

CHAPTER 1

INTRODUCTION

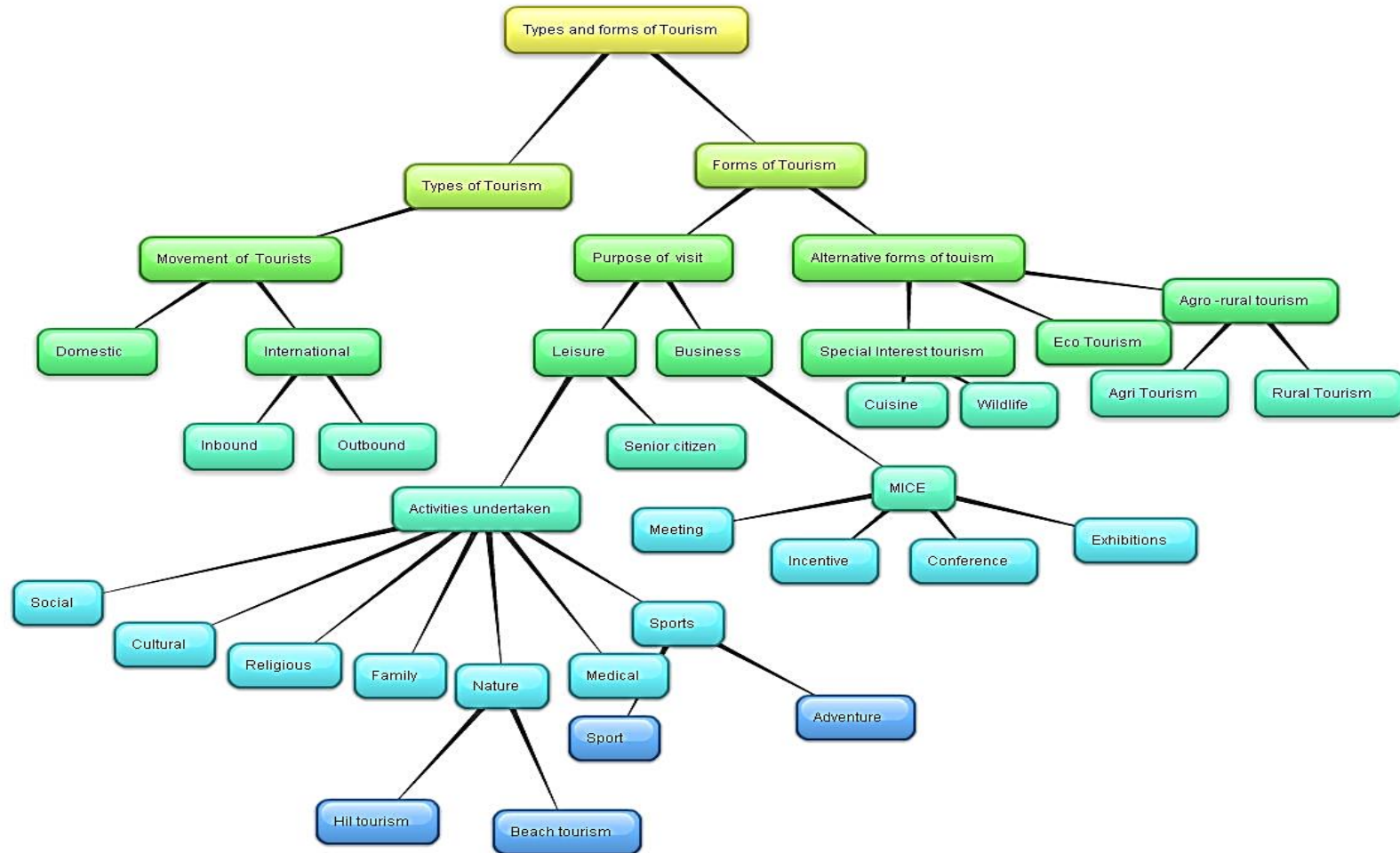
1.1 TOURISM

According to the United Nations World Tourism Organisation (UNWTO), tourism is the movement of people to countries or places outside their usual environment for personal or business purposes. Tourism has emerged as the most dynamic sectors of a country's economy by making a significant contribution to the foreign exchange but also to the overall development of the country. Tourism has now been recognized by the international monetary funds and the World Bank as number one for income and employment generation (World Bank, 2017) and therefore, it is considered as one of the vital socio-economic development activities as any other relative activity (Dayananda, 2016). Modern tourism is closely related to the development and economic growth of the destination (Batra & Dangwal, 2000). It is a significant factor in many countries economies as it encourages socio-economic development by opening new avenues for economic development by creating more businesses and employment. The majority of governments encourage tourism because of its ability to increase and spread economic development, consequently reducing the inequalities in income distribution by providing and creating employment opportunities (Pearce, 1989; Coccossis & Parpairis, 1995; Wahab & Pigram, 1997). Crick (1996) stated that "Tourism is a social and economic happening that heavily influences modern society". Buhalis (2000) explained, "destinations are challenging against each other to promote themselves. The secret for a successful destination is to approach the right target market and to provide an appropriate combination of local tourism products and services". According to Jenkins (1995), "tourism is a service and labor-intensive industry." Smith (1992) defined "tourism is dependent on three active components namely discretionary income, leisure and social sanctions permissive of travels and it promotes a country's economy, stimulates development process, restore cultural heritage and helps to maintain international peace and understanding."

1.2 TYPES OF TOURISM

The introduction of the **Annual holiday** in Europe encouraged many people to travel in large numbers throughout the eight centuries. Gradual development took place in these holiday tours. As said by Jayapalan (2001), "it means an escape from the daily routine, recreation, and amusement." Tours are undertaken for pleasure and to get away from the routine of everyday life (**Pleasure tourism**). Industrialization and urbanization have formed great burdens on modern living. Depression and anxiety of city life have made it essential than ever before for people to get away from all stress and unwind in an ambiance that is serene and healthy. Relaxation is essential to keep the physical and mental health in a better way (**Rest and Recreation tourism**). The spa of the Roman period and the establishment of many clinics in Switzerland flagged the way for the people to seek good health. The people realize various benefits of good health. Many travelers visit spas and clinics for creative baths and medical treatments (**Health Tourism**). There is tremendous growth in participation in many sporting activities like mountaineering, walking, sailing, fishing, sunbathing, trekking, boating, surfing, and riding. There has been a great inclination towards holidays only for sports. The visitors go to places mainly to participate in sporting activities (**Sports Tourism**). There is an increased interest in art and culture and international events like the Olympic games and special festivals, attracting thousands of tourists (**Cultural Tourism**). Many countries have convention complexes with modern facilities for meetings, seminars, and conventions. Hotels provide facilities for business and professional reasons. Jayapalan (2001) stated that people travel strictly for business purposes, but the majority links business travel with pleasure. Bhatia (2006) has explained, "**Business Tourism** involves people traveling for work-related activities and is one of the oldest forms of tourism; man having traveled for this purpose of travel since very early times". **Educational Tourism** is undertaken for pursuing new things and for visiting new places. It is assumed to acquire new knowledge through research and explore new places of importance. Educators organize tours to see the essential places to gather knowledge about these places. **Convention Tourism** is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession, or interest.

Figure 1.1. Types and forms of Tourism



(Source: Forms of tourism NIOS, 2013)

Incentive Tourism means offering holiday trips as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism. **Alternative Tourism** is also known as Special Interest Tourism or Responsible Tourism. Smith (1992) defined alternative tourism as "a process which promotes the form of travel between members of different communities and seeks to achieve mutual understanding, solidity, and equality among participants." It is of two types: (a) Nature-based tourism includes ecotourism, wildlife tourism, and adventure tourism; (b) Cultural tourism includes event, and sports tourism, health tourism and religious tourism (Ivanovic, 2009). Fennell (2007) defined **Eco-Tourism** as "travel to areas of natural or ecological interest particularly under the guidance of a naturalist, to observe wildlife and learn about the environment and also focus on wildlife and promotion of understanding and conservation of the environment." Tourism has various forms based on the purpose of visit and alternative forms. These are further divided into many types according to their nature, as given in above fig.1.1.

1.3 CONCEPT OF HERITAGE

Cultural heritage is a concept which bridges the past and the future with the application of particular approaches in the present. Due to its attached values for these groups or societies, cultural heritage is maintained in the present and bestowed for the benefit of future generations. This concept is on par with humanities, social sciences, and environmental studies. Solutions to cultural heritage and resource management issues are achieved by acknowledging differences and legitimating conflicting interests to seek common ground. Heritage is that object, tangible or intangible, natural or humanmade, inherited, not created by the present generation. There are various types of heritage, like natural heritage (air, water, beautiful landscape, pristine environment), cultural heritage (tangible, intangible). The heritage concept takes a long time to germinate and grow, but their survival depends on many factors, and they could be destroyed or ruined at any moment. It purely depends on the will and association of the inheritor to protect the heritage tradition. On the international level, UNESCO (United Nations Educational Scientific & Cultural Organization) is responsible for exploring, protecting, and preserving natural and cultural heritage. UNESCO convened a general conference in 1972 in which the 124 world heritage convention was adopted. More than 180 countries

have ratified it to protect cultural and natural heritage. India ratified the convention on November 14, 1977. The general assembly, the world heritage committee (WHC) and the bureau of world heritage committee are directly responsible for the implementation of the convention. The main functions of WHC are to define and conserve the world's heritage by drawing up a list of sites whose outstanding value should be preserved for all humanity and to ensure their protection through close cooperation among all member states. The world heritage convention defines 'natural heritage' as 'outstanding physical, biological and geological features, habitats of threatened plants or animal species and areas of values on scientific or aesthetic grounds or from the point of view of conservation'. It defines 'cultural heritage' as 'monuments, group of buildings or sites of historical, aesthetic, archaeological, scientific, ethnological or anthropological value'. The WHC has extended the heritage concept as 'CHM' or the common heritage of humankind. It includes 22 items essential for all mankind and cannot be owned or exploited and harmed by any one nation, race, or organization. There are 830 world heritage sites (UNESCO report, 2007), including 644 cultural, 162 natural, and 24 mixed in 138 states (countries).

1.4 ARCHAEOLOGICAL SURVEY OF INDIA (ASI)

The Archaeological Survey of India (ASI), an Indian government agency attached to the Ministry of Culture, is responsible for archaeological research and the conservation and preservation of cultural monuments in the country. It was founded in 1861 by Alexander Cunningham, who also became its first Director-General. Under the provisions of the AMASR Act of 1958, the ASI administers more than 3650 ancient monuments, archaeological sites, and remains of national importance. These include almost everything from temples, mosques, churches, tombs, and cemeteries to palaces, forts, step-wells, and rock-cut caves. The survey also maintains ancient mounds and other similar sites, which represent the remains of ancient habitation. The ASI is headed by a Director-General, assisted by an Additional Director General, two Joint Directors General, and 17 Directors. The ASI is divided into 30 circles, each headed by a Superintending Archaeologist. AIS's main activities are maintenance, conservation & preservation of centrally protected monuments/sites and remain; conducting archaeological explorations and excavations, chemical preservation of monuments and

antiquarian remains, architectural survey of monuments, development of epigraphical research; setting up and re-organization of site museums in India, development of environment at centrally protected monuments and training in archaeology. ASI has declared 3598 monuments of national importance in the country, including 30 world heritage moments and objects (India 2018).

1.5 UNESCO WORLD HERITAGE SITES IN INDIA

UNESCO World Heritage Convention, established in 1972 recognized various sites of cultural and natural importance around the world. After the latest addition to the UNESCO World Heritage Sites list (2018), India now has 38 World Heritage Sites, making India the 6th largest number of World heritage sites globally. There are 30 cultural sites, 7 natural sites, and 1 mixed as recognized by UNESCO (UNESCO report, 2018).

1.5.1. UNESCO recognized Cultural Sites in India

UNESCO in India has recognized thirty cultural sites as of 2018. The name of the cultural site and the year of recognition are given below (UNESCO report, 2018):

1. Agra Fort (1983)
2. Ajanta Caves (1983)
3. Archaeological Site of Nalanda Mahavihara at Nalanda, Bihar (2016)
4. Buddhist Monuments at Sanchi (1989)
5. Champaner-Pavagadh Archaeological Park (2004)
6. Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)
7. Churches and Convents of Goa (1986)
8. Elephanta Caves (1987)
9. Ellora Caves (1983)
10. Fatehpur Sikri (1986)
11. Great Living Chola Temples (1987,2004)
12. Group of Monuments at Hampi (1986)

13. Group of Monuments at Mahabalipuram (1984)
14. Group of Monuments at Pattadakal (1987)
15. Hill Forts of Rajasthan (2013)
16. Historic City of Ahmadabad (2017)
17. Humayun's Tomb, Delhi (1993)
18. Jaipur City, Rajasthan (2019)
19. Khajuraho Group of Monuments (1986)
20. Mahabodhi Temple Complex at Bodh Gaya (2002)
21. Mountain Railways of India (1999,2005,2008)
22. Qutb Minar and its Monuments, Delhi (1993)
23. Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014)
24. Red Fort Complex (2007)
25. Rock Shelters of Bhimbetka (2003)
26. Sun Temple, Konârak (1984)
27. TajMahal (1983)
28. The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (2016)
29. The Jantar Mantar, Jaipur (2010)
30. Victorian Gothic and Art Deco Ensembles of Mumbai (2018)

1.5.2 UNESCO recognized Natural Sites in India

Seven natural sites have been recognized by UNESCO in India as of 2018. The name of the natural site and the year of recognition are given below (UNESCO report, 2018):

1. Great Himalayan National Park Conservation Area (2014)
2. Kaziranga National Park (1985)
3. Keoladeo National Park (1985)

4. Manas Wildlife Sanctuary (1985)
5. Nanda Devi and Valley of Flowers National Parks (1988,2005)
6. Sundarbans National Park (1987)
7. Western Ghats (2012)

1.5.3 UNESCO recognized Mixed Site in India

One site has been recognized as a mixed site by UNESCO in India as of 2018, which is Khangchendzonga National Park (2016).

Figure 1.2. UNESCO Heritage Sites in India (Map)

India: UNESCO World Heritage Sites (37), 2018



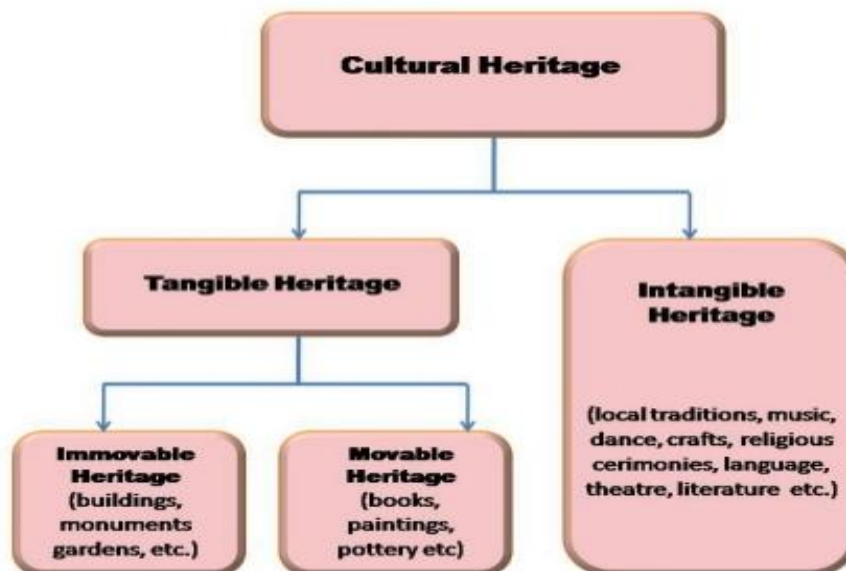
Source: (UNESCO website, 2018)

1.6 CULTURE AND HERITAGE TOURISM

National trust for historic preservation (2011) defined heritage tourism as "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past, and heritage tourism can include cultural, historical and natural resources. It drove towards the cultural heritage of the location where tourism happens." It is one of the oldest forms of travel and involves heritages of colonial heritage, urban renewal, religious tourism, genealogy, industrial heritage, and ethnicity. Cultural and heritage tourism is a tool of economic development that achieves economic growth through attracting visitors from outside a host community, who are motivated wholly or in part by interest in the historical, artistic, scientific, or lifestyle/heritage offerings of an organization, region, group or institution (Silberberg 1995). Such travel is focused upon experiencing cultural environments, including landscapes, the visual and performing arts, and special lifestyles, values, traditions, and events. Cultural heritage tourism includes history, art, architecture, monuments, museums, archaeological sites, religions, fairs, festivals, the lifestyle of the people, and other elements that helped to shape their way of life in a particular geographical area.

1.7 FORMS OF HERITAGE TOURISM

Figure 1.3. Forms of Cultural Heritage Tourism



(Source: Bob McKercher, Hilary du Cros, 2012)

The above figure 1.3 explains about forms of cultural heritage, which divides into two aspects, namely tangible and intangible heritage. Tangible heritage is sub-divided into immovable and movable heritage. Immovable heritage consists of buildings and monumental sites. Movable heritage consists of books, paintings, and pottery. Intangible heritage consists of local traditions, dance, crafts, religious ceremonies, language, theatre, and literature. As seen from the figure, heritage buildings and monuments are coming under tangible heritage. India's rich heritage is abundantly reflected in the various temples, palaces, monuments, and forts found everywhere in the country.

1.8 HERITAGE TOURISM IN INDIA

The cultural heritage depends on values, ethics, standards, practices, and rituals transmitted over the generation. India is a country with the perfect amalgamation of religions, customs, languages, and traditions reflected in the opulent heritage of India. The country is a treasure trove of art, philosophy, architecture, classical dances, flora, fauna, music, and much more, making it a destination ideal for heritage tourism. Taj Mahal, Sun Temple, Jagannath temple, Agra fort, Qutub Minar, Mysore Palace, Dilwara Jain temple, Golden Temple of Amritsar, SanchiStupa, Churches and convents of Goa, and India gate are some distinct places of cultural heritage. The Brihadishwaratemple is one of the finest temples of the Chola Dynasty, located in Thanjavur. The temple is built in the Dravidian style of architecture, representing the ideology of the Chola Empire and Tamil civilization in south India. It was declared as a UNESCO world heritage site in the year 1987. Bodhgaya is one of the famous attractions which captivate many devotees from all over the world. The Mahabodhi temple is fifty-two meters tall and is one of the important holy sites related to the life of Lord Buddha. Buddha attained enlightenment at this place. Ajanta caves located in central India dates from the 2nd century BC, and the paintings inscribed in the caves are considered the masterpieces of Buddhist religious art. Maharaja Sawai Pratap Singh built HawaMahal, also known as “the palace of breeze,” around the 18th century in Jaipur. Hampi, the ruins of Vijayanagara, is a UNESCO world heritage site known as the Group of Monuments at Hampi. The main landmarks of Hampi are Virupaksha temple, Vittalawamy temple, Lotus Mahal, statue of Ugra Narasimha (Source: World Cultural Heritage Sites in India, Incredible India, 2001). Vedas, Upanishads, Gita, and Yoga have contributed a lot to Indian heritage (Manas Kumar Das, 2017). The government of India and the Ministry of Tourism and Culture encourage

heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. The cultural heritage of India is depicted in the map below (fig.1.4).

Figure 1.4. Map on India's Cultural Heritage



(Source: www.tourmyindia.com/map/heritage-map-of-india)

1.9 HERITAGE TOURISM IN TAMIL NADU

Tamil Nadu is the ‘Land of Tamils’ and land of heritage and historic sites. Uncountable historical monuments in Tamil Nadu made the state a paradise for history enthusiasts and were praised by many ancient poets. Magnificent temples that are architectural masterpieces bless the place with a divine aura. Rulers of different dynasties have shown their craftsmanship in the form of historical wonders constructed over the years. These sites of the bygone era are amazing evidence of the rich Dravidian culture and art. Rulers of the Chola, Nayak, Pallava, Vijayanagara, Pandya dynasties, who were great patrons of architecture and art, have bestowed each monument with a distinctive style making their mark from the past 2000 years. Tamil Nadu, which is famed as the most popular tourist destination in India, is home to not just some but many must-visit historical places ranked as the UNESCO World Heritage Sites.

Furthermore, the state owns the second largest beach in the world “Marina” and is the proud guardian of many other heritage attractions which are enveloped in great cultural heritage, spicy foods, scrumptious vada, fluffy Idly (Rice cake) and especially Chettinad cuisines are perfect enough to attract travelers from across the globe. Tamil Nadu is a blend of both- the modern and the ancient, which makes it a beautiful destination to explore and experience our past cultural heritage with all the amenities of the present. The heritage map of Tamil Nadu is depicted in fig.1.5 below.

1.10 UNESCO SITES IN TAMIL NADU

Tamil Nadu has the pride of 5 UNESCO recognized places that attracts history lovers all over the world. UNESCO recognized heritage destinations in Tamil Nadu are presented below.

1.10.1 Brihadeeshwarar Temple at Thanjavur

Brihadeeswarar Temple, also known as the Thanjavur Big Temple or Peruvudaiyarkovil, is world-renowned for its incredible architecture. This colossal shrine will make every beholder awestruck. Brihadeeshwarar temple is a Hindu temple dedicated to Lord Shiva located on the South Bank of the river Kaveri in the Thanjavur district of Tamil Nadu, India. Being the ardent devotee of Lord Shiva, King Raja RajaCholan built this temple with his utmost passion and brilliant architectural style. The deity was first named as the “Rajarajeshwar”. Later during the reign of Marathas, the deity was called as the Brahadeswar or the great Ishwara. According to the temple facts, the main sanctum was built purely with granite stones. It is believed that more than 130,000 tons of granite had been used in the construction of this specific building. Every nook and cranny of this colossal temple speaks of Raja Raja Chola’s fame.

1.10.2 Airavatheeswara Temple at Darasuram

This Dravidian style of architecture temple is located in the town of Darasuram, near Kumbakonam, Thanjavur district in the South Indian state of Tamil Nadu. Airavateswaratemple is a Hindu temple dedicated mainly to Lord Shiva. This temple is referred to as the Great Living Chola Temple by UNESCO and was declared a UNESCO heritage site in 2004. Darasuram is a small hamlet in Kumbakonam known worldwide for the incredible Airavatheeswarar temple. This temple is not only a place of worship but also a part of the UNESCO world heritage site. It was built by Raja RajaCholan II in the 12th century, and this temple is yet another feather in the hat of Cholas. This incredible piece of art comprises exquisite carvings, chariot shaped mandapams, huge vimana, and extraordinary artworks. The presiding deity here is Lord Shiva.

1.10.3 Gangaikonda Cholapuram Brihadeeshwarar Temple at Jayankondam

Gangaikonda Cholapuram Brihadeeshwarar temple is just a replica of the masterpiece Tanjore big temple. The temple was constructed in 1035 AD by Rajendra Chola I (1014-44 CE), the son of the famous Chola king Raja RajaChola I, who built the Brihadeeswarar Temple at Thanjavur. The grand colossal Nandhi is carved out and positioned in the same way as in the Brahadeeswarar temple. After the victory over the Ganga dynasty, Rajendra Cholan built this incredible piece of art at his headquarters Gangaikonda Cholapuram. Now the Gangaikonda Cholapuram town is located in Jayankondam in the district of Ariyalur, Tamil Nadu, India. There are five shrines in this temple and a lion well, which is said to be added during the 19th century. Apart from these, there are around 50 odd sculptures around the walls of the sanctum, in which the sculptures of Nataraja, Saraswathi, and Lord Shiva garlanding a devotee is the most prominent.

1.10.4 Group of Monuments at Mahabalipuram

Mahabalipuram, also well-known as Mamallapuram, is known for its charming seashore and incredible rock sculptures. The Group of Monuments at Mamallapuram is a collection of 7th- and 8th-century CE religious monuments in the coastal resort town of Mamallapuram in Tamil Nadu, India and a UNESCO World Heritage Site. A visit to this lovely place will rejuvenate all and fill with fresh energy. Every nook and corner of this place are dotted with numerous remarkable artworks. The sculptures of Mahabalipuram are a piece of cake for all the archaeologist and architecture lovers. This small strip of land is more charismatic than any other place in Tamil Nadu. The lovely waves dashing against the rocks and the beautiful rock sculptures anchored sublimely on the shores is a spectacular sight to behold. Considering the historical and cultural importance of Mahabalipuram and the Seashore temple, this site was declared by UNESCO in 1985 as World Cultural Heritage.

1.10.5 Nilgiri Mountain Railway at Ooty

Few of the mountain railways of India are listed under the UNESCO site, namely Darjeeling Himalayan Railway, the Nilgiri Mountain Railway and the Kalka-Shimla Railway. Of which, the Nilgiri mountain railway is located in Tamilnadu. In the year

2005, Nilgiri mountain was added to the UNESCO world heritage list. The Nilgiri Mountain Railway is a 1,000 mm meter gauge railway, built by the British in 1908 and is operated by the Southern Railway. This ride is one of the most memorable ones with picturesque scenic that surrounds as key attractions of the famous hill station Ooty which makes the travelers feel the most unforgettable journeys in their lifetime.

1.11 DESTINATION IMAGE

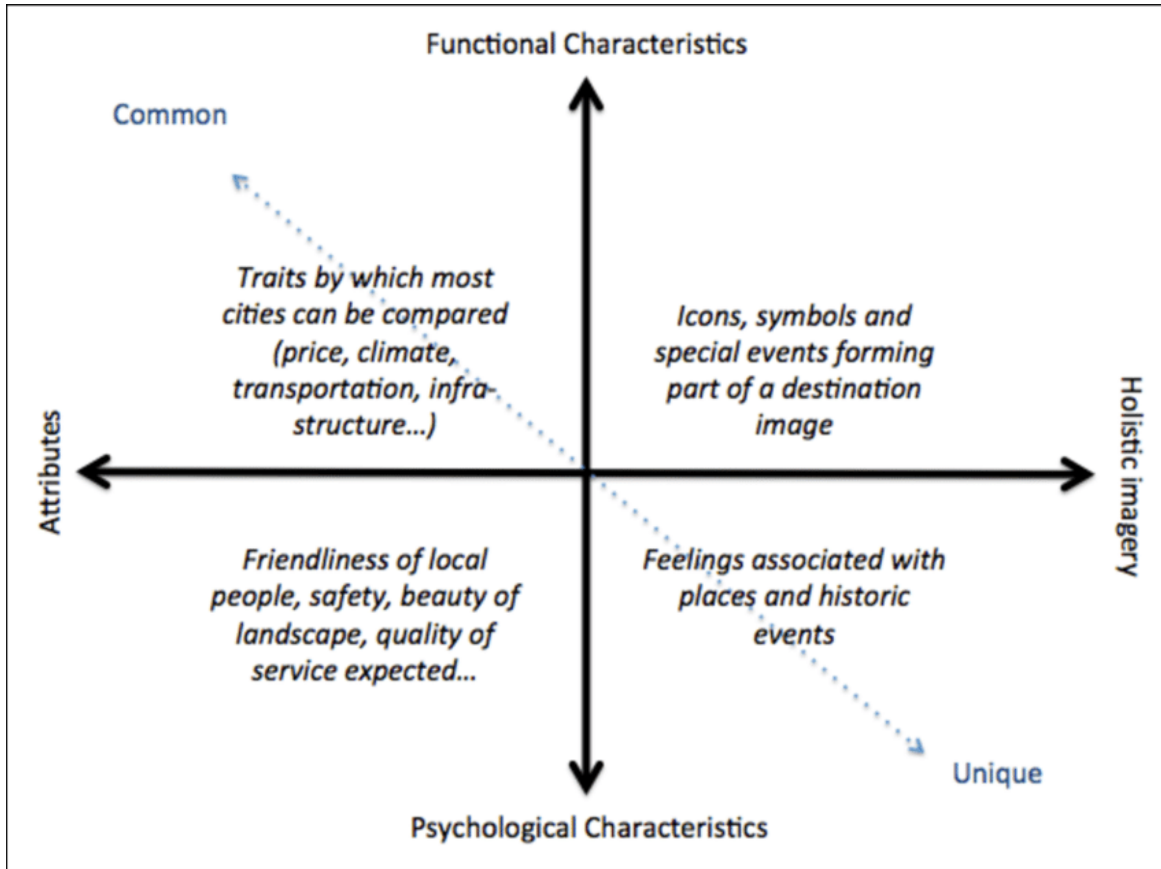
Destination is a concept that is defined by the wishes and demand for visiting a particular place, and also by travel planning, reasons for visiting, past history, culture, education and age as critical factors (Buhalis, 2000). The main reason for travelers to choose a particular destination is the attractions in that destination. Among the factors that differentiate a region from another are cultural and historical values, art activities, sports activities, entertainment, and shopping facilities, and the region's local cuisine (Selwood, 2003). Attraction, in a general sense, is the focus of individual's requests and preferences (Kutvan & Kutvan, 2013). For this reason, destination identity as a multi dimensional framework can be defined as "human-related attributes for a specific tourism destination" (Hosany, Ekinci, & Uysal, 2006). The factors that affect the formation of a touristic region could be evaluated in two different parts; tourism-related components and components unrelated to tourism. Components unrelated to tourism are natural traits, certain values, activities, and infrastructure. Tourism-related elements are the associations and institutions that directly produce tourism-related products. These associations and institutions are; the public services related to tourism, transportation-related institutions, lodging institutions, institutions that produce exceptional goods and services, marketing and advertising companies, and other institutions that support tourism activities (Kozak, 2006). Although tourism is one of the fastest-growing sectors in the global market, the ability of a destination to maintain its place in the international market depends on its ability to maintain or improve its elements that make it attractive for tourists (Ozdemir, 2007). In tourism activities, cultural and traditional values come to the fore, and tourist priorities are directed towards destinations that maintain local values (Sunnetcioglu, Can & Ozkaya, 2012). Since tourism is not just tourists and the activities they desire in a destination. However, a complicated formation that includes the local population, and the success of a

touristic destination depends on the fact that the local population has a decent standard of living (Ozdemir, 2007).

1.11.1. Dimensions of Destination Image

Echtner and Ritchie (1991) have contributed to developing a destination image framework, which indicates that destination image consists of functional characteristics, relating to the more tangible aspects of a destination, and psychological characteristics, concerning the more intangible characteristics. Echtner and Ritchie (1991) base their findings on observations from product image research (McInnis & Price, 1987), Destination image and its effects on marketing and branding a tourist destination where the decision making process depends on people's perception of products as both individual attributes on the one hand, and holistic impressions on the other. Moreover, they examine Martineau's (1958) approach to differentiate between functional and psychological components when evaluating a retail store. Thereby, the functional characteristics are directly observable and measurable. Psychological characteristics, on the contrary, cannot be as easily measured. An example of these features would be the atmosphere or staff friendliness. Based on these concepts, Echtner and Ritchie (1991) opined that the attributes/ holistic and the functional/ psychological axes are just as well applicable in a tourist destination image concept. When uniting the two axes into a two-dimensional model, then there would be four components of destination image: a functional-holistic image (mental picture of the destination's physical characteristics), a psychological-holistic image (the general feeling an individual has about the atmosphere at the destination), a functional-attribute image (high prices, warm climate) and a psychological-attribute image (general safety, friendly local people). However, as shown in Figure 1.6 below, Echtner and Ritchie's conceptual framework includes an additional dimension, ranging from common to unique. Subsequently, the model should be envisaged in three dimensions. It is suggested that the destination image should be defined and measured along these three dimensions: (i). attributes - holistic (ii). functional - psychological (iii).common- unique

Figure 1.6. Dimensions of Destination Image



(Source: Echtner & Ritchie, 1991)

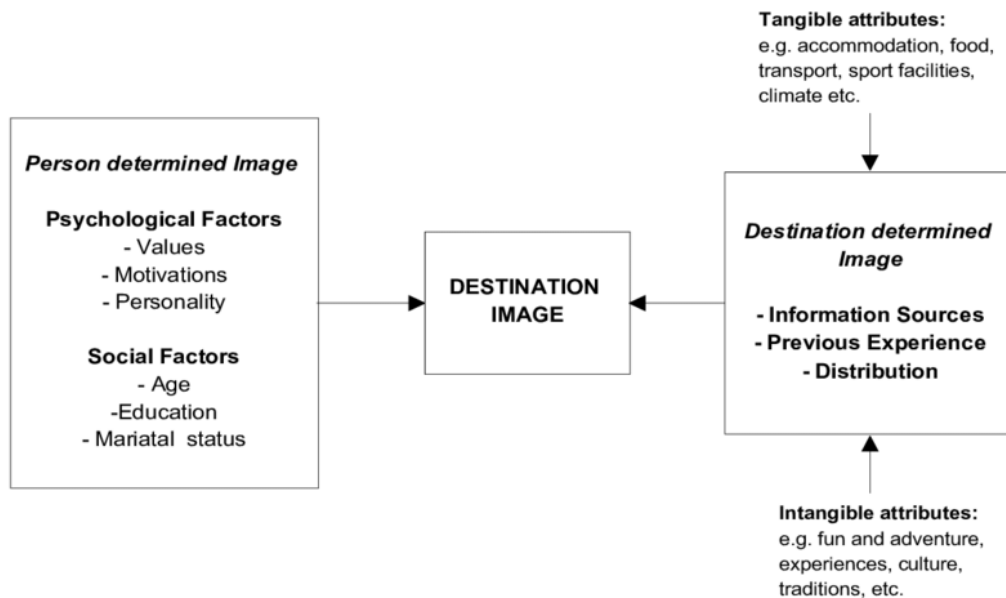
1.11.2 Destination Image Formation

Destination image formation usually incorporates two ends of information transmission, namely the destination and the receiver. MacKay and Fesenmaier (1997) describe destination image formation as “a composite of individual inputs and marketer inputs”. Hence, image formation has both a supply-side (the destination, for example, by marketing activities) and a demand-side (the receiver) component (ibid). It is understood that the projected image and the received image are not always the same. The discrepancy might be due to alteration and modification of the message either by the source of communication or by the receiver. Moreover, it is critical to be aware of the fact that destination-originated messages are not the only ones reaching the recipient. Image formation happens just as well through personal experience, for example, when visiting a destination personally. Images can even be formed in the absence of any commercial information. Some countries might

have excellent tourism potential because they receive enormous free publicity by news and media, either positive or negative. This can result in high awareness of a country and people building images of it without conducting any form of actual tourism promotion (Tasci and Gartner, 2007).

Existing literature shows the development of the destination image to be a multi-stage process. Travel consumers' initial image is formed through exposure to a variety of information sources, which are beyond the control of destination marketers. Later on, the original image tried to be manipulated by controlled marketing messages to increase the destination appeal (Hanlan & Kelly, 2005). Hence, organic components, such as mass media, education, or books, and induced components, which are those coming from promotional efforts to attract people to the destination, are recognized.

Figure 1.7. Destination Image Formation



(Source: Baloglu & Mc Cleary, 1999)

In 1972, Gunn suggested a seven-stage theory by breaking down the image formation process into component parts related to the individual stages of the travel experience. Destination image is a composite of various products (attractions) and attributes that form a tourist's total impression (MacKay and Fesenmaier 1997).

Analogical to the push and pull theory of motivation (Dann 1981, Dann 1996), image formation models are mainly formed by two major forces, either personal factors (organic image) or stimulus/destination (induced image) factors as seen in figure 1.7 (Baloglu and McCleary 1999).

Without any doubt, the image of a destination is the powerful factor within the decision-making process of tourists as it enables tourists to generate a set of expectations of a place before that place is experienced (Woodside and Lysonski 1989, Crompton and Ankomah 1993, Echtner and Ritchie 1993, Gartner 1993, Jenkins 1999, Pikkemaat 2002). Bigné, Sánchez & Sánchez (2001) found empirical support for their hypothesis that the more favorable the image of a destination, the higher the probability that the tourist will return in the future and recommend a place. Thus, an individual's satisfaction/ dissatisfaction with a destination largely depends on a comparison of the individual's expectation of the destination or a previously held destination image and their perceived performance of the destination.

1.12 VISITOR SATISFACTION

As a service-orientated industry, tourism operators and destinations must continually strive to meet visitors' demands and expectations for quality tourism products, experiences, and services. Visitor satisfaction is determined by a combination of perceived value and quality, consumer expectations, and experience. A visitor's overall satisfaction might influence the likelihood of repeat visitation, extended length of stay, increased expenditure, enhanced yield, and word-of-mouth referrals. Measuring visitor satisfaction is a key indicator of the performance of a destination and can assist in many ways; i. Providing a basis for future strategic planning for tourism development, recognizing the need to align visitor perceptions and expectations with the development and delivery of appropriate products and experiences; ii. Identifying key gaps or areas for improvement in the tourism product/experience in the destination; iii. Aligning industry operator perceptions of consumer value and the consumer's actual expectations in the delivery of tourism services; iv. Understanding differences in visitor expectations between different visitor markets or segments, including international and domestic visitors or individual niche market segments; v. Identifying opportunities for value creation in the tourism offering and increasing yield in the destination; vi. Identifying key

trends in visitor market expectations and demands; vii. Providing a basis for comparison of the destination to its competitors; viii. Identifying opportunities for leveraging key points of advantage through marketing and promotion; ix. Providing a quantifiable measure of a destination's performance against its goals or Key Performance Indicators (KPIs); x. Providing a quantifiable measure of a destination's performance for funding and reporting requirements.

Visitor satisfaction is a significant factor in determining repeat visits and/or the propensity for recommending the destination or attraction operator to others. Kozak and Rimmington (2000) suggest that 'previous research findings demonstrated a significant relationship among tourist satisfaction, intention to return, and positive word-of-mouth'. Visitors are increasingly becoming more demanding and desire value for money and the provision of quality products and services. Customer satisfaction has undoubtedly become a fundamental goal of service-oriented businesses. Therefore, having a clear understanding of the causes and nature of visitor satisfaction and dissatisfaction can assist in the promotion and development of tourism destinations and enterprises. Over the last few decades, there has been an increased need for finding an appropriate methodology to measure visitor satisfaction experiences for individual tourism destinations and enterprises. Visitor attitudes toward an experience may be determined by the importance attached to an attribute and an evaluation of the extent to which the object of the attitude possessed that particular attribute (Fisbein, 1967; Ryan & Cessford, 2003).

1.13 APPROACHES TOWARDS VISITOR SATISFACTION MEASUREMENT

The measurement of visitor satisfaction lies within the general area of consumer satisfaction within the disciplines of marketing and psychology. The marketing literature of consumer satisfaction is heavily influenced by the notion that satisfaction is measured by the difference between a consumer's expectation of a product or service and the actual performance of a product or service. There has been considerable research to determine the factors influencing customers' satisfaction and how it is measured. Ryan (1995) suggests that 'if tourist satisfaction is seen as the congruence of need and performance, then dissatisfaction can be perceived as the gap between expectation and experience', suggesting that some type of gap analysis (between motives or expectations and

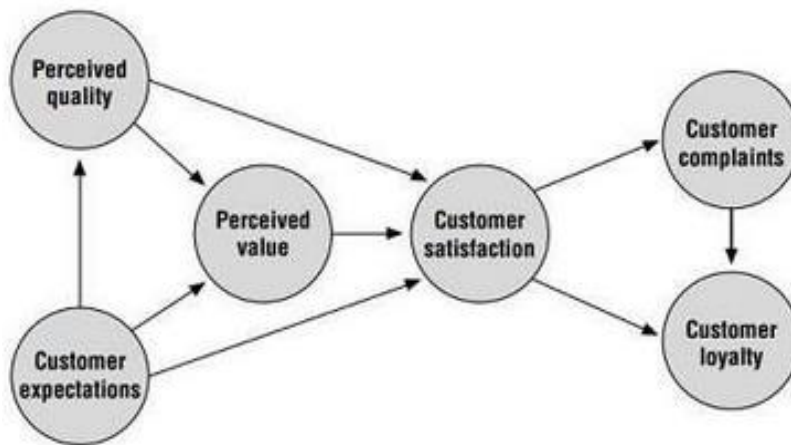
performance or experiences) is required in tourists' satisfaction research. According to Pearce (2005), this is the dominant tradition used to understand consumer satisfaction and is known as the expectancy or confirmation/disconfirmation theory. It is stated that the consumer is deemed to be satisfied if performance exceeds expectations (positive disconfirmation), dissatisfied if performance falls short of expectations (negative disconfirmation), and neutral if performance equals expectations (Oliver 1980, 1997). Kozak and Rimmington (2000) discussed in detail the specific approaches that have been applied in researching customer satisfaction in the tourism industry, including Parasuraman, Zeithaml, and Berry's expectation-perception SERVQUAL gap model (1985), Oliver's expectancy/disconfirmation theory (1980) and performance only models.

One of the issues with the SERVQUAL model is that it is predominantly about service quality, which is only one part of client satisfaction, including non-quality dimensions (Oliver 1997). Performance (or satisfaction) only models suggest that the quality of the product or experience is the most important determinant and view satisfaction as a post hoc attitude. Some researchers have found that performance only approaches have had better success than expectation based approaches at predicting future visitor behavior (Crompton & Love 1995). Pearce (2005) discussed that performance-based measures often do not provide the context for interpretation, as there is no measure of importance or expectations, making managerial decisions based on performance only problematic. Several researchers (Ryan 1995, Pearce 2005; Reisinger & Turner, 2003) have identified key drivers that may assist our understanding of visitor satisfaction, loyalty, and positive word of mouth, including past experience, cultural background, visitor motives, level of learning as well as engagement in the activity. The importance of critical incidents may also shape overall satisfaction, loyalty, and positive word of mouth (Ryan, 1995). There has been a good deal of empirical research aimed at determining the factors or drivers that influence the disconfirmation measure of satisfaction. Some of this research has emphasized various attributes of the performance (such as restaurant service, accommodation quality), while others have emphasized the role of emotional and personal characteristics. Factors such as culture, experience with the product/destination, peer group acceptance, desires, mood when surveyed, and ability to complete surveys may influence the measurement of visitor satisfaction (Weber, 1997).

The goal of every destination is to create a good product image and offer value for money to have satisfied tourists, who by using communication from mouth to mouth share their positive experience and may return to the destination. Tourists satisfaction is considered a very important tool for increasing tourism destination competitiveness in globalization conditions. Visitor satisfaction focus on visitors expectations and satisfaction with a range of products, services, activities, places, and infrastructure that contribute to their visitor experience. Tourist satisfaction has been considered as the main tool for increasing tourism destination competitiveness in the globalization conditions. That is connected to the efforts of having a tourist supply that can satisfy the expectation of tourists.

Tribe and Snaith (1998) defined tourists satisfaction with a destination as the degree to which a tourist's assessment of the attributes of that destination exceeds his or her expectations for those attributes. The primary purpose of measuring and explaining customer satisfaction is to understand how well suppliers at a particular destination recognize and respond to the needs of its visitors and identify which elements of the destination's offer need improvement. Indeed, tourists' comments, complaints, and suggestions are an invaluable source of ideas for improvements and innovations. Also, tourist satisfaction research is essential for successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000) or, in other words, retention of visitors as depicted in fig.1.8 below.

Figure 1.8. Customer Satisfaction Model



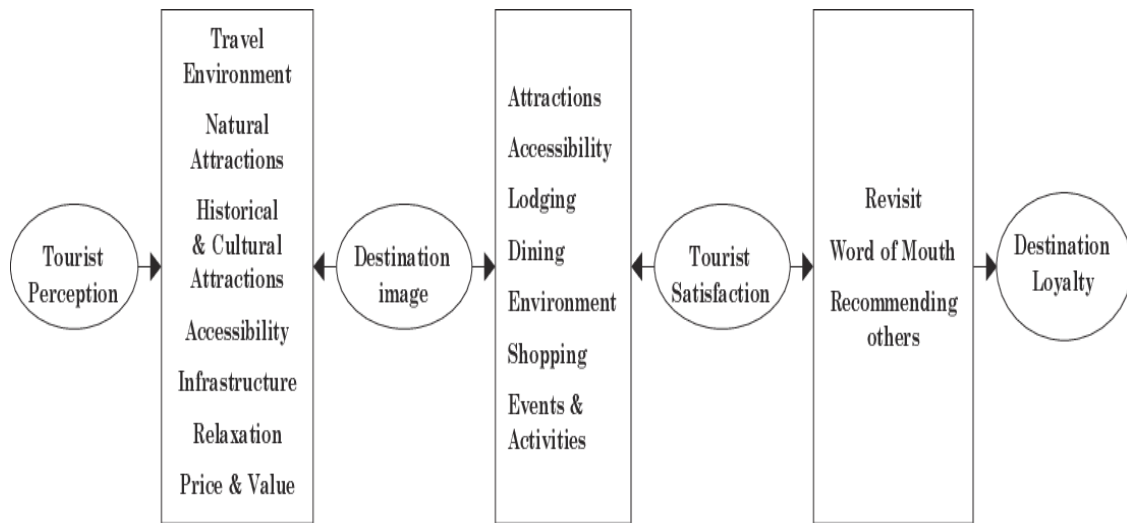
Model of Customer Satisfaction

(Source: Kozak&Remmington, 2000)

1.14 DESTINATION LOYALTY

Destination loyalty is defined as the level of tourists perceptions of a destination as a recommendable place. Destination loyalty investigates the relationship between tourists' destination loyalty and their preferences as to the destination. This is one of the most widely discussed outcomes of customer experience because of its commonly accepted influence on the success of a brand through loyal consumers intention to return in the future, willingness to pay more, and spread positive word-of-mouth about the brand (Oliver, 1999). Consumer loyalty towards destinations has also received much empirical attention for the same expectations; namely, destination success through tourists desire to visit the destination, generate positive word-of-mouth, and recommend it to others (Oppermann, 2000; Anton et al., 2017). Destination loyalty is operationally defined as the level of tourists' perceptions of a destination as a recommendable place. Fig.1.9 below represents the tourist perception, destination image, and tourist satisfaction on destination loyalty.

Figure 1.9. Tourist Perception, Destination Image and Tourist Satisfaction on Destination Loyalty



(Source: Holland & Han, 2012, Effect of satisfaction and loyalty on future behavioral intentions)

Intention to return, actual repeat visitation, and willingness to recommend the destination are behavioral factors that measure tourists' loyalty to a destination (Castro, Armario and Ruiz, 2007; Chen and Gursoy, 2001; Chi and Qu, 2008; Kim and Crompton,

2002; Niininen, Szivas and Riley, 2004; Oppermann, 1998, 2000; Pritchard and Howard, 1997; Yoon and Uysal, 2005; McKercher and Guillet, 2011). An individual can be attracted to a destination for its derived satisfying experience associated with travel products and services provided by the destination. Butler's Tourism Area Life Cycle (TALC) (1980) model interpreted tourism development and decline of a destination. It characterized the stages as exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation while the number of tourist arrival varies along with the lifecycle over time. Morgan and Pritchard (2002) applied the TALC concept to tourism destination brands that move through phases of being fashionable (attracting pioneers and trendy visitors), famous (bought by publicity and have to remain contemporary with introduction of new offerings), familiar (aware by many people but has lost its appeal) and finally fatigue (losing visitors). To certain extent, tourism growth induces change to its tourism products that they cease to be attractive to travelers, and the destination would enter a decline stage since then (McKercher, 2005). Indicators of stagnation or fatigue are noticeable in the emergence of newer destinations, changing visitor numbers, destination's infrastructure, and business performance (Brooker and Burgess, 2008). Specific signs include a decline in visitors length of stay, outdated and poorly maintained accommodation and amenities, market perceptions of the destination becoming over-commercialized, crowded, and tacky, declining profits of major tourism businesses.

1.15 NEED FOR THE STUDY

Mahabalipuram is a historical city and UNESCO World Heritage Site in Tamil Nadu. Ancient mariners considered Mahabalipuram as the land of Seven Pagodas and served as an important center of arts, architecture, and literature between 3rd century CE and 7th century CE. Tourism has grown consistently in Mahabalipuram and attained the maximum number of tourist arrivals between December and January every year (Archaeological Survey of India (ASI) Statistics). The majority of the residents of Mahabalipuram are dependent on the tourism industry directly or indirectly. Tourism activities in Mahabalipuram are becoming commercialized. The Government of Tamil Nadu has reported the violations of rules and guidelines by tourism service providers. Hence there is a need to evolve actionable solutions for promoting sustainable heritage

tourism in Mahabalipuram. This study is required to increase repeated visitors by building a loyal visitor base to Mahabalipuram and promoting sustainable heritage tourism in the destination.

1.16 STATEMENT OF THE PROBLEM

UNESCO heritage destination Mahabalipuram, its potential is uncovered to the world with several promotional campaigns and publicity. Though considerable foreign and domestic visitors are visiting Mahabalipuram throughout the year, there is no proper record of repeat visitors who act as a brand ambassador of the heritage destination. The need of the hour is to revamp tourism strategy focusing on developing a loyal tourist base. This study attempts to identify the influencing factors of tourist perceptions, satisfaction and destination loyalty leading to the development of a holistic destination loyalty model that may increase the satisfying tourist arrival growth rate, repeat visitors through appropriate initiatives directed at promoting tourist loyalty. In order to find practical solutions for developing a destination loyalty model using SEM, perceptions of tourists have been studied to suggest planners to implement and promote a sustainable destination loyalty model to promote heritage tourism in Mahabalipuram. An in-depth study with the following objectives has revealed several hidden obstructions for the development of tourism in a sustainable manner.

1.17 RESEARCH QUESTIONS

1. Do socio-economic characteristics of visitors (age, gender, marital status, educational qualification, annual income) influence tourist perceptions, visitor satisfaction, and destination loyalty?
2. Do tripography characteristics (type of tourist, visitor status, source of information, purpose of visit, choice of transport, length of stay, tourist companionship) influence tourist perception, visitor satisfaction, and destination loyalty?
3. Does destination image influence the service quality and perceived value of the destination?
4. Does tourist satisfaction is influenced by service quality, perceived value, and destination image factors?

5. Does destination loyalty is influenced by destination image, service quality, perceived value, and visitor satisfaction?
6. Does visitors' satisfaction influences destination loyalty?

1.18 OBJECTIVES OF THE STUDY

- Understand the demographic profile and travel pattern of the visitors of Mahabalipuram heritage destination.
- Identify the influence of socio-economic and tripography characteristics on destination image, visitor satisfaction, and destination loyalty.
- Assess the perception of visitors on destination image, service quality, perceived value, visitor satisfaction and destination loyalty.
- Study the relationship between selected demographic variables with the factors of destination image, service quality, perceived value, visitor satisfaction, and destination loyalty in Mahabalipuram.
- Develop a holistic destination loyalty model for heritage tourism development in Mahabalipuram using Structural Equation Modeling (SEM).

1.19 SCOPE OF THE STUDY

The research has been conducted to determine destination loyalty by analyzing the destination image factors, service quality factors, and perceived value and visitor satisfaction factors from visitors perspective. The findings of the study throw light on the profile of the visitors, importance of factors that contribute to the destination image of the heritage destination Mahabalipuram. Furthermore, the findings of the factors contributing to the destination image, visitor satisfaction, and destination loyalty in the heritage destination Mahabalipuram may help the stakeholders and authorities to identify the priority areas for better management and conservation of the heritage destination for future generations. The study also discloses the existing destination image, visitor satisfaction, and destination loyalty practices, which can be implemented in other heritage destinations for sustainable heritage tourism.

1.20 LIMITATIONS OF THE STUDY

Regardless of making intense efforts, the researcher came across a few limitations that would have affected the excellence of the study in terms of time frame, sampling, and designing of the study due to various constraints. The study was conducted from January 2019 to February 2020, and findings were limited to the visitors who had visited Mahabalipuram during the said study period. It was not possible to collect data from all the tourists who visited Mahabalipuram during that period. The data was collected only from visitors who were willing to contribute to the research purpose. Due to the confidentiality of some accurate information, the responses were not revealed by the respondents. The study on destination image, visitor satisfaction, and destination loyalty was conducted from the perspective of the visitors and did not involve the local community or the service providers.

1.21 STRUCTURE OF THE THESIS

The present research study has been organized into the chapters given below

Chapter One: Introduction where it provides a brief outline about tourism, types of tourism, heritage tourism, forms of heritage tourism, heritage tourism in India, heritage tourism in Tamil Nadu, UNESCO destinations in Tamil Nadu, an overview on destination image, visitor satisfaction, and destination loyalty, need for the study, problem statement, scope of the study, research questions, objectives, scope and limitations of the study and characterization.

Chapter Two: Review of literature on heritage tourism, heritage tourism in India, destination image, visitor satisfaction, destination loyalty, structural equation model (SEM), and the adapted models used for the study. This chapter also establishes the research gap from the review of literature.

Chapter Three: Research methodology and indicator development. This chapter briefs on data collection, sample, hypothesis testing, and various tools used in the analysis. It also gives detail on the profile of the study area, Mahabalipuram.

Chapter Four: Results and discussions where the data is analyzed in detail and interpreted in terms of the primary theme of the dissertation. The results of the analysis and its discussions are given to disclose the proposed research problem.

Chapter Five: Summary of findings, suggestions, and conclusion where the research concluded. The finding of the study is summarized. It also proposes various suggestions for sustainable heritage tourism in Mahabalipuram.