The Tourist Experience: Modelling the Relationship between Customer Satisfaction and Destination Loyalty

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Abstract

Objectives: The paper attempts to develop a post-visit model that focuses on evaluation of consumer’s internal and external satisfactions factors and their influence on destination loyalty in terms of revisit and recommendation. Methods/Statistical Analysis: The study proposes to understand the relationship between the constructs of satisfaction and loyalty in the post-visit stages of a leisure holiday using the concepts of intrinsic and extrinsic factors of travel. The methods used are Exploratory Factor Analysis and Structural Equation Modeling technique. The demographic factors of age and education are inserted as control variables to identify whether there is a direct or inverse correlation between age, education and the dependent variable of loyalty. Findings: A tourist will revisit and recommend a destination only if satisfied with the experience. The results of the post visit model signify that internal satisfaction has a positive impact on destination loyalty whereas external satisfaction is not a significant factor in building destination loyalty. The findings highlight that internal satisfaction factors influence external satisfaction factors and this also, emphasizes the importance of internal satisfiers. Due to severe competition between destinations offering alike attributes, it is of utmost importance for service providers to identify needs and desires of consumers to offer those services that create a delightful experience. Conclusion/Improvements: The findings can help tourism service providers to increase marketing efficiencies by developing strategically appealing improvements in service features that increase destination attractiveness to different tourist groups creating loyal customers.

Keywords: Consumer Behavior, Destination Marketing, Loyalty, Motivation, Satisfaction

1. Introduction

In the cosmopolitan world of today the entire globe has become a single market. The ease of connect and commute across the world has increased the human thirst for knowledge, the need to gain new and diverse experiences through travel and tourism, media and entertainment. Improvements in income and standard of living, higher levels of education, ease of interconnectedness have created a modern lifestyle that has led to an exponential increase in the need to travel and tour. Technology has advanced access to information, and facilitated the movement of products and consumers. Markets provide the modern consumer with a wide array of product alternatives and also, support him/her in making well informed and calculated choices. The decision choices available to

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consumers as tourists are manifold. On the one hand, a large number of destinations beckon them, and on the other, a plethora of attractive information has to be sifted through before the plans for the next travel and holiday can be finalized.

The United Nations World Tourism Organization (UNWTO)\(^1\) annual report gives very positive growth projections for the tourism industry. Statistically the growth in international tourism in the year 2014 has been 4.4%. The industry is currently estimated to contribute 1 in every 11 jobs across the globe. Tourism is thus, one of the fastest growing industries. It plays an important role in many countries, due to the accompanying large inflows of money and the opportunity for employment in the related service industries.

India has tremendous potential to become a major global tourist destination and the Indian tourism industry is exploiting this opportunity to the hilt. The total contribution of ‘Travel & Tourism’ to GDP was 6.7% of GDP in 2014, and is forecast to rise in the next decade, to reach 7.6% of GDP by 2025\(^2\). Changes in income and social values have depicted travel as a lifestyle trend and travel and tourism is today growing at a rapid rate, especially amongst the urban and semi-urban populations\(^2\).

The western coast of India is popular for its beach tourism and one of the most famous places on the western coast is the beautiful state of Goa. This is the destination of choice for this research study. Goa is a popular holiday destination known for its beaches, silver sands, archaeological sites, ancient temples and churches, cuisine, music, evergreen hills, and relaxed atmosphere\(^3\). The tourism industry in Goa is a major engine for the economic growth of the state, having contributed over 18% to the state’s GDP in 2014\(^4\).

Market forces play a critical role in creating a competitive environment for value products and services. In a competitive market, every destination needs to create its own niche in order to stand out from places with similar attributes. Converting a trip into a memorable experience largely depends on the service providers. Several studies on tourist decision making, focus on the factors affecting tourist destination choice which in turn also, influence destination loyalty through recommendation and revisit. The underlying needs and desires of a tourist act as motivators for certain behavior and the expectations attached to these needs are compared with experiences to evaluate satisfaction with the destination. This research is an attempt to uncover the determinants/influencers of tourist behavior which would help the tourism industry service providers to effectively design products as per their customer segmentation and defined target markets.

We attempt to comprehend the factors that influence travel decisions of different types of tourists by analyzing the characteristics of their behavior at post visit stage of travel, so as to optimize the efforts of tourism providers at the destination management. For the purpose of our study we have defined the following objectives:

- To understand tourist behavior at the post visit stage in the context of destination choice decision making.
- To develop tourism models that specify and illustrate the interdependence and interrelationships between factors that influence post visit destination choice decisions.
- To propose marketing strategies to service providers from the tourist industry to enhance the effectiveness of destination services and marketing.
- To recommend policy changes to the government to improve the enabling and supporting environment in a tourist destination.

In order to interpret the behavioral attributes that influence destination choices a model that explains and elaborates on the post visit stage of the tourist has been developed. The literature review helped to identify broad variable categories like motivation, satisfaction and loyalty, that influence tourist decision making and our study proposes to identify the interdependence and interaction between the factors in each of these categories, through a model depicting interrelationships that guide consumer/tourist decision making.

2. Literature Review

The market is a place where products and services are made available for sale but their actual race to survival is through developing favorable consumer behavior towards them. The concept of consumer behavior is applicable to any product or service thereby making it imperative for the marketers to collect information on consumer needs for product development purposes.

Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items\(^5\). According to Solomon (1996)\(^6\), consumer behavior is a study of the processes involved when individuals or groups select,
purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. The definition of consumer behavior given by Belch (1998) is “the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires”. These definitions highlight that consumer behavior is subject to various factors, at various stages in the process of decision making while satisfying ones needs and desires.

Tourism is a product that highly depends on its marketing capabilities. Unlike the rest, it offers services that need the consumers to come to the destination for experiencing them rather than making them available at the consumer end. Consumer behavior is the key to successful marketing of all tourism products. Studying consumer’s needs and decision processes is crucial for marketing activities because it allows the marketing manager to cater to the consumer demands depending on the decision making styles they follow and to improve his own decision-making process, in order to forecast future behavior objectively and in a more effective manner. Developing new tourism products and services, requires providers to comprehend consumer behavior and get a more clear view of what consumers are looking for so that it can reflect in the product development processes.

In tourism, consumer behavior can be defined as the ensemble of its acts, attitudes and decisions regarding choosing, buying and consuming tourism products and services, and also its post-consuming reactions. Along with the pre-decision actions post consuming reactions are also an important phenomena of tourism since advocacy and word of mouth promotion is highly dependent on consumer satisfaction. Tourism involves the combination of various services like, food, entertainment, transport, hospitality, shopping, and safety to name a few, most of which if satisfied, result in a successful trip. It has been said that having customers, not merely acquiring customers, is crucial for service firms. In terms of having customers, research shows that service quality, relationship quality, and overall service satisfaction can improve customers’ intentions to stay with a firm. The tourism industry is highly sensitive to all these product features: service quality, relationship quality and service satisfaction. The entire dynamics of satisfied experience plays a vital role in developing loyal customers with intentions of revisiting a destination.

The understanding of consumer behavior in tourism is guided by the need to identify factors that influence decisions made by different customer segments within a given population. Yoon and Uysal, (2005) stated that “as tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy”. Motivation is the foundation of tourist decision making and acts as the subconscious thought behind all the stages of decision making. Shaw and Williams (2002) added that the key to strong economic considerations is understanding of tourist motivation and decision-making process as it relates to promotion of tourism and tourism planning. Bieger and Lasser, (2002) highlighted that “motivation receives a great deal of attention from tourism academics, given its importance in marketing decisions such as segmentation, product development, advertising and positioning”. It is perhaps best described as “psychological/biological needs and wants, including integral forces that arouse, direct and integrate a person’s behavior and activity” by Yoon & Uysal (2005).

Tourist motives differ across types of tourism; therefore, it is fundamental for a destination to understand the underlying reason for tourist visits. Service providers could use this information to offer product promotions that would cater to the tourist motives. Travel motivation has been investigated in different fields such as sociology, anthropology, and psychology by many researchers. Maslow’s hierarchical theory of motivation was one of the most discussed in tourism literature (1970). Motivation has been explained through several theories or models and early studies like those of Plog’s (1974) defined “allocentric-psychocentric”, Dann’s (1977) “push-pull”, Pearce’s (1988) “travel career ladder” Murphy’s (1985) “four basic motivators” and Ross and Iso-Ahola’s (1991) “escape seeking” are instrumental. Contemporary studies validate the application of earlier models to pleasure seeking tourists through empirical tests and analysis.

Klenosky, (2002) suggested that “amongst all the motivation theories the push-pull approach remains the most widely applied for explaining motivations, given its simplicity and intuitive approach”. A review of the past literature indicates that generally accepted dimension to study tourist motivations are based on the push and pull factors. There is an array of motives or reasons expressed for tourist travel and the theory of push pull has divided them into two broad categories.
Selection of a destination develops expectations for a holiday and the tourists’ satisfaction levels during and after their holiday period are functions of their expectations\textsuperscript{16,34,35}. It is understood that expectations play a vital role in determining satisfaction, loyalty and other post-purchase behaviors\textsuperscript{36}. In successful destination marketing, due to the effects on tourists’ destination selection, consuming of goods and services and making the decision to revisit, expectations of tourists are important to understand\textsuperscript{37}.

Tourism is essentially experiential based and at the destination a tourist encounters reality. A tourist visits a destination with bundle of expectations hoping to be fulfilled in the most satisfying manner. In this stage he/she receives realistic access to all the activities and services about which information was gathered in the prior stage. This is when the tourist begins to compare his/her expectations with the actual experience. Babu George (2006)\textsuperscript{38} in his research work hypothesized that “holiday attachment could be significantly predictive of tourist loyalty towards a holiday: higher the holiday attachment higher the loyalty and vice-versa”. Destination attachment is developed through favorable experiences and one can propose that favorable experiences can develop destination loyalty.

Consumer evaluations based on expectations, judge the success of a trip on post visit feelings. Previous research indicates that future intention is led by post consumption evaluation\textsuperscript{39,40}. Repeat purchases, recommendations and customer loyalty are future intentions based on post purchase evaluation outcomes\textsuperscript{41,42}.

While evaluating our holiday we compare our interpretations of information with what happened during that holiday\textsuperscript{41–47}. As said by Murphy Craik, Li, & Schneider, (2000)\textsuperscript{43} “perceived performance quality of various destination products, determines visitors visit satisfaction and their behavioral intention”.

After comparing the expectations with perceived performance of the destination, destination satisfaction can be considered\textsuperscript{44}. Satisfaction in post visit evaluation would lead to tourists’ intention to recommend and revisit a destination\textsuperscript{45,46,47}. A tourist’s intention to revisit and recommend the place to others is considered to be destination loyalty\textsuperscript{48,49}.

Motivation has characteristics of influencing various behavioral factors. Past studies highlight that the relationship between motivation and other behavioral constructs such as expectation and attitude is rarely identified\textsuperscript{50}. The review of literature highlights the importance of satisfaction of expectations to build a positive attitude towards a destination leading to loyalty. Overall the relationship between motivation and expectations and affective constructs of satisfaction leading to brand and destination attachment (loyalty) still remains underexplored. This study plans to identify the relationship of internal and external factors of travel with the constructs of satisfaction and loyalty to determine their influence on destination choice.

Finally, we can conclude that tourist decision making at the post visit stage is governed by several factors as identified above, and for a destination to leave a mark in this competitive environment, it needs to differentiate itself from the rest.

3. Methodology

This study proposes to understand the relationship between the constructs of satisfaction and loyalty in the post-visit stages of a leisure holiday. For this, the concepts of intrinsic and extrinsic factors of travel have been used. The results on correlation between these factors would help to identify variables that influence tourist decision making. The technique of Exploratory Factor Analysis (EFA) was used to determine factors which were incorporated into the Structural Equation Modeling (SEM) technique to develop the tourist decision making model. Under SEM, the study proposes to use the second order latent variable approach (which is yet in a nascent stage of application to research) to get more critical outcomes that could help enhance the understanding of tourist’s destination choices.

3.1 Research Hypotheses

The hypotheses have been developed through the understanding of literature review and aim to justify the research conducted by earlier studies. The hypotheses are followed by a diagrammatic representation of the conceptual model of post visit decision making (Figure 1).

H1: A set of push factors help to determine the internal satisfaction of a tourist.

Factors like meeting new people, learning about new destinations, going to visit friends and relatives, refreshing body and mind, finding thrills or excitement etc.\textsuperscript{51} form a part of the push factors that
determine satisfaction of the tourist from a holiday trip. A set of these factors when put together can determine the overall internal satisfaction from a destination.

**H2: A set of pull factors help to determine the external satisfaction of a tourist.**

Factors like historic and natural environments, cost/prices, facilities, infrastructure, safety, and accessibility are the important destination attractions and these form a part of the pull factors that can determine satisfaction of tourists from a destination experience.

**H3: Internal satisfaction guides responses to external satisfaction.**

The purpose of travel plays a very vital role in the pre-visit decisions as well as post-visit evaluations. Intrinsic motives like relaxation, exploration, social status, knowledge seeking, culture, etc. are highly dependent on the destination features and attractions. If the destination does not provide for the perceived attributes the level of satisfaction is minimal. On the other side, a complete satisfaction of internal wants/desires can even overlook specific shortcomings of the destination by taking a more holistic view of the entire experience.

**H4: Internal satisfaction influences loyalty.**

Previous research suggests that the desire to revisit a place or recommend it to friends and family is considered as loyalty. To revisit a destination, one of the foremost criteria is high levels of satisfaction on the motives which formed the basis for travel. Satisfaction in post visit evaluation would lead to tourists’ intention to recommend and revisit a destination.

**H5: External satisfaction influences loyalty**

As mentioned above, the desire to revisit a place or recommend it to friends and family is considered as loyalty and if a tourist is satisfied with the attributes of the destination it is more likely that he/she would advocate the place to more people and be termed as a loyal customer.

**H6: Loyalty is determined by desire to revisit and recommend the destination.**

The intention to revisit a destination and/or recommend it to potential tourists can be considered as loyalty towards a destination. Since revisit and advocacy exhibit positive behavior, scholars have considered both as measures of loyalty towards a destination.

3.2 Data Collection

Data collected for the study included, secondary and primary sources.

### 3.2.1 Secondary Data

Secondary sources of information help construct the backbone of research by helping to identify the areas which need to be addressed and further researched. Detailed review of past research highlights gaps in the area of study adding value to the purpose of the project. For this study, data was gathered from books, research papers, articles, newsletters, websites, etc.

### 3.2.2 Primary Data

The method chosen for primary data collection is through administration of a questionnaire. According to Veals (2006) questionnaires and interviews are probably the most used methods to make a survey. Since the responses to questions in tourism are opinionated, this method of data collection helped capture individual opinions under the supervision of a facilitator. According to Flanagan, (1954) asking respondents to write their responses in the presence of an interviewer retains the advantages of the individual interview in regard to the personal contact, explanation, and availability of the interviewer to answer question.

#### 3.2.2.1 Study Site

The study site for purposes of data collection is Goa, a famous tourist destination of India. Goa is a perfect haven...
for those who need and want relaxation with its major attractions being the 131km long coastline; sun, sand and sea. It is important to market the industry competitively and meet the tourist expectations for the sake of both the service providers and for the state economy since the tourism industry is a major engine for economic growth of the state and Goa has a high potential for attracting tourists.

4. Measure and Sampling

Known as the ‘west of the east’, every year Goa is visited by many tourists from across the world. Goa was visited by 3,544,634 domestic tourists and 513,592 international tourists in 2014.

A questionnaire was developed and administered to tourists visiting Goa for the primary data collection, in order to understand the consumer decision making processes.

The internal and external factors were identified through the work of previous researchers and adopted into the questionnaire design. The literature review on tourist motivation and consumer behavior in tourism helped us compile a list of internal and external motivation factors (Tables 1 and 2) that guide their decision to choose a holiday destination. There were 25 internally driven intangible factors also known as the ‘push factors’ that encouraged tourists to travel and 19 destination attributes related factors also called the ‘pull factors’ that lured the tourists to the place. The respondents were asked to rate the importance of each of the motivational factors (both internal and external) when considering a leisure travel holiday in general, using a 5-point Likert-type scale; ranging from not important (5) to extremely important (1). For identifying satisfaction with a destination (Goa) the respondents were asked to rate the above mentioned internal and external factors, also, using a 5-point Likert-type scale; ranging from not important (5) to extremely important (1).

The questionnaire also covered the demographic profile of the respondents that included information about age, education, nationality of origin, gender, marital status and income. Data on tourist’s average duration of stay and daily budget for holidays spend was also gathered.

Table 1. Internal factors

| a. To observe and experiencing different cultures and lifestyles |
| b. To increase knowledge/Enrich myself intellectually |
| c. To see how people of different cultures live |
| d. To exchange customs and traditions |
| e. To visit new places |
| f. To gain new and diverse experiences |
| g. To explore Uncharted territory/adventure activities |
| h. To sightsee touristic spots |
| i. To Increase my Social status |
| j. To fulfill family demands |
| k. To visit a place where my friends have been or have suggested to go |
| l. To enhance communication with local community |
| m. To meet new people |
| n. To fulfill my dream of visiting a foreign land/country |
| o. To satisfy the desire of being somewhere else. |
| p. To visit friends |
| q. To visit relatives |
| r. To relieve stress |
| s. To relax physically |
| t. To relax spiritually |
| u. To have enjoyable time with my travel companions |
| v. To appreciate natural resources |
| w. To be away from home |
| x. To seek solitude in a foreign land |
| y. Stimulating emotions and sensations |
| z. Getting away from crowds |

Source: Author’s own impression (compilation)

Table 2. External factors/destination attributes

| a. Beaches |
| b. Historic and heritage attractions |
| c. Adventure facilities/activities |
| d. Shopping facilities |
| e. Night-life and entertainment |
| f. Natural environment/forests/wild life sanctuaries |
| g. Weather |
| h. Popularity /reputation of the place |
| i. Cost and price levels |
| j. Cuisine/food |
| k. Hospitality |
The survey concluded with post-visit questions on their intent to visit Goa again and the probability of their referring Goa to friends and family.

The population sample size for the survey was determined using a 95% level of confidence and was calculated at 384. The respondents were selected using random samples across several popular tourist places in the state. A total of 450 completed questionnaires were collected, out of these 400 were used for study after suitable data cleaning exercise. An attempt was made to cover respondents in both the North and South districts of Goa, to include both beaches and heritage sites, and span domestic and foreign tourists. In fact, the ratio of domestic to foreign tourists was taken to be 4:1, deliberately biased to include more foreign tourist, relative to the ratio of total domestic to total foreign tourist visiting the state. This was done because foreign tourists are more important for Goan tourism as they create the ‘westernized’ image of Goa, which itself becomes a strong pull factor for even the domestic tourists. Also, as the foreign tourists represent diverse cultures and nationalities of origin it was felt that the sample ratio should tilt to add more numbers thereof.

The initial phase involved a pilot study of 40 respondents, to test the clarity of instructions; comprehensibility, relevance, terminology used, and the average time it took to administer the survey questionnaire. This helped to maximize the efficiency of the final survey.

5. Results and Discussions

5.1 Demographic Profile

The questionnaire began with a set of questions on personal information of respondents like country, education, age, gender to name a few. The percentile results are presented in Table 3.

5.2 Exploratory Factor Analysis

<table>
<thead>
<tr>
<th>Internal Satisfaction</th>
<th>Factor Loading</th>
<th>% of Variance Explained</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor 1: Knowledge</td>
<td>29.161</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Observed and experienced different cultures and lifestyles</td>
<td>0.818</td>
<td>2.59</td>
<td>0.786</td>
<td></td>
</tr>
</tbody>
</table>
The Tourist Experience: Modelling the Relationship between Customer Satisfaction and Destination Loyalty

Table 4 shows that 26 attributes resulted in grouping of 4 factors of satisfaction which accounted for 54% of the total variance. 'Knowledge' was the first factor that the tourists were satisfied with from the destination. The factor accounted for 29.161% of the variance with components that suggested that the tourists were satisfied with their desire to observe different culture, customs, and enrich their knowledge by interacting and exchanging experiences.

The second factor was 'Experience' which accounted for 11.095% of the variance highlighting the satisfaction of the tourist in gaining new experiences through visiting new places and touristic spots, which also included adventure activities that enhanced diverse experiences.

The third factor is 'Escape' with a variance of 8.786% asserting that the tourist did feel that they could break away from their regular activities and enjoyed the stimulation of senses at their choice of destination.

The fourth additional factor was 'social' which has a variance of 4.924% highlighting the point that the tourists felt their holiday had added to their social identity and did create positive image on their near and dear ones.

The best mean score of 1.94 (likert scale 1 - 5, 1 being the highest rank) was given to the component of 'visited new places' which can be considered as one of the strong internal satisfiers for the tourists while choosing a destination.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results was 0.806 (>0.6 are considered acceptable) and Cronbach alpha was 0.82 (> 0.7 being admissible).

Table 5. The results of EFA for tourist external satisfaction

<table>
<thead>
<tr>
<th>External Satisfaction</th>
<th>Factor loading</th>
<th>% of variance explained</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor 1: Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>m. Infrastructural development (Transport facility/power/communication)</td>
<td>0.821</td>
<td>43.774</td>
<td>2.43</td>
<td>0.826</td>
</tr>
<tr>
<td>l. Accessibility to Information when in the place(brochures, pamphlets guides or other personal help)</td>
<td>0.738</td>
<td>2.37</td>
<td>0.813</td>
<td></td>
</tr>
<tr>
<td>k. Hospitality</td>
<td>0.708</td>
<td>2.14</td>
<td>0.822</td>
<td></td>
</tr>
<tr>
<td>j. Cuisine/food</td>
<td>0.644</td>
<td>2.16</td>
<td>0.872</td>
<td></td>
</tr>
<tr>
<td>Factor 2: Safety and Accessibility</td>
<td></td>
<td></td>
<td>7.927</td>
<td></td>
</tr>
<tr>
<td>p. Connectivity to the place</td>
<td>0.905</td>
<td>2.36</td>
<td>0.818</td>
<td></td>
</tr>
<tr>
<td>o. Proximity from your place of residence</td>
<td>0.775</td>
<td>2.39</td>
<td>0.803</td>
<td></td>
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<tr>
<td>Factor 3: Escape</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>u. To be away from home</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>x. Getting away from crowds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>w. Stimulated emotions and sensations</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Factor 4: Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j. Will help impress friends and family</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Will help increase my social status</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KMO</td>
<td>0.806</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cronbach Alpha</td>
<td>0.82</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
Table 5 shows that 19 attributes resulted in grouping 3 factors of satisfaction which accounted for 58% of the total variance. ‘Services’ is the first factor that accounted for 43.77% of the variance. This denotes that the tourists were happy with the basic amenities, accessibility to information, hospitality and cuisine provided by the destination.

The second factor is ‘Safety and accessibility’ with 7.927% of variance highlighting that the tourists were satisfied with the connectivity to the place and considered the level of safety to be adequate.

The third factor is ‘People’ and it accounts for 6.669% of variance explained, depicting that the tourist liked the accommodating nature, culture and overall atmosphere of the place and found it appealing to their satisfaction.

The best mean score of 1.98 (likert scale 1-5, 1 being the highest rank) is given to the components of ‘relaxing atmosphere’ which can be considered as one of the strong external satisfaction factors of the tourists to this destination.

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The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results was 0.846 (>0.6 are considered acceptable) and Cronbach alpha was 0.878 (> 0.7 being admissible)

The Exploratory Factor Analyses for loyalty (revisit and recommend) have been shown in the following Table 6.

| n. Personal Safety /Security measure | 0.528 | 2.22 | 0.791 |
| Factor 3: People | 6.669 |
| r. Friendliness / accommodating/ receptive/ approachable | 0.941 | 2.18 | 0.775 |
| q. Different customs and culture/ exotiness | 0.593 | 2.39 | 0.894 |
| s. Relaxing atmosphere | 0.512 | 1.98 | 0.78 |
| KMO | 0.846 |
| Cronbach Alpha | 0.878 |

Table 6. Results of EFA for loyalty

<table>
<thead>
<tr>
<th>Loyalty</th>
<th>Factor loading</th>
<th>% of variance explained</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revisit</td>
<td>0.882</td>
<td>78</td>
<td>2.19</td>
<td>1.19</td>
</tr>
<tr>
<td>Recommend</td>
<td>0.882</td>
<td>1.86</td>
<td>1.035</td>
<td></td>
</tr>
<tr>
<td>KMO</td>
<td>0.602</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cronbach Alpha</td>
<td>0.709</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Loyalty of a tourist was measured through their intentions to revisit and/or recommend the place to others. These two were combined to measure loyalty, the results of which explained 78% of the variance. The mean for recommending the place suggests that the tourist would strongly advocate the destination to potential tourists.

A satisfied tourist can be a favorable guide to potential tourists and for himself. The importance of meeting the expectations of the tourist should never be undermined. Dissatisfied tourists can be a threat to the image and growth of a destination. Tourist satisfaction can be achieved if the marketer identifies the factors that can influence positive responses from them. As discussed earlier a tourist has several motives that guide his/her choice of destination and these motives are intrinsic and extrinsic in nature. If a marketer can categorize these motives, which if satisfied can lead to repeat visit or recommendation (loyalty); they can focus their efforts in that direction.

The post-visit analysis using SEM aims to identify and test the interrelationship between constructs that play a significant role in influencing tourist loyalty towards a destination.

5.3 Model Constructs

The study focuses on developing and testing a structural model that determines variables influencing a tourist’s loyalty based on his/her satisfaction from a destination. The SEM model is developed to understand the relationship between the latent constructs of internal satisfaction, external satisfaction and loyalty. SEM analysis is carried out in two stages; the measurement model and the structural model.

5.3.1 Measurement Model

The post-visit model is constructed following a detailed sequence of tests (mentioned below) with model fit indices are as per admissible values. The results of the CFA (Confirmatory Factor Analysis) are represented in Figure 2.
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The results of CFA are well within the acceptable levels for model fit.

The model was checked for configural and metric invariance test, and the data was analyzed with regards to its validity and reliability.

All the values were found to be within acceptable limits and the correlation between the constructs was thus, valid and reliable, making it suitable for Structural Equation Modeling.

The CFA model was also checked for common method bias amongst the variables. Harman’s single factor test is adopted to identify whether there exists a bias in the data.

After running all the relevant tests the measurement model constructed appears to be suitable for developing the final structural model.

5.3.2 Structural Model

Figure 3 illustrates the structural model for post visit decision making which represents the relationship between Internal and External satisfaction on Loyalty (the need to revisit or recommend the destination). The model suggests that there are two factors namely ‘experience’ and ‘escape’ that determine internal satisfaction and three factors of ‘services’, ‘safety/accessibility’ and ‘people’ that guide the external satisfaction. The model was then tested on multivariate assumptions of linearity to verify whether the paths between dependent and independent variables are linear. The results prove that all the paths in the model are sufficiently linear. The demographic factors of age and education are inserted as control variables to identify whether there is a direct or inverse correlation between age groups, education levels and the dependent variable of loyalty.

The values of Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI) attained for the proposed model are 0.952 and 0.934. It is therefore concluded that the hypothesized model proposed in the study fits the sample data adequately.

The model values for NFI, TLI and CFI values of 0.928, 0.970 and 0.976 respectively, are consistent in suggesting that the hypothesized model represented an adequate fit to the data. The Root Mean Square Error of the Approximation (RMSEA) for the proposed model has a value of 0.034 (which should be less than 0.08), implying that the model is an acceptable fit\(^6\). The recommended fit for Chi-square to degrees of freedom is of less than 3 and our model ratio for the same is 1.468 which is very much within acceptable limits. The results of all the tests and measures indicate that the model has a good level of fit and can be used for further analysis, supporting our structural model.

The path coefficients for the full model are positive and significant (p-value < 0.01) except for the path from external satisfaction to loyalty. The results of the study signify that hypothesis H1, H2, H3, H4 and H6 are accepted while hypothesis H5 is rejected with p-value of 0.78. The control variables of age and education do not seem to have a significant influence on the dependent variables of loyalty which suggests that satisfaction does not change with age group and level of education of the tourists.
H1: A set of push factors help to determine the internal satisfaction of a tourist.

Results show that internal satisfaction is guided through gaining new ‘experiences’ by visiting new places, exploring uncharted territories, sightseeing in touristic spots with a loading of 0.83. ‘Escape’ is another equally important factor which loads at 0.83 and is the desire to be away from home, seeking solitude in a foreign land, away from crowds, basically a break from the routine daily life of an individual. These two factors show a significant influence on internal satisfaction of tourists.

H2: A set of pull factors help to determine the external satisfaction of a tourist.

’Safety’ and ease of travel (0.83) with ‘Services’ like infrastructure and access to information (0.79) and ‘people’ (0.73) that make the environment friendly are factors that play a significant role in influencing satisfaction. Results depict that these set of factors can play an important role in determining destination attribute related satisfaction.

H3: Internal satisfaction guides responses to external satisfaction.

The path from internal to external satisfaction has a regression weight of 0.63 and is significant at the 0.01 level. This depicts that internal satisfaction does guide responses to external satisfaction. If tourist are satisfied with their internal desires for travel they will probably appreciate the destination attributes more willingly than otherwise.

H4: Internal satisfaction influences loyalty.

The regression value from internal satisfaction to loyalty is 0.42, significant at 0.01 level. This suggests that internal satisfaction influences loyalty which basically means that if a tourist is satisfied on internal desires or expectations, he/she is more likely to revisit the destination or recommend it to friends and family.

H5: External satisfaction influences loyalty

The results for external satisfaction on loyalty do not support the proposed hypothesis. It shows that external satisfaction (regression value of 0.16) does not significantly (0.078) influence loyalty suggesting that being satisfied with the destination attributes does not necessarily assure the behavior of revisit or recommenda-

H6: Loyalty determined by desire to revisit and recommend the destination.

The intention to revisit a destination loads at 0.83 and intention to recommend it to potential tourists loads at 0.62 measuring loyalty towards a destination. The behavior of revisiting a destination is considered to be more important in measuring destination loyalty as per the constructs of the proposed model.

6. Findings and Conclusion

A tourist visiting a leisure destination mainly expects to get away from daily routine and have a different experience that would help relax and rejuvenate his body and mind. The latent variable of internal satisfaction shows that tourists visiting the leisure destination of Goa are happy with their experience and exploration of the place in-terms of touristic spots and uncharted territories. The idea of getting away from routine seems to be fulfilled as they feel satisfied with its serene and peaceful environment. As identified in the model, internal satisfaction positively influences loyalty which means revisiting or recommending the destination to others.

The tourists are satisfied with the attributes of services and safety prevailing in Goa. Their opinion of people seems to be that they are friendly and accommodating which is a genuine need for a relaxed environment.

The model suggests that internal satisfaction does influence external satisfaction which can be related with the results. Tourists were satisfied with the feeling of being away from home and crowds (as desired) which could be achieved only if the state provided relevant services, safety and a relaxing environment. Their appreciation of destination attributes could be highly related to their satisfaction of internal desires. On the other hand, satisfaction of external wants did not influence their loyalty towards the destination. This explains that tourist’s do not feel encouraged to revisit or recommend the place just because the services provided were satisfactory since they think good facilities should be a natural part of destination attributes. They are part of the total experience and not distinct motivators to revisit or recommend the place. In case the tourists were dissatisfied with these destination attributes, they would probably influence loyalty factor in a negative manner. An unfriendly or unsafe destination would never be revisited or proposed to others for a leisure visit.
These correlations suggest that comprehending consumer’s internal satisfaction is imperative since they are critical to destination loyalty. The external factors are necessary to support satisfaction of internal factors. These results reaffirm the ‘Motivation- Hygiene theory’ proposed by Frederick Herzberg whose study related to workplace conditions and how intrinsic factors act as motivators and hygiene (extrinsic) factors if not provided can act as dis-satisfiers.

The findings of this study can have significant policy and marketing implications that the government and tourism service providers can implement, thereby promoting the growth of tourism through satisfied and loyal tourists. Government can assist in providing basic amenities like infrastructure, transportation, safety, law and order and sustainable environment programs that would facilitate tourism. By focusing on the factors that influence destination choice decisions the marketers can improve efficiency and effectiveness of their marketing efforts.

Every visitor is a medium of future business for the destination and therefore, efforts to maximize satisfaction are irreplaceable. Overall this paper highlights the importance of understanding consumer behavior in tourism which is a constantly changing phenomenon with changing lifestyles and preferences.

7. References

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