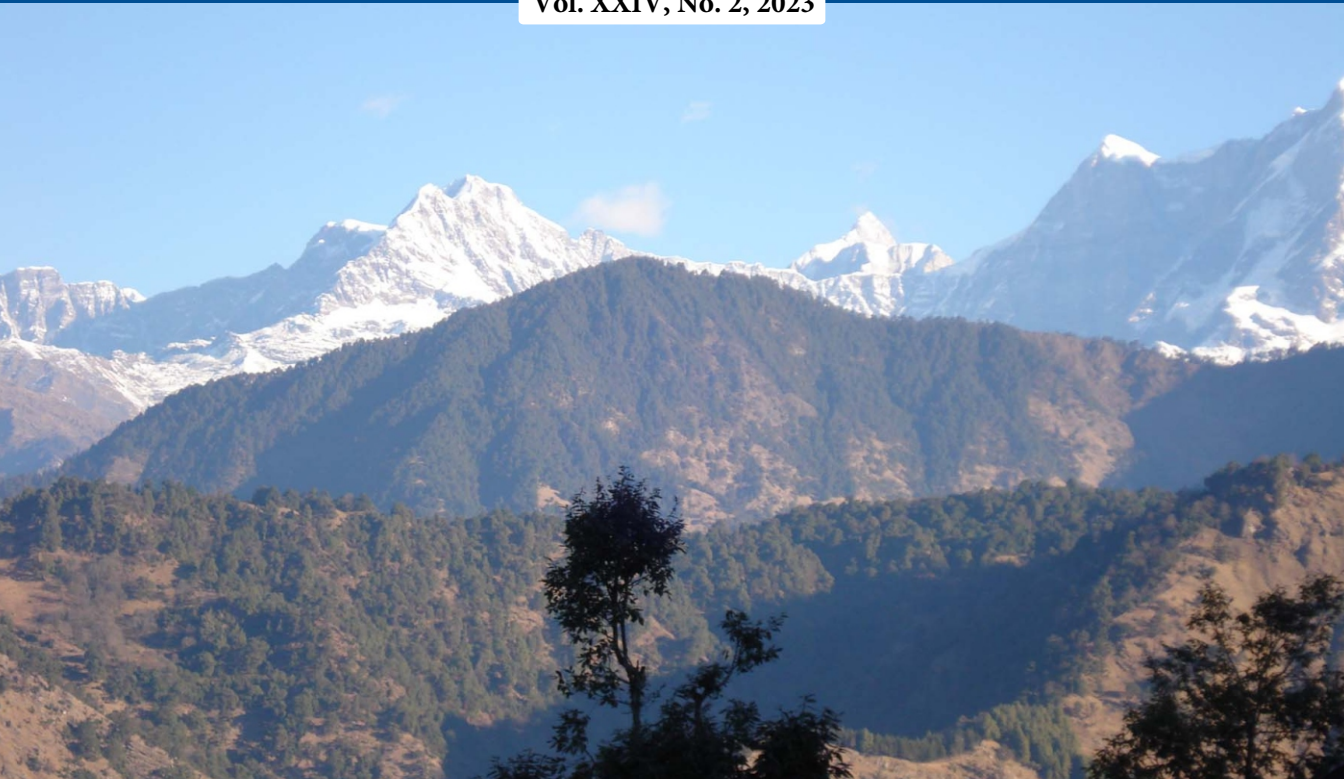


# Journal of Tourism

An International Research Journal on Travel and Tourism

Vol. XXIV, No. 2, 2023



Centre for Mountain Tourism and Hospitality Studies (CMTHS)

HNB Garhwal University, Srinagar (Garhwal), India

# **JOURNAL OF TOURISM**

**(An International Research Journal on Travel and Tourism)**

**Vol. XXIV, No. 2**

**DECEMBER 2023**



**Centre for Mountain Tourism and Hospitality Studies (CMTHS)**  
**Hemvati Nandan Bahuguna Garhwal University**  
(A Central University)  
**Srinagar (Garhwal) - 246174, Uttarakhand, India**

## Journal of Tourism

Vol. XXIV, No. 2, 2023 ISSN No. 0972-7310

- Patron** : Annapurna Nautiyal, Ph.D., Vice Chancellor, H.N.B. Garhwal University (A Central University) Srinagar Garhwal, India
- Editor in Chief** : S.K. Gupta, Ph.D., H.N.B. Garhwal University (A Central University), Uttarakhand, India
- Founding Editor** : S.C. Bagri, Ph.D. (Retd.), H.N.B. Garhwal University (A Central University), Uttarakhand, India
- Editor** : R.K. Dhodi, Ph.D., H.N.B. Garhwal University (A Central University), Uttarakhand, India
- Associate Editor** : Rashmi Dhodi, Ph.D., H.N.B. Garhwal University (A Central University), Uttarakhand, India
- Guest Editor(s)** : Pankaj Kumar, Ph.D., Department of Tourism and Hospitality Management, Mizoram University, India  
Prakash C. Rout, Ph.D., Department of Business and Commerce, PSS Central Institute of Vocational Education, Bhopal, India

### Editorial Board Members

- Ángel Rodríguez Pallas, Ph.D., University of Coruña, Spain  
Babu George, Ph.D., Fort Hays State University, Kansas, USA  
Bihu Tiger Wu, Ph.D., Peking University, China  
Brian King, Ph.D., The Hong Kong Polytechnic University  
Catherine Price, Ph.D., University of Southern Mississippi, USA  
Dimitrios Buhalis, Ph.D., Bournemouth University, UK  
Gandhi Gonzalez Guerrero, Ph.D., Universidad Autonoma del Estado de Mexico, Mexico  
Geoff Wall, Ph.D., University of Waterloo, Canada  
Gregory E. Dunn, Ph.D., Oklahoma State University, USA  
H.G. Parsa, Ph.D., Daniels College of Business, University of Denver, USA  
H.H. Chang, Ph.D., Ming Chuan University, The first American University in Asia  
Harald Pechlaner, Ph.D., Catholic University of EichstaettIngolstadt, Germany  
J.D. Lema, Ph.D., Drexel University, USA  
John Charles Crotts, Ph.D., College of Charleston, Charleston, S.C., USA  
Magdalena Petronella Swart, Ph.D., University of South Africa, South Africa  
Mark Miller, Ph.D., University of Southern Mississippi, USA  
Mathew Joseph, Ph.D., University of South Alabama, USA  
Maximiliano E. Korstanje, Ph.D., Palermo University Argentina  
Mihai Voda, Ph.D., Dimitrie Cantemir University, Romania  
Mohinder Chand, Ph.D., Central University of Himanchal Pradesh, Dharamshala, H.P., India  
Mu Zhang, Ph.D., Shenzhen Tourism College, Jinan University, China  
Natan Urieli, Ph.D., Ben-Gurion University of the Negev, Israel  
Ratz Tamara, Ph.D., Kodolanyi Janos University of Applied Sciences, Budapest, Hungary  
Rose Okech, Ph.D., Maseno University, Kenya  
Scott McCabe, Ph.D., Nottingham University, UK  
Shahdad Naghshpour, Ph.D., University of Southern Mississippi, USA  
Stanislav Ivanov, Ph.D., Varna University of Management, Bulgaria  
Surekha Rana, Ph.D., Gurukul Kangri University Girls Campus, Dehradun, India  
Terral Philippe, Ph.D., Universite Paul Sabatier, France  
Timothy Reisenwitz, Ph.D., Valdosta State University, USA  
Zaher Hallah, Ph.D., California State University, USA

**Frequency and Subscriptions:** Journal of Tourism is published biannual.

### Editorial/Subscription Information

Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University  
Srinagar (Garhwal) – 246174, Uttarakhand, India

☎ Telephone: 91-1370-297020

✉ E-mail: sk\_gupta21@yahoo.com, jothnbgundia@gmail.com

## From the Desk of Editors

Dear Esteemed Readers,

We take great pleasure in presenting the December 2023 issue of the Journal of Tourism (JOT). JOT is a distinguished international journal dedicated to the exploration of travel and tourism. This initiative is spearheaded by the Centre for Mountain Tourism & Hospitality Studies (CMTHS), School of Management, Hemvati Nandan Bahuguna Garhwal University (HNBGU) in Uttarakhand, India. As a bi-annual publication, JOT is committed to disseminating high-quality and innovative research within the expansive realms of the tourism and hospitality sector.

The current issue of JOT, December 2023, aspires to fuel discussions on contemporary practices and phenomena within the tourism and hospitality sector. It serves as a platform offering valuable insights for researchers and industry professionals, guiding them in providing strategic directions for the field. We are delighted to share that the journal has received an overwhelming response from academicians, researchers, and industry experts, addressing various dimensions of travel, tourism, and hospitality. After a meticulous screening of all submitted full papers, the editorial team has identified those possessing the requisite quality and innovation to undergo a peer-blind review process. Through the expertise of our esteemed reviewers and careful observations, we are pleased to announce the selection of ten papers that meet the standards deemed suitable for publication.

The very first paper titled 'Key Factors Influencing Tourist Destination Branding' has tried to explore factors influencing tourism destination branding in the state of Uttarakhand, India. The findings of the study reveal a list of six factors named tourism standards, tourism destination competitiveness, attractiveness of tourist destination, uniqueness of tourist destination, tourist facilities, and tourism infrastructure which affect the attractiveness and branding of the tourist destination in Uttarakhand.

The second paper titled 'Building Sustainable Workforce: The Role of Sustainable HR Practices, Knowledge Sharing and Job Embeddedness in Driving Sustainable Employee Performance' examines the interconnections between sustainable HR practices, knowledge sharing, and job embeddedness in promoting sustainable employee performance within the hospitality context. Drawing upon the social exchange theory, data were collected from 280 frontline hotel employees in and around Chandigarh. The results demonstrate a direct and positive relationship between sustainable HR practices and sustainable employee performance.

The third paper titled 'The Satisfaction of Tourists Visiting the Destinations in the Golden Triangle Tour Circuit in India' attempts to measure tourist satisfaction levels for 13 factors with the help of the satisfaction index. The findings of the analysis reveal that, the natural and cultural heritage sites have highest satisfaction where cleanliness and health factor have lowest satisfaction in Delhi, Agra and Jaipur city. Significant differences between the satisfaction levels of customers of tourism is obtained in Delhi, Agra and Jaipur city.

The fourth paper titled 'Measuring Local Residents' Satisfaction Towards Sustainable Tourism in Lucknow, Uttar Pradesh' examines the impact of environmental, economic, socio-cultural, and institutional dimensions of sustainable tourism development on the satisfaction of local residents in Lucknow, Uttar Pradesh. The research results emphasize that among the four dimensions, viz., environmental, socio-cultural, economic, and institutional, the environmental dimension exerted the most substantial influence on the satisfaction of local residents in Lucknow, Uttar Pradesh.

The fifth paper titled 'Space Tourism: A Bibliometric Analysis of Published Articles Using Scopus Database' conducts a comprehensive analysis of the current state of research on space tourism. Bibliometric analysis is adopted to examine the prominent publications in the field, focusing on the research articles indexed in the Scopus database. The findings of this study provide important insights into the current state of research on space tourism, which will be useful for researchers, policymakers, and industry professionals who are interested in understanding the current trends and future prospects of space tourism.

The sixth paper titled 'Does Brand Personality Affect the Branding and Promotion of Tourism Destinations? Evidences from Ajanta Caves, India' aims to study the brand personality traits of the world heritage site of Ajanta Caves. Four groups (17 traits) of brand personality were identified for the destination of Ajanta Caves. Group 1: Curvaceous, Adorable, Elegant, Marvellous, Lovely, Intelligent and Interesting; Group 2: Intriguing, Experienced, Reliable, and Efficient and Professional; Group 3: Shrewd, Demure and Rugged; Group 4: Hygiene, Clean and Reserved. According to these groups new segments are identified. The implication of this research is related to academic and policy making contributions for marketing stakeholders who are responsible for branding Ajanta caves.

The seventh paper titled 'An Analysis of Perceptions and Attitudes of Residents towards Tourism Development and its Impact on Nature' seeks to explain how residents' degree of welcoming nature influences and impacts their perceptions of tourism and attitudes towards its development. The concepts used in model creation are derived from Durkheim's Emotional Solidarity Theory and Social Exchange Theory (SET). The findings of the study indicate that the welcoming nature of residents significantly predicted and influenced residents' perceptions about tourism

impacts and their attitude regarding tourism development.

The eighth paper titled ‘Impact Analysis of Responsible Tourism Practices on Intangible Cultural Heritage-based products: A study on Dewal Chitra of Purulia, West Bengal’ establishes that perceived preservation and support of intangible cultural heritage (ICH) is the resultant to relational exchanges between host community and the guests and the regression analysis conducted has also confirmed the predictive impact of Host Guest Relationship on perceived preservation and support of ICH.

The ninth paper titled ‘Local Communities’ Attitude Towards Ecotourism: An Empirical Study of Reiek, Mizoram’ reveals that local communities are positive and supportive towards ecotourism in Reiek, Mizoram. However, the prediction of attitude by the demographic variables is not supported. Also, the findings show that female and people older than 30 years of age have more positive attitude towards ecotourism, compared to male and people below 30 years of age. Further, the findings also tell that people belonging to different occupations are having indifferent attitude towards ecotourism.

The tenth paper titled ‘Bibliometric Analysis on Culture Heritage Tourism – Performance Analysis and Science Mapping’ examined papers on culture heritage tourism that were published between 1986 and 2021 using a bibliometric analytic approach. Its objectives are to gain greater knowledge on cultural heritage tourism and to inform academics and scholars about this newly emerging field.

We extend our gratitude to all contributors and reviewers for their invaluable contributions to this issue. We trust that the diverse range of perspectives presented in these selected papers will enrich your understanding of the contemporary landscape of travel, tourism, and hospitality.

**Editor-in-Chief**

Prof. S. K. Gupta

**Guest Editors**

Dr. Pankaj Kumar

Dr. Prakash C. Rout

# JOURNAL OF TOURISM

An International Research Journal on Travel and Tourism

Vol. XXIV, No. 2

December 2023

ISSN: 0972-7310

## CONTENT

Research Paper/Author(s)	Page
From the Desk of Editors	
1. Key Factors Influencing Tourist Destination Branding <b>Bindu Roy, Archana Bhatia and Millo Yaja</b>	1-15
2. Building Sustainable Workforce: The Role of Sustainable HR Practices, Knowledge Sharing and Job Embeddedness in Driving Sustainable Employee Performance <b>Megha Bumrah, Meenakshi Malhotra, Neeraj Aggarwal and Pankaj Kumar</b>	17-28
3. The Satisfaction of Tourists Visiting the Destinations in the Golden Triangle Tour Circuit in India <b>Snehal P. Patil and Ravindra G. Jaybhaye</b>	29-38
4. Measuring Local Residents' Satisfaction Towards Sustainable Tourism in Lucknow, Uttar Pradesh <b>Jyoti Singh Bharti, Taruna and Shiwani Singh</b>	39-48
5. Space Tourism: A Bibliometric Analysis of Published Articles Using Scopus Database <b>Vaibhav Bhatt, Pramendra Singh and Pankaj Kumar Tyagi</b>	49-57
6. Does Brand Personality Affect the Branding and Promotion of Tourism Destinations? Evidences from Ajanta Caves, India <b>Nagarjun Ragde</b>	59-68
7. An Analysis of Perceptions and Attitudes of Residents towards Tourism Development and its Impact on Nature <b>Mukhtar Bin Farooq Ibni Ali, Danish Mehraj and Reyaz A. Qureshi</b>	69-80
8. Impact Analysis of Responsible Tourism Practices on Intangible Cultural Heritage-based Products: A Study on Dewal Chitra of Purulia, West Bengal <b>Sarani Bhaumik and Arup Kumar Baksi</b>	81-95
9. Local Communities' Attitude Towards Ecotourism: An Empirical Study of Reiek, Mizoram <b>Rajdeep Deb and Himanshu Bhusan Rout</b>	97-106
10. Bibliometric Analysis on Culture Heritage Tourism – Performance Analysis and Science Mapping <b>Rahul Kaundal, Vishal Choudhary and Ashish Nag</b>	107-124





## Key Factors Influencing Tourist Destination Branding

Bindu Roy<sup>1</sup>, Archana Bhatia<sup>2</sup> and Millo Yaja<sup>3</sup>

<sup>1</sup>Assistant Professor, DAV Centenary College, NIT-3, Faridabad, Affiliated to MDU, Rohtak, Haryana, India  
ORCID: <https://orcid.org/0000-0002-7296-3215>

<sup>2</sup>Associate Professor, DAV Centenary College, NIT-3, Faridabad, Affiliated to MDU, Rohtak, Haryana, India  
ORCID: <https://orcid.org/0000-0002-8065-4383>

<sup>3</sup>Faculty, Department of Tourism and Hospitality Management, Mizoram University, India  
ORCID: <https://orcid.org/0000-0003-4590-4970>

### KEYWORDS

Uttarakhand Tourism,  
Destination Attractiveness,  
Destination Branding,  
Exploratory Factor Analysis,  
Confirmatory Factor Analysis

### ABSTRACT

This paper has tried to explore the key factors influencing tourism destination branding in the state of India, Uttarakhand. The primary data is used in this paper. The data is collected through a structured questionnaire from a sample of 417 tourists who visited five major and popular districts of Uttarakhand. In the study, 30 statements are included in the questionnaire related to different aspects of tourism in Uttarakhand after reviewing much literature and having discussed it with selected industry experts. The factors are identified with the help of exploratory factor analysis and confirmatory factor analysis which were applied to the responses received against 30 statements of tourism destination attractiveness. The findings of the study reveal a list of six factors named tourism standards, tourism destination competitiveness, attractiveness of tourist destination, uniqueness of tourist destination, tourist facilities, and tourism infrastructure which affect the attractiveness and branding of the tourist destination in Uttarakhand.

### INTRODUCTION

Destination selection is influenced by various factors. The factors of destination attractiveness which affect the destination branding, comprise an aggregation of all elements that attract tourists to visit a particular destination (Dey, Mathew, & Chee-Hua, 2020). The splendor of a vacation spot reflects the perceptions of destination visitors to match their expectations. The more a destination can satisfy the demands of the tourists, the more it is regarded to be desirable, making it a likely choice in the future. This propensity is increased by the features of a destination i.e. those factors that affect the destination. The importance of these features helps tourists to understand the true qualities of a tourist spot and make an informed decision. Hence the true value of a destination's attractiveness is its ability to entice tourists. If there is a lack of attractiveness, tourism is insignificant and no question arises for tourist facilities and services (Vengesai, Mavondo, & Reisinger, 2009). Tourists either domestic or international aspire to enjoy the experience of meeting their perceived needs. The present era has observed a change of emphasis on the overall attractiveness and alignment of natural, cultural, artistic, and environmental resources. Thus the compound package of tourist destinations attracts tourists across the globe. This may lead to enhanced competition not only for traditional destinations but also for new emerging destinations to grow market share. Thus the capacity to fascinate tourists is related to the attractiveness and competitiveness of the destination (Hovinen, 2002).

The rising disposable income and willingness to spend money on travel have made the tourism sector one of the largest industries to flourish globally. The total contribution of the tourism sector to the global gross domestic product (GDP) was 7.7 trillion US\$ in 2022 which was an increase of 22% from 2021 (WTTC, 2022). In the context of the Indian travel and tourism sector, this industry has contributed Rs. 15.7 trillion to India's

economy in 2022. The World Travel and Tourism Council (WTTC) has forecasted that by the end of the year 2023, it will be worth Rs. 16.5 trillion (The Economic Times, 2023). The COVID-19 pandemic period has indeed affected its growth but the tourism industry is trying continuously to recover all the losses due to the pandemic and hopefully, it will achieve the target within the next 3-5 years (Nukhu, 2021) (Roy, Bhatia & Maitra, 2023).

Hence, there is a significant need to capture the expectations of tourists to strengthen the tourism sector. If there is a match between expectations and destination attractiveness then only the needs of tourists will be fulfilled and it will help tourism marketers for the destination branding. The present study aims to explore the key factors influencing tourist destination branding so that tourism stakeholders can focus on those factors and make them available as per the expectations of tourists and to increase destination attractiveness and competitiveness.

## REVIEW OF LITERATURE

Tourism destination branding is a critical facet of the global tourism industry. Destination branding plays a pivotal role in the strategic management of a destination's image to create a favorable impression among tourists. Tourists' decisions to visit a particular destination are heavily influenced by the image that marketing strategies have cultivated in their minds. A fundamental concept in this context is "destination image," which represents the perception formed by tourists through marketing efforts, personal experiences, and use of word-of-mouth in tourism marketing (Babić, Mehic, Kramo, & Resic, 2008), (Choudhary & Raman, 2016), (Yaja, & Kumar, 2021). Destinations recognize the need to establish a brand to highlight their uniqueness and enhance their positioning (Pereira, Correia, & Schutz, 2012). The brand image of a destination acts as a mediator between various brand associations (including cognitive, affective, and unique image components) and tourists' intentions to revisit and recommend the destination (Qu, Kim, & Im, 2011).

Recent research affirms the substantial impact of destination brand equity, encompassing dimensions like brand image, brand awareness, brand loyalty, and brand quality, along with the authenticity of the destination brand, characterized by attributes like continuity, credibility, integrity, and symbolism (Kumail, Qeed, Aburumman, Abbas, & Sadiq, 2022). The existing literature reveals the critical role of destination branding in shaping tourists' perceptions

and visit intentions highlighting the significance of various factors that influence destination branding and its impact on the destination image.

The researchers have continuously explored a variety of factors that are important to understanding destination attractiveness and competitiveness (Crouch & Ritchie, 1999), (Cracolici & Nijkamp, 2008), (Cho, 2008), (Babić, Mehic, Kramo, & Resic, 2008), (Vengesai, Mavondo, & Reisinger, 2009), (Anholt, 2010), (Dey, Mathew, & Chee-Hua, 2020),. Besides this, researchers have analyzed different a kind of approaches that are relevant to the tourism and hospitality sector. For example- (Laws, 1995) has classified the destination factors into two categories i.e. primary and secondary. Atmosphere, biodiversity, natural resources, culture, and historical architecture are kept in the primary category, and hotels, catering, transportation, sports, and entertainment are put in the second category. Several researchers have contended that accommodation, transportation, food and beverage facilities, sport, shopping, entertainment facilities, and recreational opportunities are the key determinants of destination attractiveness [ (Edward & George, 2008); (Amalia, Pérez-Nebra, & Cláudio, 2010); (Cho, 2008); (Anholt, 2010); (Gartner, 1989); (Chuang, Hwang, Wong, & Chen, 2014), (Beerli & Matri, 2004), (Chaudhary & Ul Islam, 2020). Some studies have found various factors affecting destination attractions and image like cultural, historical, natural, and rural attractions, as the psychological, physical, socio-economic, and political environment are the factors affecting the attractiveness of eco-tourism destinations (Tam, 2012), (Chuang, Hwang, Wong, & Chen, 2014), (Klufova, 2016), (Wijaya, Wahyudi, Kusuma, & Sugianto, 2018; Babić, Mehic, Kramo, & Resic, 2008). (Wijaya, Wahyudi, Kusuma, & Sugianto, 2018), (Kaushik, Kaushik, Sharma, & Rani, 2010), (Beerli & Matri, 2004). (Chaudhary M. , 2000) has attempted to determine some essential factors to find out the image of Indian tourist destinations from the perspective of foreign tourists like Safety, hospitality, cleanliness, Inexpensive destination, availability of tourist landmarks, close to nature positive manner, etc. In the same direction, (Vinayek & Bhatia, 2013) revealed in their study the main factors attracting foreign tourists to Indian tourist destinations such as the Law and order of the country, the Uniqueness of tourist places, Local culture and hospitality along with infrastructural facilities and basic amenities. Providing a better product and a better experience for visitors by renewal of the product and efficient management of destination capacities are the key

determinants of destination attractiveness (Genest & Legg, 2003). The promotional nature of the country creates various opportunities for tourism stakeholders. Fitness and recreation opportunities, retail opportunities, entertainment opportunities, etc. are some factors that attract tourists and make them realize value for money (Kresic & Darko Prebezac, 2011). In the case of medical tourism destinations, service quality and cost, tourist attitude, and competitiveness are the major factors affecting destination attractiveness (Sultana, Haque, Momen, & Yasmin, 2014).

The tourism industry has a great impact on a nation's economic growth (Bhatia, Roy, & Kumar, 2022), especially in developing countries like India. In the domain of study i.e. in the context of Uttarakhand tourism, many Indian researchers have explored various factors affecting destination image, competitiveness, and attractiveness. In India, Uttarakhand is known as a beautiful, peaceful, and religious tourist destination. Tourism is Uttarakhand State's main and significant industry for economic and social growth. Uttarakhand has much potential for the development of tourism. Uttarakhand is surrounded by the Himalayan Ranges and has extremely rich geographical characteristics. Luckily Uttarakhand is surrounded by many places of major cultural, historical, and archeological value. There are many religious and spiritual tourism sites connected with geographical features and very fruitful medical and spiritual products for Indian and foreign markets. Uttarakhand nurtures both a vivid and diversified and significant historical culture and monuments. The Himalayan birthplace i.e. Uttarakhand is truly a universal paradise with its scenic scenery, fresh environment, and popular sacred sites. Hence natural beauty and uniqueness of attractions, (Bagri & Kala, 2015), (Durgapal & Saraswat, 2019), Cultural and rural attractions (Dey, Mathew, & Chee-Hua, 2020), spiritual events and religious places, sporty and adventurous activities (Durgapal & Saraswat, 2019), (Phukan, 2012) are the dominant factors which affect the image of Uttarakhand tourist destinations.

It is true that tourism in Uttarakhand acts as an important component of the socio-economic growth of the state and is the primary source of revenue and employment generation due to its multiple effects on other industries (Roy & Saxena, 2020). However Uttarakhand tourism has not gained enough publicity as its performance levels in various factors of attractiveness like infrastructure, transportation, promotional activities, forecasting

for climate implementation of planning on the practical ground, and many more are very low (Roy & Saxena, 2020). Therefore, the visitors to the spots from other states and outside countries are less in number. That's why the quality and accessibility of tourist facilities (Bagri & Kala, 2015), marketing traits and promotional strategies, and commercial tourism services like commercial attractions, accommodations, commercial rentals, restaurants, and tours, (Phukan, 2012), (Masarrat, 2012), as well as destination location and transportation (Dey, Mathew, & Chee-Hua, 2020), safety factors and police service quality (Tyagi, Dhar, & Sharma, 2016), are the tourist motivational factors which influence the image of the destination and attract the tourists from every corner of the country. The attraction of any tourist spot hinges on the involvement and feedback of its tourists about the destination's potential to fulfill their requirements and expectations. The higher the potential of a particular destination to satisfy visitors' expectations, the more attractive it is, and therefore more likely the destination to be attractive (Ariya, Wishitemi, & Sitati, 2017).

In the context of destination attractiveness and branding, this study is devoted to exploring the factor "tourism standards" which adds some other variables such as various forms of tourism, travel and tour packages, NICHE product of tourism, no fear of terrorism, Govt. policies, and strategies which attract not only the domestic but also foreign tourists towards Uttarakhand along with already explored factors. The importance of these factors helps people assess a destination's attractiveness and make choices for the destination which helps in building up the destination's brand image.

## RESEARCH METHODOLOGY

The flow chart given in Box-1 depicts the research methodology of the study.

The study results will be of great help to all the stakeholders directly and indirectly connected with the tourism industry in Uttarakhand for offering better services and quality tourism products to both domestic and foreign tourists so that they may be influenced by the destination image. It will also be helpful to the service providers and the administrators of the tourism sector to know the perceptions of tourists regarding the various factors influencing destination branding so that they can satisfy the tourists' expectations regarding the destination attractiveness factors and compel them to visit Uttarakhand frequently.

### Box - 1

<b>Type of Research design</b>	Explorative Research Design
<b>Data Sources</b>	Primary and Secondary data
<b>Research Approach</b>	Survey method through personal interview and google form
<b>Research Instrument</b>	Structured questionnaire
<b>Population Definition</b>	Major and popular tourist destinations of Uttarakhand namely Almora, Dehradun, Nainital, Haridwar and Rishikesh
<b>Sampling Technique</b>	Judgmental sampling
<b>Sample Size</b>	417 tourists (Adequate as per Bartlett table)
<b>Area of Research Work</b>	346 domestic and 71 foreign tourists
<b>Reference Period</b>	Sept.2022-Nov.2022
<b>Pilot Study</b>	Data collected from the first 100 respondents is used
<b>Statistical Tools</b>	SPSS and AMOS
<b>Statistical Techniques</b>	Descriptive and Advanced techniques
<b>Descriptive Techniques</b>	Percentage method
<b>Advanced Techniques</b>	Factor Analysis (EFA and CFA techniques)

## DATA ANALYSIS

### Analysis of Demographic Profile of Respondents

The findings of Table 1 indicate that the majority of the respondents were female and the highest age group among the respondents was 30-40 years. Also, 83% of respondents were from India and 17% from other nations. 98% respondents are highly educated. 50% tourists earn income more than 500000 p.a. Only 20% tourists are self-occupied and rest 80% are in jobs.

Table 1. Demographic profile of respondents.

Demographic Profile	Category	%*
1 Gender	Male	49%
	Female	51%
2 Age Group	Below 20 years	6%
	20-30	32%
	30-40	40%
	Above 40 years	22%
3 Type of tourists	Domestic tourists	83%
	Foreign tourists	17%
4 Education	Senior Secondary	2%
	Graduate	24%
	Post Graduate	48%
	Professional	26%
5 Income	Less than 100000 p.a.	20%
	100000-500000 p.a.	30%
	More than 500000 p.a.	50%
6 Occupation	Self-Occupation	20%
	Government Jobs	30%
	Private Jobs	50%

\* (Total 417 tourists)

### Factors Influencing Destination Attractiveness and Branding of Uttarakhand State

The prime focus of the study is to understand and explore the variables that affect the attractiveness and branding of destinations in Uttarakhand state, the Exploratory Factor Analysis is used in the study. The EFA technique requires the fulfillment of a few mandatory conditions such as adequacy of the sample size as well as the presence of a significant correlation between the different pairs of variables. The sampling adequacy is determined with the help of the KMO test. The required value of KMO is expected to be greater than 0.7. The presence of a significant correlation between the different pairs of variables is examined with the help of Bartlett's Test. Bartlett's Test helps to examine the identity matrix while testing the null hypothesis. The EFA method is fruitful if both of these conditions are fulfilled in the analysis. The results of the KMO Test and Bartlett's Test are shown in Table 2.

The result of the KMO test is 0.957. The estimated value of KMO indicates that the data satisfy the conditions of sampling adequacy which is one of the required conditions for applying factor analysis. The p-value is below 0.05 indicating that the correlation matrix is the identity matrix, Thereby, rejecting the null hypothesis. In other words, it can be concluded from the results of Bartlett's Test there exists a significant correlation between different pairs of variables. Hence, the factor analysis can be applied to the collected responses of tourists against the included 30 variables. The EFA method can be done with the help of different mathematical processes. However, the most popular method is the Principal

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.957
Bartlett's Test of Sphericity	Approx. Chi-Square	9181.451
	Df	435
	Sig.	.000

Table 3. Total Variance Explained

Components	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total %	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.661	45.535	45.535	13.661	45.535	45.535	3.897	12.988	12.988
2	2.162	7.206	52.741	2.162	7.206	52.741	3.746	12.487	25.475
3	1.856	6.188	58.929	1.856	6.188	58.929	3.709	12.364	37.840
4	1.554	5.181	64.110	1.554	5.181	64.110	3.608	12.028	49.868
5	1.467	4.890	69.000	1.467	4.890	69.000	3.588	11.960	61.827
6	1.232	4.108	73.108	1.232	4.108	73.108	3.384	11.280	73.108

Extraction Method: Principal Component Analysis.

Component Analysis. The PCA technique determines the Eigenvalue of all the included components. The total number of components is equivalent to the total number of statements. However, in the process of PCA, few components have high Eigenvalues and the remaining have less Eigenvalue. The extracted factors are assumed to be significant if Eigen value is greater than 1. Further, the varimax rotation is also applied to provide strength to the factors having less Eigen value. The varimax rotation is an orthogonal rotation that provides the factors having 0 correlations between them. The varimax rotation has provided two benefits in factor analysis namely better explanation of the factors and independent factors. The results of PCA analysis with varimax rotation are presented here in Table 3.

Extraction Method: Principal Component Analysis. The outcomes shown in above Table 3 indicate that out of 30 components, only 6 components are found to have an Eigen value greater than 1. Thus, it can be interpreted that the 30 statements included in the analysis led by 6 extracted factors. The results also indicate that these 6 extracted factors can explain 73% of the variance of the included variables. The results indicate these 6 extracted factors in the decreasing order of Eigen value. Finally, these factors are arranged in descending order based on Eigen Value. In the hierarchy, the first factor extracted explains the maximum variance whereas the last factor explains the least variance of variables thus included. The factor analysis further analyzes the extracted variance of the different included variables.

The explained variance of the included variables by the extracted factors is known as communality. The results also indicate that the extracted communality of the variables is found to be greater than 0.6 for all the included statements. Hence, all the variables are assumed to be significantly represented by the extracted factors. The final table of the factor analysis reports the correlation between the factor and the different variables included in the factor analysis. The correlation between the included variables and the extracted factors is known as factor loadings. It is expected that each statement must have high factor loading with one extracted factor and low factor loading with the remaining factors. The different variables having high factor loadings with one factor are considered together and a suitable name should be provided to the factor based on including statements. This process is repeated with all extracted factors. Providing a suitable name is a subjective practice that requires the expertise of the area and a discussion with other experts too. The results of the factors loading are presented in Table 4.

The following names are provided to the different extracted factors.

Factor 1: Tourism Standards

Factor 2: Tourist Destination Competitiveness

Factor 3: Attractiveness of tourist destination

Factor 4: Tourist Facilities

Factor 5: Tourism Infrastructure

Factor 6: Uniqueness of tourist destination

Table 4. Rotated Component Matrix

	Proposed names of factors						
	Tourism standards	Tourist destination competitiveness	Attractiveness of tourist destination	Tourist facilities	Tourism infrastructure	Uniqueness of tourist destination	Communality
Various forms of tourism	.809						.735
Travel and tour packages	.798						.767
NICHE products of tourism	.794						.754
No fear of terrorism	.777						.736
Government policies and strategies	.757						.698
Training of service providers at tourist spots		.808					.817
A place with good name and reputation		.772					.733
Personal safety and security		.771					.823
Hospitable and friendly people		.713					.731
Proper information and communication channels about tourist spots		.665					.706
Rich spiritual attractions			.767				.782
Fairs and Festivals, Arts and exhibitions			.689				.691
Adventurous and Sports Activities			.650				.628
Shopping Centers			.650				.623
Natural health resorts and therapy facilities			.637				.635
Good night life			.630				.646
Availability and quality of cuisine and drinking water				.765			.741
Availability of competent tourist guide				.758			.741
Accessibility of transport				.739			.716
Cleanness and hygienic environment				.710			.658
Accessibility of accommodation				.698			.709
Availability of transport					.812		.753
Tele Communication facilities					.763		.744
Availability and Standards of accommodations' facilities					.738		.677
Travel agencies and Tour operators					.733		.720
Sources of entertainment					.672		.670
Rest and Relax environment/Undisturbed nature						.822	.841
Multi- cultural heritage						.805	.855
Yoga and meditation facilities						.804	.825
Outstanding natural sites and sceneries/wonders						.774	.780

### Reliability Analysis of Statements

In this study, the responses of the different statements of various factors are analyzed. The reliability analysis of the statements is done in the study and the results are shown in Table 5.

The internal consistency reliability of the statements represented by the above-mentioned factors is estimated with the help of Cronbach Alpha. All the

factors are found to be here Cronbach Alpha greater than 0 .7 which indicates the presence of internal consistency reliability in all the factors.

### Validity Analysis

After testing the internal consistency reliability, the construct validity is gauged with the help of Confirmatory Factor Analysis. Convergent Validity

Table 5. Reliability Analysis

Factors	Cronbach Alpha
1 Tourism Standards	0.908
2 Tourist Destination Competitiveness	0.898
3 Attractiveness of tourist destination	0.882
4 Tourist Facilities	0.859
5 Tourism Infrastructure	0.858
6 Uniqueness of tourist destination	0.924

and Discriminant Validity are key measures to examine construct validity. The convergent validity of the scale consisting of all the factors examines whether the statements having high factor loading to these extracted factors significantly represent the factors or not. The convergent validity is measured with the aid of Standardized Construct Loading, Composite Reliability (CR), and Average Variance Extracted (AVE). The standardized construct loading is estimated for each statement of the construct

Table 6. CFA results with Convergent validity

Items Code	Factors	Construct Loading	CR	AVE	MSV	P Value
TI5	Tourism Infrastructure	.832	.892	.624	.416	
TI4		.754				***
TI3		.816				***
TI2		.795				***
TI1		.749				***
TF5	Tourist Facilities	.817	.898	.638	.494	
TF4		.747				***
TF3		.816				***
TF2		.798				***
TF1		.812				***
ATD6	Attractiveness of tourist destination	.726	.896	.591	.526	
ATD5		.746				***
ATD4		.739				***
ATD3		.763				***
ATD2		.791				***
ATD1		.843				***
TS5	Tourism Standards	.816	.908	.665	.376	
TS4		.826				***
TS3		.800				***
TS2		.786				***
TS1		.847				***
TDC5	Tourist Destination Competitiveness	.788	.920	.697	.526	
TDC4		.865				***
TDC3		.803				***
TDC2		.899				***
TDC1		.813				***
UTD4	Uniqueness of Tourist Destination	.881	.929	.767	.425	
UTD3		.906				***
UTD2		.880				***
UTD1		.835				***

\*\*\* indicates significance at 1 % level.



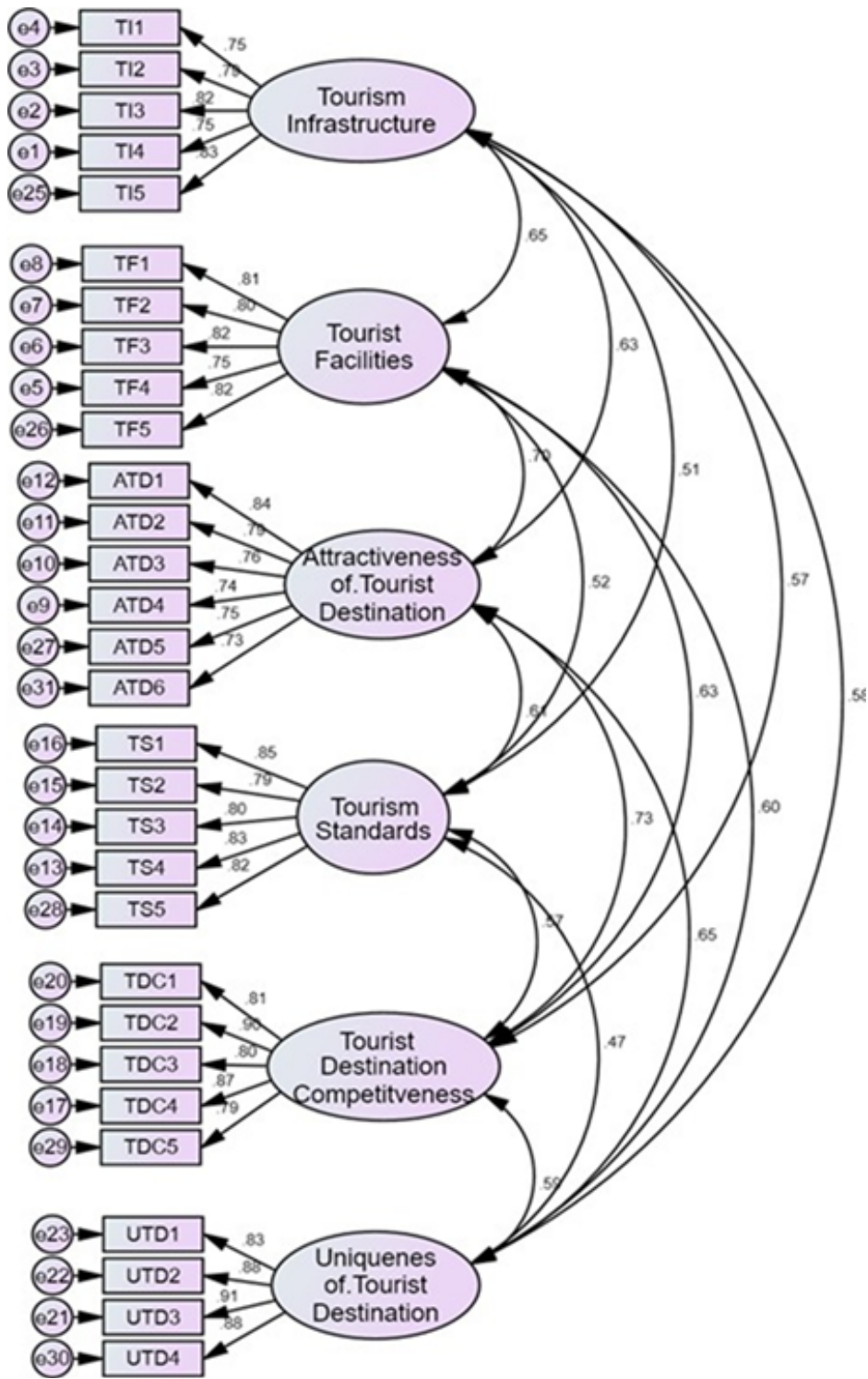


Figure 1. Measurement Model



and is required to be more than 0.7. Further, the composite reliability which is estimated for each factor is expected to be more than 0.7. Additionally, the estimated value of composite liability must be greater than the estimated value of the average variance extracted. The average variance extracted which indicates how much variance of the factor is explained by its own statements. The estimated value of AVE of each construct should be greater than 0.5. This means at least 50% of the variance of the factors must be explained by its own statements. The discriminant validity of the scale is tested by doing a comparison between AVE and the Maximum Shared Variance of the factors. The MSV can be defined as the variance of the factors explained by the statement of other factors. While examining the construct validity of the scale the principle of unidimensional is considered in designing the measurement model. The measurement model indicates all the extracted factors along with their statements at one place and is also connected by the other construct in the scale. The measurement model used for CFA analysis is shown in Figure 1.

The results of CFA analysis are shown and discussed in Table 6.

The results indicate that all the statements applied to explore the various factors influencing the tourism attractiveness and branding of Uttarakhand significantly represent their factors. The standardized construct loading of each statement is  $> 0.7$  which indicates that the convergent validity is present in the scale. The standardized construct loading also indicates the correlation between the statement and the factor. The standardized construct loading  $> 0.7$  indicates that the factor is significantly represents the factor. Further, the construct validity is examined with the help of CR, AVE, and MSV indicators. It is

found that the CR value of each dimension of tourism in Uttarakhand is  $> 0.7$ . The AVE estimate of each factor is  $> 0.5$ . Further, the CR estimates of each factor are also greater than its AVE estimates. Thus, the results conclude that the scale has satisfied all the conditions of convergent validity. The results also indicate that the AVE estimates of each factor are greater than its MSV estimates. Thus, the conditions of discriminant validity are satisfied in the study. Thus, it can be concluded that the scale developed to study the different dimensions of tourism in Uttarakhand is reliable and valid. Any further analysis is expected to be valid and helpful for both policy decision-makers and the tourist. One of the conditions of discriminant validity is the square root of AVE should be more than the other correlation estimates of other factors. The comparison of the square root of AVE and the correlation estimates is shown in Table 7.

The result comparing the square root of AVE and the correlation estimates of the different factors indicates that the correlation estimates in the case of all the factors are found to be less than square root of AVE. Hence, the discriminant validity is also ensured in the study.

The flow diagram presented in Box-2 explains all the steps with results that support the Figure 1 measurement model.

The fitness of the measurement model is checked and shown in table 8.

The outcomes of statistical fitness indices represent that the estimated value of all the dimensions required for the model fitness is found to be more than or less than the standard essential value. Thus all the values met the desired criteria and indicate the model's fitness.

Table 7. Discriminant Validity and Correlations.

Factors	Tourist Destination Competitiveness	Tourism Infrastructure	Tourist Facilities	Attractiveness of tourist destination	Tourism Standards	Uniqueness of Tourist Destination
Tourist Destination Competitiveness	0.835					
Tourism Infrastructure	0.574	0.79				
Tourist Facilities	0.626	0.645	0.798			
Attractiveness of tourist destination	0.725	0.632	0.703	0.769		
Tourism Standards	0.573	0.513	0.519	0.613	0.815	
Uniqueness of Tourist Destination	0.59	0.576	0.602	0.652	0.471	0.876

## Box-2

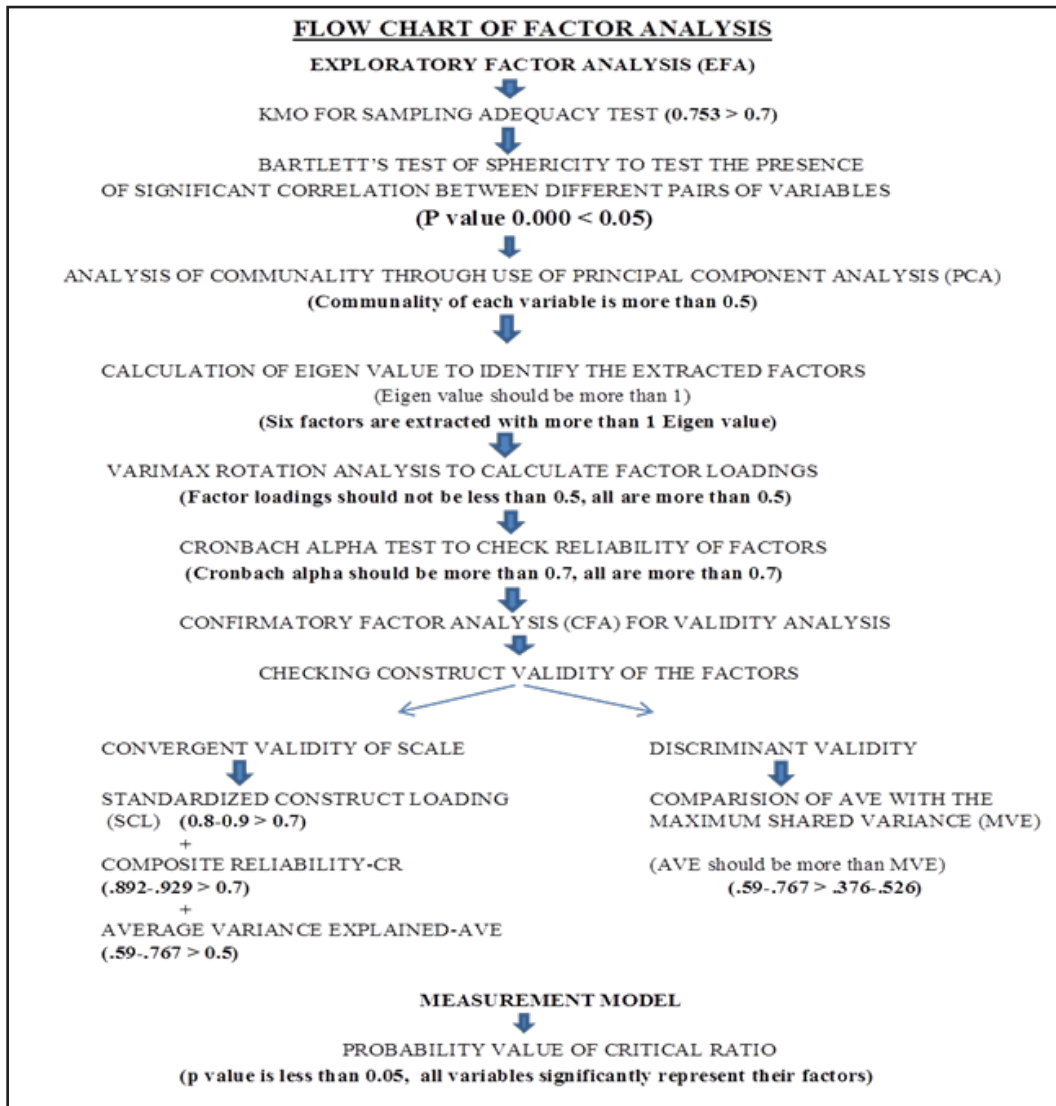


Table 8. Statistical fitness indices

Statistical Fitness Index	Estimated Value	Required value
CMIN/DF	2.838	Less than 3
Goodness of fit index (GFI)	0.865	More than 0.8
Adjusted Goodness of fit index (AGFI)	0.840	More than 0.8
Comparative fit index (CFI)	0.904	More than 0.9
Tucker-Lewis coefficient (TLI)	0.903	More than 0.9
Normed fit index (NFI)	0.901	More than 0.9
Root mean square error of approximation (RMSEA)	0.066	Less than 0.08

## FINDINGS

Tourism in Uttarakhand state has seen many faces in the past. Originally the Uttarakhand state has been famous for religious tourism for many years however, in recent years tourists visited the state for other reasons. Now the state offers a different combination of the packages to the different tourists which includes adventure, sports, natural beauty, a place for relaxation, spiritual, medical tourism, etc. The study aimed to explore the different factors influencing the brand image of destinations of different places in Uttarakhand. In the study, 30 statements were included in the questionnaire related to different aspects of tourism in Uttarakhand after the detailed literature review and discussion with selected industry experts. These 30 statements represent the different features of tourism in Uttarakhand. To identify the factors influencing the destination branding and attractiveness of tourism in Uttarakhand, the exploratory factor analysis is applied in the study. This method depends upon the correlation between the responses of different variables. The highly correlated variables are assumed to represent the latent factor. The efforts are made further to name the latent factor representing a group of variables. The process is repeated for different factors represented by different items. The above-mentioned factors are discussed below:

### Factor 1: Tourism Standards

Tourism standards are those traits that affect the destination attractiveness in Uttarakhand. It includes attributes like various forms of tourism, travel and tour packages, and niche tourism products, no fear of terrorism, and Government policies and strategies. In Uttarakhand, there is a variety of tourism activities like religious, adventure, leisure, medical, heritage, business eco-tourism, etc. (Durgapal & Saraswat, 2019). Many other Indian states also offer diverse tourism forms. For example, Himachal Pradesh offers adventure and nature tourism, Kerala is known for its backwater tourism, Rajasthan for cultural and heritage tourism, and Goa for beach tourism (Vinayek & Bhatia, 2013). As per the requirement of tourists' budget restrictions and their preferences, Govt. of Uttarakhand, Ministry of Tourism has provided and promoted many types of travel and tour packages for different earning categories. It is the major attribute that plays an essential role in planning a trip and traveling to a tourist destination (Laws, 1995). Uttarakhand has been focusing on niche tourism products such as wellness and yoga tourism in places like Rishikesh and Ayurvedic centers in Haridwar.

Favorable government tourism policy and strategies as well as niche products also fascinate tourists from all over the world especially when there is a low risk of terrorism.

### Factor 2: Tourist Destination

#### Competitiveness:

Destination Competitiveness is defined as the sustainability of a particular destination vis-à-vis its competitors (Roy & Saxena, 2020). It is the total of inherited natural or created resources and the transformation of assets to have economic gains. This factor consists of hospitable and friendly people, personal safety and security, proper information and communication channels about tourist spots, training of service providers at tourist spots, and a place with a good name and reputation (Crouch & Ritchie, 1999). Uttarakhand boasts a stunning Himalayan landscape with snow-capped peaks, lush forests, and pristine rivers, making it a magnet for nature lovers and adventure seekers. The state offers religious and spiritual experiences with the Char Dham Yatra, attracting pilgrims from across India and the world. Uttarakhand has been actively promoting wellness and yoga tourism, capitalizing on the global interest in these areas. However, accessibility to some remote areas can be challenging, affecting the overall ease of travel. The state faces seasonal variations in tourist footfall, with the majority of visitors arriving during specific pilgrimage or adventure seasons. So the Govt. of Uttarakhand should start to work on infrastructure development and marketing to enhance competitiveness..

### Factor 3: Attractiveness of tourist destination

Destination attractions are the fundamental qualities that can be utilized by host stakeholders in specific economic activities (Ariya, Wishitemi, & Sitati, 2017). This factor consists of the attractions of tourist destinations without which tourism destinations cannot develop in Uttarakhand. Rich spiritual attractions, fairs and festivals, arts and exhibitions, natural health resorts and therapy facilities, shopping centers, adventure, and sports facilities are other attractions affecting the destination competitiveness of Uttarakhand (Kresic & Darko Prebezac, 2011), (Tam, 2012). The attractiveness of Uttarakhand as a tourist destination compared to other Indian states is subjective and can vary depending on individual preferences and interests. Uttarakhand has its unique appeal with its Himalayan landscapes, spiritual significance, adventure opportunities, and

wellness tourism initiatives. However, other states in India also offer diverse and captivating tourism experiences. Travelers prefer Himachal Pradesh for its similar Himalayan landscapes or to Kerala for its serene backwaters and lush greenery. Rajasthan may attract those interested in history and culture with its palaces and forts. Travelers interested in historical and cultural experiences may favor Uttar Pradesh, Gujarat, or West Bengal. Ultimately, the attractiveness of a tourist destination depends on what a traveler is seeking.

#### **Factor 4: Tourist Facilities**

The development of a destination requires careful planning and management of tourist facilities (Anholt, 2010). Nurturing a destination requires the development and maintenance of services to a high standard (roads, water, sewage, etc.) and an environment where visitors would be comfortable to move around and explore. The major destination supports services are provided by the accessibility of accommodation, accessibility of transport, availability and quality of cuisine and drinking water, cleanness and hygienic environment, and availability of competent tourist guide (Beerli & Matri, 2004), (Cho, 2008), (Chaudhary & Ul Islam, 2020), (Amalia, Pérez-Nebra, & Cláudio, 2010). These facilities allow destinations to develop, and at the same time, help monitor any negative features of the development by taking correctional actions towards a more sustainable future. Uttarakhand's government and tourism authorities continuously work to improve facilities and services to enhance the overall tourist experience, but feedback and opinions can vary among visitors

#### **Factor 5: Tourism Infrastructure**

Tourism destination support services include the entire infrastructure. Availability and standards of accommodations, availability of transport, travel agencies and tour operators, sources of entertainment, and telecommunication facilities are included in this factor (Vengesai, Mavondo, & Reisinger, 2009), (Masarrat, 2012), (Kaushik, Kaushik, Sharma, & Rani, 2010). The availability of good quality infrastructure in tourist spots influences its development as well as its success. Uttarakhand's tourism infrastructure is generally on par with many other Indian states but may not be as developed as some highly popular tourist destinations. The state offers a good range of accommodation options, transportation services, and facilities for various forms of tourism. However, infrastructure in remote

areas can be less developed, affecting accessibility. For example, Yaja, Kumar, & Swamy, (2023) found inadequate tourism infrastructure to be an important barrier for local communities to participate in tourism business. Some states with more extensive budgets and greater tourism resources may have more advanced infrastructure and marketing efforts, making them appear more competitive in certain aspects. Nonetheless, Uttarakhand's unique natural beauty and niche offerings still make it an attractive destination for many travelers.

#### **Factor 6: Uniqueness of Tourist Destination**

The factor 'Uniqueness of tourist destination' includes various attributes that represent the uniqueness of a tourist destination (Qu, Kim, & Im, 2011), (Pereira, Correia, & Schutz, 2012). The uniqueness of the resources available to a particular tourist destination enables its competitiveness and provides occasions for building a sustainable competitive advantage (Chaudhary M. , 2000). This factor consists of outstanding natural sites and sceneries/wonders, yoga and meditation facilities, multi-cultural heritage, rest and relaxed environment/undisturbed nature. The uniqueness of tourist destinations in Uttarakhand plays a crucial role in promoting destination branding. Uttarakhand's stunning Himalayan landscape, including snow-capped peaks, dense forests, and pristine rivers, sets it apart as a destination for nature lovers and adventure enthusiasts. This unique natural beauty becomes an integral part of the destination's brand identity. Its spiritual significance attracts pilgrims from across India and the world, forming a strong aspect of the destination's brand. The state has actively promoted wellness and yoga tourism. The thrill-seeker audience is drawn to the state's unique adventure offerings. Incorporating these unique aspects into its branding strategy allows Uttarakhand to differentiate itself from other destinations. It attracts a diverse range of travelers who are seeking various experiences, whether it's spiritual, adventurous, or rejuvenating. Ultimately, the attractiveness of a tourist destination depends on a combination of factors, including natural beauty, cultural heritage, infrastructure, and marketing efforts. The attractiveness of a destination can be subjective and may vary depending on individual preferences and interests. Each of the states has its unique attractions and challenges. Whether one is more attractive than the other depends on individual preferences and interests. Uttarakhand's unique selling points, such as its Himalayan landscapes, spiritual significance,

wellness and yoga offerings, and commitment to environmental conservation, play a pivotal role in crafting a distinctive destination brand. These unique aspects are actively promoted in marketing efforts, attracting a diverse range of travelers and setting Uttarakhand as a strong and memorable destination brand apart from other destinations.

## RESEARCH IMPLICATIONS

The prime focus of the study was to find out the significant factors influencing the attraction and charm of tourist spots as observed by the visitors staying at Uttarakhand in India. Hence, the study concludes through EFA and CFA that the development of tourism destination factors influences the attractiveness and brand image of the destination. Some of them are as follows-

**Unique features of a tourist spot-** The unique feature of a tourist spot attracts visitors because they feel that their perceived notions will match the destination visited. Uttarakhand's outstanding natural sites and sceneries/wonders, yoga and meditation facilities, multi-cultural heritage, rest, and relaxed environment/undisturbed nature are key factors for pulling tourists again and again.

**Good name and fame of the destination-** Good image of destination also affect the tourists' choice in destination selection. The friendly and welcoming nature of the local people, proper arrangement for tourists' safety and security, proper information and communication channels about tourist spots and highly trained service providers at tourist spots generate a good name and fame for a destination which is considered by the tourists as an outstandingly attractive factor for visiting that place.

**Quality and standard tourism product-** Moreover, factors like various forms of tourism, travel and tour packages, NICHE products of tourism, no fear of terrorism, and Government policies and strategies are also crucial attributes for affecting destination attractiveness and branding at national and international levels. The results show that the fulfillment of the tourists' enjoyment especially among international tourists depends on the quality and product value offered to them by the stakeholders of the tourism destination. Hence, maintaining the tourism standard is of great importance to achieve destination attractiveness and its brand name and fame.

**Availability of Primary and supporting facilities-** One more factor-Tourist facilities consisting of accessibility of accommodation, accessibility of transport, availability and quality of cuisine and

drinking water, cleanness and hygienic environment, and availability of competent tourist guides support facilities allow the growth of tourism destinations, as well as influence the destination's attractiveness among the national and international tourists. The availability and quality of supporting services affect the growth of destinations and their performance and greatly influence the tourists' selection of destinations.

**Accessibility of tourism infrastructure-** The study reveals that tourism infrastructure is also an important factor for tourists. The transportation system such as highways, airports, trains, and private and public transport; the telecommunications facility, healthcare facilities, sanitation, power generation, sewerage disposal, water supply, financial services, and technology, as well as basic tourism facilities built specifically for tourists' use, such as resorts, hotels or roads, food stores, tour companies and agents, amusement sources, etc., influence destination choice by the local people and tourists in future. A destination's ability to compete is further enhanced by infrastructure provision. The tourism destination infrastructure is the most significant element in the destination product impressions on domestic and foreign tourists after the destination's climate.

**Different varieties of tourism attractions-** The study also reflects that rich spiritual attractions, fairs and festivals, arts and exhibitions, natural health resorts and therapy facilities, shopping centers, and adventurous and sports facilities are other attractions affecting the destination attractiveness of Uttarakhand but due to uncertainty of climate and natural disasters facing by the tourists time to time in Uttarakhand, make these factors less attractive for the destination choice.

Hence the study further recommends that the service providers and administrators of the tourism sector should pay more attention to the improvement and enhancement in availability and accessibility of the less attractive factors of tourism destinations so that in the future, they can fulfill and satisfy the tourists' needs and pull them to visit Uttarakhand again and again. The recommendations of the study will be of great help to all the stakeholders of the tourism sector in Uttarakhand and also in other similar tourist destinations to know the perceptions of tourists regarding the various factors influencing the destination attractiveness and establishing a brand name so that they can satisfy/meet the tourists' expectations regarding the destination attractiveness factors.



## REFERENCES

- Amalia, R., Pérez-Nebra, & Cláudio, V. T. (2010). Measuring the tourism destination image: a survey based on the Item response theory. " RAC - Revista de Administração Contemporânea Journal of Contemporary Administration, ANPAD - Associação Nacional de Pós-Graduação e Pesquisa em Administração, 14(1), 80-99.
- Anholt, S. (2010). Places: Identity, image and reputation. Basingstoke: Palgrave Macmillan.
- Ariya, G., Wishitemi, B., & Sitati, N. (2017). Tourism destination attractiveness as perceived by tourists visiting Lake Nakuru National Park, Kenya. *International Journal of Research in Tourism and Hospitality (IJRTH)*, 3(4), 1-13.
- Babić, -H. V., Mehic, E., Kramo, A., & Resic, E. ( 2008). Tourist destination image and perception: The case of Bosnia and Herzegovina, An enterprise Odyssey. *International Conference Proceedings*, 11th-14th june, 2008. Zagreb.
- Bagri, S., & Kala, D. (2015). Tourists 'satisfaction at Trijuginarayan: An Emerging spiritual and adventure tourist destination in Garhwal Himalaya India. *TURIZAM*, 19 (4), 165-182.
- Beerli, A., & Matri, A. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Bhatia, A., Roy, B., & Kumar, A. (. (2022). A review of tourism sustainability in the era of Covid-19. *Journal of Statistics and Management Systems*, 10.1080/09720510.2021.1995196.
- Chaudhary, M. (2000). India's image as a tourist destination—a perspective of foreign tourists. *Tourism management*, 21(3), 293-297.
- Chaudhary, M., & Ul Islam, N. (2020). Influence of destination attractiveness on tourist satisfaction and future travel intentions: a study of Kashmir valley. *Journal of Tourism*, 21(1), 13-28.
- Cho, V. (2008). Linking location attractiveness and tourist intention. *Tourism and Hospitality Research*, 8(3), 220-224.
- Choudhary, M., & Raman, R. K. (2016). Destination image framework for Buddhist circuit in India. *Journal of tourism*, 17(1), 13-23.
- Chuang, Y., Hwang, S., Wong, J., & Chen, C. (2014). The attractiveness of tourist night markets in Taiwan – a supply-side view. *International Journal of Culture Tourism and Hospitality Research*, 8(3), 333 -344.
- Cracolici, M. F., & Nijkamp, P. (2008). The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions. *Tourism Management*, 30(3), 336–344.
- Crouch, G. I., & Ritchie, J. R. (1999). Tourism, competitiveness, and societal prosperity. *Journal of Business Research*, 44(3), 137–152.
- Dey, B., Mathew, J., & Chee-Hua, C. (2020). Influence of destination attractiveness factors and travel motivations on rural homestay choice: the moderating role of need for uniqueness. *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 639-666.
- Durgapal, B. P., & Saraswat, D. A. (2019). Tourism Destination Image of Uttarakhand. *International Journal of Management Studies*, VI (6), 77-87.
- Edward, M., & George, P. B. (2008). Destination attractiveness of Kerala as an International Tourist Destination: An Importance-Performance Analysis. *Conference on Tourism in India-Challenges Ahead*. IIMK.
- Gartner, W. (1989). . Tourism image: attribute measurement of state tourism products using multidimensional scaling techniques. *Journal of Travel Research*, 28, 16-20.
- Genest, J., & Legg, D. (2003). The premier-ranked destinations workbook 2001. Retrieved from [www.ttra.com/publicationss/uploads/o32.pdf](http://www.ttra.com/publicationss/uploads/o32.pdf).
- Hovinen, G. (2002). Revising the destination lifecycle model. *Annals of Tourism Research*, 29(1), 209–230.
- Kaushik, N., Kaushik, J., Sharma, P., & Rani, S. (2010). Factors Influencing Choice of Tourist Destinations: A Study of North India. *IUP Journal of Brand Management*, 7.
- Klufova, R. (2016). Destination attractiveness of the South bohemian region from the viewpoint of spatial data analysis. *Deturope – the Central European Journal of Regional Development and Tourism*, 8(1), 92-111.
- Kresic, D., & Darko Prebezac, D. (2011). Index of destination attractiveness as a tool for destination attractiveness assessment. *Original Scientific Papep*, 59(4), 497-517.
- Kumail, T., Qeed, M. A., Aburumman, A., Abbas, S. M., & Sadiq, F. (2022). How Destination Brand Equity and Destination Brand Authenticity Influence Destination Visit Intention: Evidence from the United Arab Emirates. *Journal of Promotion Management*, 28 (3), 332-358, DOI: 10.1080/10496491.2021.1989540.
- Laws, E. (1995). *Tourism destination management: Issues, analysis and policies*. New York: Routledge.
- Masarrat, G. (2012). *Tourists Satisfaction Towards Tourism Products And Market: A Case Study of Uttaranchal*. *International journal of business and information technology*, 2(1).
- Nukhu, R. (2021). COVID-19 and Global Pandemic Recovery Strategies: A bibliometric analysis through contemporary literature. *Journal of Tourism* , XXII(2), 41–54.
- Pereira, R. L., Correia, A. L., & Schutz, R. L. (2012). Destination Branding: A Critical Overview. *Journal of Quality Assurance in Hospitality & Tourism*, 13(2), 81-102, DOI: 10.1080/1528008X.2012.645198.
- Pereira, R. L., Correia, A. L., & Schutz, R. L. (2012). Destination Branding: A Critical Overview. *Journal of Quality Assurance in Hospitality & Tourism*, 13(2), 81-102, DOI: 10.1080/1528008X.2012.645198.

- Phukan, H. (2012). Uttarakhand as a Spiritual Tourist Destination: An Emerging Research. *Advances In Management*, 5(5).
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism management*, 32(3), 465-476. <https://doi.org/10.1016/j.tourman.2010.03.014>.
- Roy, B., & Saxena, A. (2020). Destination competitiveness, tourism facilities and problems in promoting Uttarakhand as a tourism destination. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 12 (2). 1-20.
- Roy, B., Bhatia, A., & Maitra, R. (2023). Transformation In Destination Attractiveness Attributes after Covid-19 Pandemic: A Review. *Atna-Journal of Tourism Studies*, 18(2), 119-141 <https://doi.org/10.12727/ajts.30.5119>.
- Sultana, S., Haque, A., Momen, A., & Yasmin, F. (2014). Factors affecting the attractiveness of medical tourism destination: an empirical study on India-review article. *Iranian journal of public health*, 43(7), 867.
- Tam, B. T. (2012). Application of contextual approach for measuring tourism destination attractiveness. *Journal of Science*, 70 (1), 217-226.
- The Economic Times. (2023, June 22). Contribution of travel and tourism sector to India's economy estimated at Rs 16.5 trillion for 2023: WTTC. Retrieved from <https://economictimes.indiatimes.com/>: [https://economictimes.indiatimes.com/industry/services/travel/contribution-of-travel-and-tourism-sector-to-indias-economy-estimated-at-rs-16-5-trillion-for-2023-wttc/articleshow/101191444.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/services/travel/contribution-of-travel-and-tourism-sector-to-indias-economy-estimated-at-rs-16-5-trillion-for-2023-wttc/articleshow/101191444.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)
- Tyagi, A., Dhar, R. L., & Sharma, J. (2016). Police culture, tourists and destinations: A study of Uttarakhand, India. *Tourism Management*, 52, 563-573.
- Vengesai, S., Mavondo, F., & Reisinger, Y. (2009). Tourism destination attractiveness: attractions, facilities and people as predictors. *Tourism Analysis*, 14, 621-636.
- Vinayek, P., & Bhatia, A. N. (2013). Competitiveness of Indian tourism in global scenario. *ACADEMICIA: An International Multidisciplinary Research Journal*, 3 (1), 168-179.
- Wijaya, S., Wahyudi, W., Kusuma, C., & Sugianto, E. (2018). Travel motivation of Indonesian seniors in choosing destination overseas. *International Journal of Culture, Tourism and Hospitality Research*, 12(2), 185-197.
- WTTC. (2022). Economic Impact Research. Retrieved from <https://wttc.org./research>: <https://wttc.org/research/economic-impact>
- Yaja, M., & Kumar, A. (2021). An empirical study of marketing of SMEs in the tourism sector. *Small Enterprise Research*, 28(3), 314-328.
- Yaja, M., Kumar, A., & Swamy, G. A. (2023). Barriers to tourism participation: A case of first-generation local community service providers. *International Social Science Journal*, 73(247), 103-119.





# Building Sustainable Workforce: The Role of Sustainable HR Practices, Knowledge Sharing and Job Embeddedness in Driving Sustainable Employee Performance

Megha Bumrah<sup>1</sup>, Meenakshi Malhotra<sup>2</sup>, Neeraj Aggarwal<sup>3</sup> and Pankaj Kumar<sup>4</sup>

<sup>1</sup>Research scholar, University Business School, Panjab University, Chandigarh

ORCID: <https://orcid.org/0009-0000-3120-8611>

<sup>2</sup>Professor, University Business School, Panjab University, Chandigarh

ORCID: <https://orcid.org/0009-0004-4224-2435>

<sup>3</sup>Assistant Professor, University Institute of Hotels and Tourism Management, Panjab University, Chandigarh

ORCID: <https://orcid.org/0000-0002-2258-8461>

<sup>4</sup>Assistant Professor, Department of Tourism and Hospitality Management, Mizoram University

ORCID: <https://orcid.org/0000-0002-1479-9787>

## KEYWORDS

Sustainable HR Practices,  
Knowledge Sharing, Job  
Embeddedness, Sustainable  
Performance

## ABSTRACT

To achieve sustainable organizational performance within the hospitality industry, it is crucial to gain a more profound insight into the factors influencing employee performance. This study examines the interconnections between sustainable HR practices, knowledge sharing, and job embeddedness in promoting sustainable employee performance within the hospitality context. Drawing upon the social exchange theory, data were collected from 280 frontline hotel employees in and around Chandigarh. The results demonstrate a direct and positive relationship between sustainable HR practices and sustainable employee performance. Furthermore, knowledge sharing and job embeddedness were found to be partially mediating these relationships. These findings highlight the significance of encouraging knowledge sharing and fostering employees' entrenchment in their jobs to enhance sustainable performance. This study offers valuable insights for hospitality managers, emphasizing the significance of prioritizing sustainable HR practices and cultivating a culture of knowledge sharing. By nurturing an environment that fosters job embeddedness, hotels can effectively address the challenge of high employee turnover, enhance their competitiveness, and achieve sustainable growth in the dynamic hospitality industry.

## INTRODUCTION

India's hospitality and tourism industry has played a pivotal role in bolstering the nation's economy, contributing approximately 9.4% of the GDP, with substantial input from the tourism and hospitality sectors (Singh and Alam 2022). Additionally, it serves as a significant source of foreign currency inflow (Chaudhary, 2020, Bagri and Babu 2011). However, the Indian hotel industry encounters noteworthy challenges, particularly regarding employee turnover rates (Kumar et al., 2023; Santhanam et al., 2017; Gangai, 2013). Meeting customer expectations for prompt and exceptional services, compounded by the presence of international hotel chains operating within India, intensifies the pressure on hotels to streamline their operations while also retaining a skilled and talented workforce. In response to intensified competition, numerous hotels are diligently exploring innovative HR strategies to maintain their customer base, retain their existing workforce and simultaneously attract patrons from rival establishments.

Sustainable employee performance holds critical importance in the hospitality industry (Hazra et al., 2021). The consistent delivery of exceptional services by employees, ensuring memorable guest experiences stands

essential for organizational success. This sustained performance not only enhances customer satisfaction and loyalty but also fosters the organization's well-being and sustainability in the long run. Additionally, it contributes to reduced turnover rates and aligns with responsible business practices, gaining recognition from various stakeholders. By investing in employee training and well-being initiatives, hospitality businesses establish a strong foundation for growth and long-term viability. Thus, sustainable employee performance plays a central role in driving the overall success and sustainability of the entire hospitality industry (Prakash et al., 2023).

Over the last two decades, there has been a growing emphasis on fostering sustainability to ensure the enduring success of both organizations as well as employees (Ji et al., 2021). The terms sustainability and performance are widely prevalent in various contexts however, the integration of these two subjects in academic research remains relatively infrequent. Sustainable employee performance encompasses the consistent and enduring attainment of exceptional outcomes by employees over an extended period, while also prioritizing the well-being and long-term prosperity of both the individuals as well as the organization (Beloff et al., 2004). This entails the incorporation of employee-centric or sustainable HR practices.

Sustainable HR practices comprise a range of employee-oriented policies and strategies aimed at fostering both organizational success and employee well-being. This concept is frequently employed within institutions to produce human outcomes that align with long-term sustainable development goals (Papademetriou et al., 2023). These practices are specifically designed to address the unique challenges and dynamics of the hospitality and tourism industries, placing a significant emphasis on cultivating a trained and motivated staff. Inclusion of comprehensive training and skill development programs, effective personnel management, succession planning, employee empowerment and rewards systems, these practices are geared towards improving work-life balance and employee satisfaction. Managers in the hotel business, by implementing sustainable HR practices, may nurture a favorable work atmosphere, attract and retain excellent personnel, thereby enhancing the overall success and continuity of their businesses.

Furthermore, these effective HR practices play a critical role in encouraging knowledge exchange (Iqbal et al., 2021) and job embeddedness (Karatepe & Karadas, 2012) among employees within

an organization (Kurkreti & Dangwal, 2021).. These practices enable employees to expand their knowledge and expertise while fostering a culture of trust and cooperation that encourages the open exchange of knowledge and ideas. Consequently, this environment contributes to enhanced organizational learning, innovation, and ultimately leads to employee sustainable performance (Ji et al., 2021). Similarly, knowledge sharing significantly impacts sustainable job performance, enhancing enduring work outcomes by cultivating a collaborative setting that supports continuous learning and skill development (Deng et al., 2022). It provides employees with valuable insights, enhances their efficiency and effectiveness in tasks, and fosters innovation and problem-solving for sustained performance (Kun, 2022). Organizations can attain long-term success and cultivate a culture of continuous improvement and growth by prioritizing and promoting knowledge sharing among employees. On the other hand, job embeddedness is a well-recognized concept that signifies the depth of employees' connection and commitment to both their organization and job, indicating a strong and enduring bond (Crossley et al., 2007). Employees who demonstrate a strong sense of job embeddedness exhibit heightened levels of job performance (Almagharbeh & Alalean, 2023). This profound attachment enhances their motivation to consistently exert their best efforts, resulting in sustained and outstanding job performance over an extended period (R & Sujatha, 2023). Therefore, these approaches hold significant importance, especially considering the employees' challenges currently faced by employees in the Indian hotel industry.

## **SIGNIFICANCE OF THE STUDY**

In today's contemporary dynamic and fiercely competitive business environment, sustaining high employee performance holds immense significance, serving as a linchpin in driving organizational success, continuity and promoting employee well-being. It surpasses short-term performance gains and focuses on nurturing a dedicated and committed workforce, leading to increased productivity, reduced turnover rates, and an overall improvement in organizational performance. Regrettably, the importance of sustainable individual-level performance, particularly for employees, is often underestimated or disregarded (Ji et al., 2021). To fill this void, this research centers on investigating sustainable performance from an individual perspective, specifically focusing on employee sustainable

performance in the workplace. The existing body of literature delves into the studies exploring the effects of green HR practices on sustainable organizational performance (Almagharbeh & Alalean, 2023). However, there exists a noticeable void in research concerning the impact of these variables on fostering employee sustainable performance. This research endeavors to fill this void and contribute an original perspective to the current body of literature.

Knowledge sharing stands as a critical research area in management science and various disciplines, yet it remains relatively underexplored with limited comprehensive studies available (Muhammad et al., 2020). This study endeavors to address this research gap by introducing a theoretical framework that explores the impact of sustainable HR practices on the sustainable performance of frontline employees, particularly within the context of the hospitality industry. The investigation delves into the mechanisms of knowledge sharing and job embeddedness to elucidate this relationship. To the best of our knowledge, this study represents the first attempt to examine this specific association. Through this investigation, our study offers original insights and practical implications to enhance sustainable performance within this industry. Consequently, this study is poised to make a significant contribution by addressing the substantial gaps in both theoretical as well as empirical understanding concerning employee sustainable performance. Certainly, the current body of research lacks sufficient literature on the aforementioned relationships. In light of this, the present study endeavors to bridge these gaps and contribute to the existing knowledge in this area.

## LITERATURE REVIEW

### **Sustainable HR practices and employee sustainable performance**

Sustainability encompasses a multi-dimensional concept that transcends mere verbal expressions, embodying its deep significance and value. It revolves around current management actions and decisions that promise positive implications for the future. In organizational contexts, Sustainable HRM is committed to establishing invaluable resources, gaining competitive advantages, promoting shareholder value, and safeguarding the enduring employability and welfare of employees (Pawirosumarto et al., 2020). Amidst growth and globalization challenges faced by organizations, the focus on sustainability and resilience becomes crucial for maintaining competitiveness. Responding to societal and environmental needs, organizations

are exploring sustainable Human Resource (HR) practices to attain lasting financial, social, and ecological objectives (Elias et al., 2023). This entails adopting HRM strategies that have long term impacts internally and externally. Sustainable HRM encompasses three primary research areas: employee outcomes and well-being, sustainable employee behavior, and effective sustainable-HRM systems (López-Fernández et al., 2018). The current study specifically examines the relationship between sustainable HRM practices and sustainable performance to understand their influence on organizational success. Empirical studies have consistently shown a positive relationship between these variables (Hazra et al., 2021; Pawirosumarto et al., 2020; Davidescu et al., 2020; Manzoor et al., 2019), further enhancing the overall organizational performance (Papademetriou et al., 2023). Notably, sustainable HR practices are critical for all organizations, with a particular emphasis on hotels prioritizing customer service and employee satisfaction (Papademetriou et al., 2023). In their research, Duvnjak & Kohont, (2021) found that sustainable HRM significantly influences employee sustainable performance by fostering trust and loyalty among employees. Effective strategic planning, strong leadership, and proper implementation of HR policies are crucial factors that engage the workforce, encouraging their active participation in advancing their careers and contributing to the organization's productivity.

The study was conducted with the primary objective of investigating and establishing the relationship between sustainable HR practices and employee performance, as well as analyzing the mediating roles of knowledge sharing and job embeddedness in the relationship.

As a result of our investigation, the following research question was formulated:

*“Is there a positive correlation between sustainable HR practices and employee sustainable performance?”*

Based on this we hypothesize that:

H1: Sustainable HR practices significantly influence employee sustainable performance.

### **Sustainable HR practices, knowledge sharing and employee sustainable performance**

Knowledge sharing is conceptualized as a cultural phenomenon that facilitates the exchange of employees' knowledge, experiences, and skills across various departments or organizations. It

cultivates a shared understanding and a knowledge network enabling access to pertinent information and frameworks within the organizational context (Qamari et al., 2019). The exchange occurs at both individual and organizational levels. At the individual level, it entails engaging in discussions with colleagues to gain insights and contribute more effectively, efficiently, and expeditiously. At the organizational level, it entails the acquiring, organizing, reutilizing, and disseminating knowledge derived from internal experiences within the organization (Lin & Lee, 2005) ensuring valuable knowledge accessibility within the business. HR practices play an essential role in promoting knowledge creation, enhancing employees' awareness, fostering collaboration, and encouraging knowledge sharing within the organization (Iqbal et al., 2021). These practices have evolved to emphasis on employee training, development, and involvement in decision-making. This strategic shift aims to generate value and efficiently manage knowledge adding value to the organization and ultimately improving its performance (Waheed et al., 2019). The act of knowledge sharing among employees and external partners empowers organizations to make better use of their knowledge-based resources. As a result, knowledge sharing assumes a pivotal role that organizations must consistently prioritize to sustain their competitiveness and attain enduring performance (Muñoz-Pascual et al., 2020). It is also a vital resource in promoting sustainable performance among employees (Kianto et al., 2017). The connection between knowledge management and sustainable performance is significant knowledge is widely recognized as a fundamental catalyst for advancement at the individual, organizational, and national levels (Maravilhas and Martins, 2019). Organizations that embrace knowledge-focused approaches not only demonstrate higher levels of innovation but also possess the ability to explore new avenues for sustainability. Furthermore, hospitality organizations are proactively seeking efficient practices to enhance employees' knowledge sharing behavior to gain advantages such as enhanced performance, increased creativity, operational flexibility, innovative work behavior, and the development of new services (Lim & Ok, 2021) which highlights the need for knowledge sharing among employees working in hospitality industry. As a result of our investigation, the following research question was formulated:

*“Are sustainable HR practices, knowledge sharing and employee sustainable performance are co-related to each other”?*

Therefore, based on this we hypothesize that:

- H2: Sustainable HR practices significantly influence knowledge sharing.
- H3: Knowledge sharing significantly influence employee sustainable behavior.
- H4: Sustainable HR practices significantly influence employee sustainable behavior through Knowledge sharing.

### **Sustainable HR practices, job embeddedness and employee sustainable performance**

Sustainable HRM plays a pivotal role in nurturing strong relationships and creating competitive advantages for organizations, enhancing shareholder value, and ensuring employees' sustainable employability (Papademetriou et al., 2023). In the context of the hospitality industry, sustainable HRM holds exceptional significance for attaining and sustaining a competitive edge through a contented, dedicated, and valuable workforce (Pawirosumarto et al., 2020). In line with this, job embeddedness is a vital aspect associated with sustainability, encompassing various factors affecting an employee's decision to stay in their job, including work-related factors (e.g., relationships with co-workers) and off the job factors, (such as personal, family, responsibilities). It encourages sustainable performance among employees by cultivating a profound sense of attachment, dedication, and allegiance to their roles and respective organizations. When employees experience a deep level of job embeddedness, they are more likely to sustain high job performance due to increased motivation, enhanced job satisfaction, improved adaptability and organizational commitment (R & Sujatha, 2023). In a similar context, green HRM practices implemented by organizations can bolster organizational sustainability through the adoption of job embeddedness (Lülfes and Hahn, 2013). A recent study by Almagharbeh & Alalean, (2023) revealed that green HR practices significantly influence the level of job embeddedness among employees, subsequently promoting organizational sustainable performance. The study's findings demonstrated a positive impact of the mediator job embeddedness in enhancing organizational sustainability.

As a result of our investigation, the following research question was formulated:

*“Are sustainable HR practices, job embeddedness and employee sustainable performance are correlated to each other”?*

Based on this we hypothesize that:

- H5: Sustainable HR practices significantly influence job embeddedness.
- H6: Job embeddedness significantly influence employee sustainable behavior.
- H7: Sustainable HR practices significantly influence employee sustainable behavior through job embeddedness.

## THEORETICAL UNDERPINNING

The conceptual framework of this study aims to investigate the relationship between sustainable HR practices, considered as the predictor variable, and employee sustainable performance, the dependent variable incorporating knowledge sharing and job embeddedness as parallel mediators. The study draws upon Social exchange theory (Blau, 1964) to explore the relationships between the predictor and the outcome variables. This theory illuminates employee performance dynamic within the relationships. According to this theory, hotel employees are more likely to reciprocate when they perceive their employers investing in their growth and development through activities that extend beyond regular job responsibilities, benefiting both them as individuals and the organization as a whole (Papademetriou et al., 2023). Furthermore, access to sustainable resources in the workplace creates a sense of responsibility among employees to uphold the hotel's reputation by delivering excellent job

performance, while embedding them in their jobs and also fostering a supportive and collaborative work environment through knowledge management. Consequently, higher levels of job performance contribute to improved overall organizational performance.

Sustainable HR practices encompass employee-centric policies and strategies focused on employee retention, fostering a healthy work environment, motivation, and skill enhancement. Such practices are aimed at achieving long-term success within organizations. Positioned as the central driver in the model, sustainable HR practices influence on both knowledge sharing and job embeddedness, providing deeper insights into how these factors impact employee sustainable performance. Job embeddedness gauges the extent of employees' emotional connection and commitment to their organization, while knowledge sharing assesses their willingness to exchange valuable information within the workplace. By integrating these variables, the conceptual framework offers a comprehensive approach to explore the intricate dynamics and relationships among sustainable HR practices, knowledge sharing, job embeddedness, and sustainable performance in organizational settings.

## METHODOLOGY

The research sample encompassed frontline employees employed in four and five-star hotels located in and around the vicinity of Chandigarh. The survey method was employed to access a large number of respondents, making it suitable for using

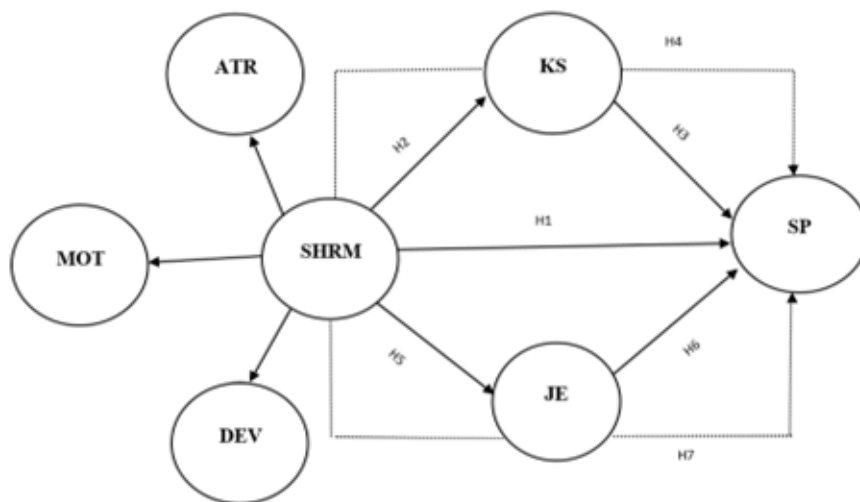


Figure 1: Conceptual framework



questionnaires to collect data. The hotels were selected from the Federation of Hotel & Restaurant Associations of India (FHRAI). To obtain the sample, the researcher approached over 10 human resource managers. Each HR manager received approximately 50 questionnaires to distribute to their employees for data collection. The employees were asked to complete questionnaires, which were then collected by the HR managers. Subsequently, the researcher retrieved the questionnaires from the HR managers to proceed with data analysis. Out of total questionnaires distributed, 301 were received however, 280 were found suitable for further the analysis.

In this study, we applied nonparametric structural modeling using the variance-based partial least square method (PLS-SEM) in Smart PLS 4.0.9 software to test the hypotheses. It is the preferred multivariate data analysis method for intricate models (Hair et al., 2019). The data analysis aimed to predict employee sustainable performance based on sustainable HR practices within the hospitality industry. PLS-SEM was considered suitable for prediction-oriented research in the social and behavioral sciences framework (Hair et al., 2019). Moreover, PLS-SEM was also utilized in this study to analyze mediation effects and develop sophisticated models. Prior to conducting structural model assessments, we performed first-order and second-order measurement model assessments. Subsequently, 10,000 bootstrap subsampling (Hair et al., 2022) with a bias-corrected percentile approach (two-tailed test) was used for the structural model assessments.

### Measurement Scales

The constructs in this study were derived from established and validated scales, identified through an extensive literature review. To assess all the components, multi-item measures were employed, and deliberate choices were made to utilize the following scales.

Sustainable HR practices is defined as “a set of practices that contribute to the economic, social, and environmental sustainability of a corporation with a long-term vision and promote the well-being, commitment, and satisfaction of professionals” (Genari & Macke, 2022). We adopted the 16-item SHRP (Sustainable Human Resource Practices) scale developed by Genari & Macke, (2022). The scale comprises- attraction and retention of personnel, health and motivation and skill development.

Knowledge sharing is operationally defined in this study as the collection of business processes that

promote the dissemination of knowledge among all individuals actively participating in various process activities within the organization (Gold et al. 2001). To assess knowledge sharing, we utilized a widely used and validated scale developed by Gold et al. (2001) consisting four items.

Job embeddedness is the extent to which an individual feel deeply connected and integrated into their job and organization, leading to a sense of commitment and reluctance to leave (Crossley et al., 2007). To measure this construct, we utilized a seven items scale given by Crossley et al., (2007).

Employee sustainable performance comprise of two determinants; employee performance and well-being and is defined as “regulatory process in which an individual worker enduringly and efficiently achieves particular desired work goals while maintaining a satisfactory level of well-being” (Ji et al., 2021). A ten items scale given by Ji et al., (2021) was used to measure the construct.

## RESULTS AND ANALYSIS

### Descriptive Statistics

Among the 280 participants, 65.3% were male, and the rest were female. A combined total of 66.1% of the respondents had worked at the same hotel for 1-5 years, while 34% had longer tenures. The most of the participants fell within the 20-30 age bracket, with only 2% being over 41 years old, while 39% fall within the age range of 31 to 40 years.

### First-order Measurement Model Assessments

The first-order model assessment is a crucial step which involves evaluating the measurement model's individual constructs. The purpose of this process is to establish the reliability and validity of the constructs by assessing the connections between observed indicators and their respective underlying latent constructs. Various statistical techniques are employed in this assessment. In our study all factor loadings were found to be above the satisfactory limit of 0.70 (Hair et al., 2020) with the exception of eight items, which were retained in the study since the AVE value of the construct was found to be above 0.50 (Hair et al., 2022). The findings presented in Table 2 indicate that both composite reliability and Cronbach's alpha values confirm the high reliability of the constructs.

After testing reliability of the constructs, validity was assessed through Fornell and Larker (1981) criteria. In order to meet the criteria, the variance captured by each construct's indicators must be larger than

Table 1. Reliability and Convergent validity.

Constructs	Coding	Factor Loadings	Cronbach's Alpha (rho_a)	Composite Reliability (rho_c)	Composite Reliability Extracted (AVE)	Average Variance
Attraction and retention	AR1	0.726	0.931	0.932	0.946	0.748
	AR2	0.927				
	AR3	0.828				
	AR4	0.892				
	AR5	0.877				
	AR6	0.923				
Developing skills	DS1	0.915	0.889	0.900	0.923	0.750
	DS2	0.867				
	DS3	0.857				
	DS4	0.822				
Health and Motivation	MH1	0.876	0.808	0.810	0.874	0.636
	MH2	0.819				
	MH3	0.769				
	MH4	0.721				
Knowledge Sharing	KS1	0.781	0.722	0.761	0.827	0.549
	KS2	0.865				
	KS3	0.666				
	KS4	0.629				
Sustainable Performance	SP1	0.660	0.902	0.908	0.919	0.535
	SP2	0.693				
	SP3	0.681				
	SP4	0.818				
	SP5	0.594				
	SP6	0.658				
	SP7	0.745				
	SP8	0.831				
	SP9	0.796				
	SP10	0.797				
Job Embeddedness	JE1	0.732	0.857	0.876	0.889	0.534
	JE2	0.712				
	JE3	0.725				
	JE4	0.681				
	JE5	0.713				
	JE6	0.707				
	JE7	0.833				

Table 2. Discriminant validity using Fornell and Larcker criterion. Note: AR: Attraction and retention, DS: Developing skills, MH: Health and Motivation, JE: Job embeddedness, KS: Knowledge sharing, SP: Sustainable performance.

	AR	DS	JE	KS	MH	SP
AR	0.862					
DS	0.646	0.865				
JE	0.408	0.669	0.731			
KS	0.418	0.594	0.728	0.741		
MH	0.524	0.467	0.312	0.309	0.799	
SP	0.370	0.759	0.696	0.685	0.397	0.731

Table 3: SHRM: Sustainable HR practices, KS: Knowledge sharing, JE: Job embeddedness, SP: Sustainable Performing

Hypotheses	Relationships under study	Beta	T Statistics	Class intervals	P values	F square	VIF inner
H1	SHRM -> SP	0.337	4.000	{0.181; 0.517}	0.000	0.161	1.612
H5	SHRM -> JE	0.595	8.254	{0.424; 0.717}	0.000	0.547	1.000
H2	SHRM-> KS	0.550	5.262	{0.275; 0.709}	0.000	0.433	1.000
H6	JE -> SP	0.292	2.171	{0.048; 0.581}	0.030	0.092	2.389
H3	KS -> SP	0.297	2.614	{0.054; 0.502}	0.009	0.103	2.214
H4	SHRM -> KS -> SP	0.163	2.188	{0.036; 0.330}	0.029		
H7	SHRM -> JE -> SP	0.173	2.037	{0.027; 0.371}	0.042		

the common variance shared between that particular construct and the other constructs. The results of our study revealed that the study is free from the validity concerns. The results are presented in table 3.

### Second-order Model Assessment

In this study, the assessment of sustainable HR practices followed a reflective-reflective mode. The second-order construct assessments were measured using the latent variable scores derived from lower-order constructs. Collinearity issues were identified and diagnosed by examining the VIF values (Variance Inflation Factor) and it was found that all Variance Inflation Factor (VIF) values were consistently below the advised threshold of 3.33 as given by Hair et al. (2019). This indicates the soundness of the second-order model and strengthens the credibility of the research findings.

### Structural Model Assessment

The evaluation of the structural model results adhered to the guidelines established by Hair et al. (2019, 2022) for hypothesis testing and for evaluating the model's capacity to elucidate and anticipate outcomes (Hair et al., 2022). In the context of sustainable HRM practices, the development of employees' skills emerged as the most notable predictor ( $\beta$ : 0.913,  $p$  = 0.000), with attraction and retention practices ( $\beta$ : 0.850,  $p$  = 0.000) as well as motivational practices ( $\beta$ : 0.718,  $p$  = 0.000) being subsequent important factors. The results revealed that the most significant predictor of employee sustainable performance was sustainable HRM practices ( $\beta$ : 0.913, LB= 0.180, UB= 0.517,  $p$  = 0.000), thereby providing support for Hypothesis H1. This was followed by knowledge sharing ( $\beta$ : 0.297, LB= 0.054, UB= 0.502,  $p$  = 0.009), supporting Hypothesis H3, and job embeddedness ( $\beta$ : 0.292, LB= 0.048, UB= 0.581,  $p$  = 0.030), which supported Hypothesis H6. Cumulatively, these three determinants forecasting employee sustainable

performance accounted for 61.3 percent of the variance. Furthermore, SHRM was identified as a critical predictor of job embeddedness ( $\beta$ : 0.595, LB= 0.424, UB= 0.717  $p$  = 0.000), supporting Hypothesis H5, and knowledge sharing ( $\beta$ : 0.550, LB= 0.275, UB= 0.709  $p$  = 0.000), thereby providing support for Hypothesis H2. Additionally, the variance in job embeddedness and knowledge sharing was accounted for by sustainable HR practices to the extent of 35.3 percent and 30.2 percent, respectively. The results of f square values indicated that job embeddedness had a limited impact ( $f^2$  = 0.092) on employee sustainable performance, whereas knowledge sharing showed a more substantial influence ( $f^2$ = 0.103) on employee sustainable performance. However, strategic HR practices displayed a strong effect ( $f^2$ = 0.547; 0.433) on both job embeddedness and knowledge sharing, while a moderate effect ( $f^2$ = 0.161) was observed on employee sustainable performance.

Figure 2 illustrates the conclusive 1cause-effect relationship among the constructs under examination in this study. The researchers utilized the bootstrapping method with 10,000 subsamples to thoroughly explore the mediation effects. The outcomes, as presented in Table 3, indicate that both knowledge sharing (LB= 0.036, UB= 0.330,  $p$  = 0.029) and job embeddedness (LB= 0.027, UB= 0.371,  $p$  = 0.042) played a significant mediating role between sustainable HR practices and employee sustainable performance. The study utilized the PLS predict procedure to evaluate the out-of-sample predictive relevance (Danks and Ray, 2018; Shmueli et al., 2019) of critical dependent variables i.e., knowledge sharing, job embeddedness and employee sustainable performance. Table 4 demonstrates that all  $Q^2$  predict values were found to be greater than zero. This indicates that the proposed route model is suitable for predicting these constructs, as supported by the research of Hair et al. (2014). Additionally,



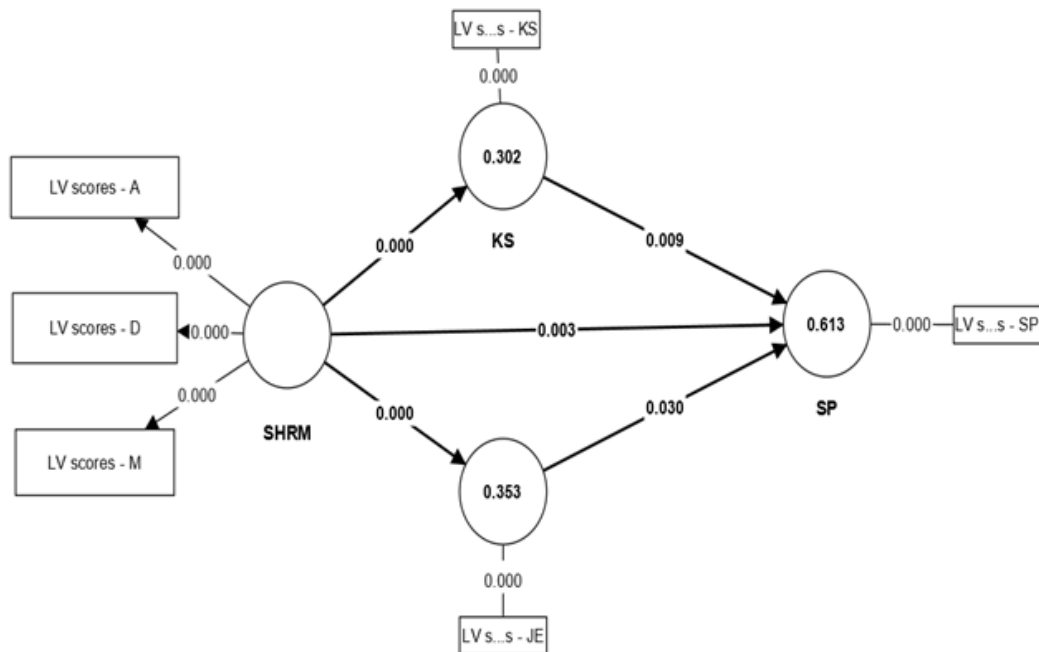


Figure 2: Structural model test results

the evaluation of model fit included analyzing the SRMR (Standardized Root Mean Square Residual). The obtained SRMR value was 0.092, which is considerably lower than the recommended threshold of 0.10, as prescribed by Hair et al. (2022). Therefore, it can be inferred from these findings that the structural model fulfills all the necessary requirements for a satisfactory fit.

Table 4: Results of Q2

	Q <sup>2</sup> predict	RMSE	MAE
JE	0.314	0.851	0.474
KS	0.265	0.884	0.479
SP	0.385	0.810	0.419

## CONCLUSION, IMPLICATIONS AND LIMITATION OF THE STUDY

This study in the hospitality industry identifies the critical links between sustainable HR practices, knowledge sharing, job embeddedness, and employee sustainability. The implementation of sustainable HR practices, which includes employee attraction and retention, motivation enhancement, and skill development facilitation, significantly contributes to enhancing sustainable employee performance. Prioritizing these practices, allows organizations to boost employee productivity,

improve service quality, and enhance customer satisfaction, ultimately enhancing operational efficiency. In addition, knowledge sharing plays a pivotal role in promoting sustainable performance among employees. Creating a culture that facilitates knowledge exchange, continuous learning, and skill development empowers employees and fosters innovation. Consequently, it is imperative to create an environment that facilitates the sharing and collaboration of knowledge among employees to enhance individual and collective performance. Furthermore, the report underscores the critical importance of job embeddedness in maintaining employee performance. The factors influencing an employee's decision to remain in their job have a considerable impact on sustained performance. This highlights the requirement for strategies which enhance job embeddedness and encourage employee satisfaction and retention. In summary, this study provides practical advice for organizations aiming to improve long-term employee performance and keep a competitive edge in the hospitality sector. This way organizations may develop a pleasant work environment that empowers employees and fosters long-term success by integrating sustainable HR practices, encouraging knowledge exchange, and fosters job embeddedness.

This study presents crucial implications for managerial strategies and human resource professionals, highlighting the significance of prioritizing sustainable HR practices, encouraging knowledge sharing, and fostering job embeddedness to secure enduring success and sustainability within the fiercely competitive business landscape. To begin with, organizations should closely consider their HRM practices to enhance the generation and cultivation of organizational knowledge. The findings underscore the effectiveness of implementing sustainable HR practices in promoting knowledge sharing among employees, which in turn enhances employee performance and contributes to the organization's sustainable performance. Furthermore, the study highlights that the incorporation and expansion of sustainable practices positively impacts the development of job embeddedness among employees. This reinforces the concept that organizations focusing on sustainable practices and knowledge sharing are better positioned to achieve higher levels of sustainability. In conclusion, this research offers valuable insights for organizations aiming to thrive in a dynamic landscape. Prioritizing sustainable HR practices, fostering knowledge exchange, and nurturing job embeddedness emerge as potent strategies for organizations striving to achieve sustainable performance and maintain a competitive advantage.

Nonetheless, it is imperative to acknowledge the limitations of the study, such as the use of frontline employees from 4 and 5-star hotels in and around Chandigarh, which may restrict the study's generalizability. Researchers may explore widening the scope of the study in the future by incorporating a more diverse sample and examining additional factors impacting sustainable employee performance across various sectors and circumstances. Finally, in this study, we developed a research framework using previously validated constructs within a non-Asian context. Nonetheless, the findings are strong enough to give empirical support for a link between sustainable HR practices and employee performance. Furthermore, there is an indirect relationship between sustainable HR practices and sustainable employee performance, which is mediated by employees' knowledge sharing and job embeddedness.

## REFERENCES

- Almagharbeh, B. K., & Alalean, N. A. (2023). The impact of green human resources practices on organizational sustainability: The mediating role of job embeddedness. 8(3), 361–372. <https://doi.org/10.22034/IJHCUM.2023.03.05>
- Bagri, S.C. & Babu, A. (2011). Historical development of tourism education in India: The case of the Himalayan State of Uttarakhand. *Journal of tourism*, Vol. 12, no 1, pp. 39-59.2.
- Beloff, B., Tanzil, D., & Lines, M. (2004). Sustainable development performance assessment. *Environmental Progress*, 23(4), 271–276. <https://doi.org/10.1002/ep.10045>
- Blau, P. M. (1964). *Exchange and power in social life*. New York: Wiley, 352. <https://doi.org/10.4324/9780203792643>
- Chaudhary, A. (2020). Impact and Survival Strategy for Hospitality Industry after Covid-19. *International Journal of Innovative Science and Research Technology*, 5(11), 489–492. [www.ijisrt.com489](http://www.ijisrt.com489)
- Crossley, C. D., Bennett, R. J., Jex, S. M., & Burnfield, J. L. (2007). Development of a Global Measure of Job Embeddedness and Integration into a Traditional Model of Voluntary Turnover. *Journal of Applied Psychology*, 92(4), 1031–1042. <https://doi.org/10.1037/0021-9010.92.4.1031>
- Davidescu, A. A. M., Apostu, S. A., Paul, A., & Casuneanu, I. (2020). Work flexibility, job satisfaction, and job performance among Romanian Employees-Implications for sustainable human resource management. *Sustainability* (Switzerland), 12(15). <https://doi.org/10.3390/su12156086>
- Danks N and Ray S. (2018) Predictions from Partial Least Squares Models. In: Ali F, Rasoolimanesh SM and Cobanoglu C (eds) *Applying Partial Least Squares in Tourism and Hospitality Research*. Bingley: Emerald, 35-52.
- Deng, H., Duan, S. X., & Wibowo, S. (2022). Digital technology driven knowledge sharing for job performance. *Journal of Knowledge Management*, 27(2), 404–425. <https://doi.org/10.1108/JKM-08-2021-0637>
- Duvnjak, B., & Kohont, A. (2021). The role of sustainable HRM in sustainable development. *Sustainability* (Switzerland), 13(19). <https://doi.org/10.3390/su131910668>
- Elias, A., Sanders, K., & Hu, J. (2023). The Sustainable Human Resource Practices and Employee Outcomes Link: An HR Process Lens. *Sustainability*, 15(13), 10124. <https://doi.org/10.3390/su151310124>
- Gangai, K. N. (2013). Attrition at Work Place: How and Why in Hotel Industry. *IOSR Journal of Humanities and Social Science*, 11(2), 38–49. <https://doi.org/10.9790/0837-1123849>
- Genari, D., & Macke, J. (2022). Sustainable Human Resource Management Practices and the Impacts on Organizational Commitment. *RAE Revista de Administracao de Empresas*, 62(5), 1–23. <https://doi.org/10.1590/S0034-759020220505>
- Gold, A.H., A. Malhotra, and A.H. Segars. 2001. *Knowledge management: An organizational*

- capabilities perspective. *Journal of Management Information Systems* 18 (1): 185–214.
- Hair, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM). In *International Journal of Research & Method in Education* (Vol. 38, Issue 2). <https://doi.org/10.1007/978-3-030-80519-7> CITATIONS
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109(November 2019), 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hazra, K., Chakraborty, P., & ParthaPratimSengupta. (2021). Study on Sustainability of Employees' Performance through Training and Development at Hotel Industry in Kolkata. *International Journal of Engineering and Management Research*, 11(03), 6.
- Iqbal, S., Rasheed, M., Khan, H., & Siddiqi, A. (2021). Human resource practices and organizational innovation capability: role of knowledge management. *VINE Journal of Information and Knowledge Management Systems*, 51(5), 732–748. <https://doi.org/10.1108/VJIKMS-02-2020-0033>
- Jan, G., Zainal, S. R. M., & Lee, M. C. C. (2021). HRM practices and innovative work behavior within the hotel industry in Pakistan: Harmonious passion as a mediator. *Journal of Human Resources in Hospitality and Tourism*, 20(4), 512–541. <https://doi.org/10.1080/15332845.2021.1959803>
- Ji, T., de Jonge, J., Peeters, M. C. W., & Taris, T. W. (2021). Employee sustainable performance (E-super): Theoretical conceptualization, scale development, and psychometric properties. *International Journal of Environmental Research and Public Health*, 18(19). <https://doi.org/10.3390/ijerph181910497>
- Karatepe, O. M., & Karadas, G. (2012). The effect of management commitment to service quality on job embeddedness and performance outcomes. *Journal of Business Economics and Management*, 13(4), 614–636. <https://doi.org/10.3846/16111699.2011.620159>
- Kianto, A., Sáenz, J., Aramburu, N. (2017). N. Knowledge-based human resource management practices, intellectual capital and innovation. *J. Bus. Res.*, pp. 81, 11–20.
- Kim, S., and H. Lee (2006). The Impact of Organizational Context and Information Technology on Employee Knowledge-Sharing Capabilities. *Public Administration Review*, 66 (3), pp. 370–385.
- Kurkrete, M., & Dangwal, A. (2021). Importance of HR flexibility in applying HR strategy and practices in Covid-19; A comparison of uniform verses diversified tourism strategies. *Journal of Tourism*, XXII (1), 27–39.
- Kumar, p., Madhurima, Rout, P.C., & Ramasamy, R. (2023). Rural Community perspective and the state of tourism development in Mizoram. *Journal of Tourism*, 24(1), 61–70.
- Kun, M. (2022). Linkages Between Knowledge Management Process and Corporate Sustainable Performance of Chinese Small and Medium Enterprises: Mediating Role of Frugal Innovation. *Frontiers in Psychology*, 13(March), 1–14. <https://doi.org/10.3389/fpsyg.2022.850820>
- Lim, S. G. (Edward), & Ok, C. “Michael.” (2021). Knowledge sharing in hospitality organizations: A meta-analysis. *International Journal of Hospitality Management*, 95(February), 102940. <https://doi.org/10.1016/j.ijhm.2021.102940>
- Lin, H. F., & Lee, G. G. (2005). Impact of organizational learning and knowledge management factors on e-business adoption. *Management Decision*, 43(2), 171–188. <https://doi.org/10.1108/00251740510581902>
- López-Fernández, M., Romero-Fernández, P. M., & Auñ, I. (2018). Socially responsible human resource management and employee perception: The influence of manager and line managers. *Sustainability (Switzerland)*, 10(12). <https://doi.org/10.3390/su10124614>
- Manzoor, F., Wei, L., Bánya, T., Nurunnabi, M., & Subhan, Q. A. (2019). An examination of sustainable HRM practices on job performance: An application of training as a moderator. *Sustainability (Switzerland)*, 11(8). <https://doi.org/10.3390/su11082263>
- Maravilhas, S., and Martins, J. (2019). Strategic knowledge management in a digital environment: tacit and explicit knowledge in Fab Labs. *J. Bus. Res.* 94, 353–359. doi: 10.1016/j.jbusres.2018.01.061
- Muhammad, M., Kader, A., Fan, L., Islam, M. T., & Uddin, A. (2020). The Influence of Knowledge Sharing on Sustainable Performance Moderated Mediation Study.pdf. 1–18.
- Muñoz-Pascual, L., Galende, J., & Curado, C. (2020). Human Resource Management Contributions to Knowledge Sharing for a Sustainability-Oriented Performance: A Mixed Methods Approach. *Sustainability*, 12(1), 1–24.
- Papademetriou, C., Anastasiadou, S., & Papalexandris, S. (2023). The Effect of Sustainable Human Resource Management Practices on Customer Satisfaction, Service Quality, and Institutional Performance in Hotel Businesses. *Sustainability (Switzerland)*, 15(10). <https://doi.org/10.3390/su15108251>
- Pawirosumarto, S., Saudi, M. H. M., & Rashid, A. Z. A. (2020). Improving employees' performance through sustainable HRM practices: A triple mediation model. *Journal of security and sustainability issues*, 10(3), 39–52.

- Prakash, S., Sharma, V. P., Singh, R., Vijayvargy, L., & Nilaiish. (2023). Adopting green and sustainable practices in the hotel industry operations- an analysis of critical performance indicators for improved environmental quality. *Management of Environmental Quality: An International Journal*, 34(4), 1057–1076. <https://doi.org/10.1108/MEQ-03-2022-0090>
- Qamari, I. N., Dewayani, J., & Ferdinand, A. T. (2019). Strategic human resources roles and knowledge sharing: How do enhancing organizational innovation? *Quality - Access to Success*, 20(168), 86–92.
- R, G. M., & Sujatha, S. (2023). The Mediating Role of Contentment Experience: Influence of Job Embeddedness on Mattering and Employee Sustainable Performance. *International Journal of Professional Business Review*, 8(5), e01993. <https://doi.org/10.26668/businessreview/2023.v8i5.1993>
- Santhanam, N., Kamalanabhan, T. J., Dyaram, L., & Ziegler, H. (2017). Impact of human resource management practices on employee turnover intentions: Moderating role of psychological contract breach. *Journal of Indian Business Research*, 9(3), 212–228. <https://doi.org/10.1108/JIBR-10-2016-0116>

# The Satisfaction of Tourists Visiting the Destinations in the Golden Triangle Tour Circuit in India

Snehal P. Patil<sup>1</sup> and Ravindra G. Jaybhaye<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Geography, Savitribai Phule Pune University, Pune  
ORCID: <https://orcid.org/0009-0001-3401-2283>

<sup>2</sup>Professor, Department of Geography, Savitribai Phule Pune University, Pune.  
ORCID: <https://orcid.org/0000-0002-8012-258X>

## KEYWORDS

Tourism Development;  
Tourist Satisfaction; Golden  
Triangle; ANOVA

## ABSTRACT

India has 40 UNESCO world heritage sites, but it has an insignificant share in world tourism. To increase tourist flow in India, regional studies are also important because they help in exploring the potential and provide the foundation for framing right policies to achieve sustainable tourism development. With this context, the Golden Triangle Tour Circuit (New Delhi, Agra, and Jaipur) has been selected for the research work. It is the major attraction for foreign tourists and it accounts for the overall development of India's tourism industry.

The evaluation of existing practices and facilitation of the tourism sector is necessary to suggest practical recommendations for tourism development at the destination level. Hence, this research work attempts to measure tourist satisfaction levels for 13 factors with the help of the satisfaction index. After consulting with experts, South Asia's most visited world heritage sites were selected for the survey. The methodology involves an extensive review of literature, interviews with professionals and a questionnaire survey of 300 national and international travellers. Ranks for satisfaction level were calculated by using satisfaction index and ANOVA single-factor test is applied to predict the effect of the collected variables on tourist's satisfaction. The findings of the analysis reveal that, the natural / cultural / heritage sites have highest satisfaction where cleanliness and health factor have lowest satisfaction in Delhi, Agra and Jaipur city. There are significant differences between the satisfaction levels of customers of tourism is obtained in Delhi, Agra and Jaipur city. By analysing tourist's satisfaction with different aspects of their experience, this study provides insights into areas that require improvement and helps to identify potential strategies for enhancing the tourist experience. These initiatives include improving travel infrastructure, enhancing security measures, promoting regional tourism circuits, public-private partnerships, integrated marketing campaigns and collaboration in human resource development.

## INTRODUCTION

Tourism refers to the practice of travelling for pleasure or business purposes, usually to destinations outside one's normal place of residence. The concept of tourism has evolved over time and now encompasses a wide range of activities and experiences. Tourism is a rapidly growing industry worldwide, accounting for 10.3% (US\$9.6 trillion) of global GDP and providing 333 million jobs globally (WTTC 2022). It has become a major economic sector, with the ability to generate employment and stimulate local economies. India is culturally diverse and fascinating country that has gained popularity as a tourist destination in recent years. India has made significant progress in recent years including investing in tourism development projects, the construction of new airports, budget accommodations, highways and simplification of visa procedures. The country's tourism industry has grown significantly. In 2019 India received US\$ 1466 billion as international tourism receipts which is considered 2.05 % Share of India in the world as well as 13 th rank in the world (Ministry of Tourism, 2021). The Golden Triangle Tour is a crucial component of India's tourism industry, contributing significantly to the country's economy. The circuit attracts millions of tourists each year, generating substantial revenue for

the local communities and the Indian government. This tour provides a unique opportunity for tourists to experience India's rich history, architecture, and culture. Delhi offers a glimpse into the country's colonial past, while Agra boasts the magnificent Taj Mahal is one of the world's seven wonders. Jaipur the 'Pink City,' is a bustling hub of Rajasthani culture, art, and craft. Religious art, encompassing sculptures, dance, visual mythology, symbols, and iconography, along with museums, art galleries, handicrafts, souvenirs, religious events, architectural features, and cultural relics, are recognized as pivotal elements shaping the destination's image. These facets also serve as prominent indicators of creative tourism (Choudhary & Raman, 2016). In conclusion, the Golden Triangle Tour circuit is an important tourist circuit in India that spans multiple states and covers several historic and cultural landmarks, contributing to the country's tourism and economic development. There are several challenges that the Indian tourism industry faces including safety concerns, political instability, insufficient investment in tourism and inadequate infrastructure. Despite these challenges, the Indian tourism industry has been growing steadily in recent years and there is significant potential for further growth with the right policies, sufficient investments and efficient execution practices.

## STUDY AREA

The Golden Triangle Tour is a popular Indian tourist circuit that consists of Delhi, Agra, and Jaipur cities. The triangular shape formed by the three cities on the map inspired the circuit's name. Delhi is India's capital city and the tour's starting point. It is located in the northern part of India, bordered by the states of Haryana and Uttar Pradesh. This city is the home of several historic monuments and landmarks, such as the Red Fort, Qutub Minar, and Humayun's Tomb. Agra is located in the state of Uttar Pradesh and is home to the iconic Taj Mahal. It has other notable attractions such as the Agra Fort and Fatehpur Sikri. Jaipur is the final destination of the tour located in the state of Rajasthan, known as the "Land of Kings." The city is renowned for its historic forts, palaces, and temples, including the Amber Fort, Hawa Mahal and City Palace. The Golden Triangle Tour circuit covers a distance of approximately 720 km by road and is typically completed in five to seven days. The tour is easily accessible by road, rail and air, making it a convenient and popular tourist circuit in India. This circuit attracts a huge amount of domestic and international tourists and generates significant

revenue for the region. To enhance the tourist experience in the Golden Triangle, various initiatives have been taken to improve infrastructure, security and tourist facilities. The use of satisfaction indices has also been proposed as a means of measuring and improving the quality of services provided to tourists in this region.

One of the earliest studies on the Delhi tourism satisfaction index was conducted by Yadav and Kumar (2013), who proposed various factors that affect the satisfaction of tourists visiting Delhi, including accommodation, transportation, food, shopping, and sightseeing. The study concluded that the overall satisfaction of tourists visiting Delhi was positively influenced by these factors. Aggarwal and Goel (2016) focused on the influence of online reviews on the Delhi tourism satisfaction index. They found that online reviews significantly influence the satisfaction of tourists visiting Delhi. The study suggested that the government and tourism agencies should encourage positive online reviews to enhance the overall satisfaction of tourists visiting Delhi. Lakhvinder and Dinesh (2018) examine the relationship between website-based satisfaction and the hospitality and tourism sector in the National Capital Region of India. Using an importance-performance analysis, the researchers found that website design, navigation, and information content are crucial for customer satisfaction in the industry. Singh and Anand (2019) examined the factors influencing the satisfaction of foreign tourists visiting Delhi. The study found that cleanliness, safety, and security were the most important factors influencing the satisfaction of foreign tourists visiting Delhi. The study recommended that the government should focus on improving these factors to attract more foreign tourists to Delhi. Goyal and Singh (2012) identified various factors affecting tourist satisfaction in Jaipur, including transportation, accommodation, shopping, sightseeing, and food. The study found that transportation was the most critical factor affecting tourist satisfaction in Jaipur. Singh and Verma (2017) focused on the impact of heritage tourism on tourist satisfaction in Jaipur. The study found that heritage tourism significantly influences tourist satisfaction in Jaipur. The study suggested that the government and tourism agencies should focus on promoting Jaipur's heritage sites to enhance tourist satisfaction. In a more recent study, Sharma and Rishi (2021) examined the impact of service quality on tourist satisfaction in Jaipur. The study found that service quality significantly influenced tourist satisfaction in Jaipur. The study



suggested that the government and tourism agencies should focus on improving service quality to enhance tourist satisfaction. There have been several studies conducted on tourist satisfaction in Agra. Sharma and Joshi (2016) have developed the Agra Tourism Satisfaction Index (ATSI). They used a quantitative approach to identify the factors that influence tourist satisfaction, such as infrastructure, attractions, amenities, and services. The study found that the overall satisfaction level of tourists in Agra was high, with the Taj Mahal being the most significant factor contributing to satisfaction. Another study by Ahmed and Ali (2017) investigated the role of service quality in influencing tourist satisfaction in Agra. The study found that service quality was positively related to tourist satisfaction, indicating that improving service quality would enhance the overall tourist experience.

### **TOURISM SATISFACTION INDEX**

The satisfaction index is a measure of the overall satisfaction of customers with a particular product, service or experience. It is commonly used in various industries including tourism, to assess the level of satisfaction of tourists with their travel experiences. In recent years, there has been an increased focus on developing and utilizing satisfaction indices to improve the quality of products and services. In India, there have been several efforts to develop satisfaction indices to measure customer satisfaction. The Ministry of Tourism has developed a Tourism Satellite Account that tracks the economic impact of tourism on the Indian economy and also measures tourist satisfaction. The account uses a tourism satisfaction index to assess the level of satisfaction of tourists with various aspects of their travel experiences. The tourism satisfaction index (TSI) has been the subject of considerable research in the field of tourism and hospitality. Chaudhary and Islam (2020) investigate the relationship between destination attractiveness, tourist satisfaction, and future travel intentions in Kashmir Valley. The authors found that destination attractiveness has a significant impact on tourist satisfaction, which in turn influences future travel intentions in the region. Kozak and Rimmington (2000) proposed a model for measuring tourist satisfaction that included expectations, perceptions and post-consumption evaluations. Since then, many studies have used this model as a basis for developing and testing various measures of tourist satisfaction. In addition, there has been a lot of research aimed at identifying the drivers of tourist satisfaction. Researchers have examined the relationship between

various factors, such as destination attributes, travel characteristics, and tourist motivations, and tourist satisfaction. For example, Chon (1990) found that destination attributes, such as natural scenery and cultural attractions had a positive impact on tourist satisfaction. Moreover, researchers have explored the outcomes of tourist satisfaction, such as loyalty, word-of-mouth communication, and intention to revisit. Recently, there has been growing interest in using technology, such as mobile applications and social media, to measure and manage tourist satisfaction. Wang et al. (2019) developed a model for measuring tourist satisfaction with mobile applications, while Wang et al. (2018) proposed a framework for using social media data to measure tourist satisfaction. Overall, the research on TSI provides important insights into the measurement, drivers, and outcomes of tourist satisfaction. This can help tourism and hospitality businesses develop effective strategies for managing tourist satisfaction and improving overall performance. However, existing studies fall short of addressing the research gap in following ways. Firstly, prior research focuses on individual cities or specific aspects of the tourist experience. This fragmented approach has not provided a holistic understanding of the overall satisfaction levels of tourists across the entire circuit, which is essential for informed policy and strategy development. Secondly, many existing studies have primarily examined tourist satisfaction through qualitative methods or small-scale surveys, lacking a comprehensive quantitative assessment. Additionally, previous research may not have adequately considered the perspectives of both national and international tourists, who may have distinct preferences and expectations. This research aims to bridge this gap by including a diverse sample of 300 national and international travellers.

### **OBJECTIVE**

To assess the status of tourists satisfaction of the destinations in the golden triangle tour circuit, India.

### **METHODOLOGY**

This index is a useful tool for evaluating the different components of tourists experiences including accommodation, food and drinking water, shopping, behaviour of local people, natural / cultural / heritage sites, cleanliness and health, guide, mobile network, emergency facilities, tourist security, transportation, parking and recreation.

After consulting with experts, the survey focused on the most frequently visited world heritage sites

in South Asia. These sites include the Taj Mahal and Agra Fort in Agra, the Red Fort Complex, Qutub Minar and its Monuments, and Humayun's Tomb in Delhi, as well as the city of Jaipur (Ministry of Tourism, Government of India, 2019). The study used a variety of data sources, including literature reviews, on-site observations, professional interviews, and a survey of 300 national and international travellers. The responses of tourists were converted into numerical values to calculate the levels of satisfaction with various factors. Based on this evaluation, tourists' levels of satisfaction were classified into five categories: very satisfied (9-10), satisfied (7-8), unsure (5-6), dissatisfied (3-4) and very dissatisfied (0-2) based on Likert scale (Vagias and Wade, 2006). The average values for each factor were then computed. Finally, Ranks for satisfaction level were calculated by using satisfaction index formula and to predict the effect of the gathered variables on tourist satisfaction, an ANOVA single-factor test was used. By applying ANOVA, systematically analyse the data are collected from 300 national and international travellers and assess whether variations in tourist satisfaction can be attributed to specific factors or characteristics unique to each city. This statistical technique enables us to determine whether the differences in satisfaction levels observed across the cities are statistically significant or merely due to random variation. Furthermore, ANOVA helps us identify which particular factors or aspects of the tourist experience have the most substantial impact on overall satisfaction. For example, it allows us to assess whether natural, cultural or heritage sites play a more significant role in shaping tourists'

satisfaction levels, providing valuable insights for destination management.

Formula -

$$\text{Satisfaction Index} = \sum (M_i N_i) / N$$

Where,  $M_i$  = Numerical value for particular level of satisfaction for the  $i$ th factor

$N_i$  = Number of respondents average deriving the particular level of satisfaction for the  $i$ th factor

$N$  = Total number of respondents for that factor for all level of satisfaction.

## RESULTS AND DISCUSSION

The finding of the analysis is done for understanding satisfaction levels of tourists based on various aspects of their travel experiences about 13 different factors or various facilities.

### Delhi City

The factor wise average values were calculated with the help of tourist's scores for levels of satisfaction (table 1). The analysis represents a ranking of different factors/facilities that contribute to the overall experience of a tourist in a particular destination (table 2). According to the ranking, the factor that has the highest importance to tourists is the availability of natural/cultural/heritage sites, which scored 8.54 and ranked 1, indicating that tourists highly value the presence of sites that showcase the natural, cultural, and historical heritage of the destination. The next most important factor is transportation with a score of 7.84 and ranked 2, indicating that tourists prioritize the availability of efficient and reliable transportation systems to move around the destination. Mobile network with

Table 1: Factor wise Average Level of Satisfaction of Delhi city

Factors/ Facilities	Very satisfied	Satisfied	Unsure	Dissatisfied	Very dissatisfied
Accommodation	9.24	7.66	5.79	3.75	0
Food and Drinking water	9.19	7.74	5.71	3.86	0
Shopping	9.17	7.76	5.61	3.66	2
Behaviour of Local People	9.42	7.7	5.63	3.82	0
Natural / Cultural / Heritage Sites	9.42	7.65	5.67	3.75	2
Cleanliness and Health	9.33	7.67	5.52	3.67	1.67
Guide	9.22	7.64	5.53	3.29	1.33
Mobile Network	9.5	7.59	5.53	3.88	2
Emergency Facilities	9.19	7.62	5.82	3.56	2
Tourist Security	9.33	7.67	5.52	3.82	0
Transportation	9.24	7.69	5.53	3.66	0
Parking	9.15	7.63	5.63	3.2	1
Recreation	9.17	7.47	5.65	3.33	1

Source: Compile from the survey



Table 2: Ranking of Factors and Satisfaction Index of Delhi city

Factors/ Facilities	S.I.	Personal Rank
Accommodation	7.57	4
Food and Drinking water	7.43	6
Shopping	7.34	7
Behaviour of Local People	7.04	11
Natural / Cultural / Heritage Sites	8.54	1
Cleanliness and Health	6.93	12
Guide	6.67	13
Mobile Network	7.69	3
Emergency Facilities	7.13	9
Tourist Security	7.10	10
Transportation	7.84	2
Parking	7.29	8
Recreation	7.46	5

a rank of 3, indicating that tourist's having access to a reliable mobile network to stay connected and navigate the destination. Accommodation with a rank of 4, indicating that tourists prioritize having comfortable and affordable accommodations to stay in during their trip. Other factors such as recreation, food and drinking water, shopping, parking, emergency facilities and tourist Security were ranked moderately important. Behaviour of local people, cleanliness and health and guide service

were ranked the lowest in importance but can still have an impact on the overall experience of tourists. Overall, this ranking suggests that tourists place a high value on access to natural/cultural/heritage sites and convenient transportation options when choosing a destination.

#### ANOVA: Single Factor

A one-way analysis of variance (ANOVA) is used to evaluate if there are any statistically significant differences in the means of three or more independent (unrelated) groups. In this case, the ANOVA is a single-factor test, meaning that only one independent variable (factor) was considered.

Ho: There are no significant differences between the satisfaction levels of customers of tourism in Delhi

H1 There are significant differences between the satisfaction levels of customers of tourism in Delhi

The data presented here shows the results of an ANOVA (Analysis of Variance) test on various aspects of tourism in Delhi, India. The factor in this test is the various aspects of tourism in Delhi, such as accommodation, food and drinking water, shopping and so on.

The ANOVA test outcomes indicate that there is a significant difference between the means of the

Table 3: Summary for Delhi city

Groups	Count	Sum	Average	Variance
Accommodation	100	757	7.57	1.8435
Food and Drinking water	100	743	7.43	2.8132
Shopping	100	734	7.34	3.0954
Behaviour of Local People	100	704	7.04	3.1903
Natural / Cultural / Heritage Sites	100	854	8.54	2.7964
Cleanliness and Health	100	693	6.93	3.7829
Guide	100	667	6.67	3.9001
Mobile Network	100	769	7.69	3.9332
Emergency Facilities	100	713	7.13	3.0233
Tourist Security	100	710	7.1	3.2020
Transportation	100	784	7.84	2.4792
Parking	100	729	7.29	3.3393
Recreation	100	746	7.46	2.9378

Table 4: ANOVA Analysis of Satisfaction Levels of Tourists from Delhi City

Source of Variation	SS	df	MSS	F	P-value	F crit
Between Groups	267.0477	12	22.2540	7.1722	8.33E-13	1.7597
Within Groups	3993.33	1287	3.1028			
Total	4260.3777	1299				

Table 5: Factor wise Average Level of Satisfaction of Agra city

Factors/ Facilities	Very satisfied	Satisfied	Unsure	Dissatisfied	Very dissatisfied
Accommodation	9.33	7.52	5.71	3.57	2
Food and Drinking water	9.15	7.44	5.68	3.55	0
Shopping	9.23	7.57	5.44	3.44	1.8
Behaviour of Local People	9.29	7.56	5.57	3.66	2
Natural / Cultural / Heritage Sites	9.36	7.74	5.67	3.5	0
Cleanliness and Health	9.35	7.6	5.55	3.65	1.8
Guide	9.33	7.47	5.57	3.88	2
Mobile Network	9.46	7.82	5.5	3.64	2
Emergency Facilities	9.14	7.63	5.79	3.29	2
Tourist Security	9.29	7.52	5.85	3.5	2
Transportation	9.27	7.55	5.53	3.66	2
Parking	9.1	7.75	5.5	3.8	0
Recreation	9.26	7.55	5.56	3.71	2

Source: Compile from the survey

groups (tourism aspects). The p-value is below 0.05, suggesting that the null hypothesis (no significant difference in group means) is rejected. This means that at least one of the groups' means differs from the others. Furthermore, the F-statistic is quite high (7.172). The critical F-value is 1.76, which is much lower than the obtained F-statistic. This confirms that the null hypothesis is rejected. Finally, the ANOVA test indicates that there are significant differences in the satisfaction levels of tourists in Delhi, India.

### Agra City

The analysis represents a ranking of different factors/facilities that contribute to the overall experience of a tourist in a particular destination (table 6).

Table 6: Ranking of Factors and Satisfaction Index of Agra city

Factors/ Facilities	S.I.	Personal Rank
Accommodation	7.21	5
Food and Drinking water	6.69	11
Shopping	6.36	12
Behaviour of Local People	6.85	9
Natural / Cultural / Heritage Sites	8.63	1
Cleanliness and Health	6.30	13
Guide	6.82	10
Mobile Network	7.15	6
Emergency Facilities	7.03	8
Tourist Security	7.44	3
Transportation	7.48	2
Parking	7.36	4
Recreation	7.12	7

According to the ranking, the factor that has the highest importance to tourists is the availability of natural/cultural/heritage sites, which scored 8.63 and ranked 1, suggesting that the quality and availability of cultural and natural attractions play a major role in attracting tourists to a particular location. The next most important factor is transportation with a score of 7.48 and ranked 2, indicating that tourist's value easy and convenient transportation options to move around during their trip. It includes availability, reliability, and affordability of transportation options. Tourist security with a rank of 3 indicates that tourists feel safe and secure at the destinations. Parking with rank of 4, indicates that tourists have convenient and safe parking options for their vehicles during their trip. Accommodation, Mobile Network, Recreation and Emergency Facilities are also factors that have a relatively high level of satisfaction among tourists, with scores ranging from 7.21 to 7.03. On the other hand, the behaviour of local people, guides, food and drinking water, shopping and cleanliness and health have lower scores, indicating these factors have a lower level of satisfaction among tourists.

### ANOVA: Single Factor

The data presented here shows the results of an ANOVA test on various aspects of tourism in Agra, India. The ANOVA test outcomes indicate that there is a significant difference between the means of the groups. The p-value is below 0.05, indicating that the null hypothesis is rejected. Furthermore, the F-statistic is quite high (10.85). The critical F-value is 1.76, which is much lower than the obtained F-statistic. This confirms that the null hypothesis is rejected. Finally, the ANOVA test indicates that there

Table 7: Summary for Agra city

Groups	Count	Sum	Average	Variance
Accommodation	100	721	7.21	2.7130
Food and Drinking water	100	669	6.69	2.7009
Shopping	100	636	6.36	3.9903
Behaviour of Local People	100	685	6.85	3.1389
Natural / Cultural / Heritage Sites	100	863	8.63	1.6092
Cleanliness and Health	100	630	6.3	4.7576
Guide	100	682	6.82	3.4016
Mobile Network	100	715	7.15	4.9369
Emergency Facilities	100	703	7.03	3.2617
Tourist Security	100	744	7.44	3.0368
Transportation	100	748	7.48	2.4743
Parking	100	736	7.36	2.6772
Recreation	100	712	7.12	3.0764

Table 8: ANOVA Analysis of Satisfaction Levels of Tourists from Agra City

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	418.3492	12	34.8624	10.8489	7.83E-21	1.7597
Within Groups	4135.7	1287	3.2134			
Total	4554.049	1299				

are significant differences in the satisfaction levels of tourists in Agra, India.

### Jaipur City

The analysis represents a ranking of different factors/facilities that contribute to the overall experience of a tourist in a particular destination (table10). According to the ranking, the factor that has the highest importance to tourists is the availability of natural/cultural/heritage sites, which scored 8.91

and ranked 1. This is because of travellers are looking for unique and interesting experiences that showcase the local culture and history. The mobile network ranked as 2, which assures tourists of a trustworthy connection to stay in touch and find their way around conveniently. The next most important factor is transportation with rank 3, indicating access of reliable and convenient transportation to enhance the overall travel experience. Shopping, tourist security and recreation, food and drinking

Table 9: Factor wise Average Level of Satisfaction of Jaipur city

Factors/ Facilities	Very satisfied	Satisfied	Unsure	Dissatisfied	Very dissatisfied
Accommodation	9.21	7.64	5.76	3.25	2
Food and Drinking water	9.11	7.57	5.71	3.33	0
Shopping	9.21	7.67	5.68	3.67	0
Behaviour of Local People	9.28	7.58	5.72	3.5	0
Natural / Cultural / Heritage Sites	9.42	7.76	5.67	3.5	0
Cleanliness and Health	9.22	7.54	5.62	3.67	2
Guide	9.23	7.5	5.62	3.82	2
Mobile Network	9.27	7.76	5.73	3.57	0
Emergency Facilities	9.35	7.48	5.68	3.56	2
Tourist Security	9.17	7.56	5.67	4	1.5
Transportation	9.25	7.62	5.62	4	0
Parking	9.08	7.76	5.67	3.67	2
Recreation	9.15	7.67	5.55	3.5	2

Source: Compile from the survey

Table10: Ranking of Factors and Satisfaction Index of Jaipur city

Factors/ Facilities	S.I.	Personal Rank
Accommodation	7.41	8
Food and Drinking water	7.47	7
Shopping	7.62	4
Behaviour of Local People	7.38	9
Natural / Cultural / Heritage Sites	8.91	1
Cleanliness and Health	6.65	13
Guide	7.00	12
Mobile Network	7.92	2
Emergency Facilities	7.05	11
Tourist Security	7.61	5
Transportation	7.78	3
Parking	7.36	10
Recreation	7.48	6

water, accommodation, behaviour of local people, and parking were ranked moderately important. Emergency facilities, guide, cleanliness and health were ranked the lowest in importance in Jaipur city.

### ANOVA: Single Factor

The data presented here shows the results of an ANOVA test on various aspects of tourism in Jaipur, India. The ANOVA test outcomes indicate that there is a significant difference between the means of the groups. The p-value is below 0.05, indicating that the null hypothesis is rejected. Furthermore, the

F-statistic is quite high (10.45). The critical F-value is 1.76, which is much lower than the obtained F-statistic. This confirms that the null hypothesis is rejected. Finally, the ANOVA test indicates that there are significant differences in the satisfaction levels of tourists in Jaipur, India.

The findings of the analysis reveal that, specifically Delhi has the highest p-value of the three cities, indicating the largest difference in mean values compared to the other two cities. Agra and Jaipur have almost identical p-values, indicating that their mean values are also significantly different from each other but not as different as compared to Delhi. The natural / cultural / heritage sites have the highest satisfaction in Delhi, Agra and Jaipur city. This indicates that the respondents were very satisfied with the natural, cultural and heritage sites. This shows region's tourism industry has not only contributed significantly to the economic development of the country but the Indian government also has made efforts to protect and promote the region's unique cultural and natural heritage. All three cities have a rich history that dates back to several centuries. Many dynasties have had their capitals in Delhi, while Agra was the Mughal Empire's capital and Jaipur was the Rajput Kingdom's capital. Furthermore, the quality of tourist services including accommodation, food, transportation and mobile networks were generally satisfactory. Cleanliness and health factors have the lowest satisfaction in Delhi, Agra and Jaipur city. Tourists also reported positive interactions

Table 11: Summary for Jaipur city

Groups	Count	Sum	Average	Variance
Accommodation	100	741	7.41	3.0322
Food and Drinking water	100	747	7.47	2.1102
Shopping	100	762	7.62	2.1370
Behaviour of Local People	100	738	7.38	3.4299
Natural / Cultural / Heritage Sites	100	891	8.91	1.5777
Cleanliness and Health	100	665	6.65	3.6035
Guide	100	700	7	3.4949
Mobile Network	100	792	7.92	2.9026
Emergency Facilities	100	705	7.05	3.7854
Tourist Security	100	761	7.61	2.7858
Transportation	100	778	7.78	1.6077
Parking	100	736	7.36	2.7378
Recreation	100	748	7.48	2.9390

Table 12: ANOVA Analysis of Satisfaction Levels of Tourists from Jaipur City

Source of Variation	SS	df	MSS	F	P-value	F crit
Between Groups	348.6292	12	29.0524	10.4495	5.86E-20	1.7597
Within Groups	3578.22	1287	2.7803			
Total	3926.849	1299				

with local residents who were seen as friendly, welcoming and helpful. However, addressing the areas of improvement identified in this study could further enhance the tourism experience for visitors and lead to even higher levels of satisfaction in the future. Tourists should be encouraged to stay for longer periods of time to fully experience all that the region has to offer. In addition to the findings outlined, promoting eco-tourism initiatives, enhancing sustainable transportation options and investing in heritage preservation projects can further boost tourism development in the region. The collaborative efforts between the government and local communities to maintain cleanliness improve health facilities and expand cultural exchange programs can ensure a more enriching and satisfying experience for tourists, ultimately fostering long-term growth in the tourism sector.

## RECOMMENDATIONS

To use complete potential of this tourist circuit following measures are necessary. This initiative includes the development of basic infrastructure facilities, tourist amenities and information services, enhanced cultural experiences, collaboration with the private sector, creation of a loyalty program for repeat tourists, ensuring the safety and security of tourists, educational tours for students, providing trained professionals and guides, use digital marketing techniques, promotion of community-based homestays, creating a network of local artisans and craftsmen and develop sustainable tourism practices.

## CONCLUSIONS

The golden triangle tour circuit is a highly desirable destination for tourists, offering a unique blend of natural beauty and cultural attractions. After conducting extensive research it can be concluded that overall, tourists who visit this area are satisfied with their experience. It is a popular domestic and international tourist destination. This circuit has the more potential to attract large numbers of tourists and generate significant revenue for the region. To enhance the tourism experience some initiatives have to be properly implement including improving travel infrastructure, enhancing security measures, promoting regional tourism circuits, public-private partnerships, integrated marketing campaigns, collaboration in human resource development and local businesses have to provide high-quality food options. The findings of this research can be useful for tourism authorities and local businesses in identifying

opportunities for further development prioritize their efforts to enhance tourist's experiences.

## REFERENCES

- Aggarwal, A., & Goel, S. (2016). The impact of online reviews on Delhi tourism satisfaction index. *Journal of Tourism Research & Hospitality*, 5(2), 1-5.
- Ahmed, S., & Ali, F. (2017). Influence of service quality on tourist satisfaction in Agra, India. *Journal of Tourism and Hospitality Management*, 5(1), 13-24.
- Chaudhary, M., & Islam, N. U. (2020). Influence of destination attractiveness on tourist satisfaction and future travel intentions: A study of Kashmir valley. *Journal of Tourism*, 21(1), 13-28.
- Choudhary, M. & Raman, R. K. (2016). Destination image framework for Buddhist Circuit in India, *Journal of Tourism*, 17 (1), 13-23.
- Chon, K. S. (1990). The role of destination image in tourism: A review and discussion. *The Tourist Review*, 45(2), 2-9.
- Goyal, A., & Singh, N. (2012). Development of Jaipur tourism satisfaction index. *International Journal of Tourism Sciences*, 12(1-2), 46-58.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260-269.
- Lakhvinder, S., & Dinesh, D. (2018). Website based satisfaction in tourism and hospitality sector: an importance-performance analysis in National Capital Region (NCR) of India. *Journal of Tourism*, 19(1), 47-57.
- Ministry of Tourism (2019). India Tourism statistics, Government of India.
- Ministry of Tourism. (2021). Tourism Satellite Account of India. Retrieved from [https://tourism.gov.in/sites/default/files/other/TSA%20of%20India%2021\\_2.pdf](https://tourism.gov.in/sites/default/files/other/TSA%20of%20India%2021_2.pdf)
- Sharma, A., & Joshi, V. (2016). Developing Agra tourism satisfaction index (ATSI): an empirical study. *Journal of Tourism and Cultural Change*, 14(1), 1-19.
- Sharma, N., & Rishi, P. (2021). The impact of service quality on tourist satisfaction in Jaipur. *Journal of Hospitality & Tourism Research*, 45(3), 383-399.
- Singh, M., & Verma, A. K. (2017). Impact of heritage tourism on tourist satisfaction: A study of Jaipur city in India. *Journal of Heritage Tourism*, 12(2), 128-137.
- Singh, P., & Anand, R. (2019). An empirical analysis of the factors affecting satisfaction of foreign tourists visiting Delhi. *Tourism in Marine Environments*, 15(2-3), 99-108.
- Travel and Tourism Economic Impact. (2022) World Travel & Tourism Council: London.

- Uppink Calderwood, L., Soshkin, M., Fisher, M., & Weinberg, N. (2019, August). The travel & tourism competitiveness Report 2019. Travel and tourism at a Tipping Point. In World Economic Forum.
- Vagias, W. M. (2006). Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.
- Wang, D., Xiang, Z., & Fesenmaier, D. R. (2018). Adapting sentiment analysis for microblogs in tourism: Evaluating lexicon-based and machine learning approaches. *Journal of Travel Research*, 57(8), 1113-1126.
- Wang, D., Xiang, Z., Fesenmaier, D. R., & Werthner, H. (2019). Mobile technologies and tourism: A review. *Journal of Travel Research*, 58(1), 4-19.
- Yadav, S., & Kumar, A. (2013). Development of Delhi tourism satisfaction index: an empirical study. *International Journal of Hospitality & Tourism Systems*, 6(2), 37-46.



# Measuring Local Residents' Satisfaction Towards Sustainable Tourism in Lucknow, Uttar Pradesh

Jyoti Singh Bharti<sup>1</sup>, Taruna<sup>2\*</sup> and Shiwani Singh<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Management Studies, Babasaheb Bhimrao Ambedkar University, Lucknow, UP  
ORCID: 0000-0001-8213-2258

<sup>2</sup>Associate Professor, Department of Management Studies, Babasaheb Bhimrao Ambedkar University, Lucknow, UP  
ORCID: 0000-0002-5493-0751

\*Corresponding Author

<sup>3</sup>Research Scholar, Department of Management Studies, Babasaheb Bhimrao Ambedkar University, Lucknow, UP  
ORCID: 0000-0003-4805-940X

## KEYWORDS

Sustainable Tourism,  
Environmental Impact, Socio-cultural Impact, Economic Impact; Satisfaction

## ABSTRACT

Sustainable tourism is the future of the Indian and global tourism industry, with local residents playing a crucial role in ensuring its growth and development. This paper examines the impact of environmental, economic, socio-cultural, and institutional dimensions of sustainable tourism development on the satisfaction of local residents in Lucknow, Uttar Pradesh. Multiple regression analysis was conducted on data collected from these residents. AMOS 21 was used to analyze the data and test the hypotheses. The research results emphasize that among the four dimensions, viz., environmental, socio-cultural, economic, and institutional, the environmental dimension exerted the most substantial influence on the satisfaction of local residents in Lucknow, Uttar Pradesh. This was followed by the socio-cultural dimension and then the institutional dimension. The findings from this research paper have the potential to contribute significantly to both policy-making and the sustainable development of tourist destinations.

## INTRODUCTION

The Indian tourism industry is one of the biggest and fastest-growing service industries. It takes up 5.8 percent of the country's GDP and it has created more than 32 million jobs by 2021 (Simpson, 2022). Due to COVID-19 pandemic-related worldwide travel restrictions, the growth of the Indian tourism industry was significantly affected (Pandey et al., 2021); also, it affected the growth and development of tourist sites and their catchment areas. But now it has started to recover from the shocks that the pandemic has created, and it has been estimated that the tourism industry will contribute \$512 billion to the Indian GDP and create 53 million job opportunities by 2029 (Invest India, 2022). It is widely acknowledged that India is a center of various religious, cultural, and historical sites and people from all over the world visit these places. To make their visit to these places memorable and comfortable, lots of development has been made around these places, which have huge positive and negative economic, environmental, institutional and societal impacts. In recent times, a lot of efforts has been made by the government of India to promote tourism in India and to increase local and international footfall through various schemes viz., Swadesh Darshan Scheme, National Heritage Development and Augmentation Yojana (HRIDAY), Pilgrimage Rejuvenation and Spirituality Augmentation Drive (PRASAD), etc. (Ministry of Tourism, 2023). These developments in the area of tourism by the government of India have resulted in increased tourist arrivals, both domestic and International (ET Bureau, 2023). When a tourist destination is equipped with essential amenities and excellent connectivity, it tends to attract mass tourism. This increased tourist influx leads to higher demand for tourism products and resources, which can lead to an imbalance between supply and demand, thus resulting in adverse effects on the sustainability of the destination (Sheldon et al., 2008).

Sustainable tourism is a concept that emphasizes responsible and balanced tourism practices to minimize negative impacts on the environment, culture, and local communities while maximizing economic benefits.

It involves active cooperation and coordination among different stakeholders i.e. tour operators, communities, government, and tourists (R.B. & Garg, 2017). Tourism has a dual effect on tourist destinations, with both beneficial and detrimental consequences. The environmental, economic, socio-cultural, and institutional impacts of tourism are the four main dimensions used to describe these benefits and consequences (Khan et al., 2022; Tiwari et al., 2021). Tourism has a significant economic effect on the economy of a tourism site and its periphery. It creates job and entrepreneurial opportunities, generates revenue, and leads to the accumulation of foreign exchange on the one hand (Joseph, 2020) while the socio-cultural effects of tourism in destination areas can have both positive and negative effects on host communities, either improving their quality of life or diminishing it (Kolawole et al., 2017). Tourism can aid in the preservation and promotion of local cultural heritage by providing communities with incentives to protect their traditions and customs; it can also facilitate cultural exchange among residents and visiting tourists. It can also have negative consequences such as changes in local lifestyles, degradation of the natural habitats and social conflicts. The adverse ecological effects of tourism are significant, encompassing the depletion of local natural resources, pollution, and waste issues (Ahmad et al., 2018). In many cases, tourism exacerbates the strain on natural resources through excessive consumption, particularly in areas where resources are already scarce (Kongbuamai et al., 2020). The impacts of tourism also manifest in heightened stress on local land use, resulting in soil erosion, increased pollution, loss of natural habitats and increased pressure on endangered species. Over the time, these effects can progressively degrade the very environmental resources that tourism relies upon for its sustenance (Wong, 2004).

The involvement of local residents is crucial for the responsible and sustainable development of tourism as they are the primary and authentic stakeholders of the destinations.

Rashid (2020), in the study conducted in the Kashmir region of India, it was found that the perceptions of local residents about the impacts of tourism development play a significant role in the extent to which they will offer support for future development initiatives. Furthermore, Zaffar & Andotra (2019) emphasized the critical role of local residents' attitudes and perceptions in successful tourist destination development. The results highlight that destination building is primarily driven by economic

development, followed by tourism development and social development. Depending on factors such as the nature of tourism, the scale of tourism development, the cultural context and the economic and environmental impacts, local residents' perceptions of tourism can vary significantly (Cavus & Tanrisevdi, 2002). A few studies have been conducted in certain tourism destinations in India to measure the local residents' satisfaction with the environmental, economic, socio-cultural, and institutional effects of sustainable tourism. To best of our knowledge, such studies have not been done in Lucknow, Uttar Pradesh. Hence, to bridge this research gap, this paper aims to measure the local residents' satisfaction with sustainable tourism development with a focus on environmental, economic, socio-cultural, and institutional aspects in Lucknow, Uttar Pradesh.

## STUDY AREA

Lucknow is the state capital of Uttar Pradesh, located in northern India. The city is known for its rich cultural heritage, delicious cuisine, and beautiful architecture. It has a long and fascinating history, having been ruled by various dynasties over the centuries including the Mughals, Nawabs of Awadh, and the British. From the magnificent architectural marvels to the delectable Awadhi cuisine, Lucknow is a treasure trove of experiences for tourists.

The city's name is "Lucknow," which is an anglicized version of the regional pronunciation, "Lakhnau." As per one popular myth, the city was named after Lakshmana, a renowned hero from the Hindu epic Ramayana (Wikipedia, 2023).

The city is home to several architectural wonders like the Bara Imambara, Chota Imambara, Rumi Darwaza, 15th-century Jama Masjid, Husainabad Clock Tower and 300-year-old Chandrika Devi Temple, etc. These structures showcase the unique blend of Mughal and Awadhi architecture and are popular tourist attractions. Lucknow is famous for its traditional chicken embroidery, language, poetry, cuisine, and festivals. The most famous of these is the annual Lucknow Mahotsav, a ten-day festival that showcases the city's rich culture and heritage. The city is well-connected to various modes of transportation, including an International Airport, multiple railway stations, bus stations, metro, and other public transport.

To promote tourism in the city, Lucknow has been made part of the Uttar Pradesh Heritage Arc, which also includes Agra and Varanasi. The Uttar Pradesh government created this arc by setting up a series

Table 1. Tourist arrivals in Lucknow Region

Year	2017	2018	2019	2020	2021
Indian	12527141	29894662	27894322	4977528	10916240
Foreign	115161	124378	109491	27614	1100
Total	12642302	30019040	28003813	5005142	10917340

Source: UP Tourism

of survey triangulations with the aim of promoting tourism in the state (Wikipedia, 2023).

Table 1 indicates the total number of national and foreign tourist visitors in the Lucknow region between 2017 to 2021 (Department of Tourism, 2022). With the influx of tourist arrivals in the Lucknow region, the pressure on the natural resources of this region has increased immensely resulting in loss of natural habitat and vegetation, increased pollution, increased solid waste, and degraded natural environment. Also, tourism has increased the cost of living, land, water, accommodation, electricity, etc. on one hand and led to the dilution of cultural and social values on the other.

## LITERATURE REVIEW

Sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability” (UNEP & WTO, 2005). The idea of sustainable tourism is relatively new and still in its early stages of development, it is crucial for this concept to evolve and become more mature so that it can effectively contribute to protecting the environment (Markose et al., 2022). Sustainable tourism is a type of tourism that seeks to minimize negative impacts on the environment, culture, and society while generating economic benefits for the host community (Zolfani et al., 2015). Sustainable tourism involves promoting responsible and ethical travel practices that preserve natural and cultural resources for future generations. This includes practices such as reducing carbon emissions, supporting local economies, protecting biodiversity, and promoting cultural exchange. For sustainable tourism to be achieved in any location, it is important for tourists, locals, and other interested stakeholders to collaborate, make joint decisions regarding tourism development, and adhere strictly to sustainable tourism principles (Roxas et al., 2020). Linderová et al. (2021) stated that among all the stakeholders involved in tourism development, the role of local residents is of prime importance, as they are the main torchbearers of responsible

tourism. Furthermore, Chand & Kumari (2022) in their study on tourism development in Himanchal Pradesh identified residents of a tourist destination as an important stakeholder in tourism development along with the government, tourist and entrepreneur. Similarly, Dubey et al. (2022) in their study on religious tourism development Sikkim found that tourism has boosted revenue and cultural awareness but led to challenges such as resource strain, inflation, and cultural erosion.

Tourism development has both favourable and disadvantageous impacts on the satisfaction level of local residents. It provides economic benefits to the residents of tourist places such as employment and entrepreneurial opportunities, as well as other economic benefits (Linderová et al., 2021). However, it can also lead to an increased cost of living, inflation, seasonal unemployment, and unfair distribution of income and resources. The environmental impacts of tourism are a major concern for local residents, as it can have beneficial as well as adverse environmental impacts. On the positive side, tourism can promote the conservation and protection of natural sites. However, on the negative side, it leads to CO<sub>2</sub> emissions, land pollution, ecosystem degradation as well as air and water pollution (Azarmi et al., 2019; Payal & Jangid 2021)

Studies have explored how tourism affects local customs, traditions and values and have discovered both favorable and unfavorable consequences (UNESCO, 1976). One positive outcome is that tourism can contribute to the economy of local communities and help safeguard cultural heritage (Kolawole et al., 2017). On the other hand, it can also cause the culture to become commercialized and commoditized, which can cause a loss of authenticity and cultural identity. Additionally, it can result in ethical issues such as drug use, public alcoholism, and increased crime rates (Jaafar et al., 2017). Apart from an ecological, economic, and sociocultural dimensions of sustainable tourism its institutional dimension has its own importance as it focuses on the role of institutions in promoting and regulating sustainable tourism practices (Huayhuaca et al., 2010).

After an extensive examination of past literatures, it has been identified that the coordination, cooperation and satisfaction of local residents are key factors for sustainable tourism development (Cottrell et al., 2007; Huayhuaca et al., 2010; Tiwari et al., 2021). Local residents play a pivotal role in shaping the destination's image (Ray, 2018), therefore, this paper aims to measure the level of satisfaction of local residents in Lucknow, Uttar Pradesh with respect to four dimensions of sustainable tourism development. Figure 1 depicts the conceptual model of this study.

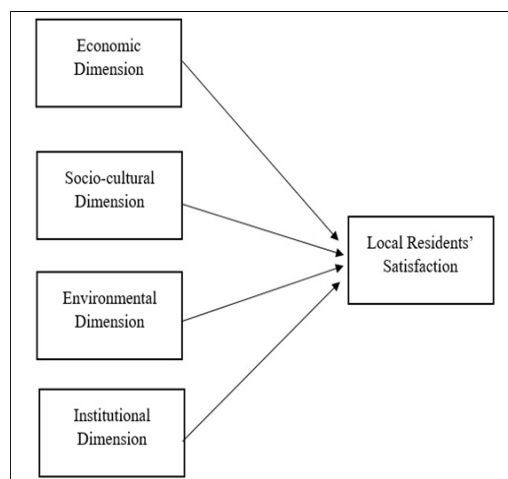


Figure 1. Conceptual Model

## RESEARCH METHODOLOGY

### Objective and Hypotheses Formulation

This paper seeks to evaluate the satisfaction of local residents in Lucknow, Uttar Pradesh, regarding sustainable tourism development, with a specific focus on its environmental, economic, socio-cultural, and institutional dimensions. To achieve this aim of the study, the following hypotheses were developed:

- H<sub>a1</sub>: The economic aspect of sustainable tourism development has a significant impact on the satisfaction level of local residents of Lucknow, Uttar Pradesh.
- H<sub>a2</sub>: The sociocultural aspect of sustainable tourism development has a significant impact on the satisfaction level of local residents of Lucknow, Uttar Pradesh.
- H<sub>a3</sub>: The environmental aspect of sustainable tourism development has a significant impact on the satisfaction level of local residents of Lucknow, Uttar Pradesh.
- H<sub>a4</sub>: The institutional aspect of sustainable tourism development has a significant impact on

the satisfaction level of local residents of Lucknow, Uttar Pradesh.

### Sampling

A standardized survey form was used to gather the data from local residents of Lucknow city. A convenience sampling method was adopted to distribute 350 survey forms to local residents. A total of 300 responses were received out of which 256 were found to be valid which is further used in data analysis. The demographic characteristics of the respondents are illustrated in Table 2.

Table 2. Demographic profile.

Demographics	Categories	Frequency	%
1 Gender	Male	191	74.61
	Female	65	25.39
2 Marital Status	Unmarried	54	21.09
	Married	202	78.91
3 Age (Years)	20-30	40	15.62
	31-40	78	30.47
	41-50	52	20.32
	51-60	64	25
	Above 60	22	8.59
4 Educational Qualification	Intermediate	29	11.34
	Diploma	63	24.6
	Bachelor's	76	29.68
	Degree		
	Postgraduate	88	34.38
	Degree or Higher		

### Measures

This research paper utilized established and validated scales to measure various dimensions. All items were rated on a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). Tiwari et al.'s (2021) scales were used to measure environmental, sociocultural, and economic dimensions, while Cottrell et al.'s (2007) scale was used to measure institutional dimensions and local residents' satisfaction was measured through Cottrell et al. (2013).

## ANALYSIS

### Reliability and Validity

The validity and reliability of the measurement scale were confirmed through Confirmatory Factor Analysis (CFA), and internal consistency was ensured by analyzing Cronbach's alpha values for each latent variable. Table 3 displays that Cronbach's alpha coefficients for all constructs exceed the

Table 3. Summary of the measurement model

Variables and Items	Factor Loadings	Cronbach's alpha	CR	AVE
Economic Dimension		0.966	0.967	0.805
ED 1	0.889			
ED 2	0.851			
ED 3	0.907			
ED 4	0.912			
ED 5	0.897			
ED 6	0.920			
ED 7	0.904			
Socio-Cultural Dimension		0.952	0.952	0.718
SCD 1	0.852			
SCD 2	0.851			
SCD 3	0.931			
SCD 4	0.848			
SCD 5	0.909			
SCD 6	0.899			
SCD 7	0.882			
SCD 8	0.541			
Environmental Dimension		0.975	0.975	0.850
EnvD 1	0.929			
EnvD 2	0.937			
EnvD 3	0.928			
EnvD 4	0.937			
EnvD 5	0.930			
EnvD 6	0.936			
EnvD 7	0.875			
Institutional Dimension		0.911	0.912	0.726
ID 1	0.573			
ID 2	0.919			
ID 3	0.945			
ID 4	0.915			
Local Resident Satisfaction		0.971	0.970	0.872
LRS 1	0.927			
LRS 2	0.936			
LRS 3	0.942			
LRS 4	0.928			
LRS 5	0.934			

established threshold of 0.7, which suggests that the measurement scale is reliable (Hair et al., 2010). To confirm the convergent validity of the measurement scale, the study analyzed the Composite Reliability (CR) and Average Variance Extracted (AVE) for all constructs, as presented in Table 3. The results indicate that the values of AVE and CR for each factor exceeded the recommended thresholds of 0.5 and 0.7, respectively, providing further support for the scale's convergent validity (Hair et al., 2010). Furthermore, Table 4 illustrates the discriminant validity of the scale, as the AVE square root value for each factor was greater than any correlations between constructs (Fornell & Larcker, 1981).

### Common Method Bias (CMB)

The study conducted Harman's test to verify that the findings were not impacted by Common Method Bias (CMB). The test results revealed that only 48.72% of the variance could be explained by a single factor, which falls below the recommended threshold of 50%. Thus, it can be inferred that CMB did not have a significant influence on the study's results.

### Multicollinearity

The findings presented in Table 4 indicate that the correlation coefficients between each latent factor were statistically significant, with values ranging from .176 to .799. The fact that the correlation coefficient was below .90 suggests that there was no issue of multicollinearity among the constructs under investigation (Tabachnick & Fidell, 2012).

### Hypothesis Testing

Based on the analysis using Structural Equation Modeling (SEM) in AMOS 21, the study's hypotheses were tested. The findings, as presented in Table 5, indicate that the economic dimension ( $\beta = 0.069$ ,  $p > 0.05$ ) has no considerable effect on local resident satisfaction. Hence,  $H_{a1}$  was rejected. Furthermore, the study's outcomes revealed that the sociocultural dimension ( $\beta = 0.211$ ,  $p < 0.001$ ), environmental dimension ( $\beta = 0.658$ ,  $p < 0.001$ ) and

Table 4. Descriptive statistics, correlation matrix &amp; discriminant validity for the study constructs

Variables	Mean	Standard Deviation	1	2	3	4	5
ED	3.35	1.14	0.897				
SCD	3.51	1.12	0.532***	0.847			
EnvD	3.04	1.36	0.377***	0.436***	0.922		
ID	3.00	1.35	0.436***	0.398***	0.176**	0.852	
LRS	3.23	1.41	0.489***	0.587***	0.799***	0.358***	0.934

Notes: Significance of Correlations- \*\*  $p < 0.010$ , \*\*\*  $p < 0.001$



Table 5. The results of the structural model.

Hypothesis	Beta	Standard Error	P	Result
ED → LRS	.069	.050	0.134	H <sub>a</sub> 1:Not Supported
SCD → LRS	.211	.059	***	H <sub>a</sub> 2:Supported
EnvD → LRS	.658	.046	***	H <sub>a</sub> 3:Supported
ID → LRS	.128	.069	**	H <sub>a</sub> 4:Supported

Notes: \*\*\*  $p < 0.001$ ; \*\*  $p < 0.01$

Table 6. Model fit statistics

Fit Indices	Structural Model	Cut-off value	Reference
$\chi^2/df$	4.652	<5	(Hair et al., 2010)
RMSEA	.0667	≤.08	
AGFI	0.812	>0.8	
CFI	.901	>0.9	

institutional dimension ( $\beta = 0.128$ ,  $p < 0.01$ ) have a significant impact on local resident satisfaction. Consequently, H<sub>a</sub>2, H<sub>a</sub>3, and H<sub>a</sub>4 were accepted. The proposed model explained 68.7% of the variance in local resident satisfaction. Model fit statistics have been presented in Table 6. The measurement model and the structural model are depicted in figures 2 and 3 respectively.

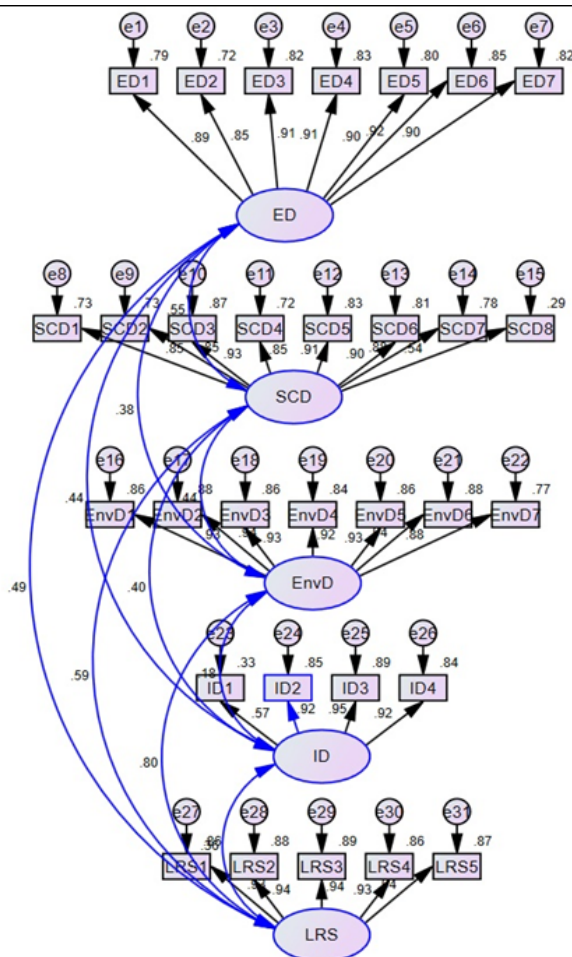


Figure 2. Measurement model

## DISCUSSION

Sustainable tourism is crucial in the present times due to its significance in preserving the environment, supporting local economies, and promoting awareness and education about environmental and cultural issues. Earlier research studies conducted in various tourist destinations in India and around the world have validated that ensuring cooperation and satisfaction of local residents is crucial for sustainable tourism development (Diniz et al., 2014; Huayhuaca et al., 2010; Markose et al., 2022; Sánchez-Teba et al., 2019). Realizing the relevance of local residents' satisfaction towards sustainable tourism development, this paper intended to gauge the impact of economic, sociocultural, environmental, and institutional dimensions of sustainable tourism development on the satisfaction levels of local residents in tourist destinations in Lucknow, Uttar Pradesh. Using regression analysis, we were able to determine the extent to which different aspects of sustainability influenced residents' levels of satisfaction with regard to sustainable tourism. The results of this study reveal that amongst four dimensions of sustainable tourism development, the environmental dimension has the most significant impact ( $\beta = 0.658$ ,  $p < 0.001$ ) on the satisfaction level of local residents which is in accordance with the outcomes of Trišić et al. (2022). After the environmental dimension of sustainable tourism, the socio-cultural dimension of sustainable tourism has a significant



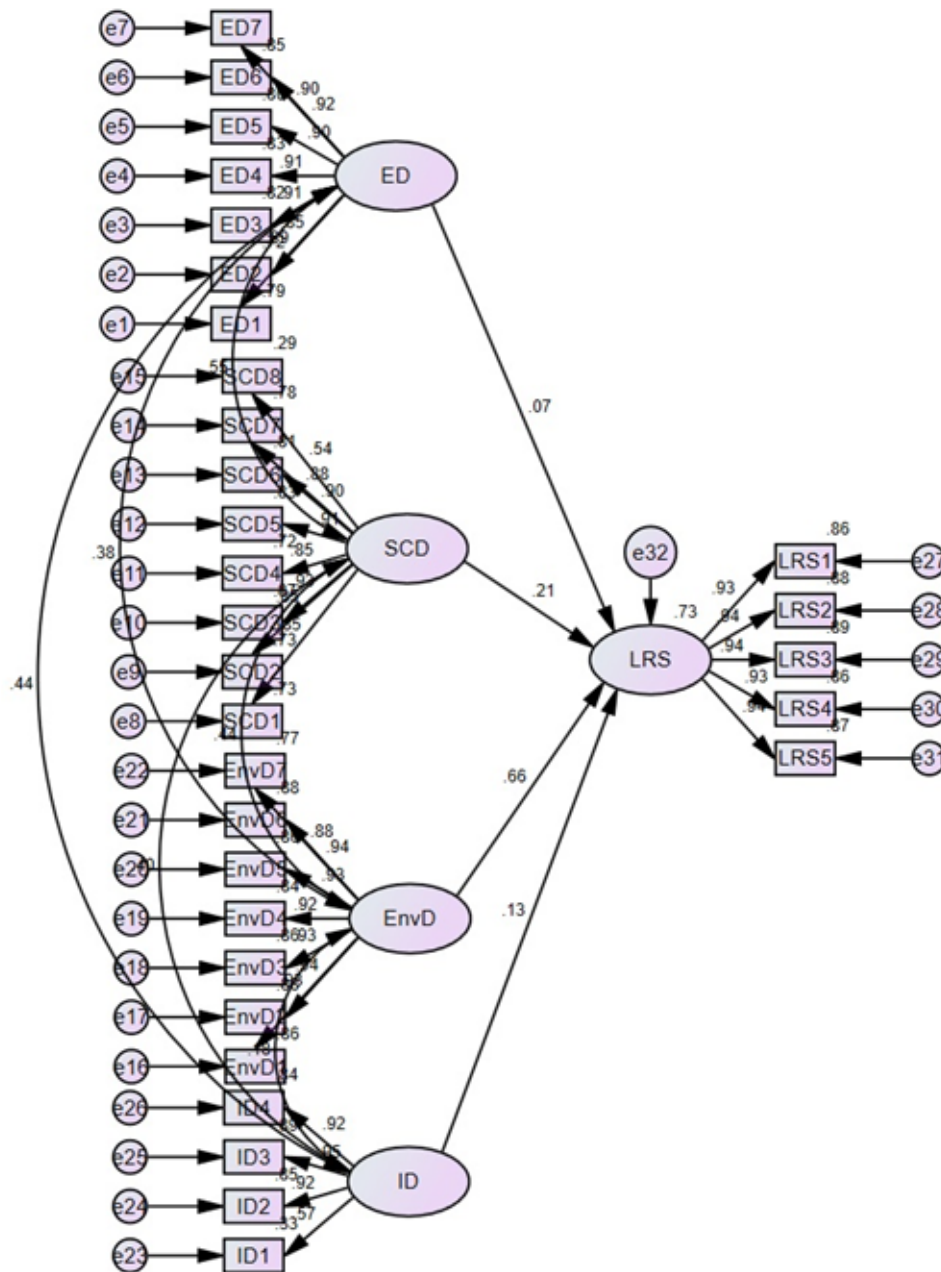


Figure 3. Structural model

impact ( $\beta = 0.211$ ,  $p < 0.001$ ) on the satisfaction level of local residents as for local residents it is important to preserve and celebrate local cultures, traditions, and heritage. When tourists respect and engage with local customs and traditions, it enhances the pride and satisfaction of local residents. This

outcome is in line with the research of Tiwari et al. (2021). Furthermore, in this study, among the two dimensions of sustainable tourism i.e., economic and institutional, the institutional dimension was found to have the least impact on the satisfaction level of local residents while the economic dimension came

to be insignificant which is in consensus with the study of Aref et al. (2009). Thus, the results of this research work point toward the significance of local residents in the growth of sustainable tourism in the Lucknow region of Uttar Pradesh. Local residents, being custodians of their natural environment, recognize the importance of conservation and sustainable practices. They understand that the long-term viability of their community and its attractiveness to tourists rely on the preservation of their ecological assets. Furthermore, Local residents often value the preservation of their cultural heritage and authenticity. They express concerns about tourism activities that commodify their traditions or promote cultural stereotypes, as this can lead to the erosion of their unique identity. Also, to encourage the participation of local residents in tourism development, it is essential to involve them in the planning and decision-making processes related to the growth and development of their local area. This active participation not only increases their satisfaction with local governance but also significantly contributes to their overall happiness.

## FUTURE DIRECTION

To further advance the understanding of sustainable tourism, future research should explore the potential synergies between different dimensions of sustainability, such as examining the interplay between environmental conservation and socio-cultural impacts. The current research focuses solely on measuring the satisfaction of residents with the environmental, socio-cultural, economic, and aspects of sustainable tourism development in Lucknow, Uttar Pradesh. It does not encompass the perspectives of tourists and other stakeholders involved in the destination which can further be analyzed in future research.

## CONCLUSION

Sustainable tourism is crucial in shaping the future of the travel industry while safeguarding our natural and cultural assets. By prioritizing environmental preservation, socio-cultural integrity and economic benefits for local communities, sustainable tourism strives to achieve a harmonious equilibrium between visitor satisfaction and long-term sustainability. The data collected highlights the significant influence of each sustainability dimension on residents' satisfaction with sustainable tourism development. Nevertheless, it is of paramount importance to recognize that the ecological and socio-cultural aspects hold paramount importance. Local residents

often express discontent and animosity towards tourism expansion due to issues such as cultural disparities, economic setbacks, traffic congestion, noise pollution, imitation effects, criminal activities, intense competition, and environmental degradation. However, through effective policies and collaborative efforts, a destination can be transformed into a sustainable tourist hotspot by addressing these concerns and ensuring a positive and sustainable tourism experience.

## REFERENCES

- Ahmad, F., Draz, M. U., Su, L., Ozturk, I., & Rauf, A. (2018). Tourism and environmental pollution: Evidence from the One Belt One Road provinces of Western China. *Sustainability* (Switzerland), 10(10), 1–22. <https://doi.org/10.3390/su10103520>
- Aref, F., Redzuan, M., & Gill, S. S. (2009). Community Perceptions toward Economic and Environmental Impacts of Tourism on Local Communities. *Asian Social Science*, 5(7). <https://doi.org/10.5539/ass.v5n7p130>
- Azarmi, S. L., Vaziri, R., Kole, A., Oladipo, A. A., & Goksel, A. B. (2019). Environmental impact of the ugly face of tourism: Pollution and management perspective. In *The Routledge Handbook on Tourism Impacts* (pp. 312–326). Taylor & Francis.
- Cavus, S., & Tanrisevdi, A. (2002). Residents' attitudes toward tourism development: A case study in Kusadasi, Turkey. *Tourism Analysis*, 7, 259–269. <https://doi.org/10.3727/108354203108750102>
- Chand, M., & Kumari, N. (2022). Stakeholders' attitudes for tourism development in Himachal Pradesh-India: A comparative study. *Journal of Tourism*, XXIII(2), 1–12.
- Cottrell, S. P., Vaske, J. J., & Roemer, J. M. (2013). Resident satisfaction with sustainable tourism: The case of Frankenwald Nature Park, Germany. *Tourism Management Perspectives*, 8, 42–48. <https://doi.org/10.1016/j.tmp.2013.05.005>
- Cottrell, S. P., Vaske, J. J., Shen, F., & Ritter, P. (2007). Resident perceptions of sustainable tourism in Chongdugou, China. *Society and Natural Resources*, 20(6), 511–525. <https://doi.org/10.1080/08941920701337986>
- Department of Tourism. (2022, June). Year-wise Tourist Statistics. Department of Tourism, Government of Uttar Pradesh.
- Diniz, S. R., Falleiro, S. P., & de Barros, M. M. (2014). Local residents' perception of the psycho-social and economic impact of tourism in Goa. *International Journal of Scientific and Research Publications*, 4(1), 2250–3153.
- Dubey, A. K., Wangmo, A. P., & Kumar, P. (2022). Understanding local community perspective

- towards religious tourism in Sikkim. *Journal of Tourism*, 23(2), 73–84.
- ET Bureau. (2023, March). Foreign Tourist Arrivals: India received 6.19 million Foreign Tourist Arrivals last year compared to 1.52 million in 2021. *The Economic Times*.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Hair, J. F., Black, W. C., & Barbin, B. J. (2010). *Multivariate data analysis: A global perspective*. Pearson Education.
- Huayhuaca, C., Cottrell, S., Raadik, J., & Gradl, S. (2010). Resident perceptions of sustainable tourism development: Frankenwald nature park, Germany. *International Journal of Tourism Policy*, 3(2), 125–141. <https://doi.org/10.1504/IJTP.2010.034207>
- Invest India. (2022). *Tourism Industry in India - FDI, Investment, Market Share*. Invest India.
- Jaafar, M., Rasoolimanesh, S. M., & Ismail, S. (2017). Perceived sociocultural impacts of tourism and community participation: A case study of Langkawi Island. *Tourism and Hospitality Research*, 17(2), 123–134. <https://doi.org/10.1177/1467358415610373>
- Joseph, J. (2020). Economic Impact of Tourism in Kerala, India. *European Online Journal of Natural and Social Sciences*, 9(3), 610–617.
- Khan, I. U., Khan, S. U., & Khan, S. (2022). Residents' satisfaction with sustainable tourism: the moderating role of environmental awareness. *Tourism Critiques: Practice and Theory*, 3(1), 72–87. <https://doi.org/10.1108/trc-04-2022-0007>
- Kolawole, O. I., Mbaiwa, J. E., Mmopelwa, G., & Kgathi, D. L. (2017). The Socio-Cultural Impacts of Tourism on People's Quality of Life in Maun, Botswana. *Botswana Notes and Records*, 49, 73–86.
- Kongbuamai, N., Bui, Q., Yousaf, H. M. A. U., & Liu, Y. (2020). The impact of tourism and natural resources on the ecological footprint: A case study of ASEAN countries. *Environmental Science and Pollution Research*, 27(16), 19251–19264. <https://doi.org/10.1007/s11356-020-08582-x>
- Linderová, I., Scholz, P., & Almeida, N. (2021). Attitudes of local population towards the impacts of tourism development: Evidence from Czechia. *Frontiers in Psychology*, 12, 1–11. <https://doi.org/10.3389/fpsyg.2021.684773>
- Markose, N., Tazhathethil, B. V., & George, B. (2022). Sustainability initiatives for green tourism development: The case of Wayanad, India. *Journal of Risk and Financial Management*, 15(2), 1–13. <https://doi.org/10.3390/jrfm15020052>
- Ministry of Tourism. (2023). *Ministry Of Tourism-Government of India*. Ministry of Tourism.
- Pandey, K., Mahadevan, K., & Joshi, S. (2021). Indian Tourism Industry and COVID-19: A Sustainable Recovery Framework in a Post-Pandemic Era. *Vision*, 3, 1–15. <https://doi.org/10.1177/09722629211043298>
- Payal, M., & Jangid, A. K. (2021). Overview of tourist behavior with respect to environmental sustainability of tourism in the context of a developing economy- A case study of Mussoorie, India. *Journal of Tourism*, 22(1), 1–14.
- R.B, M., & Garg, R. (2017). Sustainable tourism in Gujarat - Views of community. *Journal of Tourism*, 18(2), 63–81.
- Rashid, I. (2020). Perceptual differences in economic, social, environmental impacts of tourism development. *Journal of Tourism*, XXI(2), 42–55.
- Ray, S. (2018). Changes in the role of local or host community in destination imaging. *Journal of Tourism*, 19(1), 71–85.
- Roxas, F. M. Y., Rivera, J. P. R., & Gutierrez, E. L. M. (2020). Mapping stakeholders' roles in governing sustainable tourism destinations. *Journal of Hospitality and Tourism Management*, 45, 387–398. <https://doi.org/https://doi.org/10.1016/j.jhtm.2020.09.005>
- Sánchez-Teba, E. M., Benítez-Márquez, M. D., & Romero-Navas, T. (2019). Residents' negative perceptions towards tourism, loyalty and happiness: The case of Fuengirola, Spain. *Sustainability*, 11(23), 1–19. <https://doi.org/10.3390/su11236841>
- Sheldon, P. J., Knox, J. M., & Lowry, K. (2008). Sustainability in a Mature Mass Tourism Destination: the Case of Hawaii. *Tourism Review International*, 9(1), 47–59. <https://doi.org/10.3727/154427205774791735>
- Simpson, J. (2022). *Travel & Tourism Economic Impact 2022*.
- Tabachnick, B. G., & Fidell, L. S. (2012). *Using multivariate statistics*. 6th edition, Pearson Education, New York.
- Tiwari, S., Tomczewska-Popowycz, N., Gupta, S. K., & Swart, M. P. (2021). Local community satisfaction toward tourism development in pushkar region of Rajasthan, India. *Sustainability (Switzerland)*, 13(23), 1–20. <https://doi.org/10.3390/su132313468>
- Trišić, I., Privitera, D., Štetić, S., Genov, G., & Stanić Jovanović, S. (2022). Sustainable Tourism in Protected Area—A Case of Fruška Gora National Park, Vojvodina (Northern Serbia). *Sustainability (Switzerland)*, 14(21), 1–13. <https://doi.org/10.3390/su142114548>
- UNEP & WTO. (2005). *Making Tourism more Sustainable: A Guide for Policy Makers*. United Nations Environment Programme.

- UNESCO. (1976). The effects of tourism on socio-cultural values. *Annals of Tourism Research*, 4(2), 47–105. [https://doi.org/https://doi.org/10.1016/0160-7383\(76\)90100-6](https://doi.org/https://doi.org/10.1016/0160-7383(76)90100-6)
- Wikipedia. (2023, April). Lucknow. Wikipedia.
- Wong, P. P. (2004). Environmental impacts of tourism. In *A Companion to tourism* (pp. 450–461). Wiley Online Library. <https://doi.org/https://doi.org/10.1002/9780470752272.ch36>
- Zaffar, I., & Andotra, N. (2019). Examining the factors influencing community participation in destination development. *Journal of Tourism*, 20(2), 39–56.
- Zolfani, S. H., Sedaghat, M., Maknoon, R., & Zavadskas, E. K. (2015). Sustainable tourism: A comprehensive literature review on frameworks and applications. *Economic Research-Ekonomska Istrazivanja*, 28(1), 1–30. <https://doi.org/10.1080/1331677X.2014.995895>

# Space Tourism: A Bibliometric Analysis of Published Articles Using Scopus Database

Vaibhav Bhatt<sup>1</sup>, Pramendra Singh<sup>2</sup> and Pankaj Kumar Tyagi<sup>3</sup>

<sup>1</sup>Assistant Professor, Dept. of Tourism and Hospitality Management, Central University of Tamil Nadu, India

ORCID: <https://orcid.org/0000-0003-2859-7913>

<sup>2</sup>Assistant Professor, Lovely Professional University, India

ORCID: <https://orcid.org/0000-0002-9142-265X>

<sup>3</sup>Professor, Chandigarh University, Mohali, Punjab, India

ORCID: <https://orcid.org/0000-0001-9504-541X>

## KEYWORDS

Space Tourism, Bibliometric Analysis, Scopus Database, Author Keyword Co-occurrences, Research Trends

## ABSTRACT

This study conducts a comprehensive analysis of the current state of research on space tourism. Bibliometric analysis is adopted to examine the prominent publications in the field, focusing on the research articles indexed in the Scopus database. The scope of the study covers all English-language articles published by journals on the Scopus platform until September 2022. The authors apply four exclusion criteria to the data collected, resulting in a sample size of 71 research articles. The aim of the bibliometric study was to evaluate the trends in space tourism research based on the source of publications, year wise distribution, most productive authors, central themes investigated and keywords co-occurrences. The results indicate a growing interest in this field of research with the Journal of British Interplanetary Society and the Tourism Recreation Research journal emerging as the leading journals, accounting for 28% of the total number of publications on space tourism. The period from 2012-2022 saw the maximum increase in the number of publications, accounting for 56% of the total number of publications. Majority of the articles were published in journals devoted to tourism and that the main topics of research were related to the economic and social impacts of space tourism, the development of space tourism industry, and the demand for space tourism. Additionally, the researchers from the United States and Europe, published majority of the articles and that the most frequently cited authors and journals in the field were in the United States and Europe as well. The findings of this study provide important insights into the current state of research on space tourism and will be useful for researchers, policymakers, and industry professionals who are interested in understanding the current trends and future prospects of space tourism.

## INTRODUCTION

Tourism has always been an element to satiate the curiosity of people towards known as well as unknown things. People have been travelling to different places in search of knowledge, new insights, novelty, and exploration and get familiarity with the unknown. People travel for culture, religion, education, adventure, leisure or for many other reasons to quench the thirst of learning and knowing the things. This curiosity of human beings resulted in creation of different forms of tourism. Over the period tourism industry moved from the very conventional form of tourism to the new forms which became genesis for special interest tourism or niche tourism. Tourism has grown tremendously and is still on the path of finding new ways and means to thrill people with different kind of experiences.

The fantasy of an outer world which is full of surprises, alien things and unknown facts can captivate the imagination of anyone. The human mind has reached the outer space away from earth and striving to explore it. Generally, it is a known fact that the first such initiatives to fly heavier than air objects into the air were taken by Wright brothers in 1903 which marked the beginning of leaving the earth's surface. Another milestone was

the development of rocketry in 1960's which made it possible for human beings to move upward and outward of the gravity. It has taken around a century to become a reality for passenger spaceflight to reach space since then. In between this period, the aircrafts and aviation industry have undergone tremendous change and development.

Since last few decades the outer space was being used for scientific, research and communication purposes. Now it has become the reality to access this outer space for tourism purposes as well, which has given birth to the concept of 'space tourism'. Space tourism is one of the special tourism forms which will provide a new exotic realm beyond the dominating tourism domains which currently exists, and it will also benefit not only the space tourists but all space users like the government and commercial establishments (Webber, 2013). It also refers to the direct and indirect experience with commercial travel to space through aircrafts providing short or long term stays in orbit (Hobe, 2007). Before the emergence of space travel, it was just an imagination for people and fiction writers. But now with the advanced technology and modern scientific processes, the space tourism has become reality and soon to be a mass event. Space tourism will deliver one of the greatest experiences of the generation to the travellers (Parsons, 2006).

Rogers (2001) cited four reasons for space tourism to become a large and dynamic activity as -

- It has potential to be large commercial business area in size than space related communication, navigation, remote sensing, position fixing etc.
- Serving large market would bring various costs associated with space tourism down, taxation would benefit the nation and generate new ideas about what to do with space related tourism activities.
- Space tourism would also act as a facilitator to other space related activities as well.
- It must enlarge the approach of bringing space to the people or bringing people to space.

This study aims to provide a comprehensive analysis of the current state of research on space tourism by reviewing the research articles indexed in the Scopus database. In terms of significance, this study will provide important insights into the current state of research on space tourism, offering a comprehensive overview of the most researched topics, authors, and journals. The study will be a valuable reference for researchers and practitioners in the field to better understand the development and direction of research on space tourism.

## LITERATURE REVIEW

Space tourism is a niche area and not much popular among the masses. It is also not prevalent in many countries which are either developing or have not witnessed the diversification of tourism activities to such extent. Although space tourism lacks the quantum and depth of academic research, yet some research has been carried out that covers diverse aspects of space tourism ranging from the definition of space tourism, its history, scope, challenges, and legal aspects to prospects etc. Most of these researches have been centred on the concept of space tourism, its scope and legal framework. The research has reviewed the available literature on space tourism and highlighted the various aspects associated with it.

Whatever knowledge about the characteristics of space we have gathered is from the first-hand experiences of the ones who have travelled to the space and from technology sustained sources (Damjanov & Crouch, 2019). Space tourism has diverse strands including personal spaceflight and citizen space exploration (Johnson & Martin, 2016). There is a significant portion of the public in general and in particular the high-income groups are inclined towards engaging in space tourism, and there are various alternative forms of space tourism which may provide avenues to space tourism ventures in future (Crouch et al., 2009). Geoffrey described the various forms of space tourism as terrestrial space tourism, High-altitude & sub-orbital space tourism, Orbital space tourism which have their own distinction in terms of applicability, activity and associated relevance (Okrant et al., 2001).

Billings (2006) discussed many facets of space tourism and its potential and highlighted the need to have dialogue among space tourism masses to identify what kind of space tourism activities they want. With some progress in state of the art designing and operating launch vehicles along with favourable environment, will attract the market as well as the investors in this segment of space tourism (Koelle & Koelle, 2002). In 'space age' people through space tourism will not remain just as government or private employees facilitating space tourism but will also become passengers, customers, managers, operators and monitors (Larisa Bunghez, 2015).

Although the space tourism activities are in their infancy but in near future it is estimated that this number of space tourists will reach to hundreds and then to thousands soon (Ferreira-Snyman, 2014). Several decades of emergence of the concept of space travel have had impact and it has scope to



new employment, stimulating economic growth, encouraging education particularly in science, preserving peace by eliminating resource wars (Collins & Autino, 2010). The space tourism will get momentum with the development of space tourism infrastructure which then needs to be governed and regulated by the well-defined legal framework and system in place (Brannen, 2010). Talks about the legality and regulation of space tourism in line with the aviation industry in Europe (Masson-Zwaan, 2010). Like the kind of investment and technological advancements were made in aviation industry which saw tremendous growth later, the same kind of investment and infrastructure development in space transportation could lead the similar results in worldwide commercial space marketplace (Goehlich, 2005). Space tourism will generate desired long-term results and could lead to a new starting point where exploration and settlement of solar system objects through viable economic development could be possible in near future (Webber, 2013). But its sustainability is also of paramount importance. There are different factors which are significant to the sustainability aspects of future space tourism namely environmental, social, political, ethical and technological (Toivonen, 2022).

The success of space tourism will depend on research in space tourism markets & their needs, easing space travel, technological advancement, and cost reduction etc. But it also faces lot many challenges from different spheres which have different character. One of the biggest challenges to space tourism is its high price which can only be afforded by the millionaires not by commoners. Another important factor is safety issue (Tkatchova, 2011). Space is not a usual environment for the human beings and the minimum standards for the space tourism are yet to be established, therefore, it becomes the responsibility of the space tourism operators to ethically operate the system and follow all protocols to ensure the safety of the space tourist and minimize the associated risks (Marsh, 2006). In order to make space tourism economically viable and to attract investors from the market the cost of capital for the venture has to be quantified and financial models have to be set up (Eilingsfeld & Schaezler, 2000). Space tourism can be one of the first industries to be developed in space which may be followed by other industries later, but for this to happen, there needs to be a proper and attractive legal regime for governing the space tourism which in turn will be safe and responsible commercial space tourism (Yun & Zhao Yun, 2009). There is a requirement of universally

accepted framework to deal with the various hurdles which space tourism is facing, and which could deal with the ethical, psychological, health, safety, legal, regulatory, insurance, investment and environmental aspects of space tourism (Goehlich, 2014). There are many legal aspects which are associated with space tourism like its regulation, policies, safety, responsibilities, management etc. which need to be addressed internationally keeping the wishes of all concerned stakeholders (Freeland, 2005). The legal aspects of space tourism are not well articulated in global terms like authorisation, registration, liability, certification of craft, crew, passengers etc. The growth of space tourism requires proper system and legal framework in place (Von der Dunk, 2011). Failat and Law Journal (2012) highlighted the significance and relevance of legalities in space tourism covering its different aspects like space flight participants, liability regime, damages caused to tourists, regime for space vehicles and their registrations etc.

## METHODOLOGY

The study adopted bibliometric analysis to analyse the prominent publications pertaining to space tourism in the literature, particularly focusing on the research articles in the Scopus database. According to Hall (2011), researchers studying tourism are becoming more interested in bibliometrics studies due to their value in assessing tourism journals and the authors who publish in these journals. In the academic literature, it has been examined with specific tourism-related themes like sustainability (Jiménez-Caballero & Polo Molina, 2017), tourists' spending (Mudarra-Fernández, Carrillo-Hidalgo, & Pulido-Fernández, 2019), leisure, and hospitality (Merigó, Mulet-Forteza, Martorell, & Merigó Lindahl, 2020). The scope of the current study includes all English-language articles published by journals on the Scopus platform until September, 2022. The authors established and applied four exclusion criteria to the data they gathered, in the following order: 1) included only research articles; 2) included only articles published in journals devoted to tourism and space; 3) included articles published in the English language; and 4) included articles that specifically address space tourism. The procedures used to collect data from the Scopus database are shown in the figure 1.

Initially, the data was collected from the Scopus database and 28 journals of both tourism and space domains related to the topic were shortlisted by the authors. On typing the keyword "space tourism" in the Scopus database, 8028 results emerged. Later,

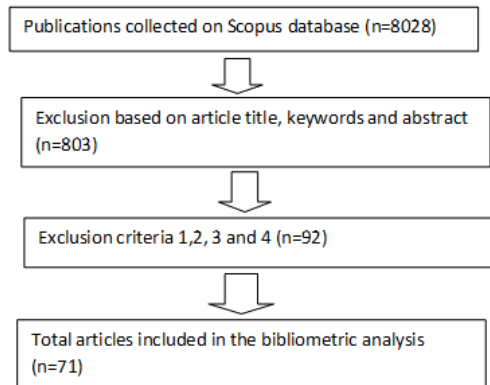


Figure 1: Data collection procedures

with application of the various exclusion criterion (1,2,3 and 4) as shown in Figure 1, the total articles were zeroed down to 92. The researchers then thoroughly read the 92 research articles and based on reading the full-text, 21 more articles were excluded as they were found to be dealing with objectives outside the framework of the study. Finally, 71 research articles were selected for the bibliometric analysis. The applied methodology helped the researchers to access the development of metalevel (discipline/subject field and period), meso-level (journal, institution, and country), and micro-level (individuals) (Hall, 2011) linked to the space tourism scientific production. The authors designed figures and tables to illustrate the findings.

## RESULTS

On studying the selected 71 research articles, the researchers were able to identify the 28 scientific journals indexed in the Scopus database, which have been publishing about space tourism. Table 1 indicates the number of publications included in the study on space tourism by scientific journals indexed in the Scopus database.

As per the data, researchers found that the maximum number of publications featured in the Journal of British Interplanetary Society (JBIS) i.e., 14 publications followed by the Tourism Recreation Research journal which had published 11 articles on the subject. Both the journals together accounted for almost 28% of the total publications on space tourism by scientific journals indexed in the Scopus database. Space policy was the third largest journal with 7 publications on space tourism. All the remaining 25 journals had 5 or less than 5 numbers of publications. To better understand the growth of this research topic in the scientific journals, Figure 2 depicts the

Table 1: The number of publications included in the study on space tourism by scientific journals indexed in Scopus database.

	Journal Title	No. of Publications
1	New Space	5
2	Tourism Economics	1
3	Journal of Vacation Marketing	1
4	Air and Space Law	1
5	Sustainability (Switzerland)	2
6	Journal of China Tourism Research	1
7	Journal of Sustainable Tourism	3
8	Tourism Recreation Research	11
9	International Journal of Tourism Research	1
10	Geojournal of Tourism and Geosites	1
11	Journal of Travel Research	2
12	Annals of Tourism Research	1
13	Space Policy	7
14	Journal of Spacecraft and Rockets	1
15	Astropolitics	2
16	Mobilities	2
17	Current Issues in Tourism	1
18	Journal of Human Resources in Hospitality and Tourism	1
19	Journal of Tourism Futures	1
20	Journal of Aeronautics, Astronautics and Aviation	1
21	Space Weather	2
22	Tourism Management	4
23	European Space Agency Bulletin	1
24	JBIS - Journal of the British Interplanetary Society	14
25	International Journal of Heritage Studies	1
26	Advances in Space Research	1
27	Journal of Aerospace Engineering	1
28	Advances in the Astronautical Sciences	1
	Total	71

year of publications of the analysed studies, i.e., the distribution of publications from the first publication made in the year 1990 until 2022, the last year included in this bibliometric analysis.

The timeline can be divided into three publication periods: 1990 to 2001, 2002 to 2011 and 2012 to 2022. The findings reveal that initial period witnessed very few publications in the scientific journals on space tourism and accounted for only 5.6% (i.e. 4 publications) of the total publications. The second time period saw an increased spike in the number of

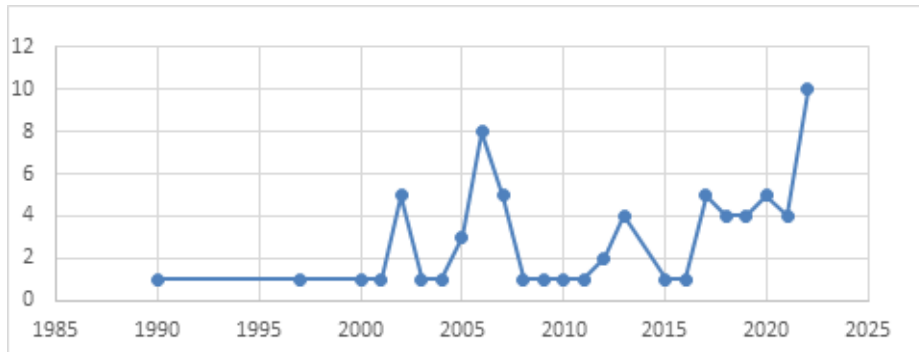


Figure 2: Number of publications per year

publications and accounted for almost 38% (i.e. 27 publications) of the total publications. The last time period saw the maximum increase in the number of publications and accounted for almost 56% (i.e. 40 publications) of the total publications. Notably, the volume of the publications on space tourism has been growing since the second time period of the present analysis.

In addition, the findings revealed that 111 different researchers published articles on space tourism-based studies among all 71 publications. However, due to the large number of researchers, Figure 3 showcases only those researchers with two or more publications. As per the data, there were 9 authors who had two or more than two publications on the subject. Prof. P. Collins had the maximum contribution with 6 publications on space tourism related studies.

Table 2 lists the topics of research approached by publications and their representativeness. The data indicated that the space tourism research topics ranged from articles about the space tourism industry to the applications of smart technology in designing

accommodation for space tourists. Maximum number of research articles dealt in studying space tourism as an industry i.e., 16.9%. After space tourism industry, the next most researched topic was the studies related to psychology of space tourists i.e., 15.53%. Transhumanism and virtual space tourism were the research topics with least number of publications i.e., 1.41%. Journal of the British Interplanetary society with maximum number of articles on space tourism focused mainly on studies related to the economics of space tourism and the space tourism industry with 9 publications on the subject (12.68%). The overall results indicated that topics such as space tourism economics, tourists' psychology, space tourism industry and space tourism market review were the topics which were most explored by the researchers. These research topics constituted 54.9% of all publications on space tourism. Topics such as literature review, transhumanism, virtual space tourism, human resource challenges, sustainability, sociology, architecture and impact of weather on space tourism were least explored by the researchers and accounted for 22.54% of the total publications.

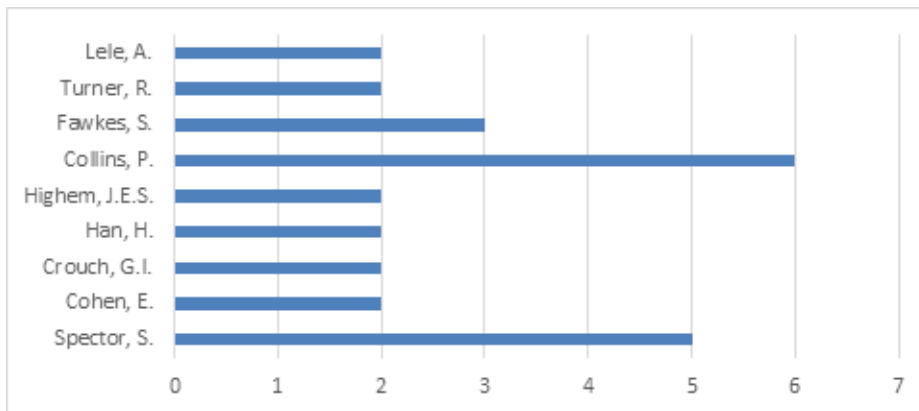


Figure 3: The number of publications by authors with minimum 2 publications

Table 2: Topics of research approached by publications and their representativeness

Research Topics	Publications	%
Astrotourism	4	5.6
Economics of space tourism	8	11.27
Legal and regulatory issues	5	7.04
New trends	4	5.6
Tourists' psychology	11	15.53
Literature review	2	2.82
Sustainability	3	4.23
Risk and safety issues	5	7.04
Industry	12	16.90
Transhumanism	1	1.41
Sociology	3	4.23
Architecture	3	4.23
Market review	8	11.27
Virtual space tourism	1	1.41
Human resource challenges	2	2.82
Tourism planning and development	6	8.45
Impact of weather	1	1.41

Figure 4 shows the publications on space tourism by country. The results indicate that all the 71 publications are spread across the 4 continents (Asia, North America, Europe and Australia) and 20 countries. United Kingdom accounts for maximum number of publications i.e., 14 followed by USA and Australia with 13 and 10 publications respectively. Together these 3 countries account for half (52.11%) of the total number of publications on space tourism. Hongkong, South Korea, China, Sweden, Finland, Czech Republic, Canada and Russia have only 01 publication each on space tourism and together account for 11.27% of the total publications.

Figure 5 shows the bibliometric map created based on author keywords co-occurrence. The results showed that space tourism was the most frequently encountered keyword with 41 occurrences and 37 links to other keywords. Space travel and commercial

space flight were the other general keywords with 7 (12 links) and 2 (7 links) occurrences respectively.

## DISCUSSION AND CONCLUSION

Since the first commercial spaceflight taken by Dennis Tito to the orbit in the year 2001, space tourism though still in its nascent stage has been slowly emerging as a niche form of tourism for high net worth individuals. The internationalization, privatization and commercialization of aerospace along with technological advancements in the 21st century have given strong boost to the space tourism (Cohen & Spector, 2019; Cole, 2015; Denis et al., 2020; Zhang & Wang, 2020). As a result private players such as Virgin Galactic and Blue Origin have come up in recent years promoting sub-orbital tourism. Space X also plans to operate commercial tour to Mars before 2050 (SpaceX, 2020)

The present study aimed to provide a comprehensive analysis of the current state of research on space tourism based on the source of publications, year wise distribution, most productive authors, central themes investigated and keywords co-occurrences by adopting bibliometric analysis method (Aggarwal, D. et. al., 2022) and reviewing research articles indexed in the Scopus database. Four exclusion criteria were applied to the data collected, which resulted in the selection of 71 research articles for analysis.

In terms of source of publications, the results indicated a growing interest in this field of research with the Journal of British Interplanetary Society and the Tourism Recreation Research journal emerging as the leading journals, accounting for 28% of the total number of publications on space tourism. The journals publishing on the subject of space tourism were also found to be interdisciplinary in nature with the majority of the journals focusing on the research domains of tourism, space, astronautics and aerospace engineering. The study also analyzed the growth of space tourism research over the years.

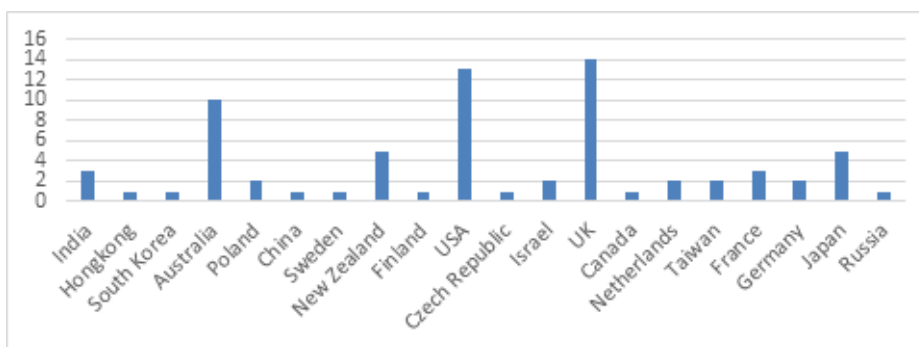


Figure 4: Publications on Space Tourism by country

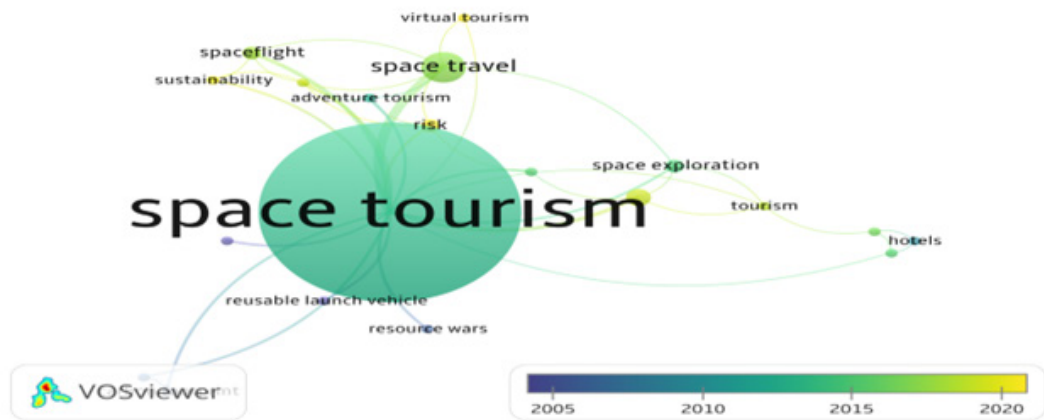


Figure 5: A screenshot of the bibliometric map created based on author keywords co-occurrence with network visualization mode using VOSviewer. Minimum occurrences of keyword set to two

The findings revealed that the last period (2012-2022) saw the maximum increase in the number of publications, accounting for 56% of the total number of publications, thus highlighting the growing interest in the field in the last decade. The increasing trend in terms of research work on space tourism can be attributed to the commercialisation of space in the recent years.

Prof. P. Collins, Emeritus Professor of Economics, Azabu University, Japan, was the most productive author with 6 publications on space tourism related studies followed by Sam Spector, Lecturer, Department of Management, Marketing and Entrepreneurship, University of Canterbury, New Zealand with 5 publications. A vast majority of the authors were from the countries of USA, UK, Japan, New Zealand and Australia. Thus, highlighting that the research questions related to space tourism were investigated by the authors of developed countries which had considerably affluent population compared to other parts of the world. The bibliometric analysis further showed that the themes focused in these studies were space tourism as an industry, psychology of space tourists, economics of space tourism and review of space tourism market. The results indicate that the majority of the studies on space tourism were trying to investigate the feasibility of space tourism industry from the market perspective which may assist in understanding the business of space tourism and its profitability. Also, the author keyword-occurrences showed that space tourism was the most frequently used keyword in the analysed studies followed by space travel and commercial spaceflight.

In conclusion, the results of the study offer detailed insights into the growth and development of research on space tourism over the years. The increasing number of publications affirms the growing interest in the field with the potential for future studies on further advancement in space tourism. The results of this study will be useful for researchers, policymakers, and industry professionals who are interested in understanding the current trends and future prospects of space tourism.

## LIMITATIONS OF THE STUDY & FUTURE SCOPE

Space tourism is comparatively a new phenomenon as compared to the other forms of tourism. The present study used bibliometric analysis to find out the growing research interest in space tourism domain and resultant publications in quality journals. The study selected certain inclusion and exclusion criteria to know which journals have majorly published research articles on space tourism and area of study along with other factors. The study has some of its own limitations as it selected research articles only from the Scopus database using the keyword “space tourism” whereas using other databases such as Web of Science and Google Scholar and related terms could have given more related articles. The journals were from space and tourism domain. It selected only English language articles following specific objectives. Due to the long list of total results, the exclusion criteria used were based on title, keywords & abstracts.

Space tourism is one of the growing areas having vast potential with the development of new technology

for space tourists. Future studies can be carried out in same or similar domain with different keywords, inclusion & exclusion criteria and more analysis tools which may shed light on new findings. The future studies can also consider not only the research articles but also some other kind of literature including book chapters, thesis, articles etc.

## REFERENCES

- Aggarwal, D., Jain, A., & Jain, P. (2022). A Bibliometric Analysis of the Global Tourism Industry in the Wake of Covid-19. *Journal of Tourism*, Vol. XXIII, Issue 2, 85-94
- Billings, L. (2006). Exploration for the masses? Or joyrides for the ultra-rich? Prospects for space tourism. *Space Policy*, 22(3), 162–164. <https://doi.org/10.1016/j.spacepol.2006.05.001>
- Brannen, T. (2010). Private Commercial Space Transportation's Dependence on Private Commercial Space Transportation's Dependence on Space Tourism and NASA's Responsibility to Both Space Tourism and NASA's Responsibility to Both. *Journal of Air Law and Commerce* (Vol. 75). <http://digitalrepository.smu.edu>.
- Cohen, E., & Spector, S. (2019). Space tourism-past to future: A perspective article. *Tourism Review*, 75(1), 136–139. <https://doi.org/10.1108/TR-03-2019-0083>
- Cole, S. (2015). Space tourism: Prospects, positioning, and planning. *Journal of Tourism Futures*, 1(2), 131–140. <https://doi.org/10.1108/JTF-12-2014-0014>
- Collins, P., & Autino, A. (2010). What the growth of a space tourism industry could contribute to employment, economic growth, environmental protection, education, culture and world peace. *Acta Astronautica*, 66(11–12), 1553–1562. <https://doi.org/10.1016/j.actaastro.2009.09.012>
- Crouch, G. I., Devinney, T. M., Louviere, J. J., & Islam, T. (2009). Modelling consumer choice behaviour in space tourism. *Tourism Management*, 30(3), 441–454. <https://doi.org/10.1016/j.tourman.2008.07.003>
- Damjanov, K., & Crouch, D. (2019). Virtual Reality and Space Tourism (pp. 117–137). <https://doi.org/10.1108/s1571-504320190000025007>
- Denis, G., Alary, D., Pasco, X., Pisot, N., Texier, D., & Toulza, S. (2020). From new space to big space: How commercial space dream is becoming a reality. *Acta Astronautica*, 166, 431–443. <https://doi.org/10.1016/j.actaastro.2019.08.031>
- Eilingsfeld, F., & Schaezler, D. (2000). The Cost of Capital for Space Tourism Ventures.
- Failat, Y. A., & Law Journal, I. (2012). Space Tourism: A Synopsis on its Legal Challenges Space Tourism: A Synopsis on its Legal Challenges-Yanal Abul Failat\*.
- Ferreira-Snyman, A. (2014). Legal challenges relating to the commercial use of outer space, with specific reference to space tourism. In pelj (Vol. 2014). <http://www.songfacts.com/detail.php?id=15002>.
- Freeland, S. (2005). Up, Up and ... Back: The Emergence of Space Tourism and Its Impact on the International Law of Outer Space. *Chicago Journal of International Law* (Vol. 6, Issue 1). <https://chicagounbound.uchicago.edu/cjilAvailableat:https://chicagounbound.uchicago.edu/cjil/vol6/iss1/4>
- Goehlich, R. A. (2005). A Ticket pricing strategy for an oligopolistic space tourism market. *Space Policy*, 21(4), 293–306. <https://doi.org/10.1016/j.spacepol.2005.08.007>
- Goehlich, R. A. (2014). Space Tourism. *International Journal of Aviation Systems, Operations and Training*, 1(1), 17–34. <https://doi.org/10.4018/ijasot.2014010103>
- Hall, C. M. (2011). Publish and perish? Bibliometric analysis, journal ranking and the assessment of research quality in tourism. *Tourism Management*, 32(1), 16–27. <https://doi.org/10.1016/j.tourman.2010.07.001>
- Hobe, S. (2007). Legal Aspects of Space Tourism, 86 Neb. In *Nebraska Law Review* (Vol. 86).
- Johnson, M. R., & Martin, D. (2016). The Anticipated Futures of Space Tourism. *Mobilities*, 11(1), 135–151. <https://doi.org/10.1080/17450101.2015.1097034>
- Jiménez-Caballero, J. L., & Polo Molina, S. (2017). A bibliometric analysis of the presence of finances in high-impact tourism journals. *Current Issues in Tourism*, 20(3), 225–232. <https://doi.org/10.1080/13683500.2016.1164674>
- Koelle, H.-H., & Koelle, H. H. (2002). Modeling space tourism. In *ILR Mitt* (Vol. 360).
- Larisa Bunghez, C. (2015). Space Tourism Market Analysis. Current Situation and Future Trends. In *International Conference on Marketing and Business Development Journal* (Issue 1). [www.mbd.ase.ro/journal](http://www.mbd.ase.ro/journal)
- Marsh, M. (2006). Ethical and medical dilemmas of space tourism. *Advances in Space Research*, 37(9), 1823–1827. <https://doi.org/10.1016/j.asr.2006.03.001>
- Masson-Zwaan, C. (2010). Regulation of Sub-orbital Space Tourism in Europe: A Role for EU/EASA? *Air & Space Law* (Vol. 35, Issue 3).
- Merigó, J. M., Mulet-Forteza, C., Martorell, O., & Merigó-Lindahl, C. (2020). Scientific research in the tourism, leisure and hospitality field: A bibliometric analysis. *Anatolia - An International Journal of Tourism and Hospitality Research*, 31(3), 494–508. <https://doi.org/10.1080/13032917.2020.1771602>
- Mudarra-Fernández, A. B., Carrillo-Hidalgo, I., & Pulido-Fernández, J. I. (2019). Factors influencing tourist expenditure by tourism typologies: A



- systematic review. *Anatolia - An International Journal of Tourism and Hospitality Research*, 30(1), 18–34. <https://doi.org/10.1080/13032917.2018.1495086>
- Okrant, M. J., Nadler, R., Packer K Shifflet, J. D., Carollo, R., Markham Senior Principal, J., Morgan, P., Andereck, K., Erkkila, D., Friedman, L., Goeldner, C. R., Howard, K., Joppe, M., Marano, H., Meis, S., Norman, W. C., Okamoto, B., Repass, K., Sugar, E., Noel Sweeney, C., ... Barton, H. C. (2001). *Journal of Travel Research Chicago Convention & Tourism Bureau McCormick Place-on-the-Lake 2301 South Lake Shore Drive Chicago, IL 60616-1490 Parks, Recreation, and Tourism Management 263 Lehotsky Hall Clemson*. <http://www.ttra.com>.
- Parsons, C. E. (2006). *Chapman Law Review Space Tourism: Regulating Passage to the Happiest Place Off Earth Space Tourism: Regulating Passage to the Happiest Place Off Earth*. <http://digitalcommons.chapman.edu/chapman-lawreviewhttp://digitalcommons.chapman.edu/chapman-law-review/vol9/iss2/10>
- Rogers, T. F. (2001). "SPACE TOURISM"-ITS IMPORTANCE, ITS HISTORY, AND A RECENT EXTRAORDINARY DEVELOPMENT (Vol. 49, Issue 10). [www.elsevier.com/locate/actaastro](http://www.elsevier.com/locate/actaastro)
- SpaceX. (2020). *Mars and beyond: the road to making human multiplanetary*. <https://www.spacex.com/human-spaceflight/mars/>
- Tkatchova, S. (2011). *Space-based technologies and commercialized development : economic implications and benefits*. Engineering Science Reference.
- Toivonen, A. (2022). Sustainability dimensions in space tourism: the case of Finland. *Journal of Sustainable Tourism*, 30(9), 2223–2239. <https://doi.org/10.1080/09669582.2020.1783276>
- Von der Dunk, F. G. (2011). Space tourism, private spaceflight and the law: Key aspects. *Space Policy*, 27(3), 146–152. <https://doi.org/10.1016/j.spacepol.2011.04.015>
- Webber, D. (2013). Space tourism: Its history, future and importance. *Acta Astronautica*, 92(2), 138–143. <https://doi.org/10.1016/j.actaastro.2012.04.038>
- Yun, Z., & Zhao Yun, D. R. (2009). A Legal Regime for Space Tourism: Creating Legal Certainty in A Legal Regime for Space Tourism: Creating Legal Certainty in Outer Space Outer Space A LEGAL REGIME FOR SPACE TOURISM: CREATING LEGAL CERTAINTY IN OUTER SPACE. In *Journal of Air Law and Commerce* (Vol. 74). <https://scholar.smu.edu/jalc/vol74/iss4/6http://digitalrepository.smu.edu>
- Zhang, Y., & Wang, L. (2020): Progress in space tourism studies: a systematic literature review, *Tourism Recreation Research*, <https://doi.org/10.1080/02508281.2020.1857522>



# Does Brand Personality Affect the Branding and Promotion of Tourism Destinations? Evidences from Ajanta Caves, India

Nagarjun Ragde

Assistant Professor, Department of Tourism Administration, Dr Babasaheb Ambedkar Marathwada University, India  
ORCID: 0000-0001-7391-4274

## KEYWORDS

Destination Brand  
Personality, Principle  
Component Analysis, Ajanta  
Caves

## ABSTRACT

Brand personality can indeed have a significant impact on the branding and promotion of tourism destinations, including places like the Ajanta Caves in India. Brand personality refers to the human-like characteristics associated with a brand, which can influence consumers' perceptions, emotions, and behaviors towards the destination. Several studies have explored the relationship between brand personality and tourism destination branding, and there is evidence to suggest that it plays a crucial role in shaping tourists' preferences and decisions. Therefore, the main aim of the research is to study the brand personality traits of the world heritage site of Ajanta Caves. Primary data was collected from 124 tourists using purposive random sampling with the help of questionnaire. Principle component (factor analysis) was used to reduce the perceived brand personality traits and develop the most relevant ones. Cronbach's Alpha was used for the reliability test. Four groups (17 traits) of brand personality were identified for the destination of Ajanta Caves. Group 1: Curvaceous, Adorable, Elegant, Marvellous, Lovely, Intelligent and Interesting; Group 2: Intriguing, Experienced, Reliable, and Efficient and Professional; Group 3: Shrewd, Demure and Rugged; Group 4: Hygiene, Clean and Reserved. According to these groups new segments are identified. The implications of this research is related to academic and policy making contributions for marketing stakeholders who are responsible for branding Ajanta caves.

## INTRODUCTION

Brand personality refers to the set of human-like traits and characteristics that are attributed to a brand. It involves giving the brand distinct and recognizable qualities, making it easier for consumers to relate to and connect with the brand on an emotional level. Much like how individuals have personalities that define their behavior and interactions, brands can also be personified to create a unique identity in the minds of consumers (Geuens et al., 2009). The concept of brand personality was introduced by Jennifer Aaker, a marketing professor at Stanford University, in the 1990s. Aaker proposed five dimensions to describe brand personality: Sincerity: Brands with a sincere personality are perceived as genuine, honest, and caring. They emphasize trustworthiness and build strong relationships with their customers. Excitement: Brands with an exciting personality are energetic, adventurous, and daring. They seek to create a sense of excitement and stimulate their customers' imagination. Competence: Brands with a competent personality are reliable, intelligent, and successful. They aim to be perceived as experts in their industry and provide high-quality products or services. Sophistication: Brands with a sophisticated personality are elegant, stylish, and refined. They target customers who value luxury and premium experiences. Ruggedness: Brands with a rugged personality are tough, outdoorsy, and adventurous. They appeal to customers who seek rugged, durable, and functional products. It's important to note that not all brands will possess all five dimensions of personality, and some may emphasize certain traits more than others based on their target audience and marketing strategies. Creating a well-defined brand personality helps build brand loyalty and can influence consumers' purchase decisions by fostering an emotional connection with the brand. For instance, Apple is often associated with sophistication and innovation, while Nike is linked to

excitement and athleticism. These associations play a significant role in how consumers perceive and interact with these brands.

Place branding has always been the go-to field for communities seeking ways to reinforce their well-earned brand identities or protect their brand from the vagaries of socio-political and economic tides in Asia (Dioko, 2019). In 2019, India received a total of 109.3 lakh foreign tourist arrivals which was in the pre-pandemic year. Post the Covid-19 pandemic the tourism industry has shown good signs of recovery. Bureau of Immigration in its latest data, stated 6.19 million foreign tourists (FTAs) visited India in 2022. 1.52 million Tourists visited India during the same period in 2021. Foreign Exchange Earnings (FEE) through tourism in India for the year 2022 is Rs 1,34,543 crore (PIB, 2023).

To regain the domestic and international tourism confidence to travel to India there is a need of marketing initiatives and support systems (Das & Sharma, 2021). India having a vast cultural monuments which are world heritage sites has enabled to attract international tourist, the reason behind that is a lack of branding destination to varied segments. The intangible attributes still needs to be marketed and it can be done with the help of understanding the way tourist perceive them (Sawant, 2022). This study is an attempt to understand the branding of India's first world heritage site i.e. Ajanta Caves with a special focus on destination brand personality. Brand personality is related to human characteristics which are allied with a destination and perceived by tourist. Ajanta having huge facets and gaining praise worldwide for its enchanting culture depicted in the form of paintings and sculptures with varied segments visiting it as per their intension is very unique. People come here not only to appreciate art and architecture but also for fashion tours, spiritual /religious purpose and also to acknowledge themselves with socio cultural and political scenario depicted in Ajanta Caves.

This research will make the marketing process simplified as the data is collected from tourists who got an opportunity to self-express their feeling about the Ajanta caves. Brand personality attributes will help marketers to develop branding and communication material.

## **MARKETING OF WORLD HERITAGE SITE**

UNESCO World Heritage from its primordial form has gone ahead and has become a unique tourism brand in itself (Jason & Silvanto, 2014; Sawant,

2023). Some researchers like Caust and Veco (2017) questioned that whether UNESCO World Heritage Site (WHS) recognition is a blessing or burden while using this recognition for marketing the WHS arguing that the cultural values related to the site and the local people around can be compromised and corrupted because of the "tourismification" of a site. Although most studies focus on the positive Poria et al. (2011) argues that a destination designated as world heritage site will not increase the brand effectiveness or consumer based brand equity and notified that world heritage designation can lead to assigning of negative attributes by potential visitors like huge fees and overcrowding. For this UNESCO should develop global brand strategy to initiate WHS brand awareness focussing on the important indicators which elaborates the importance of WHS designation. Lack of skilled manpower in tourism marketing on the other hand is a major barrier in marketing of World heritage sites which has led to decrease in the tourist arrivals (Kleszcz, 2023; Shah, Bhatt & Gupta, 2022; Hasan & Jobaid, 2014).

Chhabra (2015) suggests retro brand marketing for WHS by focussing on the present needs along with the rich historical past of the sites with the help of smart sustainable marketing agenda. Some researchers (Akbari et al., 2015; Deb & Lomdavid, 2021) suggested that markets who must focus on object-based authenticity when targeting tourists, furthermore there is a well-established positive relationship between self-congruity and emotional attachment among the tourist which develops solidarity with brand having an emotional link. It is important that WHS should be marketed as sustainable and with green marketing policies. Another study to market UNESCO-WHS (Can et al., 2021) concluded the Joint brand advertising of familiar international heritage brand for an emerging heritage site brand it can ameliorate the perceived credibility leading to positive tourists' behavioural intentions towards the heritage site. According to Boon et al. (2014) and Sawant (2023) focus on marketing responsible heritage tourism at world heritage sites as a strategic tool for this different heritage tourist segments must be identified to customize their heritage destination branding.

As with any World Heritage Site, assigning a brand personality to the Ajanta Caves is a creative exercise to describe its unique characteristics and historical significance. The Ajanta Caves, located in Maharashtra, India, are renowned for their ancient Buddhist rock-cut cave temples and intricate cave paintings. Let's explore a possible brand personality

for the Ajanta Caves: Serene: The Ajanta Caves exude a sense of tranquillity and peace, with their secluded location and the ancient spiritual ambiance they hold. Enigmatic: The cave paintings and sculptures at Ajanta are centuries-old, and much of their exact meaning and historical context remain a mystery, adding to the site's enigmatic charm. Timeless: The Ajanta Caves stand as a testament to India's rich cultural heritage, showcasing the enduring beauty and artistic prowess of the past. Spiritual: As a significant Buddhist site, the Ajanta Caves carry a strong spiritual aura, attracting pilgrims and seekers of enlightenment. Artistic: The intricate and exquisite cave paintings and sculptures reveal the extraordinary artistic talent of the ancient craftsmen who created them. Captivating: Visitors to Ajanta are captivated by the sheer beauty of the caves, the interplay of light and shadows, and the emotive power of the ancient art. Inspiring: Ajanta's artistic and cultural legacy serves as an inspiration for artists, historians, and travelers alike, encouraging a deeper appreciation of human creativity and history. Cultural Heritage: As a World Heritage Site, Ajanta Caves represent the cultural heritage not only of India but of humanity as a whole, underscoring the importance of preserving and celebrating our shared past. It is essential to recognize that the brand personality is a subjective and imaginative representation, and the true significance of the Ajanta Caves goes beyond any specific attributes we might assign to it. The site's real value lies in its historical, cultural, and artistic significance, and its ability to inspire and connect people across generations and cultures.

## **AJANTA CAVES, ITS BRAND AND STRATEGIC MARKETING**

### **Ajanta Caves**

The Ajanta Caves are a group of ancient rock-cut Buddhist cave temples located in the state of Maharashtra, India. These caves are renowned for their exquisite rock-cut architecture, intricate sculptures, and beautiful murals that depict various scenes from the life of Buddha and other Buddhist legends. The caves are considered one of the most significant historical and cultural sites in India and have been designated as a UNESCO World Heritage Site. Key features and facts about the Ajanta Caves: Buddhist Heritage: The Ajanta Caves were built during the period of the Satavahana dynasty (around 2nd century BCE to 2nd century CE) and the Vakataka dynasty (around 5th to 6th century CE). They were used by Buddhist monks as prayer

halls and monasteries. Rock-Cut Architecture: The caves were carved into the solid rock of a horseshoe-shaped cliff along the Waghora River. The process of creating these caves involved painstakingly chiseling away the rock to create elaborate chambers and stunning facades. Exquisite Sculptures: The Ajanta Caves feature numerous sculptures of Buddha, bodhisattvas, and other deities associated with Buddhism. The sculptures showcase the artistic skill and craftsmanship of ancient Indian artisans. Fresco Paintings: The caves are adorned with intricate frescoes depicting various episodes from the life of Buddha, Jataka tales (stories of Buddha's previous lives), and scenes from ancient Indian life. These paintings are notable for their use of vibrant colors and fine details. Monastic Complex: The Ajanta site consists of around 30 caves, including prayer halls, living quarters for monks, and chaitya halls (Buddhist prayer halls). The caves were designed to serve as both religious and residential spaces. UNESCO World Heritage Site: The Ajanta Caves were designated as a UNESCO World Heritage Site in 1983, recognizing their outstanding cultural and historical value to humanity. Tourist Attraction: Today, the Ajanta Caves attract numerous visitors from around the world who come to marvel at the ancient art and architecture and to experience the spiritual and historical ambiance of the site. The Ajanta Caves stand as a testament to India's rich cultural heritage and its historical significance as a center of Buddhist art and spirituality. They remain a source of fascination and admiration for art lovers, historians, and spiritual seekers alike. These caves are located on the Ancient Trade Route of Western India, Ajanta is one of the 1200 cave complexes in India which served as the centre of Buddhist learning (Ragde, 2023) The Ajanta Caves (75°40' N; 20°30' E) are situated at a distance of 107 km north of Aurangabad in the state of Maharashtra, India. The caves were excavated in (circa. 2nd century B.C. to 6th century A.D.) These are 30 caves hewn out of rock of which, five (cave no. 9, 10, 19, 26, and 29) are chaityagrihas (Prayer halls) and the rest are viharas (Accommodation halls) (ASI, n.d.). Ajanta is a fine monumental record of classical Buddhist culture. It is having masterpieces of Buddhist art in the form of sculptures and paintings having a considerable artistic influence (UNESCO, 2022). Ajanta painters were well-versed with colour blending with a view to produce three dimensional painting technique which was first introduced in India in the cave paintings of Ajanta in 3-4 century (Singh & Arbad, 2013).

Dalrymple (2014) mentions these paintings are possibly the finest surviving picture galleries from the ancient world and are 'nothing less than the birth of Indian art' while Shimada (2014) in her book mentions the highly sophisticated preservation of early Buddhist paintings.

Apart from many facets of Ajanta it is not only beautiful evidence of a spirituality but also has a geological importance too (Singh, 2016). It is a place for oldest Buddhist narratives in the form of paintings in India elaborating on the walls to ceilings of caves (Shimada, 2014)

The paintings elaborate on the culture of those times showing handsome princes and bare-chested nobles, Beautiful princesses depicted on couches and swings and also extraordinarily sensuous dancing girls having narrow waists.

Beauty of a woman is often compared and complimented with the sculptures at Ajanta, like in the famous lines "Aisa Dekha Nahi Khubsurat Koi, Jism jaise Ajanta ki Murat koi" from a famous ghazal by Ustad Nusrat Fateh Ali Khan titled "Afreen" (UNFAK, 2019). Bodhisattvas wonderfully described as "gale of stillness" by Stella Kramrisch (a great historian on Indian art). They are swaying on the threshold of enlightenment, having elegance and otherworldly beauty with their eyes half-closed and full of compassion. Ajanta paintings depict highly sophisticated fashion in costumes, textiles, Jewellery, hairstyles, makeup attracting fashion lovers, film makers here. Army with guards are bare-chested and are armed with spears and bell-shaped shields decorated (Dalrymple, 2014). It is also an ecotourism site giving it an opportunity for green branding (Ragde & Sawant, 2007).

Ajanta continues to captivate and charm mankind with its elegance and warm hearted attitude is the result of great efforts taken by many archaeologists, historians, artists, conservationists, researchers, antiquarians and geologist (Dola, 2015)

### **Ajanta Caves: Its Brand and Strategic Marketing**

Maharashtra Tourism Development Corporation and Directorate of Tourism, Government of Maharashtra are responsible for the marketing of Ajanta.

Having all the attributes to attract tourists it is seen that still the branding strategies are disappointing even after taking efforts by the organisation for the promotion of state as "Unlimited Maharashtra". Literature on branding of Maharashtra suggest that a weak tagline, the lack of brand ambassador and the low visibility affected the brand.

The desire and potential of the host countries to promulgate the World Heritage knowledge leads to the level of visitor awareness. The absence of which leads to visitors having a lack of knowledge about the attributes of WHS of Ajanta, further they fail to experience the intangible links while visiting these sites (Hassan et al., 2021; Sawant, 2022). Kamble and Sawant (2019) in their study found that brand name is lesser known to the people. There were many questions raised regarding the overall brand positioning and brand management of Maharashtra Tourism even though "Unlimited Maharashtra" was an award winning brand (Satghare & Sawant, 2018). Therefore, there is a pressing priority for an effective destination brand strategies (Ragde & Ragde, 2020). The rich culture, heritage, historical buildings, museums, art galleries etc. must be reflected in the Brand image of Maharashtra (Sawant, 2020). In a study conducted by Bansode and Sawant (2018) tourist perceive safety and security risks at Ajanta due to false media coverage, which creates sensitive and a negative brand image about the destination among tourists, such issues must be dealt with care with having appropriate marketing strategies.

A study is needed on various aspects of benchmarking competitive branding strategies and to build the positive brand image of the state and monuments like Ajanta caves. Strategies like co-branding, destination brand personalities can be explored. There is a need of dedicated marketing research department for brand image rebuilding and identifying new target markets (Kamble & Sawant, 2019)

### **Destination Brand Personality**

Ruiz-real et al., (2020) and Pereira & Schutz (2012) emphasised to study on destination brand personality as the concept and measurement model were unexplored to a great extent. In lines of future research and topics brand personality is a trending one.

The functional, experiential and symbolic attributes of a place are what define and describe a destination's brand personality (Hankinson, 2004). It tends to reflect on the human characteristics that the consumer associates with the brand (Aaker, 1997). The involvement of brand personality makes a difference for the consumers as it allows a degree of self-expression and generates a simplification of feelings associated with the destination. It also makes a difference in the relationship it facilitates between the two, enabling the consumer to make a simplified choice (Keller, 1998). Dimensions of the destination personality has a direct impact on tourists' intention



to recommend. There should emphasis on developing efficient communication methods by the marketers in order to have an attractive and distinctive personality for the destination (Ekinici & Hosany, 2006)

When positioned as an influence to a destination's brand identity (Aaker, 1996), brand personality helps to create a set of favourable and unique associations with the destination for the consumer which helps to enhance the brand equity (Keller, 1998). These factors can result in the consumer developing deep emotional ties with the brand assuring more involved patronage decisions (Laurent & Kapferer, 1985).

The term personality tends to focus on behaviour, traits and appearance. Brand personality here is used as a metaphor more than using it in its literal sense. Knowing that brands are not people, they can still be personified (Aaker & Fournier, 1995). Which means that personality descriptions with words such as "gentle", "caring", "adventurous" can be used for describing brands (Plummer, 1985). It can be notified through recent studies on brand personality traits/ perceptions variations for heritage sites according to tourists' cultural backgrounds. Uniqueness, Peacefulness and Traditionalism and many more are continuously getting added to the original five brand personality traits identified by Aaker ( Kim & Stephenkova, 2017)

Having this idea as the base, Chernatony (2001) stated that featuring personality traits makes the brand more appealing and readily translatable. The perceived brand personality also is an easier way for the consumer to express themselves (Belk, 1988). When considered in tourism, brand personality is not fully understood as it has a very ambiguous relationship between the hierarchy of the images of the places and their personalities on a local, regional

and national level. Because the characteristics or traits given to the brand of a destination is not always in the hands of the marketers, but more in that of the travellers, their secondary association can either contradict, redefine or reinforce its brand personality (Morgan & Pritchard, 2000; Crockett & Wood, 1999). Moreover risks perceived by the tourists, are shaped by psychographics and violence, word-of-mouth (WOM) about destinations, obstruct visit intension but do not barge into the effects of destination brand personality self-congruity (DBPSC) (Milán & Ortiz, 2023)

Keeping this accountable, development of a brand personality for a country or a city can be difficult or relatively challenging if the given country or city already has a set or unfavourable brand perception (Anholt, 2002).

## METHODOLOGY

Ajanta Caves are globally renowned but alas it receives only a few genuine tourists, and to convert the casual tourists into actual tourist there is a need for marketing at domestic and international levels. Branding the Buddhist tourism sites with the coordination of the states in India on the domestic front and with countries like Japan, Korea, Sri Lanka and China etc. on the international front has become a great need. Brand Personality research can be carried to identify the perceived image of the consumers about the destination and communicating them to the DMOs to target market for the different segments for the purpose of branding (Ragde & Ragde, 2020)

Principle Component Analysis (Factor Analysis) is used for the study. The scale to measure the Destination Brand Personality of Ajanta Caves was derived from an earlier study titled "Destination

Table 1.

	Dimension	Traits
1.	Sincerity	Domestic, honest, genuine, Modest
2.	Competence	Reliable, Responsible, Dependable, Efficient, Professional, Experienced, intriguing.
3.	Beautiful	Magnificent, charming, elegant, gentle, adorable, hot, lovely, sparkle, marvelous, likable, Glamorous, pretentious, natural.
4.	Amazing	Vibrant, versatile, interesting, stunning, astonishing, unique, unimaginable, fantastic, enthusiastic, wonderful.
5.	Artistic	Curvaceous, imaginative, sculpted, carved, big, bright, loud, decorum, , smart
6.	Tough	Strong, rugged, Astute, massive, loud
7.	Knowledgeable	Shrewd, senile, wise, insightful, sharp, Intelligent.
8.	Spiritual	Religious, compassionate, demure, meditative, devotional.
9.	Hospitable	Cultured, clean, hygiene, friendly
10.	Versatile	Versatile, multifaceted, many sided, resourceful.
11.	Emotional	Reserved, Romantic, cheerful, Mysterious

(Source: Original Brand personality traits scale of Ellora Ragde & Ragde, 2020)

Table 2: Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	46.993	71.202	71.202	46.993	71.202	71.202
2	2.162	3.276	74.477	2.162	3.276	74.477
3	1.867	2.829	77.306	1.867	2.829	77.306
4	1.465	2.220	79.526	1.465	2.220	79.526
5	1.282	1.942	81.468	1.282	1.942	81.468
6	1.062	1.610	83.078	1.062	1.610	83.078
7	1.033	1.565	84.643	1.033	1.565	84.643
8	.836	1.267	85.909			
9	.729	1.104	87.013			

Source: Results based on modified scale [Brand Personality Traits of Ajanta Caves] by the Researcher

Brand Personality: Case Study of the World Heritage Site of Ellora Caves” (Ragde & Ragde, 2020)

The original scale developed for Ellora was modified and used in the current study and a questionnaire.

Primary Data was collected using Purposive Random Sampling, the sample size of the study was 124. Secondary data was collected from the sources such as reports and research paper

## ANALYSIS

Factor Analysis is a multivariate statistical technique which is used to determine variables which are in

Table 3: Rotated Component Matrix

	1	2	3	4
Curvaceous	.805			
Adorable	.798			
Elegant	.798			
Marvelous	.794			
Lovely	.785			
Intelligent	.767			
Interesting	.752			
Intriguing		.799		
Experienced		.716		
Reliable		.661		
Efficient		.596		
Professional		.561		
Senile			.781	
Shrewd			.716	
Demure			.678	
Rugged			.632	
Hygiene				.695
Clean				.662
Reserved				.552

Source: Results based on modified scale (Brand Personality Traits of Ajanta Caves) by the Researcher

the set form of logical subsets which are relatively independent from each other, this technique can also be applied to a single set of variables (Tabachnick & Fidell, 2013).

It helps in identifying factors underlying the variables as it clubs related variable in a single factor (Verma & Abdel-Salam, 2019). Therefore, to explain the maximum variability of the group it is a promising approach to extract significant factors (Shrestha, 2021)

The Table 2 shows the total variance explained by the reduced/extracted components. In total 7 components had the Eigen Values more than 1 and explained 84.64% of variance.

Rotated Component Matrix is shown in Table 3, Out of the 7 components 4 were extracted. Components having values greater than 0.5 were selected

Four Groups were extracted in which Group 1 is having seven variables, Group 2 is having 5 variables, Group 3 is having 4 variable and Group 4 is having 3 variables which are as follows:

Group 1: Curvaceous, Adorable, Elegant, Marvellous, Lovely, Intelligent and Interesting

Group 2: Intriguing, Experienced, Reliable, Efficient and Professional

Group 3: Shrewd, Demure and Rugged

Group 4: Hygiene, Clean and Reserved

## Test of Adequacy (Cronbach's Alpha)

Cronbach's Alpha is used to examine the reliability of the questionnaire. Under the assumption of having multiple items measured under the same construct, it is a test of reliability of scores. The high value of alpha depicts that the items are highly correlated. The acceptable value of Cronbach's Alpha is more than 0.7 (Lavaraks, 2008)

Table 4: Summary of Test of Reliability

Factors	Cronbach Alpha
Group 1	0.978
Curvaceous	
Adorable	
Elegant	
Marvelous	
Lovely	
Intelligent	
Interesting	
Group 2	0.935
Intriguing	
Experienced	
Reliable	
Efficient	
Professional	
Group 3	0.869
Shrewd	
Demure	
Rugged	
Group 4	0.861
Hygiene	
Clean	
Reserved	

The summary of the test of reliability (Cronbach's Alpha) is shown in Table 4. The factors extracted are highly reliable as their values are greater than 0.7 i.e. Group 1: 0.978, Group 2: 0.935, Group 3: 0.869 and Group 4: 0.861.

## CONCLUSION AND SUGGESTIONS

The results of the study and the suggestions given by the researcher will help the Directorate of Tourism, Government of Maharashtra in the process of policy making. The brand personality scale developed for the Ajanta Caves will be beneficial for the various stakeholders in positioning the brand and better communication as it focuses on the destination image of Ajanta. Improving the brand personality of Ajanta Caves involves enhancing its perception and communication to visitors and potential tourists. Remember that while the Ajanta Caves are not a traditional brand, the principles of branding can still be applied to improve its image and experience. Here are some strategies to consider: Visitor Experience: Focus on enhancing the overall visitor experience at the Ajanta Caves. This includes improving infrastructure, providing informative signage, well-maintained pathways, and ensuring the comfort and safety of visitors. Interpretation Centers: Establish interpretation centers or visitor centers near the caves

to provide detailed information about the historical and cultural significance of the site. Interactive displays, audio guides, and multimedia presentations can help visitors better understand the ancient art and history. Guided Tours: Offer guided tours by knowledgeable and passionate guides who can share engaging stories and insights about the caves, their construction, and the stories depicted in the artwork. Conservation and Restoration: Emphasize the ongoing efforts in the conservation and restoration of the caves. Highlight the importance of preserving this ancient heritage for future generations. Digital Presence: Create an engaging and informative website and social media presence to showcase the beauty and significance of the Ajanta Caves. Share captivating visuals, historical information, and testimonials from visitors. Cultural Events and Festivals: Organize cultural events and festivals that celebrate the heritage of the Ajanta Caves. These events can include traditional music, dance performances, and exhibitions of local arts and crafts. Collaboration with Local Communities: Involve local communities in the promotion and preservation of the Ajanta Caves. Encourage local artisans and craftspeople to showcase their work near the site, creating a sense of authenticity and supporting the local economy. Promote Sustainable Tourism: Encourage responsible and sustainable tourism practices to preserve the natural surroundings of the caves and minimize the impact of visitors on the site. Educational Outreach: Collaborate with schools and educational institutions to include the Ajanta Caves in their curriculum. Educational tours can help students understand the historical and artistic significance of the site. Global Partnerships: Collaborate with international travel agencies and tour operators to promote the Ajanta Caves as a must-visit destination for travelers interested in history, culture, and art. By focusing on these strategies, the Ajanta Caves can improve its brand personality and become a more prominent and revered destination for cultural and historical tourism, while also ensuring its preservation and protection for future generations. Following is the Brand personality traits Ajanta in four groups:

- Group 1: Curvaceous, Adorable, Elegant, Marvellous, Lovely, Intelligent and Interesting
- Group 2: Intriguing, Experienced, Reliable, Efficient and Professional
- Group 3: Shrewd, Demure and Rugged
- Group 4: Hygiene, Clean and Reserved

### **Policy Making by Stakeholder to Policy Making for the Stakeholders**

Four groups are derived from the results which will be helpful in developing new segments to be targeted in future for 1) Tourist fetching for ideal experience 2) Young Scholars and Millennial 3) Eco Tourists Group 1 has identified a total of 7 traits i.e., Curvaceous, Adorable, Elegant, Marvellous, Lovely, Intelligent and Interesting. Among these (Intelligent) traits is new to marketing literature related to Ajanta. A new segment of tourist can be targeted using this trait, marketing can be done by developing packages for people who are intellectuals and thinkers. These segments would be repeat visitors who want acknowledge Ajanta with deep understanding of philosophy depicted in the cave painting and sculptures of Ajanta. Group 2 identifies Intriguing, Experienced, Reliable, Efficient and Professional. Marketing can be done by developing packages for people who want to get acquainted about Ajanta as a world class tourist destination, professionally managed enhancing the visitor experience with the facility of the Visitor Orientation Centre giving a view of its Architecture, Art, History etc. The focus of which can mainly be the young scholars and millennial. Group 3 identified four traits namely Shrewd, Rugged and Demure. Since shrewd is among the traits Ajanta can be branded as a destination for the people who can make good choice/ decisions by doing so Ajanta will be a perfect destination for the people who are wanting to have a unique experience of a lifetime. The geographical setting of Ajanta is on mountain with a river flowing at the footsteps with lot of forest cover which makes it a rugged site, this locational advantage can be used to attract the nature and adventure tourist. Demure is a trait which is associated with polite, shy and quiet personality, branding Ajanta using this will mean that it is a well- managed destination. And Group 4 has identified traits like Reserved, Clean and Hygiene, these can be used to brand Ajanta as eco-friendly and environmentally safe destination. Further the branding can be done using the theories of Green branding. This would be helpful to attract eco-tourists who want pristine environment and also motivate the potential tourists to travel in a responsible way. To improve the brand personality of the Ajanta Caves and enhance its reputation as a significant cultural and historical destination, policy makers can implement various measures. Here are some suggestions: Sustainable Tourism Management: Implement sustainable tourism practices to protect the natural environment and cultural heritage around

the Ajanta Caves. Set visitor limits, regulate traffic, and promote eco-friendly transportation options. Infrastructure Development: Invest in improving the infrastructure around the caves, including well-maintained roads, parking facilities, and visitor amenities such as restrooms and drinking water facilities. Interpretation Centres and Guides: Improve the facilities at the Visitor Orientation Centre. Licensed tourist guides must enhance their knowledge to offer detailed insights into the history, art, and significance of the Ajanta Caves to rebrand its lesser known brand attributes. Preservation and Conservation: Allocate sufficient funds and resources for the preservation, conservation, and restoration of the caves and their artwork. Ensure regular monitoring and maintenance to prevent deterioration. Education and Awareness Programs: Launch educational campaigns to raise awareness among the public, tourists, and local communities about the historical and cultural importance of the Ajanta Caves. Community Involvement: Involve local communities in the management and promotion of the site. Empower them to be stakeholders and beneficiaries of tourism-related activities, fostering a sense of ownership and pride. Cultural Events and Festivals: Organize periodic cultural events and festivals that celebrate the heritage of the Ajanta Caves, attracting visitors and highlighting its unique offerings. Promotion and Marketing: Invest in targeted marketing and promotion campaigns to reach national and international audiences. Collaborate with travel agencies, airlines, and tour operators to include the Ajanta Caves in their itineraries. Digital Platforms: Create an interactive and informative website and leverage social media to showcase the beauty and significance of the Ajanta Caves to a global audience. Accessibility and Inclusivity: Ensure that the Ajanta Caves are accessible to all, including people with disabilities, by providing appropriate facilities and accommodations. Research and Documentation: Support research initiatives to further understand the historical context of the caves and document their cultural significance. Public-Private Partnerships: Foster partnerships between the government, private sector, and non-governmental organizations to pool resources and expertise for the sustainable development and promotion of the Ajanta Caves. Recognition and Awards: Seek international recognition and awards for the Ajanta Caves to enhance its prestige and increase its appeal as a world-class heritage site. By implementing these policies and strategies, policy makers can ensure that the Ajanta Caves are not only well-preserved

and protected but also promoted and celebrated as a treasure of global cultural heritage

## REFERENCES

- Aaker, D.A. (1996). *Building Strong Brands*. New York: The Free Press.
- Aaker, J.L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34 (3), 347-356.
- Aaker, J. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347. doi: 10.2307/3151897
- Aaker, J.L., and Fournier, S. (1995). A brand as a character, a partner and a person: three perspectives on the question of brand personality. *Advances in Consumer Research*, 22: 391-395.
- Akbari, M., Salehi, K., & Samadi, M. (2015). Brand Heritage and Word of Mouth: The Mediating Role of Brand Personality, Product Involvement and Customer Satisfaction. *Journal of Marketing Management (JMM)*, 3(1). <https://doi.org/10.15640/jmm.v3n1a8>
- Anholt, S., 2002. Nation brands: The value of 'provenance' in branding. In: Morgan, N., Pritchard, A., and Pride, R., eds. *Destination Branding, Creating the Unique Destination Proposition*. Oxford :Butterworth Heinemann, 42-56.
- Archaeological Survey of India. (n.d.) Ajanta Caves. Retrieved from <https://asi.nic.in/ajanta-caves/>
- Bansode, R. S., & Sawant, M. (2018). Risk perception of international tourists at world heritage sites: a case study of Ajanta caves, Maharashtra. *International Journal of Tourism and Travel*, 11(1 & 2), 51-57.
- Belk, R. W., 1998. Possessions and the extended self. *Journal of Consumer Research*. 2, 139-168
- Boon, C., Teo, C., Rita, N., Khan, M., Hj, F., & Rahim, A. (2014). Understanding Cultural Heritage Visitor Behavior : The Case of Melaka as World Heritage City. *Procedia - Social and Behavioral Sciences*, 130, 1–10. <https://doi.org/10.1016/j.sbspro.2014.04.001>
- Can, A. C., Ekinci, Y., & Pino, G. (2021). Joint brand advertising for emerging heritage sites. *Annals of Tourism Research*, 91, 103294. <https://doi.org/10.1016/j.annals.2021.103294>
- Cauš, J., & Vecco, M. (2017). Is UNESCO World Heritage recognition a blessing or burden ? Evidence from developing Asian countries. *Journal of Cultural Heritage*. <https://doi.org/10.1016/j.culher.2017.02.004>
- Chernatony, L., 2001. *From Brand vision to Brand Evaluation. Strategically Building and Sustaining Brands*. Oxford: Butterworth Heinemann.
- Chhabra, D. (2015). Smart sustainable marketing of the world heritage sites: Teaching new tricks to revive old brands. In K. D. Thomas (Ed.), *Handbook of Research on Sustainable Development and Economics* (pp. 291-310). USA: IGI Global
- Crockett, S.R. and Wood, L.J., 1999. Brand Western Australia: A totally integrated approach to destination branding. *Journal of Vacation Marketing*, 5(3), 276- 289.
- Dalrymple, W. (2014, August 15). The Ajanta Cave murals: 'nothing less than the birth of art'. *The Guardian*. Retrieved from <https://www.theguardian.com/artanddesign/2014/aug/15/mural-ajanta-caves-india-birth-indian-art>
- Dash, S., & Sharma, P. (2021). Reviving Indian Tourism amid the Covid-19 pandemic: Challenges and workable solutions. *Journal of Destination Marketing and Management*, 22(3) doi:10.1016/j.jdmm.2021.100648
- Deb, M., & Lomo-david, E. (2021). Journal of Destination Marketing & Management Determinants of word of mouth intention for a World Heritage Site : The case of the Sun Temple in India. *Journal of Destination Marketing & Management*, 19(November 2020), 100533. <https://doi.org/10.1016/j.jdmm.2020.100533>
- Dioko, L.A.N. (2019). Asian communities come to the fore of place branding: special issue on the third IPBA conference. *Place Brand Public Dipl* 15, 207–209. <https://doi.org/10.1057/s41254-019-00148-0>
- Dola, R.C. (2015, December 09). The Ajanta Caves. *World History Encyclopedia*. Retrieved from <https://www.worldhistory.org/article/849/the-ajanta-caves/>
- Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, 45(2), 127–139. <https://doi.org/10.1177/0047287506291603>
- Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. *International journal of research in marketing*, 26(2), 97-107.
- Hankinson, G., 2004. The brand images of tourism destinations: a study of the saliency of organic images. *Journal of Product and Brand Management*, 13(1), 6-14
- Hasan, M., & Jobaid, I. (2014). *Heritage Tourism Marketing : Status , Prospects and Barriers*. 16(5), 40–48.
- Hassan, M. A. E., Zerva, K., & Aulet, S.(2021). Brand Personality Traits of World Heritage Sites: Text Mining Approach. *Sustainability*, 13 (11), 6142.
- Jason, R., & Silvanto, S. (2014). A Study of the Key Strategic Drivers of the Use of the World Heritage Site Designation as a Destination Brand. *Journal of Travel & Tourism Marketing* 31(3), 327-343. DOI:10.1080/10548408.2013.76956
- Kamble, P., & Sawant, M. (2019). A Study of Stakeholder 's Perception Regarding Destination Branding Strategies of Maharashtra State , India. *Atna - Journal of Tourism Studies*, 14(2), 33–49



- Keller, K. L., 1998. *Strategic Brand Management, Building, Measuring And Managing Brand Equity*. Upper Saddle River: Prentice hall.
- Kim, H., & Stepchenkova, S. Understanding destination personality through visitors' experience: A cross-cultural perspective, *Journal of Destination Marketing & Management*, 6 (4), 416-425.
- Kleszcz, S. (2023). Skill management for heritage sites. Keynote, Workshop on innovative tourism campaigns, skills to work in tourism Industry 3rd March 2023 Department of Tourism, Dr Babasaheb Ambedkar Marathwada University Aurangabad
- Laurent, G. and Kapferer, J.L., 1985. Measuring consumer involvement profiles. *Journal of Marketing Research*, 22 ,41-53.
- Milán, O. C., & Ortiz, I. C. (2023) Destination brand personality self-congruity and crime perceptions: Effects on travel intentions, *Journal of Destination Marketing & Management*, 28. <https://doi.org/10.1016/j.jdmm.2023.100781>
- Morgan, N. and Pritchard, A., 2000. *Advertising in Tourism and Leisure*. Oxford: Butterworth-Heinemann
- Pereira, R., & Schutz, R. (2012). Destination Branding : A Critical Overview. *Journal of Quality Assurance in Hospitality & Tourism*, 81-102. <https://doi.org/10.1080/1528008X.2012.645198>
- Plummer, J. T., 1985. How Personality makes a difference. *Journal of Advertising Research*, 24, 179-189.
- Poria, Y., Reichel, A., & Cohen, R. (2011). World Heritage Site : an effective brand for an archeological site ? 37–41. <https://doi.org/10.1080/1743873X.2011.591932>
- Press Bureau of India (2023, April 7). India received 6.19 million Foreign Tourist Arrivals (FTAs) during 2022 as compare to 1.52 million during the same period of 2021.
- Ragde N. & Ragde S. (2020) Destination Brand Personality: Case Study of the World Heritage Site of Ellora Caves. *EATSJ - Euro-Asia Tourism Studies Journal*, 1. 34-46
- Ragde, R. (2023). Strategic Marketing of heritage sites. Keynote, Seminar on Scientific Conservation of the Antiquities, Plaisters and stone sculptures of Raigad Fort, Department of Tourism, Dr Babasaheb Ambedkar Marathwada University Aurangabad
- Ragde, R., & Sawant, M. T. (2007). Management of Eco-Tourism Sites: A Case Study of the Ajanta Caves. *Atna Journal of Tourism Studies*, 2(1), 49-60. <https://doi.org/10.12727/ajts.2.5>
- Ruiz-real, L., Uribe-toril, J., & G, J. C. (2020). Destination branding : Opportunities and new challenges. *Journal of Destination Marketing & Management*, 17. <https://doi.org/10.1016/j.jdmm.2020.100453>
- Satghare, H., & Sawant, M. (2018). SWOT Analysis of Marketing Strategies Applied by MTDC for Promotion of Maharashtra Tourism. *Atna - Journal of Tourism Studies*, 13(2), 79–95. <https://doi.org/10.12727/ajts.20.6>
- Sawant, M. (2020). DESTINATION BRAND IMAGE EVALUATION: A CASE STUDY OF MAHARASHTRA. *International Journal of Advanced Research(IJAR)*, 8(1), 1162-1170. <https://doi.org/10.21474/IJAR01/10418>
- Sawant, M. (2022). Rethinking Tourism Research. Keynote, International Colloquium on Rethinking Tourism 3rd October 2022, Department of Tourism, Dr Babasaheb Ambedkar Marathwada University Aurangabad
- Sawant, M. (2023). Managing Scientific Heritage. Keynote, National Seminar on Tourism, Science and Technology 20th March 2023, Department of Tourism, Dr Babasaheb Ambedkar Marathwada University Aurangabad
- Shimada, A. (2014). Ajanta Caves. In C. Bruntz (Ed.), *Buddhism*. Retrieved from <https://www.oxfordbibliographies.com/display/document/obo-9780195393521/obo-9780195393521-0192.xml>
- Shreshta, N.(2021). Factor Analysis as a Tool for Survey Analysis. *American Journal of Applied Mathematics and Statistics*, 9(1), 4-11. Retrived from <http://pubs.sciepub.com/ajams/9/1/2> DOI:10.12691/ajams-9-1-2
- Singh, M., & Arbad, B. (2013) Architectural History and Painting Art at Ajanta: Some Salient Features. *Arts* 2(3), 134-150.
- Singh, R. K.(2016). Ajanta. In H. Selin (Ed.), *Encyclopaedia of the History of Science, Technology, and Medicine in Non-Western Cultures* (Vol. 3, pp. 1-14). USA: Spriger.
- Shah, S., Bhatt D. K., & Gupta, S. K., (2022). Service Quality Impact on Tourist Satisfaction in Hotel Industry of Hill Stations in Uttarakhand: A Structural Equation Modeling Analysis. *Journal of Tourism*, XXIII(2), 51-62.
- Tabachnick, B.G. & Fidell, L.S.(2013). *Using multivariate statistics* (6th ed.), Pearson.
- United Nations Educational, Scientific and Cultural Organisation, World Heritage Convention. (2022). Ajanta Caves. Retrieved from <https://whc.unesco.org/en/list/242/>
- Ustad Nusrat Fateh Ali Khan (2019, August 7). Afreen Afreen- Dance Mix [Video File]. Retrieved from <https://www.youtube.com/watch?v=w4TZldul-Ho>
- Verma, J. & Abdel-Salam, A.(2019). *Testing statistical assumptions in Research*, John Wiley & Sons Inc



# An Analysis of Perceptions and Attitudes of Residents towards Tourism Development and its Impact on Nature

Mukhtar Bin Farooq Ibni Ali<sup>1\*</sup>, Danish Mehraj<sup>2</sup> and Reyaz A. Qureshi<sup>3</sup>

<sup>1</sup>Doctoral Fellow, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir  
ORCID: <https://orcid.org/0009-0005-5757-8924>

<sup>2</sup>Assistant Professor, Department of Management Studies North Campus, University of Kashmir  
ORCID: <https://orcid.org/00000-0001-8278-0335>

<sup>3</sup>Coordinator, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir  
ORCID: <https://orcid.org/0000-0001-7992-9776>

\*Corresponding Author

## KEYWORDS

Residents' Attitude,  
Residents' Welcoming Nature,  
Tourism Impacts

## ABSTRACT

This study seeks to explain how residents' degree of welcoming nature influences and impacts their perceptions of tourism and attitudes towards its development. The concepts used in model creation are derived from Durkheim's Emotional Solidarity Theory and Social Exchange Theory (SET). Using a structural equation modelling approach, this research attempted to study residents' welcoming nature as an antecedent of their attitude and perceived positive and negative impacts of tourism. To test the proposed model, data was collected at three prominent destinations in the study region using a questionnaire survey. A total of 322 responses were collected using a convenience sampling method. The findings of the study report indicate that the welcoming nature of residents significantly predicted and influenced residents' perceptions about tourism impacts and their attitude regarding tourism development.

## INTRODUCTION

Tourism is a dynamic industry that contributes significantly to global economic progress (Goodwin, 2007; Zhao & Ritchie, 2007; Zhao, 2009; Porter et al., 2015; Charag et al., 2019; Zhuang et al., 2019; Pavlic et al., 2020). Tourism development is generally viewed as a means to revitalize local economies. The comprehensive analysis of various studies has consistently demonstrated that tourism, both as a sector and as an industry, plays a pivotal role in driving economic growth, characterized by increased GDP, job opportunities and foreign currency earnings (Singh & Alam, 2022). This industry has established itself as an important driver of economic growth, globally contributing 10.4 percent to the GDP and generating employment for 313 million people in 2017 (WTTC, 2018a; WTTC, 2018b). It has resulted in concrete advantages such as enhanced business and employment, higher levels of income, enhanced living experiences, better facilities and amenities and the protection and development of local culture (Latip et al., 2018; Saqib et al., 2019; Hammad et al., 2017; Charag et al., 2019). On the other hand, as the tourism industry starts to flourish in an area, a number of associated negative impacts might pose a severe threat. There is a consensus among numerous authors that tourism can have both positive and negative effects on communities (Pavlic et al., 2020; Alrwajfah et al., 2019). As such, increased tourism degrades the natural habitat, promotes crime and drug use and also creates a traffic mess in certain locations (Giannoni, 2009; Tosun, 2002; Latkova and Vogt, 2012; Alrwajfah et al., 2019). Moreover, as emphasised by Gupta and Rout (2016), it is essential to recognise that any form of development within indigenous communities residing in fragile ecosystems can significantly damage the environment. Such manifestations can eventually shape the attitudes of local residents towards tourism.

Based on the theory of social exchange (SET), scholars have been working upon sustainable tourism development models with the aim of studying the impacts they have on local residents (e.g., Rasoolimanesh et al., 2015).

According to SET, the monetary benefits sought from tourism as an industry are the major motivations for residents to enhance their degree of support for tourism growth (Ap, 1992). This framework aids in comprehending the interconnectedness of different facets of tourism and the development of residents' attitudes towards tourism (Choi and Murray, 2010). Despite the potential of SET to provide a model for understanding the interactions between communities and tourism, its findings have been inconsistent (Woosnam and Norman, 2009). Andereck et al. (2005) noted that the theory may not be an adequate tool for understanding the responses of local residents to tourism. Critics of the social exchange theory claim that it does not consider the impact residents' relationships with tourists have on their attitude regarding tourism development.

Likewise, the studies on residents' attitudes mostly focused on individual residents' perceptions of tourism, disregarding the emotional link between locals and visitors (Woosnam 2012). While a limited number of studies have attempted to address this gap (Tse and Tung, 2022; Tosun et al., 2020; Zaman and Aktan, 2021), further research and attention are required to adequately explore this aspect. The lack of comprehensive literature on these factors has raised concerns about the potential impact of this industry on the local population. To address this issue, the scientific discourse should expand its scope of study to include studies on the various aspects of the welcoming nature of residents and the tourism impacts on their communities. (Xiong et al., 2021; Zaman and Aktan, 2021; Wang and Zhang, 2020).

The research area in question has garnered significant attention in developed countries (Ribero et al., 2015; Tosun et al., 2020; Zaman and Aktan, 2021; Tse and Tung, 2022), while remaining largely overlooked in developing nations like India in general and Kashmir in particular. Besides, the available literature suggests an absence of empirical studies studying the impact of the resident-tourist relationship on residents' pro- or anti-tourism attitudes in Kashmir. The outcomes of this study will be used to inform policymakers in the region about the various policies and programmes that they should implement to ensure sustainable tourism development.

It is also imperative to mention that almost 50% - 60% of the population of Kashmir Valley is associated with the tourism industry (Bhat & Majumdar, 2021). So, studying the reactions of local residents to tourism is in the best interests of all stakeholders in order to ensure sustainable development.

## CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

### Residents Pro Tourism Development

#### Attitude

To sustain tourism-driven economies, residents must be willing partners in the tourism development process. Chand and Kumari (2022) underscore this perspective by emphasizing the critical role of stakeholder participation in the processes of tourism development and promotion. The efficiency of the tourism policy and planning vis a viz tourism development, marketing and operationalization of current and impending programmes, the resident's perception of and their attitudes towards tourism impacts is considered to have a significant impact (Ap, 1992). Resident involvement and support for an activity like tourism is a direct function of cost and benefits associated with it. (Peri'c, Durkin and Wise, 2016). Moreover, as highlighted by Rout and Gupta (2017), it is essential to recognise that the locals must be mobilised and have a say in how the resources are effectively utilised.

According to Kuvan and Akan (2005), it is well acknowledged that the costs and benefits of tourism are very deterministic as far as their pro- or anti-tourism attitude is concerned. In a study to examine the attitude of locals towards protected areas, Nastran (2015) discovered that the positive effects of tourism on the local communities can improve their attitudes towards biodiversity conservation. Researchers have not only explored the correlation between tourism impacts and community satisfaction but between perceived impacts and resident support as well (Peng, Chen and Wang, 2016). Basically, the host community's attitude towards tourism, as the number of tourists increases in the destination community, ranges from satisfaction to apathy, resentment and hate. (Adeli, 2012). However, Rashid (2020) in her study reveals a critical insight: the local residents may not be fully inclined to endorse future tourism endeavors. This reluctance could be attributed to several factors, including a lack of trust in government policies related to tourism in general and specifically in community-based tourism initiatives.

Community perceptions regarding the tourism industry can vary depending on the reaction of the local people to such an activity, which could include satisfaction, indifference, resentment and hostility (Adeli, 2012). For instance, they can be satisfied with the number of visitors to their area or they can be hostile towards the industry. The study conducted by Lee (2013) on the potential impacts of tourism found

that the costs associated with tourism development and support provided by the local communities are negatively linked and the welfare benefits brought by tourism development and support provided by the local communities are positively linked. Although tourism can be successfully developed, it can also be difficult to achieve a balanced budget and sustainable development due to the various challenges that it has to face. Some of these include the need to provide the right incentives and the failure to reach the social optimum (Winkler, 2010).

SET is a widely used framework in tourism research (Ward & Berno, 2011; Coulson et al., 2014) to scan the attitudes of residents towards the development of tourism. While studying residents' reactions to tourism development, it has made a significant contribution (Gursoy, Chi, & Dyer, 2009). Social exchange theory has been employed by a variety of authors to investigate residents' reactions towards tourism development. These include Long, Allen and Perdue (1990), whose work is considered one of the most prominent studies in the field (e.g., Ap & Crompton, 1993; McGehee & Andereck, 2004). This theory seeks to explain how people transact and exchange their resources with a community (Ap, 1992). As per this theory, poor nations tend to trade off their inconveniences on account of tourism activities for the economic gains they seek to gain from them. For the tourism industry to thrive within a community, it is imperative for it to have a favourable and supportive opinion from the residents (Alegre & Cladera, 2009). Hence, it is important to study, evaluate and assess how residents' think about tourism and its impacts on their community on a continuous basis. (Allen, Long, Perdue, & Kieselbach, 1988).

### **Welcoming Nature of Residents**

Previous research on residents' attitudes has mostly focused on how each individual resident feels about tourism. It hasn't taken into account how residents and tourists feel about each other (Woosnam, 2012). Wearing and Wearing (2001) propose that the foundation of tourism as a phenomenon lies in the emotional interactions between residents and tourists within a community, aligning with Durkheim's theoretical framework. Taking inspiration from Durkheim's theory, locals and tourists can form an emotional bond amongst themselves. This is because the locals interact and share their beliefs and behaviours with the tourists. Based on what Durkheim wrote in 1915, it is believed that the degree to which a community or residents of a community

interact and share their beliefs and behaviours with tourists can predict their emotional solidarity with each other. Though in previous research it was mostly figured as a dependent variable (McChesney and Bengston, 1988), its exogenous behaviour has also been recognised lately (Hasani et al., 2016).

It was in 2009 when Woosnam, Norman and Ying took Durkheim's ideas about emotional solidarity and ended up moving them from a religious context to a touristic one. To be precise, apart from the construct named interaction, the constructs sacred beliefs and ritualistic behaviour were changed to shared beliefs and shared behaviour, respectively (Woosnam, Norman and Ying, 2009). In order to understand the feelings residents have for visitors, Woosnam and Norman (2010) established a conceptual framework to explain the host-guest relationship, taking the theory of emotional solidarity into consideration. According to Woosnam (2012), the resident's level of support for tourism is influenced by the resident's degree of welcoming nature towards the tourists.

The concept of emotional solidarity can be used to examine the various relationships between tourists and residents. It can help identify the factors that contribute to the development of an emotional connection between the host and the guest (Woosnam, Aleshinloye, & Maruyama, 2016, p. 2). Emotional solidarity is, at its most basic, the feeling of oneness that ties people together and makes them feel like "we" instead of "me against you." (Jacobs & Allen, 2005).

Among the constructs of the emotional solidarity scale, i.e., welcoming nature, emotional closeness and sympathetic understanding, only the construct of welcoming nature was used to predict residents' perceptions of tourism and attitudes towards tourism development. The justification for employing only this factor is that welcoming nature has constantly explained high variance in previous works (Woosnam & Aleshinloye, 2013; Woosnam, 2011a; 2011b; 2012), and it describes an all-encompassing form of solidarity (Woosnam et al., 2016). Accordingly, this study hypothesizes that:

- H1: A significant relationship exists between residents welcoming nature and their attitude towards tourism development.
- H2: A significant relationship exists between residents welcoming nature and their perception of positive impacts of tourism.
- H3: A significant relationship exists between residents welcoming nature and their perception of negative impacts of tourism.

## **Residents' Perception of Impacts of Tourism and their Attitude towards Tourism Development**

Tourism development involves a complicated web of interconnections, which may have both beneficial, known as positive and adverse, known as negative, impacts on the surrounding community. Both categories of these impacts are together referred to as "tourism impacts." (Huei-Wen and Huei-Fu, 2016). As far as the literature pertaining to tourism is concerned, 'tourism impact' as a term has received significant attention. As provided by Liu and Var (1986), tourism development is generally appreciated for its associated economic benefits but criticised as having negative sociocultural and environmental impacts. Economic factors include perceived benefits at the individual and community level that result in more income and improved living standards (Millman & Pizam, 1988); more job opportunities (Rothman, 1978); and higher tax revenues (Brougham & Butler, 1981).

Numerous positive tourism impacts have been identified as existing as tourism development takes place in a community. These include the establishment of new infrastructure, the enhancement of the local identity, the preservation of cultural heritage and the appreciation of historical and natural resources (Andereck and Nyaupane, 2011). The other sectors of the economy that ensure sustainable development, e.g., agriculture, are also influenced by tourism (Shin, Kim and Son, 2017). According to Jago (2012), tourism as an industry can provide numerous benefits. These include increased domestic and foreign currency earnings, the establishment of new businesses, multiplier effects and increased employment opportunities. It can also lead to advancements in education and healthcare (Brunt and Courtney, 1999). The tourism industry is expected to contribute to the protection of various environmental and cultural identities by providing a steady source of revenue (Weaver, 2009). It also creates jobs in the local communities that are located around protected areas (Adeleke, 2015).

Regrettably, tourism as an industry can also adversely impact local communities in several ways. Some of these include overpopulation of public spaces and infrastructure, increasing prices of accommodations, disruption of their traditional lifestyle, overuse of resources, use of illicit substances and environmental degradation (Almeida, Peláez, Balbuena and Cortés, 2016). The type and degree of impact on a destination vary by location, setting, visitor type and activity. Some of the perceived negative impacts that

residents can experience include disruption of local life (Schofield, 2011) and pollution (Stylidis et al., 2014). It can also lead to higher prices for goods and services (Tovar and Lockwood, 2008).

Various empirical studies suggest that hosts tend to support tourism if its positive impacts outweigh the costs or negative impacts (Vareiro et al., 2013). The negative impacts that have been identified include the displacement of traditional communities, the breaking up of family structures, prostitution and racial tensions (Zamani-Farahani and Musa, 2012). Studies investigating adverse, ill, or undesirable impacts of tourism are found to have surfaced very late in tourism research (Mathieson and Wall, 1982). Perceived sociological and environmental concerns include impact on recreational opportunities (Ross, 1992); increased crime (Haralambopoulos & Pizam, 1996); loss of historic value (Liu, Sheldon & Var, 1987); increased traffic (Tyrell & Spaulding, 1984); and the natural environment (Johnson, Snepenger & Akis, 1994). Impact studies frequently place a greater emphasis on financial gains while disregarding the social consequences. (Goodman, 1994). In light of the preceding discussion, the proposed hypotheses are given as follows:

- H4: A significant positive relationship exists between perceived positive impacts of tourism and resident attitude towards tourism development.
- H5: A significant negative relationship exists between perceived negative impacts of tourism and resident attitude towards tourism development.

## **METHODS**

### **Research Instrument**

The questionnaire survey method of data collection was used to meet the research objectives. The items for the constructs, i.e., residents welcoming nature (4 items), perceived positive and negative tourism impacts (8 items each) and resident attitude towards tourism development (5 items), were adapted from the previous studies. The scales for the constructs of welcoming nature and attitude towards tourism were adapted from Hasani et al. (2016). Items for constructs perceived positive and negative impacts of tourism were adapted from Eusébio et al. (2018). Items for these constructs were also modified to meet the research context. On a 5-point Likert-type scale, responses ranged from 1 (strongly disagree) to 5 (strongly agree). Various demographic variables were employed in the analysis to acquire an overview of the sample demographic characteristics.

## **Selection of Study Site and Sampling Technique**

Residents of age 18 or older belonging to three famous destinations, i.e., Gulmarg, Pehalgam and Srinagar, constituted the sampling frame for this study. Being the most prominent tourist places in relation to tourist footfall and the diversity of the visiting tourists, both domestic and international, judgement sampling was used to select these destinations. For the purpose of data collection, questionnaires were used and a convenience sampling approach was followed. According to Hoelter (1983), a critical sample size of 200 samples is acceptable when employing the structural equation modelling (SEM) approach. In order to conduct factor analysis, an item-to-respondent ratio of 5 or 10 respondents per parameter is suggested by Kline (2011). In line with these recommendations, the researcher arrived at a total of 322 usable questionnaires after treating outliers at the end of the data collection process. The collected data was subjected to a normality test using skewness and kurtosis and the corresponding values were found to be in the acceptable range of  $\pm 2$ .

## **RESULTS**

### **Sample Characteristics**

Demographic analysis reveals that 67.7% of respondents were males and 32.3% were females. The proportion of respondents falling in the age group 18–29 years was 57.8% ( $N = 320$ ), 30–39 years were 24.4% ( $N = 320$ ), 40–49 years were 17.2% ( $N = 320$ ) and only a few (0.6%) were 50–59 years of age ( $N = 320$ ). As far as educational qualifications are concerned, 59.3% have a postgraduate degree. All the respondents were Muslims. By occupation, 43.8% of the respondents were students, 27% had a job, 16.1% were unemployed and 13% were self-employed. The respondents were found reluctant to disclose their monthly income, with only 221 responses when asked about it and most of the respondents (58.4%,  $N = 221$ ) had a monthly income of Rs 20,000 to 40,000.

### **Factor analysis**

Structural equation modelling (SEM) was utilized to evaluate the model. Following a systematic approach, the data was subjected to exploratory (EFA) and confirmatory (CFA) factor analysis. It started with EFA to gauge the latent constructs of the model. EFA is also well considered to purify scales measuring the specific constructs within a given model based on communality values, loadings, inter item correlations and reliability of scales. Subsequently,

confirmatory factor analysis (CFA) was performed and the model was evaluated for its convergent validity, discriminant validity and reliability.

### **Exploratory Factor Analysis**

To conduct exploratory factor analysis using IBM SPSS, the principal component method of extraction with varimax rotation was used. The Kaiser-Meyer-Olkin (KMO) test of sample adequacy value of .860 surpassed the minimum threshold of 0.5, signifying that the data is fit for conducting EFA. Similarly, Bartlett's test of sphericity values for the four latent variables was significant as well. The items in the questionnaire with cross loadings (Hair, Black, Babin, Anderson, & Tatham, 2006) and communalities below .5 were removed. As a result, two items from positive impacts ("tourism increases cultural event offerings" (PI4), "tourism increases opportunities for recreation" (PI8)) and two items from negative impacts ("tourism increases prostitution in my area" (NI6), "tourism increases theft and vandalism in my region" (NI7)) and one item from the attitude towards tourism ("The presence of tourists in my community is interesting" (AT5)) were dropped. Thus, a total of five items were dropped from the questionnaire. In order to guarantee the construct reliabilities, the reliability coefficients exceeded the cut-off value of 0.70, shown in the table 1.

### **Confirmatory Factor Analysis**

As advised by Anderson and Gerbing (1988), SEM follows a logical sequence to first test the measurement model and then the structural model. As a result, CFA was employed to evaluate the proposed measurement model with four variables, including one dependent and three independent variables. The measurement quality of the model was assessed using multiple fit indices. Chi-square as a measure of overall model fit was used. As chi-square is affected by sample size (Brown, 2015), several other model fit indices were selected as suggested by Hair et al. (2006). These fit indices include goodness of fit, goodness of fit index (GFI), Tucker-Lewis index (TLI), comparative fit index (CFI), root mean square error of approximation (RMSEA) and standardised root mean square residual (SRMR). The results of the model produced acceptable values for the fit indices, yielding an adequate model fit with chi-square ( $\chi^2$ ) value = 489.444,  $\chi^2/df = 2.984$ , GFI = .871, AGFI = .835, TLI = .902, CFI = .916, RMSEA = .079 and SRMR = .0485.

Composite reliability, convergent validity and discriminant validity were used to evaluate the



Table 1: Results of exploratory factor analysis

Attributes	Factor Loadings	Communalities	Chronbach Alpha	VE
Factor 1: Welcoming Nature (WC)				
"I am proud to have tourists in my region". (WC1).	.757	.684	.862	7.921%
"I feel the community benefits from having tourists in my region" (WC2).	.781	.681		
"I appreciate tourists for the contribution they make to the local economy of my region" (WC3).	.816	.758		
"I treat tourists fairly in my region" (WC4).	.803	.748		
Factor 2: Positive Impacts (PI)				
"Tourism improves the image of my region" (PI1).	.799	.665	.893	19.531%
"Tourism increases employment opportunities in my region" (PI2).	.853	.751		
"Tourism helps in promotion of local traditions" (PI3).	.803	.656		
"Tourism improves infrastructure and public services like roads etc". (PI5).	.735	.582		
"Tourism contributes to the growth of local businesses (restaurants, hotels, shops, etc.)" (PI6).	.827	.732		
"Tourism increases of quality life" (PI7).	.767	.624		
Factor 3: Negative Impacts (NI)				
"Tourism increases criminality in my region" (NI1).	.866	.775	.896	33.079%
"Tourism disturbs the peace in the region" (NI2).	.686	.576		
"Tourism leads to increase in sexually transmitted diseases in my region" (NI3).	.818	.674		
"Tourism increases stress level in locals" (NI4).	.834	.786		
"Tourism increases drug consumption in my region" (NI5).	.805	.665		
"Tourism damages natural environment in my region" (NI8).	.742	.599		
Factor 4: Attitude Towards Tourism Development (AT)				
"Having tourists in the area/community is a good idea" (AT1).	.839	.790	.895	9.575%
"Improving tourism activity in the area/community is a wise idea" (AT2).	.834	.769		
"I like the idea of having more tourists in the area/community" (AT3).	.787	.729		
"Having tourists in this area/community is pleasant" (AT4).	.834	.778		

reliability and validity of the measurement model, as given in Table 3. To confirm the reliability of the constructs, composite reliability (CR) and average variance extracted (AVE) values should be equal to or above the threshold values of 0.70 and 0.50, respectively. As shown in Table 3, CR scores ranged from .877 to .897 and AVE scores ranged from .587 to .653, well above the suggested threshold values. These findings confirm that the model is reliable.

As far as convergent validity is concerned, factor loadings, AVE and CR scores were taken into consideration. The results were in line with the Hair et al. (2010) criteria, i.e., all the dimensions had loadings greater than 0.50 (shown in Table 4), the AVE values exceeded 0.50, and the CR values were greater than 0.70 (as shown in Table 3). These results show that convergent validity has been demonstrated.

Discriminant validity assesses the degree of distinctiveness of the constructs employed in the measurement model (Hair et al., 2014). It is done by comparing the square root of AVE for each dimension with the inter-construct correlations. After doing so, no issues related to discriminant validity were reported, as can be seen in Table 3. Off-diagonal values less than those of diagonal values also confirm discriminant validity in question, as suggested by Fornell and Lacker (1981).

### Structural Model and Hypotheses Testing

To test the proposed hypothesis, the structural equation modelling technique was used. The results of the structural model exhibited that the model fit the data well, with chi-square ( $\chi^2$ ) value = 493.908,  $\chi^2/df$  = 2.993, GFI = .870, AGFI = .835, TLI = .902,



Table 2: Measurement model results

Attributes	Factor Loadings	Composite Reliability	AVE
Factor 1: Welcoming Nature (WC)			
"I am proud to have tourists in my region" (WC1).	.77	0.877	0.641
"I feel the community benefits from having tourists in my region" (WC2).	.75		
"I appreciate tourists for the contribution they make to the local economy of my region" (WC3).	.85		
"I treat tourists fairly in my region" (WC4).	.83		
Factor 2: Positive Impacts (PI)			
"Tourism improves the image of my region" (PI1).	.77	0.897	0.594
"Tourism increases employment opportunities in my region" (PI2).	.83		
"Tourism helps in promotion of local traditions" (PI3).	.74		
"Tourism improves infrastructure and public services like roads etc". (PI5).	.70		
"Tourism contributes to the growth of local businesses (restaurants, hotels, shops, etc.)" (PI6).	.83		
"Tourism increases of quality life" (PI7).	.74		
Factor 3: Negative Impacts (NI)			
"Tourism increases criminality in my region" (NI1).	.82	0.894	0.587
"Tourism disturbs the peace in the region" (NI2).	.71		
"Tourism leads to increase in sexually transmitted diseases in my region" (NI3).	.74		
"Tourism increases stress level in locals" (NI4).	.89		
"Tourism increases drug consumption in my region" (NI5).	.74		
"Tourism damages natural environment in my region" (NI8).	.69		
Factor 4: Attitude Towards Tourism Development (ATD)			
"Having tourists in the area/community is a good idea" (AT1).	.82	0.882	0.653
"Improving tourism activity in the area/community is a wise idea" (AT2).	.82		
"I like the idea of having more tourists in the area/community" (AT3).	.78		
"Having tourists in this area/community is pleasant" (AT4).	.83		

Table 3: Correlations and average variance extracted.

	AVE	ATD	NI	PI	WC
Attitude (ATD)	0.653	0.808 <sup>a</sup>			
Negative Impacts (NI)	0.587	-0.447	0.766		
Positive Impacts (PI)	0.594	0.274	-0.042	0.771	
Welcoming Nature (WC)	0.641	0.493	-0.375	0.417	0.801

<sup>a</sup> values in bold represent square roots of each AVE; off-diagonal elements are construct correlations.

CFI =.915, RMSEA =.079 and SRMR =.0556. These indices values suggest the acceptability of the structural model and ensure that it fits well with the data. The structural model is presented in Figure 1. To proceed further with hypotheses testing, standardised path coefficients (shown in Table 4) were analysed, and all the proposed hypotheses were supported. As can be seen, resident welcoming nature was found to influence resident attitude towards tourism development significantly at a 95% confidence level.

## DISCUSSION

This study was undertaken to supplement our understanding by examining and investigating the influence of residents' welcoming nature and perceptions of tourism impacts on their attitude regarding tourism development. Findings provided support for Hypothesis 1, which assumed a significant relationship between residents welcoming nature and their attitude towards tourism development. This is in line with the work of Woosnam (2012), who suggests that host community attitudes towards tourism is

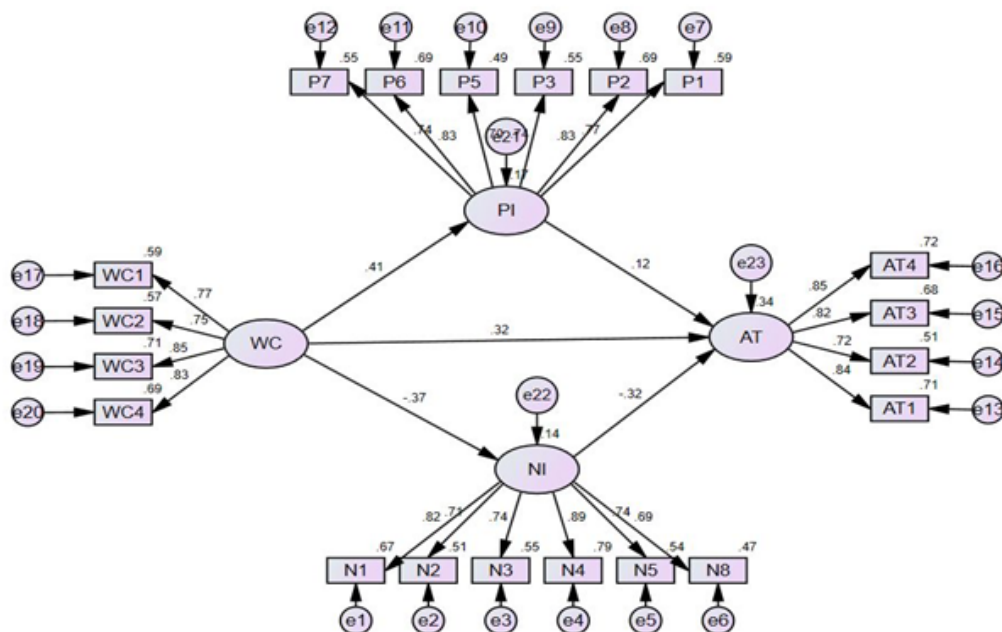


Figure 1: Structural Equation model

Table 4: Results of Structural Equation Modelling.

Paths			Estimate	C.R.	P
Attitude	<---	Welcoming Nature	0.32	4.819	***
Positive Impacts	<---	Welcoming Nature	0.41	6.667	***
Negative Impacts	<---	Welcoming Nature	-0.37	-5.964	***
Attitude	<---	Positive Impacts	0.12	2.098	.036*
Attitude	<---	Negative Impacts	-0.32	-5.372	***

Note: \*p < 0.05; \*\*\*p < 0.001.

significantly and positively influenced and impacted by residents degree of welcoming nature towards tourists. Among all the constructs of the Emotional Solidarity Scale, Woosnam et al. (2015) regarded welcoming nature as the best predictor of local residents' attitudes towards tourism development. Hypotheses 2 and 3, stating that residents' degree of welcoming nature significantly predicts their perception of the positive and negative impacts of tourism, were both supported. Our results are supplemented by the work of Ribeiro et al. (2017), who also found that residents welcoming nature positively and negatively impacts their perceptions of positive and negative tourism impacts, respectively. Similar findings were reported by Su, Long, Wall, & Jin (2016), who found that the residents with more

extensive contact with visitors were found to have a favourable opinion towards tourism. Wang & Pfister (2008) depicted that the residents least welcoming of tourists would be apt to recognise and perceive more costs than benefits of tourism, resulting in a less favourable attitude towards tourism. Hence, the findings of this study supplement the previous works conducted in this area of tourism research.

Hypotheses 4 and 5, which propose a significant relationship between tourism impacts and attitude, were also supported. The perception of positive impacts and the costs accompanying tourism development were found to have favourable and undesirable effects on resident attitudes, respectively. Ko and Stewart (2002) purport that both types of impacts, i.e., positive and negative, can be used to

predict attitudes that residents have towards tourism development. The findings of this research are analogous to the previous studies piloted on this subject by authors like Vargas-Sánchez et al. (2009) and Wang et al. (2014).

## IMPLICATIONS

Many useful implications sprout out of this work for tourism stakeholders. The findings of this study imply and emphasise that residents' feelings towards tourists strongly influence their perception of tourism impacts as well as their attitude towards tourism development. Conflict of any kind or resident hostility with the tourist could significantly dent the impending and existing tourism developmental programmes. Hence, it is inevitable for tourism planners and policymakers to make concerted efforts to nourish the resident tourist relationship with one another and try to keep a balance between the benefits and costs of tourism. It also suggests that residents' pro- or anti-tourism attitudes depend on what they tend to seek from it and what they actually receive. If they feel that it is generating more adverse impacts on their communities than benefits, they would probably be more inclined to form a less favourable attitude towards tourism development. As Gursoy et al. (2010) purport, it is difficult to ensure the sustainability and success of tourism in a community unless and until locals feel that it is appropriate for them in terms of its impacts. Thus, to optimise local perceptions of tourism impacts and attitudes towards tourism development, formal events and informal gatherings could also prove to be effective strategies to address local people's issues that arise on account of the tourist activity taking place in an area (Woosnam, 2012).

## REFERENCES

- Adeleke, B. O. (2015). Assessment of residents' attitude towards ecotourism in KwaZulu-Natal protected areas. *International Journal of Culture, Tourism and Hospitality Research*.
- Adeli, S. (2012). The host society's attitude towards tourism and its consequences in a historical living texture. *Journal of Fine Arts*, 17(4), 81-94.
- Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*.
- Allen, L. R., Long, P. T., Perdue, R. R., & Kieselbach, S. (1988). The impact of tourism development on residents' perceptions of community life. *Journal of travel research*, 27(1), 16-21.
- Almeida-García, F., Peláez-Fernández, M. Á., Balbuena-Vazquez, A., & Cortés-Macias, R. (2016). Residents' perceptions of tourism development in Benalmádena (Spain). *Tourism Management*, 54, 259-274.
- Alrwajfah, M. M., Almeida-García, F., & Cortés-Macias, R. (2019). Residents' perceptions and satisfaction toward tourism development: A case study of Petra Region, Jordan. *Sustainability*, 11(7), 1907.
- Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel research*, 50(3), 248-260.
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of tourism research*, 32(4), 1056-1076.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411.
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of tourism Research*, 19(4), 665-690.
- Ap, J., & Crompton, J. L. (1993). Residents' strategies for responding to tourism impacts. *Journal of Travel Research*, 32(1), 47-50.
- Aramberri, J. (2001). The host should get lost: Paradigms in the tourism theory. *Annals of Tourism research*, 28(3), 738-761.
- Belisle, F. J., & Hoy, D. R. (1980). The perceived impact of tourism by residents a case study in Santa Marta, Colombia. *Annals of tourism research*, 7(1), 83-101.
- Bhat, A. A., & Majumdar, K. (2021). Structural equation modeling of residents' attitudes and tourism development: a SET based-study of the Kashmir region in India. *International Journal of Social Economics*.
- Blank, U. (1989). Community tourism industry imperative: the necessity, the opportunities, its potential. *Community tourism industry imperative: the necessity, the opportunities, its potential*.
- Braun, E., Kavaratzis, M., & Zenker, S. (2013). My city—my brand: the different roles of residents in place branding. *Journal of place management and development*.
- Brida, J. G., Disegna, M., & Osti, L. (2011). Residents' perceptions of tourism impacts and attitudes towards tourism policies in a small mountain community. *Benchmarking: An International Journal*, Forthcoming.
- Brougham, J. E., & Butler, R. W. (1981). A segmentation analysis of resident attitudes to the social impact of tourism. *Annals of tourism research*, 8(4), 569-590.
- Brown, T. A. (2015). *Confirmatory factor analysis for applied research*. Guilford publications.
- Brunt, P., & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of tourism Research*, 26(3), 493-515.

- Chand, M., & Kumari, N. (2022). Stakeholders' Attitudes for Tourism Development in Himachal Pradesh, India: A Comparative Study. *Journal of Tourism*, 23(2), 1-12.
- Charag, A. H., Fazili, A. I., & Bashir, I. (2021). Residents' perception towards tourism impacts in Kashmir. *International Journal of Tourism Cities*, 7(3), 741-766.
- Choi, H. C., & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575-594.
- Cooke, K. (1982). Guidelines for socially appropriate tourism development in British Columbia. *Journal of travel research*, 21(1), 22-28.
- Coulson, A. B., MacLaren, A. C., McKenzie, S., & O'Gorman, K. D. (2014). Hospitality codes and social exchange theory: The Pashtunwali and tourism in Afghanistan. *Tourism Management*, 45, 134-141.
- Council, J. M. I. (2012). The Value of Business Events.
- Eusébio, C., Vieira, A. L., & Lima, S. (2018). Place attachment, host-tourist interactions, and residents' attitudes towards tourism development: The case of Boa Vista Island in Cape Verde. *Journal of Sustainable Tourism*, 26(6), 890-909.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- Giannoni, S. (2009). Tourism, growth and residents' welfare with pollution. *Tourism and Hospitality Research*, 9(1), 50-60.
- Goodman, R. (1994). Legalized gambling as a strategy for economic development. *United States Gambling Study*.
- Goodwin, H. (2007). Measuring and reporting the impact of tourism on poverty. In *Developments in tourism research* (pp. 79-92). Routledge.
- Gupta, S. K., & Rout, P. C. (2016). The Value Chain Approach in Community Based Ecotourism: A Conceptual Framework on Sustainable Mountain Development in The Jaunsar-Bawar Region of Uttarakhand. *Amity Research Journal of Tourism, Aviation and Hospitality*, 1(01).
- Gursoy, D., Chi, C. G., & Dyer, P. (2009). An examination of locals' attitudes. *Annals of Tourism Research*, 36(4), 723-726.
- Gursoy, D., Chi, C. G., & Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of Sunshine Coast, Australia. *Journal of travel research*, 49(3), 381-394.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective* (Vol. 7).
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., & Tatham, R.L. (2006). *Multivariate data analysis* (6th ed.). Upper Saddle River, NJ: Prentice Hall.
- Hair, J.F., W.C. Black, B.J. Babin, and R.E. Anderson. 2014. *Multivariate Data Analysis*: Pearson New International Edition. 7 ed: Pearson Education, Limited.
- Hammad, N., Ahmad, S. Z., & Papastathopoulos, A. (2017). Residents' perceptions of the impact of tourism in Abu Dhabi, United Arab Emirates. *International Journal of Culture, Tourism and Hospitality Research*.
- Haralambopoulos, N., & Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. *Annals of tourism Research*, 23(3), 503-526.
- Harrill, R., & Potts, T. D. (2003). Tourism planning in historic districts: Attitudes toward tourism development in Charleston. *Journal of the American Planning Association*, 69(3), 233-244.
- Hasani, A., Moghavvemi, S., & Hamzah, A. (2016). The impact of emotional solidarity on residents' attitude and tourism development. *PloS one*, 11(6), e0157624.
- Hoelter, J. W. (1983). The analysis of covariance structures: Goodness-of-fit indices. *Sociological Methods & Research*, 11(3), 325-344.
- Mullins, P. (2005). *Emotion, Reason and Tradition: Essays on the Social, Political and Economic Thought of Michael Polanyi. Tradition and Discovery: The Polanyi Society Periodical*, 32(2), 53-59.
- Johnson, J. D., Snepenger, D. J., & Akis, S. (1994). Residents' perceptions of tourism development. *Annals of tourism research*, 21(3), 629-642.
- Kline, R. B. (2011). *Principles and practice of structural equation modeling* (3. Baski). New York, NY: Guilford, 14, 1497-1513.
- Ko, D. W., & Stewart, W. P. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism management*, 23(5), 521-530.
- Kumar, J., & Hussain, K. (2014). Evaluating tourism's economic effects: Comparison of different approaches. *Procedia-Social and Behavioral Sciences*, 144, 360-365.
- Kuvan, Y., & Akan, P. (2005). Residents' attitudes toward general and forest-related impacts of tourism: the case of Belek, Antalya. *Tourism management*, 26(5), 691-706.
- Lankford, S. V., & Howard, D. R. (1994). Developing a tourism impact attitude scale. *Annals of tourism research*, 21(1), 121-139.
- Latip, N. A., Rasoolimanesh, S. M., Jaafar, M., Marzuki, A., & Umar, M. U. (2018). Indigenous residents' perceptions towards tourism development: a case of Sabah, Malaysia. *Journal of Place Management and Development*.
- Látková, P., & Vogt, C. A. (2012). Residents' attitudes toward existing and future tourism development in rural communities. *Journal of travel research*, 51(1), 50-67.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism management*, 34, 37-46.

- Leiper, N. (1990). *Tourism systems: an interdisciplinary perspective*. Palmerston North, New Zealand: Department of Management Systems, Business Studies Faculty.
- Lepp, A. (2007). Residents' attitudes towards tourism in Bigodi village, Uganda. *Tourism management*, 28(3), 876-885.
- Lin, H. W., & Lu, H. F. (2016). Valuing residents' perceptions of sport tourism development in Taiwan's North Coast and Guanyinshan National Scenic Area. *Asia Pacific Journal of Tourism Research*, 21(4), 398-424.
- Liu, J. C., & Var, T. (1986). Resident attitudes toward tourism impacts in Hawaii. *Annals of tourism research*, 13(2), 193-214.
- Liu, J. C., Sheldon, P., & Var, T. (1987). A cross-national approach to determining resident perceptions to of the impact of tourism on the environment. *Annals of Tourism Research*, 14(1), 17-37.
- Long, P. T., Perdue, R. R., & Allen, L. (1990). Rural resident tourism perceptions and attitudes by community level of tourism. *Journal of Travel Research*, 28(3), 3.
- Mangen, D. J., Bengtson, V. L., & Landry Jr, P. H. (1988). *Measurement of intergenerational relations*. Sage Publications, Inc.
- Mathieson, A., & Wall, G. (1982). *Tourism, economic, physical and social impacts*. Longman.
- McGehee, N. G., & Andereck, K. L. (2004). Factors predicting rural residents' support of tourism. *Journal of travel research*, 43(2), 131-140.
- Milman, A., & Pizam, A. (1988). Social impacts of tourism on central Florida. *Annals of tourism research*, 15(2), 191-204.
- Murphy, P. E. (1985). *Tourism: A community approach*. New York: Methuen. *National Parks Today* (1991): Green Guide for Tourism, 31, 224-238.
- Nastran, M. (2015). Why does nobody ask us? Impacts on local perception of a protected area in designation, Slovenia. *Land Use Policy*, 46, 38-49.
- Nepal, S. K. (2008). Residents' attitudes to tourism in central British Columbia, Canada. *Tourism Geographies*, 10(1), 42-65.
- Park, D. B., Lee, K. W., Choi, H. S., & Yoon, Y. (2012). Factors influencing social capital in rural tourism communities in South Korea. *Tourism management*, 33(6), 1511-1520.
- Pavlič, I., Portolan, A., & Puh, B. (2020). Segmenting local residents by perceptions of tourism impacts in an urban World Heritage Site: The case of Dubrovnik. *Journal of Heritage Tourism*, 15(4), 398-409.
- Peng, J., Chen, X., & Wang, J. (2016). Applying relative deprivation theory to study the attitudes of host community residents towards tourism: the case study of the Zhangjiang National Park, China. *Current Issues in Tourism*, 19(7), 734-754.
- Perić, M., Đurkin, J., & Wise, N. (2016). Leveraging small-scale sport events: Challenges of organising, delivering and managing sustainable outcomes in rural communities, the case of Gorski Kotar, Croatia. *Sustainability*, 8(12), 1337.
- Porter, B. A., Orams, M. B., & Lück, M. (2015). Surf-riding tourism in coastal fishing communities: A comparative case study of two projects from the Philippines. *Ocean & Coastal Management*, 116, 169-176.
- Rashid, I. (2020). Perceptual Differences in Economic, Social, and Environmental Impacts of Tourism Development. *Journal of Tourism*, 21(2), 42-55.
- Rasoolimanesh, S. M., Jaafar, M., Kock, N., & Ramayah, T. (2015). A revised framework of social exchange theory to investigate the factors influencing residents' perceptions. *Tourism Management Perspectives*, 16, 335-345.
- Ribeiro, M. A., Pinto, P., Silva, J. A., & Woosnam, K. M. (2017). Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries. *Tourism Management*, 61, 523-537.
- Ross, G. F. (1992). Resident perceptions of the impact of tourism on an Australian city. *Journal of travel research*, 30(3), 13-17.
- Rothman, R. A. (1978). Residents and transients: community reaction to seasonal visitors. *Journal of travel research*, 16(3), 8-13.
- Rout, P. C., & Gupta, S. K. (2017). Asset based community development in mountain environs: a strategic application for sustainable community based tourism development in the Jaunsar-Bawar region of Uttarakhand, India. *African Journal of Hospitality, Tourism and Leisure*, 6(3), 1-11.
- Schofield, P. (2011). City resident attitudes to proposed tourism development and its impacts on the community. *International journal of tourism research*, 13(3), 218-233.
- Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37-49.
- Shin, H. J., Kim, H. N., & Son, J. Y. (2017). Measuring the economic impact of rural tourism membership on local economy: A Korean case study. *Sustainability*, 9(4), 639.
- Singh, D., & Alam, Q. (2022). A Review Journey of Nexus Shared Between Tourism and Economic Growth Based on Econometric Modeling Framework. *Journal of Tourism*, 23(2), 35-50.
- Sirakaya-Turk, E., Ekinci, Y., & Kaya, A. G. (2008). An examination of the validity of SUS-TAS in cross-cultures. *Journal of Travel Research*, 46(4), 414-421.
- Smith, M. D., & Krannich, R. S. (1998). Tourism dependence and resident attitudes. *Annals of tourism research*, 25(4), 783-802.
- Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived



- tourism impacts. *Tourism management*, 45, 260-274.
- Su, M. M., Long, Y., Wall, G., & Jin, M. (2016). Tourist–community interactions in ethnic tourism: Tuva villages, Kanas Scenic Area, China. *Journal of Tourism and Cultural Change*, 14(1), 1-26.
- Tosun, C. (2002). Host perceptions of impacts: A comparative tourism study. *Annals of tourism research*, 29(1), 231-253.
- Tovar, C., & Lockwood, M. (2008). Social impacts of tourism: An Australian regional case study. *International journal of tourism research*, 10(4), 365-378.
- Tyrrell, T. J., & Spaulding, L. A. (1984). A survey of attitudes toward tourism growth in Rhode Island. *Hospitality Education and Research Journal*, 8(2), 22-33.
- Us Saqib, N., Yaqub, A., Amin, G., Khan, I., Ajab, H., Zeb, I., & Ahmad, D. (2019). The impact of tourism on local communities and their environment in Gilgit Baltistan, Pakistan: a local community perspective. *Environmental & Socio-economic Studies*, 7(3), 24-37.
- Vareiro, L. M. D. C., Remoaldo, P. C., & Cadima Ribeiro, J. A. (2013). Residents' perceptions of tourism impacts in Guimarães (Portugal): a cluster analysis. *Current Issues in Tourism*, 16(6), 535-551.
- Vargas-Sánchez, A., Plaza-Mejia, M. D. L. Á., & Porras-Bueno, N. (2009). Understanding residents' attitudes toward the development of industrial tourism in a former mining community. *Journal of Travel Research*, 47(3), 373-387.
- Wang, X., Zhen, F., Zhang, J., & Wu, X. (2014). Exploring factors influencing residents' satisfaction with tourism development in poverty-stricken areas: A case study of five poor villages in China. *Asia Pacific Journal of Tourism Research*, 19(5), 517-537.
- Wang, Y., & Pfister, R. E. (2008). Residents' attitudes toward tourism and perceived personal benefits in a rural community. *Journal of Travel Research*, 47(1), 84-93.
- Ward, C., & Berno, T. (2011). Beyond social exchange theory: Attitudes toward tourists. *Annals of tourism research*, 38(4), 1556-1569.
- Wearing, S., & Wearing, B. (2001). Conceptualizing the selves of tourism. *Leisure studies*, 20(2), 143-159.
- Weaver, D. B. (2009). Reflections on Sustainable Tourism and Paradigm Change. In *Sustainable tourism futures*, 33-40.
- Winkler, R. (2011). Why do ICDPs fail?: The relationship between agriculture, hunting and ecotourism in wildlife conservation. *Resource and Energy Economics*, 33(1), 55-78.
- Woosnam, K. M. (2011). Comparing residents' and tourists' emotional solidarity with one another: An extension of Durkheim's model. *Journal of Travel Research*, 50(6), 615-626.
- Woosnam, K. M. (2011). Testing a model of Durkheim's theory of emotional solidarity among residents of a tourism community. *Journal of Travel Research*, 50(5), 546-558.
- Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research*, 51(3), 315-327.
- Woosnam, K. M., & Aleshinloye, K. D. (2013). Can tourists experience emotional solidarity with residents? Testing Durkheim's model from a new perspective. *Journal of Travel Research*, 52(4), 494-505.
- Woosnam, K. M., & Norman, W. C. (2010). Measuring residents' emotional solidarity with tourists: Scale development of Durkheim's theoretical constructs. *Journal of Travel Research*, 49(3), 365-380.
- Woosnam, K. M., Aleshinloye, K. D., & Maruyama, N. (2016). Solidarity at the Osun Osogbo Sacred Grove—A UNESCO world heritage site. *Tourism Planning & Development*, 13(3), 274-291.
- Woosnam, K. M., Dudensing, R. M., & Walker, J. R. (2015). How does emotional solidarity factor into visitor spending among birders in the Lower Rio Grande Valley of Texas? *Journal of Travel Research*, 54(5), 645-658.
- Woosnam, K. M., Norman, W. C., & Ying, T. (2009). Exploring the theoretical framework of emotional solidarity between residents and tourists. *Journal of Travel Research*, 48(2), 245-258.
- WTTC (2018a). *Travel and Tourism Economic Impact 2018 South East Asia*, World Travel and Tourism Council, London.
- WTTC (2018b). *Travel and Tourism: Economic Impact 2018: World*, World Travel and Tourism Council, London.
- Young, C. A., Corsun, D. L., & Baloglu, S. (2007). A taxonomy of hosts visiting friends and relatives. *Annals of tourism research*, 34(2), 497-516.
- Zamani-Farahani, H., & Musa, G. (2012). The relationship between Islamic religiosity and residents' perceptions of socio-cultural impacts of tourism in Iran: Case studies of Sare'in and Masooleh. *Tourism management*, 33(4), 802-814.
- Zhao, W. (2009). The nature and roles of small tourism businesses in poverty alleviation: Evidence from Guangxi, China. *Asia Pacific Journal of Tourism Research*, 14(2), 169-182.
- Zhao, W., & Ritchie, J. B. (2007). Tourism and poverty alleviation: An integrative research framework. *Current issues in Tourism*, 10(2-3), 119-143.
- Zhuang, X., Yao, Y., & Li, J. (2019). Sociocultural impacts of tourism on residents of world cultural heritage sites in China. *Sustainability*, 11(3), 840.



# Impact Analysis of Responsible Tourism Practices on Intangible Cultural Heritage-based Products: A Study on Dewal Chitra of Purulia, West Bengal

Sarani Bhaumik<sup>1</sup> and Arup Kumar Baksi<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Management and Business Administration, Aliah University, Kolkata, West Bengal  
ORCID: <https://orcid.org/0009-0003-6888-2214>

<sup>2</sup>Professor, Department of Management and Business Administration, Aliah University  
ORCID: <https://orcid.org/0000-0002-9206-3994>

## KEYWORDS

Responsible Tourism,  
Intangible Cultural Heritage,  
Impact

## ABSTRACT

The potential of tourism development as a tool to contribute to economic growth and poverty reduction is derived from several unique characteristics of the tourism system. As a network of industries, tourism demands a responsible approach to maintaining the balance between cultural heritage, ecology and economy. The Purulia is a well-known Intangible Cultural Heritage based tourism destination in West Bengal with rich biodiversity and ethnocultural rootedness. Considering its unique cultural heritage and natural tourism resources, tourism administrators encourage responsible practices in Purulia. Responsible tourism practices objectify the augmentation of the eminence of life of artist communities and local communities in the context of employment generation, co-venture opportunities, enhancement of socio-cultural life and improvement of public services. This study investigates the identification & assessment of the impacts of responsible tourism practises on intangible cultural heritage and assesses the eminence of life of local communities of the Purulia. Mixed method research (MMR) was used for the study. Hermeneutic phenomenology was used as the researcher sought qualitative insights on responsible tourism practices adopted by the artist community in the Purulia area. Scheduled interviews and focus groups were deployed to obtain the contextualised qualitative perceptions from the respondents, which supported the development of the survey instrument for responsible tourism to conduct the quantitative study. Several studies focusing on life-specific factors formed the basis to generate items to establish the measurement construct for the eminence of life. The quantitative analysis used convenience sampling.

## INTRODUCTION

The most significant and responsible industry is tourism. It is responsible not only for recreation, leisure, and entertainment but also for community development. Purulia is well-known as a cultural and speciality tourism destination in West Bengal. Many visitors enjoy visiting the area's natural, adventure, and rural cultural marvels. Tourist administrators advocate responsible tourism practices in Purulia because they want to educate all stakeholders about their role, reduce negative consequences, and enhance the positive use of tourism benefits. It increases the visibility of local communities in Purulia in terms of employment development, joint venture opportunities, socio-cultural lifestyle enhancement, environmental preservation, and public health. The research focuses on identifying and evaluating the effects of responsible tourism practices on the quality of life in Purulia's local populations. Tourism is one of the largest and fastest-growing industries in the world, yet it is also one of the most vulnerable. Tourism encompasses the various activities, sights, services, and industries contributing to the travel experience. Tourism has long been recognised as a significant source of revenue (M. et al., 2010). Many activities, attractions, and numerous destinations have been identified and developed as

tourist attractions to cater to tourists travelling from one destination to another and escaping their routine, monotonous, and hectic lifestyle by participating in, experiencing, and cherishing private time.

Tourism development has the potential to contribute to economic growth and poverty reduction due to the tourism industry's unique qualities (UNWTO, 2002). Tourists enjoy visiting remote areas that are rich in cultural, animal, and geological aspects. Tourism development best practices include sustainable tourism, eco-tourism, ethical tourism, and other tourism development best practices (Mowforth & Munt, 2008). The tourist industry is viewed as an important stakeholder and beneficiary of tourism operations. Tourism activities generate revenue; thus, tourism is accountable for maintaining destination sustainability through caring for the environment, society, and the local economy. Responsible tourism must be an important component of destination and destination sustainability. Responsible tourism practices can contribute to greater sustainability. The linkages between responsible tourism growth, local community eminence of life, and sustainable development are linked, and long-term success necessitates an appropriate plan.

Tourism's economic benefits include greater business opportunities for the poor, higher employment and salary through commitments to local jobs and training of local workers, and the formation of communal community revenue. Non-economic benefits include capacity building, training, increased access to services and infrastructure (such as health care, radio access, security, water supplies, and transportation), and reduced environmental impacts and natural resource conflicts (Mowforth & Munt, 2003; UNWTO et al., 2002).

It is widely assumed that the host community, or the people who live in the tourism destination, have a close relationship with the tourism company. The aid of local bodies actively participating in the tourism industry is critical for the success of the business. Local governments have an essential role in tourist development as the primary stakeholder. Local body support is vital to efficient tourism development since tourist planners and other administrative authorities involved in the tourism business must be concerned with the communities' viewpoints on development plans. The involvement of communities is essential for the success of tourist development, and the implementation of responsible tourism and citizens' attitudes can directly impact the tourism industry's development (Ling, Jakpar, Johari, Myint, & Rani, 2011).

## REVIEW OF LITERATURE

The effects of responsible tourism in diverse destinations consistently demonstrated that responsible tourism had a key influence on the destination's sustainability. The impact of responsible tourism on society and the environment has resulted in the publishing of a number of studies done in various parts of the world. Responsible tourism is viewed as a cognitive reflection of economic, sociocultural phenomena, implying that sustainable and responsible tourism research should be broad and multi-dimensional. Tourism and sustainability discussions and debates have gained traction over the last two decades (Bramwell and Lane, 2013, 2012; Buckley, 2012; Godfrey, 1998; Hall, 2011; Krippendorff, 1982; Moscardo & Murphy, 2014; Mowforth & Munt, 1998; Romeril, 1985, and Simpson, 2001). Sustainable tourist development for the community while realising the growing complexity of communities has been widely studied from diverse angles (Aspinall, 2006; Beck, 1992; Baros & David, 2007; Choi & Sirakaya, 2006; Swarbrooke, 1996).

Residents' opinions of tourism development consequences have been extensively investigated, yielding similar results; the tourism sector influences the local economy, society, and culture (Deery et al., 2012; M. et al., 2014; M. et al., 2013; Lee, 2013). Meanwhile, a few studies have found that people see tourism as offering the town numerous economic, social, and cultural benefits (Deery et al., 2012; Shani & Pizam, 2012). Furthermore, the tourism business was considered as a means of creating new jobs and developing infrastructure. From a tourist standpoint, the Global Development Agenda supports the sustainability and importance of its area, particularly since the 2002 World Summit on Sustainable Development (Rio+10) and the 2012 UN Conference on Sustainable Development (Rio+20). On the one hand, the World Tourism Organisation defines tourism sustainability as "tourism that fully considers its economic, social future, and environmental impact, addressing the needs of visitors, industry, the environment, and host communities." According to residents, tourism has a good impact on local services by enhancing the quality of roads and other public amenities (Xue, Kerstetter, & Buzinde, 2015). According to Garca, Vázquez, and Macas (2015), the majority of inhabitants see tourism as a tool for economic growth plan.

From the standpoint of tourism's significant contribution to economic, social, and environmental progress, its importance and dynamics are obvious;

tourism is one of the world's largest economic sectors, accounting for one out of every ten jobs (319 million) and accounting for 10.4% (\$8.8 trillion) of global GDP. Equally significant, the tourism and travel industry grew by 3.9% in 2018 compared to the world economy (3.2%), and the business has created 1 in every 5 new employment over the last five years. Researchers who investigated the association between poor social affects and support for tourism development discovered a negative relationship between negative social impacts and citizens' perceptions of tourist development (M. Hanafiah et al., 2013). In addition, M. H. Hanafiah and Hemdi (2014) argued that tourism benefits can be obtained from four different aspects: environmental, economic, social, and cultural. The above inference has led to the conclusion that economic, environmental, and socio-cultural elements influence inhabitants' life experiences and level of life satisfaction (Moscardo, 2009). The global boost in tourism has definitely expanded the livelihood scope of the host community (Kishnani, 2019). However, it is critical to emphasise that sustainable tourism development can only improve people's quality of life if communities support it (Lee, 2013). After all, a review of key tourism white papers revealed that sustainable tourism development and responsible tourist practises increased inhabitants' eminence of life (Carasuk, 2011).

Over the last few decades, the eminence of life has become a case of interest in responsible tourism literature, leading to strong disputes in social scientific literature in recent years. Many experts have investigated the significant contribution that tourism, in general, makes to different elements of the eminence of life for both hosts and tourists. The guest-host relationship is critical in the context of responsible tourism. When they interact, they trade some useful knowledge, and because humans are adaptable, they both adopt some excellent things from one other, which enriches their eminence of life. The vast majority of research suggest that tourists' experiences and tourism activities positively impact a range of life domains, including family life, social life, leisure life, and cultural life. Baksi (2020) observed that responsible tourism could be dimensionalised into 'responsible ecological intervention', 'responsible ethno-cultural intervention', 'responsible community intervention' and 'responsible infrastructure intervention. Responsible tourist behaviour has also been highlighted based on tourists' choice of

transportation and accommodation at the destination (Payal and Jangid, 2021).

The responsible notion was a useful guideline for assisting and protecting tourism places from being overrun by mass tourism. As a result, the RTP evaluation was limited to the perspectives of residents on the practises. According to Martnez, Pérez, and Rodrguez del Bosque (2013), RTP may stem from social responsibility and an ethical dimension that focuses on local viewpoints. Furthermore, Hafiz et al. (2014) highlighted two responsible tourism components in their research: responsible destination planning and responsible environmental practise. According to Carasuk (2011) and Darson, Wahab, Kassim, and Hanafiah (2013) studies, the community's values on responsible tourism are founded on environmental practise and development planning.

Buckland (2013) defines cultural heritage (CH) as "resources that shape our cultural identity by influencing people's self-identification, self-esteem, and social connections". The term "intangible cultural heritage" refers to practises, representations, expressions, knowledge, and abilities identified as part of a community's, group's, or individual's cultural heritage, as well as the instruments, objects, and cultural locations associated with them. Intangible cultural heritage is crucial to preserve cultural variety in the face of increasing globalisation, according to UNESCO. Understanding other countries' intangible cultural histories fosters intercultural communication and mutual tolerance for other ways of life. The UNESCO list of Intangible Cultural Heritage now includes 678 items from 140 countries. It describes local customs, representations, phrases, and skills. The value of intangible cultural heritage is found not in the cultural manifestation itself, but in the wealth of knowledge and abilities that it passes down from generation to generation. ICH is passed down from generation to generation, and its survival is dependent on the elder generation's willingness to pass it on, most commonly by oral transmission (Lenzerini, 2011; Giudici. et al., 2013). ICH helps to create complementary tourism products and activities for the location, as well as improved revenue for the local community and higher employment rates. In tourism for intangible cultural heritage, the effects of various interactive methods and management aspects on tourists and intangible cultural assets should be researched. The materiality, direction, economy, and education components of an intangible cultural heritage tourist management plan may be included (Wu. Y, et al. 2020). Furthermore, because tourists

value ICH, it improves tourist spending, lengthens tourist stays, draws tourists outside of peak season, and promotes tourist satisfaction. While ICH contributes to tourist sustainability and hence to the socioeconomic well-being of destinations, tourism has a negative impact on ICH and destinations (Lovrentjev, 2015; Godinho, F.C.M, 2022).

The principal activity of Santhals is daily agricultural and manual labour, according to the Ministry of Culture, Government of India (Deowal Chitra & Alpana: Santal art showing “simplicity, honesty, and a quiet vigour”). In Santhal religion, the Supreme deity is Marang Buru or Bonga. Tribal painting art is passed down from generation to generation, and communities and organisations reinvent it in reaction to their environment and history on a regular basis. Women have largely been responsible for the evolution of various artistic genres.

Women artists from Adivasi groups in Santhal Pargana were the first to make murals. This method to house decoration was rapidly adopted by the pastoral and agricultural classes, commerce and industrial castes, and high castes (Tapan Kar; 2022). The Santhal tribe was influential in the development of this art form. This tribe paints new paintings on the walls during Kali Puja to commemorate their Bandhna Festival (Panda. S. et al., 2023). The major element of Purulia wall painting, according to Uttam Mahato (Kalpattam), is its transience. These exist till the non-starting of rain after the wall painting is embellished. Visiting after that time implies viewing the wall painting’s incomplete splendour. The Santhal tribe was influential in the development of this art form. This tribe paints new paintings on the walls during Kali Puja to commemorate their Bandhna Festival (Panda. S. et al., 2023).

Uttam Mahato (Kalpattam) feels that girls and women from households make the art of painting more vivid by using simple natural subjects as their major source of income. Painting on walls is not their career or addiction. Despite various changes in their way of life, such as moving from isolated regions surrounded by hills and forests to more civilised settings, their unwavering dedication to the art of wall painting passed down from generation to generation has not wavered (Panda. S. et al., 2023). Now, abrupt changes are being observed in the field of wall painting as a result of the influence of modernisation (Ghosh S. & Mandal S.; 2021).

## RESEARCH GAP

According to the literature assessment, there has been a study-gap between the conceptual idea of

responsible tourism and its application, notably in ICH-based tourism practices and the local community’s attitude towards ICH-based responsible tourism practices. Hence, it is essential to explore the effects of responsible tourism practices and measure the eminence of life in host communities based on the tourism property in assorted contexts including economic, social, environmental, and public health. This research aimed at applying the theoretical understanding of ICH-based responsible tourism on local community participation and their attachment to ICH-based tourism products to discover new approaches to responsible host-guest relationships and preservation and support of locally available ICH-based tourism products.

## OBJECTIVES

The primary goal of this research is to examine the impacts of responsible tourism practices in Purulia and measure the eminence of life in local communities based on tourism goods Dewal Chitra in many parameters such as preservation and support of ICH, sociocultural, host-guest relationship and community participation and attachment.

## CASE STUDY ON DEWAL CHITRA

Relief or painting the clay walls of rural Indian hutments has long been popular. This form of wall decorating in Bengal is known as Deoal Chitra (Wall Painting). Santhals (Kiksu, Besra, Mandi, Murmu, Hembrom, and others) are the most numerous tribal community in Birbhum, Purulia, Bankura, and Midnapur, and their images may be found on their walls. Locally, Santals are renowned for their skill in building, plastering and decorating their homes (Panda et al., 2023; Bharat et al., 2015). Although Santhals can be found throughout West Bengal, Purulia is the second most inhabited district after Paschim Midnapur is primarily located in the Bankura, Birbhum, Midnapore, Purulia, and other locations. However, its main tradition has expanded, having originated in Purulia. Folk art may be found on the walls of clay-built structures in many villages in Jhargarh, Paschim Midnapur, Burdwan, and Purulia districts. Village ladies make magnificent wall paintings with their fingertips, capturing the essence of antiquity, with their simplicity and honesty. Adivasi arts and crafts are introduced in three ways: ritualistic, utilitarian, and personalised (Rani P. et al., 2016). Despite the fact that these wall paintings are most usually found in villages inhabited by tribal groups such as the Santhals, Sadaks, and Mahatos, women of farmers, blacksmiths, potters,

ironmongers, and scavengers are also adept in this art form (Panda. S. et al., 2023).

Despite people of Santal, Ho, Ashur, Bhumij, Munda, Oraon, Khediya, Shabar, Kol, and Birhar, among others, in Manbhum, the santal community is a pioneer in the production of mud homes and wall painting, according to Tapan Kar (2022). Bhumij's and Khediyas' works appear to go well together. In Santhal Pargana, women painters from Adivasi groups began painting murals. This method of house decoration was rapidly adopted by the pastoral and agricultural classes, commerce and industrial castes, and high castes. Most female artists in this sector are homemakers who handle all household responsibilities. These ladies also manufacture brooms, dolls, wall hangings, and embroidered work for domestic use in their spare time. (Rani, P. et al., 2016).

The Santal neighbourhood makes extensive use of wall painting. However, besides the Purulia Santal group, other villages such as Bauri, Sarak, Kora, and Kamar regularly use wall painting. However, the times of these distinct groups' wall paintings differ, and there is differentiation among the wall paintings of other communities. Adivasi arts and crafts are introduced in three ways: ritualistic, utilitarian, and personalised (Rani P. et al., 2016). Wall painting is widely used among the Santal and other populations in the Purulia district's Raghunathpur, Balarampur, Neturia, Bagmundi, Bandwan, and other locations (Ghosh et al., 2021).

According to Narendrapur, Ram Krishna Mission, these are the villages, Jagdakocha, Near Gopalnagar, Purulia, Katlagora, Near Jitujuri, Purulia, Lonkagora, Near Jitujuri, Purulia, Patharkata, Near Manbazer, Purulia, Matha Range, Ajodhya Hill, Purulia, Chatni, Ajodhya Hill, Purulia, Usuldungri, Ajodhya Hill, Purulia are famous for Wall painting in Purulia district. According to Ishita Chandra (2017), one villager first used paint to decorate the house. After seeing how inspiring this was, the neighbours also began to paint pictures on their house walls. Tribal murals are also altered into different patterns depending on geographical area and rhythmically/keep pace with the era, culture, and economic structure. There are no written records pertaining to the origins of these murals. It appears to be the result of a systematic reaction.

The Santhal tribe significantly impacted the creation of this art form. During Kali Puja, this tribe paints new murals on the walls to honour their Bandhna Festival (Panda. S. et al., 2023). During the month of Poush "Badna Festival" is celebrated in many

villages. The priest of the village selects the day of the month of Poush. Having to abide by all the rules thoroughly after the evening, they make the cow hears songs beating the drum/dholak. This is called the waking festival/ "Jagaran Festival") paint the pictures on walls, but among the other communities' the practice of wall painting is seen during the worship of Goddess Durga and Goddess Kali. In that instance, they decorate the walls with white paint and ornamental lines made from liquid rice paste. (During the festival season, the tribe) cleans their homes and paints the walls with different colours to add beauty. The white rice paste signifies the Goddess Lakshmi, prosperity, success, and grace. Because the tribe people live in Purulia's Raghunathpur, Nituria, Balarampur, Hurah, and Bandwan regions, murals are widespread. Two sorts of painting approaches are used in the Malbhum sector: relief and fresco. Colour is used in some instances but not in others. The communities of Bauri and Sarak have a tradition of painting beautiful lines on the walls. Making a paste out of rice powder is an excellent way to sketch. Rice powder is combined with water to form a thick paste. A little piece of paper or fabric is folded into a wick and dipped in rice paste to draw various designs. Coloured colours are occasionally incorporated into the white paste. S. Panda et al., 2023). Cakapura, for instance, is done as a separate sort of 'Bandana Alpana' by the clans of Kurmi and Kumhara, notably those with the surname Mahata or Mahato. Their womenfolk perform this common type of painting once a year with effortless ease and efficiency. Their images have a strong graphic feel because of the employment of ornamental lines and diagrammatic frames. Each motif and pattern demonstrates incredible spontaneity combined with maximum precision - a quality essential for any successful work of art. Vertical surface feelings can easily coexist with linear emotion's horizontal extent. Overall, it results in a one-of-a-kind marriage of painted imagery and graphic symbols unrivalled in folk-tribal art (Gupta, S.S., 2020).

## **TOURISM & DEWAL CHITRA**

The main focus of tourist promotion is to improve the economic and socio-cultural well-being of the people in the local or backward community. However, residents of local towns express that, despite establishing tourism-related services, they can no longer participate. They are not employed at the constructed resorts, according to Shambhu Karmakar. Even if someone is hired through the wheel of fortune, he must pay a bribe to the local



representative of the dominant political party. Tourism provides little value to them. Initially, they make a living by selling firewood collected from fallen trees, making country liqueurs, and cultivating land to produce the requisite modest grain and vegetables. Purulia is a hard place, so there is not much cultivation or enough water for cultivation. They are economically insufficient. Tourists who do not come to see their murals but instead stay at surrounding resorts rarely travel through the village. They enjoy the painting and appreciate the contact, but they do not offer any financial assistance. As a result, they take no initiative or show any interest in tourism promotion. Purulia attracts visitors from all around West Bengal, Delhi, and Mumbai. They then stay in resorts near the communities and travel to the villages. Tourists are less aware of these decorative lines (alpona) and wall paintings. When people visit and see these, it sounds good, and they occasionally consult on the paintings with female artists. The Kisku family's chief housewife explains that those who visit while drawing wall painting occasionally wish to obtain various information, but they do not participate. The villagers are so naive that they have no idea if any tourists are particularly interested in wall painting or if they have come to visit specifically for that purpose. As their reading levels deteriorate, they are unable to communicate enough information. They do not seek precise information on this painting because they do not profit from it. According to Santal, women spend their spare time artistically after completing their domestic responsibilities. As indicated by this, they are laborious.

With the assistance of Prime Minister Awas Yojana, many people are constructing brick-built houses. In effect, the number of mud houses is decreasing. This wall painting would be impossible without mud-brick dwellings. Mural-based wall painting is not possible. The future and cultural heritage of this mural are both critical. Furthermore, as more individuals use cell phones, this painting's originality/uniqueness/ethnicity is fading. The inventiveness of artists is becoming extinct/falling out of vogue. They are creating a simple design from a cell phone. Modern applications, smileys, and other low-cost designs replace ethnic wall painting designs. Furthermore, the working villagers wear simple designs modelled after mobile phones because of a lack of time for formalities. As a result, the hamlet's traditional ethnic design will most certainly vanish/be lost someday. Local officers/in-charge/authorities or tourism service providers are not promoting this wall painting. No tremendous cultural product has been

promoted thus far. However, if government officials and local tourism service providers collaborate to adopt several villages under the PPP model, renovate each mud-built house, paint the walls, and promote this as a tourism product mixed with other Purulia-based tourism products, tourists will visit. These villagers will benefit from tourism and be able to earn.

Tourists will visit the model towns and participate in guided tours organised by residents. They will be outfitted with the assistance of a trainer(s). Travellers who wish to stay in a homestay can do so. This arrangement will be confirmed by local food (Gastronomy tourism), housing, and safety. Following a storyteller-guided village walk, villagers can market local goods and promote bushwalking and tribal heritage tourism. Regional cuisines can also be promoted. Tourism can be used to create revenue in these model villages.

## METHODOLOGY

Two major hypotheses were framed for the study based on literature survey.

H01: Community participation and community attachment (CP\_CA) does not play any role in preservation and support (PNS) of ICH

H02: Responsible host-guest relationship (HGRL) does not play any role in preservation and support (PNS) of ICH

This study was conducted to assess the impact of responsible behaviour of the community and artisans, in tourism context, on the transgenerational practice, preservation and propagation of Dewal Chitra, enlisted as ICH a by the Ministry of Culture, Govt. of India, in the district of Purulia, West Bengal. Considering the experiential and perceptual value proposition expected to encounter in the study, a data-centric approach was not considered to be apt by the researchers. Therefore, to triangulate on data, the researchers deployed mixed-mode inquiry with a sequential triangulation equal-status explanatory convergence design. We started with the quantitative (QUAN) phase of the study and followed it up with the qualitative (QUAL) phase. The analytical outcomes of the QUAN phase helped the researchers design the QUAL phase in terms of sample selection and schedule designing. For the quantitative part structured questionnaire was used with validated scale-items related to preservation of ICH, community participation, community engagement, perception of authenticity, impacts and host-guest relationship were generated based on existing literature (Rasoolimanesh, Jaafar, Kock



and Ahmad, 2017; Gannon, Rasoolimanesh and Taheri, 2021) and researchers' contextualisation of the central phenomena under study. The scale-items were validated for their content using inter-rater reliability technique. A panel of experts, with seven members, was set up for content validation. The Item Content Validity Index (ICVI) and Scale Content Validity Index (SCVI) were found to be significant as the average ICVI score for all the retained items was  $\geq 0.85$  and the SCVI score was found to be 0.93 (Rodrigues, Adachi, Beattie and MacDermind, 2017). The Cohen's Kappa was found to be 0.83 (Cohen, 1960) indicating an acceptable agreement between the content raters. 52 scale items were retained for the pilot phase of the study. A five-point Likert scale was used to generate response. The scale was further refined to 49 items after the pilot study which was conducted using a carefully selected group of respondents (artisans and community members). The qualitative phase used semi-structured schedule for phenomenological interviews to gather thick descriptions of lived-in experience of nurturing and interacting with the ICH (Dewal Chitra) and its implications in tourism (sustainable livelihood) context. The targeted population of the study were the artisans of Dewal Chitra and the host community members of the geographical area under study.

A mix of randomized and purposive sampling methods was used. The researchers followed the Onwuegbuzie and Collins (2007) framework for sampling decisions in mixed-method inquiries based on time-orientation and relationship between qualitative and quantitative samples. The sampling was sequential (time-orientation) and nested (embedded). The researchers conducted the

Table-1: Demographic profile of the respondents

		Host Community	Artisans
Gender	Male	108	12
	Female	76	15
	Other gender	0	0
Age	18-30	31	2
	31-40	26	5
	41-50	98	11
	> 50	29	9
Educational qualification	primary	5	16
	secondary	93	9
	higher	86	2
Marital status	Married	148	21
	Unmarried	36	6
Employment/	unemployed	18	3
Occupation	Self-employed	127	22
	service	29	2

quantitative study on the host community members some of whom are artisans of Dewal Chitra. On finding significant relationship between the major variables under study, the researchers conducted in-depth interviews (qualitative inquiry) with the artisans. 184 community members were chosen for the study using probabilistic sampling technique using the Levy and Lemeshow (2013) formula for unknown population (50% prevalence of outcome, 25% level of accuracy and Z value of 1.96 with  $\alpha$  at 5%). The selection of artisans was purposive. We focused on achieving representativeness and comparability through purposive sampling. Hence, maximum variation purposive sampling (Miles and Huberman, 1994; Patton, 2002) and deviant case purposive sampling (Kuzel, 1992; LeCompte and Preissle, 1993) were used to capture the maximum divergence and unique set of contextual responses. Based on data saturation the sample size for the qualitative phase of the study was found to be 27.

## DATA ANALYSIS

The demographic profile of the host community members and the artisans who participated in the study are represented in Table-1

### Quantitative Phase

Exploratory factor analysis (EFA) was conducted to identify the latent factors. The output of EFA has been displayed in Table-2. The total variance explained by the extracted factors was 74.170% which was substantial. The Common Method Bias (CMB) was checked and since a single factor could not explain more than 50% of the variance in the measurement model the CMB was found to be non-existent.

To test the hypotheses, regression analysis was deployed. The R square value (0.333) indicated a significant proportion of variance (33.30%) in perceived preservation and support of ICH (PNS) could be attributed to community participation and community attachment (CP\_CA). Other parameters of regression analysis ( $F=9.470$ ,  $t=3.077$ ,  $\text{sig}=.006$ ) also confirmed the predictive impact of CP\_CA on PNS. The tolerance and the Variance Inflation Factor (VIF) were also found to be acceptable to reject the issues of multicollinearity. Hence, we reject H01. Table-3, Table-4 and Table-5 tabulated the regression results.

We tested H02 with regression analysis too. The R square value (0.461) indicated a significant proportion of variance (46.10%) in perceived preservation and support of ICH (PNS) could be attributed to relational exchanges between host community and

Table 2. Results of Exploratory Factor Analysis

Scale items	Rotated Component Matrixa					
	Extracted Factors					
	Preservation and Support	Community participation	Community attachment	Perceived authenticity	Impacts	Host-Guest relationship
This art form is attracting more visitors	0.878					
New tourism attractions are being developed	0.931					
keeping this art form in mind						
The development of Intangible cultural heritage tourism will encourage the local community to learn more about its heritage.	0.811					
I believe that this art form as tourism product should be actively encouraged in my community.	0.778					
The local and state authorities should support the promotion of this art form as tourism product.	0.780					
It is important to develop plans to manage the conservation of this art form and growth of tourism.	0.660					
To preserve this art form, guidelines are very important	0.632					
Local residents are involved in planning and implementation and presentation of this art form.		0.785				
There is active participation by the community members in this art based tourism decision-making.		0.864				
The local community play an important role in establishing plans and projects in ICH tourism.		0.759				
Local community play an active role in deciding about ICH tourism development.		0.786				
Community participation in ICH tourism planning contributes to the heritage and tourism specialists' work.		0.791				
I would like to see ICH tourism activities to become an important part of my community.		0.754				
Personally, I feel deeply connected to this art form.			0.844			
I have an emotional attachment to this art form-it has meaning to me.			0.797			
I would like to help this art form and contribute to its development.			0.863			
I am willing to invest my talent or time to make this art form even better			0.901			
My traditions and culture is very important for me.			0.773			
Appreciation of this art form is important to me.			0.726			
I am happy that I belong to a place with interesting traditions and art form.			0.672			
I like the community and this is a beautiful community.			0.657			
I believe that the lifestyle of local residents should be protected.			0.628			

I believe that the diversity of this ICH must be valued and protected	0.864
I feel that the artists are given complete	0.893
The art itself makes me feel myself here freedom to execute the art form	0.917
I can feel the immense history of this art form and how this heritage inherited from my ancestors	0.902
I can feel the richness of this art form and feel pride, confidence, and appreciation anywhere in this locality.	0.868
We, the locals and the next generation are able to inherit and continue the legacy of this ICH from our ancestors.	0.864
The audience of this art form is able to make an aesthetic judgement on the artwork	0.777
This artwork aptly expresses or reflects the values and beliefs of a certain individual or a social group	0.712
Community security and safety has improved due to promotion of this art form	0.892
Development of this art as tourism product attracted more investment	0.879
The Increasing number of visitors increased the household income	0.859
The quality of life of my neighbours, friends, and relatives has improved.	0.851
Increasing number of visitors' has created new jobs.	0.822
There is loss of community character and local residents suffer from living in this locality.	0.798
The tourism development results in traffic congestion, noise, and pollution.	0.771
The construction of tourist facilities destroys the environment.	0.762
The tourism development increases the costs of living.	0.734
I identify with tourists & treat tourists with high esteem	0.839
I provided tourists with useful information, such as transport, attractions, restaurants, hotel and others	0.808
I provided tourists with information on our way of life, traditional culture, and history	0.783
I can trust tourists & share ideas with tourists	0.752
I am proud to have tourists coming to my place and ensure their safety and security	0.718
I have made friends with tourists who visited our locality.	0.692
I find tourists enjoy local food and buy the local costumes.	0.677

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

<sup>a</sup>. Rotation converged in 13 iterations.

Table-3: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.577a	.333	.297	.52426	.333	9.470	1	178	.006	2.157

a. Predictors: (Constant), CP\_CA; b. Dependent Variable: PNS

Table-4: ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.603	1	2.603	9.470	.006b
Residual	5.222	178	.275		
Total	7.825	179			

a. Dependent Variable: PNS; b. Predictors: (Constant), CP\_CA

Table-5: Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.795	.810	2.215	.039			
CP_CA	.575	.187	.577	3.077	.006	1.000	1.000

a. Dependent Variable: PNS

Table-6: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.679a	.461	.459	.6123453	.460	14.095	1	177	.001	2.341

a. Predictors: (Constant), HGRL; b. Dependent Variable: PNS

Table-7: ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.329	1	4.329	14.095	.001b
Residual	8.176	177	.948		
Total	12.505	178			

a. Dependent Variable: PNS; b. Predictors: (Constant), HGRL

Table-8: Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	3.629	.907		4.621	.002		
M_HGRL	.792	.211	.663	6.785	.001	1.000	1.000

a. Dependent Variable: PNS

the guests (tourists) (HGRL). Other parameters of regression analysis ( $F=14.095$ ,  $t=6.785$ ,  $\text{sig}=.001$ ) also confirmed the predictive impact of HGRL on PNS. The tolerance and the Variance Inflation Factor (VIF) were also found to be acceptable to reject the issues of multicollinearity. Hence, we reject H02. Table-6, Table-7 and Table-8 tabulated the regression results.

### Qualitative Phase

In-depth interview transcripts, generated from the artisans and host community members were analysed using the thematic content analysis. MAXQda was used as the application tool. Thematic content analysis helped organising the data into categories based on initial classification around certain criteria. Initial surface level analysis allowed the researchers to identify the major words/ terminologies/ phrases. A lexical search was conducted to identify the contexts in which such words/ terminologies/ phrases were used by the respondents. The coding system was developed as per Morgan and Hoffman (2018). An evaluative and scaling content analysis (Kuckartz, 2014; Mayring, 2019) was deployed to add evaluative codes for measurement. A total of 251 coded segments (completed in two cycles of coding) were created with 29 codes and 8 sub-codes (Table-9).

The code co-occurrence model was applied which unfolds the network structure among the codes based on their co-occurrences. The network was formed on the basis of density and groundedness

scores. The inner circle of the network structure represented the intricate code-to-code and code-to-segment relationships. The extracted factor, namely, community participation (codes: advocacy, voicing, involvement, interest) was found to share linkage with ICH preservation and support (codes knowhow, knowledge, heritage sensibility, interest and pride, transgenerational, cultural rootedness), thereby, lending further explanation and reinforcing the results of our quantitative analysis (Fig.1). The second co-occurrence model lended partial support for rejecting H02. The impact of host guest relationship (HGRL) on perceived ICH preservation and support was found to be significant but weak. Fewer codes were found to share network emphasizing that the relational dynamics between host and the guest (tourists) are yet to foster the sense of preservation and support of Dewal Chitra as an ICH. It could be contextualized with minimal inflow of tourists to experience Dewal Chitra as an ICH compared to the rush and buzz of tourists to witness the Chau Dance, another ICH from the same part of the state of West Bengal.

### CONCLUSION AND DISCUSSION

Numerous diverse elements of the tourism sector contribute to tourism's potential as a driver for economic growth and poverty reduction. Responsible tourism is viewed as a cognitive reflection of

Table-9: The Code Model

Major factors	Codes	Sub-codes	Average density score	Average groundedness score
Preservation and Support for ICH (PNS)	cultural rootedness, value system, heritage sensibility, interest and pride, knowledge, knowhow, transgenerational, identity, crisis	cultural aspiration, image	4.2	6.1
	involvement, interest, advocacy, implementation of policies, voicing	enactment, learning	3.8	5.7
Community attachment (RCA)	emotional alignment, responsiveness, contribution, appreciation, acknowledgement	development, willingness	6.3	4.9
Perceived authenticity (PA)	immersive engagement, collecting memories, pro-environmentalism, advocacy	co-engaging activities, aspiration for learning	2.1	3.02
Impacts (IMP)	sustainable livelihood, crisis,	-----	5.6	5.01
Host-guest relationship (HGRL)	empathy, respect, esteem, cultural affinity, sharing ideas, co-creation	-----	4.8	2.7

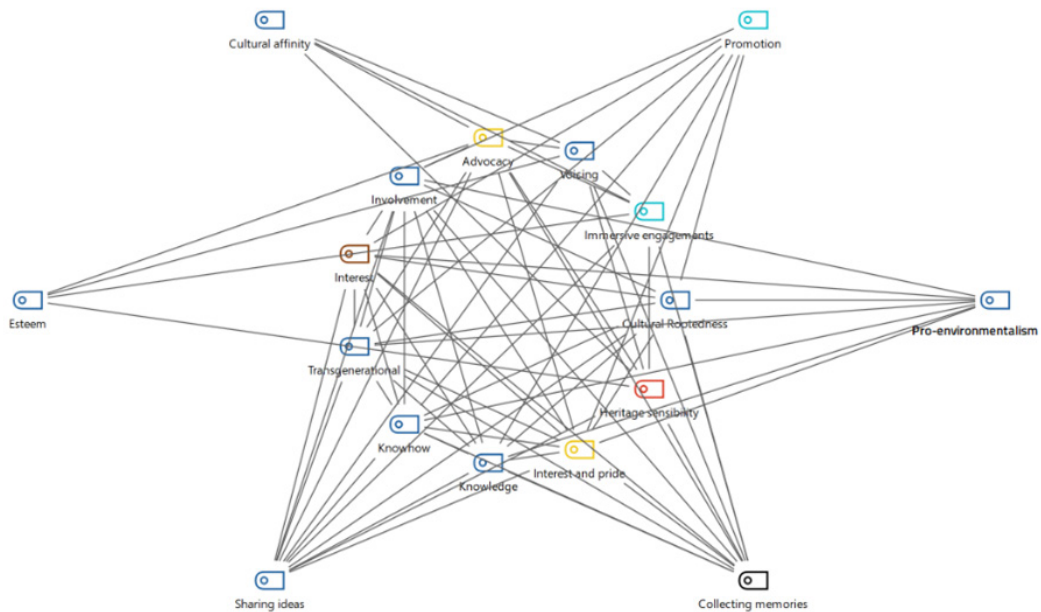


Fig.1: Code co-occurrence model depicting relationship between perceived preservation and support for ICH and community participation and attachment

economic and social processes; thus, research into sustainable and responsible tourism should be broad and multi-faceted. The guest-host relationship is critical in the context of responsible tourism. They trade helpful knowledge when they speak, and

because people are adaptable, they accept good things from one another, increasing their quality of life. ICH helps generate new tourism products and events for the area and enhances revenue for the local community and employment rates. The effects

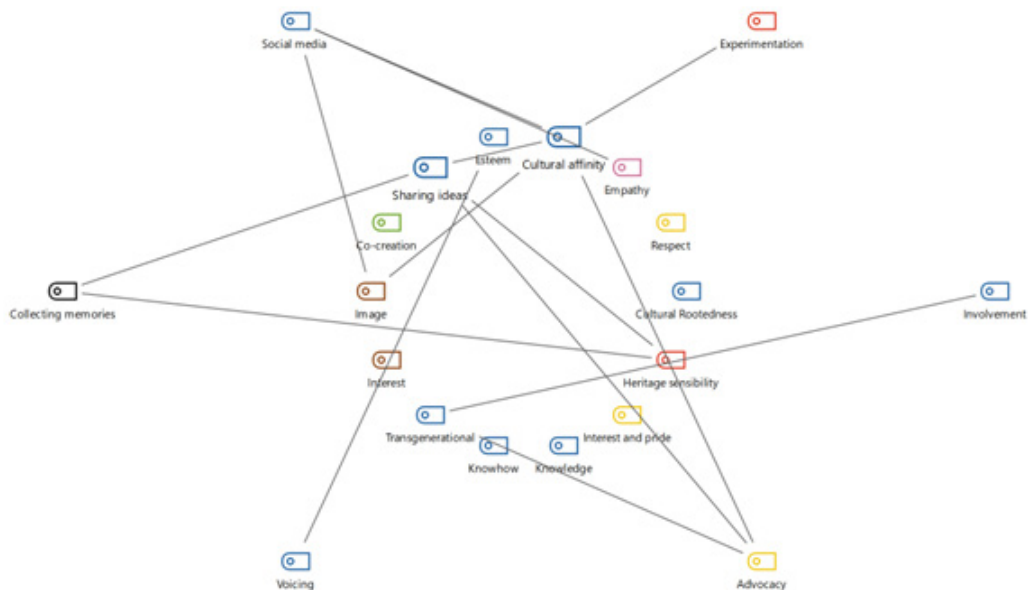


Fig.2: Code co-occurrence model showing linkages between perceived preservation and support for ICH and host-guest relationship



of various interactive methods and management aspects on tourists and intangible cultural assets should be investigated in tourism for intangible cultural heritage.

The study is pertinent to evaluate the impact of responsible community and artisan behaviour in a tourism context on the transgenerational practise, preservation, and propagation of Dewal Chitra, which was designated as an ICH by the Ministry of Culture, Government of India, in the Purulia district of West Bengal.

For successful management of ICH based tourism community participation is an essential element as it depends on the willingness of the community to contribute to its success and community attachment is widely believed to be beneficial to the development, implementation of ICH based tourism to create complementary tourism products and activities for the location, as well as improved revenue for the local community and higher employment rates. The regression analysis deployed in this study indicated that a perceived preservation and support of ICH is attributed to community participation and community attachment. This finding reinforces the study conducted earlier by Lenzerini, 2011; Giudici. et al., 2013.

Based on regression analysis, it was revealed that community participation and community attachment accounted for a significant portion of the diversity in perceived ICH preservation and support. Other regression analysis parameters confirmed the predictive impact of ICH preservation and reliance on community participation and community attachment. Relational exchanges between the host and visitor communities may account for a significant portion of the perceived ICH maintenance and support variation.

Community engagement was discovered to have a connection with ICH preservation and support. The host-guest relationship had a significant but limited impact on ICH preservation and support perceptions. Dewal Chitra's sense of preservation and support as an ICH has yet to be promoted by the relational dynamics between the host and the guest. It might be said that there is a minimal influx of tourists to see Dewal Chitra as an ICH in comparison to the bustle and buzz of tourists to witness the Chaau Dance, another ICH from the same region of West Bengal. Tourism as a social activity is planned and developed to attract non-local people which lead to host guest encounters with positive and negative impacts. Responsible tourism practices always emphasizes on host guest relationship for overall destination

development with participatory approach. Our study establish that perceived preservation and support of ICH is the resultant to relational exchanges between host community and the guests and the regression analysis conducted has also confirmed the predictive impact of Host Guest Relationship on perceived preservation and support of ICH.

## REFERENCE

- মৌলিকত্ব হারাচ্ছে পুরুলিয়ার দণ্ডোয়াল চিত্র (n.d.). Retrieved from <https://www.mahabharatmag.in/puruliar-deoyal-chitra.php/>
- Aspinall, A. J. (2007). Communities in change: social sustainability and tourism development. Library and Archives Canada= Bibliothèque et Archives Canada.
- Baksi, A. K. (2020). Understanding Responsible Tourism Perception by Mining Twitter Data: A Sentiment Analysis Approach. *Journal of Tourism*, 21(1), 29-46.
- Baros, Z., & Dávid, L. (2007). A possible use of indicators for sustainable development in tourism. *Anatolia*, 18(2), 349-355.
- Baros, Z., & Dávid, L. (2007). Environmentalism and sustainable development from the point of view of tourism. *WIT Transactions on the Ecology and Environment*, 106, 395-404.
- Beck, U. (1992). *Risk Society: Toward a New Modernity*. London: Sage.
- Bharat, G. (n.d.). An Enquiry into Santal Wall Painting Practices in Singhbhum. (PDF) an Enquiry into Santal Wall Painting Practices in Singhbhum | Gauri Bharat - Academia.edu. Retrieved from [https://www.academia.edu/27455425/An\\_Enquiry\\_into\\_Santal\\_Wall\\_Painting\\_Practices\\_in\\_Singhbhum](https://www.academia.edu/27455425/An_Enquiry_into_Santal_Wall_Painting_Practices_in_Singhbhum).
- Bramwell, B., & Lane, B. (2013). Getting from here to there: Systems change, behavioural change and sustainable tourism. *Journal of sustainable tourism*, 21(1), 1-4.
- Bramwell, B., & Lane, B. (Eds.). (2013). *Tourism governance: critical perspectives on governance and sustainability*. Routledge.
- Sage, C. (1998). *Tourism and Sustainability: New Tourism in the Third World*. London: Sage
- Buckley, R. (2012). Sustainable Tourism: Research and Reality. *Annals of Tourism Research*, pp. 39, 528-546. Retrieved from <https://doi.org/10.1016/j.annals.2012.02.003>.
- Carasuk, R. (2011). Responsible tourism Qualmark accreditation: a comparative evaluation of tourism businesses and tourists' perceptions. LEaP, Lincoln University.
- Choi, H. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management*, 27(6), 1274-1289.
- Darson, M., Wahab, M., Kassim, E., & Hanafiah, M. (2013). Responsible tourism: Linking perceived benefits and practices in Pangkor Island. *Hospitality and*

- Tourism: Synergizing Creativity and Innovation in Research, pp. 29, 1–29.
- Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64–73.
- Gannon, M., Rasoolimanesh, S. M., & Taheri, B. (2021). Assessing the mediating role of residents' perceptions toward tourism development. *Journal of Travel Research*, 60(1), 149–171.
- García, F. A., Vázquez, A. B., Macías, R. C. (2015). Resident's attitudes towards the impacts of tourism. *Tourism Management Perspectives*, 13, 33–40.
- Ghosh, S., Mandal, S.K., (2021). পুরুলিয়ার দণ্ডোয়াল চত্বিরে ঐতিহ্য ও বৈচিত্র্যতা: একটি অধ্যয়ন. *International Journal of Humanities & Social Science Studies*. VII(III), 84–92. DOI: 10.29032/ijhss.v7.i3.2021.84-92
- Giudici, E., Melis, C., Dessi, S., & Francine Pollnow Galvao Ramos, B. (2013). Is intangible cultural heritage able to promote sustainability in tourism? *International Journal of Quality and Service Sciences*, 5(1), 101–114.
- Godinho, F. C. M. (2022). Trends in the scientific production on Intangible Cultural Heritage, a bibliometric analysis (Doctoral dissertation).
- Gupta, S.S., (2020). Cakapurā: A Unique Ritual-painting Tradition of India. *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 12(4), 1–18. DOI: <https://dx.doi.org/10.21659/rupkatha.v12n4.05>.
- Hafiz, M., Jamaluddin, M., Zulkifly, M., & Othman, N. (2014). Exploring responsible tourism development facet. Theory and Practice in Hospitality and Tourism Research, 173.
- Hall, C. M. (2011). Policy learning and policy failure in sustainable tourism governance: From first- and second-order to third-order change? *Journal of Sustainable Tourism*, 19(4-5), pp. 649–671.
- Hanafiah, M. H. M., Harun, M. F. M. (2010). Application of gravity model in estimating tourism demand in Malaysia. In *Proceedings of 2010 international conference on business, economics and tourism management, (CBETM)*, pp. 293–297.
- Hanafiah, M. H. M., Harun, M. F. M. (2010). Tourism demand in Malaysia: A cross-sectional pool time-series analysis. *International Journal of trade, economics and Finance*, 1(2), 200.
- Hanafiah, M. H., & Hemdi, M. A. (2014). Community behaviour and support towards island tourism development. *International Journal of Economics and Management Engineering*, 8(3), 804–808.
- Hanafiah, M. H., Azman, I., Jamaluddin, M. R., Aminuddin, N. (2016). Responsible tourism practices and quality of life: Perspective of Langkawi Island communities. *Procedia-Social and Behavioral Sciences*, 222, 406–413.
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia-Social and Behavioral Sciences*, 105, 792–800.
- Hembram, R., Ghosh, A., Nair, S., Murmu, D., (2016), *Journal of Adivasi and Indigenous Studies*. 6(1). 17–36.
- Juran, M. & Godfrey, A. (1998). *Juran's Quality Handbook*. 5th Edition, McGraw-Hill Companies, Inc., Washington DC.
- Krippendorff, J. (1982). Towards new tourism policies: The importance of environmental and sociocultural factors. *Tourism Management*, 3(3), 135–148.
- Kuzel, A. J. (1992). Sampling in qualitative inquiry. In B. F. Crabtree; W. L. Miller (Eds.), *Doing qualitative research*, pp. 31–44. Newbury Park, CA: Sage.
- LeCompte, M. D., & Preissle, J. (1993). *Ethnography and qualitative design in educational research* (2 nd ed.). New York: Academic Press.
- Lenzerini, F. (2011, February 1). Intangible Cultural Heritage: The Living Culture of Peoples. *European Journal of International Law*, 22(1), 101–120. Retrieved from <https://doi.org/10.1093/ejil/chr006>.
- Kishnani, N. (2019). Sustainable Development of Ecotourism in Madhya Pradesh: Prospects and Problems. *Journal of Tourism*, 20(1), 55.
- Krippendorff, J. (1982). Towards new tourism policies: The importance of environmental and sociocultural factors. *Tourism Management*, 3(3), 135–148.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism management*, pp. 34, 37–46.
- Ling, L., Jakpar, S., Johari, A., Abdul Rani, N., & Myint, K. (2011). An evaluation of the attitudes of residents in Georgetown towards the impacts of tourism development. *International Journal of Business and Social Science*, 2(1), 264–277.
- Lovrentjev, S. (2015). Intangible cultural heritage and tourism: Comparing Croatia and the Czech Republic. *Mediterranean Journal of Social Sciences*, 6(5), 522.
- Martínez, P., Pérez, A., Rodríguez del Bosque, I. (2013). Measuring corporate social responsibility in tourism: Development and validation of an efficient measurement scale in the hospitality industry. *Journal of Travel & Tourism Marketing*, 30(4), 365–385.
- Miles, M., & Huberman, M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Thousand Oaks, CA: Sage.
- Moscardo, G. (2009). Tourism and quality of life: Towards a more critical approach. *Tourism and hospitality research*, 9(2), 159–170.
- Moscardo, G. (2009). Understanding tourist experience through mindfulness theory. *Handbook of tourist behavior*, pp. 99–115.
- Moscardo, G., & Murphy, L. (2014). There is no such thing as sustainable tourism: Re-conceptualizing tourism as a tool for sustainability. *Sustainability*, 6(5), 2538–2561.

- Mowforth, M., & Munt, I. (2008). *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge.
- Mowforth, M., Charlton, C., Munt, I. (2008). *Tourism and Responsibility: Perspectives from Latin America and the Caribbean*. Taylor & Francis.
- Mowforth, M., Munt, I. (2003). *Tourism and Sustainability: Development and New Tourism in the Third World*. United Kingdom: Routledge.
- Panda, S., Pal, S., Gorain, J., (2023). Tribal Wall Painting a traditional knowledge: Socio-Cultural study of South Bengal., 11(1), 554-565. Retrieved from [www.questjournals.org](http://www.questjournals.org).
- Patton, M. Q. (2002). *Qualitative research and evaluation methods* (3rd ed.). Thousand Oaks, CA: Sage.
- Payal, M and Jangid, A. K. (2021). Overview of Tourist Behaviour with respect to Environmental Sustainability of Tourism in the context of a Developing Economy – A Case Study of Mussoorie, India. *Journal of Tourism*, 22(1), 1-14.
- Pérez, A., Martínez, P., & Rodríguez del Bosque, I. (2013). The development of a stakeholder-based scale for measuring corporate social responsibility in the banking industry. *Service Business*, 7, 459-481.
- Pallavi, R., Udaya Kumar, D.; Tudu, S. R. & Bora, S. (2016). Rural Women Artists: A Visual Analysis of the Mural Art Forms of Santhal Pargana, Jharkhand, India. *Journal of International Women's Studies*, 18(1), 73-86. Retrieved from <https://vc.bridgew.edu/jiws/vol18/iss1/6>
- Rasoolimanesh, S. M., Jaafar, M., Kock, N., & Ahmad, A. G. (2017). The effects of community factors on residents' perceptions toward World Heritage Site inscription and sustainable tourism development. *Journal of Sustainable Tourism*, 25(2), 198-216.
- Romeril, M. (1985). *Tourism and the environment—towards a symbiotic relationship: (Introductory paper)*. *International Journal of Environmental Studies*, 25(4), 215–218.
- Shani, A., & Pizam, A. (2011, November 4). Community Participation in Tourism Planning and Development. *Handbook of Tourism and Quality-of-Life Research*, 547–564. Retrieved from [https://doi.org/10.1007/978-94-007-2288-0\\_32](https://doi.org/10.1007/978-94-007-2288-0_32).
- Simpson, K. (2001). Strategic planning and community involvement as contributors to sustainable tourism development. *Current issues in Tourism*, 4(1), 3–41.
- Su, X., Li, X., Wu, Y., & Yao, L. (2020). How is intangible cultural heritage valued in the eyes of inheritors? Scale development and validation. *Journal of Hospitality & Tourism Research*, 44(5), 806-834.
- Swarbrooke, J. (1994). *The Future of the Past: Heritage Tourism into the 21st Century*. In *Tourism the State of the Art*, A. Seaton, ed., pp. 222–229. Chichester: Wiley.
- UNESCO - Browse the Lists of Intangible Cultural Heritage and the Register of Good Safeguarding Practices. (n.d.). <https://ich.unesco.org/en/lists>
- Welcome to RCCH | RCCH. (n.d.). Welcome to RCCH | RCCH. <https://rcchbengal.com/#home-banner-2>.
- Xue, L., Kerstetter, D., & Buzinde, C. N. (2015). Residents' experiences with tourism development and resettlement in Luoyang, China. *Tourism Management*, 46, 444-453.
- মাটিরঘরদেয়ালচিত্র | তপনকর | ষষ্ঠশ্রেণীরবাংলা | WB Class 6 Bengali. (2021, June 30). KDPublisher - Madhyamik & Higher Secondary Suggestion. Retrieved from [https://www.kdpublisher.in/2022/06/wb-class-6-bengali\\_33.html](https://www.kdpublisher.in/2022/06/wb-class-6-bengali_33.html)
- A tribal tale, folk paintings by Santhals in Bengal. (2022, June 1). Get Bengal. Retrieved from <https://www.getbengal.com/details/a-tribal-tale-folk-paintings-by-santhals-in-bengal> (administrator, W. (2023, January 14). Video | Deowal Chitra & Alpana: Santal art reflecting& simplicity, honesty and a quiet vigour&quot; – West Bengal – Tribal Cultural Heritage in India. Video |
- Deowal Chitra & Alpana: Santal Art Reflecting & Simplicity, Honesty and a Quiet Vigour&quot; – West Bengal – Tribal Cultural Heritage in India. <https://indiantribalheritage.org/?p=35809>
- পুরুলিয়ারদেয়ালচিত্র. (2027, October 19). Retrieved from <https://www.ichchhamoti.in/Magazine-Categories/Bangla-Essays-for-Children/1270-Puruliardewal-Chitra-Ishita-Chandra.html>, from <https://www.ichchhamoti.in/magazine-categories/bangla-essays-for-children/1270-puruliardewal-chitra-ishit>, August 2, 2023,
- A tribal tale, folk paintings by Santhals in Bengal. (2022, June 1). Get Bengal. <https://www.getbengal.com/details/a-tribal-tale-folk-paintings-by-santhals-in-bengal> (administrator, W. (2023, January 14). Video | Deowal Chitra & Alpana: Santal art reflecting “simplicity, honesty and a quiet vigour” – West Bengal – Tribal Cultural Heritage in India. Video | Deowal Chitra & Alpana: Santal Art Reflecting “Simplicity, Honesty and a Quiet Vigour” – West Bengal – Tribal Cultural Heritage in India. <https://indiantribalheritage.org/?p=35809>
- পুরুলিয়ারদেয়ালচিত্র. (2027, October 19). Retrieved from <https://www.ichchhamoti.in/Magazine-Categories/Bangla-Essays-for-Children/1270-Puruliardewal-Chitra-Ishita-Chandra.html>, from <https://www.ichchhamoti.in/magazine-categories/bangla-essays-for-children/1270-puruliardewal-chitra-ishita-chandra.html>, August 2, 2023.

# Local Communities' Attitude Towards Ecotourism: An Empirical Study of Reiek, Mizoram

Rajdeep Deb<sup>1\*</sup> and Himanshu Bhusan Rout<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Tourism & Hospitality Management, Mizoram University, Aizawl, Mizoram

ORCID: <https://orcid.org/0000-0002-7343-696X>

<sup>2</sup>Professor, Department of Tourism & Hospitality Management, Mizoram University, Aizawl, Mizoram

ORCID: <https://orcid.org/0000-0002-9091-3465>

\*Corresponding Author

## KEYWORDS

Ecotourism, Local Communities, Attitude, Reiek, Mizoram

## ABSTRACT

Past studies have examined the attitude from the residents' perspective, and how this attitude influence the residents' behaviour towards ecotourism. This attitude of the residents largely decides the sustainable development of ecotourist sites. Accordingly, the current paper attempts to explore local communities' attitude towards ecotourism in Reiek, located in Mizoram. A simple random sampling technique was used to select the target population. Altogether, 187 respondents were surveyed for the purpose of conducting descriptive and inferential analysis, using a structured questionnaire. The findings of this study reveal that local communities are positive and supportive towards ecotourism in Reiek, Mizoram. However, the prediction of attitude by the demographic variables is not supported. Also, the findings show that female and people older than 30 years of age have more positive attitude towards ecotourism, compared to male and people below 30 years of age. Further, the findings also reveal that people belonging to different occupations are having indifferent attitude towards ecotourism. These finding may help the planners and policy makers to design appropriate ecotourism policies by taking the local communities into confidence.

## INTRODUCTION

Today, tourism plays a very significant role in the economic development worldwide (WTO, 2018; WTTC, 2018), yet it is regarded as highly transversal industry that influences both the economy of a place and its culture, community, and environment (Rua, 2020). While host communities generally are anticipated to showcase hospitality to the tourists, this hospitality could be shaping into hostile actions in certain tourism destinations (Pizam, 1978; Deery, Jago, & Fredline, 2012), which is rather defined by unruly behaviours (Rua, 2020). Therefore, understanding and obtaining knowledge on residents' attitudes towards tourism and tourists is not only relevant but also critical for facilitating the well-being of the local communities (Gursoy & Rutherford, 2004), as well as for stimulating tourism development in a sustainable way (Deery, Jago, & Fredline, 2012). Presently, ecotourism is viewed as one of the fastest flourishing industries within the tourism industry, as tourists are increasingly becoming more inclined towards nature related products (Babu & Subramoniam, 2011). The phenomenon of ecotourism became a trend in the later part of 1980s (Wild, 1994, p.12), but there exists ambiguity with the conceptualizations of the term (Dimitriou, 2017, p.28). The growing number of ecotourism definitions indicate that the concept is perceived differently by people (Orams, 1995). Nonetheless, it has emerged as one of the most acceptable forms of sustainable tourism as well as a representative of responsible consumption across the globe (Negacz, 2021). The basic themes of ecotourism are generally segmented into environmental conservation, community support, cultural dimensions, and economic incentives. Moreover, the universal feature of tourism can kindle various problems for communities striving to reserve hols over the tourism sector at the local level (Ondicho, 2012).

There is no doubt about the fact that, the progress in ecotourism development relies vastly on the participation of human participants. Existing research suggests that the role of local community is becoming more and more

crucial in decision making about the destination, and their support and participation are crucial for the tourism sustainability of a destination (Nunkoo & So, 2016). Although, many studies have been carried out to understand the local communities' and visitors' attitudes towards ecotourism across the globe (Miller, 2001; Digun-Aweto & Fawole, 2016), it is highly constrained in the context of North-east India and especially Mizoram.

The state of Mizoram is endowed with profound natural resources and traditional values. However, despite having so much potential, the state remains vastly underexplored. Moreover, the ecotourism prospects of the state also have always been underestimated and poorly studied, which is regarded as essential for destination development (Yan, Gao, & Zhang, 2017). The destination Reiek is one of the well accepted ecotourism sites in Mizoram that is blessed with admiring and alluring natural attributes and assets including cultural activities arranged for the tourists. To the best of our knowledge, very little research attempted to examine the attitude of the local community towards ecotourism development in Mizoram and particularly Reiek. The current paper is an attempt to address this gap in the literature. Accordingly, the current research tries to examine the attitude of the local communities towards ecotourism in Reiek, Mizoram.

## LITERATURE REVIEW

This section presents theoretical underpinning and literature of the topic under study.

### Theoretical Underpinning

The term ecotourism, which has emerged in academic discourse since the late 1980s, is a distinctive type of nature-based tourism that calls for the prosperity of the local community while conserving the environment and delivering tourists a fulfilling nature experience and recreation (Orams, 1995; Higgins, 1996). The ecotourism concept has evolved as a subject of prominence and assessment due to years of research and development (Weaver & Lawton, 2007). Moreover, with the advancement and growth of ecotourism as an academic domain, several researchers have proposed varying definitions and standards for the phenomenon (Sirakaya, Sasidharan, & Sönmez, 1999). However, the common goal of ecotourism focuses on achieving enduring sustainable development (Whitelaw, King, & Tolkach, 2014), involving the protection of indigenous natural resources, creation of economic gains, education, local involvement, and boosting

of social advantages including local economic upliftment and infrastructure (Coria & Calfucura, 2012; Ardoin et al., 2015; Valdivieso, Eagles, & Gil, 2015). This emphasis on ecological environment has led to the rise in tourists' demand for ecotourism year after year (CREST, 2019). However, this demand rise has also resulted in certain economic, social, and environmental concerns (Xu, Ao, Lio, & Cai, 2023) such as dilution of indigenous culture, disrespect of environment, economic burden, and unabated construction of hotels and other tourism related amenities (Ahmad et al., 2018; Shasha et al., 2020; Xu et al., 2020).

Against this backdrop, it is important to reinvestigate the path for future expansion of ecotourism, to assess the contribution of ecotourism on community empowerment, to explore local residents' attitudes towards ecotourism practices as well as their willingness to participate in ecotourism development, and to look into how policy makers can design viable management strategies with minimum deteriorating effect on the environment and natural resources.

In order to have further understanding, two applicable theoretical frameworks are briefly discussed in this section. Furthermore, these theories are the frameworks which were then used to better understand the community attitude towards ecotourism and its effects.

The Social Exchange Theory. Wang, Pfister, & Morais (2006) describe the social exchange theory as a broadly acknowledged and suitable hypothetical framework by academicians to delineate community attitude and perception toward the effect of tourism growth. However, from tourism approach, the theory advocates that residents' attitude regarding tourism and their ensuing extent of support towards its development will be guided by their hopes with respect to costs or gains occurred against the service they provide (Ap, 1992; Andereck et al., 2005). In fact, tourism impacts were seen with optimism when the sharing of resources is greater for the local community, whereas tourism impacts were seen with suspicions if the sharing of resources is lower for the community (Ap, 1992). Further, Wang, Pfister, & Morais (2006) argue that many attitudinal studies stress upon examining the variation in communities' attitudes based on their socio-economic and demographic characteristics.

Theory of Planned Behaviour. Ajzen (2001) affirms that in theory of planned behaviour, individual behaviour is guided by behavioural faith, normative identity, and control beliefs. According to Lippa (1990), attitude is often viewed as an estimated



reaction towards a specific thing, whereas Tsai (2010) claim that attitude is regarded as an intervening entity in social psychology studies and an imaginary factor that can be deduced but cannot be directly discerned. The subjective norms are regarded as the outcome of normative faith and willingness to comply (Ajzen & Fishbein, 1991), while normative faith shows the compulsion felt by the people to behave or not to behave in a particular way related to those individuals or organizations key to them (Tsai, 2010). The willingness to comply is the motivation of individuals to follow the important expectations of others when making decision whether to comply with certain actions or not (Adeleke, 2015). Tsai (2010) further elaborates that the motive of individuals is influenced by attitude, subjective norm, and perceived behavioural control (as cited in Adeleke, 2015, p.318). If an individual has no money and time to spare, his recreational motive will be strained and will affect his real behaviour (Tsai, 2010).

### **ATTITUDE TOWARDS ECOTOURISM**

Attitude, a very critical concept finds its root in social psychology, stands for a predisposition to place, people, behaviours, and other aspects of individual environment (Shen, Geng, & Su, 2019). Based on this definition, attitude is perceived to be closely related to behaviour. However, the impact of residents' attitudes towards tourism is still under-explored (Sharpley, 2014). The study of tourism from the perspectives of local community began in 1980s (Rasoolimanesh & Jaafar, 2016). According to Mensah (2016), communities stand for both geographical and social spheres, whereas Aas, Ladkin, & Fletcher (2005, p. 30) define a community as "a geographical area, or a group of people with shared origins or interests". In the same line, Manderson et al. (1992) view community as a population which is geographically concentrated but which also exists as a "discrete social entity, with a local collective identity and corporate purpose" (taken from Mensah, 2016; p.213).

Undoubtedly, tourism has got an enormous push over the last few decades, which has also witnessed the increasing role of local communities towards achieving sustainable tourism (Harun et al., 2018). Arman, Ali, & Qadir (2022) argue that trained work force at the community-based ecotourism destinations can help the tourism industry stakeholders especially those involved in nature-based tourism products in implementing the itineraries that they have designed for tourists. Although every member of the local community does not have the identical

attitude towards tourism, it in many cases depends on the reliance on the sector as well as the extent of participation (Türker & Ozturk, 2013; San Martin Gutierrez et al., 2018; González-Ramírez, Gascó, & Llopis, 2019). However, residents' level of education and job nature could also decide their attitude towards tourism (Androitis & Vaughan, 2003). For example, residents who are entrepreneurs often have the habit of prioritising the economic gains coming from tourism development, while the non-entrepreneurs focus on non-financial characteristics (Cawley & Gillmor, 2008; González-Ramírez, Gascó, & Llopis, 2019).

In the contemporary scenario, local community participation in tourism development is emerging as a convoluted piece of research philosophy because of the ambiguity in the goals of their participation in tourism (Abas & Hanafiah, 2013; Mudimba & Tichaawa, 2017). Similarly, in the context of ecotourism, it is the local communities' attitudes towards it that largely decide their willingness or capacity to participate in ecotourism activities (Adeleke, 2015). However, because of the community assistance to government policies towards promoting tourism, there is a surge in studies related to the attitudes of local community concerning tourism development in recent years (Hanafiah, 2013). Nigatu and Tegegne (2021) further argue that community participation is central to realizing sustainable tourism as well as ecotourism, therefore involves "public participation in decision making and residents' benefits from tourism" (p.1422). This result is in sync with the finding of (Tesfaye, 2017; Harun et al., 2018). Hence, the role of local communities in fostering tourism development in a specific site is important and cannot be exaggerated (Fridgen, 1991, as cited in Nigatu & Tegegne, 2021). Choi and Sikaraya (2006) state that local communities' attitude towards tourism is a key determinant for sustainable tourism development. Rejecting attitude towards tourism growth usually arises from weak relationship between local administration and residents (Rastegar, 2010) and barriers to ecotourism (Karmas, 2014, as cited in Adeleke, 2015), while optimism toward tourism development results in increasing support from residents (Wang & Pfister, 2008).

Furthermore, Sharma and Dyer (2009) assert that local communities' attitude towards tourism contribute immensely in managing tourist sites in a sustainable way. According to Andriotis and Vaughan (2003), having cognizance of how local communities perceive tourism activities and ensuing effects



enable planners and policy makers to recognize actual apprehensions and complexities for designing apt policies and measures to occur, multiplying the gains, and mitigating the problems (Adeleke, 2015; Harun et al., 2018). To garner support from local communities, it is very important to encompass local people in the decision-making process (Harrill, 2004), otherwise strained relationship may develop between local communities, tourists, and tourist site (Asmamaw & Verma, 2013; González-Ramírez, Gascó, & Llopis, 2019). While studying visitor's perception and attitude toward ecotourism resources at Taman Negara Kuala Koh, Kelantan, Junus et al. (2020) claim that for improving the visitor's attitude and perception toward ecotourism, it is important that the nature-based tourism destination has enormous ecotourism wealth. Furthermore, grasping the understanding and attitudes of the local communities of ecotourism sites towards ecotourism is highly influential in enabling ecotourism development and responsible behaviour at the ecotourist sites (Vodouh^e et al., 2010; Holladay & Ormsby, 2011). In addition, it is the residents' socio-demographic composition (Kariuki, 2013). and encounter with tourism activities that to a great extent determine how they develop a notion about costs and benefits of tourism (Adeleke, 2015). Socio-demographic traits such as age, gender, and occupation have been discovered to affect residents' attitudes towards tourism development in general (Harrill, 2004). In fact, socio-demographic characteristics have been found to have influence on community participation in tourism activities as such separate resident groups often have varying attitudes towards taking part in tourism activities (Kibicho, 2008). Kibicho (2008) further undertaken a study to compare the perceptions of community participation among separate resident groups, who were grouped in terms of characteristics such as age, gender, and occupation. Jaafar, Rasoolimanesh, & Ismail (2015) also claim that both gender and age have significant moderating influence on the relationship between residents' positive perceptions of tourism and their participation. Many studies have presented mixed outcomes regarding the influence of age on residents' attitudes towards tourism development (Sharpley, 2014). Similarly, prior studies have got different results regarding the influence of gender on residents' attitudes towards tourism growth (An, Moon, & Norman, 2015). Further, Wang et al. (2023) find that occupational distribution and age have significant effects on residents' perceptions of ecotourism, whereas gender differences do not show any effect on residents' perceptions of ecotourism.

In this study, residents' demographic characteristics such as gender, age, and occupation were used since they show the heterogeneity of the local community (Lopez & Mercader, 2015), which might impact residents' attitudes towards tourism growth (An, Moon, & Norman, 2015). Based on the above insights, the following hypotheses were formulated: Hypothesis 1(H1): There is no difference in mean attitude towards ecotourism between male and female.

Hypothesis 2(H2): There is no difference in mean attitude towards ecotourism between the age groups.

Hypothesis 3(H3): There is no difference in mean attitude towards ecotourism between the occupations.

## METHODOLOGY

### Sampling and Data Collection

A cross-sectional study was carried out on local communities at Reiek, Mizoram located in the west of Aizawl city (capital of Mizoram). The data collected in this study were based on 1) study area visit and observation i.e., physical visit of Reiek in order to have first-hand information about the place; 2) informal meeting with the tourism officials and residents of Reiek village and nearby areas; and 3) conducting surveys on site. The statistical population of this study comprised all the residents among local communities of Reiek in Mizoram. In order to secure a representative sample of the Reiek population, the survey used the Reiek population data (which is 17,867) of the Directorate of Economics and Statistics 2020, Govt of Mizoram as its sampling frame. The survey conducted a simple random sampling from November 2022 to January 2023 to select participants. A total of 377 individuals were sampled, since the appropriate sample size needed to be a representative of the population of 17867 is between 375 and 377 (according to Krejcie formula, 1970). Out of 377 residents intercepted, 227 returned the questionnaires. After initial screening, 40 questionnaires were discarded due to either incompleteness or the same rating being assigned for most questions. The researchers finally were left with 187 valid questionnaires for analysis. However, to discard redundancy, only one respondent was selected as a representative from each household to take part in the survey.

### Survey Instrument

All the measurement items were originally developed by Adeleke (2015), which were modified and implemented for collecting data in the current study context. The data were collected with the help of a

structured questionnaire (both in English and Mizo language). The whole questionnaire was constituted of two sections. Section 1 gathered information about sample demographics. Section 2 included a total of 11 items for measuring the attitude of local communities towards ecotourism (Table 2). All measures used a 5-point Likert-type scale, ranging from 1 (=strongly disagree) to 5 (=strongly agree). For study purpose, three demographic variables, namely gender, age, and occupation were tested together to find out their influence on local communities' attitude. Gender variable was divided into two, namely male and female, age variable was divided into two, namely below 30 years and above 30 years, whereas occupation variable was divided into three, namely government service, private service or self-employed, and students. Furthermore, attitude score was also calculated to evaluate what kind of attitude does local communities show towards ecotourism. A higher score indicated a more positive attitude towards ecotourism. Based on the pilot survey, minor changes were incorporated to enhance the standard of the questionnaire. The attitude scale had a relatively high internal consistency (Cronbach's  $\alpha = .90$ ).

### Data-Analysis Tools

To determine the effect of demographic variables on local communities' attitude, multiple linear regression analysis was conducted. Moreover, to ascertain the significance of each sub-variable, an independent t test and analysis of variance (ANOVA) were carried out. Basic demographic data were presented in terms of total numbers and percentages. The completed questionnaires were analysed with the help of IBM Statistical Package Social Science (SPSS) 20.0.

## RESULTS AND DISCUSSION

### Demographic Profile of the Participants

Out of the 187 participants who had completely filled the questionnaires, 101 were male (54%) and 86 were female (46%), indicating that majority of the participants were male. In terms of age, 133 were below 30 years (71.1%), whereas 54 were above the age of 30 years (28.9%), showing that majority of the participants were young. Regarding occupation, 24 were govt employees (12.8%), 57 were private employees or self-employed (30.5%), and 106 were students (56.7%), indicating that majority of the participants were students.

### Attitude of Local Communities towards Ecotourism in Reiek

To evaluate the effect of gender, age, and occupation on local communities' attitude, multiple regression analysis was carried out. An insignificant regression equation was drawn from the regression analyses,  $F(3, 183) = .779, p > .05$  (i.e., the regression model is not a good fit of the data). Since p-value (.507) related to this F value was relatively large ( $> .05$ ), it can be concluded that the group of predictor variables failed to provide sufficient evidence that the effect of the tested explanatory variables could be predicted by the regression model (Table 1).

Further, the coefficient of determination  $R^2$  for the research model was .013 (adjusted  $R^2 = -.004$ ), which means that the model explained only 1.3% variation of attitude, while 98.7% was due to random error or other factors outside the model (Table 2). The negative adjusted  $R^2$  means that explanation towards response was extremely low or negligible i.e., insignificance of

Table 1: ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.181	3	.394	.779	.507b
	Residual	92.481	183	.505		
	Total	93.662	186			

a. Dependent Variable: Attitude; b. Predictors: (Constant), Occupation, Gender, Age

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics F Change	df1	df2	Sig. F Change
1	.112a	.013	-.004	.71089	.013	.779	3	183	.507

a. Predictors: (Constant), Occupation, Gender, Age

explanatory variables. This is indicative of poor goodness-of-fit of the model.

The results of the analysis shown in Table 2 were further analysed to recognize how each demographic variable included in the study affected local communities' attitude towards ecotourism. To accomplish this, a regression coefficient analysis was conducted, the results of which are shown in table 3. The demographic variables were found to negatively (except age which had a positive coefficient value) and insignificantly affect attitude of local communities ( $p > .05$ ).

### The Effect of Gender on Attitude

The t test conducted on gender variable revealed that female residents had more positive attitude than male residents (Table 4). After analysis, it was empirically proven that a statistically significant difference existed between the attitude of male and female with t value = -1.631, and sig=.019 ( $p < .05$ ). Hence, hypothesis 1 (H1) was not supported.

### The Effect of Age on Attitude

The t test conducted on age variable showed that the residents above the age of 30 years had slightly more positive attitude towards ecotourism than

residents below 30 years (Table 5). After analysis, it was empirically proven that a statistically significant difference existed between the attitude of two age groups with t value = -.638, and sig=.024 ( $p < .05$ ). Therefore, hypothesis 2 (H2) was not supported.

### The Effect of Occupation on Attitude

The descriptive analysis of the sample showed that the government employees had more positive attitude towards ecotourism (Mean score=4.19), compared to private/self-employed people (Mean score=4.06), and students (Mean score=3.96). After analysis, it was empirically proven that a statistically insignificant difference existed between the attitude of people belonging to different occupations with F value=1.093, and sig=.337 ( $p > .05$ ) (Table 6). Hence, the hypothesis 3 (H3) was not rejected.

Many of the past studies such as Kumar (2012); Sapkota & Odén (2008) assert that demographic variables like age, gender, and occupation may affect local residents' attitude towards natural resources (taken from Abeli, 2017; p.166). In the current study, the difference in attitude between male and female respondents towards ecotourism indicated that female respondents tend to show more positive inclination towards ecotourism and its effects than

Table 3: Results of regression coefficient analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	4.209	.206		20.474	.000
Gender	-.122	.104	-.086	-1.169	.244
Age	.005	.005	.087	1.006	.316
Occupation	-.034	.073	-.041	-.469	.640

Table 4: Result of independent t test

Item	Gender	N	Mean	Std. Dev.	df	t	Sig.
Attitude towards ecotourism	Male	101	3.94	.818	185	-1.631	.019
	Female	86	4.11	.587			

Table 5: Result of independent t test

Item	Age	N	Mean	Std. Dev.	df	t	Sig.
Attitude towards ecotourism	Below 30	133	3.99	.721	185	-.638	.024
	Above 30	54	4.07	.738			

Table 6: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.146	2	.573	1.093	.337
Within Groups	96.516	184	.525		
Total	97.662	186			

their male counterparts. Female respondents' greater attitude toward ecotourism could be linked to the fact that they have realized the role of ecotourism activities such as homestay in facilitating women empowerment as well as increasing their prosperity. This finding is in line with previously found results that women are characterised by more positive attitude towards ecotourism than men (Pasek & Ratkowski, 2021).

The findings of the study also showed that respondents above the age of 30 years tend to carry a little more positive attitude towards ecotourism in comparison to the respondents below 30 years of age. Although both the groups were exhibiting more or less equal attitude towards ecotourism, the slightly higher mean for respondents above the age of 30 years could be related to the fact that with age their knowledge and awareness towards ecotourism development and its impact on local livelihood increase. Our finding of people older than 30 years having more positive attitude towards ecotourism is in line with past studies (Martín Martín, Guaita Martínez, & Salinas Fernández, 2018).

After the analysis of the data, it was found that there were no significant differences in attitude among respondents belonging to different occupations. That means, respondents representing different occupations such as government, private/self-employed, and students carry the same attitude towards ecotourism in Reiek. This finding is contrary to the previous outcome (Afroz, 2020), which implies that further studies need to be undertaken in this area.

### Overall Attitude Score

In order to have more insights into local communities' attitude towards ecotourism, the study calculated the attitude score by the demographic variables included in the study (table 7). After calculation, attitude score was found to be  $4.05 \pm 0.70$ , which is regarded as highly positive and supportive. These findings are in line with the past studies (Karanth & Nepal, 2011;

Abeli, 2017; Junus et al., 2020; Mohanty, Mishra, & Tiwari, 2021).

### CONCLUSION

The current study attempted to assess the local communities' attitude towards ecotourism in Reiek, Mizoram. The attitude score indicated that the local communities' attitude towards ecotourism was positive and supportive. However, the regression analysis results informed that the effect of the tested explanatory variables on outcome variable could not be predicted by the regression model. Our findings also revealed that female and people older than 30 years had more positive attitude towards ecotourism, compared to male and people below 30 years of age. Further, the finding also revealed that people belonging from different occupations were having indifferent attitude towards ecotourism. These results imply that except occupation, the other studied demographic variables such as gender and age have an impact on attitude towards ecotourism in Reiek, Mizoram.

Despite having several merits, the study was not free from limitations. The first limitation was generalizability. The study used data from a small city, so it is contestable whether similar results would be extracted in other cities, such as Guwahati or Kolkata. Also, the findings of the current study should be carefully viewed mainly because of, 1) the cross-sectional layout of this study led to complexity while differentiating causes and outcomes, and (3) some ecotourism research may concentrate on specific population which were not incorporated in the survey data employed by the researchers. So, the outcomes might show different results in a situation where the same survey was carried out on the population not considered or described in this study.

### IMPLICATIONS OF THE STUDY

For theoretical implications, the research on the effect of demographic variables on attitude towards

Table 7: Attitude score by demographic variables

Demographic variables	Category	Attitude score (mean $\pm$ std. dev.)	P value
Gender	Male	$3.94 \pm 0.82$	<0.05
	Female	$4.11 \pm 0.58$	
Age	Below 30	$3.99 \pm 0.72$	<0.05
	Above 30	$4.07 \pm 0.74$	
Occupation	Govt. employee	$4.19 \pm 0.59$	>0.05
	Private/Self employed	$4.06 \pm 0.73$	
	Student	$3.96 \pm 0.75$	
	Overall attitude score	$4.05 \pm 0.70$	

ecotourism contributes to expanding and deepening research on the relationship between ecotourism and attitude. Also, the research contributes by identifying and explaining the demographic characteristics that could affect attitude. On the other hand, this study's practical implications can shape the upliftment of local tourism development. The study findings may prove to be beneficial in developing strategies to improve the behavioural action of local population in ecotourism activities. Relevant discussions on policies, such as the significance of participation of human beings in ecotourism development could also be based on the current study.

Lastly, this study is expected to help scholars, policy makers, and practitioners to carry out considerable research in this direction to address various issues usually dominant in the field of ecotourism. Finally, attitude to ecotourism seems to be too common, so future research should split it into many categories, such as behaviour, willingness, and other exogenous variables.

## FUNDING

This research has received financial support from the Indian Council of Social Science Research North Eastern Regional Centre (ICSSR-NERC), Shillong research grants F.No.6.92/NERC/Pro-RD/2021-232.

## REFERENCES

- Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder Collaboration and Heritage Management. *Annals of Tourism Research*, 32(1), 28-48.
- Abas, S.A., & Hanafiah, M.H. (2013). Local community attitudes towards tourism development in Tioman Island. In 6th Tourism Outlook Conference, Kota Kinabalu Sabah, Malaysia, 22-24.
- Abeli, S.R. (2017). Local Communities' Perception of Ecotourism and Attitudes towards Conservation of Lake Natron Ramsar Site, Tanzania. *International Journal of Humanities and Social Science*, 7(1), 162-176. Retrieved from [https://www.ijhssnet.com/journals/Vol\\_7\\_No\\_1\\_January\\_2017/15.pdf](https://www.ijhssnet.com/journals/Vol_7_No_1_January_2017/15.pdf).
- Adeleke, B. (2015). Assessment of residents' attitude towards ecotourism in KwaZulu-Natal protected areas. *International Journal of Culture Tourism and Hospitality Research*, 9(3), 316-328.
- Ahmad, F., Draz, M. U., Su, L., Ozturk, I., & Rauf, A. (2018). Tourism and environmental pollution: Evidence from the one belt one road (OBOR) provinces of Western China. *Sustainability*, 10(10), 3520.
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 20(3), 207-224.
- Ajzen, I., & Fishbein, M. (1991). *Understanding Attitudes and Predicting Social Behaviour*, Prentice-Hall, Englewood Cliffs, NJ.
- An, Y., Moon, J.W., & Norman, W. C. (2021). Investigating Residents' Attitudes towards Tourism Growth in Downtown Greenville, SC: The Effect of Demographic Variables. *Sustainability*, 13(15), 8474.
- Andereck, K.L., Valentine, K.M., Knopf, R.C., & Vogt, C.A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056-1076.
- Andriotis, K., & Vaughan, R.D. (2003). Urban residents' attitudes toward tourism development: the case of Crete. *Journal of Travel Research*, 42 (2), 172-185.
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19 (4), 665-690.
- Ardo, N. M., Wheaton, M., Bowers, A. W., Hunt, C. A., & Durham, W. H. (2015). Nature-based tourism's impact on environmental knowledge, attitudes, and behavior: A review and analysis of the literature and potential future research. *Journal of Sustainable Tourism*, 23(6), 838-858.
- Arman, M., Ali, M., & Qadir, A. (2022). Indigenous Community Involvement as an Alternative Model for Community-Based EcoTourism: An Exploratory Study of the Mannan Tribe at Periyar Tiger Reserve, Kerala. *Journal of Tourism*, XXIII (2), 23-34.
- Asmamaw, D., & Verma, A. (2013). Local attitudes towards environmental conservation and ecotourism around Bale Mountains national park, Ethiopia. *Scholarly Journal of Agricultural Science*, 3(11), 506-514.
- Babu, S.R., & Subramoniam, S. (2011). Expert System for evaluation of ecotourism destinations, *Journal of Tourism*, XII (2), 91-102.
- Björk, P. (2000). Ecotourism from a conceptual perspective, an extended definition of a unique tourism form. *International Journal of Tourism Research*, 2(3), 189-202.
- Bottrill, C., & Pearce, D. (1995). Ecotourism: Towards a key elements approach to operationalizing the concept. *Journal of Sustainable Tourism*, 3(1), 45-54.
- Cawley, M., & Gillmor, D.A. (2008). Integrated rural tourism: Concepts and Practice. *Annals of Tourism Research*, 35(2), 316-337.
- Çelik, S., & Rasoolimanesh, S.M. (2021). Residents' Attitudes towards Tourism, Cost-Benefit Attitudes, and Support for Tourism: A Pre-development Perspective. *Tourism Planning & Development*, 20(3), 1-19.
- Choi, H. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management*, 27(6), 1274-1289.
- Coria, J., & Calfucura, E. (2012). Ecotourism and the development of indigenous communities: The good, the bad, and the ugly. *Ecological Economics*, 73, 47-55.



- CREST. (2019). The Case for Responsible Travel: Trends & statistics 2019. <https://www.responsibletravel.org/wp-content/uploads/sites/213/2021/03/trends-and-statistics-2019.pdf>
- Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: a new research agenda. *Tourism Management*, 33(1), 64-73.
- Digun-Aweto, O., & Fawole, O. P. (2016). *Tourism Research Institute*, 15(1), 33-51.
- Dimitriou, C.K. (2017). From theory to practice of ecotourism: major obstacles that stand in the way and best practices that lead to success. *European Journal of Tourism, Hospitality and Recreation*, 8(1), 1-12.
- González-Ramírez, R., Gascó, J.L., & Llopis, J. (2019). Local residents' perception about tourism and foreign residents: A Spanish case study. *Journal of psycho mark*, 1093-1108.
- Gursoy, D., & Rutherford, D.G. (2004). Host attitudes toward tourism: an improved structural model. *Annals of Tourism Research*, 31(3), 495-516.
- Hanafiah, M.H., Jamaluddin, M.R., & Zulkifly, M.I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia-Social and Behavioral Sciences*, 105, 792-800.
- Harrill, R. (2004). Residents' attitudes toward tourism development: a literature review with implication for tourism planning. *Journal of Planning Literature*, 18(3), 215-266.
- Harun, R., Chiciudean, G.O., Sirwan, K., Arion, F.H., & Muresan, I.C. (2018). Attitudes and perceptions of the local community towards sustainable tourism development in Kurdistan regional government, Iraq. *Sustainability*, 10(9), 2991.
- Higgins, B. R. (1996). The Global structure of the nature tourism industry: Ecotourists, tour operators, and local businesses. *Journal of Travel Research*, 35(2), 11-18.
- Holladay, P.J., & Ormsby, A.A. (2011). A comparative study of local perceptions of ecotourism and conservation at Five Blues Lake National Park, Belize. *J. Ecotourism*, 10(2), 118-134.
- Jaafar, M., Rasoolimanesh, S. M., & Ismail, S. (2015). Perceived sociocultural impacts of tourism and community participation: A case study of Langkawi Island. *Tourism and Hospitality Research*, 17(2), 123-134.
- Junus, S.A., Hambali, K.A., Iman, A.H.M., Abas, M.a., & Hassin, N.H. (2020). Visitor's Perception and Attitude toward the Ecotourism Resources at Taman Negara Kuala Koh, Kelantan. *Earth and Environmental Science*, 549, 012088.
- Karanth, K., & Nepal, S. (2011). Local residents' perceptions of benefits and losses from protected areas in India and Nepal. *Environmental Management*, 49, 372-386.
- Kariuki, P. (2013). Local residents' attitudes and perceptions towards tourism development: a study of Lake Nakuru National Park and its environs, Kenya (Master's thesis, Moi University)
- Kibicho, W. (2008). Community-based tourism: A factor-cluster segmentation approach. *Journal of Sustainable Tourism*, 16(2), 211-231.
- Krejcie, R.V., & Morgan, D.W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.
- Lippa, R.A. (1990). *Introduction to Social Psychology*, Wadsworth, CA.
- Lopez, F., & Mercader, S. (2015). Perceived Impacts of Tourism by the Resident Population in Torrevieja: National vs. Non-National Residents. *European Journal of Tourism Research*, 10, 120-126.
- Martín Martín, J.M., Guaita Martínez, J.M., & Salinas Fernández, J.A. (2018). An Analysis of the Factors behind the Citizen's Attitude of Rejection towards Tourism in a Context of Overtourism and Economic Dependence on This Activity. *Sustainability*, 10, 2851.
- Mensah, I. (2016). Effects of Socio-Demographic Characteristics and Perceived Benefits of Tourism on Community Participation in Tourism in the Mesomakor Area of the Kakum National Park, Ghana. *Athens Journal of Tourism*, 3(3), 211-230.
- Miller, L. R., Dickinson, J. E., and Pearlman-Houghie, D. J. (2001). *Leisure Studies*, 20(1), 19-40.
- Mohanty, P.P., Mishra, N., & Tiwari, S. (2021). Local people's attitude and perception towards ecotourism development: empirical evidence from India. *Journal of Business on Hospitality and Tourism*, 7(3), 295-308.
- Mudimba, T., & Tichaawa, T.M. (2017). Voices of local communities regarding their involvement and roles in the tourism development process in Victoria Falls, Zimbabwe. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1-15.
- Nigatu, T.F., & Tegegne, A.A. (2021). Potential resources, local communities' attitudes and perceptions for outdoor recreation and ecotourism development in urban fringe harego and bededo conserved forest, south wollo zone, ethiopia. *GeoJournal of Tourism and Geosites*, 39(4spl), 11421-1429.
- Nunkoo, R., & So, K.K.F. (2016). Residents' support for tourism: Testing alternative structural models. *Journal of Travel Research*, 55(7), 847-861.
- Ondicho, T.G. (2012). Local Communities and Ecotourism Development in Kimana, Kenya. *Journal of Tourism*, XIII (1), 41-60.
- Orams, M. B. (1995). Towards a more desirable form of ecotourism. *Tourism Management*, 16(1), 3-8.
- Pasek, M., & Ratkowski, W. (2021). Participation in Ecotourism Education, Gender and Place of Residence as Determinants of Attitudes Towards Sustainable Tourism. *GeoJournal of Tourism and Geosites*, 35(2), 406-410.
- Pizam, A. (1978). Tourism's impacts: the social costs to the destination community as perceived by its



- residents. *Journal of Travel Research*, 16(4), 8-12.
- Rasoolimanesh, S.M., & Jaafar, M. (2016). Residents' perception toward tourism development: A pre-development perspective. *Journal of Place Management and Development*, 9(1), 91-104.
- Rasoolimanesh, S.M., Ringle, C.M., Jaafar, M., & Ramayah, T. (2017). Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development. *Tourism Management*, 60, 147-158.
- Rastegar, H. (2010). Tourism development and residents' attitude: a case study of Yazd, Iran. *Tourismus. An International Journal of Tourism*, 5(2), 203-211.
- Rua, S.V. (2020). Perceptions of tourism: a study of residents' attitudes towards tourism in the city of Girona. *Journal of Tourism Analysis: Revista de Análisis Turístico*, 27(2), 165-184.
- San Martín Gutiérrez, H., García de los Salmones, M.D.M., Herrero Crespo, A., & Pérez Ruiz, A. (2018). Explaining residents' attitudes towards tourism and tourists: A new approach based on brand theory. *International journal of tourism research*, 20(2), 738-747.
- Sharma, B., & Dyer, P. (2009). An investigation of differences in residents' perception of the Sunshine coast: tourism impacts of demographic variables. *Tourism Geographies*, 11(2), 187-213.
- Sharpley, R. (2014). Host perceptions of tourism: a review of the research. *Tourism Management*, 42, 37-49.
- Shasha, Z. T., Geng, Y., Sun, H.-P., Musakwa, W., & Sun, L. (2020). Past, current, and future perspectives on eco-tourism: A bibliometric review between 2001 and 2018. *Environmental Science and Pollution Research*, 27, 23514-23528.
- Shen, K., Geng, C., & Su, X. (2019) Antecedents of Residents' Pro-tourism Behavioral Intention: Place Image, Place Attachment, and Attitude. *Frontiers in Psychology*, 10, 2349.
- Sirakaya, E., Sasidharan, V., & Sönmez, S. (1999). Redefining ecotourism: The need for a supply-side view. *Journal of Travel Research*, 38(2), 168-172.
- Tesfaye, S.S. (2017). Assessment of local community perception of and attitude towards Participatory Forest Management (PFM) system and its implications for sustainability of forest condition and livelihoods: the case of Chilimo-Gaji Forest in Dendi district, West Shewa zone, Oromia, Ethiopia. *Journal of Earth Science & Climatic Change*, 8(1).
- Tsai, C. (2010). Applying the theory of planned behaviour to explore the independent traveler's behaviour. *African Journal of Business Management*, 4(2), 221-234.
- Türker, A.N., & Öztürk, A.S. (2013). Perceptions of residents towards the impacts of tourism in the Küre Mountains National Park, Turkey. *International Journal of Business and Social Science*, 4(2), 101-114.
- Valdivieso, J. C., Eagles, P. F. J., & Gil, J. C. (2015). Efficient management capacity evaluation of tourism in protected areas. *Journal of Environmental Planning and Management*, 58(9), 1544-1561.
- Vodouh'e, F.G., Coulibaly, O., Adegbedi, A., & Sinsin, B. (2010). Community perception of biodiversity conservation within protected areas in Benin. *Forest Policy and Economics*, 12 (7), 505-512.
- Wang, Y., Pfister, R.E., & Morais, D.B. (2006). Residents' attitudes toward tourism development: a case study of Wanshington, NC. In: *Proceedings of the 2006 Northern Recreation Research Symposium*, pp. 411-418.
- Wang, Y.A., & Pfister, R.E. (2008). Residents' attitude toward tourism and perceived personal benefits in a rural community. *Journal of Tourism Research*, 47(1), 84-93.
- Wang, Y., Zhao, R., Yan, Z., Wang, M., Pan, Y., & Wu, R. (2023). A comparative study of environmental responsibility behavior in ecotourism from the perceptions of residents and tourists: A case of Qilian Mountains National Park in China. *PLoS One*, 18(2), e0281119.
- Wearing, S., & Neil, J. (2009), *Ecotourism: Impacts, Potentials and Possibilities*, 1st ed., Butterworth-Heinemann
- Weaver, D. B., & Lawton, L. J. (2007). Twenty years on: The state of contemporary ecotourism research. *Tourism Management*, 28(5), 1168-1179.
- Whitelaw, P. A., King, B. E. M., & Tolkach, D. (2014). Protected areas, conservation and tourism-financing the sustainable dream. *Journal of Sustainable Tourism*, 22(4), 584-603.
- Wild, C. (1994). Issues in ecotourism. In C. Cooper and A. Lockwood (eds) *Progress in Tourism Recreation and Hospitality Management*, 6, 12-21. Chichester: John Wiley & Sons.
- World Tourism Organization (2018), *UNWTO Tourism Highlights*, World Tourism Organization, Madrid.
- World Travel and Tourism Council (2018). *Travel and tourism economic impact 2018 world*, London.
- Xu, L., Ao, C., Mao, B., Cheng, Y., Sun, B., Wang, J., Liu, B., & Ma, J. (2020). Which is more important, ecological conservation or recreational service? Evidence from a choice experiment in wetland nature reserve management. *Wetlands*, 40, 2381-2396.
- Xu, L., Ao, C., Liu, B., & Cai, Z. (2023). Ecotourism and sustainable development: a scientometric review of global research trends. *Environment, Development and Sustainability*, 25, 2977-3003.
- Yan, L.B., Gao, B.W., & Zhang, M. (2017). A mathematical model for tourism potential assessment. *Tourism Management*, 63(C), 355-365.



# Bibliometric Analysis on Culture Heritage Tourism – Performance Analysis and Science Mapping

Rahul Kaundal<sup>1</sup>, Vishal Choudhary<sup>2</sup> and Ashish Nag<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Tourism and Travel Management, Central University of Himachal Pradesh  
ORCID ID: <https://orcid.org/0009-0000-5956-2946>

<sup>2</sup>Research Scholar, Department of Tourism and Travel Management, Central University of Himachal Pradesh  
ORCID ID: <https://orcid.org/0009-0001-0495-1968>

<sup>3</sup>Professor, Department of Tourism and Travel Management, Central University of Himachal Pradesh  
ORCID ID: <https://orcid.org/0009-0006-8316-4837>

## KEYWORDS

Heritage and Culture Tourism,  
Bibliometric Analysis,  
Thematic Evolution,  
Biblioshiny, VOSviewer,  
Ms-Excel

## ABSTRACT

Although the study of “Culture Heritage” is a fast-growing area of the tourism sector, it is still in its early stages, and more research is required to establish a scientific basis for the development and understanding of “Culture Heritage”. This study used bibliometric analysis such as citation to map the field structure of culture heritage tourism from 1986 to 2021 and Biblioshiny, VOS viewer software to identify the key developments in the field of culture heritage tourism. In order to accomplish this goal in “Scopus” database “Culture Heritage” theme was searched, and bibliometric information on the publication was retrieved. 2364 articles overall were discovered in the paper. After applying a filter, we were left with 2146 articles that were in the English language. Once more, we just searched in journals and ended up with 1473 articles. Then, we restrict our search to articles of the required document type; there are 1376 articles remaining. Then, we narrowed our search within two streams: social science and arts & humanities. We found 1081 articles consisting of 13 press stories and 1068 articles in both areas. The present research is confined to 1068 articles from social science and arts & humanities. The findings demonstrate that there has been an increase in research on culture heritage tourism in recent years. Two papers with more than 250 Scopus citations were found by the authors. According to Scopus, Sims, 2009) obtain a total of 46.21 citations every year. Between 1986 and 2021, 2829 writers published works on culture heritage tourism, with Ryan C, Waal G, Boley BB, and Jamal T receiving the most citations as references. With the most publications in this area, Ryan C has a high h-index and g-index. Although the VOS-viewer and Biblioshiny were used primarily, the “Scopus” database was employed for bibliometric analysis. This work examined a paper on culture heritage tourism that was published between 1986 and 2021 using a bibliometric analytic approach. Its objectives are to gain greater knowledge on cultural heritage tourism and to inform academics and scholars about this newly emerging field.

## INTRODUCTION

Cultural heritage has numerous factors that make tourism important, including its positive economic and social effects, its role in establishing and sustaining national identities, its role in preserving cultural heritage, its use of culture as a tool for social change, its support of culture, and its role in revitalising the tourism industry (Ismail et al., 2014; Richards & Richards, 2017). One of the topics that academic literature has talked about the most recently is the connection between tourism and heritage. Since it is vital to distinguish between various sorts of heritage tourists, the majority of recent articles embrace the notion that heritage tourism is not only for anyone who visits heritage/cultural sites (Hong et al., 2013). The purpose of cultural tourism is to educate travellers about diverse cultures’ habits, traditions, and ways of life (Lertpatcharapong & Sukorn, 2021). One of the key elements that might increase a tourist destination’s competitiveness is culture, which is a significant component of the tourism product. Local communities are encouraged to learn about their cultures and promote their distinctive qualities in order to achieve economic development and an authentic cultural

interchange between residents and visitors (Horaira & Devi, 2021). The availability and viability of the local community to promote tourism in these places as well as the services offered by the public authorities have an impact on the demand for tourists at heritage sites (Abuamoud et al., 2014). There are numerous definitions of cultural tourism in use, and the notion is still quite nebulous (Mousavi & Al, 2016). By examining the previous study using a bibliometric analysis based on citation, this study aims to examine the current scenario in the field and provide guidance to aspiring researchers interested in the subject for all works published between 1986 and December 31, 2021. In this regard, there is no study that evaluates culture heritage tourism publications using bibliometrics. In this study, the following five research questions (RQs) have been formulated:

- RQ1. What is the citation pattern and top documents in culture heritage tourism from 1986 to 2021?
- RQ2. Who is the main contributor to culture heritage and what nation and affiliation do they frequently have?
- RQ3. To identify the top journal that has published articles on culture heritage tourism and analyses the characteristics of these journals.?
- RQ4. Which are the most occurring keywords that were published in the paper under culture heritage tourism research?
- RQ5. What is the publication and citation's current scenario and evolution in culture heritage tourism research?

## REVIEW OF LITERATURE

### Culture and Heritage Tourism

Culture includes all sensible and shared assumptions, ideas, knowledge, attitudes, behaviours, clothes, and language, whether they are explicit or tacit (Horaira & Devi, 2021). The two most crucial terms for cultural tourism are "tourist" and "culture". The cultural heritage of the urban environment can be used as an engineering tool to transform cities for a better future in a globalized society. After the first thrill of being added to the UNESCO World Property List wears off, the actual reality and problems that lie ahead in preserving the originality and integrity of cultural heritage present a frightening prospect (Chai, 2011). The present generation, which continues to value and study the dynamic and wonderful history culture and previous civilizations, is also a part of heritage. It relates to cultural customs, settings, and beliefs that individuals fervently uphold (Collins & Restivo, 1983). It has historical, cultural, and natural resources. Heritage tourism can be categorized as a

subset of this category (Chai, 2011). This implies the term "legacy" in the context of tourism can be divided into tangible and intangible elements, which now include things like the landscape, natural history, buildings, artefacts, and cultural traditions. As per (Palmer, 1999) a nation's culture or history may be utilized to shape its identity, and along with language politics, race, and religion, culture serves as a "Label" to draw tourists, particularly international ones. Their culture, from their point of view, consists of aspects that can be personally "Seen" and "Felt" as well as being a "Symbol" of a country. (Henderson, 2002) the most compelling benefit of culture tourism is the connection between a historical building's meaning and its surrounding cultural landscape. Prohaska (1995) examined touristic cultural heritage with a new perspective. He redefined cultural heritage tourism as an activity that involves the exchange of experiences between the local community and the visitor. (Roberts & Simpson, 1999) Without a doubt, culture is an essential part of tourism offerings, and it can affect a destination's competitiveness and effectiveness. According to the conceptual definition of culture, there are both concrete and intangible elements to culture, such as the way of life that is connected with it.

Studies on "cultural rural tourism" can be found in (MacDonald & Jolliffe, 2003). Community-based partnerships are highly beneficial and helpful for the expansion of tourism in such rural areas, and the role of culture in the community is very significant and very important for sustaining the culture. Additionally, the organized and directed framework helps promote rural tourism by utilizing local cultural resources (MacDonald & Jolliffe, 2003). (El Azazy, 2022) The national economy and local area are supported by the tourism development of the historical and archaeological sites that are part of the cultural heritage. One of the primary objectives of sustainable development is environmental protection, and Egypt is home to several archaeological monuments that are listed as part of the global heritage list.

### 2.2 Tourism bibliometric analysis-

To evaluate journals and people who publish for them, bibliometrics is most frequently utilized in the literature on tourism (Michael Hall, 2011). The most widely used method for predicting the future, identifying trends that inform policymaking, and giving a comprehensive overview of a subject is bibliometric analysis. This method of research paper writing is becoming more popular in the tourist industry. Bibliometric techniques have shed light on methodology, intellectual structure, top profile,

well-known academics or institutions etc (Cheng et al., 2018; Koseoglu et al., 2016; Mavric et al., 2021; Michael Hall, 2011; Sharma et al., 2021; Singh et al., 2022; Suban et al., 2021; Thompson & Friess, 2019; Virani et al., 2019). A bibliometric analysis is being conducted to promote sustainable tourism and its relationships with marketing initiatives (Della Corte et al., 2019). The journal of heritage tourism: a bibliometric overview since its inception talk about papers published on the of subject heritage tourism research between 2006 to 2019 under major themes like culture heritage, management, indigenous tourism, sustainable tourism and intangible heritage (Kumar et al., 2020). (Vishwakarma & Mukherjee, 2019) in their research paper study the journey of an international journal (Tourism Recreation Research) their forty-three years of peregrination, examine by conducting bibliometric analysis (1976 to 2018) in the domain area of marketing, logistics, and tourism.

## METHODOLOGY

### Bibliometric Analysis

According to (Prichard, 1969), BIBLIOMETRICS will be utilised openly in all research that aim to quantify the processes of written communication and will swiftly gain popularity in the field of information science. Bibliometric analysis & Scientometric both the is very popular in library science for managing the database. But in recent years this field of study can be seen in various subjects like Business Management, Tourism, Archaeology, and Environmental science in every discipline. New scholars might use bibliometric technique to influence their future research and provide new insight into their respective fields.

Performance analysis and science mapping are two bibliometric techniques mentioned by the researchers (Cobo et al., 2011). In performance analysis, we work upon publication and citation metrics. Whereas science mapping includes seven steps: data retrieval, pre-processing, network extraction, normalization, mapping, analysis, and visualization (Cobo et al., 2011). In science mapping, we work upon citation analysis, co-citation analysis, co-word analysis, co-authorship, and bibliographic coupling.

We have also used R software which is open-source software that helps researchers with data analysis using a Biblioshiny platform that is built & designed by (Aria & Cuccurullo, 2017). Also used VOSviewer to do visual analyses it is a commonly used application for network analysis and data visualization. Moreover, it is a network visualization programme (Van & Waltman, 2017). Furthermore,

the use of MS-Excel is for editing the table and organizing the data in a proper format.

### Identification of Keywords

To find articles, the initial search was conducted using the following Boolean string that included culture heritage tourism in their title, abstract, or keywords: “Culture” AND “Heritage” AND “Tourism” OR “Culture tourism” OR Heritage tourism” OR “Archaeotourism” in Scopus Database. To identify more precise articles that fulfil the study objectives, these keywords are used as a search item in the title section.

### Initial Search

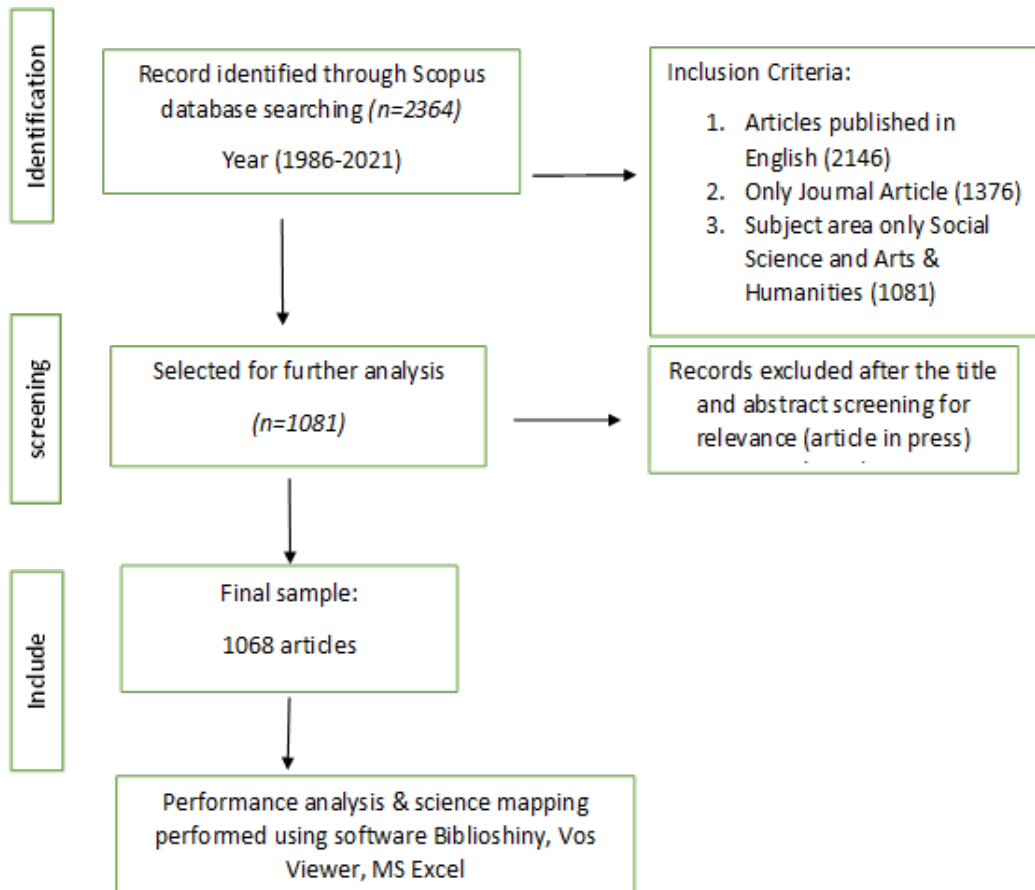
Most publication published between 1986 to 31st December 2021 is taken into consideration. On 09 August 2022, (03:47) pm IST we search on the Scopus database (www.Scopus.com) using our mentioned keyword. Most popular database for quantitative studies is Scopus, which is also the largest, most structured, and best-organized of all of them (Donthu et al., 2021; Moosa & Shareefa, 2020; Suban, 2022; Suban et al., 2021). Accordingly, the search results contain 2364 articles. After applying a filter, the article should in the English language we left with 2146 articles. Again, we limit our search to journal articles we left with 1473 articles. Afterwards, we limit our search to document-type-only articles we require 1376 articles left. Afresh we limit our search to a specific subject area we choose 2 subject areas related to our Social Science and Arts & Humanities only 1081 articles were left out of which 13 articles were in the press we excluded that article and left with 1068 articles for the study.

### Inclusion and Exclusion

There are 1068 articles left after limiting our search. In 1068 all are journal articles listed in the different subject areas. For our study, we choose two subject areas 1st Social Science and 2nd is Arts & Humanities. This includes only research articles no book chapters no conference paper chosen for our study. 1068 relevant documents published between 1986 and 2021 were the result of the refining.

## RESULTS AND DISCUSSION

These papers were discovered using two distinct approaches, namely performance analysis and science mapping. The study began by looking at the format of document citations. The second category is the most frequently mentioned articles in the field of cultural heritage tourism. In the framework



of culture heritage tourism, the co-citation of the author's reference and the journal follows.

### Performance Analyses

Performance analysis studies the contribution of study participants to a certain field (Cobo et al., 2011; Donthu et al., 2021). Performance analysis can be found in the majority of reviews, even in theses that do not participate in scientific mapping (e.g., authors, institutions, nations, and journals), as it is standard practise for reviews to describe the performance of various research aspects. Publication-related metrics, citations-related metrics, and citations and publication-related metrics are measures that are utilized in performance analysis (Donthu et al., 2021).

### Descriptive Data Statistics

Table 1 was extracted using Biblioshiny software. Table 1 provides a descriptive summary of the Scopus file we obtained it for our research investigation on

August 9, 2022, after applying different filters. The first work to include these keywords was published in 1986, according to the time span of our analysis, which runs from 1986 to the end of 2021. Our Scopus collection has a total of 385 sources (Journals) and 1068 documents (articles). Our study's yearly growth rate is larger than 10, which indicates that keyword research is ongoing. The percentage of international co-authors is 15.64.

Table 1. Main information about the Data

Timespan	1986 - 31st Dec 2021
Sources (Journals)	385
Documents	1068
Annual Growth Rate %	14.63
Document Average Age	7.99
Average citations per doc	16.95
International co-authorships %	15.64
Articles	1068



## Citation Analyses

Table 2. General citation structure in culture heritage tourism, extracted using.

Number of citations	Number of articles	Percentage of article
≥250	2	0.18
≥200	3	0.28
≥100	24	2.24
≥50	61	5.72
≥25	100	9.36
≥20	45	4.22
≥10	183	17.13
≥5	183	17.14
<5	467	43.73
Total	1068	100

Since citations make it easy to quickly identify significant contributions to the specified domain area,

they are the most popular way for assessing an author, journal, or publication's influence. Table 2 looks at the citation structure of the area under investigation. One can check to see if a big number or proportion of publications have received citations. Our ability to compare citations from multiple literature studies is also made possible by this, though. The Scopus database was used to find the literature in this case on culture heritage tourism. There are 1068 articles in total, and two of them have more than 250 citations, or (0.18%) of all the articles (Richards & Wilson, 2006; Sims, 2009). Three articles with more than 200 citations come next, accounting for (0.28%) of the article percentage; the number of articles with citations below five is at its highest (467), accounting for (43.73%) of the article percentage.

According to the Scopus database, Table 3 shows the top 10 most referenced publications by authors. (Sims, 2009) has the most citations with 647, and its

Table 3. Top 10 most referenced publications by authors.

Year	Author	Title	Source	TC	TCPY
2009	Sims R. (Sims, 2009)	"Food, place, and authenticity: local food and the sustainable tourism experience"	Journal of sustainable tourism	647	46.21
2006	Richards G., Wilson J. (Richards & Wilson, 2006)	"Developing creativity in tourist experiences: A solution to the serial reproduction of culture?"	Tourism management	548	32.24
2009	Bianchi R.V. (Bianchi, 2009)	"The 'Critical Turn' in Tourism Studies: A Radical Critique"	Tourism geographies	213	15.21
2003	MacDonald R., Jolliffe L. (MacDonald & Jolliffe, 2003)	"Cultural rural tourism: Evidence from Canada"	Annals of tourism research	205	10.25
2007	Ng S.I., Lee J.A., Soutar G.N. (Ng et al., 2007)	"Tourists' intention to visit a country: The impact of cultural distance"	Tourism management	201	12.56
2007	McIntosh A.J., Zahra A. (McIntosh & Zahra, 2007)	"A Cultural Encounter through Volunteer Tourism: Towards the Ideals of Sustainable Tourism?"	Journal of sustainable tourism	184	11.5
2005	Chronis A. (Chronis, 2005)	"Coconstructing heritage at the Gettysburg story scape."	Annals of tourism research	179	9.94
2006	Chang J. (Chang, 2006)	"Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan."	Tourism management	171	10.06
2003	Nasser N. (Nasser, 2003)	"Planning for Urban Heritage Places: Reconciling Conservation, Tourism, and Sustainable Development."	Journal of Planning Literature	171	8.55
2014	Jamal T., Camargo B.A. (Jamal & Camargo, 2014)	"Sustainable tourism, justice and an ethic of care: toward the Just Destination."	Journal of sustainable tourism	166	18.44

Note- TC= Total citation, TCPY= Total Citation Per Year, Figures & Data extracted using Biblioshiny

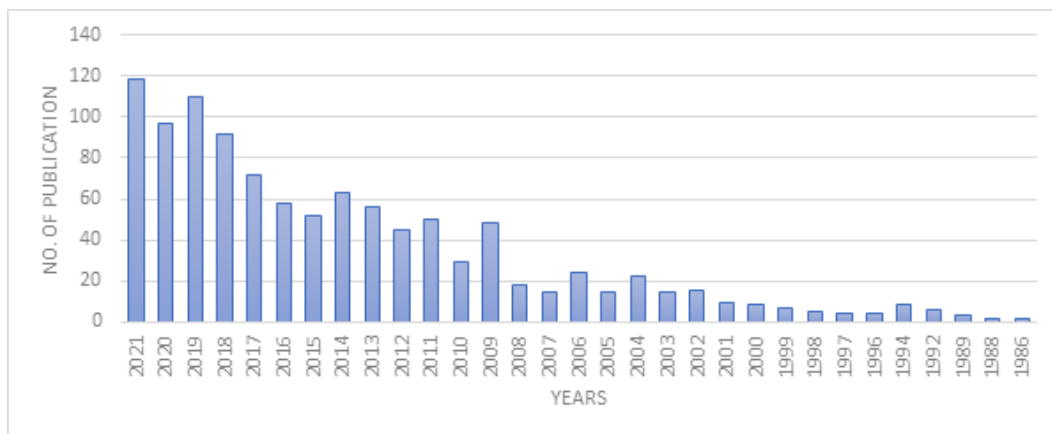


Figure 1: Show the publication trend, Figures extracted using Biblioshiny .

average citation count is 46.21. Three publications had more than 200 citations in the second-place paper (Richards & Wilson, 2006), which had 548 citations and an average citation rate of 32.24 (Bianchi, 2009; MacDonald & Jolliffe, 2003; Ng et al., 2007). Additionally, the final five articles each have more than 100 (Chang, 2006; Chronis, 2005; Jamal & Camargo, 2014; McIntosh & Zahra, 2007; Nasser, 2003). Given the field's explosive expansion, we predict that citations will soon rise. Since the study's inception, many scholars have made significant advances in the field of culture heritage tourism research. In our database, we located 2029 writers who contributed to works on culture heritage tourism between 1986 and 2021. To locate the authors' table with the most relevant information, we created a ranking list of the top 10 authors with the

most citations. The title with the highest number of citations, according to the table, is "Food, place, and authenticity: local food and the sustainable tourism experience" (Sims, 2009).

#### **Publication by Year**

In Figure 1 shows the status of publications on culture heritage tourism research between 1986 and December 31, 2021. The first paper on this topic was "The Tourist of Indian California: A Neglected Legacy" (Evans, 1986) study, which examined historical and contemporary reasons limiting the growth of California Indian tourism. In 1987, 1990, and 1991 there are no publications in these years. In 1988 sees the publication of just one paper. Only 6 to 8 papers averagely published between 2000 to 2009. The average number of papers published between

Table 4. Top 15 authors with the most publications in the field of culture, heritage, and tourism.

Ranks	Authors	h-index	g-index	Total Citation	Total Publication	Country
1	Ryan C	12	17	587	17	New Zealand
2	Wall G	6	8	143	8	Canada
3	Boley Bb	4	4	115	4	United States
4	Jamal T	4	4	290	4	United States
5	Li J	4	4	88	4	Spain
6	Richards G	4	4	665	4	Netherland
7	Wang Y	4	4	88	4	China
8	Winter T	4	4	102	4	Singapore
9	Andalecio Abp	3	3	12	3	Philippines
10	Bhandari K	3	3	12	3	United Kingdom
11	Frost W	3	3	135	3	Australia
12	Hall Cm	3	3	20	3	New Zealand
13	Higgins-Desbiolles F	3	3	91	3	Australia
14	Hunter Wc	3	3	36	3	South Korea
15	Lenao M	3	3	61	3	Botswana

Note- TP= Total Publication, TC= Total citation, h-index, g-index.

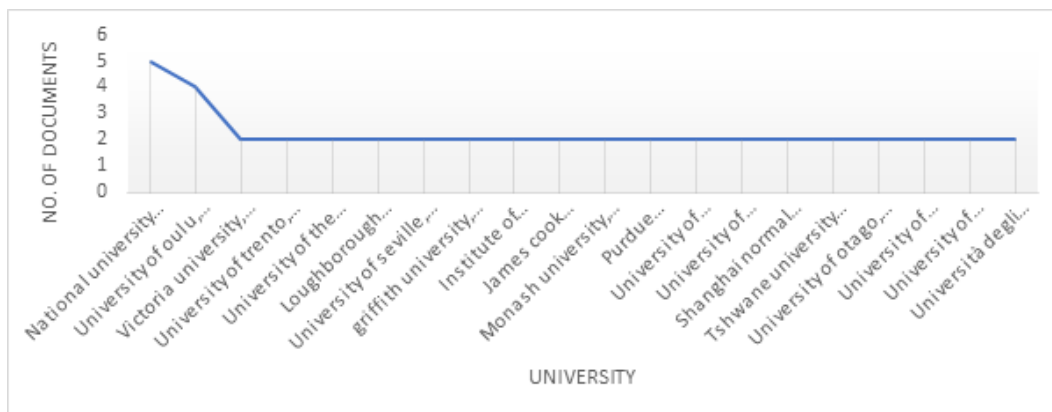


Figure 2. Publication trend university wise.

2001 to 2010 was 20 to 25. And over the past ten years, the number of papers published in the field of cultural heritage has increased, with an average of 80 to 90 papers published each year. The two years with the most publications are 2021 and 2019, with fewer publications in 2020 compared to 2019 because of the avian influenza pandemic.

#### 4.1.5 Document by Author

Table 4 shows the top 15 authors with the most publications in the field of culture, heritage, and tourism. Author with more than three publications is included in this table, independent of citations, h-index, g-index, and their country of origin. These top 15 authors have written 70 papers, totalling 2445 citations. 2024 academics are listed as having contributed to the study of the keywords “cultural heritage tourism” and associated topics in the Scopus database. It was acknowledged that Ryan C. from New Zealand contributed most publications (17), followed by Wall G with (8) articles in this domain area. And BOLEY BB, JAMAL T, LI J, RICHARDS G, WANG Y, and WINTER T published four papers in this field. With the most citations (665), Richards G. is followed by Ryan C. (587).

#### Document by Country

In table 5 shows the various countries' contributions to the global publication. The number of publications per nation, only the top 15 most productive countries in terms of culture heritage tourism were taken into account in this analysis. Only publications authored in English (2146), as per the Scopus database, were looked at for the study. With 164 publications published in this field and a total of 3256 citations, the United States, one of the world's top industrialised

nations, took first place. China came in second with 85 papers and 1065 citations, followed by the United Kingdom with 109 articles and 3239 citations. This data demonstrates that the US, UK, and China are heavily involved in culture heritage tourism research, as other rest of the countries maintained their positions in the top 15 out of 113 countries. This data demonstrates how actively engaged in research on culture heritage tourism are the US, UK, and China.

Table 5. Publication by countries.

Ranking	Country	Documents	Citations
1	United States	164	3256
2	United Kingdom	109	3239
3	China	85	1065
4	Australia	84	2260
5	Italy	53	875
6	Spain	50	1317
7	New Zealand	41	1294
8	Canada	44	1273
9	Netherlands	21	556
10	Taiwan	24	544
11	Hong Kong	13	492
12	South Korea	17	469
13	South Africa	30	412
14	Singapore	16	351
15	Turkey	29	290

#### Author Affiliation

The research on cultural heritage tourism from various universities, colleges, and organisations throughout the world is shown in Table 6 and Figure 2. The table and figure in our sample of 1068 articles, which were published by researchers from 1677 universities throughout the world, illustrate

Table 6. Publication trend university-wise Table extracted using biblioshiny.

Ranking	University	Documents	Citations
1	National University of Singapore, Singapore	5	103
2	University of Oulu, Finland	4	68
3	Victoria University, Melbourne	2	25
4	University of Trento, Italy	2	27
5	University of the West indies	2	4
6	Loughborough University, United Kingdom	2	33
7	University of Seville, Spain	2	60
8	Griffith University, Australia	2	124
9	Institute of geographic sciences and natural resources research, China	2	21
10	James cook university, Australia	2	28
11	Monash University, Australia	2	28
12	Purdue University, United States	2	44
13	University of Glasgow, United Kingdom	2	13
14	University of Tasmania, Australia	2	7
15	Shanghai normal university, China	2	27

the contribution of the top fifteen universities and institutions to research on culture heritage tourism. Research from the National University of Singapore produced five publications with 103 citations, followed by four articles from the University of Oulu in Finland with 68 citations, and at least two articles from the remaining universities with various citations.

### ***Leading Journals in Culture Heritage Tourism***

The list of published publications on “cultural tourism and heritage tourism” and other study keywords is shown in Table 7. Knowing the journals used for the literature review and comprehending

each journal’s concentration on culture heritage tourism research is essential when choosing the journals for the literature review. The analysis only included the top twenty journals; journals with less than eight articles were not included. The “journal of sustainability (Switzerland)” has 70 research with 712 citations, while among the top twenty journals, “tourist management” produced 43 works with the most citations (2611). With 1952 citations, these two publications are followed by the journals of sustainable tourism (37) and historical tourism (40). There are eleven journals that publish more than ten issues: (Annals of tourism research, International journal of heritage studies, current issues in tourism, African journal of hospitality, tourism, and leisure,

Table 7. Journals-wise publication.

Ranking	Journal	Documents	Citations
1	Sustainability (Switzerland)	70	712
2	Tourism management	43	2611
3	Journal of heritage tourism	40	564
4	Journal of sustainable tourism	37	1952
5	Annals of tourism research	35	1894
6	International journal of heritage studies	30	461
7	current issues in tourism	28	783
8	African journal of hospitality, tourism, and leisure	26	71
9	Journal of tourism and cultural change	24	243
10	Tourism geographies	24	550
11	International journal of culture, tourism, and hospitality research	22	188
12	Asia pacific journal of tourism research	18	432
13	Tourism recreation research	16	308
14	Geo-heritage	14	222
15	Journal of travel research	13	482

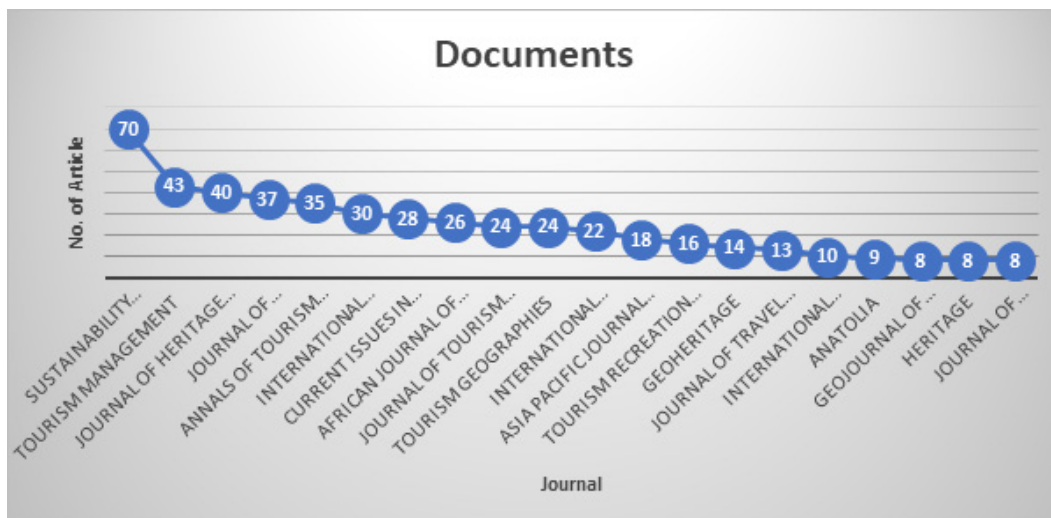


Figure 3. Journal-wise articles.

Journal of tourism and cultural change Journal of tourism and cultural change, Tourism geographies, International journal of culture, tourism, and hospitality research, Asia pacific journal of tourism research, Tourism recreation research, Geo-heritage, Journal of travel research, International journal of tourism research). The remaining four journals have less than ten articles each: (Anatolia, Geo-journal of tourism and Geosites, Heritage, and Journal of ecotourism).

### Science Mapping

The link between research elements is examined via science mapping (Aria & Cuccurullo, 2017; Cobo et al., 2011; Donthu et al., 2021; Moosa & Shareefa, 2020). The study focuses on the structural relationships and intellectual exchange between the research's component parts. The bibliometric coupling network, co-authorship network, citation, and co-citation network, and keyword mapping are the bibliometric network kinds that are used in scientific mapping (van Eck & Waltman, 2014). It is essential for showing the bibliometric structure and intellectual structure in the study field when combined with network analysis (Baker et al., 2021; Donthu et al., 2021; Moosa & Shareefa, 2020).

### Reference Co-citation

This research starts by looking at the sources that are cited together in figure 4. The study nodes show the relationships between numerous publications and several research subjects in culture heritage tourism. Of the 51037 cited references, we satisfy 53 threshold

references that have at least 7 citations using the full counting approach, which requires a minimum of 7. With a minimum cluster size of 10, a total of 46 items are recorded in three clusters: red (19), green (16), and blue (11). The total number of linkages is 326, and the total links strength is 513. The results are depicted in the figure, which reveals that (Wang, 1999) in the second green colour cluster dominated the ranking with a total of 29 links, 8 of which were blue and 8 of which were red, 31 citations from 1068 papers, and a total link strength of 63. (Cohen, 1988) was second in the ranking with a total of 29 links, 7 of which were blue and 9 of which were red, 28 citations, and a maximum total link strength of 69. In green colour cluster 2, there are 22 citations and a total of 57 links, including 7 blue links, 7 red links, and 27 total links (Maccannell, 1973). (Urry, 1990) has 19 citations and 15 links with a total of 10 links in cluster 1's red colour (of which 3 links are green and 1 is blue). The most referenced references in the fifth and sixth lists are (Chhabra et al., 2003; Silberberg, 1995) in red and green, with 18 and 17 citations, respectively. the authors of (Nuryanti, 1996; Ryan & Huyton, 2002) in the blue and red colour clusters, respectively, And then (Ryan & Huyton, 2002; Nuryanti, 1996) in the blue colour cluster and red colour cluster respectively.

### Co-citation Source

After examining the co-citation of the reference, this study focused on the cultural heritage tourism journal co-citation link figure 5. The nodes in this study are an accurate representation of the activity and volume







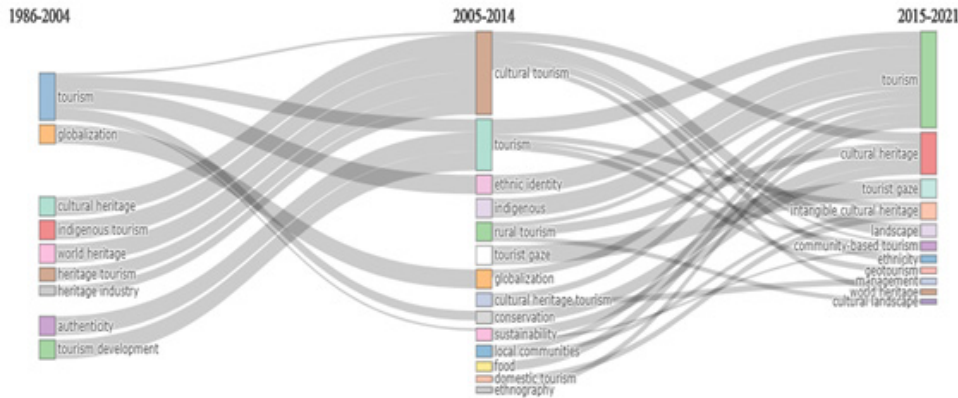


Figure 7. Thematic evolution.

theme is used to symbolise, while centrality gauges how significant a theme is in relation to other themes on the map. The most popular terms are reflected in the cluster label that was selected by the Biblioshiny software. The cluster is positioned according to cluster centrality and density, and the size of the cluster reflects how many times the terms it includes are used (Cobo et al., 2011).

The first thematic evolution map based on the Sankey diagram was produced by the interface. Sankey

diagrams have been used for a long time to show how energy or material moves across different network operations. They give an example of numerical data on flows. Their relationship and development (Riehmann et al., 2005). According to Figure 8, “tourism”, “cultural heritage”, “world heritage”, and “tourism development” were the most popular search terms from 1986 to 2004. The terms “cultural tourism,” “tourism,” “rural tourism,” and “culture heritage” are used in the second phase (2005–2014).

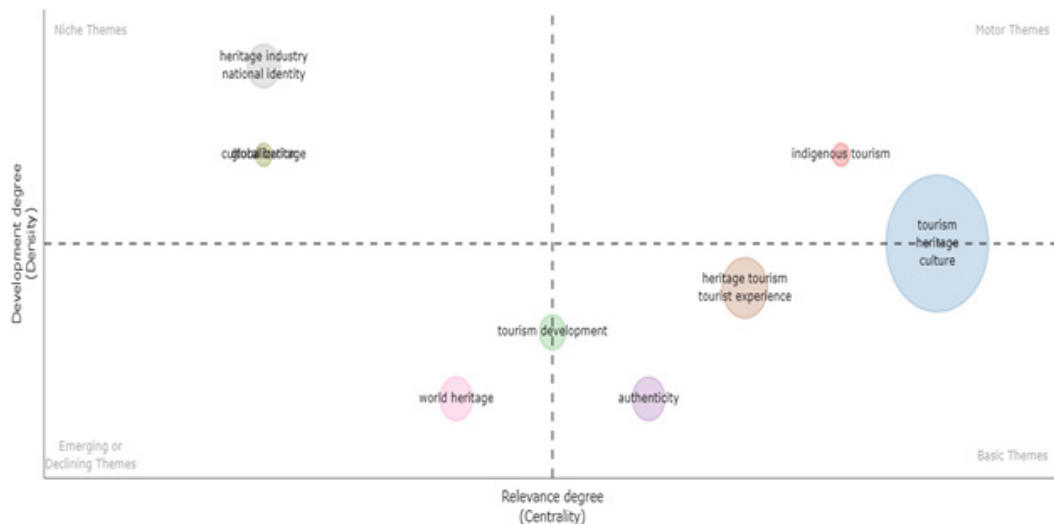


Figure 8. Thematic map for period 1 (1986-2004) (this map was generated by Biblioshiny)

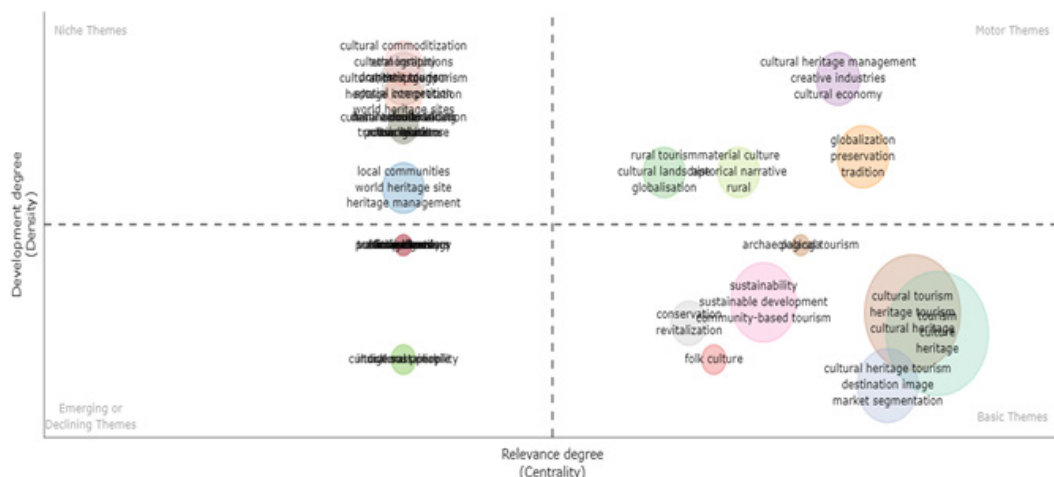


Figure 9. Thematic map for period 2 (2005-2014) (this map was generated by Biblioshiny)

“Tourism,” “cultural heritage” and “world heritage” keywords are in the third phase (2015–2021), with “culture heritage tourism” serving as the year-round major topic.

In Figure 8 displays the thematic map for period 1, from 1986 to 2004, the start of this domain. The terms “Heritage tourism,” “Tourist experience,” and “authenticity” are placed in the first cluster and second cluster, respectively, and are located in the lower-right quadrant of the map to represent a fundamental theme that is considered to be significant and has not yet been developed for the research field due to its high centrality and low density. The focus on authenticity and the terms “tourist experience” and “heritage tourism” are also the main subjects of this era. The visitor experience at historical places is related to this subject. The themes that appear in the upper-right quadrant are believed to be key motor themes that have been thoroughly explored and have a high degree of centralization and density. Indigenous tourism is the focus of the first cluster in this quadrant. Between the basic theme and the motor theme, a large cluster is formed that includes the keywords “tourism, heritage, culture tourism, identity, sustainability, conservation, rural development, Angkor,” indicating that more research has been done on the larger cluster of tourism, heritage, and culture. Last but not least, the issues in the top-left quadrant are highly specialised, have low centrality, and are thought to be of modest importance in this discipline. They also have a high density of research. The keywords in this quadrant are categorised into two clusters: “cultural heritage” in the second cluster and “heritage industry and

national identity” in the first cluster. The themes that appear in the lower-left quadrant are waning or emerging themes with low centrality and density, which are considered to be underdeveloped with minor importance in single clusters. One cluster is formed near emerging/declining themes and the basic theme, which consists of one keyword “tourism development.”

The thematic map for period 2 (2005-2014) is shown in Figure 9.

During this time, motor themes that appear in the upper-right quadrants have a high centrality and density, making them interesting study topics. Figure 9 demonstrates how fundamental motifs from period 1 exist in the second period’s motor theme, which has four clusters, the second cluster is made up of “globalisation, preservation, traditions, heritage revival, modernity, and tourist gaze,” while the larger cluster contains keywords like “culture tourism, heritage tourism, culture heritage, ethnicity, marketing, world heritage, destination image, market segmentation, economic development, and experience involved.” “Rural tourism, cultural landscape globalisation” is the third cluster. “Creative industries and cultural industries” make up the last cluster. The niche-related terms in the upper left quadrant. There are six clusters in this quadrant, with the first cluster consisting of the keywords “commoditization, cultural institution, cultural heritage tourism,” the second cluster consisting of the keywords “ethnography, anthropology, heritage interpretation,” the third cluster consisting of the keywords “domestic tourism, spatial competition, world heritage sites,” and the fourth cluster consisting

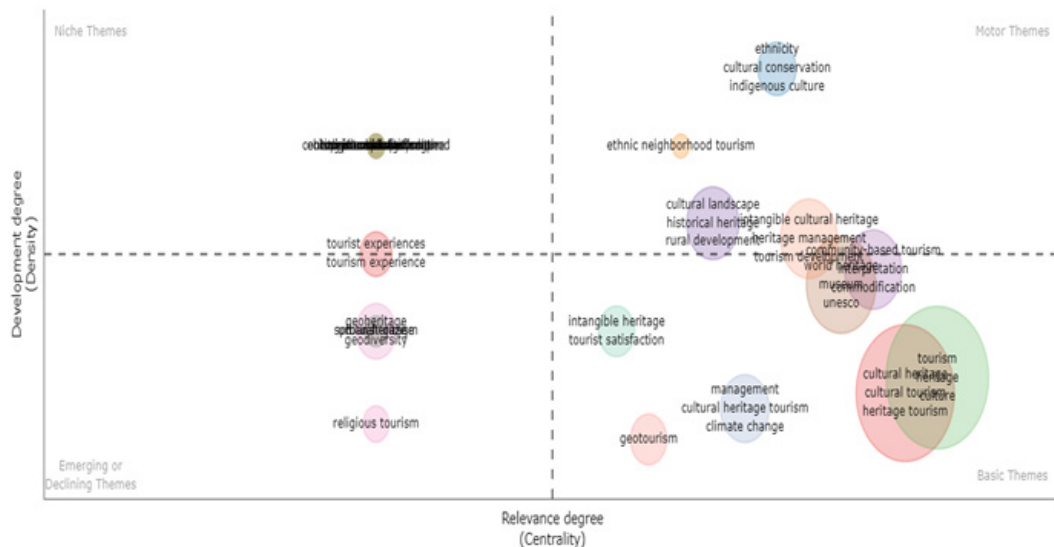


Figure 10. Thematic map for period 3 (2015-2021) (this map was generated by Biblioshiny)

of the keywords “sports tourism, de-stigmatization,” in the sixth cluster, “local communities, world heritage site, heritage management,” in the fifth cluster, “intercultural, tour guide. Eco-museum and cultural sustainability, which are located in the bottom left quadrant and have low relevance and development, are thus viewed as developing or fading issues. Finally, six clusters of novel keywords in fundamental topics are revealed. Tourist, culture, heritage, authenticity, identity, tourism development, commodification, ecotourism, ethnic tourism, and indigenous tourism are the keywords in the first cluster. Sustainability is the term in the second cluster. In the second cluster, “culture heritage tourism, culture heritage management, cultural economy,” in the third, “sustainable development, community-based tourism, aboriginal tourism, indigenous people, product development,” in the fourth, “conservation, revitalization,” in the fifth, “folk culture,” and finally, in the last cluster, “archaeological tourism.

The theme map for period 3 is shown in Figure 10 (2015-2021). The theme of “historic urban landscape” and “travel experience” appears to be a specialised area of study with little bearing on the field of inquiry during this time. This discussion focuses on the historic urban setting, which aids visitors in learning more about the past and improving their time spent at historical places. In the upper-right quadrant are the motor theme with high centrality and density and this is considered ed well-researched and important topic

in this field consisting of 4 clusters, in the first cluster “intangible heritage, heritage management, tourism development, local behaviour, world heritage site”, in the second cluster “cultural landscape, historical heritage, rural development, covid-19, cultural routes”, in the third cluster “ethnicity, cultural conservation and indigenous culture” and in the fourth cluster “ethnic neighbourhood tourism”. This means that most studies focus on “cultural heritage tourism” and “heritage & culture management and conservation”. The topic “tourist experience, geo-heritage & geodiversity, and religious tourism” is found in the bottom left quadrant and is thought to be understudied and of low relevance. Finally, the theme in the lower right quadrant is important and will likely be a focus of future research. It is divided into seven clusters, the first of which is “tourism, heritage, culture, authenticity, identity, motivation, gastronomy, pilgrimage, destination image and perception,” the second of which is “culture heritage, cultural tourism, heritage tourism, sustainability, conservation, sustainable development, sustainable tourism, indigenous,” and the third of which is “gastronomy, pilgrimage, destination image, and perception”. World heritage, museum, UNESCO, history, marketing, satisfaction, social media, destination, tourist, and tourists” make up the third cluster. Community-based tourism, interpretation, commodification, creative tourism, ethnic tourism, and destination marketing are included in the fourth cluster. Management, culture heritage tourism, and

climate change are included in the fifth cluster. Intangible heritage and visitor satisfaction are included in the sixth cluster. Finally, “geo-tourism” is included in the seventh cluster. Consequently, the keyword and subjects described above are crucial to the direction of future study. Culture heritage tourism study developed from culture tourism, heritage tourism, and cultural heritage conservation and preservation, as can be observed from the aforementioned analysis of three periods. The majority of scholars continue to concentrate their study on “cultural heritage tourism.”

## CONCLUSION

The current study contributes to a better knowledge of the state of culture heritage research. It was undertaken over a 34-year period, from 1986 to December 2021, covering the whole time of publishing in this area and allowing for a thorough review. To fully exploit this expanding demand and offer the best services to visitors, considerable research is necessary. To enable faultless service to tourists, we need a scientific understanding of culture heritage tourism. Consequently, this study offers a thorough bibliometric analysis of culture heritage tourism, evaluates the many issues investigated, and also highlights crucial theoretical and practical consequences for the academic community as well as for the tourist industry.

The main contribution of the study is that by scanning the Scopus database for articles from 1986 to the present, the first article with the title was published in 1986, and we uncovered a recent era of successful academic publication connected to this subject (Evans, 1986). However, the production of scholarly publications related to this topic has gained significant relevance since 2004, when the subject attracted scholars’ attention. In 2004, there were 22 publications, and in 2014, there were 63 publications. From 2017 onward, we found a clearly growing trend in the number of papers. In 2014, more scholars focused on culture heritage tourism study. 1068 papers in total fit the criteria for our study in 2021, including those that were published in English, only journal articles were taken into account, and the field of study was social science and arts & humanities. Tourism and culture heritage research have not gotten the same amount of attention globally. Despite the fact that other nations have written papers on the topic, the United States leads the pack with 164 total publications and 3256 citations, followed by the United Kingdom, China, and Australia. Having a total of 2685 citations from

the top publications, we found two papers with more than 600 Scopus citations. According to Scopus, the papers (Sims, 2009) had an average citation rate of 46.21% each year. There were 2029 writers who produced publications regarding culture heritage tourism study (1986-2021). The most frequently referenced reference writers on the topic are Ryan.C, Wall.G, Boley.BB, and Jamal.T. Ryan.C, a researcher from New Zealand, has the highest h-index score with 12, followed by Wall.G and Boley.BB. The National University of Singapore’s authors and researchers submitted 5 papers with 103 citations, followed by the Universities of Oulu and Victoria University with 4 and 2 papers, respectively. The most popular and widely cited sources for culture heritage tourism research are “Sustainability,” which has 70 publications and 712 citations, “Tourism management,” which has 43 publications and 2611 citations, “Journal of heritage tourism,” which has 40 publications and 564 citations, and “Journal of sustainable tourism,” which has 37 publications and 1952 citations. According to the co-citation of the source (Wang, 1999), dominating ranking has a total of 29 connections, citations from 1068 publications, and a total link strength of 63. The most often co-cited writers, according to Scopus co-citation authors, are Richargs,G, who has 320 citations, Ryan,C, and Urry,J (280 & 286 citations), in that order. With 197 instances in the survey, “Tourism” is the most commonly used author keyword, followed by “Heritage, Culture, Cultural tourism, and cultural heritage”. The evolution of themes in three time periods (1986-2004), (2005-2014), and (2015-2021), which show the development of themes in four thematic areas (Basic, Motor, Niche, and Emerging or Declining Themes) as well as time period, also provide insight into the development of culture heritage tourism research.

The results of this study will help students, researchers, and practitioners of culture heritage tourism determine the worldwide expansion of the industry. The study identified the most promising regions to focus on and numerous patterns of publishing to be mindful of if they choose to publish in the sector. In addition, by identifying the advantages and disadvantages of the literature in culture heritage tourism research, our study provides as a guide for future research projects.

## LIMITATIONS & FUTURE SCOPE

The first restriction of the study is that it relies on the author’s judgment to include “Culture AND Heritage AND Tourism” OR “Culture tourism” OR “Heritage



tourism” OR “Archaeotourism” in one of the three categories of research, namely “Title, Abstract, and keyword”. In all search areas, it is possible to miss an item that doesn’t include any of them. The likelihood is slim and has no bearing on the study’s results, which identify and disclose the sector’s key players in the cultural and heritage tourism market. Second, we excluded alternative databases and languages that may have had an impact on our findings by limiting the study to English-language articles in the Scopus database, which reflect moderate and high-quality publications published in the area. Thirdly, researchers pick a time period spanning from 1986 to December 31, 2021. Additionally, there have been several publications and citation increase, which might change the outcome and expand the study’s potential scope for future researchers. The last restriction is that only VOS-viewer and Biblioshiny were used to analyse the study; however, future research may still make use of additional tools like Tableau, Gephi, Citespace-II, Bibexcel, and Citespace-II. Future research may include encompassing culture heritage and heritage tourism, as well as their connections to sustainable tourism and community-based tourism. Future research should examine stakeholder engagement in the conservation and preservation of cultural heritage materials and recommend their “protection and preservation”. The discovery could aid future researchers in determining areas of study that could gain popularity in the field of culture heritage research during the coming year. As a consequence, this bibliometric study may be used as a beginning point for professionals and academics who are interested in undertaking culture heritage research.

## REFERENCE

- Abuamoud, I. N., Libbin, J., & Green, J. (2014). Factors affecting the willingness of tourists to visit cultural heritage sites in Jordan. *Journal of Heritage Tourism*, 0(0), 1–18. <https://doi.org/10.1080/1743873X.2013.874429>
- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975. <https://doi.org/10.1016/j.joi.2017.08.007>
- Baker, H. K., Kumar, S., & Pandey, N. (2021). Forty years of the *Journal of Futures Markets*: A bibliometric overview. *Journal of Futures Markets*, 41(7), 1027–1054. <https://doi.org/10.1002/fut.22211>
- Bianchi, R. V. (2009). The “critical turn” in tourism studies: A radical critique. *Tourism Geographies*, 11(4), 484–504. <https://doi.org/10.1080/14616680903262653>
- Chai, L. T. (2011). Culture Heritage Tourism Engineering at Penang: Complete The Puzzle Of “The Pearl Of Orient.” *Systems Engineering Procedia*, 1, 358–364. <https://doi.org/10.1016/j.sepro.2011.08.054>
- Chang, J. (2006). Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan. *Tourism Management*, 27(6), 1224–1234. <https://doi.org/10.1016/j.tourman.2005.05.019>
- Cheng, M., Edwards, D., Darcy, S., & Redfern, K. (2018). A Tri-Method Approach to a Review of Adventure Tourism Literature: Bibliometric Analysis, Content Analysis, and a Quantitative Systematic Literature Review. *Journal of Hospitality and Tourism Research*, 42(6), 997–1020. <https://doi.org/10.1177/1096348016640588>
- Chronis, A. (2005). Coconstructing heritage at the Gettysburg storyscape. *Annals of Tourism Research*, 32(2), 386–406. <https://doi.org/10.1016/j.annals.2004.07.009>
- Cobo, M. J., López-Herrera, A. G., Herrera-Viedma, E., & Herrera, F. (2011). An approach for detecting, quantifying, and visualizing the evolution of a research field: A practical application to the Fuzzy Sets Theory field. *Journal of Informetrics*, 5(1), 146–166. <https://doi.org/10.1016/j.joi.2010.10.002>
- Collins, R., & Restivo, S. (1983). Development, Diversity, and Conflict in the Sociology of Science \*. *Sociological Quarterly*, 24(2), 185–200. <https://doi.org/10.1111/j.1533-8525.1983.tb00697.x>
- Della Corte, V., Del Gaudio, G., Sepe, F., & Sciarrelli, F. (2019). Sustainable tourism in the open innovation realm: A bibliometric analysis. *Sustainability (Switzerland)*, 11(21), 1–18. <https://doi.org/10.3390/su11216114>
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133(April), 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- El Azazy, S. A. (2022). Tourism Development of the Cultural Heritage and Archaeological Sites within the National Project for Urban Sustainable Development in Egypt. *Journal of Humanities and Education Development*, 4(2), 53–68. <https://doi.org/10.22161/jhed.4.2.8>
- Evans, N. H. (1986). The tourism of Indian California. *Annals of Tourism Research*, 13(3), 435–450. [https://doi.org/10.1016/0160-7383\(86\)90029-0](https://doi.org/10.1016/0160-7383(86)90029-0)
- Henderson, J. C. (2002). Built heritage and colonial cities. *Annals of Tourism Research*, 29(1), 254–257. [https://doi.org/10.1016/S0160-7383\(01\)00009-3](https://doi.org/10.1016/S0160-7383(01)00009-3)
- Hong, T., Nguyen, H., & Cheung, C. (2013). The Classification of Heritage Tourists : A Case of



- Hue City , Vietnam. 35–50. <https://doi.org/10.1080/1743873X.2013.818677>
- Horaira, M. A., & Devi, A. (2021). Cultural Tourism in Bangladesh, a Potential and Profound Tourism Destination: Developing a Model for Cultural Tourism Development in Bangladesh. *International Tourism and Hospitality Journal*, April 2022. <https://doi.org/10.37227/ithj-2021-08-1187/>
- Ismail, N., Masron, T., & Ahmad, A. (2014). Cultural Heritage Tourism in Malaysia : Issues and Challenges 2 Cultural Heritage Tourism in Malaysia. 9, 1–8.
- Jamal, T., & Camargo, B. A. (2014). Sustainable tourism, justice and an ethic of care: toward the Just Destination. *Journal of Sustainable Tourism*, 22(1), 11–30. <https://doi.org/10.1080/0966958.2.2013.786084>
- Koseoglu, M. A., Rahimi, R., Okumus, F., & Liu, J. (2016). Bibliometric studies in tourism. *Annals of Tourism Research*, 61, 180–198. <https://doi.org/10.1016/j.annals.2016.10.006>
- Kumar, S., Sureka, R., & Vashishtha, A. (2020). The Journal of Heritage Tourism: a bibliometric overview since its inception. *Journal of Heritage Tourism*, 15(4), 365–380. <https://doi.org/10.1080/1743873X.2020.1754423>
- Lertpatcharapong, R., & Sukorn, K. (2021). The Study of Cultural Tourism Development Framework for Sustainable Tourism : Case Study Lampang Province. 58, 3844–3853.
- MacDonald, R., & Jolliffe, L. (2003). Cultural rural tourism: Evidence from Canada. *Annals of Tourism Research*, 30(2), 307–322. [https://doi.org/10.1016/S0160-7383\(02\)00061-0](https://doi.org/10.1016/S0160-7383(02)00061-0)
- Mavric, B., Öğretmenoğlu, M., & Akova, O. (2021). Bibliometric analysis of slow tourism. *Advances in Hospitality and Tourism Research*, 9(1), 157–178. <https://doi.org/10.30519/ahtr.794656>
- McIntosh, A. J., & Zahra, A. (2007). A cultural encounter through volunteer tourism: Towards the ideals of sustainable tourism? *Journal of Sustainable Tourism*, 15(5), 541–556. <https://doi.org/10.2167/jost701.0>
- Michael Hall, C. (2011). Publish and perish? Bibliometric analysis, journal ranking and the assessment of research quality in tourism. *Tourism Management*, 32(1), 16–27. <https://doi.org/10.1016/j.tourman.2010.07.001>
- Moosa, V., & Shareefa, M. (2020). Science mapping the most-cited publications on workplace learning. *Journal of Workplace Learning*, 32(4), 259–272. <https://doi.org/10.1108/JWL-10-2019-0119>
- Mousavi, & Al, E. (2016). Redefining Cultural Tourism. *Annals of Tourism Research*, 23(3), 707–709. [https://doi.org/10.1016/0160-7383\(95\)00099-2](https://doi.org/10.1016/0160-7383(95)00099-2)
- Nasser, N. (2003). Planning for urban heritage places: Reconciling conservation, tourism, and sustainable development. *Journal of Planning Literature*, 17(4), 467–479. <https://doi.org/10.1177/0885412203017004001>
- Ng, S. I., Lee, J. A., & Soutar, G. N. (2007). Tourists' intention to visit a country: The impact of cultural distance. *Tourism Management*, 28(6), 1497–1506. <https://doi.org/10.1016/j.tourman.2006.11.005>
- Palmer, C. (1999). Tourism and the symbols of identity. *Tourism Management*, 20(3), 313–321. [https://doi.org/10.1016/S0261-5177\(98\)00120-4](https://doi.org/10.1016/S0261-5177(98)00120-4)
- Richards, G., & Richards, G. (2017). Production and consumption of European cultural tourism PRODUCTION AND CONSUMPTION OF EUROPEAN CULTURAL TOURISM. 7383(December 1996). [https://doi.org/10.1016/0160-7383\(95\)00063-1](https://doi.org/10.1016/0160-7383(95)00063-1)
- Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*, 27(6), 1209–1223. <https://doi.org/10.1016/j.tourman.2005.06.002>
- Roberts, L., & Simpson, F. (1999). Developing partnership approaches to tourism in central and eastern europe. *Journal of Sustainable Tourism*, 7(3–4), 314–330. <https://doi.org/10.1080/09669589908667342>
- Sharma, P., Singh, R., Tamang, M., Singh, A. K., & Singh, A. K. (2021). Journal of teaching in travel & tourism: a bibliometric analysis. *Journal of Teaching in Travel and Tourism*, 21(2), 155–176. <https://doi.org/10.1080/15313220.2020.1845283>
- Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. <https://doi.org/10.1080/09669580802359293>
- Singh, R., Sibi, P. S., & Sharma, P. (2022). Journal of ecotourism: a bibliometric analysis. *Journal of Ecotourism*, 21(1), 37–53. <https://doi.org/10.1080/14724049.2021.1916509>
- Suban, S. A. (2022). Bibliometric analysis on wellness tourism – citation and co-citation analysis. *International Hospitality Review*. <https://doi.org/10.1108/ihr-11-2021-0072>
- Suban, S. A., Madhan, K., & Shagirbasha, S. (2021). A bibliometric analysis of Halal and Islamic tourism. *International Hospitality Review*. <https://doi.org/10.1108/ihr-05-2021-0038>
- Thompson, B. S., & Friess, D. A. (2019). Stakeholder preferences for payments for ecosystem services (PES) versus other environmental management approaches for mangrove forests. *Journal of Environmental Management*, 233, 636–648. <https://doi.org/10.1016/j.jenvman.2018.12.032>
- van Eck, N. J., & Waltman, L. (2014). Visualizing Bibliometric Networks. In *Measuring Scholarly Impact*. [https://doi.org/10.1007/978-3-319-10377-8\\_13](https://doi.org/10.1007/978-3-319-10377-8_13)

- Van, N., & Waltman, L. (2017). VOSviewer Manual. October, 1–49. [https://www.vosviewer.com/documentation/Manual\\_VOSviewer\\_1.6.6.pdf](https://www.vosviewer.com/documentation/Manual_VOSviewer_1.6.6.pdf)
- Virani, A., Wellstead, A., & Howlett, M. P. (2019). Where is the Policy? A Bibliometric Review of the State of Policy Research on Medical Tourism. SSRN Electronic Journal, 2. <https://doi.org/10.2139/ssrn.3445235>
- Vishwakarma, P., & Mukherjee, S. (2019). Forty-three years journey of Tourism Recreation Research: a bibliometric analysis. *Tourism Recreation Research*, 44(4), 403–418. <https://doi.org/10.1080/02508281.2019.1608066>

## JOURNAL OF TOURISM

An International Research Journal on Travel and Tourism

### SUBSCRIPTION ORDER FORM

☐ Institution ☐ Individual

Name and Designation : .....

Organization : .....

Postal Address : .....

.....

.....

Mobile No. : .....

E-mail : .....

Enclosed Cheque/DD Number : .....

Date:..... For Rs./US\$..... Drawn on .....

Towards subscription for the Journal of Tourism for one year.

Signature and Seal

Name:.....

Date:.....

#### Subscriptions – Journal of Tourism (ISSN: 0972-7310)

##### Annual subscription rates –

**India** Institutional: INR 2000

Individual: INR 1000

**Abroad** Institutional: US\$ 75

Individual: US\$ 40

##### 1) Demand Draft or Cheque in favour of –

Finance Officer, HNB Garhwal University, Srinagar Garhwal  
payable at SBI Srinagar Garhwal, Uttarakhand, India

##### 2) Online by NEFT or other mode –

Account No.: 39611919251

Account Name: F.O. TOUR RES GENERATION

Bank Name: State Bank of India, HNB Garhwal University Branch, Srinagar Garhwal

IFSC Code: SBIN0010583

# Journal of Tourism

## **Centre for Mountain Tourism and Hospitality Studies (CMTHS)**

HNB Garhwal University (A Central University)

Srinagar-Garhwal, Uttarakhand

Tel Fax - 00-91-1370-297020

e-mail: [sk\\_gupta21@yahoo.com](mailto:sk_gupta21@yahoo.com), [jothnbguindia@gmail.com](mailto:jothnbguindia@gmail.com)

website- [www.jothnbgu.in](http://www.jothnbgu.in)

*Visit Journal of Tourism online at [www.jothnbgu.in](http://www.jothnbgu.in)*