

# Identification of Factors Responsible for Religious Tourist Satisfaction in Braj Region of Uttar Pradesh (India)

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## Abstract

*The study used exploratory factor analysis to identify major factors that contribute in the tourists satisfaction in the Braj region of Uttar Pradesh (India). Total 468 religious tourists were interviewed in face to face personal interview on the prominent religious places as Krishna Janmbhoomi in Mathuura, ISSKCON temple in Vrindavan, and Radha Rani temple in Barsana. Extraction of the data with principle component analysis and rotation with varimax method, identified five components of tourists satisfaction in the Braj region, namely infrastructure, amenity, people, hygiene and protection.*

**Keywords:** Factor analysis, Satisfaction, tourists, loyalty

## 1. Introduction

Religious tourism is the oldest and one of the most important categories of tourism. Across the world, religious places attract huge number of travelers [1]. India is known for its rich culture and heritage. Braj region of Utttar Pradesh (India) is of distinct importance for the followers of Hinduism. This is the place where Krishna (human avatar of lord Vishnu) was born, spend his childhood, and performed epical Bal Leela. Due to its high importance in Hindu religion, every year millions of devotees visit many sacred places in Braj region. Other than normal days, Braj region witness huge gathering of devotees during festivals such as Holi, Janamastami, Goverdhan Pooja, etc. Religious tourists in Braj region visit temples and sacred places scattered in few closely knitted towns namely Mathura, Vrindavan, Gokul, Barsana, Nand Gaon, Baldev.

Travel and tourism is a fast growing industry. Tourism industry is a major source of foreign exchange and one of the sectors employing largest number of skilled and unskilled people. Tourism has huge socio-cultural, psychological, environmental, and economic impacts. Tourists satisfaction varies from one destination to other and is an important factor affecting branding of destination. A satisfied tourist spreads positive words of mouth, revisit the destination, and recommend the place to other people. This may finally result in increased tourist traffic, higher earning for local and government, and increased employment in the region. Increased tourism activities in the region prompt other economic activities and development of infrastructure in the region. This finally, affect not only local people but also state and central government.

## 2. Literature Review

Researchers around the world have already explored every known dimension of tourism, such as tourist satisfaction [2] [3] destination image [4], overall attitude [5], destination quality [6]; quality of the trip [7]; etc. Still, such determinants have not lost their charm among the tourism scholars.

Satisfaction is one of the most researched area in the field of marketing of tourism services. Over a period of time several scholars came with their models on consumer satisfaction. For example- Oliver (1980) presented his expectation-disconfirmation model [8]; and Cronin and Taylor (1992) presented their performance-based model [9]. Oliver's model (1980) is most fundamental model of satisfaction and served theoretical basis for the future satisfaction models. Oliver (1980) defined satisfaction as a positive reaction given by consumer towards purchases [8]. Satisfaction can be defined as the consumer's

emotional response to consumption experience. The satisfaction is often termed as consumers delight. If the service provider fulfills customer need, it may result in customer satisfaction. Service provider can achieve customer's delight by exceeding thresholds of a "zone of tolerance". A delighted customer will generate positive word of mouth [10].

Huge number of previous studies explored various aspect of tourist satisfaction [11]. Tourist satisfaction is affected by huge number of influencing factors such as destination attributes [3]; quality of destination [12], image of destination [13], tourist personality [14], motivation [15]. Çoban (2012) mentioned that tourists satisfaction towards destination can be assessed by assessing the quality of destination elements or attributes such as accommodation, food and eatables, accessibility, entertainment services, local people, etc. In a questionnaire study researchers used factor analysis to factor and regression analysis have been used to find tourist's attitude at Hindu pilgrimage Thirumala Thirupathi Devasthanam in Andhra Pradesh. They concluded that tourists satisfaction was influenced by the web site and the television channel of communication [2].

Tourists' satisfaction is important for the destination branding and differentiation. The satisfaction of tourists is the most important factor that positively influence tourists intention to repurchase products and to stay loyal [16]; intentions to revisit and intentions to recommend place [17]. A destination delight study found the tourists satisfaction with the destination is positively influenced by their cultural and relaxation motivation. However, it is negatively influenced by pleasure seeking motivation. Further, the study found that overall tourists satisfaction is positively influenced by perception of destination quality. Most of the scholars in tourism conducted a holistic tourist satisfaction study examining various destination attributes in a single study [2,3,18]. Yet, there are still few scholars, who studied tourist satisfaction from the perspective of a specific destination attribute, such as street and locations signs [19]; infrastructure; price-value, public transportation, safety perception [20]; information [21]; entertainment [22]; etc.

Tourists satisfaction is also influenced by destination image which further affect tourists behavioral intentions [23]. Many scholars found that, tourist satisfaction is positively influenced by destination image and result in revisit intention [24]. To achieve a competitive advantage, the destination marketers attempt to develop a positive image of destination in the tourists mind. The destination image can be described by set of ideas, beliefs and impressions that a visitor has toward destination [25]. Pike (2009) held that there are two components of destination image namely, functional and psychological. The functional component consists of price, climate, and special event. Whereas, psychological component consist of friendliness of the locals, beauty of the landscapes, feelings associated with religious places/historical events [26].

Tourist loyalty towards a destination is an outcome of their satisfaction with the destination [27]. Scholars across the world found a significant positive relationship between tourist satisfaction and their loyalty with the destination [27, 28]. Tourists satisfaction varies from one destination to other and is an important factor affecting branding of destination. Chiu, Zeng and Cheng (2016) studied Chinese tourists' satisfaction and loyalty. They found that tourist satisfaction is positively influenced by both cognitive and affective component of destination images [18]. Further, the satisfaction level of the tourist determine their loyalty with the destination. A destination delight study found that tourists satisfaction with the destination is positively influenced by their cultural and relaxation motivation. However, it is negatively influenced by pleasure seeking motivation. Further, the study found that overall tourist satisfaction is positively influenced by perception of destination quality.

Destination attribute may include tourist sites, monuments, places; tourism infrastructure such as accommodation, road, transportation, medical facility; food; support services as information centers; etc. Heitmann (2011) held that destination attributes are the pull factors that attract tourists towards the

destination with its overall features such as infrastructure, natural beauties, services, etc. During his visit to the destinations, tourists interact with various components of tourist destination such as organisations, sellers, people, other tourists, etc. Tourist’s interaction qualities with the destination components determine tourist’s experience [29]. The tourist perception of destination quality is also influenced by the accommodation facilities, eatables, shopping attractions, transportation facilities, experience at places at sites, interaction with people, etc.

Many researchers studied destination attributes and identified major categories that influence several aspect of tourism at destination [19, 30, 31]. Buhalis (2000) categorized destinations attributes under six categories namely, attractions, available packages, ancillary services, amenities, activities, and accessibility [30]. Later, destination attributes were researched and categorized under 11 dimensions by López-Toro et al. (2010) [31], and under 14 dimensions by Della Corte et al. (2015) [19].

A thorough analysis of relevant literature helped in identifying the research question for the study. This is very clear from the literature survey that tourist satisfaction is one of the most studied topic in the tourism literature. Yet, due to dynamic nature of tourists satisfaction, changing tourists demography, motivation and values, countless number of destination with distinct features and characteristics, tourist satisfaction never loose its charm. And, every year many scholars take up the tourists satisfaction projects to study it on a changed location, changed socio economic environment, and changed sample profile.

### 3. Objective and Methodology

The major objective of the study was to identify main factors that contribute in the tourists satisfaction in the Braj region of Uttar Pradesh. The research question can be written as: “What are major factors that contribute in the tourist delight in Braj region of Uttar Pradesh?”

**Sampling:** The study used non probability judgement sampling technique to choose sample from the population. Total 468 tourists visiting to the Braj region of Uttar Pradesh were interviewed in the month of January and February 2020. Detailed sample profile is given in the table below:

**Table 1. Sample Profile**

Age	Sex		Total	Annual income	Sex		Total
	Male	Female			Male	Female	
Less than 20 Years	44	12	56	Below 100000	62	40	102
21-40 Year	230	94	324	100000-300000	188	58	246
41-60 Year	48	18	66	300000-500000	74	18	92
More that 60 Years	22	0	22	Above 500000	20	8	28
Total	344	124	468	Total	344	124	468

Qualification	Sex		Total	Occupation	Sex		Total
	Male	Female			Male	Female	
School	32	4	36	Job	162	54	216
Undergraduate	136	26	162	Business	64	16	80
Post graduate	166	84	250	Scholar	102	32	134
Other	10	10	20	Other	16	22	38
Total	344	124	468	Total	344	124	468

Marital status	Sex		Total
	Male	Female	
Married	192	52	244
Unmarried	152	72	244
Total	344	124	468

The study used both secondary and primary data to achieve its objective. Secondary data were obtained from various published sources and used essentially to clearly define and identify several variables to be included in the study. On line databases and libraries were explored for the purpose of data collection. Literature review identified 16 destination attributes that determine tourists delight. These destination attributes were road condition & travel experience; transportation facility; banking, telecommunication & medical services; accommodation facility; basic tourist amenities (drinking water, toilets, vehicle parking, etc.) at tourist spots; Shopping attractions; Maintenance of monuments, temples, etc.; crowd management at tourist spots; safety and security; behaviour towards tourists; information and guidance; Hygiene and quality of food; Prices for goods & services; beggars' nuisance; stray animals, mosquitoes, flies, etc.; and cleanliness and sanitation.

### **Data Collection and Analysis**

The primary data were collected from the tourists using a structured and non disguised questionnaire. The questionnaire was divided in two parts. The first part contained questions based on nominal and ordinal scales and intended to find out the demographic profile of respondents. The second part of the questionnaire contained 16 statements on likert scale. Each statement intended to measure tourists delight from a particular destination attribute. The study used Exploratory Factor Analysis to identify major factors that contribute in the tourists delight in the Braj Region. Factors are underlying construct that describe set of variables. Factor analysis has its roots in psychology, it is now been applied in many other field of study. It identified small number of factors that represent relationship among set of interrelated variables. Obtained data were entered in SPSS 20.0 tool and analysed using using principle component analysis with varimax rotation for factor analysis. Though, SPSS present several mathematical procedure to rotate the factors. KMO and Bartlett's Test of sphericity was used to check the appropriateness of data for factor analysis. KMO test is test of multivariate normality. Bartlett's Test of sphericity is the test of sampling adequacy. Scree plot and rotated component matrix was derived and studied to identify major factors contributing in tourists delight in Braj region.

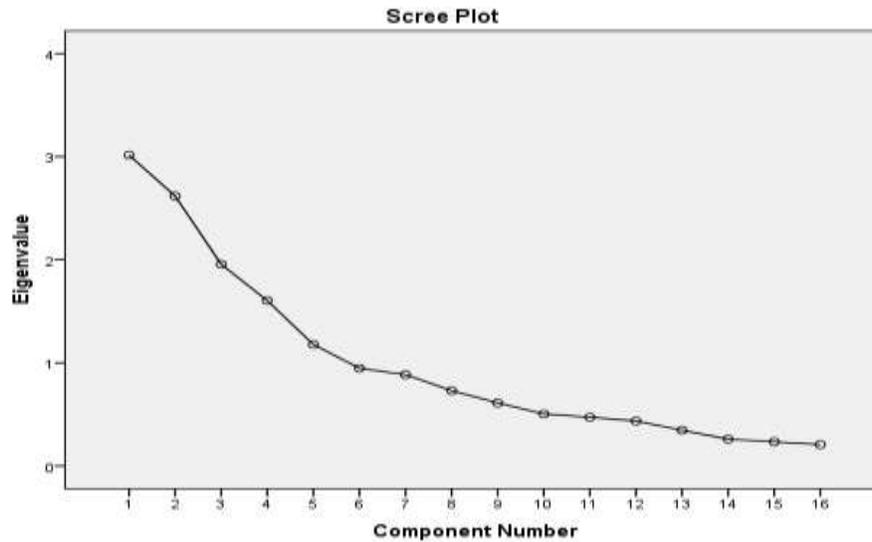
### **4. Result and Discussion**

The main aim of the study was to identify major factors that contribute in the tourists satisfaction in the Braj region of Uttar Pradesh. Table no. 2 presented the statistics for KMO and Bartlett's test. The Kaiser Meyer Olkins test has been conducted to determine the **adequacy of sampling**. The Value of KMO (Kaiser Meyer Olkin) is 0.828 which is much greater than 0.5 (acceptable limit). It indicates that our distribution of values is adequate enough to run factor analysis. Table further indicate significance value for the Bartlett's test of Sphericity. The significance value .000 (which is less than .05) indicates that data do not produce an identity matrix and thus it is multivariate normal and completely acceptable for factor analysis.

**Table 2. KMO and Bartlett's Test**

<b>Test</b>		<b>Test Statistic</b>
Kaiser Meyer Olkin Measure of Sampling Adequacy		0.828
Bartlett's Test of Sphericity	Approx. Chi – Square	2401.68
	d.f	112
	Sig.	0.000

Scree plot help in confirming the number of factors needed to represent the data. It plots eigen value on bicordinate plane. Scree plot is used to decide how many factors to rotate to final solution.



**Figure 1. Scree Plot for Eigen Values**

If the factors have eigen value less than 1, it explain less variance and often rejected. Factors with larger than 1 eigen value is retained. The scree plot shows the five inflexion points on the curve with eigen value larger than 1. In other words, there may be total five factors which contribte inn tourists delight in Braj region.

Table 4 present rotated component matrix showing factor loading for total 16 destination attributes corresponding to 5 main factors after rotation with varimax method. The component matrix explained changes in the variation at each factor. Factor loading (varies between +1 and -1.) indicate the strength of relationship between a specific variable a specific factor. Each number in the component matrix indicated the partial correlation between the destination attributes and rotated factor.

**Table 4. Rotated Component Matrix**

S.N	Destination Attribute	Components				
		1	2	3	4	5
1	Safety and security	0.245	-0.229	0.685	0.16	0.212
2	Prices for goods & services	-0.126	-0.122	0.041	0.602	0.16
3	Crowd management at tourist spots	0.267	0.2	0.602	0.359	-0.122
4	Hygiene and quality of food	0.2	0.16	0.062	0.801	0.36
5	Road condition & travel experience	0.78	0.251	0.15	0.209	0.442
6	Shopping attractions	0.208	0.773	-0.252	0.27	-0.24
7	Behaviour towards tourists	0.16	0.19	0.613	0.181	0.278

8	Transportation facility	0.858	0.17	0.36	0.261	-0.229
9	Banking, telecommunication & medical services	0.782	0.162	0.422	0.369	0.189
10	Maintenance of monuments, temples, etc.	0.168	0.669	-0.158	0.438	0.201
11	Beggars' nuisance	-0.329	-0.159	-0.2	-0.242	0.702
12	Basic tourist amenities (drinking water, toilets, vehicle parking, etc.) at tourist spots	0.197	0.712	0.25	-0.21	-0.122
13	Accommodation facility	0.894	0.157	0.359	0.26	0.36
14	Cleanliness and sanitation	0.12	0.34	0.272	0.371	0.784
15	Stray animals, mosquitoes, flies, etc.	0.258	0.198	0.158	0.279	0.78
16	Information and guidance	-0.18	0.439	0.689	0.68	0.12

The above matrix shows the factor loading of each variable. The SPSS has extracted five variables. Table 5 clearly show total five factors and their constituent destination attributes. The factors are given names that suitably represent their constituting destination attributes. Factor 1 (named infrastructure) is highly loaded on four destination attributes namely road condition & travel experience; transportation facility; banking, telecommunication & medical services; and accommodation facility. Hence, Infrastructure is a factor which better represent previously mentioned four destination attributes. Factor 2 (named amenities) is highly loaded on three destination attributes namely basic tourist amenities (drinking water, toilets, vehicle parking, etc.) at tourist spots; Shopping attractions; Maintenance of monuments, temples, etc. Hence, amenities is a factor which better represent previously mentioned three destination attributes.

**Table 5. Factors contributing in Tourists Delight**

Factors	Destination Attributes	Factor Loading	Factor Name
Factor 1	Road condition & travel experience	0.78	Infrastructure
	Transportation facility	0.858	
	Banking, telecommunication & medical services	0.782	
	Accommodation facility	0.894	
Factor 2	Basic tourist amenities (drinking water, toilets, vehicle parking, etc.) at tourist spots	0.712	Amenities
	Shopping attractions	0.773	
	Maintenance of monuments, temples, etc.	0.669	
Factor 3	Crowd management at tourist spots	0.602	People
	Safety and security	0.685	

	Behaviour towards tourists	0.613	
	Information and guidance	0.68	
Factor 4	Hygiene and quality of food	0.801	Food
	Prices for goods & services	0.602	
Factor 5	Beggars' nuisance	0.702	Protection
	Stray animals, mosquitoes, flies, etc.	0.78	
	Cleanliness and sanitation	0.784	

Factor 3 (named people) is highly loaded on four destination attributes namely crowd management at tourist spots; safety and security; behaviour towards tourists; information and guidance. Hence, people is a factor which better represent previously mentioned four destination attributes. Factor 4 (named food) is highly loaded on two destination attributes namely Hygiene and quality of food; Prices for goods & services. Hence, Food is a factor which better represent previously mentioned two destination attributes. Finally, Factor 5 (named Protection) is highly loaded on three destination attributes namely beggars' nuisance; stray animals, mosquitoes, flies, etc.; and cleanliness and sanitation. Hence, Protection is a factor which better represent previously mentioned three destination attributes.

## 5. Conclusion

Tourism is dynamic in nature and has intense impact on the local and global economy; as well as social, cultural and psychological impact on both host and guest. Tourists satisfaction is a prominent variable while studying tourist behavior, as it affect the selection of destination, the consumption, and the intension to return. The purpose of the study was to identify main factors that contribute in tourists delight in the Braj region of Uttar Pradesh. Factor analysis of the rating given by total 468 religious tourists identified total five factors that were able to summerise total 16 destination attributes. These factors were named infrastructure, amenity, people, hygiene and protection (Table no. 5). These five factors were identified as the major determinants of tourist satisfaction in Braj region of ttar Pradesh. The finding of the study was found consistent with the findings of previous many studies [15, 30, 31]. Identification of factors determining tourist satisfaction in Barj region is very important as it may play crucial role in formulation of policies and strategies for the region, develop infrastructure and improving tourism quality of tourism products, managing completion among service providers, and finally satisfying the tourists visiting the region.

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