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EVALUATING AND UNDERSTANDING THE TOURIST EXPERIENCE: AN EMPIRICAL STUDY IN JAMMU AND KASHMIR

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ABSTRACT

The aim of the present study is to identify and understand the tourist experience construct, and how it differs by their age, sex, income level, education and to suggest and recommend the strategies to develop the Jammu and Kashmir as a tourist destination and enhance its brand image. The study was carried out by collecting relevant information from secondary data sources, which included books, journals and reports published by government of India, Government of Jammu and Kashmir. A self structured Questionnaire was designed and distributed among the domestic and international tourists who visited Jammu & Kashmir. The sample size was 291 and the study was conducted in the whole state of Jammu and Kashmir. Data analysis was done by applying factor analysis, and descriptive statistics. There were five factors those constituted the tourist experience like "Transportation and Service by the different Carriers", 'Services at the Destination', 'Hotels and restaurants', 'Infrastructure at the destination' and Safety Security and Crowd Management' and out of these the first two leaves the implications for further improving and developing the destinations in Jammu and Kashmir. The outcomes of the study as whole have significant managerial implications for destination marketing managers.

KEYWORDS

Tourist; Experience; Demographic Factors; Destination Development; Brand Image; Jammu and Kashmir; India.

ECONLIT KEYS

L83; M30

1. INTRODUCTION

The Tourism industry, which benefits the Transportation, Accommodation, Catering, Entertainment, and Retailing sectors, has been blooming in the past few decades. Tourism has been a critical factor in the economic development strategy of many countries (Lea, 1988). In recent years, tourism has been one of the most important and consistent growth industries worldwide, and is currently held to be one of the major service industries (Bansal and Eiselt, 2004; Sang et al., 2004). All over the world, with 846 million international tourist arrivals, corresponding to an increase of 5.4% over the previous year, 2006 exceeded expectations. Of these 43 million, 22 million were in Europe, 12 million in Asia and the Pacific, and 3 million for each of the remaining regions – the Americas, Africa and the Middle East. The tourism sector continued to enjoy above average results and recorded a third year of sustained growth.

The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. India has been ranked the “best country brand for value-for-money” in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI’s “best country brand for history”, as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

From the various studies and it has been found that tourism carries advantages for any country or destination and it should be utilized as an instrument for development at the particular destination, especially where it is having various opportunities to develop the various tourism products and services (Van Hill, 2001; Bodlender et al., 1991). A tourist destination is then simply described as a “geographic location to which a person is travelling” (Metelka, 1990). Buhalis (2000) broadens this definition by stating that the geographical location “is understood by its visitors as a unique entity, with a political and legislative framework for tourism marketing and planning”.

(Lynch and Tinsley, 2001) state that most studies tend to look at the tourist destination as a “system containing a number of components such as attractions, accommodation, transport, and other services and infrastructure”. Each of these components is then “dependent upon other parts for success in attracting, servicing, and satisfying the tourist” (Mill and Morrison, 1985). Yet, according to the Laws (1995), a destination’s primary resource comprises its climate, ecology, traditions and architecture. Its secondary resources are then those developments brought in especially for tourists, such as catering, accommodation, transport and activities.

The state of Jammu and Kashmir is not merely the Vale of Kashmir. The state of Jammu and Kashmir comprises of three distinct regions and is the largest Himalayan state in India. These regions are Jammu, mainly the Hindu region lies in the foothills in the south; Srinagar and the Vale of Kashmir is mainly the Muslim region and lies in the centre; Leh and Ladakh, from the eastern highlands across the great Himalayan axis and comprises of mainly the Buddhists. Therefore, by knowing the fact that Jammu and Kashmir has great potential for tourism and there is no as such study been conducted before on the tourists experience and its relationship with the demographic profile of the tourists, it becomes imperative to conduct the study on this particular theme by identify and understand the tourist experience construct, and how it differs by their age, sex, income level, education and to suggest and recommend the actions to develop the Jammu and Kashmir as a tourist destination and enhance its brand image.

2. REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

The various authors who had carried out the discussions and investigation of the tourists or visitors experiences concept in the literature differs in context, such as “consumption experience” (Hirschman and Holbrook, 1982; Holbrook, 2000; Carù and Cova, 2003) “experiential marketing” (Hirschman and Holbrook, 1982; Schmitt, 1999), and “co-creation experiences” (Prahalad and Ramaswany, 2004). Their contribution through their carried research have imparted knowledge to us on tourist or visitor behavior as well as the use of experience as a marketing tool in the global competition in order to build up the brand image. What do you mean by experience?

For this answer the plethora of studies has been carried out by many authors and researchers, Although the experience has been discussed by many authors, the concept lacks a common understanding in various situations at the various destinations and business setting. The disparity amongst academics has resulted in a fuzzy understanding of the concept (Moscardo, 2009; Murray et al., 2010) and no clear consensus of the conceptualization of what constitutes an experience has been reached (Konu and Kampala, 2012). Experience is defined as a business approach in which “memorable events” are attached to economic offerings to “engage the consumer in a personal way”. Pine and Gilmore, 1999; Schmitt, 2008) has rightly said “private events that occur in response to any stimulation”. In this regard, memorable events can be referred to as things created by businesses in anticipation to stimulate or “engage consumer’s emotions” (Le Bel and Cooke, 2008). This act depicts experience as a deliberate construct by businesses to increase the value of their offerings (Pine and Gilmore, 1998). Li (as cited in Morgan et al. 2010) reviews the various definitions of the tourist experience, which include a contrived and created act of consumption, a response to problems with ordinary life, a search for authenticity and a multifaceted leisure activity. The only thing Li found to be common to all definitions is that the tourist experience is significant for the individual. Oh et al. (2007, p. 129) contends that ‘the experience economy has been introduced to the tourism literature at an introductory conceptual level’ and needs much more research to understand the components and characteristics of tourist experiences (Larsen, 2007).

In the present scenario in tourism and hospitality, identifying the tourist experience or factors or dimensions laid stress on service providers, Destination marketers and Organization to design and create experiences for consumers in order to make their experience memorable and get their intention to revisit again on a particular destination. It has been argued that consumers’ interactions with destination service provider’s results in the co-creation of distinctive experiences (Prahalad and Ramaswamy, 2004). Before it used to happen like the service providers decide on the offerings in the market, but this has changed to include consumers by identifying their needs and desires in order to develop the products and services or offering, according to meet with the satisfaction levels with them and build the unique brand or

identity among the others destination throughout the world. This suggests that some experience offering are produced on the demands of the consumer. This approach is also considered as the way in which destination organization and service providers bring to light “new sources of competitive advantage” (Prahalad and Ramaswamy, 2004).

Visiting a particular tourist destination is typically motivating less by the elaborated physical characteristics of the site than by the powerful mental and emotional image, or “pre-experience” the tourist has for the expected experience of the destination. Tourists flocked to the bridges of Madison County in rural Iowa to immerse, at least temporarily, in the romantic fantasy involving the film’s two lovers more than to see the actual details of the bridge. In essence, what tourists primarily seek and consume at destinations is engaging experiences accompanied by the goods and/or service components of the destinations. Hence, entire tourist destinations are beginning to be positioned as “experiences” (Richards, 2001). Experience has served as a key construct in travel and tourism research as well as destination positioning. Central to McConnell’s (1989) tourist experience, for example is, the tourist’s quest for an authentic experience; tourism destinations are viewed as a means to stage the authenticity that cannot be found in the tourist’s daily life. Searching for self identity as a tourist was an early classification criterion in the phenomenology of tourist experiences (Cohen, 1979).

Several researchers have conducted studies on the relationship between tourism planning, development, visitor satisfaction, host perception (Kintnuntaviwat, 2008) psychology of tourist experience (Larsen, 2007). Tourism has been a crucial factor in the economic development strategy of many countries (Lea, 1988) or destinations. It has been recorded an important and consistent tourism growth industries worldwide, and is currently known and emerged to be one of the major service industries (Bansal and Eiselt, 2004; Zang et al., 2004). Destination management is one of the major concerns of any country or any region or destination in any part of the world. The nature of the destination, resources available, hosts, the visitor’s behavior and experiences and management of tourism resources optimally is studied in this subject area. Therefore, it is the responsibility of the concerned destination management of development offices or potential authorities to have defined

approach for improving the sustainability of tourism destination will help the management of tourist destinations and make the tourists experiences memorable and enhance the satisfaction along with improving the brand image of the destination in the competitive with other destinations. (Schiantez and Kavanagh, 2007; Manhas, and Ramjit. 2011).

The development of a destination can be characterized by the phases it goes through (Laws, 1995). It is having two phases pre tourism in a 'pre-tourism phase', the destination is visited and experiences mainly for the purpose of visiting friends and relatives, or for business. In the second phase the destination develop and the local residents or community begin to study the tourists behavior and try to study the requirements needs and desires like traditional dress codes, social relationships, working patterns and styles of eating change, type of accommodation they required to craft the tourists memorable experience particular destination. The 'tourism management phase' comes out as a result of these changes. The destination's authorities try to anticipate the changing tastes of the tourists. Furthermore, local government will have to face an increasing and changing resident population as tourism managers and employees are attracted by new job opportunities. This arrival of new residents leads to alterations in the original tourist-community relationship and may cause frictions with the local job-seeking people. This overall change in the nature of the destination may signify that it will attract different types of visitors at the different development phases (Laws, 1995).

In 1977, Baud-Bovey and Lawson worked out a plan for tourism development which they entitled Products Analysis Sequence for Outdoor Leisure Procedure (Baud-Bovy and Lawson, 1998). Clarke and Godfrey (2000) also simplified the management of tourism development. They used a three-step scheme to follow: first has to be found out what tourism resources are present in the destination, than the type of tourists they want to attract has to be selected and finally has to be decided on how to reach the desired result (ibid). Similarly, Goeldner et al. (2000) divided the process of tourism policy formulation in four phases: a definitional, an analysis, an operational and an implementation phase. Here, the three-step scheme of Clarke and Godfrey (2000) will be followed and, where needed, complemented by other findings.

Sharpley (2002, p. 27) described the development as “the continuous and positive change in the economic, social, political and cultural dimensions of the human condition, guided by the principle of freedom of choice and limited by the capacity of the environment to sustain such change”. This description highlights the fact that when putting destination development into practice, one should acknowledge that development is a multidimensional concept. Consequently, destination developers should not only consider the economic factor of tourism, but also attempt to match it with all other stakeholders.

Besides the beneficial effect on the economy, tourism has also the potential to be utilised as a tool to reach development (Schlüter, 1998; Nagle, 1999). In order to become a successful destination, decisions will have to be taken on how to develop the destination’s infrastructure and the tourism facilities. In addition, investment and staff recruitment and training will have to be decided about. Furthermore, promotion has to be carried out creating an image that best suites the destination’s characteristics and the type of visitors aspired (Laws, 1995). Baloglu and McCleary (1999) found that the greater the variety of information sources used to advertise the destination, the more positive is the contribution to the shaped image. The same authors also point out that word-of-mouth recommendations are the primary source in forming a tourism image; consequently, offering a satisfying experience to the tourist is of great importance.

Due to the globalization and competition around the world, where destinations are also becoming more and highly choice, the service providers and the destination marketing offices are so keen to attract the tourists or visitors at their destinations and participating in branding initiatives, such as the use of taglines and logos in order to attract visitors and expenditures to their respective destinations (Pike and Ryan, 2004, Blain, Levy and Ritchie, 2005). As places seek to become distinctive, destination personality is viewed as a viable metaphor for understanding tourists’ perceptions and experiences of destinations and for building a unique destination identity (Caprara, Barbaranelli and Guido, 2001; Crask and Henry, 1990; Morgan, Pritchard and Piggott, 2002, Triplett, 1994).

The destination brand image is defined as the consumer’s mental representation of the offering (Dobni and Zinjkan, 1990) where symbolic meanings are associated

with the specific features of a product (Padgett and Allen, 1997) or destination. With a clear and powerful brand image, destinations are able to position their products and directly appeal to the needs of their customers (Aaker, 1991; Baloglu and Brindberg, 1997; Cai, 2002).

Destination Brands generally generate sets of quality expectations or images of the destination that individuals usually desire prior to consumption (Metelka, 1981) and positioned the destinations after the consumption by negatively or positively. Several studies have also focused on the brand image attributes of destinations (Embacher and Buttle, 1989; Echtner and Ritchie, 1993; Walmsley and Jenkins, 1993). The concept of brand image is defined based on the definitions of tourist image and destination image and acknowledges that these terms can be used interchangeably. The brand image is developed largely from marketing stimuli provided by formal marketing communication tools and development for the particular destination. The brand image is also influenced by informal promotional tools being WOM (Berry and Parasuraman, 1991) and the consumers' own experiences of the destination which they had after paying the visit and consuming the different services which are provided by the different service providers and stakeholders. (Berry and Seltman, 2007). These numerous factors create mental pictures representing what tourists observe and feel/experience about the destination.

The tourism policy makers or destination organization and service providers have to be set up that "seeks to provide high-quality visitor experiences that are profitable to destination stakeholders while ensuring that the destination is not compromised in terms of its environmental, social, and cultural integrity" and development should be carried out in order to make a memorable tourists experience and to get their behavioural Intention to revisit at the particular destination ,Goeldner et al. (2000). it is assumed that it will result in a positive image of a destination, loyalty to tourist destinations and satisfaction felt by tourists, such as variables (Coban, 2012; Manhas and Ramjit. 2013).

In the present study the following hypotheses are developed.

Hypothesis: There exists a significant difference among the perceptions of tourist experience demographically. It can be further subdivided into the following.

H1: There is no significant difference in the tourist experience by gender.

H2: Tourists experience differs significantly by marital status.

H3: Tourists experience differs significantly by age.

H4: Tourists experience differs significantly by income.

3. RESEARCH METHODOLOGY

3.1) DESIGN OF THE STUDY

The aim of the present study is to identify and understand the tourist experience construct, and how it differs by their age, sex, income level, education and to suggest and recommend the actions to develop the Jammu and Kashmir as a tourist destination and enhance its brand image. The current research used a descriptive and explorative design to determine the levels of tourist experience and to investigate relationships between some demographic variables, such as gender, age, income. To test the hypotheses, the study used survey approach to collect data and to draw the results and conclusions.

3.2) SAMPLE

Data was collected in the month of September 2013 with the help of the BBA, hotel management students of School of Hospitality and Tourism Management, University of Jammu. The data collection was carried out at hotels, guesthouses, tour operators, airlines operators, travel agencies offices Railways stations. The total 350 questionnaires was distributed out of 305 was received in filled and due to incomplete and missing values marked by the respondents, 14 were discarded completely before coding and feeding into the SPSS data sheet. The tour operators and others stakeholders were also contacted and taken the feedback about the destination development other services they were providing to the visitors and taken into consideration to compare the data analyzed. Questionnaires, as well as cover letters to describe how the questionnaire should be answered, were distributed to all participants.

3.3) MEASURES

The study is done by collecting relevant information from primary and secondary data sources, which include books, journals and reports published by government of India, Government of Jammu. A Questionnaire has been designed by consulting the previous literature with five point likert scale 1 very dissatisfied and 5 very satisfied and distributed among the domestic and international tourists who visited to Jammu region winter capital of the Jammu and Kashmir.

3.4) DATA ANALYSIS TOOLS USED

Data analysis is done by factor analysis, analysis of variance, and descriptive statistics. The findings of the study can be implicated by the service providers and tourism organization in order to enhance the memorable tourist experience and encourage repeat visitors by developing the destination and its brand image among the other destinations in India and all over the world too. ANOVA and independent t-test was applied in order to test the hypothesis.

4. RESULTS & DISCUSSION

Factor analysis with the principle component method was applied to identify the tourists or visitors experience constructs and investigate the relationship among the different attributes which indicates the satisfaction of the tourists.

The first part of the study is demographic of the tourists who visited to the Jammu and Kashmir. It was included gender, age, and marital status, average length of stay, education level and average annual income. The tourists were selected on random basis. The sex ratio was 53:44, 186 (53 %) were males and 44 (105 %) females. The majority of the tourists were found married and travelling with their family members. The Majority of people, 48.1% in the 20-35 years age group, followed by 36-50 years, 33.3%; 15.2% and 51years or above percentage was 18.6 %. The people who had visited to Jammu and Kashmir had varied purposes like pilgrimage, business and to experience the beauty and climate of Kashmir and ladakh region, temples and

shrines of the Jammu. These are the positive part of the Jammu and Kashmir as a stunning destination in this world. But it is having the negative part too, like safety and security concern of the tourists due to the infiltrations and militancy in the state, especially in the Kashmir valley. The maximum tourist percentage i.e. 66 % comes to Jammu and Kashmir by using the railways and 33 % flights and 11 % others modes of transportation .Main destination within the India, where the tourists are coming from like Punjab, Himachal Delhi, Bhopal. Patna, Lucknow, Dehradun, Jaipur, Indore and other parts of the India. The education level of the tourist was high school and below- 11.6 (34%), senior high school-55 respondents, 18.9 %, Graduate- 123 respondents (42.2 %), Master and Higher education- 89 (30.5%). The annual income of the tourists were highest percentage, 150 (51.5%) - 2 to 5 Lakh and followed by 88 respondents (30.2%), 18.2 % for 6-10 Lakh and less than 90 thousands - 11% and at the last 6% for 11 lakh and above. The tourist's average length of stay was 4-8 days.

VARIABLES	MEAN	PERCENTAGE
Gender		
Male	186	63.9
Female	105	36.1
Total	291	100
Marital status		
Married	197	67.7
Unmarried	94	32.3
Age		
20-35 years	140	48.1
36-50 years	97	33.3
51 and above	54	18.6
Income		
2-5 lakh	150	51.5
6-10 lakh	88	30.2
11 lakhs & above	53	18.2
Educational level		
High school and below-,	34	11.6
Senior high school	55	18.9
Graduate	123	42.2
Master and Higher education-	79	27.14

Table 1: Characteristic of the Respondents

Initially 36 variables were identified based on secondary data and respondents were asked to list their experiences on these variables and deleted one by one which were not able to attain (.50)variance or more than it, these values were sorted by size and suppressed. Finally 32 variables were taken for the present study, the result of the Principle Component analysis of all the variables are shown in the table 2. The Principle component analysis was employed to extract the factor underlying the relationship between a number of variables. The KMOs (Kaiser-Meyer-Olkin) value was .936 which indicates that the adequacy and sufficiency of the data. However, Comrey (1973) suggested that anything above 0.44 could be considered salient with increased loading becoming more vital in determining the factor loading. The index

for present solution accounts for 74.957 % of the total variance for choosing the destination. It is a pretty good extraction as it can be economize on the number of factors (from 36 It has reduced to 5 Factors).

FACTOR	ALPHA	FACTOR LOADING	EIGEN VALUES	VARIANCE EXPLAINED (%)	COMMUNALITIES
1. Transportation and service by the different carriers.	.82		10.997	22.342	
1. Connectivity		.970			.822
2. Airlines services		.970			.796
3. Behavior of the aviation staff.		.970			.932
4. Inflight services		.970			.920
5. Railways service		.892			.823
6. Train connectivity		.862			.801
7. Road connectivity		.859			.856
8. Services by railways staff		.762			.844
9. Local conveyance		.760			.843
10. Assistant by local transporters		.668			.834
2. Services at the destination	.79		7.849	19.934	
1. Assistance by tourists' reception department.		.891			.775
2. Tourist guide services		.881			.655
3. Services by local transporters.		.883			.802
4. Accommodation quality at the destination		.873			.774
5. Availability of the tourist information.		.878			.656
6. Local sightseeing.		.816			.573
7. Ease of communication		.811			.687
8. Medical facilities		.792			.674
9. Night life and entertainment services		.698			.812
3. Hotels and restaurants	.76		3.685	14.087	
1. Rooms service facilities and service		.863			.780
2. Restaurant ambience		.829			.711
3. Professionalism of staff		.827			.644
4. Varieties and qualities of hotel accommodation		.825			.788
5. Choice and quality of food		.686			.496
6. Service delivery time		.645			.462
4. Infrastructures at the destination	.71		2.549	11.373	
1. Maintenance and management of Destination infrastructure		.849			.761
2. Shopping markets and Bazaars		.802			.752
3. Attractions and sites		.561			.796
4. Infrastructure at the destinations		.526			.439
5. Safety and security and crowd management	.74		1.904	7.221	
1. Safety and security of the visitors		.896			.867
2. Assistance by the local police		.863			.832
3. Crowd levels of visitors		.799			.889
Total variance Explained				74.957	

Extraction Method: Principle Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A. Rotation Converged into 7 iterations.

Table 2: Factor Analysis

Factor 1: Transportation and Service by the different Carriers - The table 2 shows that factor 1 has high loading on Connectivity (.970), Airlines services (.970) Behaviour of aviation staff (.970), In flight services (.970), Railway services(.892), Train connectivity (.862), Road connectivity (.859), Service by railway catering staff (.762), local conveyance(.760), assistance by local transporter(.668) explained the 22.34 % total variance, (Table 2).

Factor 2 : Services at the Destination- shows high loadings on Assistance by tourists reception department (.891), Tourists guide services (.883), Services by local transporters (.883), Accommodation quality at the destination (.878), Availability of the tourists information (.878), Local sightseeing (.816), Ease of communication (.811), Medical facilities (.712), Night life and entertainment services (.698) explained the 19.93 % total variance (Table No 1).Offices, shopping markets and bazaars, local conveyances and assistance by the local residents and it can be named as destination services and information.

Factor 3: Hotels and restaurants: table 1 Shows high loadings on the Rooms service facilities and service (.863), Restaurants ambience (.829), Professionalism of staff (.827), Varieties and qualities of hotel accommodation (.825), Choice and quality of food (.686), Service delivery time (.645) and explained the 14.087 % total variance (Table 1).

Factor 4: Infrastructure at the destination- Table 1 shows the highest loading Maintenance and management of Destination infrastructure (.943), Shopping markets and Bazaars (.943), Attractions and sites (.896), Infrastructure at the destinations (.883) explained the total 11.37% variance (Table 1).

Factor 5: Safety Security and Crowd Management: Table 1 Shows highest loading on Safety and security of the visitors (.896), Assistance by the local police (.863), Crowd levels of visitors (.799) and explained the 7.221 % Total variance (Table 1).

The various factors on which tourists had given their priorities on the following areas like 1. Safety and security, and local police or regulating body assistance 2.Improvements of infrastructures and supers structures 3. Availability of the information about the Destination and Awareness programmes conducted by the tourism departments 4.Cleanliness of the destination i.e. natural environment.5.effecient any

means of Transportation 5.skilled and professional competency based staff. The tourists who are visiting to Jammu and Kashmir they have a little fear in mind due to the insurgency and militancy in this area. Therefore, they had put on the first priority to ensure the efficient safety and security measures so, that peace can build up destination, which would be getting more and more tourist in every year and development of the state can be seen in the future.

Table 3 shows the mean values of the variables local conveyance (3.378), Connectivity (3.68), Railways services (3.72), Train Connectivity (3.92), Room services (3.72) ,Restaurant ambiance (3.58), professionalism of staff (3.61), Assistance by the Local transporter (3.65), Choice Of quality Of Food (3.76), Service by Local Transporters (3.19), Accommodation quality at the destination (3.68), Availability of the tourists information (3.40),Tourists guide services (3.79), Assistance by the Local police (3.28), airline service (3.61), Local sightseeing (3.72), ease of communication (3.64), shopping markets and Bazaars (3.55) were to be observed as satisfactory experiences index score.

Mean values of other variables were Behaviour of aviation staff (2.66), road connectivity (2.98), Service by railways catering (2.59),Varieties and quality of accommodation (2.98), Service delivery time (2.44), assistance by the tourists Reception department (2.98), safety and security (2.43), maintenance and management of destination infrastructure (3.06), Medical facilities (3.12), Nightlife entertainment (3.10), crowd levels of Tourist (2.99), infrastructure at the destination (3.19), attraction and sites (2.79) were observed to have dissatisfied experiences by the tourists visiting to Jammu and Kashmir.

TOURIST EXPERIENCE VARIABLES	MEAN	STD. DEVIATION
Local conveyance	3.3780	.87969
Connectivity	3.6804	.84543
Behavior of the aviation staff	2.6667	1.10277
Airline service	3.6117	.83278
In flight services	2.9828	1.15208
Railways services	3.7216	.96213
Train connectivity	3.9210	.88509
Rooms service facilities and service	3.7216	.96213
Restaurants ambience	3.5808	.87662
Professionalism of staff	3.6117	.83278
Road connectivity	2.9828	1.15208
Service by railways catering staff	2.9588	1.21130
<i>The towns and cities.*</i>	2.6667	1.07746
Assistant by local transporters	3.6529	.87483
Varieties and qualities of hotel accommodation	2.9828	1.15208
Choice and quality of food	3.7698	.78691
Service delivery time	2.4467	1.03378
Assistance by tourists reception department	2.9828	1.15208
Safety and security of the visitors	2.4399	1.14123
Services by local transporters	3.1959	.82595
Accommodation quality at the destination.	3.6804	.84543
Availability of the tourists information	3.4021	.86295
Maintenance and management of Destination infrastructure	3.0619	1.03205
<i>Pollution free environment</i>	2.9931	.77010
Attractions and sites	2.7973	.99488
Infrastructure at the destinations	3.1959	.82595
Tourists guide services	3.7904	.90632
Assistance by the local police	3.2852	.86169
Crowd levels of visitors	2.9931	.77010
Local sightseeing	3.7216	.91058
Ease of communication	3.6426	.96281
Medical facilities	3.1237	.99576
Night life and entertainment services	3.1037	.99579
<i>Service by local tour operators</i>	3.1237	.99576
Shopping markets and Bazaars	3.5533	.94308

* Variables, deleted after factor analysis, Scale 1 very dissatisfied to 5 very satisfied.

Table 3: Descriptive Statistics

4.1) HYPOTHESIS TESTING

In the present study the following hypotheses are developed.

There exists a significance difference among the perceptions of tourists experience demographically. It can be further subdivided into the following:

H1:- There is significance difference in tourists experience by gender.

H2:- Tourists experience differs significantly by marital status.

H3: Tourists experience differs significantly by age.

H4: Tourists experience differs significantly by income.

Independent t- test was applied in order to determine the difference in the means of male and female group.

FACTORS	MALE	FEMALE	T-TEST
Transportation and services by different carriers	3.34	3.38	0.40
Services at the destination	3.41	3.39	0.67
Hotels and restaurants	3.36	3.33	0.55
Infrastructure at the destination	3.08	3.26	0.00**
Safety and security and crowd management	2.95	2.82	0.08

Table 4: Independent T- test

FACTORS	MALE	FEMALE	T-TEST
Transportation and services by different carriers	3.31	3.37	0.24
Services at the destination	3.40	3.40	0.88
Hotels and restaurants	3.37	3.30	0.18
Infrastructure at the destination	3.12	3.19	0.31
Safety and security and crowd management	2.89	2.92	0.60

** P < . 05

Table 5: Independent t- Test

Independent samples t tests were conducted to examine whether the tourist experience (at the factor level) differs significantly by gender. Table above shows the results of these tests. The results revealed that there were no significant differences in the tourist experience regarding the four factors except one, i.e. Infrastructure at the destination, which is consisting of the variables like "maintenance and management of destination infrastructure, shopping markets and bazaars, attractions

and sights, infrastructure at the destinations" Hence, gender did not significantly influence the tourist's experience, and by this H1 is rejected. It leaves the Implications for the destination marketers and government development agencies like Jammu and Kashmir development corporations and Ministry of Tourism in India to concentrate on this particular factor in order to accommodate the large traffic of the tourist visiting to the Jammu and Kashmir.

In order to prove the H2: there is significance difference among the tourists by their marital status. The independent t test was applied and table 4 shows the results of these tests. The results have given the idea that there was no significance difference among the tourists experience regarding their marital status, So, H2 is rejected.

One way ANOVA's were conducted to Refer table no 5 and 6 Anova was applied with post hoc analysis in order to check the H3: tourists experience differ significantly by age. Post hoc tests were carried out to determine which age groups differed significantly from each regarding these tourists experience factors. All the t values $P > 0.05$ referred that the tourists experience not differed significantly by any age group. Hence this particular hypothesis is rejected.

Similarly H4 was rejected, all t (significant) values $P > 0.05$ refer table no 6 that means no significance difference found on each factor regarding each group of incomes. So, in short we can conclude that all the hypotheses in the present study were stand rejected and concluded that the tourists experiences did not differ tourist demographically.

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)		Sig. (t)	95% Confidence Interval	
			Lower Bound	Upper Bound		Upper Bound	Lower Bound
Transportation and services by different carriers	20-35	36-50	-0.02	0.05	0.91	-0.14	0.103
		51 years and above	-0.13	0.06	0.08	-0.28	0.01
	36-50	20-35	0.020	0.05	0.91	-0.10	0.14
		51 years and above	-0.11	0.06	0.21	-0.27	0.04
	51 years and above	20-35	0.13	0.06	0.08	-0.01	0.28
		36-50	0.11	0.06	0.21	-0.04	0.27
Services at the destination	20-35	36-50	-0.019	0.04	0.90	-0.13	0.09
		51 years and above	-0.02	0.05	0.89	-0.16	0.10
	36-50	20-35	0.01	0.04	0.90	-0.09	0.13
		51 years and above	-0.00	0.06	0.99	-0.14	0.13
	51 years and above	20-35	0.02	0.05	0.89	-0.10	0.16
		36-50	0.00	0.06	0.99	-0.13	0.14
Hotels and restaurants	20-35	36-50	0.00	0.05	0.99	-0.13	0.14
		51 years and above	0.016	0.07	0.97	-0.15	0.18
	36-50	20-35	-0.00	0.05	0.99	-0.14	0.13
		51 years and above	0.01	0.07	0.98	-0.16	0.19
	51 years and above	20-35	-0.01	0.07	0.97	-0.18	0.15
		36-50	-0.01	0.07	0.98	-0.19	0.16
Infrastructure at the destination	20-35	36-50	-0.13	0.07	0.15	-0.30	0.03
		51 years and above	0.000	0.08	0.99	-0.20	0.20
	36-50	20-35	0.13	0.07	0.15	-0.03	0.30
		51 years and above	0.13	0.09	0.31	-0.08	0.35
	51 years and above	20-35	-0.00	0.08	0.99	-0.20	0.20
		36-50	-0.13	0.09	0.31	-0.35	0.08
Safety and security and crowd management	20-35	36-50	-0.02	0.08	0.96	-0.21	0.16
		51 years and above	-0.07	0.09	0.74	-0.30	0.15
	36-50	20-35	0.02	0.08	0.96	-0.16	0.21
		51 years and above	-0.04	0.10	0.88	-0.29	0.197
	51 years and above	20-35	0.07	0.09	0.74	-0.15	0.30
		36-50	0.04	0.10	0.88	-0.19	0.29

Table 6: One way Anova, Tukey HSD multiple comparison by age (Post Hoc Analysis)

Dependent Variable	(I) income	(J) income	Mean Difference (I-J)		Sig. (t)	95% Confidence Interval	
			Lower Bound	Upper Bound		Upper Bound	Lower Bound
Transportation and services by different carriers	2-5 lakh	6-10 lakh	-0.038	0.05	0.76	-0.16	0.08
		11 lakh and above	-0.09	0.06	0.29	-0.24	0.05
	6-10 lakh	2-5 lakh	0.03	0.05	0.76	-0.08	0.16
		11 lakh and above	-0.05	0.06	0.68	-0.22	0.1
	11 lakh and above	2-5 lakh	0.09	0.06	0.29	-0.05	0.24
Services at the destination		6-10 lakh	0.05	0.06	0.68	-0.1	0.22
	2-5 lakh	6-10 lakh	0.06	0.04	0.34	-0.04	0.17
		11 lakh and above	0.02	0.05	0.93	-0.11	0.15
	6-10 lakh	2-5 lakh	-0.06	0.04	0.34	-0.17	0.045
		11 lakh and above	-0.04	0.06	0.73	-0.19	0.09
Hotels and restaurants	11 lakh and above	2-5 lakh	-0.02	0.05	0.93	-0.15	0.11
		6-10 lakh	0.04	0.06	0.73	-0.09	0.19
	2-5 lakh	6-10 lakh	-0.06	0.06	0.56	-0.2	0.08
		11 lakh and above	-0.05	0.07	0.7	-0.22	0.11
	6-10 lakh	2-5 lakh	0.06	0.06	0.56	-0.08	0.2
Infrastructure at the destination		11 lakh and above	0	0.07	0.99	-0.18	0.18
	11 lakh and above	2-5 lakh	0.05	0.07	0.7	-0.11	0.22
		6-10 lakh	0	0.07	0.99	-0.18	0.18
	2-5 lakh	6-10 lakh	0.05	0.07	0.7	-0.11	0.23
		11 lakh and above	0.1	0.08	0.42	-0.09	0.31
Safety and security and crowd management	6-10 lakh	2-5 lakh	-0.05	0.07	0.7	-0.23	0.11
		11 lakh and above	0.05	0.09	0.85	-0.17	0.27
	11 lakh and above	2-5 lakh	-0.1	0.08	0.42	-0.31	0.09
		6-10 lakh	-0.05	0.09	0.85	-0.27	0.17
	2-5 lakh	6-10 lakh	0	0.08	0.99	-0.19	0.18
Safety and security and crowd management		11 lakh and above	0.08	0.09	0.66	-0.14	0.31
	6-10 lakh	2-5 lakh	0	0.08	0.99	-0.18	0.19
		11 lakh and above	0.08	0.1	0.68	-0.16	0.33
	11 lakh and above	2-5 lakh	-0.08	0.09	0.66	-0.31	0.14
		6-10 lakh	-0.08	0.1	0.68	-0.33	0.16

Table 7: ANOVA, Tukey HSD multiple comparisons by Income Group

4. SUMMARY, CONCLUSION AND RECOMMENDATIONS

The purpose of the present study was to identify the underlying factors of the tourist experience. The present study was conducted in the three provinces of Jammu and Kashmir. The three provinces consisted of Jammu, Kashmir and Ladakh. The investigation itself was carried out at hotels, guesthouses, tour operators, airlines, operators, travel agencies offices Railways stations.

This study discussed the various experiences of the tourist or visitors on the thirty six and finally on thirty two variables or attributes like connectivity, local conveyance, Railway services, restaurant and ambience, assistance from local police, assisted by the tour guide, assisted by local transporters and local residents and so on, who visited Jammu and Kashmir. The data have been collected on a random basis from the visitors from the three regions of the state. The data analyzed by applying the various research tools like factor analysis, descriptive analysis on SPSS 17.0 version. The study found five factors "Transportation and Service by the different Carriers', 'Services at the Destination', 'Hotels and restaurants', 'Infrastructure at the destination' and Safety Security and Crowd Management".

It has given an idea that factors "Transportation and Service by the different Carriers', 'Services at the Destination', the most important for the improvement, development and building up of an image of the destination. The findings of the study suggested that the variables like airline service, Road connectivity, service by railway catering, service delivery time, assisted by tourist reception department, maintenance and management of destination infrastructure crowd levels, Infrastructures, Crowd management safety and security, professionalism of staff at hotels, were having low mean value ranges. This implied that the tourists were not having a satisfactory experience on these parameters. There was an urgent need to upgrade the services in these areas in order to make the experiences of the tourists memorable. It was found out that if the destination management organizations and other stakeholders upgraded their services on these parameters, it would really help to improve and build up the brand image of the Jammu and Kashmir (Manhas, P. S. & Ramjit. 2011).

Developing and Improvement of infrastructure, tourist safety and crowd management are a very serious concern now these days. Many countries have warned their tourist about insecurity in India and have issued travel advisories. The respondents were also of the opinion that the existing facilities are insufficient to meet the growing demands. Tourist are really concerned about the safety and security like militant attacks, crimes, looting, fraudulence etc., Crowd management therefore there must be efficient safety and security arrangements taken in order to make Jammu and Kashmir a peaceful and calm destination. There must be sufficiently designed and constructed infrastructure at destinations like shopping mart, accommodation quality, restaurants Ambience. As these are the areas which the tourists felt that it was inadequately managed. The following are the suggestions and recommendations for developing the Jammu and Kashmir as a destination Brand not within in India but also outside the India.

- Destination Management Organizations must include the development of all tourist attractions, major access points, internal transportation networks, specific resort and other tourism sites, types of urban tourism development needed, regional tour patterns and traffic patterns.
- Planning in a province should involve improvements of hotels and other types of accommodation; commercial, cultural, and sometimes national and international conferences.
- There must be awareness programmes organized for the local community, accenting the benefits and opportunities of tourism, if they are able to provide a clean and safe stay to the tourist.
- There is a dire need to improve the proper and sufficient infrastructure at the destinations.
- The tourism websites must provide the exact and up to date information about the attractions or destination.
- Safety and security of the tourists must be ensured.
- Any tourism development programme will be successful only when the involvement of local communities is ensured.

- All the DMOs (Destination Management Organisations) and NTOs (National and Tourist Organisations) should work in coordination with each other and actively participate in promotional activities.
- Training programmes or refresher courses must be organised at regular intervals to impart the knowledge of tourism among the general public, staff or employees of hotel and travel agencies and the entrepreneurs /businessman.
- Subsidies and tax escapism may be provided to the entrepreneurs who are investing in the tourism industry.

Future research should seek to determine whether tourists experience vary between tourists who travel themselves and those who travel as couples or with large families. Other potential ante-cedents that can be investigated include occupation type, personality, and values.

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