

## QUESTIONNAIRE

Dear Respondent,

As part of my PhD, I need to complete a research project titled “**Destination Image, Satisfaction and Destination Loyalty in Heritage Tourism: The Case of Mahabalipuram**”. The purpose of the study is purely academic. I assure that your response will be kept confidential.

### PART - A

**Based on your experience as a Visitor of the destination, please put a tick in a box.**

(5 = Very high; 4 = High; 3 = Neutral; 2 = Low and 1 = Very low)

1. Destination Atmosphere		Satisfaction Level				
		5	4	3	2	1
1.1	Mahabalipuram is an Exciting heritage destination					
1.2	Pleasing Architechure					
1.3	Mahabalipuarm is an Enjoyable destination					
1.4	Scope for Adventure activities					
1.5	Pleasant Weather					
2. Travel Information		5	4	3	2	1
2.1	Easily Accessible destination					
2.2	Useful as a heritage destination( Pallava dynasty)					
2.3	Various Events and activities in Mahabalipuram					
2.4	Different modes of transportation is available					
2.5	Guides services available					
3. Travel Environment		5	4	3	2	1
3.1	Picturesque views					
3.2	Well defined sign boards and parking					
3.3	Suitable Accomodation					
3.4	High Standard of Living					
3.5	Clean and tidy environment					

<b>4. Shopping</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
4.1	Good place to shop					
4.2	Variety of Shops					
4.3	Convenient Shopping					
4.4	Variety of Cuisines					
4.5	Friendliness of vendors					
<b>5. Community Attitude</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
5.1	Helpful locals					
5.2	Family-oriented approach					
5.3	Friendly local people					
5.4	Overall hospitality of the destination is good					
<b>6. Performance-based Quality</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
6.1	Service people are Competent					
6.2	Service people Listen Carefully					
6.3	Service people are Reliable					
6.4	Service people work in Timely manner					
6.5	Service people are Honest					
6.6	Service people Understand needs					
6.7	Service people are Respectful					
6.8	Service people are Easy to contact					
<b>7. Product-based Quality</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
7.1	Quality of Merchandise					
7.2	Quality of Tourism product					
7.3	Quality of food					
7.4	Quality of Lodging facilities					
7.5	Generally High quality destination					
7.6	Overall Hospitality in the destination					

<b>8. Overall Value</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
8.1	Right decision to visit Mahabalipuram					
8.2	Good Results as a leisure cum heritage destination					
8.3	Must see heritage destination of South India					
8.4	Good experiences in Mahabalipuram					
<b>9. Economic Value</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
9.1	Reasonably priced arts and crafts					
9.2	Reasonably priced accommodation and food					
9.3	Destination is reasonably priced					
9.4	Quality per rupee spent more than what I expect					
9.5	Modes of transportation are affordable					
<b>10. Safety and Security</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
10.1	High Standard of Sanitation and Cleanliness					
10.2	Safe environment for family and females					
10.3	Safety for personal belongingness					
10.4	Entire destination is safe to explore					
<b>11. Tourist Satisfaction</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
11.1	I am satisfied with the visit to Mahabalipuram					
11.2	Satisfied with the destination considering time and effort I invested					
11.3	Satisfied with Mahabalipuram tour compared with my expectations					
11.4	Overall Satisfaction with the destination					
<b>12. Revisit Intentions</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
12.1	High likelihood of revisiting					
12.2	Will revisit					
12.3	Plans to revisit					
<b>13. Word-of-mouth referral</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
13.1	Say positive things					
13.2	Recommend to others					
13.3	Refer Mahabalipuram destination to other people					

**14. Rate the following statements about Mahabalipuram (5 = Very high; 4 = High; 3 = Neutral; 2 = Low and 1 = Very low)**

S. No.	Factors	5	4	3	2	1
1	Awareness of pallava dynasty architectures in Mahabalipuram					
2	Pallava dynasty is known for Monolithic and rock-cut architecture					
3	I am aware that Rathas and Mandapas were carved out of living rocks during 7 <sup>th</sup> and 8 <sup>th</sup> century					
4	Shore temple has a divine Ambience and known for ethnicity					
5	Krishna butter ball is known for its Heritage Identity					
6	Excellent architechture and Sculptures attracts history enthusiasts and travellers around the world					
7	I am aware that Pancha Rathas are carved in granite stone which slopes in north-south direction					
8	The Descent of Ganges and Arjuna's Penance are portrayed in stone at the Pallava Heritage site.					
9	Lord Vishnu is incarnated in the form of Varaha or boar lifting Bhudevi, the mother earth goddess from the sea					
10	Group of monuments were constructed during Pallava dynasty					

**PART – B**

**15. Demographic profile of the respondents**

1. Gender	a. Male ( ) b. Female ( ) c. Transgenders ( )
2. Age	a. Below 20 years ( ) b. 20-40 years c.40-60 years ( ) d. 60 years above( )
3. Nationality	a. Indian ( ) b. Foreigner ( )
4. Religion	a. Hindu ( ) b. Muslim ( ) c. Christian ( ) d. Others ( )
5. Education	a. School Education( ) b. UG/PG degree ( ) d. Professional ( ) e. Others ( )
6. Occupation	a. Government( ) b. Private ( ) c. Business ( ) d. Student ( )
7. Purpose of Trip	a. Vacation ( ) b. Education Tour ( ) c. Business Trip ( ) d. Others ( )
8. Accompanied with	a. Alone( ) b. Family ( ) c. Friends & Relatives ( )
9. Annual income	a. less than 1,00,000( ) b. 1,00,000-5,00,000 ( ) c. 5,00,000-10,00,000 ( ) d. More than 10,00,000 ( )
10. Marital Status	a. Single ( ) b. Married ( )
11. No. of visits	a.First time Visitor ( ) b. 1-3times ( ) c. more than 4 times ( )
12. Number of days planning to spend	a. One day trip ( ) b. 2 days ( ) c. 3 days ( ) d. more than 3 days ( )
13. Knowledge about this destination	a.Magazine ( ) b.Newspaper ( ) c.Internet ( ) d.Words of Mouth ( ) e. Others( )
14. Best time to visit this destination	a.Summer ( ) b.Winter ( ) c. Festival time ( ) d. Special days ( ) e. Throughout the year ( )
15. Aware of Mahabalipuram Dance Festival	a. Yes ( ) b. No ( )
16. Mode of Transportation to the Destination	a.Train/Bus( ) b. Car( ) c.Taxi cabs( ) d.Own Arrangement( )

16. According to your experience, what improvement need to be carried out to enhance your level of satisfaction as a visitor in the destination \_\_\_\_\_

**Institutional Human Ethics Committee**

**Approval number for the same is AUW/IHEC/TOU-19-20/XPD-01**

Thank You for Your Valuable Time and Suggestion

## Mahabalipuram Heritage Destination Images

**Shore Temple**



**Five Ratha's**



**Dharmaraja Ratha**



**Bhim Ratha**



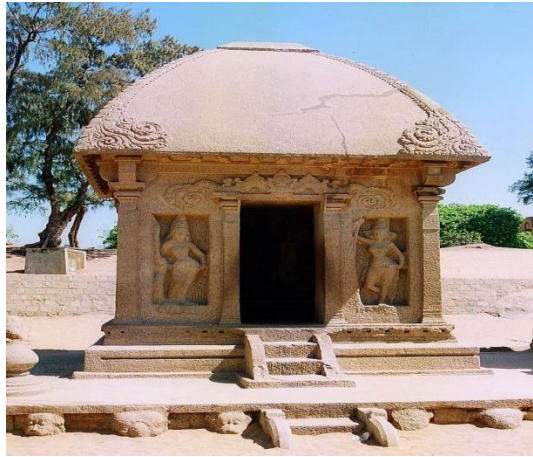
**Arjuna Ratha**



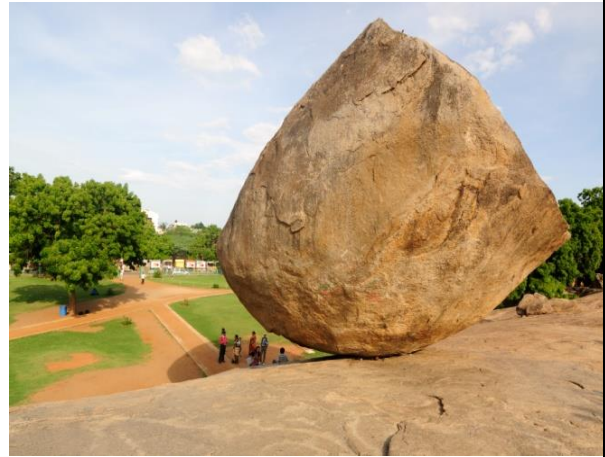
**Nakul and Sahadeva Ratha**



**Draupathi Ratha**



**Krishna Butter Ball**



**Ganesh Ratha**



**Mahishasuramardini Cave**



**Krishna Mandapam**



**Varaha Cave Temple**



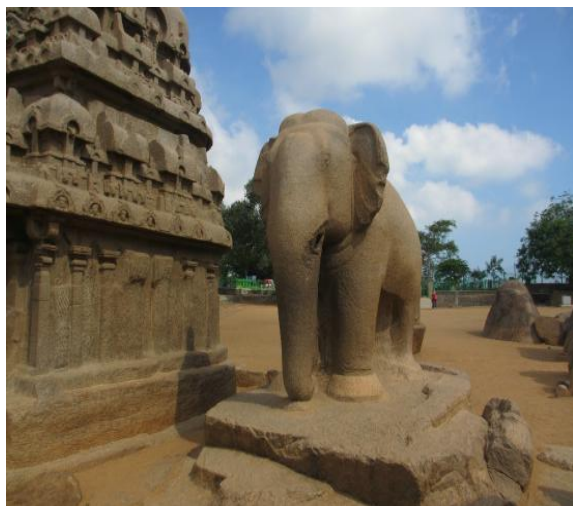
**Vishnu Anantha Cyana**



**Varaha Cave**



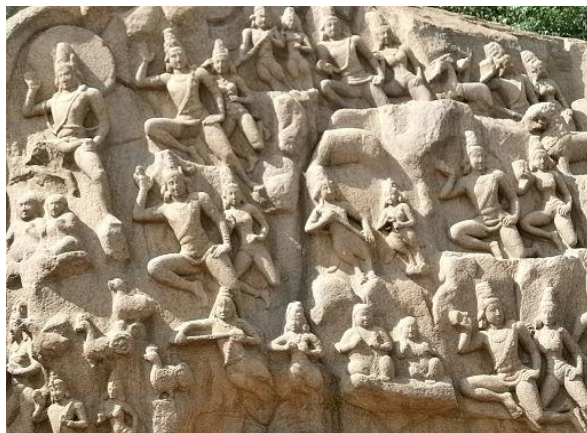
**Stone Sculpture Elephant**



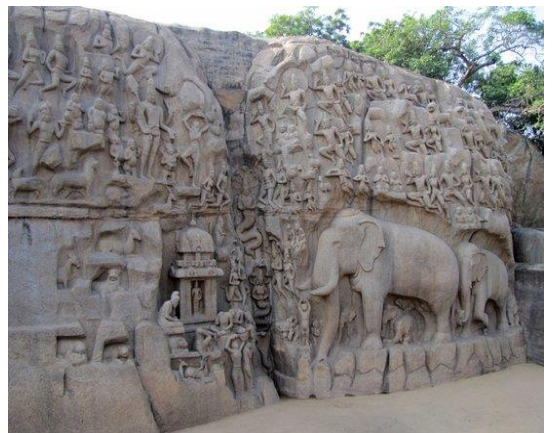
**Stone Sculpture Lion**



**Arjuna Penance Sculptures**



**Descent of the Ganges**



**Krishna Cave Temple**



**The Hidden Tiger Cave**



**Mahabalipuram Dance Festival**



## Sculptures, Arts and Crafts of Mahabalipuram



## Shopping Facilities in Mahabalipuram



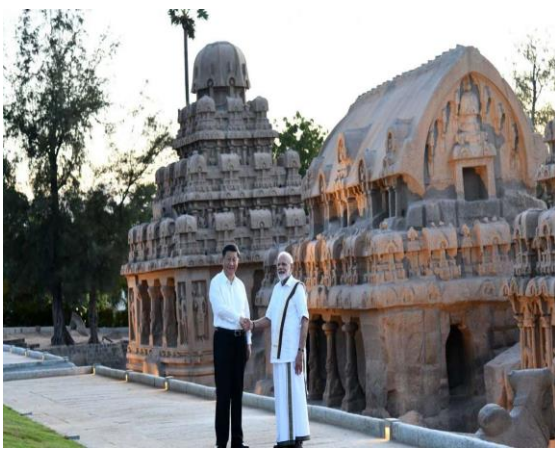
## Local Produce and Food Choices in Mahabalipuram









## Mahabalipuram Beach



## Informal Summit Meet Between India and China Prime Ministers



## Mahabalipuram Scope for Other Activities

<p><b>Beach Volley Ball</b></p>	<p><b>Boating</b></p>
	
<p><b>Beach Horse Riding</b></p>	<p><b>Beach Bike Riding</b></p>
	
<p><b>Beach Surfing</b></p>	<p><b>Tug of War</b></p>
 <p>©Bay of Life Surf School Chennai</p>	

## Mahabalipuram Field Investigation Images

