EUROPEAN ACADEMIC RESEARCH
Vol. V, Issue 1/ April 2017

Impact Factor: 3.4546 (UIF)
DRJI Value: 5.9 (B+)

ISSN 2286-4822
www.euacademic.org

Factors of Internal Information Search influencing the choice of destination tourism: A study conducted in Northern Region of India

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Abstract:

Many people travel every year and they have a many reasons to travel, as well as a several motivations to travel. This research can prove the motivation factors of Internal Information Search for choosing the destination tourism. This research focused on why and what motivates tourists to select and use northern region of India as tourism destinations. Therefore, this study focused on what are the most important factors for Internal Information Search to choose tourist destinations in northern region of India.

The survey was distributed in a randomly to tourists. The identified population included 507 hundred male and female tourists. After collecting the data the results was analysed to understand what motivates tourists to travel options in northern region of India. This study sought to analyze key motivational factors that lead tourists to destinations in northern region.

Key words: Tourists, Consumer Behaviour, Decision, Internal Information Search & Tourism Destination.

1. INTRODUCTION

India has rich history, culture and geographical diversity that make its global tourism appeal large and diverse. It offers heritage and cultural tourism which is a large industry. The

World Travel and Tourism Council calculated that tourism generated $131 billion or 6.4% of the nation's GDP in 2014. It was accountable for 41.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 23.9% between 1990 and 2016. The sector is foretold to grow at an average annual rate of 8.7% in the next decade. In a 2015 forecast the World Travel and Tourism Council predicted the annual growth to be 9.8% between 2015 and 2021. It gives India the fifth rank among the countries with the fastest growing tourism industry.

Increase in the number of tourists is encouraging from the economic point of view. Even it is a heartening factor for local population who are benefited by the spending of the tourists. Inflow of tourists can also be seen from the table given below that provides month wise foreign tourists arrival data.

Table: 1- Month-wise Foreign tourist arrivals (FTAs) in India, 2013-2016 (till June)

Month	Foreign Tourist Arrivals (FTAs) in India, 2013-2016 (till June)				
	2013	2014	2016 (P)	Percentage (%) Change	
				2012/2011	2013/2012
January	622713	681002	698995	9.4	2.6
February	627719	681193	688312	8.4	1.0
March	535613	606456	640092	13.2	5.5
April	446511	447581	452207	0.2	1.0
May	383439	374476	383752	-2.3	2.5
June	405464	433390	444294	6.9	2.5
July	475544	485808		2.2	
August	438490	445632		4.0	
September	417478	411562		-1.4	
October	559641	556488		-0.6	
November	669767	701185		4.7	
December	736843	752972		2.2	
Total	6309222	6577754	3305652	4.3	
Sub Total	3021459	3224098	3307652	6.7@	2.6*

P-Provisional, and @ Growth rate over Jan-June 2013 and 2014 respectively.
Source 1 : Bureau of immigration, Govt. of India, for 2014-2015.
2 : Ministry of tourism, Govt. of India, for 2016

It is seen from the above table that trend of foreign tourists arrival is higher from October till March. There may be a major reason behind this scenario of pleasant weather as compared to hot and rainy months of April till September respectively and there may be another reason behind their arrival that is festival season in India.

1.1. Decision Making Process

Decision making (decision from Latin decidere "to decide, determine," literally "to cut off," from de- "off" and caedere "to cut") can be regarded as the mental processes (cognitive process) resulting in the selection of a course of action among several alternative scenarios. Every decision making process produces a final choice. The output can be an action or an opinion of choice.

1.2. Information Overload

Information overload is a gap between the volume of information and the tools we need to assimilate it. It is proven in some studies that the more information overloads the worst the quality of decisions made. There are 5 factors concerning information overload 1. Personal Information Factors: personal qualifications, experiences, attitudes etc.2. Information Characteristics: information quality, quantity and frequency etc.3. Tasks and Process: standardized procedures or methods 4. Organizational Design: organizations' cooperation, processing capacity and organization relationship 5. Information Technology: IT management, and general technology

1.3. Decision planning

Making a decision without planning is fairly common, but does not often end well. Planning allows for decisions to be made comfortably and in a smart way. Planning makes decision making a lot simpler than it is. Decision will get four benefits out of planning:

1. Planning give chance to the establishment of independent goals. It is a conscious and directed series of choices.
2. Planning provides a standard of measurement. It is a measurement of whether you are going towards or further away from your goal.
3. Planning converts values to action. You think twice about the plan and decide what will help advance your plan best.
4. Planning allows for limited resources to be committed in an orderly way. Always govern the use of what is limited to you (Money, time, etc.).

1.4. Decision Making Steps

1. Establishing community: creating and nurturing the relationships, norms, and procedures that will influence how problems are understood and communicated. This stage takes place prior to and during a moral dilemma
2. Perception: recognizing that a problem exists
3. Interpretation: identifying competing explanations for the problem, and evaluating the drivers behind those interpretations
4. Judgment: sifting through various possible actions or responses and determining which is more justifiable
5. Motivation: examining the competing commitments which may distract from a more moral course of action and then prioritizing and committing to moral values over other personal, institutional or social values
6. Action: following through with action that supports the more justified decision. Integrity is supported by the ability to overcome distractions and obstacles, developing implementing skills, and ego strength
7. Reflection in action
8. Reflection on action

Other decision making processes have also been proposed. One such process, proposed by Dr. Pam Brown of Singleton Hospital

in Swansea, Wales, breaks decision making down into seven steps:

1. Outline your goal and outcome.
2. Gather data.
3. Develop alternatives (i.e., brainstorming)
4. List pros and cons of each alternative.
5. Make the decision.
6. Immediately take action to implement it.
7. Learn from and reflect on the decision.

Decision making process in selection of Tourism Destination

1.5. Research Objectives and Hypotheses

Research Objective-1: To find out the discrepancy gap between the perception of male tourists and female tourists visiting North India for the factors that influence Internal Information Search.

Alternate Hypothesis (H1)-1: *There is discrepancy gap between the perception of male tourists and female tourists visiting North India for the factors that influence Internal Information Search.*

Null Hypothesis (H0)-1: *There is no discrepancy gap between the perception of male tourists and female tourists visiting North India for the factors that influence Internal Information Search.*

Research Objective-2: To find out the association between the **Age** of the tourists visiting North India and the factors that influence Internal Information Search.

Alternate Hypothesis (H1)-2: *There is association between the* ***Age*** *of the tourists visiting North India and the factors that influence Internal Information Search*

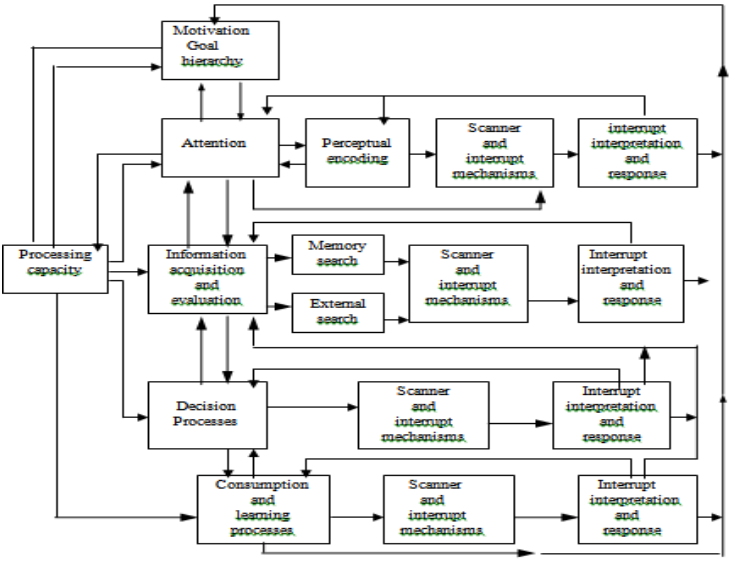
Null Hypothesis (H0)-2: *There is no association between the* ***Age*** *of the tourists visiting North India and the factors that influence Internal Information Search.*

2. LITERATURE REVIEW

2.1. Bettman's Information Processing Model of Consumer decision Making Process of the Choice

Bettman (1979) in his model describes the consumer as possessing a limited capacity for processing information. He implicate that the consumers rarely analyze the complex alternatives in decision making and apply very simple strategy.

Figure:1



Model: The Bettman Information-Processing Model of Consumer Choice
(Source: Bettman. (1979). Pp 402)

In this model there are seven major stages.

Stage No. 1: Processing capacity

In this step the consumer has limited capacity for processing information, consumers are not interested in complex computations and extensive information processing. To deal with this problem, consumers are likely to select choice strategies that make product selection an easy process.

Stage No. 2: Motivation

Motivation is located in the center of Bettman model, which influence both the direction and the intensity of consumer choice for more information in deciding. Between the alternatives Motivation is provided with hierarchy of goals' mechanism that provides a series of different sub-goals to simplify the choice selection. This mechanism suggests that the consumers own experience in a specific area of market and he doesn't need to go through the same hierarchy every time to arrive at a decision, which make this mechanism serves as an organizer for consumer efforts in making a choice. No concern was given on religious motives, and how religion may motivate the consumer in his decision. Most of the general theories of motivation such as Maslow's hierarchy of needs (1970) emphasizes self-achievement, the need for power, and the need for affiliation.

Stage No. 3: Attention and perceptual encoding.

The component of this step is quite related to the consumer's goal hierarchy. There are two types of attention; the first type is voluntary attention, which is a conscious allocation of processing capacity to current goals. The second is involuntary attention, which is automatic response to disruptive events (e.g., newly acquired complex information). Both different types of attention influence how individuals proceed in reaching goals and making choices. The perceptual encoding accounts for the different steps that the consumer needs to perceive the stimuli and whether he needs more information.

Stage No. 4: Information acquisition and evaluation

If the consumer feels that the present information is inadequate, he will start to look for more information from external sources. Newly acquired information is evaluated and its suitability or usefulness is assessed. The consumer continues to acquire additional information until all relevant

information has been secured, or until he finds that acquiring additional information is more costly in terms of time and money.

Stage No. 5: Memory

In this component the consumer keeps all the information he collects, and it will be the first place to search when he need to make a choice. If this information is not sufficient, no doubt he will start looking again for external sources.

Stage No. 6: Decision Process

This step in Bettman's model indicates that different types of choices are normally made associated with other factors, which may occur during the decision process. Specifically, this component deals with the application of heuristics or rules of thumb, which are applied in the selection and evaluation of specific brand. These specific heuristics a consumer uses are influenced by both individual factors (e.g., personality differences) and situational factors (e.g., urgency of the decision); thus it is unlikely that the same decision by the same consumer will apply in different situation or other consumer in the same situation.

Stage No. 7: Consumption and Learning Process

In this stage, the model discusses the future results after the purchase is done. The consumer in this step will gain experience after evaluating the alternative. This experience provides the consumer with information to be applied to future choice situation. Bettman in his model emphasize on the information processing and the capacity of the consumer to analyze this information for decision making, but no explanation was given about the criteria by which the consumer accepts or refuses to process some specific information.

2.2. Internal influences on purchase decision

Purchasing behaviour is also influenced by a range of internal influences such as psychological, demographic and personality factors. Demographic factors include income level, psychographics (lifestyle), age, occupation and socio-economic status. Personality factors include knowledge, attitudes, personal values, beliefs, emotions and feelings. Psychological factors include an individual's motivation, attitudes, personal values and beliefs. Other factors that may affect the purchase decision include the environment and the consumer's prior experience with the category or brand.

2.3. Motivations and Emotions

Maslow's hierarchy suggests that people seek to satisfy basic needs such as food and shelter before higher order needs become meaningful. The consumer's underlying motivation drives consumer action, including information search and the purchase decision. The consumer's attitude to a brand (or brand preference) is described as a link between the brand and a purchase motivation. These motivations may be negative - that is to avoid pain or unpleasantness, or positive - that is to achieve some type of sensory gratification.

One approach to understanding motivations, was developed by Abraham Maslow. The hierarchy of needs is based on five levels of needs, organized accordingly to the level of importance.

Maslow's five needs are:

- Physiological - basic levels of needs such as food, water and sleep
- Safety- the need for physical safety, shelter and security
- Belonging- the need for love, friendship and also a desire for group acceptance
- Esteem- The need for status, recognition and self-respect
- Self-actualization – The desire for self-fulfillment (e.g. personal growth, artistic expression)

Physiological needs and safety needs are the so-called lower order needs. Consumers typically use most of their resources (time, energy and finances) attempting to satisfy these lower order needs before the higher order needs of belonging, esteem and self-actualization become meaningful. Part of any marketing program requires an understanding of which motives drive given product choices. Marketing communications can illustrate how a product or brand fulfills these needs. Maslow's approach is a generalised model for understanding human motivations in a wide variety of contexts, but is not specific to purchasing decisions.

- A decision to purchase an analgesic preparation is motivated by the desire to avoid pain (negative motivation)
- A decision to travel to any tourism destination is motivated by the desire for sensory gratification (positive motivation)

In the marketing literature, the consumer's motivation to search for information and engage in the purchase decision process is sometimes known as involvement. Consumer involvement has been defined as "the personal relevance or importance of a message [or a decision]". Purchase decisions are classified as low involvement when consumers suffer only a small psycho-social loss in the event that the make a poor decision. On the other hand, a purchase decision is classified as high involvement when psycho-social risks are perceived to be relatively high. The consumer's level of involvement is dependent on a number of factors including, perceived risk of negative consequences in the event of a poor decision, the product category - especially the social visibility of the product and the consumer's prior experience with the category.

2.4. Perception

Part of marketing strategy is to ascertain how consumers gain knowledge and use information from external sources. The perception process is where individuals receive, organize and interpret information in order to attribute some meaning. Perception involves three distinct processes: sensing information, selecting information and interpreting information. Sensation is also part of the perception process, and it is linked direct with responses from the senses creating some reaction towards the brand name, advertising and packaging. The process of perception is uniquely individual and may depend on a combination of internal and external factors such as experiences, expectations, needs and the momentary set.

When exposed to a stimulus, consumers may respond in entirely different ways due to individual perceptual processes.
A number of processes potentially support or interfere with perception. Selective exposure occurs when consumers decide whether to be exposed to information inputs. Selective attention occurs when consumers focus on some messages to the exclusion of others. Selective comprehension is where the consumer interprets information in a manner that is consistent with their own beliefs. Selective retention occurs when consumers remember some information while rapidly forgetting other information. Collectively the processes of selective exposure, attention, comprehension and retention lead individual consumers to favour certain messages over others. The way that consumers combine information inputs to arrive at a purchase decision is known as integration.

2.5. Prior Experience

The consumer's prior experience with the category, product or brand can have a major bearing on purchase decision-making. Experienced consumers (also called experts) are more sophisticated consumers; they tend to be more skillful

information searchers, canvass a broader range of information sources and use complex heuristics to evaluate purchase options. Novice consumers, on the other hand, are less efficient information searchers and tend to perceive higher levels of purchase risk on account of their unfamiliarity with the brand or category. When consumers have prior experience, they have less motivation to search for information, spend less effort on information search but can process new information more efficiently.

2.6. Other Literature Review related to Tourist Behaviour

Ritchie and Zins (1978), studied the relationship of attractiveness of a destination vis-to-vis various attributes of tourist destinations.

Moutinho (1987), studied on vacationing behavior, and suggested to take adequate actions in the area of tourism marketing, one must understand how people perceive such things as destination areas, air travel, travel distances and travel advertising; how they learn to consume and to travel; how they make travel decisions; and how personality affects those decisions.

Macintosh and Goeidner 1990; Inskeep (1991), any tourist destination comprises complex product mix of natural resources, infrastructure; services provided, distinctive local features, cultural attributes and historical importance.

Das et al. (2007) showed that various socioeconomic characteristics of tourist significant by influenced their expectations level.

India Tourism Industry forecast (2007-11), mentions that in India inbound tourism expenditure per head in third highest in the world, even more than the global average tourist spending and tourist in future to India is expected to increase a CAGR of 22.65% between 2007 and 2011.

Chopra (2008), Travel and tourism in India have now become a significant industry which provides employment to about 41.8 million people.

India's tourism industry (2009);It's contribution to gross domestic product (GDP) was 60% (97.3 billion) in 2009 and in expected to best 187.3 billion by 2019.

According to **ministry of tourism(2009),** foreign tourist Arrivals (FATs) were 4.72 million and the decline in FATs may be mainly due to the ongoing global financial meltdown. FATs during Jan-March 2009 were at 1.461 million.

3. RESEARCH METHODOLOGY

This chapter defines the research design, research objectives, population samples, data collection procedures and the techniques of data analysis for examining the factors that affect choice of destination within northern region of India. This research is exploratory in nature. A survey was designed to measure the perceptions of tourists visiting northern region of India (Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, Haryana & Punjab), with the help of the questionnaires and schedules using close ended dichotomous questions, multiple choice questions, five point LIKERT scale such as strongly agree-1, agree-2, neutral-3, disagree-4, and strongly disagree-5.

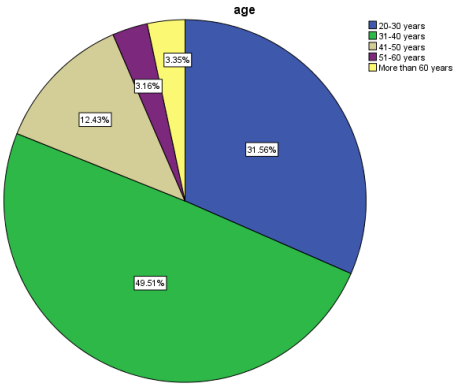
To collect information / data for the research purpose we have used ***convenient sampling technique***. The target population, to which I would like to draw inferences, comprises the tourists visiting northern region of India, The total Sample size was of 507 tourists. For the analysis of the data, IBM SPSS Statistics 22 version software has been used to perform Frequency analysis with Pie charts, t- test & Chi square test.

4. DATA ANALYSIS, INTERPRETATION & FINDINGS

4.1. Demographic Analysis

Table- 4.1.: Age

age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 years	160	31.6	31.6	31.6
	31-40 years	251	49.5	49.5	81.1
	41-50 years	63	12.4	12.4	93.5
	51-60 years	16	3.2	3.2	96.6
	More than 60 years	17	3.4	3.4	100.0
	Total	507	100.0	100.0	

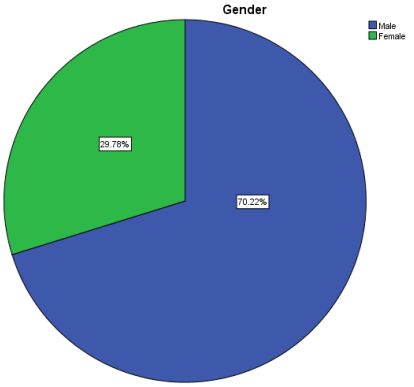


Interpretation & Findings:

From the above crosstab, it can be said that out of total 507 respondents (tourists), 31.6% respondents belong to 20-30 age group, 49.5% respondents belong to 31-40 age group, 12.4% respondents belong to 41-50 age group, 3.2% respondents belong to 51-60 age group and 3.4% respondents belong to more than 60 age group.

Table- 4.2.: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	356	70.2	70.2	70.2
	Female	151	29.8	29.8	100.0
	Total	507	100.0	100.0	

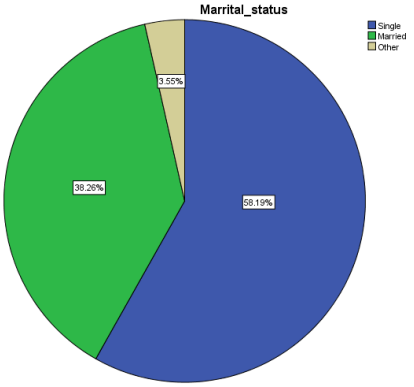


Interpretation & Findings:

From the above crosstab, it can be said that out of total 507 respondents (tourists), 70.2% respondents were females and 29.8% respondents were males.

Table- 4.3.: Marital Status

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	295	58.2	58.2	58.2
	Married	194	38.3	38.3	96.4
	Other	18	3.6	3.6	100.0
	Total	507	100.0	100.0	



Interpretation & Findings:

From the above crosstab, it can be said that out of total 507 respondents (tourists), 58.2% respondents were singles, 38.3% respondents were married and 3.6% respondents belong to other category.

4.2. Analysis: T-Test: Male & Female: Internal Information Search

Table- 4.4. Group Statistics

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
My previous experience	Male	356	4.7247	.69408	.03679
	Female	151	4.2318	1.39257	.11333
My knowledge	Male	356	4.5197	.83051	.04402
	Female	151	4.0464	.93336	.07596
My Moral values	Male	356	3.8904	.90496	.04796
	Female	151	3.7483	1.05968	.08624
My Religious values	Male	356	3.7640	1.02940	.05456
	Female	151	3.6556	1.16073	.09446
My religion	Male	356	3.8118	1.11379	.05903
	Female	151	3.6159	1.13055	.09200
My belief & values	Male	356	3.8652	.95759	.05075
	Female	151	3.5762	1.08589	.08837
My cultural and traditional values	Male	356	3.9494	.89928	.04766
	Female	151	3.6291	1.08084	.08796

Table- 4.5. Independent Samples Test

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
My previous experience	Equal variances assumed	124.065	.000	5.307	505	.000
	Equal variances not assumed			4.137	182.421	.000
My knowledge	Equal variances assumed	3.416	.065	5.652	505	.000
	Equal variances not assumed			5.391	255.491	.000
My Moral values	Equal variances assumed	17.167	.000	1.535	505	**.126**
	Equal variances not assumed			1.440	247.163	**.151**
My Religious values	Equal variances assumed	9.954	.002	1.043	505	**.297**
	Equal variances not assumed			.994	254.794	**.321**
My religion	Equal variances assumed	3.558	.060	1.803	505	**.072**
	Equal variances not assumed			1.792	278.949	**.074**
My belief & values	Equal variances assumed	14.674	.000	2.984	505	.003
	Equal variances not assumed			2.836	253.615	.005
My cultural and traditional values	Equal variances assumed	26.891	.000	3.447	505	.001
	Equal variances not assumed			3.202	242.197	.002

Table- 4.6. Independent Samples Test

Independent Samples Test					
		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
My previous experience	Equal variances assumed	.49293	.09288	.31045	.67541
	Equal variances not assumed	.49293	.11915	.25785	.72801
My knowledge	Equal variances assumed	.47331	.08375	.30877	.63784
	Equal variances not assumed	.47331	.08779	.30042	.64619
My Moral values	Equal variances assumed	.14211	.09260	-.03983	.32404
	Equal variances not assumed	.14211	.09868	-.05225	.33646
My Religious values	Equal variances assumed	.10842	.10392	-.09576	.31259
	Equal variances not assumed	.10842	.10908	-.10640	.32323
My religion	Equal variances assumed	.19590	.10865	-.01756	.40937
	Equal variances not assumed	.19590	.10931	-.01928	.41109

My belief & values	Equal variances assumed	.28901	.09687	.09870	.47932
	Equal variances not assumed	.28901	.10191	.08832	.48970
My cultural and traditional values	Equal variances assumed	.32030	.09292	.13774	.50286
	Equal variances not assumed	.32030	.10004	.12324	.51736

Interpretation: Finally, we see the results of the T Test. We should keep in mind that, this test is based on the difference between the two variables. To the right of the T- Test, Differences, we see the T, degrees of freedom, and significance.
If the significance value is less than .05, there is a significant difference.
If the significance value is greater than .05, there is no significant difference.
Interpretation: It can be seen that there is **no** significant difference between the males' perception and females' perception for three factors namely-**My Moral values, My Religious values, My religion;** so we can say that there is **no** difference between perception of male tourists & Perception of female tourists.
As the significance value in case of **My Moral values, My Religious values, My religion** is greater than .05, hence it can be said that there is no significant difference.
So, it can be concluded that **My Moral values, My Religious values, My religion** are the factors of **Internal Information Search** that **influence the choice of destination equally in case of males and females.**

It can be seen from the above table that other four factors have significant value less than .05, so, it can be concluded that **there is significant difference between the perception of male tourists and perception of female tourists** for the following factors that influence **Internal Information Search** of males and females respectively**.**

1. My previous experience
2. My knowledge

3. My belief & values
4. My cultural and traditional values

As our **Research Objective-1, Hypotheses-1** were-
Research Objective-1: To find out the discrepancy gap between the perception of male tourists and female tourists visiting North India for the factors that influence Internal Information Search.
Alternate Hypothesis (H1)-1: *There is discrepancy gap between the perception of male tourists and female tourists visiting North India for the factors that influence Internal Information Search.*
Null Hypothesis (H0)-1: *There is no discrepancy gap between the perception of male tourists and female tourists visiting North India for the factors that influence Internal Information Search.*

From the above findings, it can be concluded that researcher was able to find out the discrepancy gap between the perception of male tourists and female tourists visiting North India for the **factors that influence Internal Information Search.**

So, it can be said that our **Alternate Hypothesis (H1)-1** is **accepted and our Null Hypothesis (H0)-1** is **rejected,** hence it can be concluded that our **Research Objective-1** is **fulfilled.**

4.3. Analysis: Association between choice of destination influenced by My previous experience **(Factors of Internal Information Search)** and **Age** of respondents.

Table- 4.7. Crosstab: My previous experience

Crosstab								
			My previous experience					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	2	10	24	15	109	160
		% of Total	0.4%	2.0%	4.7%	3.0%	21.5%	31.6%

	31-40 years	Count	16	4	6	21	204	251
		% of Total	3.2%	0.8%	1.2%	4.1%	40.2%	49.5%
	41-50 years	Count	0	0	0	0	63	63
		% of Total	0.0%	0.0%	0.0%	0.0%	12.4%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	0	0	2	0	15	17
		% of Total	0.0%	0.0%	0.4%	0.0%	3.0%	3.4%
Total		Count	18	14	32	36	407	507
		% of Total	3.6%	2.8%	6.3%	7.1%	80.3%	100.0%

Interpretation & Findings: From the above crosstab, it can said that out of total 507 respondents (tourists), 80.3% respondents strongly agreed, 7.1% respondents agreed, 6.3% respondents were neutral, 2.8% respondents disagreed and 3.6% respondents strongly disagreed that '**My previous experience**' plays role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

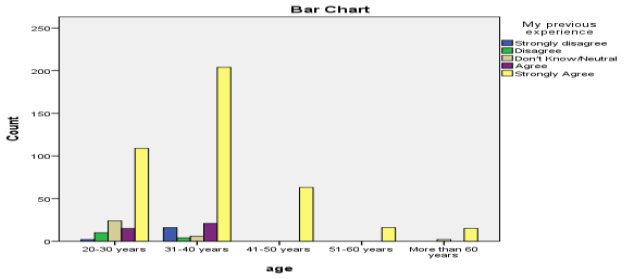
Table- 4.8. Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.898[a]	16	.000
Likelihood Ratio	80.924	16	.000
Linear-by-Linear Association	16.295	1	.000
N of Valid Cases	507		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .44.			

Table-4.9. Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.346	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



Analysis: Association between **choice of destination influenced by My knowledge** and **age** of respondents.

Table- 4.10. Crosstab: My knowledge

Crosstab								
			My knowledge					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	4	12	29	80	35	160
		% of Total	0.8%	2.4%	5.7%	15.8%	6.9%	31.6%
	31-40 years	Count	0	6	27	43	175	251
		% of Total	0.0%	1.2%	5.3%	8.5%	34.5%	49.5%
	41-50 years	Count	0	0	0	2	61	63
		% of Total	0.0%	0.0%	0.0%	0.4%	12.0%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	0	2	0	2	13	17
		% of Total	0.0%	0.4%	0.0%	0.4%	2.6%	3.4%
Total		Count	4	20	56	127	300	507
		% of Total	0.8%	3.9%	11.0%	25.0%	59.2%	100.0%

Interpretation & Findings: From the above crosstab, it can said that out of total 507 respondents (tourists), 59.2% respondents strongly agreed, 25% respondents agreed, 11% respondents were neutral, 3.9% respondents disagreed and

0.8% respondents strongly disagreed that '**My knowledge**' plays role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

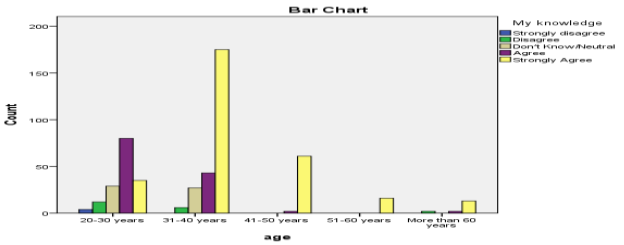
Table- 4.11. Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.057[a]	16	.000
Likelihood Ratio	188.238	16	.000
Linear-by-Linear Association	69.525	1	.000
N of Valid Cases	507		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .13.			

Table-4.11. Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.496	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



Analysis: Association between **choice of destination influenced by My Moral values** and **age** of respondents.

Table- 4.12. Crosstab: My Moral values

Crosstab								
			My Moral values					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	7	18	74	44	17	160
		% of Total	1.4%	3.6%	14.6%	8.7%	3.4%	31.6%
	31-40 years	Count	3	11	46	159	32	251
		% of Total	0.6%	2.2%	9.1%	31.4%	6.3%	49.5%
	41-50 years	Count	0	0	2	2	59	63
		% of Total	0.0%	0.0%	0.4%	0.4%	11.6%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	0	2	0	2	13	17
		% of Total	0.0%	0.4%	0.0%	0.4%	2.6%	3.4%
Total		Count	10	31	122	207	137	507
		% of Total	2.0%	6.1%	24.1%	40.8%	27.0%	100.0%

Interpretation & Findings: from the above crosstab, it can said that out of total 507 respondents (tourists), 27% respondents strongly agreed, 40.8% respondents agreed, 24.1% respondents were neutral, 6.1% respondents disagreed and 2% respondents strongly disagreed that '**My Moral values**' plays role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

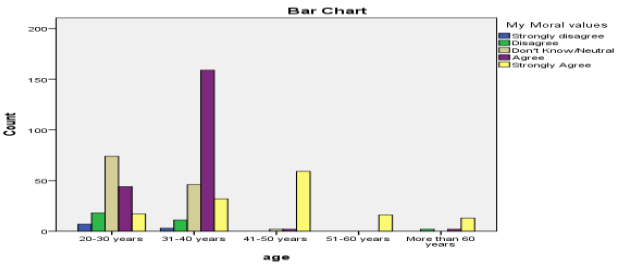
Table- 4.13 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	332.049[a]	16	.000
Likelihood Ratio	314.416	16	.000
Linear-by-Linear Association	129.563	1	.000
N of Valid Cases	507		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .32.			

Table- 4.14 Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.629	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



Analysis: Association between **choice of destination influenced by My Religious values** and **age** of respondents.

Table- 4.15 Crosstab: My Religious values

Crosstab								
			My Religious values					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	2	59	46	38	15	160
		% of Total	0.4%	11.6%	9.1%	7.5%	3.0%	31.6%
	31-40 years	Count	6	24	29	164	28	251
		% of Total	1.2%	4.7%	5.7%	32.3%	5.5%	49.5%
	41-50 years	Count	0	0	2	0	61	63
		% of Total	0.0%	0.0%	0.4%	0.0%	12.0%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	0	0	2	2	13	17
		% of Total	0.0%	0.0%	0.4%	0.4%	2.6%	3.4%
Total		Count	8	83	79	204	133	507
		% of Total	1.6%	16.4%	15.6%	40.2%	26.2%	100.0%

Interpretation & Findings: from the above crosstab, it can said that out of total 507 respondents (tourists), 26.2% respondents strongly agreed, 40.2% respondents agreed, 15.6% respondents were neutral, 16.4% respondents disagreed and 1.6% respondents strongly disagreed that '**My Religious values**' plays role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

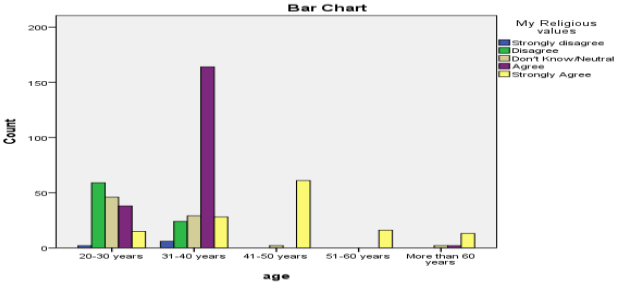
Table-4.16 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	389.519[a]	16	.000
Likelihood Ratio	370.814	16	.000
Linear-by-Linear Association	150.470	1	.000
N of Valid Cases	507		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .25.			

Table-4.17 Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.659	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



Analysis: Association between **choice of destination influenced by My Religion** and **age** of respondents.

Table- 4.18 Crosstab: My religion

Crosstab								
			My religion					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	26	26	60	33	15	160
		% of Total	5.1%	5.1%	11.8%	6.5%	3.0%	31.6%

	31-40 years	Count	8	4	32	175	32	251
		% of Total	1.6%	0.8%	6.3%	34.5%	6.3%	49.5%
	41-50 years	Count	0	0	2	0	61	63
		% of Total	0.0%	0.0%	0.4%	0.0%	12.0%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	0	2	2	0	13	17
		% of Total	0.0%	0.4%	0.4%	0.0%	2.6%	3.4%
Total		Count	34	32	96	208	137	507
		% of Total	6.7%	6.3%	18.9%	41.0%	27.0%	100.0%

Interpretation & Findings: from the above crosstab, it can said that out of total 507 respondents (tourists), 27% respondents strongly agreed, 41% respondents agreed, 18.9% respondents were neutral, 6.3% respondents disagreed and 6.7% respondents strongly disagreed that '**My Religion**' plays role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

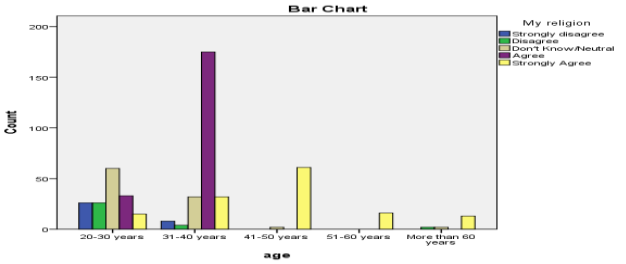
Table- 4.19 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	422.310[a]	16	.000
Likelihood Ratio	407.426	16	.000
Linear-by-Linear Association	145.463	1	.000
N of Valid Cases	507		
a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is 1.01.			

Table- 4.20 Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.674	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



Analysis: Association between **choice of destination influenced by My belief & values** and **age** of respondents.

Table-4.21 Crosstab: My belief & values

Crosstab								
			My belief & values					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	10	42	45	50	13	160
		% of Total	2.0%	8.3%	8.9%	9.9%	2.6%	31.6%
	31-40 years	Count	0	8	57	159	27	251
		% of Total	0.0%	1.6%	11.2%	31.4%	5.3%	49.5%
	41-50 years	Count	0	0	0	4	59	63
		% of Total	0.0%	0.0%	0.0%	0.8%	11.6%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	0	4	0	0	13	17
		% of Total	0.0%	0.8%	0.0%	0.0%	2.6%	3.4%
Total		Count	10	54	102	213	128	507
		% of Total	2.0%	10.7%	20.1%	42.0%	25.2%	100.0%

Interpretation & Findings: from the above crosstab, it can said that out of total 507 respondents (tourists), 25.2% respondents strongly agreed, 42% respondents agreed, 20.1% respondents were neutral, 10.7% respondents disagreed and 2% respondents strongly disagreed that '**My belief & values**' plays

role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

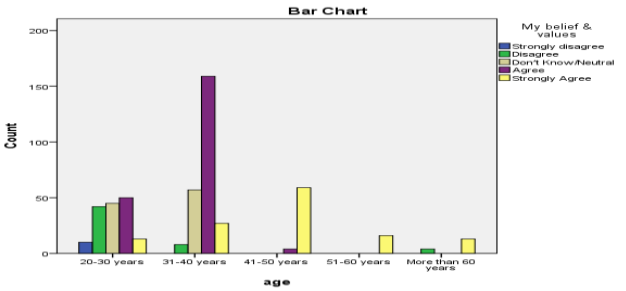
Table- 4.22 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	381.518[a]	16	.000
Likelihood Ratio	367.717	16	.000
Linear-by-Linear Association	139.481	1	.000
N of Valid Cases	507		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .32.			

Table-4.23 Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.655	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



Analysis: Association between **choice of destination influenced** by **My cultural and traditional values** and **age** of respondents.

Table-4.24 Crosstab: My cultural and traditional values

Crosstab								
			My cultural and traditional values					Total
			Strongly disagree	Disagree	Don't Know/Neutral	Agree	Strongly Agree	
age	20-30 years	Count	12	16	71	48	13	160
		% of Total	2.4%	3.2%	14.0%	9.5%	2.6%	31.6%
	31-40 years	Count	0	10	38	169	34	251
		% of Total	0.0%	2.0%	7.5%	33.3%	6.7%	49.5%
	41-50 years	Count	0	0	2	2	59	63
		% of Total	0.0%	0.0%	0.4%	0.4%	11.6%	12.4%
	51-60 years	Count	0	0	0	0	16	16
		% of Total	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
	More than 60 years	Count	2	2	0	0	13	17
		% of Total	0.4%	0.4%	0.0%	0.0%	2.6%	3.4%
Total		Count	14	28	111	219	135	507
		% of Total	2.8%	5.5%	21.9%	43.2%	26.6%	100.0%

Interpretation & Findings: From the above crosstab, it can said that out of total 507 respondents (tourists), 26.6% respondents strongly agreed, 43.2% respondents agreed, 21.9% respondents were neutral, 5.5% respondents disagreed and 2.8% respondents strongly disagreed that '**My cultural and traditional values**' plays role in decision making process of choice of destination for tourism.

H0: The two factors are independent.

H1: The two factors are not independent (associated).

Tool Used: Chi Square Test (Analyze → Descriptive Statistics → Crosstabs)

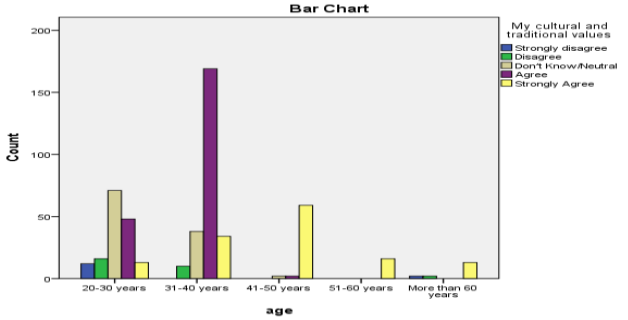
Table- 4.25 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	368.143[a]	16	.000
Likelihood Ratio	355.783	16	.000
Linear-by-Linear Association	119.832	1	.000
N of Valid Cases	507		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .44.			

Table-4.26 Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.649	.000
N of Valid Cases		507	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Interpretation & Findings: From the table we find out that asymptotic significance for Pearson Chi Square comes out to be 0.000 (less than 0.05) so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



As our **Research Objective-2, Hypotheses-2** were-

Research Objective-2: To find out the association between the **Age** of the tourists visiting North India and the factors that influence Internal Information Search.

Alternate Hypothesis (H1)-2: *There is association between the* ***Age*** *of the tourists visiting North India and the factors that influence Internal Information Search*

Null Hypothesis (H0)-2: *There is no association between the* ***Age*** *of the tourists visiting North India and the factors that influence Internal Information Search.*

From the above findings, it can be concluded that researcher was able to find out the discrepancy gap between the perception of male tourists and female tourists visiting North India for the **factors that influence Internal Information Search.**

So, it can be said that our **Alternate Hypothesis (H1)-2** is **accepted and our Null Hypothesis (H0)-2** is **rejected,** hence it can be concluded that our **Research Objective-2** is **fulfilled.**

CONCLUSION & FINDINGS

There is statistically significant association between Factors of Internal Information Search that **influence the choice of tourism destination** of the tourists that visited northern region of India. Following were the factors of Internal Information Search-

- My previous experience
- My knowledge
- My Religious values
- My religion
- My belief & values
- My cultural and traditional values
- My Moral values

It can be seen that there is **no** significant difference between the males' perception and females' perception for Social Networking Sites so we can say that there is **no** difference between perception of male tourists & Perception of female tourists.

As the significance value in case of social networking sites is .166 when Equal variances assumed & .171 when Equal variances not assumed, it shows that the significant value is greater than .05, hence it can be said that there is no significant difference.

So, it can be concluded that social networking sites influences the choice of destination equally in case of males and females.

It can be seen that there is **no** significant difference between the males' perception and females' perception for three factors namely-**My Moral values, My Religious values, My religion;** so we can say that there is **no** difference between perception of male tourists & Perception of female tourists.

As the significance value in case of **My Moral values, My Religious values, My religion** is greater than .05, hence it can be said that there is no significant difference.

So, it can be concluded that **My Moral values, My Religious values, My religion** are the factors of **Internal Information Search** that **influence the choice of destination equally in case of males and females.**

It can be seen from the above table that other four factors have significant value less than .05, so, it can be concluded that **there is significant difference between the perception of male tourists and perception of female tourists** for the following factors that influence **Internal Information Search** of males and females respectively**.**

1. My previous experience
2. My knowledge
3. My belief & values
4. My cultural and traditional values

Managerial Implications of the Study

The practice of marketing and branding tourist destinations is becoming a widely recognized practice among tourism marketing organizations. The findings of this research have strong implications on private, public and governmental sectors that manage the tourism operations in order to maximize the foreign earnings. The study provides useful basic data that can guide research students and supervise academics interested in tourism destination marketing.

The study examined the travel behaviour of the tourists, which provides pragmatic guide to the destination marketers. The destination image attributes identified in this study are vital for the successful implementation of positioning strategies. However creating awareness of the state's tourism attractions can provide major opportunities for the state in generating increased travel in future.

This study will be of great interest to tourism practitioners and research scholars with a strong interest in the marketing of tourism destinations. The study clearly suggests that tour operators in Northern region of India are narrowly positioning Northern region of India as a backwater destination with a relatively geographic emphasis on the central zone of the state. It is true that backwater is the Unique Selling Proposition of Northern region of India tourism. However, the analysis of tourist's responses reveals the potentiality of other factors in attracting them to the destination. The researcher firmly believes that development and diversification of tourism product is very relevant for the successful destination brand promotion strategy.

Tour operators can also focus on marketing lesser-known destinations, which are enriched with natural beauty. The study also points out the major drawbacks of Northern region of India tourism. Such information is vital for rectifying the problem areas.

RECOMMENDATIONS

The above opportunities in destination tourism sector in the changing situations also demand marketing plans to face them effectively & avail of the opportunities to its full potential. In short these specific issues of marketing strategy for northern region states are:

- A new market strategy is needed which must be driven by new ideas and with the tune of business environment;
- Efforts should also be taken to concentrate more on the untapped and unexplored potential of tourism sector like religious tourism. The major pilgrimage centres of Northern region of India must be developed and given publicity in order to promote pilgrim tourism.

Managerial Implications

The practice of marketing and branding tourist destinations is becoming a widely recognized practice among tourism marketing organizations. The findings of present research study have substantial implications on private, public and governmental sectors that manage the tourism operations in order to maximize the foreign earnings. The study provides useful primary data that can guide research students and supervise academics interested in tourism destination marketing.

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