

## CHAPTER 5

### FINDINGS, SUGGESTIONS, AND CONCLUSION

Increasing tourist numbers worldwide has led to the recognition of an urgent need to promote sustainable tourism development to minimize its environmental impact and maximize socio-economic benefits at tourist destinations (Neto, 2003). The study focused on destination image, visitor satisfaction and destination loyalty towards sustainable heritage tourism development of Mahabalipuram. The summary of the major findings of the data analysis are presented as follows.

This chapter begins by providing a summary of the significant research findings obtained from the analysis of primary data from visitors that were shaped by the research objectives. The findings have several implications for heritage tourism development of Mahabalipuram. The conclusion addresses all the objectives and hypothesis of the study. It also discusses recommendations from the study and the scope of future research.

#### 5.1 FINDINGS OF THE STUDY

This section contains four major subsections. The first section deals with the socio-economic profile of visitors and travel patterns and behavior using percentage analyses. The next section describes the findings from descriptive statistics of attributes contributing to the destination image. The third section identifies the significant difference among the study attributes with demographical factors, and the fourth section identifies the relationship among the study variables.

##### 5.1.1 Socio-Economic Profile of Visitors:

The Socio-economic profile of visitors expresses much about the dynamic behavior of individual visitors.

- Gender distribution of the visitors of Mahabalipuram revealed that majority of the visitors were male (61.9 percent) followed by female visitors (38.1 percent), and it may be interpreted that more male visitors are motivated to visit Mahabalipuram than female visitors. As stated in many studies (Antonio et al., 2020), the present study also agrees that the male dominance in tourism is more pronounced than the participation of women in tourism, indicating the female participation are yet to catch up.

- Also, most of the visitors were domestic (74.6 percent) and foreigners account for 25.4 percent. The majority of the visitors were Hindus (59.1 percent) followed by Christian (21.4 percent), and Muslim (19.5 percent) visited Mahabalipuram heritage destination.
- Age distribution of visitors revealed that most of the visitors were from the age group between 21- 40 years (60.4 percent) and rest of the visitors were from the age group of below 20 years, which represents 18.7 percent, followed by 41-60 years (15.5 percent) and respondents from the age category of 61 years above were 5.4 percent. As in previous heritage destination visitor studies (Huh et al., 2006), this study agrees that most of the heritage destination visitors are from the middle age group.
- Educational profile of the respondents of Mahabalipuram revealed that majority of the visitors have completed under graduate degree (70.4 percent) followed by post graduate degree holders (16.9 percent), school education completed respondents (6.2 percent), professionals (4.7 percent), and finally respondents with other educational backgrounds (1.8 percent). As stated by Corriea et al. (2013), this study also acknowledges that most of the heritage destination visitors have completed under graduate degree., The marital profile of the respondents revealed that there is very little difference between single (52 percent) and married respondents(48 percent), which means that irrespective of their marital status, the visitors showed interest in visiting the heritage destination.
- Occupation profile of the respondents of Mahabalipuram revealed that majority of the visitors were working in the private sector (44.7 percent), followed by students (30.9 percent), business people (13.9 percent), government job holders (7.5 percent), and finally respondents from others category (2.9 percent). Most of the visitors were earning between 1 to 5 lakhs (45.3 percent), followed by respondents earning between 5 to 10 lakhs per annum (91 percent), less than one lakh (31.3 percent) and finally the respondents earning more than 10 lakhs per annum accounts 9 percent. It is evident from the study that most of the heritage destination visitors are from the medium income category, which agrees with the earlier study findings of Chen and Huang (2018).

## **5.2 TRAVEL PATTERN OF VISITORS**

The Travel Pattern of visitors expresses much about the dynamic travel behaviour of individual visitors to the destination.

- Travel pattern of respondents revealed that majority of visitors visited Mahabalipuram for vacation (52 percent) followed by educational tours (30 percent), business trips (10.5 percent) and other reasons (7.4 percent). Travel companionship study results shows that most of the visitors visited Mahabalipuram with their family (57.4 percent), followed by friends (32.6 percent) and alone (4.9 percent) and office team (4.6 percent). Majority of the visitors have visited Mahabalipuram one to 3 times (45 percent), followed by first-time visitors (41.7 percent). The results agree with the research findings of the travel pattern of similar destination image studies (Kim et al., 2012).
- Majority of visitors stayed in Mahabalipuram for two days (45.8 percent) followed by one day visitors (36.2 percent), three days stayed visitors (9.7 percent), 4 days and more stayed visitors (8.3 percent). Most of the visitors visited Mahabalipuram by bus (50.4 percent) followed by visitors travelled to the destination by train (22.6 percent), visitors travelled to the destination by air combined with road transportation (20.3 percent), visitors travelled by car (4.4 percent) and by other modes of travelling to the destination (2.3 percent).

## **5.3 TOURIST AWARENESS ABOUT THE HERITAGE DESTINATION**

The Tourist awareness about the heritage destination Mahabalipuram expresses much about the awareness of individual visitors to the destination.

- Majority of the visitors gathered information about the destination through word of mouth (31.6 percent), closely followed by respondents gathered information through the internet (30.9 percent), through newspapers (27.3 percent), magazines (7.2 percent) and other sources (2.9 percent).
- About 43.2 percent of the visitors are aware of the dance festival happening in Mahabalipuram. It is also understood that about 56.8 percent of the visitors are not aware of the dance festival happening between the months of December-

February, which implies that the organizers have to concentrate on various promotional strategies to integrate the dance festival heritage image of the destination, which can help in the sustainable development of the destination.

- Tourists knowledge of the Historical identity of the destination revealed that majority of the visitors were aware of pallava dynasty architectures, rock-cut monuments, krishna butter ball, pancharatha's, arjuna penance, descent of ganges, granite stone carvings with the average mean scores ranging between 4.24 to 4.08, indicating that the visitors are aware of the heritage identity of Mahabalipuram.
- Distribution of tourist opinion on revisit intentions and word of mouth referral revealed that majority of the respondents said that there is 'high likelihood of revisiting' the destination with the mean score of 4.10 followed by the respondents 'will say positive things about the destination to others' with the mean score of 4.27 agreeing with the research findings of Kim et al., (2012).

#### **5.4 TRAVEL CHARACTERISTICS OF THE VISITORS OF HERITAGE DESTINATION MAHABALIPURAM**

- Sources of information across nationality of visitor revealed that about 30.9 percent domestic and foreign respondents used internet as their source of information followed by 27.3 percent respondents gathered information about the destination through travel agency and tour operators, 7.2 percent respondents used Magazines and newspapers as their source of information, 2.9 percent respondents used other sources of information to know about the Mahabalipuram, which agrees with the previous research findings of similar destination study (Lucio et al., 2006).
- Purpose of the visit across nationality of visitor revealed that most visitors visited the destination for educational tour (26.8 percent), followed by other reasons (12.6 percent) and business trips (8.3 percent).
- Choice of transportation across nationality of visitor revealed that 22.6 percent respondents travelled through train, 20.3 percent travelled to the destination by air combined with road transportation, 4.4 percent visited the destination by car, and 2.3 percent used other modes of transportation to visit Mahabalipuram.

- Length of stay across nationality of visitor revealed that 36.2 percent of Indian and foreign visitors visited Mahabalipuram as one day trip, 9.7 percent stayed in the destination for three days, and 8.3 percent of respondents stayed in the destination more than three days.
- Visitor companionship across nationality of visitor revealed that 32.6 percent visited the destination with their friends, followed by 4.9 percent with their office team and 4.6 percent visited the heritage destination Mahabalipuram.
- Best season to visit the destination across nationality of visitor revealed that about 24.4 percent of the Indian and foreign visitors preferred to visit the destination throughout the year, followed by 14.2 percent during summer, 11.1 percent during festival time and 9.8 percent on special days. The present study results on travel characteristics of the heritage destination visitors coincide with earlier studies of Sergio (2011), Ibrahim (2005), and Beerli and Martin (2004).

## **5.5 INDEPENDENT SAMPLE T-TEST FINDINGS**

### **5.5.1 Gender and Destination Image Factors**

The results revealed that the  $p$ -values for the gender and destination image factors, namely destination atmosphere (0.839) and shopping environment (0.080) is more than the table significance value (0.05). Therefore the null hypothesis is accepted at 95% confidence level for both the factors destination atmosphere and shopping environment. It seems that gender has an insignificant difference between the factors destination atmosphere and shopping environment. It is also interpreted that the  $p$ -values for travel information (0.001), travel environment (0.001), and community attachment (0.002) is less than the significance value (0.05). Therefore the null hypothesis is rejected at 95% confidence level for the factors of travel information, travel environment, and community attachment. It seems that gender has a significant difference in destination image factors for travel information, travel environment, and community attachment. It is identified that gender plays an insignificant role in tourist perception factors, which agrees with the results of Ibrahim (2005) and Sergio (2011).

### **5.5.2 Gender and Visitor Satisfaction Factors**

The  $p$ -values for the gender and tourist satisfaction factors such as performance-based quality (0.00), product-based quality (0.001), overall value (0.000), economic value (0.000), and safety and security (0.001) are less than the significance value (0.05). Therefore the null hypothesis is rejected at 95% confidence level for all the above-said factors. It seems that gender has a significant difference in tourist satisfaction on performance-based quality, product-based quality, overall value, economic value, and safety and security in the destination.

### **5.5.3 Gender and Destination Loyalty Factors**

The  $p$ -values for the gender and destination loyalty factors on revisit intentions (0.01) and word of mouth referral (0.000) are less than the significance value (0.05). Therefore the null hypothesis is rejected at 95% confidence level for the factors such as revisit intentions and word of mouth referral. It may be interpreted that there is a significant difference between the male and female tourists destination loyalty for the factors revisit intentions and word of mouth referral in Mahabalipuram.

### **5.5.4 Place of Origin and Destination Image Factors**

The  $p$ -values for the place of origin and destination image factors such as destination atmosphere (0.052) and shopping environment (0.502) is more than the significance value (0.05). Therefore the null hypothesis is accepted at 95% confidence level for both the factors destination atmosphere and shopping environment. It seems that the place of origin has an insignificant difference in destination image on the destination atmosphere and shopping environment. It is also interpreted from the above table that the  $p$ -values for travel information (0.000), travel environment (0.015), and community attachment (0.001) are less than the significance value (0.05). Therefore the null hypothesis is rejected at 95% confidence level for the factors of travel information, travel environment, and community attachment. It seems that the place of origin has a significant difference in destination image on travel information, travel environment, and community attachment.

### **5.5.5 Place of Origin and Visitor Satisfaction Factors**

The  $p$ - values for the place of origin and tourist satisfaction on performance-based quality (0.071) and safety and security (0.725) are more than the significance value (0.05). Therefore the null hypothesis is accepted at 95% confidence level for both the factors performance-based quality and safety and security. It seems that the place of origin has an insignificant difference in tourist satisfaction on performance-based quality and safety and security. It is also interpreted from the above table that the  $p$ - values for product-based quality (0.004), overall value (0.000), and economic value (0.050) are less than the significance value (0.05). Therefore the null hypothesis is rejected at 95% confidence level for the factors of product-based quality, overall value, and economic value. It seems that the place of origin has a significant difference in tourist satisfaction on product-based quality, overall value, and economic value.

### **5.5.6 Place of Origin and Destination Loyalty Factors**

The  $p$ - values for the place of origin and destination loyalty factors such as revisit intentions (0.001) and word of mouth referral (0.000) are less than the significance value (0.05). Thus the null hypothesis is rejected at 95% confidence level for the factors of revisit intentions and word of mouth referral. It may be understood that there is a significant difference between the Indian and foreign tourist destination loyalty on the factors viz., revisit intentions and word of mouth referral. It seems that the place of origin has a significant difference in destination loyalty on revisit intentions and word of mouth referral for the destination.

## **5.6 ANOVA Test Findings**

### **5.6.1 Influence of Age on Destination Image, Visitor Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as age, on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. This implies that the visitors' age significantly influences the level of satisfaction for the factors of destination image, visitor satisfaction, and destination loyalty. Post Hoc Test was applied to determine which age group differs significantly

from other age groups revealed that the visitors above 61 years of age give high importance to visitor satisfaction and destination loyalty factors than the other age group visitors of Mahabalipuram, which agrees with the results of similar heritage destination (Tung and Ritchie, 2011).

### **5.6.2 Influence of Education on Destination Image, Visitor Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as education on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. Post Hoc Test results revealed that comparison between the visitors who have completed school education and UG degree holders differ for the study attributes of destination image and visitor satisfaction in Mahabalipuram. This indicates that the visitors with UG degree holders give high importance to destination image and visitors satisfaction than the visitors of other educational background as reported by Orhan Akova and Ozan Atsiz (2019).

### **5.6.3 Influence of Annual Income on Destination Image, Visitor Satisfaction and Destination Loyalty**

The table significance value for the study attributes of annual income on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. Post Hoc results revealed that visitors earning less than one lakh per year differ with the visitors earning between 5 lakhs to 10 lakhs annually for the study attributes of destination image in Mahabalipuram. This indicates that the visitors earning between 5 to 10 lakhs annually give high importance for the study attributes of destination image. It is also understood from the table that visitors earning less than one lakh and visitors earning between 5 to 10 lakhs annually differ significantly for the study attributes of visitor satisfaction and destination loyalty. The study agrees with the previous research findings, i.e., visitors earning between 5 to 10 lakhs annually gave high importance to the study attributes of visitor satisfaction and destination loyalty in Mahabalipuram (Antonio Menor et al., 2019).

#### **5.6.4 Influence of Sources of Information on Destination Images, Visitor Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as sources of information on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. Post Hoc Test results revealed that visitors gathered information about the destination through magazine differ from the visitors gathered information through the internet for the study attributes of destination image and visitor satisfaction in Mahabalipuram. This indicates that the visitors gathered information about the destination through the internet gave high importance for the study attributes of destination image and visitor satisfaction. It is also evident that visitors gathered information through newspapers and visitors gathered information through other sources differ significantly for the study attributes of destination loyalty. Hence the visitors gathered information about the destination through other sources give high importance to the study attributes of destination loyalty in Mahabalipuram, which coincides with similar research findings (Nargis Nazari et al., 2020).

#### **5.6.5 Influence of Purpose of Visit and Destination Image, Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as the purpose of visit on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. Post Hoc Test results revealed that visitors who visited Mahabalipuram for vacation differ from the visitors who visited the destination for other reasons. This indicates that the visitors visited Mahabalipuram for other reasons gives high importance to the study attributes of Destination Image. It is also understood from the table that visitors visited the destination for vacation, and visitors visited the destination as part of their business trip differ significantly for the study attributes of visitor satisfaction and destination loyalty. Hence the visitors who visited the destination for a business trip give high importance to the study attributes of visitor satisfaction and destination loyalty in Mahabalipuram. The results support earlier studies of Beerli and Martin (2004), Ibrahim (2005).

### **5.6.6 Variance between Choice of Transport and Destination Images, Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as choice of transport on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. Post Hoc Test results revealed that visitors who visited Mahabalipuram through train differ from the visitors who visited the destination by car differ with each other for the study attributes of destination image in Mahabalipuram. It is also understood from the table that visitors visited the destination through train and visitors visited the destination by bus differ significantly for the study attributes of visitor satisfaction, which implies that visitors visited the destination through bus has high importance for visitor satisfaction factors. It is also inferred that the visitor visited the destination through train differ significantly with the visitors who visited the destination through air combined road transportation for the study attribute destination loyalty. Hence the visitors who visited the destination through train give high importance to the study attributes of destination loyalty in Mahabalipuram. This result is supporting the previous study by Sergio (2011).

### **5.6.7 Influence of length of stay on Destination Image, Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as length of stay on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance.-Post-Hoc comparison between the visitors length of stay in the destination with the study attributes of visitors perception, satisfaction, and destination loyalty revealed that visitors visited Mahabalipuram as one day trip differs from the visitors stayed in the destination more than 3 days differ with each other for the study attributes of destination image and destination loyalty. It is also understood from the table that visitors visited the destination as one day trip and visitors stayed in the destination for two days differ significantly for the study attributes of visitor satisfaction, which implies that visitors stayed in the destination for 2 days has high importance for visitor satisfaction attributes. The result is confirming with the earlier study of Oom et al., (2006).

### **5.6.8 Influence of Visitor Companionship on Destination Image, Satisfaction and Destination Loyalty**

The table significance value for the study attributes such as length of stay on destination image, visitor satisfaction, and destination loyalty are less than 0.05 the level of significance. Post Hoc Test comparison between the visitors companionship and study attributes revealed that the visitors who visited Mahabalipuram with their friends give high importance to the study attributes of the destination image. It is also evident that visitors visited the destination alone and visitors visited the destination with family differ significantly for the study attributes of visitor satisfaction, which implies that visitors visited the destination with their family has high importance for visitor satisfaction attributes. The visitors also visited the destination with their office team to give high importance to the study attributes of destination loyalty in Mahabalipuram.

### **5.7 MEAN VALUES OF DESTINATION LOYALTY DESIRABLE FEATURES**

Mean analysis of destination loyalty desirable features showed that majority of visitors ‘will say positive things about the destination to others’ ranked first with the highest mean score of 4.27, followed by ‘recommend the destination to others and refer this destination to others’ ranked second with the mean score of 4.24 each. The feature ‘high likelihood of revisiting’ ranked third with the mean score of 4.10, followed by fourth rank for ‘plans to revisit’ with the mean score of 4.08 and finally fifth rank for the feature ‘will revisit’ with the mean score 4.07 respectively. Thus it is inferred that the majority of the tourists of Mahabalipuram were highly satisfied with the destination and will say positive things about the destination.

### **5.8 STRUCTURAL EQUATION MODELING (SEM)**

The Structural Equation Modeling (SEM) was done to develop a model for destination image, visitor satisfaction, and destination loyalty towards heritage destination Mahabalipuram. The SEM model was developed for identifying the factors contributing to the destination loyalty of the heritage destination Mahabalipuram. The following table (Table 5.1) represents the indicators of destination image, visitor satisfaction, and destination loyalty for sustainable tourism development of Mahabalipuram. This model was developed using the study constructs, namely destination image, service quality, perceived value, visitor satisfaction, and destination loyalty.

**Table 5.1: Indicators of Heritage Tourism Development in Mahabalipuram**

<b>Indicators</b>	<b>Attributes</b>	<b>Summary of Findings</b>
Destination Image	Exciting heritage destination	Proves the uniqueness of the destination's Monolithic rock-cut architecture.
	Easily Accessible destination	Well connected roads and air connectivity to reach the destination.
	Different modes of transportation are available	Various modes of transportation available as per visitor's choice.
	Guides services available	Knowledgeable guides available in the destination to explain the heritage importance of the destination.
	Well defined sign boards and parking	Proper sign boards in various places are displayed to guide the visitors in the right direction to the destination
	Suitable accommodation	Variety of accommodation outlets available to suit variety of visitors budget and expectation
	Clean and tidy environment	Cleanliness and neatness improve the destination image.
	Convenient shopping	Shops are available to buy arts and crafts to suit visitor expectations.
	Variety of cuisines	Food choices are available to suit each and every visitor's needs.
	Friendly local people	Local community is friendly and approachable.
Service Quality	Service people are Competent	Service people in the destination are knowledgeable and skillful.
	Service people are reliable	Service people are ready to guide visitors.
	Service people understand needs	Service providers understand the needs and wants of the visitors.

<b>Indicators</b>	<b>Attributes</b>	<b>Summary of Findings</b>
	Service people are easy to contact	Service staffs are very friendly and ready to help.
	Quality of Tourism product	Heritage identity and UNESCO recognition enhanced estination quality.
	Quality of food	Good quality food available in the destination.
	Quality of Lodging facilities	Decent lodges are available with the necessary amenities.
Perceived Value	Good Results as a leisure cum heritage destination	Mahabalipuram is the best place to visit for leisure as well as heritage destination.
	Must see heritage destination of South India	Pallava architecture, the rock cut monuments are the USP of the destination.
	Reasonably priced arts and crafts	Cost of the arts and crafts sold in the destination are affordable.
	Reasonably priced accommodation and food	Cost of the accommodation and food available in the destination are reasonable to suit visitors of all range
	Destination is reasonably priced	The destination is priced normally.
	Modes of transportation are affordable	Ticket fares of buses, taxi, auto are reasonable.
Visitor Satisfaction	I am satisfied with the visit to Mahabalipuram	Visitors were satisfied with the visit to the heritage destination.
	Satisfied with the destination considering the time and effort I invested	Visitors are satisfied with the uniqueness and affordability.
	Satisfied with the Mahabalipuram tour compared with my expectations	Heritage identity and serene beauty make the visitors satisfied with their visit to the destination.

<b>Indicators</b>	<b>Attributes</b>	<b>Summary of Findings</b>
Destination Loyalty	High likelihood of revisiting	The unique sculptures and plenty of scope for leisure and heritage make the visitors visit again.
	Plans to revisit	Visitors visiting Mahabalipuram will keep this place on their wish list to revisit.
	Say positive things	Visitors impressed with the heritage identity will speak positively about the destination to others.
	Recommend to others	Krishna's butter ball and Pancha Rathas are a visual treat to visitors and recommend this destination to others.
	Refer Mahabalipuram destination to other people	Stunning granite monolithic persuade the visitors to refer Mahabalipuram to others.

(Source: Primary data)

The proposed model explains that the destination image has a positive influence on service quality and perceived value. Service quality and perceived value has positive influence on visitors satisfaction, service quality, perceived value and visitor satisfaction positively influence towards the destination loyalty of the heritage destination for sustainable development. Hence it is proved that destination image, visitors satisfaction, and destination loyalty are the predominant determiners for perceived heritage tourism development in Mahabalipuram.

### **5.16. SUGGESTIONS**

Mahabalipuram is considered as an exciting heritage destination. The three stakeholders (guest, host, and service providers) have to work together to maintain the heritage image of Mahabalipuram. Accessibility is another important factor in deciding the destination image, so different modes of transportation and easy accessibility plays a vital role in deciding the destination image. Hence the service providers have to work

together in improving these aspects. Tourist amenities such as clean and tidy environment, safe drinking water, well connected roads, clean washrooms, adequate parking space and sign boards need to be developed and maintained for sustainable development of the heritage destination. Tourist perceptions regarding the historical, cultural, and natural attractions, affordability, travel environment, amenities, and other activities need to be analyzed periodically such that appropriate marketing initiatives are taken at the right time. Variety of shops & cuisines and convenience in shopping are also contributing to the destination image of Mahabalipuram. Hence the service providers can concentrate more on developing these aspects for sustainable income generation. The friendliness of local people is another crucial factor in deciding the destination image. So the respective authorities and the local community should work together towards sustainable heritage tourism in Mahabalipuram. Performance-based service quality and product-based service quality are contributing much towards the destination image. Hence the service providers should keep these factors in mind while training their employees. The economic value and overall value of Mahabalipuram, plays a vital role in the destination image; hence the service providers should ensure that the destination is reasonably priced to meet every visitor's expectations. Archaeological Survey of India (ASI) has to unify the efforts of the stakeholders and work in coordination with them to streamline all the heritage tourism-related activities in Mahabalipuram. Destination loyalty study revealed that the visitors are willing to revisit and will say positive things about the heritage destination to others. So proper records should be maintained by Tamil Nadu Tourism Development (TTDC) to assess the destination loyalty factors. The informal summit meet between the Prime Ministers of India and China has given a facelift to the global tourism mark for the destination. In future also, more such events should be organized to enhance the destination image.

### **5.17 IMPLICATIONS OF RESEARCH**

A newly developed comprehensive model was tested to simultaneously analyze the relationship between destination image, service quality, perceived value, and satisfaction and to concurrently explore these four constructs to predict intention to revisit and share positive WOM impressions with others. Even though destination image, service quality, value and satisfaction studies have been prevalent in various fields; these

constructs have usually been studied fragmentarily in the tourism and hospitality literature. These service-oriented constructs were not previously studied in cultural heritage destinations, although this travel segment has become an essential component of the tourism industry. Therefore, the present study contributes insights for this segment by explicitly focusing on a cultural heritage destination. The current study focused on the nature of service quality, and there is a general acceptance that service quality is composed of a number of underlying dimensions (Murray and Howat, 2002). The study developed two different factors (overall perceived value and economic value) to capture the complexity of perceptions. The findings of the present study suggest that perceived value has a significant influence customer satisfaction which in turn positively influences destination loyalty as reported previously by Lee et al., 2007.

### **5.17. CONCLUSION**

The primary objectives of this study were to investigate and develop 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 turns influence destination loyalty. The SEM analysis supported the existence of statistically significant relationships between study constructs. It is evident that overall satisfaction of tourists was affected by perceptions of service quality and perceived value, which is directly influenced by perceived destination image and destination loyalty was in turn influenced by overall satisfaction. These findings confirm some previous studies (Bigne et al., 2001; Lee et al., 2005; Chen and Tsai, 2007; Kim et al., 2012). The current study results revealed that visitors prefer to visit the destination with their family (5.79 percent) for vacation (52 percent), revealing that the purpose of choosing a destination is to spend quality time with children for vacation. The results of the present study are consistent with past studies that the destination image not only influences the decision-making process but also conditions post decision-making behavior of tourists (Bigne et al., 2001; Chen and Tsai, 2007; Kim et al., 2012).

Perceived service quality is an immediate antecedent of satisfaction and affects destination loyalty both directly and indirectly through satisfaction as a moderating variable. The findings are consistent with past studies (Baker and Crompton, 2000;

Castro et al., 2007; Shonk and Chelladurai, 2008; Hutchinson et al., 2009; Kim et al., 2012). Hence service quality measurement and improvement are essential aspects for those wishing to enhance destination loyalty. The present study also measured perceived service quality, referring to employee-performance-based quality and product-based quality experiences.

The results of the present study are consistent with prior studies (Woodruff, 1997; Cronin et al., 2000; Eggert and Ulaga, 2002; Lee et al., 2007; Kim et al., 2012) in that the perceived value affected customer satisfaction, which in turn influenced destination loyalty. These findings indicate that the respondents considered visiting Mahabalipuram to be a valuable and correct decision, which is likely to affect their travel satisfaction level expressed for the heritage destination Mahabalipuram.

#### **5.18 SCOPE FOR FUTURE RESEARCH**

Though this study covers the Mahabalipuram Heritage destination, chances are there to get a better result if a large number of samples and more customized factors if used for the study; the generalization of data may not be appropriate in all cases. As the study focuses mainly on destination image, visitor satisfaction, and destination loyalty for sustainable heritage tourism development, there might be several other factors contributing to the development of the destination. Future research can focus on local community participation and development along with the factors of destination, image, visitor satisfaction, and destination loyalty for sustainable heritage tourism development. Kim et al., (2012) suggested this model be taken for future study in different destinations; hence the researcher have taken Mahabalipuram leisure cum heritage destination of India to study the acceptability of the model in this heritage destination, the model is accepted. This study may contribute for fine-tuning the theoretical model on destination loyalty and understand the managerial implications from a better perspective on Heritage tourism.