

CHAPTER 2

REVIEW OF LITERATURE

Literature refers to a collection of published information/materials on a particular area of research or topic, such as books and journal articles of academic value within a certain time period. The review of literature chapter identifies, evaluates, and synthesizes the relevant literature with a particular field of study. In this context, the review of literature helps the researchers find out the key variables to be studied in the research work and logically establish the theoretical gap in the studies. Tourism is a young discipline, with several studies been conducted in the main and sub-themes of tourism, hospitality, and travel-related areas and these qualitative and quantitative research works have been published in the academic journals of national and international repute. It has been noticed that a number of empirical studies have been taken in the area of Heritage Tourism. The available research to the present study has been intensely reviewed to understand the work done so far and helped the researcher in fine-tuning the problem already selected. It also helps in identifying the research gap. The present research work entitled “Destination Image, Visitor Satisfaction and Destination Loyalty in Heritage Tourism: A Case study of Mahabalipuram” is a sincere attempt to uncover many hidden facts in the research area by taking visitors into the scope of the study and were presented and discussed on the following heads.

2.1 Heritage Tourism

2.2 Heritage and Cultural Tourism

2.3 Heritage Tourism in India

2.4 Tourism in Tamil Nadu and Mahabalipuram

2.5 World Heritage Sites

2.6 Sustainable Tourism

2.7 Destination Image, Visitor Satisfaction and Destination Loyalty

2.8 Adapted Model for the Study

2.9 Research Gap

2.1 HERITAGE TOURISM

Hollinshead (1988) asserts that heritage tourism also includes local cultural traditions, the community heritage that serves as touristic attractions and embraces folkloric traditions, arts and crafts, ethnic history, social customs, and cultural celebrations. Heritage tourism is representative of many contemporary travelers desire to directly experience and consumes diverse past and present cultural landscapes, environments, and places. According to Smith (1989), heritage tourism includes nostalgia with an emphasis on present culture and handcrafted objects. Heritage needs to understand as a flexible and malleable concept, open to multiple interpretations and negotiations. Ashworth and Goodall (1990) argued that Heritage tourism is an ultra compounded of many different emotions, including nostalgia, romanticism, aesthetic pleasure, and a sense of belonging in time and space. Prentice (1993) clears the term "heritage" as not only landscapes, natural history, buildings, artifacts, cultural traditions, and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can promote as tourism products. He also suggested that heritage sites should be differentiated in terms of types of heritage: built, natural, and cultural heritage.

Peterson (1994) reveals three major reasons for visiting historic sites: to experience a different time or place, to learn to enjoy a cerebral experience and to share with others or teach children the history of the site. Heritage tourism is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions. Larkham (1995) has suggested that heritage is simply all things to all people, and a cynical view might be that there are as many definitions of heritage as there are heritage practitioners. Nuryanti (1996) groups heritage into three main categories: built heritage that can describe as historical and artistic heritage such as relics, forts, and modern towns; scientific heritage encompasses elements such as plants, birds, animals, rocks and natural habitats and cultural heritage comprises of folk and fine arts, customs and languages. Nuryanti (1996) opinion Heritage tourism is characterized by two seemingly contradictory phenomena; the unique and the universal. Each heritage site has unique attributes, but heritage, although its meaning and significance may be contested, re-interpreted, and even recreated, is shared by all.

Etos (1999) has defined heritage as a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites, and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge, and living experiences. It records and expresses the long processes of the historic development, forming the essence of diverse national, regional, indigenous, and local identities and is an integral part of modern life. It is a dynamic reference point and a positive instrument for growth and change. Poria et al., (2001) describe Heritage tourism as a phenomenon based on tourists' motivations and perceptions rather than on specific site attributes. Heritage tourism is a subgroup of tourism in which the main motivation for visiting a site is based on place's heritage characteristics according to the tourist's perception of their heritage. Herbert (2001) investigates that it is in the hands of managers of heritage sites to portray a particular set of the image about the site. The physical attributes of a destination are at their disposal. The author is more concerned with only the literary places as tourism destinations and says that the literary places can create with these fictional words in mind, and tourists may be less concerned with distinctions between fiction and reality. The author has addressed common issues related to the study of heritage tourism and has reported empirical findings from two literary places. Through these case studies, the author has confirmed links between class and the habit of visiting heritage sites.

Hargrove (2002) has stated that Heritage tourism has captured so much attention during the past decade, primarily because economics drive the interest in heritage tourism. According to the recent study by the Travel Industry Association of America (TIAA), people who engage in historical and cultural activities spend more and stay longer than other types of U.S. travelers. McKercher & Cros (2002) has mentioned that Cultural heritage tourism is commonly understood as "the interplay between tourism, the use of cultural heritage assets, the consumption of experience and products, and the tourist." Timothy and Boyd (2003) stated that heritage is divided into tangible immovable resources (national park, sanctuaries, monuments, and buildings), tangible movable resources (objects in museums) and intangible resources, including values, customs, ceremonies, lifestyles and experiences such as cultural events. Currently, UNESCO is focusing on folk dances of South India as a cultural heritage. It defines heritage tourism

as "immersion in the natural history human heritage, arts, philosophy and institutions of another region or country." Shackel (2003) highlights heritage creates a useable part, and it generates a precedent that serves our present needs, and we live in a society that has an unquenchable thirst for nostalgia. According to Howard (2003), heritage is defined as "anything that a person wishes to conserve or collect, to pass on to future generations." Christou (2005), in his study, has explained Culture and Heritage as "That segment of the tourism industry that places special emphasis on Heritage and Cultural attractions." These attractions are varied and include performances, museums, displays, archaeological sites, fairs, and festivals, etc. In developed areas, Heritage and Cultural attractions include art galleries, plays, orchestra shows, and other theatrical performances. The tourists may travel to particular places and to visit cultural shows or enjoy special musical performances. It may be a visit to a particular fair like craft mela. In less developed areas, heritage and cultural attractions may include a visit to traditional religious places, handicrafts, and cultural performances. Jimura (2011) remarked that Heritage Tourism is one of the most significant and fastest-growing segments of the tourism industry as tourists become increasingly more interested in consuming heritage. Heritage tourism is a branch of tourism oriented towards the cultural heritage resources of the location where tourism is occurring. Heritage sites provide tangible links between past, present, and future (Bushell 2011).

2.2 HERITAGE AND CULTURAL TOURISM

Travel and Tourism help produce new knowledge and understanding about being and provides an identity of the past (Lanfant, 1995). A typical tourist moves away from the sun, sea and sand to a unique type of experience through cultural and heritage attractions (Apostolakis, 2003). Heritage Tourism is a type of Special Interest Tourism that helps the tourists to learn the potentials of the past and their lifestyle (Li & Lo, 2004). For the past few decades, Heritage and Tourism are complementary to each other. Scholars like Hewison (1989), Urry (1990) had mentioned about the convergence of tourism and Heritage. Heritage tourism has achieved significant interest economically and political for regional, state, and national benefits (Jamal & Kim, 2005). It is based on what we have inherited (Yale, 1991 and Sharpley, 1993). It means historic sites, buildings and the experiences for the people to seek in them (Christou, 2005 and Stewart

et al., 1998). Park (2010) defined Heritage as a symbolic embodiment of the past, reconstructed and reconstituted in the collective memories and traditions of contemporary societies rather than being perceived as a mere apotheosis of by-gone times. He describes that Heritage Tourism acts as a medium to reconstruct and communicate national solidarity. It also helps to transform people's ethnicities and identities. Richards (1997) stated that Cultural Tourism is the movement of persons to cultural attractions away from their normal place of residence, intending to gather new information and experiences to satisfy their cultural needs. It has an extensive role in enhancing the knowledge of the contemporary generation about culture and nature and the shadowing of people by disciplining their actions (Deleuze & Guattari, 1984). Peterson (1994) identified three major rationales for visiting historical destinations: to experience a different place, to enjoy a cerebral experience and to share the history of the site with others. Russo & Borg (2002) mentioned that tourism provides vital financial resources for the conservation and restoration of cultural heritage sites, which otherwise faces shrinking funds. McKercher et al. (2005) identified that tourism and cultural heritage sites are performing well in parallel existence with tourism and other stakeholders by carrying out their respective jobs promptly with a mutual relationship by giving a realistic appreciation to the tourism and conserving its cultural values of the destination. Garrod & Fyall (2000) investigated the challenges of heritage attractions in the long run and assessed the fundamental mission behind heritage management. They found that there is a close relationship between the heritage mission and the principles of sustainable development.

2.3 HERITAGE TOURISM IN INDIA

Basham (1991) has given a complete picture of the history and culture of the Indian sub-continent before the coming of Muslims. Starting with the Geographical background, he has given a complete picture of the country by throwing light on the state, society, everyday life, religion, arts and language and literature of the country. Bansal and Gautam (2004) have stated that globally, 37 percent of tourism is culturally motivated, and it is growing at a rate of 15 percent annually. The authors have described that lack of resources, lack of expertise, lack of ready product, lack of mutual knowledge, and minimal marketing are the main reasons affecting heritage tourism in Himachal Pradesh. Manish Srivastava (2009) proclaimed that India saw as an exotic destination

offering a mix of culture, history, and state of the art amenities to the international traveler. According to him, heritage tourism is a fertile ground for exercising creative talents, fostering special kinds of relations between the visitors and the host of population and between the tourists and the environment. While the international tourists are more satisfied with food, hotel, and people of India, a deep sense of dissatisfaction can perceive about infrastructure. There is dissatisfaction concerning bad road conditions, excessive delays at immigration counters, bad airport facilities, and absence of signboards, illegal guides, and poor maintenance of heritage places. However, the tourists are very much satisfied with the guides approved by the government.

2.4 SUSTAINABLE TOURISM

The most important institution for the development of sustainable tourism (ST) was the United Nations. In 1988, the United Nations World Tourism Organization (UNWTO) defined sustainable tourism as “leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems”. The UNWTO's concept of sustainable tourism in the context of sustainable development refers to tourist activities leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (UNWTO, 2001). Mowforth and Munt (1998) argue that sustainability in tourism can be broken down into ecological, social, cultural, and economic sustainability. From a destination management standpoint, it is important to appreciate that sustainable tourism does not attempt simply to control development, but that it also seeks to encourage the development and promotion of appropriate forms of tourism (Ritchie & Crouch, 2003). Hunter (2002) believes that although the concept of sustainable tourism is derived from sustainable development, it is sometimes considered an independent and distinct component of the economy. There are numerous definitions of sustainable tourism. Sustainable tourism is tourism, and associated infrastructures that: both now and in the future operate within natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities, customs and lifestyles, make to the tourism experience; accept that these people must have an

equitable share in the economic benefits of local people and communities in the host areas (Eber, 1992).

According to Buckley (2012), the specific term 'sustainable tourism' was first used almost two decades ago. During the first decade, basic frameworks from backgrounds in tourism, economics, and environmental management were studied. Liu (2003) defined sustainable tourism as all forms of tourism (conventional or alternative) that are compatible with and contribute to sustainable development. Butler (2000) explains that sustainable tourism was focused on protecting natural resources; the main reasons for this were: the high interest of environmental organizations, evidence of environmental degradation due to tourism, the dependence of the main tourist destinations on the state of the environment, the relative ease to counteract the physical impact of tourism on the environment, compared to the socio-cultural one, which is more difficult to be tackled, and the publicity a destination can enjoy, due to the interest it shows towards the environment.

Swarbrooke & Horner (2004) says the purpose of sustainable tourism is to make a balance between protecting the environment and maintaining cultural integrity. Sustainable tourism has become an area of academic interest and has been adopted into tourism policy-making by both the public and private sectors at all levels of governance and in organizations such as United Nations Environment Program (UNEP), United Nations World Tourism Organization (UNWTO), 45 and the World Travel and Tourism Council (WTTC). Sustainable tourism thus attempts to make minimal impact on the environment and local culture while helping generate income and employment for locals as well as to promote the conservation of local ecosystems. It is responsible for tourism, which is both ecologically and culturally sensitive (Hall, 2011). Ward and Butler (1999) reviewed the environmental focus of discussions of sustainable tourism and argued for the need to ensure that the concept includes and is applied to the human environment as well as the physical environment. As Butler (1998) argues, inevitably, any form of tourism development can only be judged sustainable or unsustainable after a long period of operation when it can be ascertained if the demands of the activity had not prejudiced the needs of what were future generations when the development began. Font and Sallows (2002) insisted that greater effort should also be made to promote codes,

standards, and best practices in sustainable tourism across the globe, through accreditation bodies such as the WTO and the Sustainable Tourism Stewardship Council.

2.5 TOURISM IN TAMIL NADU AND MAHABALIPURAM

Tamil Nadu (land of the Tamilians) has been in existence for the past 20 to 30 centuries. This is one of the oldest places in the world to create a scientific grammar about 1500 years ago for the Tamil language. Perhaps it must have been in contact with China from 2nd century BC onwards. About 100BC to 300 AD are marked as Sangam age, and this is the Golden age of Tamil Nadu (Glaeser and Glaser, 2010). The literary evidence from Sangam literature proves the presence of ancient seaports and their mercantile achievements through it (Sarma,1978). Ancient cities like Madurai, Kanchipuram, and Pimpurhar witnessed an urban revolution and the typical ancient Indian trade with Mediterranean regions during the reigns of Cholas and Pandyas. Later under the Pallava kingdoms from the sixth to ninth centuries saw a new type of town development in Kanchipuram, the capital city of Pallavas (Heitzman, 1987). Kanchipuram is one of the seven sacred cities in India, which contains a religious centre for Hindus, Jains, and Buddhists. The integration of all religions such as Saivism, Vaishnavism, Jainism, and Buddhism with fused culture in Kanchipuram led the blend of Hinduism and Buddhism in the architecture of Mahabalipuram. The Chinese Traveler and Buddhist Scholar Hiuen Tsang visited Kanchipuram and mentioned about it in his Siyuki, and three hundred Buddhist Monks from Srilanka visited Kanchi during the reign of Pallavas (Shukla,2001).

The epigraphical sources proved that the Pallavas had strong overseas relationships with Ceylon, China, and the South Asian Countries. And the discovery of some Roman coins of 4th Century AD indicates that Mahabalipuram had active trade relationships with Romans around the Christian era (Sundaresh et al., 2004). Indeed, European travelers in the sea identified the free-standing temples on the shore of Mahabalipuram as Seven Pagodas for their navigation (Ranjani and Kasturirangan, 2013). Sonnerat (1782) pointed out that the temple of Seven Pagodas is one of the most ancient on the coast of Coromandel and on account of its appearance. Beginning in recorded times, as a centre of pilgrimage through the Sthalasayana Perumal temple and as the birth place of Bhoothath Azhwar, Mamallapuram became a port for trade with the

west. It was also a port for the spread of Hindu and Buddhist religion and culture in south-east Asia (Ramaswami, 1989). *Avantisundari Kathasara*, a Sanskrit fiction by Dandin, the great author who lived in Kanchipuram, gave an account of the first recorded tourists to Mamallapuram (Ramaswami, 1989) and still, it attracts a huge inflow of tourists into it.

2.6 WORLD HERITAGE SITES

In order to protect the heritage sites from natural and human-made destruction, UNESCO initiated the World Heritage Convention in 1972. The Convention passed an international treaty on—Protection of the World's Cultural and National Heritage and started issuing World Heritage Site (WHS) status to several noteworthy sites from 1978 onwards (Huang et al., 2012). The Convention defines—cultural heritage as monuments, groups of buildings, and sites, whereas natural heritage as natural features (physical and biological formations), geological and physiographical formations, and natural sites (natural areas). As of June 2013, 981 sites, including 759 cultural, 193 natural, and 29 mixed sites in 160 countries, have been enlisted in the WHS list. Although the UNESCO title intends to protect and conserve natural and cultural resources forever, it has been usually used as a marketing tool to catch the attention of tourists (Huang et al., 2012). Based on their international significance and advantageous interface, they are widely branded for socio-economic development through the tourism industry (Hall & Piggin, 2001). Having historical, scientific, or aesthetic value, many of the WHSs are unsurprisingly favorite tourist attractions. One of the objectives of WHS List is to acquire tourists from different parts of the world to enhance a greater understanding of people's relationships through sharing experiences (Drost, 1996). These heritage sites are regarded as terrific worth to the people of all nations regardless of their own culture and customs (Su and Li, 2012). As it symbolizes the culture of the country nationally and internationally, it must be open to the public and tourists while being preserved for the future generation as well. However, increasing population pressure on WHS is continuing, and it enforces the need to formulate effective management practices in accordance with the deep understanding of geographical locations between WHS and the tourist origin (Li et al., 2008). Perhaps, these sites can be an effective tool for promoting STD if its goals and strategies are well realized with effective participation from the local community (Kaltenborn et al., 2013) and kicking off

constructive tourist behaviour and practices through the process of enlighten and effective regulations (Drost,1996).

2.7 DESTINATION IMAGE, VISITOR SATISFACTION AND DESTINATION LOYALTY

Meng et al. (2011) investigated the relationships of cruise image, perceived value, satisfaction, and post-purchase behavioral intentions on Taiwanese tourists. The results revealed that cruise image has a positive effect on tourists perceived value and also has an indirect effect on post-purchase behavioral intentions. Furthermore, they found that tourists perceived value influences their satisfaction positively. Also, the direct relationship between perceived value and the post-purchase behavioral intention was tested. Chen and Chen (2010) examined the relationship between perceived value, satisfaction, and behavioural intentions through visitor experience of heritage sites in Tainan, Taiwan. The results revealed the direct effects of perceived value on satisfaction and behavioral intentions. However, they also reported that it was not the direct effect of the quality of experience that influenced behavioral intentions when mediated by perceived value and satisfaction. Oliver (1999) identified customer loyalty into four stages: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. In practice, action loyalty is difficult to measure, and thus, most researchers employ behavioral intentions, conative loyalty as a compromise of action loyalty (Yang & Peterson, 2004).

The degree of destination loyalty is frequently reflected in tourists intentions to revisit the destination and in their willingness to recommend it (Chen & Tsai, 2007; Oppermann, 2000). Hallowell (1996) provides evidence on the connection between satisfaction, loyalty, and profitability. The author refers that working with loyal customers reduces customer recruitment costs, customer price sensitivity, and service costs. In terms of traditional marketing of products and services, loyalty can be measured by repeated sales or by recommendation to other consumers (Pine et al., 1995). Yoon and Uysal (2005) stress that travel destinations can also be perceived as a product that can be resold (revisited) and recommended to others (friends and family who are potential tourists). He proposed a model that relates destination loyalty with travel satisfaction and holiday motivations. This study finds a significant cause-effect relationship between

travel satisfaction and destination loyalty as well as between motivations and travel satisfaction. Harison-Walker (2001) explains that the likelihood of recommending the destination to other people is considered these days as a clear indicator of loyalty. The intention to recommend refers to “the informal person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service”. This intention to recommend the destination is of great relevance for its success as the high perceived risk in the decision of choosing the tourist destination brings about a strong need for qualified information and trust in the tourist. Nguyen and Leblanc (2001) defined that image is the full extent of the impressions which an enterprise has left in the mind of consumers. The impact an image has on the mind of the consumer materializes with the impact established by the conglomeration of advertising, public relations, word-of-mouth advertising, and through the experiences consumers have with the goods and services. The image of an enterprise is a significant variable that can have a positive or negative effect on the marketing activities of the enterprise (Kandampully & Suhartanto, 2000).

The image of an enterprise has a major role in the marketing of the products and services of the enterprise, in being accepted by the target groups, in being a well-known name in the relevant market, having a long marketing life, and enhancing its market share (Bayuk & Kucuk, 2008). According to the authors (Bigne et al., 2001; Gallarza, Saura & Gasrcia, 2002; San Martin & Del Bosque, 2008), the image a tourist may have of a destination can be quite personal, as it depends on each tourist’s perceptions of the place. Tourists opinions are highly subjective since they can form their views of the same destination based on very different antecedents, which in turn depend on their individual thoughts and emotions. This has prompted many authors to investigate the components of a tourism destination image, generally emphasizing the cognitive as an affective components. In tourists minds, while the cognitive image represents their knowledge of and beliefs regarding a place, the affective image refers to their feelings or emotional responses toward it (Garther, 1993; Beerli& Martin, 2004; Pike & Ryan, 2004; Royo-Vela, 2009; San Martin & Del Bosque, 2008, San Martin Gutierrez & Rodriguez del Bosque, 2001; Smith, Li, Pan, Witte, & Doherty, 2015). Woodruff (1997) contended that measures of received (attribute) value are antecedents to overall customer satisfaction, and these measures are

proven to correlate well with such customer behaviors as WOM referrals and intentions to purchase. Dodds (1991) also conceptualized a model where perceived value is the link between perceived quality, perceived sacrifice, and behavioural intentions. Sanchez et al., (2006) adopted a multidimensional approach to perceived value: (i) functional value of the travel agency (installations); (ii) functional value of the contact personnel of the travel agency (professionalism); (iii) functional value of the tourism package purchased (quality); (iv) functional value of price; (v) emotional value; and (vi) social value. Through qualitative investigation and the correlations of perceived value with other variables, they found a direct relationship between post-purchase valuation and satisfaction and loyalty.

Murphy and Smith (2000), the prime objective of Murphy's study was to identify the sub-components of a destination product and to examine their significance on tourist perceptions and satisfaction. The conceptual model was tested by using secondary data collected by Australia's Victoria State Tourism. The convenience sampling technique was adopted, and the data was periodically collected across the seasons to measure Victoria State tourist experience from a total of 610 respondents. The data were analyzed using Partial Least Square (PLS) and LISREL methods. This study revealed that positive experiences en routes for a destination's macro-environment and service infrastructure significantly influence tourist perceptions of trip quality and value. It also identified that perceived trip quality and value positively impact tourist intentions to revisit the Victoria State. Javier and Bign (2001). This study focused on the relationship between destination image, service quality, tourist satisfaction, intention to revisit, and recommending others to visit Pensacola and Torrevieja in Spain. Non-probability sampling methods such as Convenience, Judgmental, and Quota sampling techniques were used to determine sample 514 respondents. Overall destination image, perceived service quality, tourist satisfaction and behavioural intentions were measured by using a five-point Likert scale. Statistical tools like Structural Equation Modelling (SEM), Chi-square, ANOVA, and Spearman co-efficient 29 were used to analyze primary data. This study found that destination image had a significant relationship with perceived quality, tourist satisfaction, intention to revisit and willingness to recommend the destination to others. The researchers, as such, concluded that destination image plays a key role in marketing

the destination. Babu and Bibin (2004), the research paper of these authors investigated the relationship between post-purchase behaviour and intentions to revisit Kerala and Goa. This is an empirical study. The convenience sampling method was adopted for data collection from 360 chosen sample tourists through a structured questionnaire consisting of four sections such as place attachment, novelty-seeking, post-visit and demographic information of the tourists. Five-point Likert scale was used to measure the place attachment, novelty-seeking, and behaviour of tourist and post-visit perceptions. The primary data were analyzed by Descriptive statistics, Regression, and Structural Equation Modelling (SEM). This study established that post-purchase disposition of the tourist had a significant relationship with place attachment and place attachment, in turn, had a significant relationship with the intention to revisit. The result reveals that novelty-seeking behaviour moderates the strong and significant relationship between place attachment and future intention to revisit. Alcaniz's study (2005) attempted to fill the existing gap in the tourism literature on the tourists behavioural disposition by analyzing the influence of the destination image on the travel experience and future intentions to revisit Valencia in Spain. Data was collected by a structured questionnaire. Five-point Likert scale was adopted to measure the responses of 1255 respondents. The primary data were analyzed by using Descriptive statistics and Path 30 analysis. The results of this study revealed that the more favourable destination image, the greater is the influence on intentions to revisit.

Yoon and Uysal (2005) developed an integrated approach to understanding tourist motivation through extending the theoretical and empirical evidence on the casual relationship among the pull and push factors of tourist motivation, satisfaction, and destination loyalty. This study was conducted in Northern Cyprus. Factor analysis and Structural Equation Modelling (SEM) were used to analyze the primary data. It was established a positive relationship between tourist satisfaction and loyalty. Tourist loyalty is significantly influenced by tourist satisfaction and experience. Ibrahim's study (2005) measured empirically tourist perceptions and satisfaction in Barbados. Stratified and Quasi-random sampling techniques were used to select the 400 sample respondents from the tourist population. The primary data collected were analyzed by Descriptive statistics, ANOVA, and Factor analysis. The results established that destination image had a significant influence on tourist perceptions in respect of age, income, nationality, and

gender. The findings of the study were helpful for evolving the destination's positioning strategy and designing promotional activities. Hwang et al. (2005) investigated the relationship among tourist involvement, place attachment, and tourist satisfaction. The study was conducted in Taiwan's Indigenous Cultural Park. A stratified Probability sampling technique was adopted. A total of 2547 respondents were interviewed with a structured questionnaire. The survey tools encompass of tourist satisfaction with respect to service quality, tourist involvement, place attachment and demographic profile of the tourists. Primary data was analyzed by Descriptive statistics, 31 Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM). The study revealed that place attachment was statistically significant and positively related to tourist involvement, tourist involvement had a positive relationship with tourist satisfaction, and tourist involvement had a moderate effect on place attachment and tourist satisfaction. The results further established that tourist involvement positively affected perceived service quality similar to place attachment.

Lucio et al. (2006) studied the causal relationship among the three key variables of tourism marketing, viz., destination image, tourist satisfaction, and loyalty. Both cognitive and emotional perceptions of the tourists were studied at Ixtapa-Zihuatanejo in Mexico. Primary data were collected from 140 tourists selected randomly during their return trip. The overall reliability of destination was Cronbach alpha value 0.95 for destination image scale and 0.93 for satisfaction and loyalty scale. Path analysis and Factor analysis were used to analyze the primary data. The authors concluded that the destination image was a function of both cognitive and rational aspects of tourist experiences, feelings, and emotions generated during their stay at the destination. The affective image stays for a longer time in the tourist memory than cognitive image. The study also found a strong relationship between tourist knowledge and the satisfaction level at the destination. It confirmed the positive relationship among the perceived quality, cognitive image service quality, tourist satisfaction, and the tourist loyalty of a destination. In simple, in order to create a loyal tourist base, a destination must ensure a pleasant, comfortable, and cheerful stay.

Gallarza and Gil's (2006) research paper investigated student travel behaviour and explored the relationship between tourist perceived value, satisfaction and loyalty.

This study was conducted in Valencia and Madrid Private University, Spain, on 274 student travellers. The convenience sampling technique was adopted to select the sample from the target population. The results revealed that efficiency factors were not positively significant to perceived value, service quality, play, aesthetics, but social value factors were positively significant. Similarly, perceived monetary price and risk were not statistically and positively significant to perceived value, but at the same time, perceived value is statistically significant to tourist satisfaction, and tourist satisfaction is also statistically significant to tourist loyalty. Oom et al., (2006) explored the relationship between tourist satisfaction and destination loyalty in their study conducted at Arade in Portugal on a sample of 486 respondents. Quota sampling method was adopted. The data was analyzed by using Descriptive statistics, Structural Equation Modelling (SEM), Cluster analysis, and Categorical Principal Components Analysis (CPMA). The study concluded that tourist satisfaction had a positive influence on tourist loyalty, tourist satisfaction in terms of destination attributes, and the extent to which tourist expectations were met. However, socio-demographic characteristics had a partial influence on destination loyalty while travel had a larger influence. Furthermore, the study also emphasized a positive relationship between tourist satisfaction and loyalty intentions.

Castro et al., (2007) studied the relationship between destination image, service quality, tourist satisfaction, and future behavioural intentions, and the impact of market heterogeneity. The authors developed a model for measuring destination image on the loyalty intentions of tourists in Spain. The study was conducted on a sample of 1526 respondents, of whom 783 were foreign tourists and 743 were domestic tourists. Data were analyzed by using Factor analysis and Path analysis. Kaiser Meyer Olkin (KMO) score was 0.88. Five dimensions were loaded viz., development of the destination, popularity of the destination, fun of the destination, attractiveness of destination, and range of tourism products. The study found a positive relationship among destination image, service quality, tourist satisfaction, and future intentions, but conditioned by market heterogeneity. Chi et al., (2008) attempted to develop an integrated approach to understand destination loyalty through empirical evidence in Northern Cyprus. Causal research design was adopted for this study by using the cross-sample survey. Data were collected through a structured questionnaire and focus group interviews from

385 tourists. Primary data was collected at Eureka Spring's hotel and motel. A reliability analysis Cronbach's alpha was carried out for destination image and attribute satisfaction, resulting in 0.96 and 0.93 values, respectively. The study revealed that the destination image was directly influenced by tourist satisfaction attributes and tourist satisfaction attributes in turn had a positive impact on destination loyalty.

Prayag's (2008) study explored the relationship between destination image, tourist satisfaction, and loyalty in the Cape Town context. An in-depth interview technique was used to collect data from various stakeholders of the destination, and a structured questionnaire was used to collect data from 819 tourists. The data were analyzed by using Confirmatory and Explorative Factor analysis methods and regression. The results revealed that destination image and tourist satisfaction had a significant influence on tourist loyalty. Lee and Babin (2008) investigated the relationship between festival scapes, patron emotions, tourist satisfaction, and loyalty at the International Andong Mask Dance Festival in South Korea on a sample of 472 tourists drawn at random. The data were analyzed by Descriptive statistics and Factor analysis. The study found that food quality and planned program content factors significantly influenced tourist satisfaction, but at the same time, the festival environment caused a positive impact on tourist loyalty. Quintal and Phau (2008) studied four key antecedents of tourist revisit intentions to Western Australia: perceived attractiveness, quality, value, and risk. The outcome of the study reinforced a significant relationship between perceived attractiveness and satisfaction, perceived quality and satisfaction, perceived value and revisit intentions. It also highlighted that there is no direct and significant relationship between perceived risk and satisfaction.

Faullant et.al. (2008) investigated the impact of destination image and tourist satisfaction on tourist loyalty on a large sample of 6172 at Alpine Ski resorts in France. Data was collected online through a structured questionnaire. The result of this study established that overall satisfaction exerts a strong impact on tourist loyalty intentions. Destination image has a positive influence on tourist loyalty intentions. Lee's (2009) investigated a behavioural model of community-based sustainable tourism at the Taomi eco-village in Taiwan. The study included variables such as destination image, interpretation services, tourist satisfaction, and future visiting behaviour. The study was conducted on a sample of 397

respondents, and data were analyzed by descriptive statistics, Factor Analysis, and Structural Equation Modeling. The results identified that destination image, interpretation of services and tourist satisfaction had a significant influence on future visiting behaviour of community-based tourists. Hosany and Witham (2009), in their research paper, examined the important dimensions of cruise tourist experience and investigated the relationship among cruise tourists experience, satisfaction, and intentions to recommend. This study was conducted in the Royal Caribbean International Cruise Line of Singapore on a sample of 169 cruise tourists and elicited their views on experience, memory, arousal, overall perceived quality, intention to recommend, and satisfaction. The authors found that tourists' education, quality of the in house entertainment facilities, esthetics and ambiance of the ship, and the feel of escapism of tourists from their routine, influence cruise tourism. However, intentions to recommend was significantly influenced by tourist experience and tourist satisfaction.

Prayag's (2009) study of Mauritius Island tourism focused on the relationship among destination image, overall image, overall satisfaction, and future behavioural intentions of tourists of Island tourism. Data were collected for three months from international visitors at hotels and at the Sir Seewoosagur Ramgoolam International Airport of Mauritius from a sample of 1000 tourists. The study established that destination image, overall image, and tourist satisfaction have a direct and indirect influence on tourist future behavioural intentions. Kim et al., (2009) in their study focused on Japanese tourism, developed an integrated model on the association of tourist involvement and destination brand equity. The study also evaluated the influence of tourist satisfaction on future behavioural intentions and readiness to spend money at the destination. The results highlighted that tourist involvement was associated with destination brand equity. Destination brand equity, in turn, had a direct effect on satisfaction, and therefore, the future behavioural intention of tourists and readiness to spend money at the destination directly depends on the level of satisfaction. The prime objective of this study was to examine the antecedents of tourist's loyalty with respect to differences in attitudes between foreign and domestic tourists of Takayama in Japan. The study was conducted on 200 foreign tourists and 200 domestic tourists. Tourist's responses were measured on a five-point and seven-point likert scales. Primary data,

analyzed by descriptive statistics and Exploratory Factor Analysis (EFA), revealed that tourist satisfaction, perceived value, destination attachment, tourist familiarity, push and pull factors and demographic variables had a significant and direct influence on tourist attitudes and behavioural loyalty.

Lee's (2009) in yet another study on wetlands tourism in Cigu, Sihcao, and Haomeiliao in southwestern Taiwan examined in detail the relationship among destination image, tourist attitude, motivation, satisfaction and future behavioural intentions. The study concluded that destination image, tourist attitude and motivation significantly and directly affect satisfaction and indirectly affect future behaviour of tourists. Majed et al., (2010) in their study, examined the influence of destination image, tourist satisfaction on destination loyalty and established the relationship among destination image, tourist satisfaction, and destination loyalty at the Dead Sea, Jordan, on a sample of 202 tourists. The authors found that destination image and tourist satisfaction had a positive significant influence on destination loyalty. Zabkar et al., (2010) study of Slovenia focused on the relationship among destination quality, tourist satisfaction and tourist future behavioural intentions. This is a study of a huge sample. Using the convenience sampling technique, the authors collected data from 1056 respondents. Data were analyzed with the help of descriptive statistics and Confirmatory Factor Analysis (CFA). The authors found that destination attributes were major predictors of perceived quality of destination offerings. Further, the perceived quality of destination offerings and tourist satisfaction had a positive relationship with future behavioural intentions. Prayag and Ryan (2011), in their study attempted to develop a theoretical model incorporating various constructs, viz., destination image, place attachment, personal involvement and satisfaction as antecedents of tourist loyalty in the context of Mauritius Island. The quota sampling technique was used to collect data from a sample of 733 respondents. The study concluded that destination image and tourist satisfaction had a direct influence on the future behavioural intentions of tourists.

Mahasuweerachai et al., (2011) investigated the influence of destination image on perceived destination value, tourist satisfaction, and destination loyalty on Oklahoma tourism. Data was obtained from a sample of 783 respondents through an online survey using a non-probability sampling method. This study established that the relationship

between destination image and destination loyalty was not gender and marital status specific but depended on tourist's age, income and level of involvement of tourists. The researchers concluded that destination loyalty could be developed through positive perceived value, favourable destination image and by increasing tourist satisfaction. Assakera et al., (2011) examined the consequences of novelty-seeking behaviour of tourists, destination image and tourist satisfaction on intentions to revisit from the data collected from 450 respondents in European tourism. The study found that a higher level of novelty-seeking behaviour of tourists could lead to a lower intent to revisit the destination. Further, a favourable destination image led to a higher satisfaction level, which in turn led to repeat visits as tourists held positive perceptions about a tourism destination. Celeste and Armando (2011) explored the relationship among tourist's evaluation of destination attributes, overall satisfaction, and future behavioural intentions in the Central Region of Portugal. Data was collected from 330 domestic tourists and 593 foreign tourists through a structured questionnaire using a cluster sampling technique. The researchers in this study found that a better evaluation of the destination attributes would increase the tourist's satisfaction level and recommending behaviour of tourists. Mahadzirah et al., (2011), in their path-breaking study, examined the causal relationship among destination image, tourist satisfaction, and destination loyalty in Malaysian tourism. The results identified a positive relationship between destination image and tourist satisfaction and tourist satisfaction and destination loyalty. It was found that a positive image about Malaysian tourism products registered in the minds of tourists contributed to satisfaction.

Meng et al., (2011) attempted to establish the relationship among cruise image, perceived value, satisfaction, and post-purchase behavioural intentions of Taiwan's tourists. This study concluded that cruise image, perceived value and tourist satisfaction had a significant influence on the post-purchase behavioural intentions of tourists. Hosany and Prayag (2011), The focus of this research was on the distinguishable patterns of tourists' emotional responses and revolved around investigating the relationship among tourist emotional profiles and satisfaction and intentions to recommend to prospective tourists in the context of Mauritius Island tourism. The authors classified the tourists into five "emotional clusters, namely, unemotional, delighted, negatives, mixed

and passionate". In an exhaustive analysis of the tourist emotions, the authors noted that the influence of emotions on current satisfaction and future intentions was paramount. Puad et al., (2011) attempted to assess the influence of destination image and tourist satisfaction on foreign tourist loyalty in Penang tourism. The researchers found that destination image had a significant influence on the international tourists' satisfaction and their intentions to recommend the destination for potential tourists. Lee and Hsu (2011) examined the causal relationship among tourist motivation, tourist satisfaction, and destination loyalty of attendees of aboriginal festivals at Amis Ilisin and Saisiyat Pas-Taai in Taiwan. This study revealed that tourist motivation played a critical role in creating tourist satisfaction and loyalty. It was found that the influence of motivation on tourist satisfaction more direct and explicit than on tourist loyalty. Sadeh et al., (2012) developed a tourist satisfaction model with the help of six variables: tourist expectation, destination image, perceived value, tourist satisfaction, tourist loyalty, and tourist complaints and their influence on tourist satisfaction. Among others, the study reinforced the influence of all the six variables on tourist satisfaction in varying proportions. Suzan (2012) investigated the impact of destination image on tourist satisfaction and tourist loyalty in the context of Cappadocia. This study was relatively unique in that tour guides were the subjects of the study. It was found that the perceived image of Cappadocia had a strong and significant bearing on tourist satisfaction and destination loyalty.

Mohammad et al., (2012) assessed the foreign tourist perceptions and their influence on future behavioural intentions of Malaysian tourists. The study found that Malaysian tourism largely survives on these three positive dimensions like destination strengths, tourist satisfaction, and behavioural intentions. This study also reinforced the fact that favourable destination image led to positive tourist loyalty. It was also observed that such a positive view of foreign tourists would help Malaysian tourism go places. Chi (2012) investigated the differences between first-time and repeat visitors' assessment of destination image, tourist attributes, satisfaction, and destination loyalty. The impact of travellers' previous experiences on all these variables was also assessed at Eureka Spring's hotel and motel in Arkansas, United States. Proportionate stratified sampling technique was used. Data was collected from a sample of 345 respondents through a structured questionnaire, focus group, and unstructured interviews and managerial

judgment methods. The study found that repeat visitors were favourably disposed to recommend to potential tourists, apart from their own future plans of revisits.

Prayag (2012) attempted to develop a theoretical model incorporating constructs such as destination image, place attachment, personal involvement, and tourist satisfaction as an antecedent of tourist loyalty in the context of Mauritius Island. The study found that the destination image had a direct significant influence on future behavioural intentions. Osti et al., (2012) in their study of sports tourism in Italy, investigated the impact of tourist satisfaction and tourist loyalty on intentions to revisit sports events. The study noted that repeat visits partly influenced future behavioural intentions to revisit the sports events and to recommend others to visit the events. Majid et al., (2012) examined the impact of destination image and tourist satisfaction on destination loyalty at the Dead Sea in Jordan. The study established a strong relationship among destination image, tourist satisfaction, and destination loyalty. Further, the study found that destination image and tourist satisfaction positively and significantly influence destination loyalty. Kim et al., (2012) study centered around destination image, service quality, perceived value, tourist satisfaction, revisit intentions, and recommending behaviour to others in the context of Orlando, Florida. In line with the findings of several other studies, this Florida study also brought out the influence of destination-specific issues on tourist satisfaction and loyalty. All the above studies almost all established a common thread and revolved around key variables like tourist perceptions, destination image, tourist satisfaction, and destination loyalty.

Engel et al., (1995), explained tourist behaviour and perceptions are essential to identify motivations which influence tourists to select destination and other ancillary services at the destinations. A satisfied tourist generally becomes a repeat visitor and promotes others to revisit and recommend the destination to others. The behaviour of tourists can be determined by gender, age, education, occupation, income, nationality etc. The differences in the gender of tourist behaviour have been observed by various researchers (Gibson, 1996; Laing, 1987). The socio-cultural practices associated with their places of living may cause differences in their leisure behavior (Pawson & Banks, 1983). Carr (1999) studied the behavior of young men and women tourists and found very few differences with respect to the leisure activities of them. Beerli and Martin (2004) determined the association between characteristics of tourists such as socio-

demographic, motivation, and experience with their perception of the destination image. Esu & Arrey (2009) recognized that the behavioural characteristics of tourists are given much importance as compared to the demographic variables to enhance the delight of tourists. Beerli and Martin (2004) identified that motivation led to form perceptions about the destination. Hanqin and Lam (1999) investigated the pull and push factors of Chinese tourist on their Hong Kong trips and found sightseeing of destination as unique ways of enhancing knowledge about the strange/foreign site and spending time with members of the family as push factors as against multi-ethnic city, comfortable transport, shopping, etc., as pull factors.

Sonmez and Sirakaya (2002) found the overall appeal of the site, safe and secure environment, local attractions and hospitality, the authenticity of experience etc., as pull factors to influence travelling to destinations. They also found that American tourists give more importance to personal information sources like friends and colleagues rather than magazine or newspaper information. Mill and Morrison (1985) pointed out that the differences in the culture of hosts and tourists may affect tourists' holiday experience. Culture can be viewed as ideological and material elements of life. However, many studies found a narrow approach of studying tourists expectation and satisfaction, excluding culture as its determinant (for example Mok & Armstrong, 1994). Master and Prideaux (2000) determined whether the material feature of culture such as shopping products, cuisine, accommodation, and language influence the holiday satisfaction levels of the tourists or not. They found it had little impact on the overall satisfaction of the tourists in the destination.

Poria et al., (2003) identified that there is a difference between the perception of heritage tourists and tourists at heritage attractions. They defined heritage tourists as those who perceive the attractions as their own heritage and whose behaviour is different from other tourists. Kerstetter et al. (2001) found that heritage tourists are highly knowledgeable, likely to stay for a long duration, interested in paying more time during their tour, and happy to spend more than the ordinary tourists. In order to satisfy the fondness of tourists with the outcome of technological innovations and increasingly diverse needs of tourists, results found changes in heritage tourism both in the production (supply) and consumption (demand) patterns of tourists (Apostolakis, 2003). Tourist

satisfaction is a result of experience to meet with the expected level or more (Engel et al., 1995). Satisfaction is the most important tool for marketing the destination lucratively (Kozak and Rimmington (2000). Many studies have been conducted for identifying customer satisfaction, like Expectancy Disconfirmation Model (Oliver, 1980) and Service Quality Model (Parasuraman et al., 1985). Lee et al. (2011) described that the complete understanding of tourist motivations and expectations would enhance the service quality of tourism destination. This would, in turn, increase the satisfaction levels of tourists by reducing their complaints. Tribe & Snaith (1998) measured the holiday satisfaction of tourists by developing a research instrument called HOLSAT. This model is used to find the key attributes of holiday destination and the attitude of tourists towards it, either satisfaction or dissatisfaction. Truong and Foster (2006) examined how tourists perceived a destination by identifying their satisfaction levels from a set of 33 destination attributes. They used HOLSAT model to investigate whether there is any difference between those who travel on a package tour and those free and independent travellers (FITs).

Chaudhary (2000) conducted a gap analysis between tourist expectations and satisfaction to find out pre and post-trip opinions of international tourists about the destinations in India. Her findings clarified the strengths and weaknesses of tourism destinations in India. Joppe et al. (2001) examined the satisfaction of tourists by asking the tourists to rate the destination attributes from the most important to least important. Services rendered by the accommodation sectors, food and cuisine, and several kinds of destinations to visit were the top attributes which won over in satisfying tourists. Hui et al. (2007) examined the expectations, perceptions, and overall satisfaction of different types of tourist towards the products and services based on the tourist origin. They ascertained from their study that there exists a difference between the expectation and perception of eight travel attributes such as people, overall convenience, accommodation and food, commodities, price, culture, attractions, and climate and image. Their results also revealed that overall satisfaction was the key factor to determine the likelihood of tourists recommending the destination to their friends and relatives, and showed a positive sign from all the tourists to revisit the destination again in the future.

McDowall (2010) compared the overall satisfaction of local visitors and non-local visitors. He found difference in the satisfaction levels between them in the attributes such

as duration of the festival and quality of the programme. His findings also revealed that the cultural event and family activity were the strong motivating factor behind their trip for domestic and foreign tourists. Valle et al. (2006) found that tourist satisfaction is a major factor of destination loyalty and identified that the most satisfied tourists were more determined in revisiting and recommending the destination. Petrick (2004) identified that first-time visitors and less loyal tourists are less price-sensitive than loyal tourists. Nevertheless, the revisits of loyal tourists are more desirable than new comers. Hallowell (1996) presents evidence on the association between satisfaction, loyalty, and profitability. The author found that loyal customers offer opportunities to reduce recruiting cost of the customer, price sensitivity, and service costs.

Mbaiwa and Stronza (2011) described that tourism has the capability of producing income for the local people through economic development and protecting resources. Cultural tourism has the potential for community development (Cole, 2007) and has more resources than other tourism types because it has relied mainly upon its own cultural resources than luxurious amusements (Ivanovic, 2009). The hosts are one of the major resources in enhancing and maintaining a tourism industry, and they are directly and indirectly affected by the practices of tourism development (Murphy, 1983; Yoon et al., 2001). Gunn (1994) also mentioned that—development plans would bear little fruit unless those most affected are involved from the start. Therefore —development should be through local initiatives and consistent with local values (Duffield & Long, 1981). Sunitkul et al. (2010) recorded the societal and individual perception of the locals towards tourists, tourism development and employability in it. They found that community-mindedness, exchanges of culture, community organization and control, and awareness of own culture were the prime factors towards social sustainability in tourism destinations.

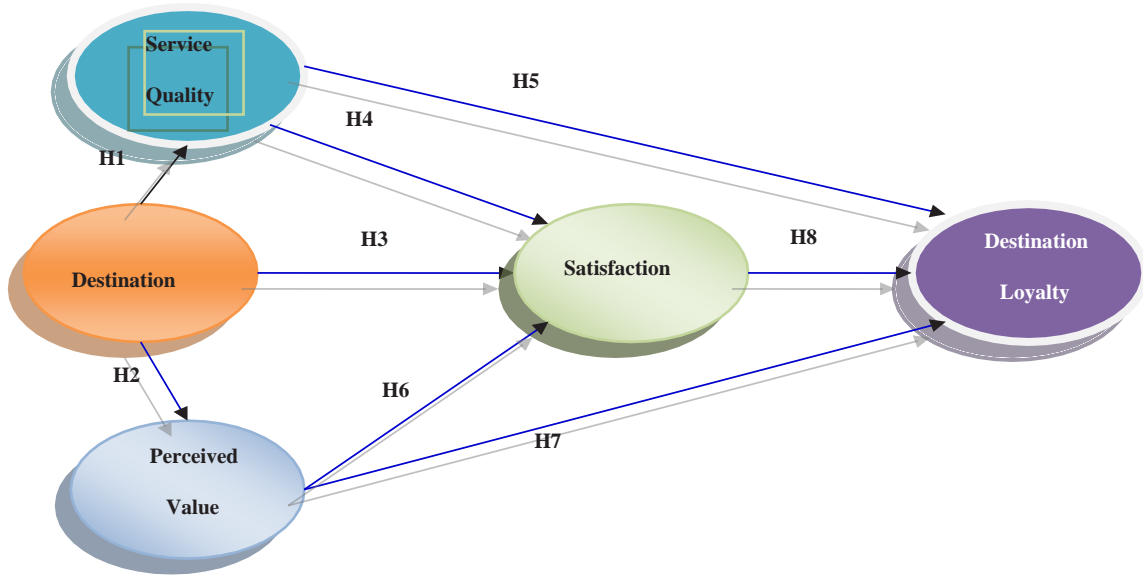
Nicholas et al., (2009) examined the local community's perspectives using factors such as community attachment and their involvement in tourism, environmental attitude, and their perceptions of the destination. All those influenced the promotion of Pitons Management Area as a World Heritage Site and for sustainable tourism development in it. Choi and Sirkaya (2005) developed a subjective indicator SUS-TAS to study the residents' feelings, attitudes, and their opinion with regard to their working with tourism industry and their participation in decision-making process for STD. They also found that

the subjective indicators helped assess progress at the regional level as it was kept aside by the majority of the governments in giving most preferences towards objective indicators such as income level, employment rate etc., for measuring the outcome of tourism development at the destination.

2.8 ADOPTED MODELS OF THE STUDY

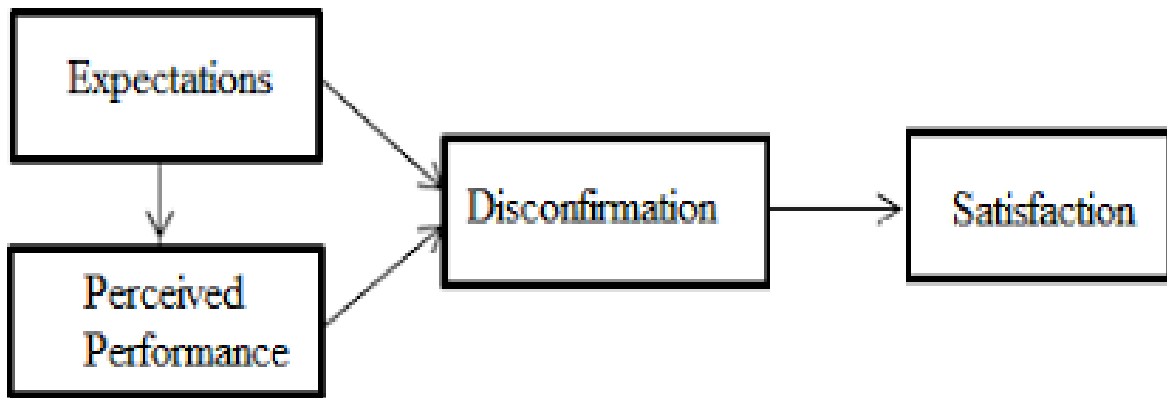
Kim et al., (2012), in their study on the topic “A Structural Model for Examining how Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: a Case Study of Orlando,” investigated and developed a theoretical relationship among destination image, service quality and perceived value and to empirically test the constructs that are likely to affect tourist satisfaction, which in turn influence revisit intentions and word-of-mouth referrals. The results of the empirical study indicated that destination image influences service quality and perceived value. In addition, their findings also revealed that perceived value has a significant effect on satisfaction and loyalty of the destination. The fig. 2.1 represents the model of tourists consumption processes by including destination image and perceived value into the quality-satisfaction-loyalty paradigm and the relationship between destination image and the evaluative factors (Service quality, perceived value and satisfaction) in their prediction of intentions to repurchase and positive WOM publicity proposed by Kim et al., (2012). The empirical study results of Kim et al. (2012) indicated that the destination image positively influences service quality and perceived value. Their findings also revealed that perceived value has a significant effect on satisfaction and loyalty. Also, destination image plays an important role in services that are complex to evaluate such as heritage tourist destinations like Mahabalipuram. Kim et al. (2012) empirical research model revealed the relationships among the study constructs destination image, service quality, perceived value, satisfaction and destination loyalty contribute to a wide knowledge in this domain, specifically focused on a family-oriented culture and heritage destination like Mahabalipuram, where it was not studied yet with these relationships.

Figure 2.1 Structural Model for Examining how Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: a Case Study of Orlando



(Source: Kim et al., 2012)

Figure 2.2 Expectancy Disconfirmation Model



(Source: Oliver 1980)

Customer satisfaction is the most important issue in the business arena. Oliver, (1980) also compared expectation and perceived service to measure satisfaction. Further definition of satisfaction is given by Oliver (1980). This is known as the expectancy disconfirmation paradigm, which comprises expectation, perceived performance, disconfirmation, and satisfaction. Customers expectation, perceived performance and

perceived value of service all together determine customers satisfaction and simultaneously, performance determines value perception of customer. To measure customers satisfaction it is needed to determine the expectation level of customer, performance quality of service and the difference between them.

2.9 RESEARCH GAP

Existing literature on the topic and associated issues have been reviewed extensively to identify the theoretical roots of destination image, tourist satisfaction and destination loyalty to gain conceptual clarity. A reasonably good number of studies has been conducted in Mahabalipuram in various aspects of the destination. However, in-depth studies concerning to destination image, service quality, perceived value of the visitors, tourist satisfaction and destination loyalty through revisit intentions and word of mouth referrals have not been studied in Mahabalipuram. A review of the various research works on tourist perceptions, tourist satisfaction, and destination loyalty enabled the scholar to identify the need for systematic measurement of the impact of tourist perceptions, visitor satisfaction, and destination loyalty for the present study. Therefore, developing a holistic destination loyalty model and assessing the role played by socio-economic and Tripography characteristics on destination image, tourist satisfaction and destination loyalty form the core of the present research. This piece of research work is expected to be unique and relevant in the context of issues pertaining to sustainable heritage tourism development resulting in the economic development of the community.

This chapter gave an overview of history of tourism in the world and in India. It discussed the importance of heritage tourism development in the destination. It is evident that good numbers of researches were conducted on these issues in different countries across the world. The major stakeholders of the tourism industry such as tourists, local community, and tourism service providers, were studied from the literature, and appropriate attributes were also identified. However, studies specific to the Indian context in Heritage Destination Image, visitor satisfaction, and destination loyalty were conspicuous by their absence. All these discussions evoked interest to study the “Destination Image, Visitor Satisfaction and Destination Loyalty in the Heritage destination: A Case Study of Mahabalipuram”.