

CHAPTER IV

RESULTS AND DISCUSSIONS

This chapter deals with the analysis and interpretation based on the data collected by the researcher. The researcher has attempted to investigate the opinion of visitors of Mahabalipuram on various services management strategies followed by the service providers for the sustainable development of Mahabalipuram by conducting an opinion survey based on their experiences and satisfaction concerning tourism activities.

With this backdrop, the present study titled **“Destination Image, Visitor Satisfaction and Destination Loyalty In Heritage Tourism: A Case Study of Mahabalipuram”** has been undertaken to identify the socio-economic profile of the visitors and their experiences on various other factors that contribute to the destination image, visitor satisfaction, and destination loyalty through the analysis of primary data. Primary data are used to identify the appropriate answers and solutions for the proposed research questions through proper analysis. Three important constructs, such as destination image, tourist satisfaction, and destination loyalty, were used for primary data collection from the respondents. The key variables of destination image were destination atmosphere, travel information, travel environment, shopping, and community attitude. The key variables of tourist satisfaction were performance-based quality, product-based quality, overall value, economic value and safety and security. The key variables of the destination loyalty were revisit intentions, recommendation to others and word of mouth referral. Demographic variables used comprising age, gender, religion, nationality, marital status, educational qualification, employment status, occupation and annual income of the tourists. Travel pattern variables were the source of information, visitor domicile status, the purpose of visit, mode of transport, length of stay, and visitor companionship. The results of the present study were discussed and presented under the following heads:

1. **Percentage Analysis** was used to analyze the demographic profile of the tourists such as gender, age, educational qualification, marital status, religion, nationality, employment status, occupation, and annual income.

2. **Mean score** was used to find out the knowledge of heritage awareness on Pallava dynasty, architectural monuments, granite monolithic, the shore temple, Krishna butter ball, and Varaha cave temple among the visitors of Mahabalipuram.
3. **Cross Tabulation** was used to analyze the source of information, the purpose of visit, choice of transportation, visitor domicile status, length of stay, and visitors companionship information.
4. **Independent Sample T-Test** was used to analyze the existing relationship between gender and place of origin of tourists, visitor status and destination image (destination atmosphere, travel information, travel environment, shopping, and community attitude); tourist satisfaction (performance-based quality, product-based quality, overall value, economic value, safety, and security) and destination loyalty (intention to revisit, recommending to others, word of mouth referral).
5. **One-way ANOVA and POST HOC** were used to identify variances, if any, between age, educational qualification, employment status, occupation, annual income, source of information, the purpose of visit, choice of transportation, length of stay, and companionship information with destination images, visitor satisfaction, and destination loyalty.
6. **Exploratory Factor Analysis** was used to identify the significant attributes of destination image and visitor satisfaction factors.
7. **Mean Score Ranking** was used to rank the destination loyalty factors like revisit intentions and word of mouth referral.
8. **Structural Equation Model (SEM)** developed for the study constructs destination image, visitor satisfaction, and destination loyalty in tourism and hospitality industry at Mahabalipuram for sustainable development of the heritage destination.

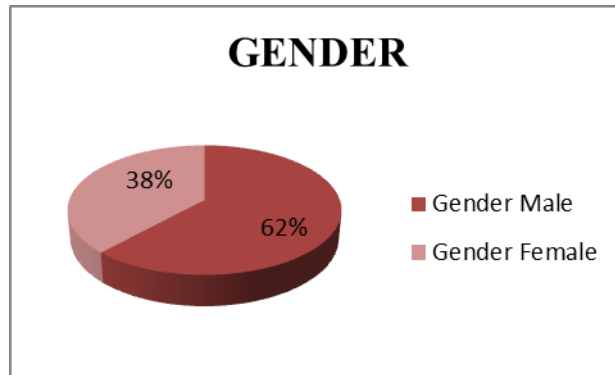
4.1. SOCIO-ECONOMIC PROFILE OF THE VISITORS OF MAHABALIPURAM

The demographic profile of the visitors helps the service providers in building the destination as per the visitors preferences and also helps them to understand the destination image among the tourists. A thorough examination of the demographic profile

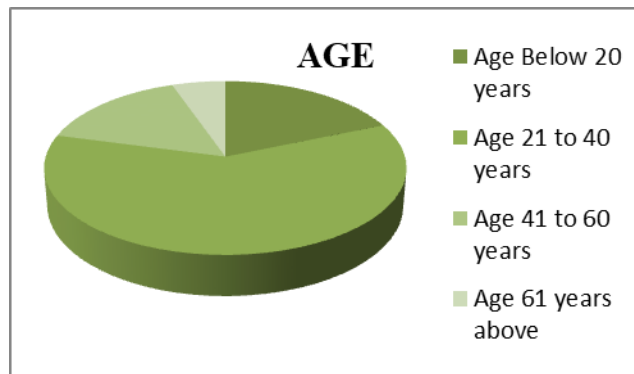
of the tourists helps to understand the tourists who will contribute to the measures that enhance tourist satisfaction and create a favorable disposition towards the destination.

Figure 4.1 Socio-Economic Profile of the Visitors of Mahabalipuram

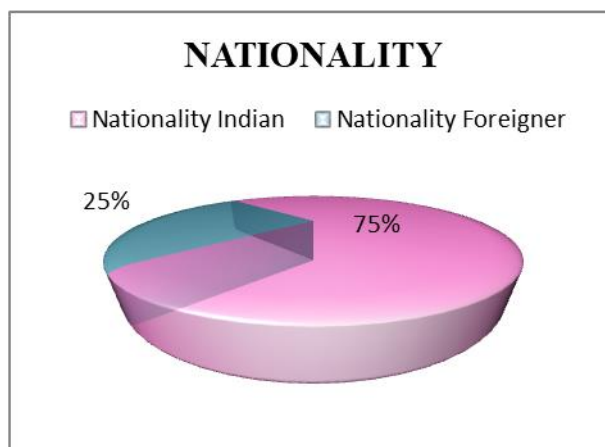
A.GENDER



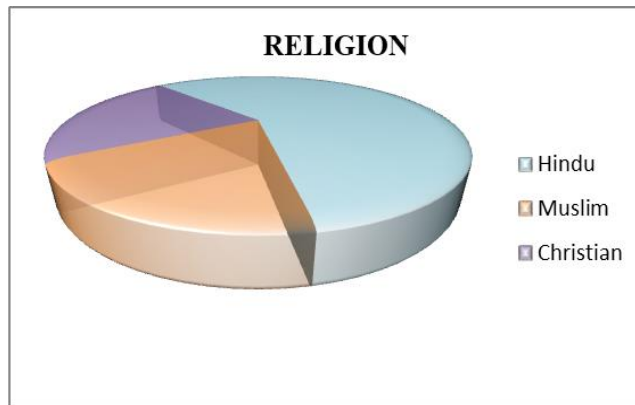
B.AGE



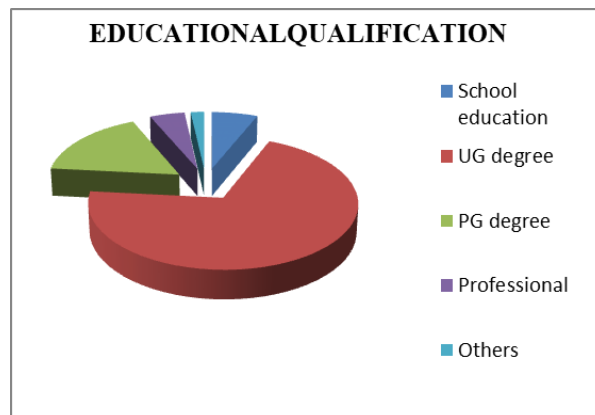
C.NATIONALITY



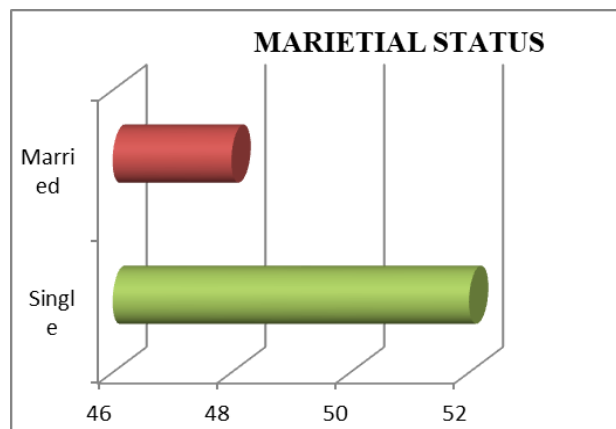
D.RELIGION



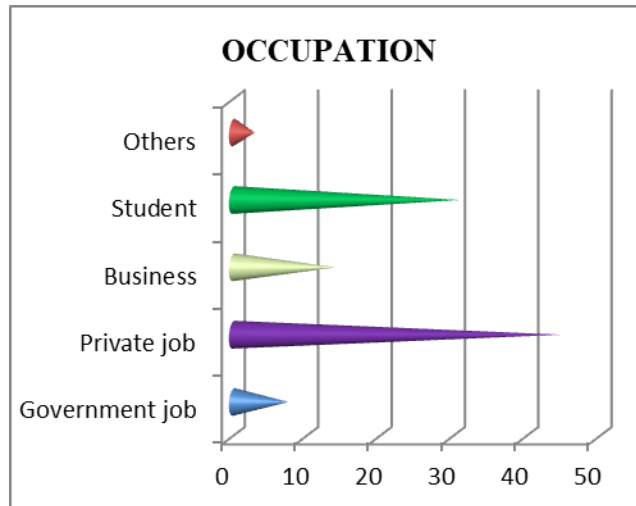
E.EDUCATIONAL QUALIFICATION



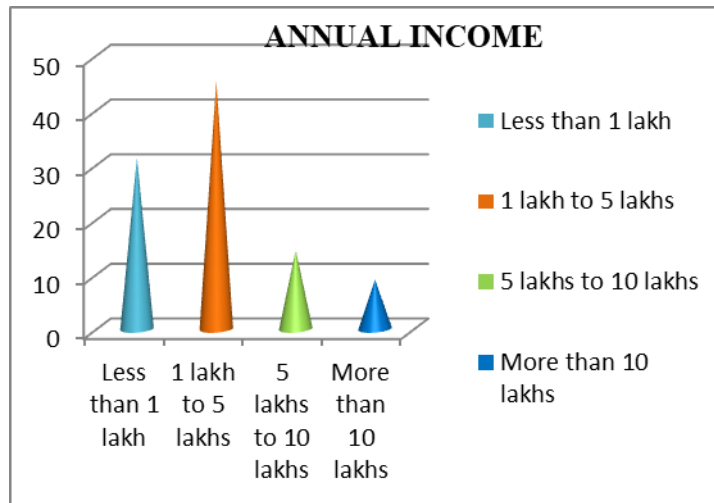
F.MARITAL STATUS



G.OCCUPATION



H. ANNUAL INCOME



The above figure 4.1, shows the demographic profile of the respondents where the distribution of visitors based on gender revealed that the majority of the respondents were male of 61.9 per cent and 38.1 percent are female tourists. It is understood that more male visitors visited the heritage destination than females during the study period.

The age of the respondents is an autonomous factor that influences the choices of the visitors to visit a specific destination. With the connection to visitors of Mahabalipuram heritage destination, the age distribution of visitors revealed that majority of the respondents were from the age group between 21- 40 years with 60.4 percent and

remaining visitors were from the age group of below 20 years which represents 18.7 percent, followed by 41-60 years with 15.5 percent and respondents from the age category 61 years above were 5.4 respectively. The results revealed that the destination attracts more visitors within the age group of 21-40 years during the study period.

The majority of visitors were Indian with 74.6 percent and foreigners with 25.4 percent. The results of the nationality of the respondents profile revealed that the majority of the respondents were Indians, and it is also understood that a notable number of foreigners also visited the UNESCO recognized heritage destination during the study period.

Though the religion of the visitors of a destination is not a pre requisite to visit the heritage destination, it may be required to have a minimum level of awareness and understanding the significance of the destination. The majority of the visitors were Hindu with 59.1 percent, followed by Christian 21.4 percent and Muslim 19.5 percent, which reveals that the majority of Hindu respondents visited the destination during the study period.

Different places attract tourists from different educational qualification. The educational profile of the respondents of Mahabalipuram revealed that the majority of the visitors had completed UG degree with 70.4 percent, followed by PG degree holders with 16.9 percent, school education completed respondents with 6.2 percent, professionals with 4.7 percent and finally respondents with other educational backgrounds with 1.8 percent respectively. It is understood that the majority of UG degree respondents visited Mahabalipuram during the study period.

The marital profile of the respondents revealed that the majority of the respondents were single with 52 percent followed by married respondents with 48 percent, respectively during the study period.

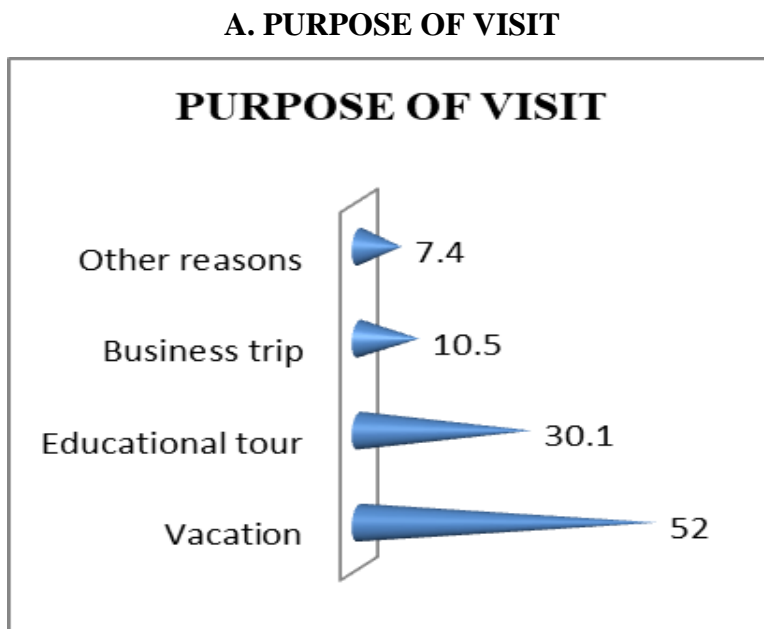
Type of Occupation is one of the main factors that influences visitors to visit a destination. The occupation profile of the respondents of Mahabalipuram revealed that the majority of the visitors were working in private sector with 44.7 percent followed by students with 30.9 percent, business people with 13.9 percent, government job holders with 7.5 percent, and finally respondents from others category with 2.9 percent respectively.

The income of the family is a vital factor of the socio-economic background of visitors, which presumes the ability to visit and spend at the destination. From the analysis, it is inferred that maximum visitors were earning between 1 lakh to 5 lakhs with 45.3 percent followed by respondents earning between 5 lakhs to 10 lakhs per annum with 91 percent, less than one lakh with 31.3 percent, and finally with the respondents earning more than 10 lakhs per annum with 9 per cent respectively during the study period.

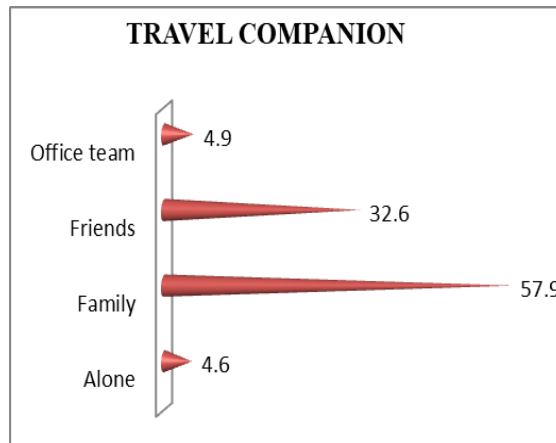
4.2 DISTRIBUTION OF TRAVEL PATTERN

Primary data were collected on the purpose of visit, travel companion, number of visits, number of days spent, and mode of transportation. Transportation being one of the essential components of tourism, plays a significant role in pulling the tourists towards the destination. It denotes the convenience of reaching the destination. Information to find out the distribution of travel-related information from the visitors and is presented in Figure 4.2.

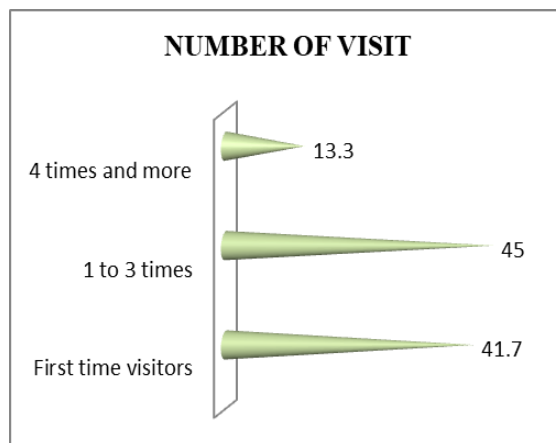
Figure 4.2. Distribution of Travel pattern to Mahabalipuram



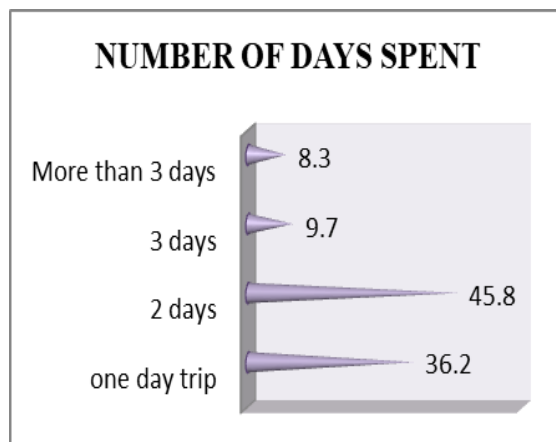
B. TRAVEL COMPANION



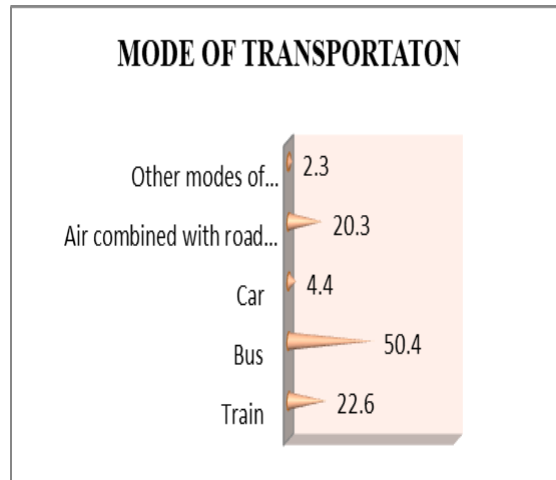
C. NUMBER OF VISIT



D. NUMBER OF DAYS SPENT



E. MODE OF TRANSPORTATION



Different visitors visit a destination for different purposes, and the motivation to travel varies from person to person. It is understood from the above figure 4.2 that most of the respondents visited Mahabalipuram for vacation (52 percent) followed by educational tours (30 percent). Travelers for business trips and other reasons were 10.5 percent and 7.4 percent, respectively.

Travel companionship plays a vital role in a visitor's life in visiting a destination. The results of the study showed that the majority of the visitors visited Mahabalipuram with their family (57.4 percent) followed by friends (32.6 percent) and alone and the office team registered a least score of 4.6 percent and 4.9 percent, respectively.

The popularity of any destination is known by the volume of tourists visiting a destination and the number of visitors visits the destination repeatedly. The repeat visit of the tourists generally manifests the experience and the satisfaction of the tourists. It is understood from the above table that most visitors have visited Mahabalipuram one to 3 times 45 percent, followed by first-time visitors 41.7 percent.

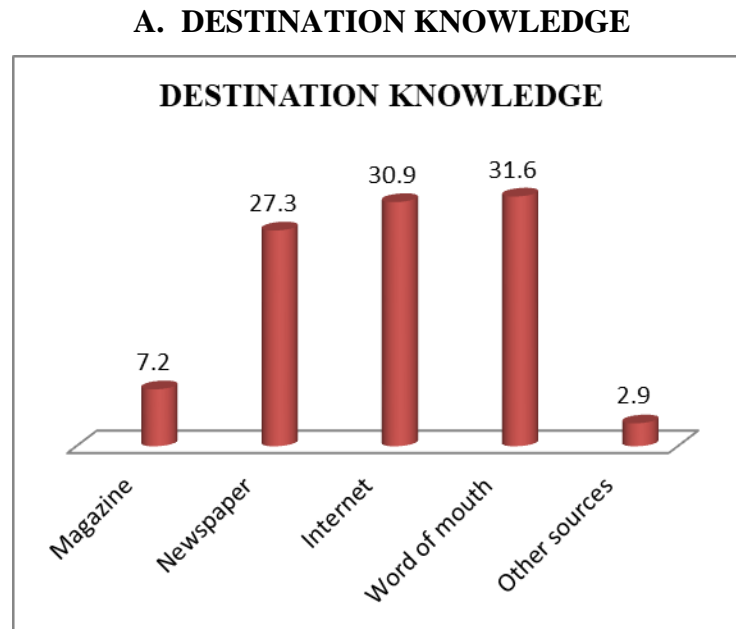
The number of days spent by the visitor in the destination varies from individual to individual. The study showed that 45.8 percent of visitors stayed in Mahabalipuram for two days, followed by one day visitors (36.2 percent) and three days (9.7 percent), 4 days (8.3 percent).

Accessibility of a destination is an essential factor that determines the fortunes of any tourist destination. The choice of transport depends on the economic status and preference of the tourists. It was established from the study that 50.4 percent of the respondents visited Mahabalipuram by bus followed by train 22.6 percent, air combined with road transportation 20.3 percent. Visitors traveled by car and by other modes of traveling to the destination occupy 2.3 percent.

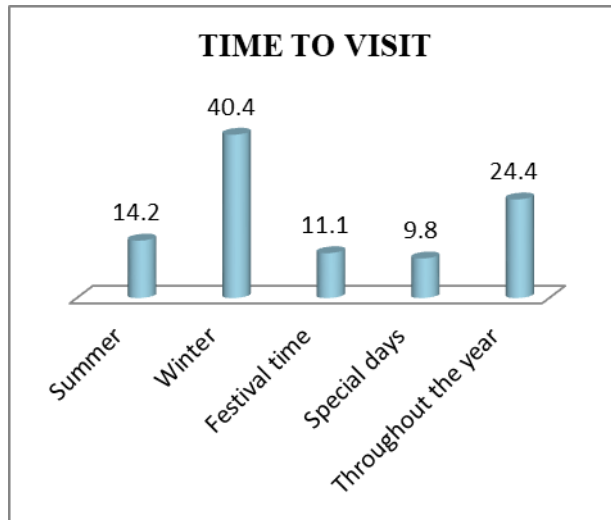
4.3 TOURIST AWARENESS ABOUT THE HERITAGE DESTINATION MAHABALIPURAM

Service providers offer various visitor satisfaction services and concentrate on destination awareness to promote local attractions and culture and offer regional historical and geographical information about the destinations. This helps to shape the curiosity of the prospective tourist and can bring momentum to the tourism industry.

Figure 4.3. Tourists Awareness about the Heritage Destination Mahabalipuram



B. TIME TO VISIT



C. AWARENES OF DANCE FESTIVAL



Source of information about the destination is one of the major factors that not only motivates the visitor to visit the destination but also influences in selecting the mode of transportation, travel companion, and duration of stay.

The majority of the visitors gathered information about the destination through word of mouth (31.6 percent), through the internet (30.9 percent), through newspapers (27.3 percent) followed by magazines (7.2 percent), and other sources (2.9 percent).

Mahabalipuram dance festival is organized by the Ministry of Tourism every year between the months of December and February to celebrate the diverse forms of folk dance that are popular in different regions and cultures of India. Many visitors visit Mahabalipuram to witness this festival. The results of the present study showed that 43.2 percent of the visitors are aware of the dance festival happening in the heritage destination. It is also understood that about 56.8 percent of the visitors are not aware of the dance festival happening in Mahabalipuram, which implies that the organizers have to concentrate on various promotional strategies to attract more visitors to the destination.

4.4 DESCRIPTIVE STATISTICS

Descriptive statistics describe the basic features of the data and summarizes the samples and measures. It often used to give a full picture of the quantitative data.

4.4.1 Tourists Knowledge of Heritage History of Mahabalipuram

Understanding the history of a destination can provide the visitors an insight into our cultures as well as increasing knowledge of heritage identity, cross-cultural awareness, and understanding. Tourists knowledge of the heritage identity of the destination are presented in the table below.

Table 4.1 Tourists Knowledge of Heritage History of Mahabalipuram

| Factors | N | Mean |
|---|----------|-------------|
| Awareness of Pallava Dynasty Architectures in Mahabalipuram | 611 | 4.24 |
| Pallava Dynasty is known for Monolithic and Rock-cut Architecture | 611 | 4.20 |
| Rathas and Mandapas were carved out of living rocks during the 7th and 8th century | 611 | 4.09 |
| Shore temple has a divine ambiance and known for ethnicity | 611 | 4.12 |
| Krishna butter ball is known for its heritage identity | 611 | 4.15 |
| Excellent architecture and sculptures attract history enthusiasts and travelers around the world | 611 | 4.20 |
| Pancharathas are carved in granite stone, which slopes in a north-south direction | 611 | 4.08 |
| Descent of Ganges and Arjuna's penance are portrayed in stone at the Pallava heritage site | 611 | 4.10 |
| Lord Vishnu is incarnated in the form of Varaha or boar lifting Bhudevi, the mother of earth goddess from the sea | 611 | 4.13 |
| Group of monuments were constructed during the Pallava Dynasty | 611 | 4.16 |

(Source: Primary data)

The level of agreement of visitors knowledge on Mahabalipuram heritage history was assessed on 5 points Likert scale (5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree; 1=Strongly Disagree). From the above table 4.4.1, it is understood that the majority of the visitors were aware of Pallava Dynasty architectures in Mahabalipuram with the highest mean score of 4.24 followed by rock-cut architecture 4.20. Pallava Dynasty is known for monolithic and rock-cut architecture, and excellent architecture and sculptures attract history enthusiasts and travelers around the world with a mean score of 4.20. This shows that visitors are aware of the heritage history of the destination Mahabalipuram.

4.5 DISTRIBUTION OF TOURIST OPINION ON REVISIT INTENTIONS AND WORD OF MOUTH REFERRAL

Destination image plays a vital role in the visitor's decision-making process while choosing a destination for a visit, revisit, and recommend to others. Hence destination image plays a significant role in building competitiveness of travel destinations among the visitors.

Table 4.2. Tourist opinion on Revisit intentions and Word of mouth referral

| Factors | Constructs | N | Mean |
|------------------------|--|----------|-------------|
| Revisit intentions | High likelihood of revisiting | 611 | 4.10 |
| | Will revisit | 611 | 4.07 |
| | Plans to revisit | 611 | 4.08 |
| Word of mouth referral | Say positive things | 611 | 4.27 |
| | Recommend to others | 611 | 4.24 |
| | Refer this destination to other people | 611 | 4.24 |

(Source: Primary data)

Above table 4.2 shows the attachment of tourists with the Mahabalipuram destination in revisiting and word of mouth referral. Survey results show that most of the respondents said they are a high likelihood of revisiting the destination with a mean score

of 4.10. The study also revealed that the majority of respondents said positive things about the destination to others with a mean score of 4.27. These results revealed that most tourists were satisfied with the destination and will pay repeat visits to Mahabalipuram and say positive things to others. Therefore, it is inferred from the above table that Mahabalipuram has maintained the carrying capacity as it is the primary indicator for the destination image and tourist satisfaction.

4.6 TRAVEL CHARACTERISTICS OF THE VISITORS OF MAHABALIPURAM

4.6.1. Sources of Information Across Nationality of Visitor

While collecting data from the tourist respondents concerning the sources of information to visit Mahabalipuram revealed that 31.6 percent (193) of domestic and foreign tourists found that word of mouth as an essential source of information. It is also understood that 30.8 percent (188 out of 456) Indian respondents and 0.8 percent (5 out of 155) foreign respondents gathered information about the destination through word of mouth.

Table 4.3. Sources of Information across Nationality of Visitor

| Sources of Information | Nationality | | Total |
|--------------------------------|-------------|------------|-------------|
| | Indian | Foreigner | |
| Magazines& Newspaper | 40 (6.5%) | 4(0.7%) | 44(7.2%) |
| Travel agency & Tour operators | 77(12.6%) | 90(14.7%) | 167(27.3%) |
| Internet | 136(22.3%) | 53(8.7%) | 189(30.9%) |
| Word of Mouth | 188(30.8%) | 5(0.8%) | 193(31.6%) |
| Other sources | 15(2.5%) | 3(0.5%) | 18(2.9%) |
| Total | 456(74.6%) | 155(25.4%) | 611(100.0%) |

(Source: Primary data)

About 30.9 percent (189 out of 611) domestic and foreign respondents used the internet as their source of information, followed by 27.3 percent (167 out of 611) respondents gathered information about the destination through a travel agency and tour

operators. About 7.2 percent (44 out of 611) respondents used Magazines and newspapers as their source of information, 2.9 percent (18 out of 611) respondents used other sources of information to know about the Mahabalipuram.

The cross-tabulation results clearly showed that word of mouth and the internet were primarily used as a source of information by domestic tourists. In contrast, travel agencies and tour operators were primarily used as sources of information for foreign visitors to the destination.

4.6.2. Distribution of Purpose of Visit across Nationality of Visitor

While collecting data from the respondents concerning the purpose of visit to Mahabalipuram revealed that about 52.2 percent (319) of Indian and foreign tourists visited the destination for a vacation. It is also understood from the study that 45.8 percent (280 out of 456) Indian respondents and 6.4 percent (39 out of 155) foreign respondents visited the destination for a vacation.

Table 4.4. Purpose of Visit across Nationality of Visitor

| Purpose of Visit | Nationality | | Total |
|------------------|-------------|-------------|--------------|
| | Indian | Foreigner | |
| Vacation | 280 (45.8%) | 39 (6.4%) | 319 (52.2%) |
| Educational tour | 74 (12.1%) | 90 (14.7%) | 164 (26.8%) |
| Business trip | 38 (6.2%) | 13 (2.1%) | 51 (8.3%) |
| Other reasons | 64 (10.5%) | 13 (2.1%) | 77 (12.6%) |
| Total | 456 (74.6%) | 155 (25.4%) | 611 (100.0%) |

(Source: Primary data)

It is also understood from the above table that tourists also visited the destination for the educational tour (26.8 percent; 164 out of 611), for other reasons (12.6 percent; 77 out of 611), and for Business trips (8.3 percent; 51 out of 611) respondents.

4.6.3. Distribution of Choice of Transportation across Nationality of Visitor

Respondents opinions concerning the choice of transportation used to visit Mahabalipuram revealed that about 50.4 percent (308) of Indian and foreign tourists travelled to the destination through the bus. Also, it is understood from the study that 31.3 percent (191 out of 456) Indian respondents and 19.1 percent (117 out of 155) foreign respondents travelled to the destination by bus during the study period.

Table 4.5. Choice of Transportation across Nationality of Visitor

| Choice of Transportation | Nationality | | Total |
|---------------------------------------|-------------|-------------|--------------|
| | Indian | Foreigner | |
| Train | 133 (21.8%) | 5 (0.8%) | 138 (22.6%) |
| Bus | 191 (31.3%) | 117 (19.1%) | 308 (50.4%) |
| Car | 14 (2.3%) | 13 (2.1%) | 27 (4.4%) |
| Air combined with road transportation | 105 (17.2%) | 19 (3.1%) | 124 (20.3%) |
| Other modes | 13 (2.1%) | 1 (0.2%) | 14 (2.3%) |
| Total | 456 (74.6%) | 155 (25.4%) | 611 (100.0%) |

(Source: Primary data)

The cross-tabulation study results also revealed that 22.6 percent (138 out of 611) respondents travelled through train, 20.3 percent (124 out of 611) travelled to the destination by air combined with road transportation, 4.4 percent (27 out of 611) visited the destination by car and 2.3 percent (14 out of 611) used other modes of transportation to visit Mahabalipuram.

4.6.4. Distribution of Length of Stay across the Nationality of Visitor

Respondents opinions regarding the length of stay at Mahabalipuram revealed that about 45.8 percent (280) of Indian and foreign tourists stayed in the destination for two days. Also, it is understood from the study that 29 percent (177 out of 456) Indian respondents and 16.9 percent (103 out of 155) foreign respondents stayed in the destination for two days during the study period.

Table 4.6. Length of Stay across the Nationality of Visitor

| Length of Stay | Nationality | | Total |
|-----------------------|--------------------|------------------|--------------|
| | Indian | Foreigner | |
| One day trip | 208 (34.0%) | 13 (2.1%) | 221 (36.2%) |
| 2 days trip | 177 (29.0%) | 103 (16.9%) | 280 (45.8%) |
| 3 days trip | 33 (5.4%) | 26 (4.3%) | 59 (9.7%) |
| More than 3 days trip | 38 (6.2%) | 13 (2.1%) | 51 (8.3%) |
| Total | 456 (74.6%) | 155 (25.4%) | 611 (100.0%) |

(Source: Primary data)

The results of cross-tabulation also revealed that 36.2 percent (221 out of 611) of Indian and Foreign visitors visited Mahabalipuram as one day trip, 9.7 percent (59 out of 611) stayed in the destination for three days, and 8.3 percent (51 out of 611) of respondents stayed in the destination more than three days during the study period.

4.6.5 Distribution of Visitor Companionship across Nationality of Visitor

Visitors opinion concerning their companionship to visit Mahabalipuram revealed that about 57.9 percent (354) of Indian and foreign tourists visited the destination with their family. It is also understood from the study that 39.1 percent (239 out of 456) Indian respondents and 18.8 percent (115 out of 155) foreign respondents visited Mahabalipuram with their family during the study period.

Table 4.7. Visitor Companionship across Nationality of Visitor

| Visitors Companionship | Nationality | | Total |
|------------------------|-------------|-------------|--------------|
| | Indian | Foreigner | |
| Alone | 27 (4.4%) | 1 (0.2%) | 28 (4.6%) |
| Family | 239 (39.1%) | 115 (18.8%) | 354 (57.9%) |
| Friends | 172 (28.2%) | 27 (4.4%) | 199 (32.6%) |
| Office team | 18 (2.9%) | 12 (2.0%) | 30 (4.9%) |
| Total | 456 (74.6%) | 155 (25.4%) | 611 (100.0%) |

(Source: Primary data)

The results of cross-tabulation also revealed that 32.6 percent (199 out of 611) visited the destination with their friends, 4.9 percent (30 out of 611) visited the destination with their office team, and 4.6 percent (28 out of 611) visited Mahabalipuram alone during the study period.

4.6.6. Distribution of Season to Visit the Destination across Nationality of Visitor

Visitors' opinion regarding the best time to visit Mahabalipuram destination revealed that about 40.4 percent (247) of Indian and foreign tourists preferred to visit the destination during the winter season. It is also understood from the study that 24.1 percent (147 out of 456) Indian respondents and 16.4 percent (100 out of 155) foreign respondents preferred to visit Mahabalipuram during winter season.

Table 4.8. Best Time to Visit the Destination across Nationality of Visitor

| Best time to visit | Nationality | | Total |
|---------------------|-------------|-------------|--------------|
| | Indian | Foreigner | |
| Summer | 77 (12.6%) | 10 (1.6%) | 87 (14.2%) |
| Winter | 147 (24.1%) | 100 (16.4%) | 247 (40.4%) |
| Festival Time | 46 (7.5%) | 22 (3.6%) | 68 (11.1%) |
| Special Days | 60 (9.8%) | 0 (0.0%) | 60 (9.8%) |
| Throughout the year | 126 (20.6%) | 23 (3.8%) | 149 (24.4%) |
| Total | 456 (74.6%) | 155 (25.4%) | 611 (100.0%) |

(Source: Primary data)

The results of cross-tabulation revealed that about 24.4 percent (149 out of 611) of the Indian and foreign visitors preferred to visit the destination throughout the year, 14.2 percent (87 out of 611) preferred to visit the destination during summer, 11.1 percent (68 out of 611) preferred to visit the destination during festival time, and 9.8 percent (60 out of 611) preferred to visit the destination on special days.

4.7 INDEPENDENT SAMPLE T - TEST

An independent sample t-test is conducted to compare the destination image factors mean scores of destination atmosphere, travel information, travel environment, shopping environment, and community attachment of male and female visitors of Mahabalipuram.

4.7.1 Mean Difference between Gender and Destination Image Factors on Mahabalipuram

Ho: There is no significant difference in destination image factors of male and female tourists.

Table 4.9. Gender and Destination image Factors of Mahabalipuram

| Destination Image Factors | Gender | Size | Mean | SD | <i>p</i> -value | Decision |
|---------------------------|--------|------|---------|---------|-----------------|----------|
| Destination Atmosphere | Male | 378 | 20.7196 | 2.24747 | 0.839 | Accept |
| | Female | 233 | 20.7682 | 3.19313 | | |
| Travel Information | Male | 378 | 20.1455 | 2.39418 | 0.001 | Reject |
| | Female | 231 | 21.2900 | 2.50180 | | |
| Travel Environment | Male | 378 | 19.5952 | 2.36524 | 0.001 | Reject |
| | Female | 233 | 20.4678 | 2.95221 | | |
| Shopping Environment | Male | 378 | 19.3968 | 2.58463 | 0.080 | Accept |
| | Female | 233 | 20.0815 | 3.32146 | | |
| Community Attachment | Male | 378 | 15.8545 | 2.00463 | 0.002 | Reject |
| | Female | 233 | 16.5837 | 2.37681 | | |

Source: Primary data

The results of the Independent sample t-test revealed that the p -values for the gender and destination image on destination atmosphere (0.839) and shopping environment (0.080) 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 may be interpreted that there is no significant difference between the male and female destination image on the factors destination atmosphere and shopping environment. It seems that gender 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 (0.001), 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 may be understood that there is a significant difference between the male and female destination image on the factors of travel information, travel environment, and community attachment. It seems that gender has a significant difference in destination image on travel information, travel environment, and community attachment.

4.7.2. Mean Difference between Gender and Tourist Satisfaction Factors on Mahabalipuram

Ho: There is no significant difference in Tourist Satisfaction factors of male and female tourists.

Table 4.10. Gender and Tourist Satisfaction Factors of Mahabalipuram

| Tourist Satisfaction | Gender | Size | Mean | SD | <i>p</i> -value | Decision |
|---------------------------|--------|------|---------|---------|-----------------|----------|
| Performance-based quality | Male | 378 | 31.0450 | 4.05213 | 0.000 | Reject |
| | Female | 233 | 33.1288 | 4.82278 | | |
| Product-based quality | Male | 378 | 23.5556 | 2.91312 | 0.001 | Reject |
| | Female | 233 | 24.4979 | 3.74295 | | |
| Overall value | Male | 378 | 16.8704 | 1.87872 | 0.000 | Reject |
| | Female | 233 | 17.9356 | 2.04901 | | |
| Economic value | Male | 378 | 19.6349 | 3.03193 | 0.000 | Reject |
| | Female | 233 | 20.5708 | 3.27285 | | |
| Safety and security | Male | 378 | 15.1190 | 2.68390 | 0.001 | Reject |
| | Female | 233 | 15.9528 | 3.26190 | | |

(Source: Primary data)

The results of the independent sample t-test revealed that the *p*-values for the gender and tourist satisfaction on 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 the factors performance-based quality, product-based quality, overall value, economic value, and safety and security. 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.

4.7.3. Mean Difference between Gender and Destination Loyalty Factors of Mahabalipuram

Ho: There is no significant difference in destination loyalty of male and female tourists of the destination.

Table 4.11. Gender and Destination Loyalty Factors of Mahabalipuram

| Destination Loyalty Factors | Gender | Size | Mean | SD | <i>p</i> -value | Decision |
|-----------------------------|--------|------|---------|---------|-----------------|----------|
| Revisit intentions | Male | 378 | 12.0397 | 1.66123 | 0.001 | Reject |
| | Female | 233 | 12.5708 | 2.02472 | | |
| Word of mouth referral | Male | 378 | 12.4815 | 1.38423 | 0.000 | Reject |
| | Female | 233 | 13.1845 | 1.67005 | | |

(Source: Primary data)

The results of the independent sample t-test revealed that 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 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. It seems that gender has a significant difference in tourists destination loyalty factors on revisit intentions and word of mouth referral in the destination.

4.7.5. Mean difference between Place of Origin and Destination Image Factors

Ho: There is no significant difference in destination image factors of Indian and foreign visitors.

Table 4.12. Place of Origin and Destination Image Factors

| Destination Image | Place of Origin | Size | Mean | SD | <i>p</i> -value | Decision |
|------------------------|-----------------|------|---------|---------|-----------------|----------|
| Destination Atmosphere | Indian | 456 | 20.6447 | 2.90677 | 0.052 | Accept |
| | Foreign | 155 | 21.0129 | 1.63162 | | |
| Travel Information | Indian | 454 | 20.8436 | 2.75805 | 0.000 | Reject |
| | Foreign | 155 | 19.8065 | 1.19031 | | |
| Travel Environment | Indian | 456 | 20.0395 | 2.92443 | 0.015 | Reject |
| | Foreign | 155 | 19.6000 | 1.45763 | | |
| Shopping Environment | Indian | 456 | 19.6250 | 3.24964 | 0.502 | Accept |
| | Foreign | 155 | 19.7548 | 1.48299 | | |
| Community Attachment | Indian | 456 | 16.2588 | 2.40305 | 0.001 | Reject |
| | Foreign | 155 | 15.7613 | 1.26431 | | |

(Source: Primary data)

The results of the independent sample t-test revealed that the *p*-values for the place of origin and destination image on 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 may be interpreted that there is no significant difference between the Indian and foreign destination image on 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 may be understood that there is a significant difference between the Indian and Foreign destination image on 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.

4.7.6. Mean difference between Place of Origin and Tourist Satisfaction Factors

Ho: There is no significant difference in tourist satisfaction factors of domestic and foreign tourists.

Table 4.13. Place of Origin and Tourist Satisfaction Factors

| Tourist Satisfaction | Place of Origin | Size | Mean | SD | p-value | Decision |
|-----------------------------|------------------------|-------------|-------------|-----------|-----------------------------|-----------------|
| Performance-based quality | Indian | 456 | 31.9825 | 4.94850 | 0.071 | Accept |
| | Foreign | 155 | 31.4194 | 2.59087 | | |
| Product-based quality | Indian | 456 | 24.0789 | 3.64983 | 0.004 | Reject |
| | Foreign | 155 | 23.4323 | 1.74333 | | |
| Overall value | Indian | 456 | 17.7412 | 2.03025 | 0.000 | Reject |
| | Foreign | 155 | 15.9097 | 1.15302 | | |
| Economic Value | Indian | 456 | 20.0921 | 3.56112 | 0.050 | Accept |
| | Foreign | 155 | 19.6968 | 1.36930 | | |
| Safety and Security | Indian | 456 | 15.4561 | 3.22256 | 0.725 | Accept |
| | Foreign | 155 | 15.3806 | 1.90444 | | |

(Source: Primary data)

The results of the Independent sample t-test revealed that 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 may be interpreted that there is no significant difference between the Indian and Foreign tourist satisfaction on 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 may be understood that there is a significant difference between the Indian and Foreign tourist satisfaction on the factors of travel information, travel environment and community attachment. It seems that the place of origin has a significant difference in tourist satisfaction on product-based quality, overall value, and economic value.

4.7.7 Mean difference between Place of Origin and Destination Loyalty

Ho: There is no significant difference on destination loyalty of domestic and foreign visitors.

Table 4.14. Place of Origin and Destination Loyalty

| Destination loyalty factors | Place of origin | Size | Mean | SD | <i>p</i>-value | Decision |
|------------------------------------|------------------------|-------------|-------------|-----------|-----------------------|-----------------|
| Revisit intentions | Indian | 456 | 12.3399 | 2.04042 | 0.001 | Reject |
| | Foreign | 155 | 11.9548 | 0.88525 | | |
| Word of mouth referral | Indian | 456 | 13.0066 | 1.62601 | 0.000 | Reject |
| | Foreign | 155 | 11.9935 | 0.87903 | | |

(Source: Primary data)

The results of the Independent sample t-test revealed that the *p*- values for the place of origin and destination loyalty factors 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 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.

4.8. One way ANOVA

Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. It checks the impact of one or more factors by comparing the means of different samples. One-way ANOVA is performed to check whether a significant difference exists between the age of tourists, their perceptions, satisfaction, and destination loyalty.

4.8.1 Variance between Age of the Visitors, Destination Image, Tourist Satisfaction, and Destination Loyalty

Ho: There is no significant difference between the age of tourists and destination image, tourist satisfaction and destination loyalty

Table 4.15 Age of the Visitors, Destination Image, Tourist Satisfaction, and Destination Loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|--------|-------|-------------|
| Destination Image | Between Groups | 573.973 | 3 | 191.324 | 1.875 | 0.033 | Significant |
| | Within Groups | 61748.435 | 605 | 102.064 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor Satisfaction | Between Groups | 4754.812 | 3 | 1584.937 | 10.799 | 0.000 | Significant |
| | Within Groups | 89088.956 | 607 | 146.769 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination Loyalty | Between Groups | 300.748 | 3 | 100.249 | 11.494 | 0.000 | Significant |
| | Within Groups | 5294.211 | 607 | 8.722 | | | |
| | Total | 5594.959 | 610 | | | | |

(Source: Primary data)

From the above ANOVA Table 4.15, it is understood that for the study attributes destination image, visitor satisfaction, and destination loyalty, the table significance values are less than 0.05 the level of significance. Hence the null hypothesis is rejected. This implies that the visitors' age significantly influences the level of satisfaction for the factors of Destination Image, visitor satisfaction, and destination loyalty. To determine which age group differs significantly from other age groups, the Post Hoc Test was applied.

4.8.2 Post Hoc Homogenous- Comparison with the Age of the Visitors

Table 4.16. Age of Visitors Vs. Destination Image, Satisfaction, and Destination Loyalty

| Attributes | Age (i) | Age (j) | F Value | Significance | Remarks |
|----------------------|----------------|----------------|---------|--------------|-------------|
| Destination image | Below 20 years | 41 to 60 years | 3.31404 | 0.046 | Significant |
| Visitor satisfaction | 20 to 40 years | 61 years above | 1.29815 | 0.000 | Significant |
| Destination loyalty | 20 to 40 years | 61 years above | 0.58379 | 0.001 | Significant |

Source: Primary data

From the above Post Hoc table 4.16, it is inferred that the visitors from the age group below 20 years and the age group between 41 to 60 years differ significantly for the study attribute destination image, which indicates that visitors in the age category 41 to 60 years give high importance to the factors of the destination image. Also, visitors from the age group between 20 to 40 years differ significantly from visitors above 61 years of age, for the study attributes visitor satisfaction and destination loyalty. This indicates that the visitors above 61 years of age give high importance to visitor satisfaction and destination loyalty factors than the other age group visitors visited Mahabalipuram.

4.8.3. Variance between Education Qualification and Destination Image, Tourist Satisfaction and Destination loyalty

Ho: There is no significant difference between educational qualification and Destination Image, tourists atisfaction, and destination loyalty.

Table 4.17. Variance between Education Qualification and Destination Image, Tourist Satisfaction, and Destination loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination Image | Between Groups | 674.372 | 4 | 168.593 | 1.652 | 0.010 | Significant |
| | Within Groups | 61648.036 | 604 | 102.066 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor Satisfaction | Between Groups | 573.516 | 4 | 143.379 | 0.932 | 0.045 | Significant |
| | Within Groups | 93270.252 | 606 | 153.911 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination Loyalty | Between Groups | 44.954 | 4 | 11.239 | 1.227 | 0.028 | Significant |
| | Within Groups | 5550.005 | 606 | 9.158 | | | |
| | Total | 5594.959 | 610 | | | | |

Source: Primary data

From the above ANOVA Table 4.17, it is understood that destination image, visitor satisfaction, and destination loyalty, the table significance value is less than 0.05, the level of significance. Hence the Null hypothesis is rejected for all the above-mentioned factors and implies that the Visitors belonging to different educational backgrounds differ significantly. To find out the respondents from which educational qualification differs significantly from other educational backgrounds, the Post Hoc Test was applied.

4.8.4 Post Hoc Homogenous- Comparison with Education Qualification of the Visitors

Table 4.18 Education Qualification of Visitors Vs. Destination Image, Satisfaction, and Destination Loyalty

| Attributes | Educational Qualification (i) | Educational Qualification (j) | F Value | Significance | Remarks |
|----------------------|--------------------------------------|--------------------------------------|----------------|---------------------|----------------|
| Destination Image | School Education | UG degree | 3.95835 | 0.031 | Significant |
| Visitor Satisfaction | School Education | UG degree | 2.40109 | 0.035 | Significant |
| Destination Loyalty | PG Degree | School Education | 1.54104 | 0.044 | Significant |

(Source: Primary data)

From the above Post Hoc table 4.18, the 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 visitors with UG degree holders give high importance to the study attributes of Destination Image and visitors satisfaction than other educational background visitors. Also, it is inferred from the table that for the study attributes of destination loyalty, school education completed visitors give high importance than other educational background visitors of Mahabalipuram.

4.8.5 Variance between Annual Income and Destination Image, Satisfaction and Destination Loyalty

Ho: There is no significant difference between annual income and destination image, tourist satisfaction and destination loyalty.

Table 4.19 Variance between Annual Income and Destination Image, Satisfaction and Destination Loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination Image | Between Groups | 74.180 | 3 | 24.727 | 0.240 | 0.048 | Significant |
| | Within Groups | 62248.228 | 605 | 102.890 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor Satisfaction | Between Groups | 573.612 | 3 | 191.204 | 1.244 | 0.023 | Significant |
| | Within Groups | 93270.155 | 607 | 153.658 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination Loyalty | Between Groups | 14.417 | 3 | 4.806 | 0.523 | .037 | Significant |
| | Within Groups | 5580.542 | 607 | 9.194 | | | |
| | Total | 5594.959 | 610 | | | | |

(Source: Primary data)

From the above ANOVA Table 4.19, it is understood that for the annual income of the visitors with the factors destination image, visitor satisfaction and destination loyalty, the table significant value is less than 0.05, the level of significance. Hence the Null hypothesis is rejected for all the above-mentioned factors and implies that the visitors earning different annual incomes differ significantly. To find out the visitors from which annual income category differs significantly from other educational backgrounds, the Post Hoc Test was applied, and the results were presented in the table below.

4.8.6 Post Hoc Homogenous- Comparison with Annual Income of the Visitors

Table 4.20. Annual Income of Visitors Vs. Destination Image, Tourist Satisfaction, and Destination Loyalty

| Attributes | Annual income (i) | Annual income (j) | F Value | Significance | Remarks |
|----------------------|--------------------------|--------------------------|----------------|---------------------|----------------|
| Destination image | Less than 1 Lakh | 1 Lakh to 5 Lakhs | 0.79432 | 0.040 | Significant |
| Visitor satisfaction | Less than 1 Lakh | 5 Lakhs to 10 Lakhs | 2.86066 | 0.029 | Significant |
| Destination loyalty | Less than 1 Lakh | 5 Lakhs to 10 Lakhs | 0.41486 | 0.013 | Significant |

(Source: Primary data)

From the above Post Hoc table 4.20, comparison between the visitors annual income and study attributes of visitors perception, satisfaction, and destination loyalty, it is understood 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 lakhs to 10 lakhs annually give high importance to the study attributes of Destination Image. Also, it is understood from the table that visitors earning less than One lakh and visitors earning between 5 lakhs to 10 lakhs annually differ significantly for the study attributes of visitor satisfaction and destination loyalty. Hence the visitors earning between 5 lakhs to 10 lakhs annually give high importance to the study attributes of visitor satisfaction and destination loyalty in Mahabalipuram.

4.8.7. Variance between Sources of Information and Destination Images, Satisfaction and Destination Loyalty

Ho: There is no significant difference between the source of information and destination image, tourist satisfaction, and destination loyalty.

Table 4.21 Variance between Sources of Information and Destination Images, Satisfaction and Destination Loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination image | Between Groups | 3498.093 | 4 | 874.523 | 8.979 | 0.000 | Significant |
| | Within Groups | 58824.315 | 604 | 97.391 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor satisfaction | Between Groups | 3186.440 | 4 | 796.610 | 5.325 | 0.000 | Significant |
| | Within Groups | 90657.328 | 606 | 149.600 | | | |
| | Total | 93843.768 | 610 | | | | |
| destination loyalty | Between Groups | 220.623 | 4 | 55.156 | 6.219 | 0.000 | Significant |
| | Within Groups | 5374.336 | 606 | 8.869 | | | |
| | Total | 5594.959 | 610 | | | | |

(Source: Primary data)

From the above ANOVA Table 4.21, it is understood that for the sources of information for the visitors with the factors of destination image, visitor satisfaction and destination loyalty, the level of significance is less than 0.05. Hence the null hypothesis is rejected for all the above-mentioned factors and implies that the visitors gathered information from different sources differ significantly. To find out the visitors gathered information about the destination, it differs significantly from other sources of information, the Post Hoc Test was applied, and the results are presented in the table below.

4.8.8 Post Hoc Homogenous- Comparison with Source of Information of the Visitors

Table 4.22. Source of information Vs Destination Image, Satisfaction and Destination Loyalty

| Attributes | Source of Information (i) | Source of Information (j) | F Value | Significance | Remarks |
|----------------------|---------------------------|---------------------------|---------|--------------|-------------|
| Destination Image | Magazine | Internet | 4.60220 | 0.041 | Significant |
| Visitor Satisfaction | Magazine | Internet | 5.72292 | 0.042 | Significant |
| Destination Loyalty | Newspaper | Other Sources | 2.62121 | 0.015 | Significant |

(Source: Primary data)

From the above Post Hoc table 4.22, comparison between the visitors sources of information and study attributes of visitors perception, satisfaction and destination loyalty, it is understood that visitors gathered information about the destination through magazine differ with the visitors who 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 gives high importance for the study attributes of destination image and visitor satisfaction. Also, it is understood from the table that visitors gathered information through newspapers and visitors who 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 gives high importance to the study attributes of destination loyalty in Mahabalipuram.

4.8.9 Variance between Purpose of Visit and Destination Image, Satisfaction and Destination Loyalty

Ho: There is no significant difference between Purpose of visit and Destination Image, Tourist Satisfaction, and Destination loyalty.

Table 4.23 Variance between Purpose of Visit and Destination Image, Satisfaction and Destination Loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination image | Between Groups | 606.970 | 3 | 202.323 | 1.983 | 0.015 | Significant |
| | Within Groups | 61715.438 | 605 | 102.009 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor satisfaction | Between Groups | 951.226 | 3 | 317.075 | 2.072 | 0.103 | Significant |
| | Within Groups | 92892.541 | 607 | 153.035 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination loyalty | Between Groups | 160.133 | 3 | 53.378 | 5.962 | 0.013 | Significant |
| | Within Groups | 5434.826 | 607 | 8.954 | | | |
| | Total | 5594.959 | 610 | | | | |

(Source: Primary data)

From the above ANOVA Table 4.23, it is understood that for the factor purpose of visit to the destination with the factors of destination image, visitor satisfaction, and destination loyalty, the level of significance is less than 0.05. Hence the Null hypothesis is rejected for all the above-mentioned factors and implies that the Visitors purpose of visit differs significantly from each other. To find out the visitors difference in the various purpose of visits to Mahabalipuram with the factors of visitors perception, satisfaction and destination loyalty, the Post Hoc Test was applied, and the results were presented in the table below.

4.8.10 Post Hoc Homogenous- Comparison with Purpose of Visit of the Visitors

Table 4.24. Purpose of Visit Vs. Destination Image, Satisfaction, and Destination Loyalty

| Attributes | Purpose of Visit (i) | Purpose of Visit (j) | F Value | Significance | Remarks |
|----------------------|-----------------------------|-----------------------------|----------------|---------------------|----------------|
| Destination Image | Vacation | Other reasons | 2.10286 | 0.037 | Significant |
| Visitor Satisfaction | Vacation | Business trip | 4.13984 | 0.019 | Significant |
| Destination Loyalty | Vacation | Business trip | 1.55424 | 0.003 | Significant |

(Source: Primary data)

From the above Post Hoc table 4.24, comparison between the visitors purpose of visit and study attributes of visitors perception, satisfaction, and destination loyalty, it is understood that visitors visited Mahabalipuram for vacation differ from the visitors visited the destination for other reasons for the study attributes of destination image in Mahabalipuram. This indicates that the visitors visited Mahabalipuram for other reasons gives high importance to the study attributes of the 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.

4.8.11 Variance between Choice of Transport and Destination Images, Satisfaction and Destination Loyalty

Ho: There is no significant difference between Choice of Transport and Destination Image, Tourist satisfaction and destination loyalty.

Table 4.25 Variance between Choice of Transport and Destination Images, Satisfaction and Destination Loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination image | Between Groups | 979.175 | 4 | 244.794 | 2.410 | 0.048 | Significant |
| | Within Groups | 61343.233 | 604 | 101.562 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor satisfaction | Between Groups | 230.919 | 4 | 57.730 | 0.374 | 0.027 | Significant |
| | Within Groups | 93612.849 | 606 | 154.477 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination loyalty | Between Groups | 26.401 | 4 | 6.600 | 0.718 | 0.040 | Significant |
| | Within Groups | 5568.559 | 606 | 9.189 | | | |
| | Total | 5594.959 | 610 | | | | |

(Source: Primary data)

From the above ANOVA Table 4.25, it is understood that for the factor choice of transportation to visit the destination with the factors of Destination Image, Visitor Satisfaction and Destination Loyalty, the table significant value is less than 0.05, the level of significance. Hence the Null hypothesis is rejected for all the above-mentioned factors and implies that the Visitors choice of transportation to visit the destination differs significantly from each other. To find out the visitors opinion difference in choice of transportation to visit Mahabalipuram with the factors of visitors perception, satisfaction, and destination loyalty, the Post Hoc Test was applied, and the results were presented in the table below.

4.8.12 Post Hoc Homogenous- Comparison with Choice of Transport of the Visitors

Table 4.26. Choice of Transport Vs. Destination Image, Satisfaction, and Destination Loyalty

| Attributes | Purpose of Visit (i) | Purpose of Visit (j) | F Value | Significance | Remarks |
|----------------------|---------------------------------------|----------------------|---------|--------------|-------------|
| Destination image | Train | Car | 2.84783 | 0.024 | Significant |
| Visitor satisfaction | Train | Bus | 1.15010 | 0.037 | Significant |
| Destination loyalty | Air combined with road transportation | Train | 0.75523 | 0.041 | Significant |

(Source: Primary data)

From the above Post Hoc table 4.26, comparison between the visitors choice of transportation and study attributes of visitors perception, satisfaction, and destination loyalty, it is understood that visitors visited Mahabalipuram through train differ from the visitors visited the destination by car differ with each other for the study attributes of Destination Image in Mahabalipuram. This indicates that the visitors who visited Mahabalipuram by car give high importance to the study attributes of the destination image. Also, it is understood from the table that visitors visited the destination by 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 they visited the destination through train differ significantly from 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.

4.8.13 Variance between the length of stay and Destination Image, Satisfaction and Destination Loyalty

Ho: There is no significant difference between Length of Stay and Destination Images, Tourist Satisfaction and Destination Loyalty.

Table 4.27. Variance between the length of stay and Destination Image, Satisfaction and Destination loyalty

| Variables | | Sum of Squares | Df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination image | Between Groups | 145.804 | 3 | 48.601 | 0.473 | 0.017 | Significant |
| | Within Groups | 62176.603 | 605 | 102.771 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor satisfaction | Between Groups | 165.024 | 3 | 55.008 | 0.356 | 0.045 | Significant |
| | Within Groups | 93678.743 | 607 | 154.331 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination loyalty | Between Groups | 153.018 | 3 | 51.006 | 5.689 | 0.041 | Significant |
| | Within Groups | 5441.941 | 607 | 8.965 | | | |
| | Total | 5594.959 | 610 | | | | |

Source: Primary data

From the above ANOVA Table 4.27, it is understood that for the factor visitors length of stay in the destination with the factors of Destination Image, Visitor Satisfaction and Destination Loyalty, the table significant value is less than 0.05, the level of significance. Hence the Null hypothesis is rejected for all the above-mentioned factors and implies that the visitors length of stay in the destination differs significantly from each other. To find out the visitors opinion difference in the length of stay in Mahabalipuram with the factors of visitors perception, satisfaction, and destination loyalty, the Post Hoc Test was applied, and the results were presented in the table below.

4.8.14 Post Hoc Homogenous- Comparison with Length of stay of the Visitors

Table 4.28. Length of stay Vs. Destination Image, Satisfaction, and Destination Loyalty

| Attributes | Length of stay (i) | Length of stay (j) | F Value | Significance | Remarks |
|----------------------|---------------------------|---------------------------|----------------|---------------------|----------------|
| Destination Image | One day Trip | More than 3 days | 1.76578 | 0.017 | Significant |
| Visitor Satisfaction | One day Trip | 2 days | 1.11336 | 0.025 | Significant |
| Destination Loyalty | One day Trip | More than 3 days | 1.08597 | 0.044 | Significant |

Source: Primary data

From the above Post Hoc table 4.28, comparison between the visitors length of stay in the destination with the study attributes of visitors perception, satisfaction, and destination loyalty, it is understood 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. This indicates that the visitors stayed in the destination for more than 3 days gives high importance to the study attributes of Destination Image and destination. Also, it is 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.

4.8.15 Variance between Visitor Companionship and Destination Image, Visitor Satisfaction and Destination Loyalty

Ho: There is no significant difference between Visitor Companionship and Destination Image, Tourist Satisfaction, and destination Loyalty.

Table 4.29 Variance between Visitor Companionship and Destination Image, Visitor Satisfaction and Destination Loyalty

| Variables | | Sum of Squares | df | Mean Square | F | Sig. | Remarks |
|----------------------|----------------|----------------|-----|-------------|-------|-------|-------------|
| Destination Image | Between Groups | 2394.671 | 3 | 798.224 | 8.058 | 0.010 | Significant |
| | Within Groups | 59927.737 | 605 | 99.054 | | | |
| | Total | 62322.407 | 608 | | | | |
| Visitor Satisfaction | Between Groups | 2878.230 | 3 | 959.410 | 6.402 | 0.001 | Significant |
| | Within Groups | 90965.538 | 607 | 149.861 | | | |
| | Total | 93843.768 | 610 | | | | |
| Destination Loyalty | Between Groups | 132.227 | 3 | 44.076 | 4.898 | 0.002 | Significant |
| | Within Groups | 5462.732 | 607 | 9.000 | | | |
| | Total | 5594.959 | 610 | | | | |

Source: Primary data

From the above ANOVA Table 4.29, it is understood that for the visitors companionship to visit the destination with the factors of destination image, visitor satisfaction and destination loyalty, the level of significance is less than 0.05. Hence the Null hypothesis is rejected for all the above-mentioned factors and implies that the visitors companionship to visit the destination differs significantly. To find out the visitors opinion difference in visitors companionship to visit Mahabalipuram with the factors of visitors perception, satisfaction, and destination loyalty, the Post Hoc Test was applied, and the results were presented in the table below.

4.8.16 Post Hoc Homogenous- Comparison with Companionship of the Visitors

Table 4.30 Companionship Vs. Destination Image, Satisfaction and Destination Loyalty

| Attributes | Companionship (i) | Companionship (j) | F Value | Significance | Remarks |
|----------------------|--------------------------|--------------------------|----------------|---------------------|----------------|
| Destination Image | Family | Friends | 3.85588 | 0.011 | Significant |
| Visitor Satisfaction | Alone | Family | 9.11400 | 0.010 | Significant |
| Destination Loyalty | Alone | Office Team | 2.90714 | 0.001 | Significant |

Source: Primary data

From the above Post Hoc table 4.30, comparison between the visitors companionship and study attributes of visitors perception, satisfaction, and destination loyalty, it is understood that visitors visited Mahabalipuram with their family differ from the visitors visited the destination with their friends differ with each other for the study attributes of destination Image in Mahabalipuram. This indicates that the visitors who visited Mahabalipuram with their friends give high importance to the study attributes of destination image. It is also understood from the table 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. It is also inferred that the visitors who visited the destination alone differ significantly from the visitors who visited the destination with their office team for the study attribute destination loyalty. Hence the visitors visited the destination with their office team give high importance to the study attributes of destination loyalty in Mahabalipuram.

4.9 EXPLORATORY FACTOR ANALYSIS

Exploratory factor analysis (EFA) is a statistical technique that is used to reduce data to a smaller set of summary variables and to explore the underlining theoretical structure of the phenomena. EFA can identify the structure of the relationship between the variable and the respondent.

4.9.1 KMO and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin (KMO) Test is a measure of how our data is suited for factor analysis. The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance. The Kaiser-Meyer-Olkin is the measure of sampling adequacy, which varies between 0 and 1. The values closer to 1 are better, and the value of 0.6 is the suggested minimum. Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix has an identity matrix.

The study tried to identify the dimensions of destination image, visitor satisfaction, and destination loyalty. Hence KMO values are identified for Destination Image, visitor satisfaction and destination loyalty constructs. KMO value is identified with the below-given equation.

$$KMO = (\sum\sum r_{ij}^2) / (\sum\sum r_{ij}^2 + (\sum\sum a_{ij}^2))$$

Table 31. KMO and Bartlett's Test of Sphericity

| Factors | KMO Value | Chi-Square Value | Df | Sig. |
|----------------------|------------------|-------------------------|-----------|-------------|
| Destination Image | 0.891 | 6082.419 | 276 | 0.000 |
| Visitor Satisfaction | 0.934 | 12725.783 | 465 | 0.000 |
| Destination Loyalty | 0.838 | 2116.158 | 15 | 0.000 |

Source: Primary data

The above table 4.31 displays the KMO values of study constructs, varying from 0.891 to 0.934, which is greater than 0.05. The Kaiser -Meyer-Olkin measure of sampling adequacy was 0.891 for Destination Image, 0.934 for visitor satisfaction, and 0.838 for destination loyalty. The Bartlett Test of Sphericity was significant ($P < 0.001$) with a Chi-Square/Df of 6082.419/276, 12725.783/465, and 2116.158/15, respectively for destination image, visitor satisfaction, and destination loyalty. This indicates that there is a significant relationship among the variables and can be proceeded with further analysis.

Table 4.32. Total Variance Explained – Destination Image

| Total Variance Explained | | | | | | | | | |
|---------------------------------|----------------------------|----------------------|---------------------|--|----------------------|---------------------|--|----------------------|---------------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.896 | 32.902 | 32.902 | 7.896 | 32.902 | 32.902 | 4.858 | 20.240 | 20.240 |
| 2 | 2.397 | 9.985 | 42.887 | 2.397 | 9.985 | 42.887 | 2.788 | 11.615 | 31.855 |
| 3 | 1.442 | 6.007 | 48.894 | 1.442 | 6.007 | 48.894 | 2.319 | 9.663 | 41.518 |
| 4 | 1.141 | 4.753 | 53.647 | 1.141 | 4.753 | 53.647 | 2.127 | 8.862 | 50.380 |
| 5 | 1.077 | 4.486 | 58.133 | 1.077 | 4.486 | 58.133 | 1.861 | 7.753 | 58.133 |
| 6 | 0.942 | 3.923 | 62.056 | | | | | | |
| 7 | 0.839 | 3.495 | 65.551 | | | | | | |
| 8 | 0.821 | 3.423 | 68.973 | | | | | | |
| 9 | 0.741 | 3.086 | 72.059 | | | | | | |
| 10 | 0.711 | 2.962 | 75.021 | | | | | | |
| 11 | 0.627 | 2.614 | 77.635 | | | | | | |
| 12 | 0.599 | 2.498 | 80.133 | | | | | | |

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|--|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 13 | 0.569 | 2.372 | 82.505 | | | | | | |
| 14 | 0.536 | 2.233 | 84.738 | | | | | | |
| 15 | 0.514 | 2.141 | 86.879 | | | | | | |
| 16 | 0.468 | 1.951 | 88.830 | | | | | | |
| 17 | 0.435 | 1.814 | 90.644 | | | | | | |
| 18 | 0.414 | 1.726 | 92.369 | | | | | | |
| 19 | 0.397 | 1.655 | 94.025 | | | | | | |
| 20 | 0.358 | 1.490 | 95.515 | | | | | | |
| 21 | 0.324 | 1.350 | 96.865 | | | | | | |
| 22 | 0.309 | 1.288 | 98.153 | | | | | | |
| 23 | 0.253 | 1.054 | 99.207 | | | | | | |
| 24 | 0.190 | 0.793 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

Source: Primary data

The above table 4.32 explains the total variance of the components. The first five components recorded Eigen values above 1 (7.896, 2.397, 1.442, 1.141,1.077) as per the principal component analysis method. The eigen values are said to be the squared values of the factor loadings of a factor. These are also called latent roots. The eigen value specifies the relative importance of each factor in accounting for the particular set of variables being analyzed. The Eigen values are equal to or greater than one. These five factors explain a total of 58.133 percent of the variance and the remaining variance is explained by other variables. The component matrix formed is further rotated orthogonally using varimax rotation and loaded in five factors. Among the five factors, the first factor explains 32.902 percent variance, second factor explains 9.985, and the third factor explains 6.007 percent variance, the fourth factor explains 4.753 and the fifth factor explains 4.486percent variance. The statements are converted into five factors using factor analysis, as presented in table 4.33. Factor loadings are the values representing the close relationship between the variables and the identified factor. It is also termed as factor variable correlations. These factor loadings describe the meaning of the discovered factors. Any item that has factor loadings less than 0.50 is eliminated.

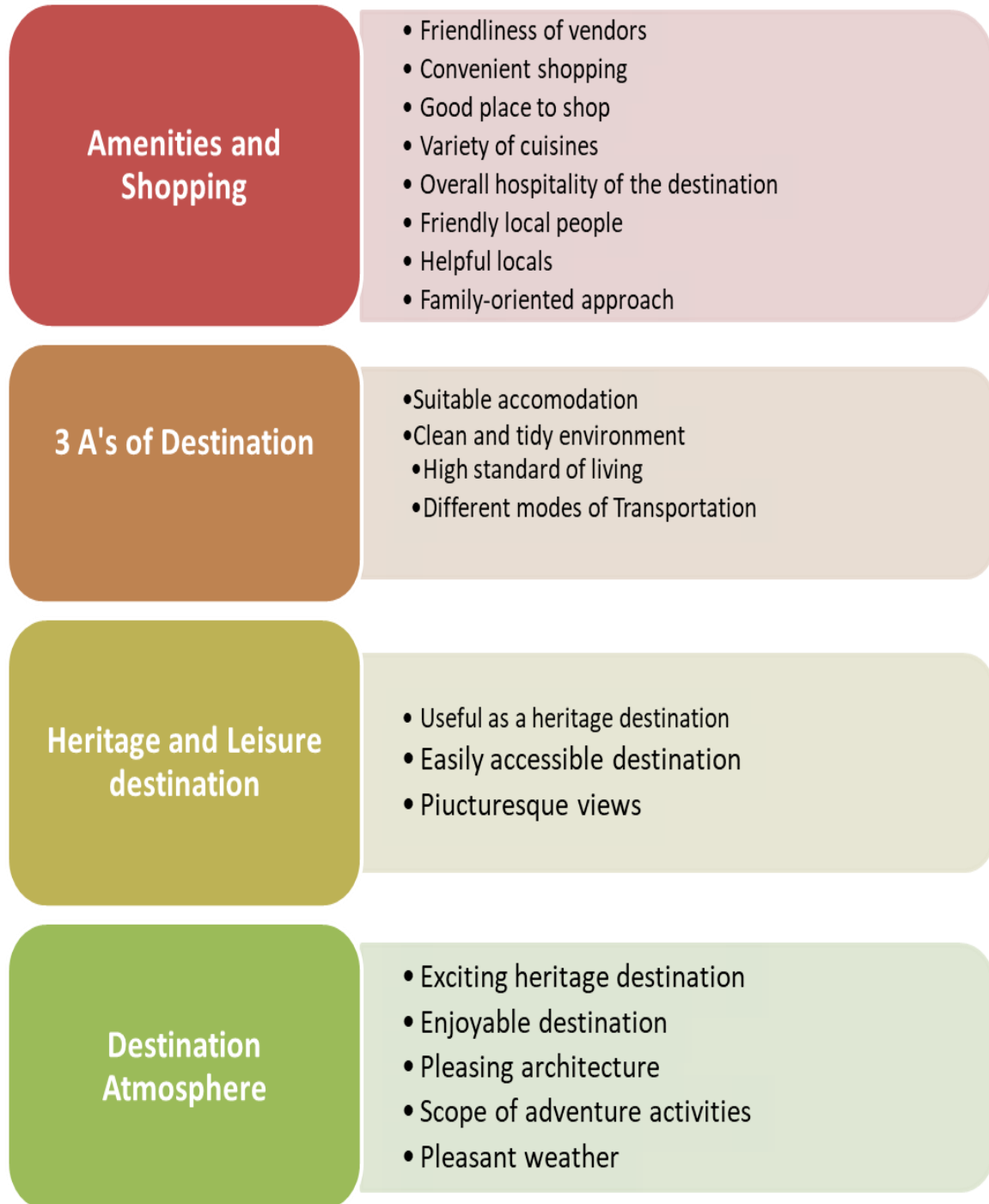
Table 4.33. Rotated Component Matrix – Destination Image

| Rotated Component Matrix^a | | | | | | |
|---|--|------------------|----------|----------|----------|----------|
| Factors | | Component | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| Amenities and shopping | Friendliness of vendors | 0.766 | | | | |
| | Convenient shopping | 0.761 | | | | |
| | Good place to shop | 0.718 | | | | |
| | Variety of cuisines | 0.687 | | | | |
| | Overall hospitality of the destination | 0.675 | | | | |
| | Friendly local people | 0.605 | | | | |
| | Helpful locals | 0.528 | | | | |
| | Family-oriented approach | 0.525 | | | | |

| Rotated Component Matrix^a | | | | | | |
|--|-----------------------------------|------------------|----------|----------|----------|----------|
| Factors | | Component | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| 3 A's of Destination | Suitable accommodation | | 0.669 | | | |
| | Clean and tidy environment | | 0.666 | | | |
| | High standard of living | | 0.635 | | | |
| | Different modes of Transportation | | 0.630 | | | |
| Heritage and leisure destination | Useful as a Heritage Destination | | | 0.633 | | |
| | Easily accessible destination | | | 0.633 | | |
| | Picturesque views | | | 0.563 | | |
| Destination Atmosphere | Exciting heritage destination | | | | 0.794 | |
| | Enjoyable destination | | | | 0.679 | |
| | Pleasing architecture | | | | 0.667 | |
| | Scope for adventure activities | | | | 0.737 | |
| | Pleasant weather | | | | 0.652 | |
| Extraction method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. | | | | | | |
| a. Rotation converged in 11 iterations. | | | | | | |

Source: Primary data

Figure 4.4. Factors of Destination Image



Source: Primary Data

From the above figure 4.4, it is found that the destination image has been extracted into five factors. The first factor is named destination atmosphere, which consists of components such as exciting heritage destination, pleasing architecture, enjoyable destination, the scope of adventure activities and pleasant weather. The second factor is known as travel information, which consists of easily accessible destination, exciting heritage destination and suitable accommodation. The Third factor is known as travel environment, which consists of the picturesque view, high standard of living, and clean & tidy environment. The fourth and fifth factor is known as shopping facilities and community attitude, which consists of components such as a good place to shop, variety of shops, convenient shopping, variety of cuisines and friendliness of visitors, helpful locals, family-oriented approach, friendly local people and overall good hospitality of the destination. These five factors contribute more to the destination image of Mahabalipuram.

4.9.4 Visitor Satisfaction

Table 4.34. Total Variance Explained – Visitor Satisfaction

| Total Variance Explained | | | | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 12.450 | 40.161 | 40.161 | 12.450 | 40.161 | 40.161 | 5.057 | 16.314 | 16.314 |
| 2 | 3.140 | 10.128 | 50.289 | 3.140 | 10.128 | 50.289 | 4.940 | 15.936 | 32.250 |
| 3 | 1.944 | 6.271 | 56.560 | 1.944 | 6.271 | 56.560 | 3.633 | 11.719 | 43.969 |
| 4 | 1.689 | 5.448 | 62.008 | 1.689 | 5.448 | 62.008 | 3.570 | 11.517 | 55.486 |
| 5 | 1.156 | 3.728 | 65.736 | 1.156 | 3.728 | 65.736 | 3.178 | 10.251 | 65.736 |
| 6 | 0.902 | 2.908 | 68.645 | | | | | | |
| 7 | 0.790 | 2.549 | 71.194 | | | | | | |
| 8 | 0.703 | 2.267 | 73.462 | | | | | | |
| 9 | 0.666 | 2.148 | 75.609 | | | | | | |
| 10 | 0.606 | 1.953 | 77.563 | | | | | | |
| 11 | 0.559 | 1.804 | 79.367 | | | | | | |
| 12 | 0.515 | 1.662 | 81.029 | | | | | | |
| 13 | 0.478 | 1.540 | 82.569 | | | | | | |
| 14 | 0.460 | 1.483 | 84.052 | | | | | | |
| 15 | 0.452 | 1.459 | 85.511 | | | | | | |

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|--|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 16 | 0.428 | 1.381 | 86.892 | | | | | | |
| 17 | 0.400 | 1.289 | 88.181 | | | | | | |
| 18 | 0.395 | 1.275 | 89.455 | | | | | | |
| 19 | 0.365 | 1.176 | 90.631 | | | | | | |
| 20 | 0.341 | 1.101 | 91.732 | | | | | | |
| 21 | 0.315 | 1.017 | 92.749 | | | | | | |
| 22 | 0.297 | 0.957 | 93.706 | | | | | | |
| 23 | 0.283 | 0.913 | 94.619 | | | | | | |
| 24 | 0.261 | 0.843 | 95.463 | | | | | | |
| 25 | 0.247 | 0.796 | 96.258 | | | | | | |
| 26 | 0.236 | 0.760 | 97.018 | | | | | | |
| 27 | 0.229 | 0.740 | 97.758 | | | | | | |
| 28 | 0.199 | 0.640 | 98.398 | | | | | | |
| 29 | 0.186 | 0.599 | 98.997 | | | | | | |
| 30 | 0.163 | 0.527 | 99.524 | | | | | | |
| 31 | 0.147 | 0.476 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

Source: Primary data

The above table 4.34 explains the total variance of the components. The first five components recorded Eigen values above 1 (12.450, 3.140, 1.944, 1.689, 1.156) as per the principal component analysis method. The eigen values are said to be the squared values of the factor loadings of a factor. These are also called latent roots. The eigen value specifies the relative importance of each factor in accounting for the particular set of variables being analyzed. The Eigen values are equal to or greater than one. These five factors explain a total of 65.736 percent of the variance, and the remaining variance is explained by other variables. The component matrix formed is further rotated orthogonally using varimax rotation and loaded in five factors. Among the five factors, the first factor explains 40.161 percent variance, the second factor explains 10.128 and the third factor explains 6.271 percent variance, the fourth factor explains 5.448 and the fifth factor explains 3.728 percent variance. The statements are converted into five factors using factor analysis, as presented in table 4.34. Factor loadings are the values representing the close relationship between the variables and the identified factor. It is also termed as factor variable correlations. These factor loadings describe the meaning of the discovered factors. Any item that has factor loadings less than 0.50 is eliminated.

4.9.5 Rotated Component Matrix – Visitor Satisfaction

Table 4.35. Rotated Component Matrix – Visitor Satisfaction

| Rotated Component Matrix^a | | | | | | |
|---|--------------------------------------|------------------|---|---|---|---|
| Factors | | Component | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| Performance-based Quality | Service people are honest | 0.785 | | | | |
| | Service people are easy to contact | 0.762 | | | | |
| | Service people are respectful | 0.757 | | | | |
| | Service people understand needs | 0.735 | | | | |
| | Service people work in timely manner | 0.706 | | | | |
| | Service people are reliable | 0.693 | | | | |
| | Service people are competent | 0.690 | | | | |
| | Service people listen carefully | 0.593 | | | | |

| Factors | | Component | | | | |
|--|--|-----------|-------|-------|-------|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Overall Value and Tourist Satisfaction | Must see heritage destination of south India | | 0.779 | | | |
| | Good experience in Mahabalipuram | | 0.755 | | | |
| | Satisfied with the visit to Mahabalipuram | | 0.729 | | | |
| | Right decision to visit Mahabalipuram | | 0.729 | | | |
| | Good results as a leisure cum heritage destination | | 0.699 | | | |
| | Satisfied with this tour compared with my expectations | | 0.689 | | | |
| | Satisfied with the time and effort I invested | | 0.679 | | | |
| | Overall satisfaction with the destination | | 0.675 | | | |
| Safety and Security | Safe environment for family and females | | | 0.779 | | |
| | High standard of sanitation and cleanliness | | | 0.766 | | |
| | Safety for personal belongings | | | 0.757 | | |
| | Entire destination is safe to explore | | | 0.700 | | |
| Economic Value | Destination is reasonably priced | | | | 0.802 | |
| | Reasonably priced accommodation and food | | | | 0.779 | |
| | Reasonably priced arts and crafts | | | | 0.768 | |
| | Quality per rupee spent more than what I expect | | | | 0.744 | |
| | Modes of Transportation are affordable | | | | 0.598 | |

| Factors | | Component | | | | |
|-----------------------|---|------------------|---|---|---|-------|
| | | 1 | 2 | 3 | 4 | 5 |
| Product-based Quality | Quality of lodging facilities | | | | | 0.751 |
| | Quality of food | | | | | 0.647 |
| | Overall hospitality in the destination | | | | | 0.600 |
| | Generally high-quality destination | | | | | 0.594 |
| | Quality of tourism product | | | | | 0.587 |
| | Quality of merchandise | | | | | 0.538 |
| | Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. | | | | | |
| | a. Rotation converged in 6 iterations. | | | | | |

Source: Primary data

Figure 4.5. Factors of Visitor Satisfaction



Source: Primary Data

From the above table 4.5, it found that visitor satisfaction has been extracted into five factors. The first factor is named Performance-based quality, which consists of components such as Service people are honest & easy to contact, Service people are respectful & understand needs, Service people work in a timely manner, Service people are reliable & competent, and Service people listen carefully. The second factor is known as Overall Value and Tourist Satisfaction, which consists of must-see heritage destination of south India, Satisfied with the visit to Mahabalipuram, right decision to visit, Good results as a leisure cum heritage destination, Satisfied with this tour compared with my expectations and Satisfied with the time and effort I invested. The Third factor is known as Safety and Security, which consists of a safe environment for family and females, a high standard of sanitation and cleanliness, and an entire destination is safe to explore and safe for personal belongings. The fourth factor, known as Economic Value, consists of destination is reasonably priced, Reasonably priced accommodation and food, Reasonably priced arts and crafts, quality per rupee spent more than what I expect, and Modes of Transportation are affordable. The fifth is factor known as product-based quality, which consists of quality of lodging facilities, quality of food, overall hospitality in the destination, generally high-quality destination, quality of tourism product and quality of merchandise. These five factors contribute more to the visitor satisfaction of Mahabalipuram.

4.10 Mean Values of Destination Loyalty Desirable Features

The level of Tourist loyalty to the destinations is reflected in their intention to revisit the destination and their recommendations to others (Oppermann, 2000). Destination loyalty is a key element in marketing strategies so far as it is the best predictor of post-visit behavior (Chen & Chen, 2010). This loyalty is achieved by surpassing the tourists expectations, providing unique experiences, and assuming a commitment with these tourists.

Table 4.36. Mean Values of Destination Loyalty Desirable Features

| Constraints | N | Mean | Std. Deviation | Rank |
|--|----------|-------------|-----------------------|-------------|
| High likelihood of revisiting | 611 | 4.10 | 0.699 | 3 |
| Will revisit | 611 | 4.07 | 0.689 | 5 |
| Plans to revisit | 611 | 4.08 | 0.656 | 4 |
| Say positive things | 611 | 4.27 | 0.561 | 1 |
| Recommend to others | 611 | 4.24 | 0.577 | 2 |
| Refer this destination to other people | 611 | 4.24 | 0.601 | 2 |
| Valid N (list wise) | 611 | | | |

Source: Primary data

It is concluded from the above table 4.36 that the mean analysis of destination loyalty desirable features shows that majority of visitors will say positive things about the destination to others ranked first registering the highest mean score of 4.27, followed by recommending the destination to others and refer this destination to others ranked second with the mean score of 4.24 each, third rank for the feature high likelihood of revisiting with the mean score of 4.10, fourth rank for plans to revisit with the mean score of 4.08 and finally the fifth rank for the feature will revisit with the mean score 4.07 respectively. Thus it is inferred from the above table that the majority of the tourists of Mahabalipuram were highly-satisfied with the destination and will say positive things about the destination.

4.11 STRUCTURAL EQUATION MODELING (SEM)

Structural Equation Modeling is used to test and eliminate causal relationships using a combination of statistical data and qualitative caused assumptions. It is considered the best approach because SEM unlike other methods does not have limitation on the number of variables. Hypothesis testing is easy in SEM as takes the confirmatory approach rather than the exploratory approach. Many sub-criteria are considered under each criterion. The response is attained for all the sub-criteria from the people involved in the decision -making process. The significance of the criteria as well as the sub-criteria is

tested. This is the reason why the relative weightage arrived from SEM is considered more valid than through any other approach. Additionally, the model takes measurement error into account when analyzing the data statistically. SEM is able to estimate or assess the measurement error besides incorporating both observed and latent variables. SEM models require less reliance on basic statistical methods. (Kandasamy et al, 2018).

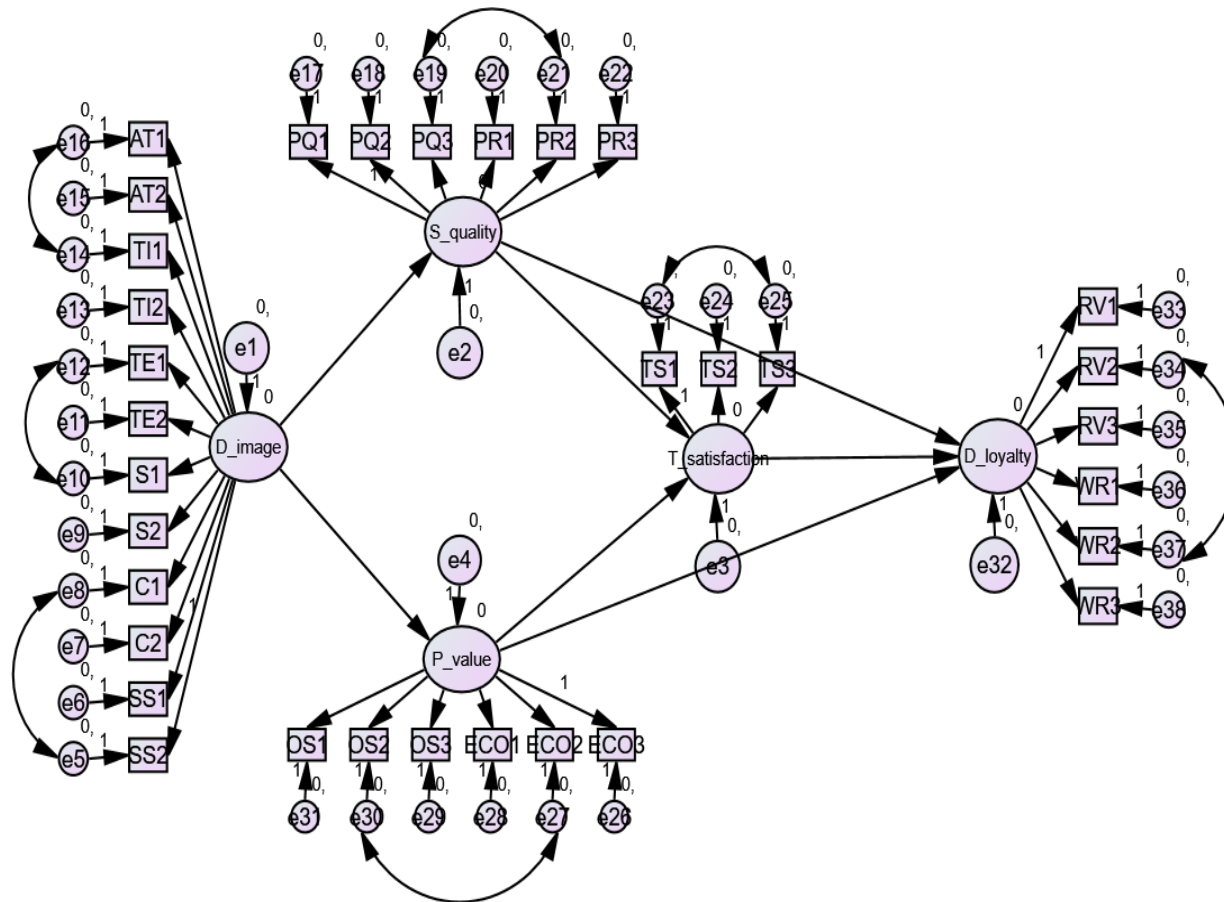
4.11.1 Validity of the Measurements

In SEM, the confirmatory factor model is imposed on the data. In this case, the purpose of structural equation modeling is twofold. First, it aims to obtain estimates of the parameters of the model, i.e. the factor loadings, the variances and covariances of the factor, and the residual error variances of the observed variables. The second purpose is to assess the fit of the model, i.e., to assess whether the model itself provides a good fit to the data. (Kandasamy et al, 2018).

4.11.2 Model Validation using Structural Equation Modeling

The relationship among the study factors were identified with the help of the structural equation model. For this purpose, destination loyalty was chosen as a latent variable for the study. Manifesting variables chosen for the analysis are destination image, service quality, perceived value and tourist satisfaction. Among which destination image, service quality, perceived value, tourist satisfaction and destination loyalty are considered as endogenous variables.

Figure 4.6. SEM on Services Management for Heritage Tourist Development



D_image = Destination Image ;S_quality = Service Quality ; P_Value = Perceived Value

T_Satisfaction = Tourist Satisfaction ;D_Loyalty = Destination Loyalty

Table 4.37. Measurement Model Goodness –Of-Fit Statistics

| Name of Fit Statistics | Value |
|---|--------------|
| Chi-Square | 1788.55 |
| Degree of Freedom | 311 |
| CFI (Comparative Fit Index) | 0.817 |
| GFI (Goodness of Fit Index) | 0.812 |
| AGFI (Adjusted Goodness of Fit Index) | 0.771 |
| NFI (Normed Fit Index) | 0.788 |
| RMSEA (Root Mean Square Error of Approximation) | 0.080 |
| TLI (Tucker Lewis Index) | 0.793 |

Source: Primary Data

The real strength of SEM is to estimate more complicated path models, with intervening variables between the independent and dependent variables, and latent factors as well. The goodness of fit statistics for the structural model is presented in table 4.37. The Chi-square value is statistically significant at $p < 0.001$ level. This measurement model has yielded a chi-square value of 1788.55 with $df = 311$ and $p = 0.000$. The fit of the measurement model is evaluated through the Goodness of Fit Indices which indicates acceptable fit: $GFI=0.812$; $RMSEA=0.080$; $RMSEA (LO-HI) = 0.084- 0.092$; $PCLOSE=0.000$; $AGFI=0.771$; $TLI=0.793$; $NFI=0.788$; $CFI=0.817$. Hence the Confirmatory Factor Analysis model provides an acceptable fit for the data.

Table 4.38. Standardized Regression Weights of Latent Variables

| Structural Relationships | Estimate |
|---|-----------------|
| Service_Quality <--- Destination_Image | 0.970 |
| Perceived_Value <--- Destination_Image | 0.617 |
| Tourist_Satisfaction <--- Perceived_Value | 0.641 |
| Tourist_Satisfaction <--- Service_Quality | 0.220 |
| Destination_Loyalty <--- Tourist_Satisfaction | 0.509 |
| Destination_Loyalty <--- Perceived_Value | 0.312 |
| Destination_Loyalty <--- Service_Quality | 0.040 |

Based on the results of the path analysis (Table 4.38), it is concluded that the hypothesis about direct and indirect effects support significantly. The findings, therefore, support the constructs such as destination image, service quality, perceived value, tourist satisfaction and destination loyalty for sustainable development of heritage destination.

Table 4.39. Standardized Regression Weights of Observed Variables

| Structural Relationship | Estimates |
|--------------------------------|------------------|
| PerQ4 <--- SQ | 0.729 |
| PerQ5 <--- SQ | 0.717 |
| PerQ6 <--- SQ | 0.732 |
| ProdQ4 <--- SQ | 0.630 |
| ProdQ5 <--- SQ | 0.612 |
| CA4 <--- DI | 0.680 |
| CA3 <--- DI | 0.683 |
| S4 <--- DI | 0.637 |
| S3 <--- DI | 0.697 |

| Structural Relationship | | | Estimates |
|-------------------------|------|----|-----------|
| TE4 | <--- | DI | 0.633 |
| TE3 | <--- | DI | 0.551 |
| TI4 | <--- | DI | 0.468 |
| TI3 | <--- | DI | 0.533 |
| DA4 | <--- | DI | 0.398 |
| DA3 | <--- | DI | 0.279 |
| TS2 | <--- | TS | 0.843 |
| TS3 | <--- | TS | 0.856 |
| TS4 | <--- | TS | 0.816 |
| ReV2 | <--- | DL | 0.733 |
| ReV3 | <--- | DL | 0.809 |
| Ref2 | <--- | DL | 0.831 |
| Ref3 | <--- | DL | 0.756 |
| EV5 | <--- | PV | 0.659 |
| EV4 | <--- | PV | 0.668 |
| EV3 | <--- | PV | 0.789 |
| OV4 | <--- | PV | 0.633 |
| OV3 | <--- | PV | 0.553 |

Values are significant at 1% level

Source: Primary data

(PerQ = Performance quality; ProQ = Product quality; CA = Community attachment; S = safety and security; TE = Travel Environment; TI = Travel Information; DA = Destination Atmosphere; TS = Tourist Satisfaction; ReV = Revisit Intentions; Ref = Word of Mouth Referral; EV = Economic Value and OV = Overall Value)

The results show that all the hypothesized paths were accepted. It also influences each factor. The proposed model proving all the set objectives of the study (Table 4.39) which infers that destination image has positive impact on service quality and perceived value; service quality and perceived value has positive impact on tourist satisfaction; service Quality, perceived value and tourist satisfaction has positive impact on destination loyalty of the heritage destination Mahabalipuram.

The factors have a good influence on each other. The error terms reflect errors in measurement for the measurement part of the model and residual terms for the structural part of the model. The result of the structural equation modeling was used to validate both the models proposed. The results show that all the hypothesized paths were accepted — the proposed model proving all the set objectives of the study. The following table 4.40 represents the results of the research hypothesis.

Table 4.40. Results of Research Hypothesis

| HYPOTHESES | RESULT |
|---|---------------|
| Hypothesis 1: The more favorable the destination image, the higher the perceived service quality. | Accepted |
| Hypothesis 2: The more favorable the destination image, the higher the perceived value. | Accepted |
| Hypothesis 3: The more favorable the destination image, the higher the overall satisfaction. | Accepted |
| Hypothesis 4: Service quality has a direct positive effect on overall satisfaction. | Accepted |
| Hypothesis 5: Service quality has a direct positive effect on destination loyalty. | Accepted |
| Hypothesis 6: Perceived value is a direct antecedent of overall satisfaction. | Accepted |
| Hypothesis 7: Perceived value is a direct antecedent of destination loyalty. | Accepted |
| Hypothesis 8: Tourist Satisfaction has a direct positive effect on destination loyalty. | Accepted |

CONCLUSION

Thus, from the analysis, it is inferred that the factors contribute to tourist satisfaction, which leads to the destination loyalty of the heritage destination Mahabalipuram. Critical factors of destination image, service quality and perceived value of the destination were also identified. Relationships of attributes with the demographic profile of the visitors were also studied. The SEM model was developed for identifying the factors contributing to the destination loyalty of the heritage destination Mahabalipuram.