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# Gender Effect on Visitors Satisfaction Towards Heritage Tourism

Shail Shri Sharma\*  
Mamta Shah (Joshi)\*\*  
Dr. Rajeev Kumar Shukla\*\*\*

## Abstract

*Tourism is one of the world fastest growing Industry. The tourism industry in India is substantial & vibrant & the country is fast becoming a major global destination. India's travel & tourism industry is one of the most profitable industries in the country & also credited with contributing a substantial amount of foreign exchange. It is so much affected with perception & pleasure of the tourist which they carry with them about a destination. The present research paper vitally examines & analyzes the factors that create a favorable image of the destination in the mind of the visitors.*

*For this research paper a total sample population of 100 respondents / folks has been taken & emphasizes the gender criteria for gauging the visitor's satisfaction towards heritage tourism.*

*Exploratory factor analysis with varimax rotation extracted five factors - Culture & traditions aspect, Information source & reachability, Value based aspect, Heritage & service aspect, Government support,. Along with these overall satisfaction of visitors, likely to return & last but not the least is likely to recommend were also included for further analysis.*

*The study reveal that the degree of significance was not accepted between the male & female group of respondents, there is a significance difference on the basis of value based factor; however the other factors observed in male & female group of respondents are the quite similar. The findings of this paper basically indicate a scope of further research in this field.*

**Keywords:** *Heritage Tourism, Visitor's Satisfaction, Tourism Industry.*

**Introduction:** Tourism is one of the world fastest growing industries but while bringing pleasure and incentives to millions of tourists, the industry also putting more and more stress on fragile ecosystems. Its social, economic and environmental effects are immense and complex, because tourism often involves the visits to natural & culturally sensitive landscapes. Now days, tourism is also considered as a fiercely competitive global market, as most of the governments giving priority to short term economic earnings over long term environmental health.

The developing world has immensely contributed to the economic boost that India is currently enjoying and its tourism sector has not been left out of the share of profits either- a major achievement for the image of brand India build up by a successful financial system in place in our country.

The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of them most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. This is illustrated by the fact that during 2006,

four million tourists visited India and spent US \$8.9 billion.

India's share in international tourist arrivals has increased from 0.46 percent in 2004 to an estimated 0.55 percent in 2007. Foreign Tourist Arrivals (FTA) has increased from 3.46 million in 2004 to an estimated 5 million in 2007. The contribution of tourism to India's foreign exchange earnings has grown from \$6.17 billion (Rs. 279440 million) to an estimated \$ 11.96 billion (Rs. 494130 million) in 2007. India's share in world earnings from tourism has increased from 0.98 percent in 2004 to 1.21 percent in 2006. There is a significant increase in the domestic sector also, as number of domestic tourists has increased from 366.23 million in 2004 to an estimated 462 million in 2006. (Tourism Statistics for India: Annual report on the status of tourism in India, published by Ministry of Tourism, Government of India).

The Ministry of Tourism, Govt. of India expecting over 6 million foreign tourist arrivals during 2009. Foreign exchange earnings from tourism surged by 24 % during the year 2008, despite short term setbacks.

**Heritage Tourism India:** Heritage tourism India has registered an immense growth in the last few years, ever

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\*Assistant Professor, Mathura Devi Institute of Technology & Management, Indore

\*\*Assistant Professor, Shri Vaishnav Institute of Technology and Science, Indore

\*\*\*Professor, Shri Vaishnav Institute of Technology and Science, Indore

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since additional initiatives were taken by the government of India to boost India's image as a destination for heritage tourism. India has always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. 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. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism. The most popular heritage tourism destinations in India are:

- Taj Mahal in Agra
- Mandawa castle in Rajasthan
- Mahabalipuram in Tamil Nadu
- Mahakaleshwar in Madhya Pradesh
- Madurai in Tamil Nadu
- Lucknow in Uttar Pradesh
- Delhi, the Indian capital

The maximum number of tourists who come to India visit the Taj Mahal for it is one of the 7 wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, palaces, and costumes. Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has cave temples that have been carved from granite blocks and belong to the 7th century. This is the primary reason why many heritage tourists in India visit this place.

The tourism of heritage in India has also increased due to the interest of many foreigners in the temples of India. Madurai is known as the 'temple city' due to the presence of a large number of temples in the city. And for this reason, many tourists go and visit the place each year. The most important temple in Madurai is the Meenakshi temple & 12 Jyotirlinga.

Heritage tourism India has also been popularized because a lot of tourists go to Delhi which is not only the capital of India but also has many heritage sites. The most famous heritage sites in Delhi are the Red fort, Jama Masjid, Humayun's tomb, and Tughlaqabad fort.

Heritage tourism India has grown in recent years but there is scope for further development which can be attained

only through combined efforts of the government of India and the tourism boards.

**Review of Literature:** A large number of literature / paper / research work is available on Tourism Industries but no research has been done on the Heritage tourism services & visitors satisfaction for heritage destinations of Madhya Pradesh & Rajasthan. Tourism initially defined as 'Temporary, short-term movement of people to destination outside the places, where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes (Tourism society of England, 1976).

Tourism being a service industry presents inherent challenges with service marketing that affect how the tourism product is communicated to the consumer public. There is, according to Clow et al. (2006: 404), a difficulty in communicating effectively the attributes of a service because of the unique characteristics of services, especially intangibility'.

Tourism and travel, as Zhou (2004) states, are about the experiences and memories that tourists will have for a lifetime, but there is an inherent difficulty in promoting something largely intangible in this way.

According to Williams (2006), tourism and hospitality have become key global economic activities as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. This results in marketing having potentially greater importance in tourism than in other industries but sadly potential that is not always fulfilled (Morgan and Pritchard 2002).

Gilmore, Carson and Ascencao (2007) discuss sustainable tourism marketing in the context of a world heritage site and contend that a strategic marketing approach for the development of sustainable tourism is vital to the management of a world heritage site. This concept of tourism incorporates social, economic and environmental perspectives in a given region.

Since the 1950s, the tourism industry has played an increasingly prominent role in urban economies. Its expansion has been driven by an increase in demand and in the efforts of suppliers. The growth of tourist travel has been attributed to numerous factors. These include the rise of global, decentralized corporations, as well as "the thickening of linkages among people around the world through shared publications, the Internet, immigration, the prevalence of English as a second language, and a common discourse around interests that transcend local, and even national, boundaries." In response to this surge in demand, cities have vied with each other to capture part of the growing tourism market.

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In India, medical tourism began with the rising popularity of yoga & ayurvedic medicine. Tourism is also the largest service industry in India, with a contribution of 6.23% to the national GDP & 8.78% of the total employment. India ranks 11<sup>th</sup> in the Asia Pacific region & 62<sup>nd</sup> on the whole, among the world's attractive tourist destinations. (Travel & Tourism competitiveness Report, 2009)

Both over- and under-use pose threats to the sustainability of cultural tourism products. Over-use can degrade the physical fabric of the asset, damage tangible and intangible values and lead to a diminished visitor experience (ICOMOS, 2000; Shackley, 1998). Under-use can result in the insufficient generation of revenue for needed conservation work or a loss of local support for maintaining the attraction, especially if public resources are required to subsidise its operations (Getz, 1994; McKercher, 2001). Shifting demand from over- to under-utilised attractions is a logical solution that should, in theory, resolve both problems. Excess demand from popular sites can be directed to less popular ones, and in doing so, a more balanced use of a destination's entire suite of cultural assets and a more sustainable form of tourism can be achieved.

Heritage in its simplest form may be defined as 'things inherited; a nation's historic buildings etc.' (Oxford English Dictionary, 1997), embracing the preservation of buildings, sites and artifacts for handing on to future generations. Increasingly though, the consumption of heritage is viewed as an experiential process, whereby history is selectively packaged to suit the tastes and expectations of a discerning and sophisticated public. Herbert (1995) states that "Visitors to historic sites are looking for an experience, a new reality based on the tangible remains of the past for them this is the very essence of the heritage experience. Heritage is history processed through mythology, ideology, nationalism, local pride, romantic ideas or just plain marketing, into a commodity."

Heritage is part of the cultural and tourism industries which represent the fastest growing sectors of the world's economy, second only to developments in Multimedia (Boylan, 1995). According to Kozak and Rimmington (2000) satisfaction is important to successful destination marketing; Philip and Hezlett (1996) recognize the fact that one of the strategic routes used by leisure firms in gaining competitive edge has been through an increase concentration in customer satisfaction. They also seem to be agreement in the fact that, customer satisfaction influences the choice of destination, the consumption of products and services and the decision to return.

Bitner and Hubbert (1994) describe customer satisfaction as a feeling or an attitude of a customer towards a service after it has been used.

Service experience can be defined as the subjective personal reactions and feelings that are felt by consumers when consuming or using a service. It can be contended that service experience has an important influence on the consumer evaluation of and satisfaction with a given service (Otto & Ritchie, 2000).

Heritage tourism, like other leisure and tourism activities, is viewed to a great extent as an experiential consumption. Hence, the quality visitors perceive is much more associated with their experiences during the process of visitation than services per se provided by the heritage.

To increase visitors' positive behavioral intentions, heritage managers should set their priorities to provide high quality, satisfying experiences that visitors perceive to be a good value (Lee, Petrick, & Crompton, 2007)

Other researchers (Westbrook & Oliver, 1991; Woodruff, Cadotte & Jenkins, 1983) have taken a different viewpoint, asserting that satisfaction is an effective response to a consumption experience. The background and personality of the consumer will contribute to the amount of satisfaction experienced in any given situation. In theory, satisfaction consists of a comparison of the attributes of a consumption experience with the expectations of the consumer. Persons visiting a museum store are assumed to have expectations about this activity.

#### **Objectives:**

- To study the gender effect of visitors on their level of satisfaction.
- To identify the relationship between heritage destination attributes and the overall satisfaction of visitors.

**Research Methodology:** The nature of research is exploratory as it identifies & evaluates the perception of visitors towards selected heritage destinations. This study is designed to document, explore and analyze the heritage destinations as a product for tourism services. It aims to investigate the visitor's level of satisfaction for heritage tourism services and identify gender effect that influence visitor's satisfaction. Approach for designing the questionnaire is qualitative, but data gathering & analyzing uses quantitative approach. Primary data was selected by survey. The variables in the study were identified through a review of the relevant research literature. Stratified random sampling method will be used for the study to collect data from visitors of selected heritage destinations of Delhi, Rajasthan, Uttar Pradesh, Madhya Pradesh states. Sampling unit includes those visitors as well who have visited at least one of the destinations covered under study will be treated as a sampling unit for the study. Majorly the study will depend

on destinations like- Khajuraho, Mandu in M.P., Imambara in U.P., Red fort in Delhi & Amber fort in Rajasthan & near by places. Pre test & pilot test were implemented in order to increase the reliability of the work. Pilot testing is done on 20 visitors. A sample size of 100 was selected & questionnaire was distributed at selected destinations. The entire 100 questionnaire were complete & usable for analysis, uncompleted questionnaire we have not selected. Respondents were asked to rate their perception against different statements on (Likert Scale) 5 rating scale ranging from-“1- Very Unsatisfied” to “5- Very Satisfied” for data analysis.

**Data Analysis & Interpretation:**

**Factor Analysis:** A factor analysis was performed to ascertain whether factor measurement reflects consumer's perception KMO analysis has been

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.308
Bartlett's Test of Approx. Chi-Square Sphericity	467.738
Df	325
Sig.	.000

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	6.195	23.825	23.825	6.195	23.825	23.825	3.933	15.126	15.126
2	2.808	10.801	34.627	2.808	10.801	34.627	2.701	10.387	25.513
3	2.507	9.643	44.270	2.507	9.643	44.270	2.518	9.686	35.199
4	1.954	7.517	51.787	1.954	7.517	51.787	2.418	9.301	44.500
5	1.689	6.495	58.282	1.689	6.495	58.282	2.297	8.835	53.335
6	1.498	5.760	64.042	1.498	5.760	64.042	1.935	7.444	60.778
7	1.427	5.487	69.528	1.427	5.487	69.528	1.878	7.224	68.002
8	1.322	5.085	74.614	1.322	5.085	74.614	1.719	6.611	74.614
9	.998	3.839	78.453						
10	.918	3.531	81.984						
11	.903	3.474	85.459						
12	.628	2.414	87.873						
13	.607	2.334	90.207						
14	.429	1.649	91.856						
15	.394	1.516	93.372						
16	.381	1.467	94.839						
17	.345	1.327	96.166						
18	.322	1.237	97.403						
19	.202	.776	98.179						
20	.170	.654	98.833						
21	.147	.563	99.396						
22	.062	.237	99.633						
23	.045	.172	99.805						
24	.028	.109	99.914						
25	.016	.060	99.974						
26	.007	.026	100.000						

Extraction Method: Principal Component Analysis.

conducted. As the KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed, since KMO is greater than 0.5, it

shows that the number of sample is big enough for using factor analysis (Table 1) Moreover since the significance of Barlett's test is 0 it is permitted to use factor analysis.

**Rotated Component Matrix<sup>a</sup>**

	Component							
	1	2	3	4	5	6	7	8
Q.1	.010	-.004	-.150	<b>.778</b>	.104	.033	.067	.173
Q.2	.291	-.077	-.155	.345	.411	<b>.582</b>	.164	-.035
Q.3	-.264	.237	.186	-.316	.311	.059	.132	<b>-.652</b>
Q.4	.182	.130	.259	<b>.719</b>	-.213	-.002	.138	.004
Q.5	.210	.034	.385	.489	.011	<b>-.517</b>	-.079	.142
Q.6	.026	.014	.207	.168	.072	.223	<b>.769</b>	.042
Q.7	.086	<b>.576</b>	.265	.058	-.318	.211	.412	-.048
Q.8	.369	.351	<b>.521</b>	-.039	-.016	.379	-.004	-.288
Q.9	.295	.105	-.075	-.110	<b>.834</b>	.118	.120	.040
Q.10	-.042	.223	<b>.756</b>	-.013	.216	-.241	-.141	.057
Q.11	.328	<b>.584</b>	.016	.008	.138	.073	-.072	.461
Q.12	.468	.350	-.168	<b>.515</b>	.280	.055	-.370	.062
Q.13	<b>.648</b>	.318	-.010	.499	.350	.028	.013	-.089
Q.14	<b>.693</b>	-.111	.082	.393	.022	.235	.181	-.009
Q.15	.152	.156	-.129	-.020	.151	-.256	<b>.827</b>	.038
Q.16	<b>.655</b>	.344	-.107	.130	.041	-.038	.012	.218
Q.17	.132	<b>.784</b>	-.016	.084	-.031	-.039	-.006	.036
Q.18	<b>.873</b>	-.056	.027	.028	.282	-.033	-.010	.100
Q.19	<b>.697</b>	.339	.203	-.108	-.138	-.159	.117	.143
Q.20	<b>.653</b>	.139	.441	.112	-.101	-.150	.092	-.004
Q.21	-.193	-.246	.399	.089	<b>.664</b>	.291	.071	-.019
Q.22	.062	.075	.197	.069	.197	.203	.165	<b>.809</b>
Q.23	.143	-.120	<b>.805</b>	.002	-.028	.006	.240	.074
Q.24	-.113	-.064	-.026	-.006	.138	<b>.782</b>	-.059	.217
Q.25	.045	<b>.672</b>	.108	.041	.193	-.308	.181	-.228
Q.26	.137	.313	.319	.247	<b>.483</b>	-.019	.038	.292

**Rotated Component Matrix<sup>a</sup>**

	Component							
	1	2	3	4	5	6	7	8
Q.1	.010	-.004	-.150	<b>.778</b>	.104	.033	.067	.173
Q.2	.291	-.077	-.155	.345	.411	<b>.582</b>	.164	-.035
Q.3	-.264	.237	.186	-.316	.311	.059	.132	<b>-.652</b>
Q.4	.182	.130	.259	<b>.719</b>	-.213	-.002	.138	.004
Q.5	.210	.034	.385	.489	.011	<b>-.517</b>	-.079	.142
Q.6	.026	.014	.207	.168	.072	.223	<b>.769</b>	.042
Q.7	.086	<b>.576</b>	.265	.058	-.318	.211	.412	-.048
Q.8	.369	.351	<b>.521</b>	-.039	-.016	.379	-.004	-.288
Q.9	.295	.105	-.075	-.110	<b>.834</b>	.118	.120	.040
Q.10	-.042	.223	<b>.756</b>	-.013	.216	-.241	-.141	.057
Q.11	.328	<b>.584</b>	.016	.008	.138	.073	-.072	.461
Q.12	.468	.350	-.168	<b>.515</b>	.280	.055	-.370	.062
Q.13	<b>.648</b>	.318	-.010	.499	.350	.028	.013	-.089
Q.14	<b>.693</b>	-.111	.082	.393	.022	.235	.181	-.009
Q.15	.152	.156	-.129	-.020	.151	-.256	<b>.827</b>	.038
Q.16	<b>.655</b>	.344	-.107	.130	.041	-.038	.012	.218
Q.17	.132	<b>.784</b>	-.016	.084	-.031	-.039	-.006	.036
Q.18	<b>.873</b>	-.056	.027	.028	.282	-.033	-.010	.100
Q.19	<b>.697</b>	.339	.203	-.108	-.138	-.159	.117	.143
Q.20	<b>.653</b>	.139	.441	.112	-.101	-.150	.092	-.004
Q.21	-.193	-.246	.399	.089	<b>.664</b>	.291	.071	-.019
Q.22	.062	.075	.197	.069	.197	.203	.165	<b>.809</b>
Q.23	.143	-.120	<b>.805</b>	.002	-.028	.006	.240	.074
Q.24	-.113	-.064	-.026	-.006	.138	<b>.782</b>	-.059	.217
Q.25	.045	<b>.672</b>	.108	.041	.193	-.308	.181	-.228
Q.26	.137	.313	.319	.247	<b>.483</b>	-.019	.038	.292

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Rotated Component Matrix<sup>a</sup>**

	Component							
	1	2	3	4	5	6	7	8
Q.1	.010	-.004	-.150	<b>.778</b>	.104	.033	.067	.173
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Q.26	.137	.313	.319	.247	<b>.483</b>	-.019	.038	.292

a. Rotation converged in 14 iterations.

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
FAC1	Equal variances assumed	4.320	.047	-.038	28	.970
	Equal variances not assumed					
FAC2	Equal variances assumed	2.634	.116	.976	28	.337
	Equal variances not assumed					
FAC3	Equal variances assumed	.032	.860	-.033	28	.974
	Equal variances not assumed					
FAC4	Equal variances assumed	.143	.708	-.324	28	.748
	Equal variances not assumed					
FAC5	Equal variances assumed	.882	.356	.134	28	.895
	Equal variances not assumed					
FAC6	Equal variances assumed	.279	.601	-1.045	28	.305
	Equal variances not assumed					
FAC7	Equal variances assumed	.003	.957	-.333	28	.742
	Equal variances not assumed					
FAC8	Equal variances assumed	.011	.916	.147	28	.884
	Equal variances not assumed					

Gender	Mean	Std. Deviation
FAC1 MALE	3.4545	.47779
FAC1 FEMALE	3.4649	.81948
FAC2 MALE	3.6667	.36515
FAC2 FEMALE	3.4737	.59125
FAC3 MALE	3.9394	.61134
FAC3 FEMALE	3.9474	.64082
FAC4 MALE	3.7273	.66363
FAC4 FEMALE	3.8246	.85612
FAC5 MALE	3.7879	.54309
FAC5 FEMALE	3.7544	.71873
FAC6 MALE	3.6061	.46710
FAC6 FEMALE	3.7895	.46095
FAC7 MALE	3.7273	.68424
FAC7 FEMALE	3.8158	.71123
FAC8 MALE	3.5000	.50000
FAC8 FEMALE	3.4737	.45563

**Factor I (Culture & Traditions aspects)**

- Q.13 Interesting local crafts & jewellery/Handicrafts
- Q.14 Interesting traditional hospitality
- Q.16 Appealing festivals/ events
- Q.18 Arts (Music/Dance)/Theaters
- Q.19 Indoor facilities/ Services
- Q.20 Souvenir

**Factor II (Information Source & Reachability)**

- Q.7 Information Centers
- Q.17 Monuments/ Monumental ruins
- Q.25 Accessibility

**Factor III (Historical-Heritage & Services Aspect)**

- Q.8 Historical-cultural Heritage
- Q.10 Authentic (original) historic sites
- Q.23 Accommodations

**Factor IV (Social Environment)**

- Q.1 Kindness of the local people
- Q.4 Interesting Ancient culture

Q.24 Wonderful customs & traditions

**Factor V (Value Aspect)**

Q.9 Traditional local markets

Q21 Guide

Q.26 Overall satisfaction of visited place

**Factor VI (Behavioral-Economical Aspect)**

Q.2 Kindness of tour Operators

Q.5 Interesting Architecture

Q.24 Expensiveness

**Factor VII (Tangible Service Aspect)**

Q.6 Tourist information in your chosen destination

Q.15 Appealing local cuisine & food

**Factor VIII (Information Provider aspect)**

Q.3 Availability of tour operators

Q.22 State Tourist board website

**Findings:**

**Limitations:**

The result of this study is based on gender effect only. First of all, the outcomes of this study are representing the population which covers those visitors who have visited at least one of the destinations of selected heritage destinations only. As Survey should include larger sample & it can be justified through other demographic factors as well. Another limitation is that there may be some other variables that may influence the satisfaction level of visitors.

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