

A STUDY ON TOURISTS' REVISIT INTENTION TO GOA AS A TOURISM DESTINATION

Dr. Parthasaradhy. T¹, Dr. Haridas. P. K², Dr. Suresh. P³

¹Professor, Department of Management studies, Sri Venkateshwaraa College of Engineering and Technology, Puducherry

²Associate Professor, Department of Management studies, Sri Venkateshwaraa College of Engineering and Technology, Puducherry

³Associate Professor, Department of Management studies, Vijayam Business School, Chittoor.

ABSTRACT-Tourism profoundly effects countries economic development, employment generation, and socio-cultural integration. Goa known for its scenic beaches, vibrant nightlife, Indo-Portuguese heritage, and diverse cultural landscape, Goa attracts a substantial number of domestic tourists each year, specifically this research investigates the impact of attraction, price, knowledge and curiosity, wellbeing, climate safety and security, elementary facilities, and environmental management on tourist satisfaction, and further evaluates the relationship between satisfaction and intention to revisit. A quantitative descriptive research design was adopted and primary data were collected from 231 domestic tourists through a structured questionnaire using convenience and snowball sampling techniques. Confirmatory Factor Analysis (CFA) was employed to assess construct validity and reliability, while Structural Equation Modelling (SEM) was used to test the hypothesis. The measurement model demonstrated satisfactory reliability, convergent validity, and discriminant validity, the structural model exhibited acceptable fit indices. The findings of the study reveal that perception on price, knowledge and curiosity, wellbeing, climate safety and security, elementary facilities, and environmental management significantly influence overall tourist satisfaction, furthermore, overall satisfaction did not demonstrate a strong direct impact on revisit intention. The study highlights the importance of service quality, safety, environmental practices, and value perception in enhancing tourist satisfaction. The results provide practical insights for tourism planners and policymakers to develop sustainable destination management strategies that strengthen domestic tourism and long-term destination loyalty in Goa.

Keywords: Goa, tourist perception, satisfaction and intention to revisit

1. INTRODUCTION

Tourism is increasingly contributing for economic development of the country in providing employment and eradication of poverty, in today's competitive tourism destination, to provide high service quality to enhance tourist satisfaction has become an important concern for sustainable tourism destination management. Tourism has become a global phenomenon in the last 50 years (1). Tourism is a response to felt needs and acquired values within temporal, spatial, social, and economic parameters (2). An unprecedented interest has been demonstrated to understand the influence of destination attributes and emotional involvement on tourists' satisfaction (3). Tourism in today's world is considered an industry and the third most dynamic, prosperous, and developing economic phenomenon that has overtaken other global industries after the oil and automotive industries (4). The tourism and the hospitality industry create job opportunities not only in the local market but also at the global level (5). The tourism business is the most effective means to strengthen the economic and financial stability of a country (6). Domestic tourism is the largest portion of tourism all over the world and has several economic and socio-cultural potentials to enhance sustainable development. Among others, it facilitates cultural exchange helps to build nationalism, creates a suitable environment for international tourism (7). The Indian tourism industry has flourished in the past few years, significantly contributing to the nation's gross domestic product, foreign exchange earnings and employment (8). The tourism industry consists of a number of different sectors including the travel, hospitality and visitor services sector. Within each of these sectors there are a number of individual enterprises that provide a range of services to people who are travelling away from their home environment (9). Tourism industry in India is an emerging sector and it has immense potential for generating employment and is earning a huge amount of foreign currency. Indian tourism also helps to the country's overall economy and its social development (Raj, 2019). Many developing countries regard tourism as the main economic growth resource and that the benefits of this sector can be huge (10). The attraction of a tourist destination significantly depends on the natural resources and the climatic conditions of the geographical place in which it is located (11). Providing lodging with unique features such as camping zones, spas, and relaxing and comfortable ambiance and interiors can appeal to travellers who desire to have relaxing and refreshing time during holidays (12). Tourists have different travel purposes and show different patterns of resource consumption at travel destinations (12). A place with a combination of attributes that meets tourists' wants, desires and ultimately affects their satisfaction level is called a tourist destination (13). Focusing on the growth of the tourism sector in India should not be at the cost of the natural environment. Perhaps, the tourism sector in India can continue to grow with a thriving green natural

environment (14). Tourism is one of the most important economic activities and is considered as a key to development, prosperity, and well-being. According to the United Nations World Tourism Organization (UNWTO), tourism is 'a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development (15). Rural Tourism exhorts tourists to spend quality time in a nuanced fashion by engaging them in different ethnic, indigenous and aesthetic practices in rural areas. Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange Earnings, the word "Tourism" is derived from the term "TOUR" means "a journey from place to place or time to be spent at a station or rambling excursion" (1). "What makes a destination beautiful" by dissecting the dimensions of tourist aesthetic judgment (16). The anatomy of the experience, its intensity, duration, memorability, and meaning are subjected to scientific analysis (17). Repeat visitations are a natural phenomenon for mature holiday destinations (18). Tourism is a construct employed to denote significant psychological, social, and economic differences from other, similar behavior during which people leave and return to their home. Felt needs or motives turn into motivations when coupled with both situations and a tourist's value system (2).

This study was motivated by the need for research that can lead to a better understanding of the role of tourist experience in intention to revisit to tourist destination. Attitudes as the basis for motivation of research in a social and economic phenomenon, planners are often best advised to study tourism behavior in psychological terms (19). Domestic tourism has received little attention in tourism literature, which has been preoccupied with overseas tourist (14).

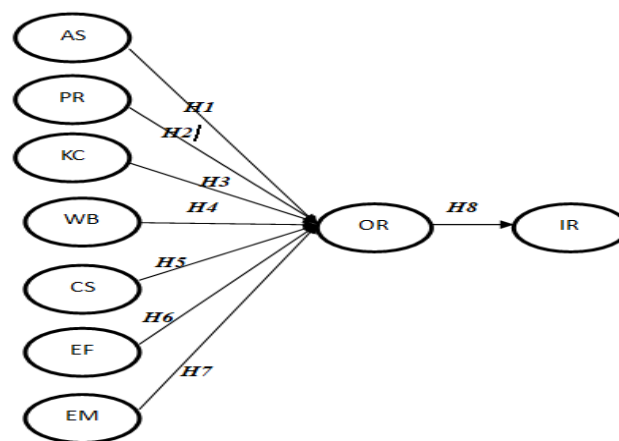


Figure 1: The conceptual model.

3. REVIEW OF LITERATURE

Tourism has gained importance as the fastest growing industry in the world, particularly because of multifarious benefits (1)

The expectations and attitudes towards the object are determined by both the tourist's felt needs and value system (2)

A place with a combination of attributes that meets tourists' wants, desires and ultimately affects their satisfaction level is called a tourist destination (3)

"a complete set of customer wants and needs; expressed in the customer's own language; organized the way the customer thinks about, uses and interacts with the product and service; and prioritized by the customer in terms of both importance and performance e in other words current satisfaction with existing alternatives" (20).

A tourist destination is regarded as central to tourism because destination attributes involving accommodation, transportation, attractions, amenities and other facilities reflect tourists' overall satisfaction (21).

4. OBJECTIVES

- To understand, how tourists' perception and satisfaction varies in terms of availability of food and accommodation, tourist destination attractions, tourist destination image and climate, commodities available in the tourist destination and tourist convenience

- To identify the tourist perception and satisfaction towards the people in the tourist destination, price of the things, elementary facilities, availability of carriage concerns, and purpose of trip
- To identify the relationship between tourists' satisfaction perception and their demographic factors

5. HYPOTHESIS

H1: There is relationship between perceptions on tourist destination attraction with tourist's overall satisfaction

H2: There is relationship between perception on price of goods and services in tourist destination with tourist's overall satisfaction

H3: There is relationship between tourist knowledge and curiosity with tourists' overall satisfaction

H4: There is relationship between wellbeing with tourists' overall satisfaction

H5: There is relationship between perception on tourist destination Climate safety & Security with tourists' overall satisfaction

H6: There is relationship between elementary facilities available in the tourist destination With tourist's overall satisfaction

H7: There is relationship between Environmental management in the tourist destination with tourist's overall satisfaction

H8: There is relationship between tourist overall satisfaction with tourist's intention to revisit

6. METHODOLOGY

Research Design

A quantitative descriptive research design is used in this study to investigate tourist attractions on destination attractions, Price, Knowledge & Curiosity, Wellbeing, Climate safety & Security, Elementary facility, Environment management, Overall Satisfaction and intention to revisit to **Goa**, the design is to directly collect empirical data from tourist.

Target Population and Sample

Tourist visited to Goa. A total of 231 respondents

Sampling Techniques

Convenience sampling and snowball sampling methods were combined to reach participants:

Convenience Sampling: Contacted tourist based on the reference to find participants who were readily available and eager to take part. Snowball Sampling: The first respondents were asked to recommend peers or colleagues who are also visited to Goa, this method made it easier to contact respondents

Data Collection Instrument

The main instrument for gathering data was a structured questionnaire. In order to detect and measure the perception of tourist on tourist attractions, Price, Knowledge & Curiosity, Wellbeing, Climate safety & Security, Elementary facility, Environment management, Overall Satisfaction and intention to revisit to Goa, the questionnaire includes both closed-ended and likert-scale items. To make sure the items were clear and pertinent; the instrument was verified by expert review and a pilot test with ten respondents in the concern areas.

Data Collection Procedure

Data collected from the respondents through personal interviews. Respondents provided their informed consent after being briefed on the study's objectives. Participants' confidentiality and anonymity were guaranteed

7. RESULTS AND DISCUSSION

Demographic profile

Demographic Factors		Number of respondents	%
Gender	Male	185	80.09
	Female	46	19.91
	Total	231	100.00
Age Group	18- 30	90	38.96
	31-40	46	19.91
	41-50	45	19.48
	Above 50	50	21.65
	Total	231	100.00
Education Level	Under graduation	35	15.15
	Graduation	136	58.87
	Post-graduation	60	25.97
	Total	231	100.00
Occupation	Student	78	33.77
	Employed – Private	58	25.11
	Employed – Government	32	13.85
	Business	63	27.27
	Total	231	100.00
Travel Companion	Alone	50	21.65
	Family	30	12.99
	Friends	146	63.20
	Others	5	2.16
	Total	231	100.00
Resident Location	North Region	35	15.15
	Central Region	71	30.74
	South Region	65	28.14
	East Region	35	15.15
	West Region	25	10.82
	Total	231	100.00
Length of Stay	1-3 Days	139	60.17
	3-5 Days	56	24.24
	5- 10 Days	25	10.82
	More than 10 days	11	4.76
	Total	231	100.00
Accommodation Category	Hotel	51	22.08
	Motel	128	55.41

	Tourist Villa	5	2.16
	Home Stay	47	20.35
	Total	231	100.00

The demographic analysis of tourists visiting Goa reveals that the destination is predominantly preferred by young, educated male travellers, particularly those aged 18–30 years. Most respondents are graduates and students or working professionals, indicating a relatively aware and informed tourist segment. The majority travel with friends and prefer short stays of 1–3 days, highlighting Goa's strong image as a youth-oriented, leisure and short-break destination. Budget-friendly accommodation options such as motels are highly favoured, suggesting cost-conscious travel behavior. Overall, the findings indicate that Goa's tourism appeal is largely around young group travellers.

Confirmatory Factor Analysis

CFA were used in this study to verify the construct validity and reliability of the measurement models for the nine dimensions of tourist perception.

RELIABILITY ANALYSIS

Table-1: RELIABILITY ANALYSIS

S.No	Construct	Reliability Values of Initial stage	Dimension	Loadings	Reliability Values	CR	AVE	No. of dimensions
1	Attraction(AS)	0.819	AC1	0.545	0.819	0.830	0.555	4
			AC2	0.727				
			AC3	0.732				
			AC4	0.574				
2	Price(PR)	0.737	PR1	0.572	0.737	0.804	0.519	4
			PR2	0.628				
			PR3	0.370				
			PR4	0.671				
3	Knowledge & Curiosity (KC)	0.898	KC1	0.783	0.898	0.900	0.692	4
			KC2	0.764				
			KC3	0.818				
			KC4	0.732				
4	Wellbeing(WB)	0.891	WB1	0.834	0.891	0.898	0.688	4
			WB2	0.754				
			WB3	0.704				
			WB4	0.779				
5	Climate, safety & Security (CS)	0.891	CS1	0.833	0.891	0.901	0.696	4
			CS2	0.780				
			CS3	0.648				
			CS4	0.824				
6	Elementary facility (EF)	0.903	EF1	0.714	0.903	0.905	0.705	4
			EF2	0.785				
			EF3	0.796				
			EF4	0.837				
7	Environmental management(EM)	0.886	EM1	0.669	0.886	0.892	0.675	4
			EM2	0.769				

	)		EM3	0.821				
			EM4	0.759				
8	Overall Satisfaction (OS)	0.857	OS1	0.630	0.857	0.723	0.596	4
			OS2	0.815				
			OS3	0.670				
			OS4	0.696				
9	Intention to revisit (IR)	0.905	IR1	0.822	0.905	0.862	0.613	4
			IR2	0.769				
			IR3	0.759				
			IR4	0.801				

Construct reliability

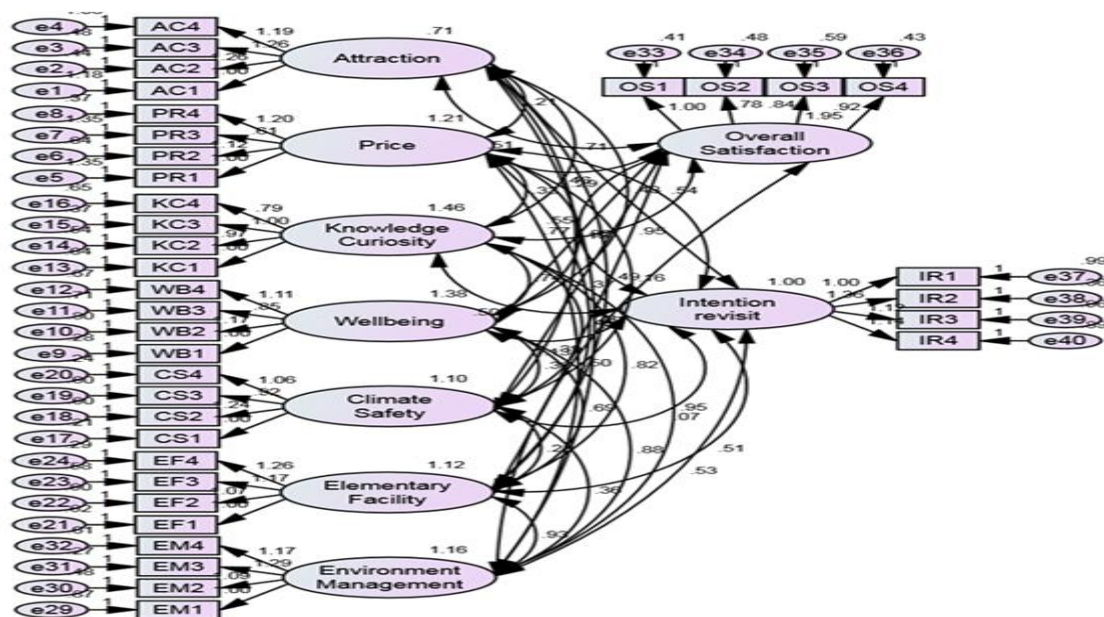
The degree of consistency or dependability of a construct's measure is known as reliability, the CFA was used to compute the composite reliability (CR) values for nine variables. The results ranged from 0.737 to 0.898 (Table 1), which is much higher than the 0.6 minimum required value. The modified scales were therefore determined to be reliable and consistent.

Convergent validity

The degree of agreement between several items used to measure the same concepts is known as convergent validity. Convergent validity is thus not an issue if the average variance extracted (AVE) value was more than 0.5, the factor loadings for every item surpassed 0.5, and the composite reliability values were over 0.7. All of the item factor loadings in Table 1 are above the suggested range of 0.6, falling between 0.723 and 0.905.

Between 0.843 and 0.944, which is significantly higher than the suggested value of 0.7, are the composite dependability values for a safe work environment, opportunity for growth, interaction with supervisors, work-life balance, fair compensation and compensation, and organizational commitment. Additionally, Table 1 shows that the average variance extracted values for all variables are 0.555, 0.51, 0.62, 0.688, 0.696, 0.705, 0.6755, 0.613 and 0.596 above the suggested threshold of 0.5. Consequently, this conclusion suggests that the validity of convergence is unaffected.

CFA Overall Path Model



Discriminant validity

The degree to which items distinguish between different constructs or measure unique concepts is measured by the discriminant validity, which also looks at correlations between constructs and the square root of the average variance retrieved for that construct. Table 2 shows that there was sufficient discriminant validity because the average variance retrieved (the diagonal values) was greater than the correlation values in the row and the column. As a result, the measurement model showed no evidence of discriminant validity issues.

Table 2 Discriminant validity

	IR	AC	PR	KC	WB	CS	EF	EM	OS
IR	0.783								
AC	0.329	0.745							
PR	0.373	0.263	0.721						
KC	0.383	0.694	0.231	0.832					
WB	0.306	0.470	0.245	0.542	0.829				
CS	0.057	0.203	0.111	0.259	0.276	0.834			
EF	0.419	0.575	0.271	0.621	0.549	0.243	0.840		
EM	0.446	0.659	0.387	0.728	0.716	0.318	0.811	0.822	
OS	0.350	0.444	0.292	0.547	0.488	0.290	0.630	0.772	0.850

Discriminant validity was defined as "the degree to which any given construct is different from others"

One could argue that the model's component factors' discriminant validity values. Each of these values is higher than the select factors' corresponding correlation coefficients. Therefore, every aspect of the study can meet the validity constructs. As a result, the structural model incorporates the current measurement model.

Structural Equation Modelling

The values of the SEM regression coefficients are shown in this section in order to test the study's hypotheses. The structural model is evaluated for fitness using chosen fit indices such as CFI, GFI, and RMSEA; the findings are displayed in Table 3.

Table 3 Fit indices values of structural model Fit indices values of structural model

	$\chi^2(df)$	χ^2/df	CFI	GFI	RMSEA
Model results	35.768(9)	7	0.969	0.865	0.048

The model's fit indices' evaluated values fall within an acceptable range. Therefore, there is high structural model match. Figure- 2 shows the structural model's path diagram together with its regression coefficients.

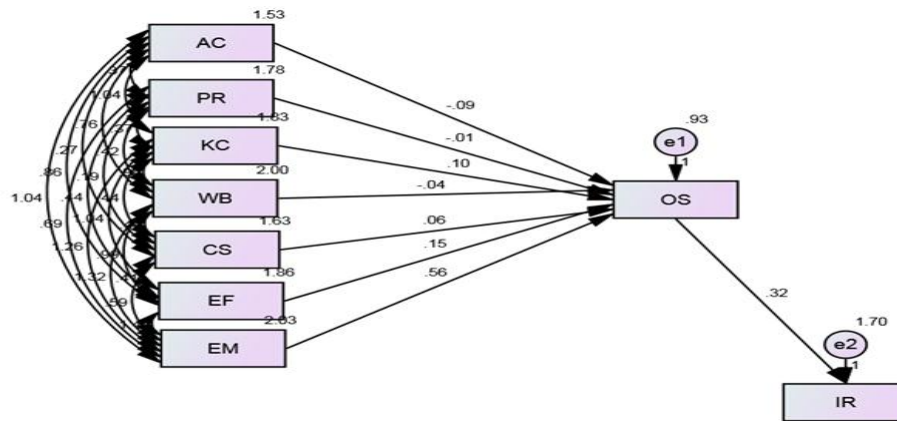


Figure 2: Structural model (from AMOS Software)

According to a number of research, if the RMSEA values are less than 0.05 and the Index value is greater than 0.9, the model is deemed to be fit and acceptable.

Five parameters were used in this study to assess the work-life quality of academic staff members. Five theories in total were formulated. The purpose of the five hypotheses was to investigate the direct causal relationship between reward and remuneration, work-life balance, supervisor-employee relationships, growth opportunities, and work environments with academic staff organizational commitment. The five hypotheses address how work-life balance among academic staff members affects organizational commitment. The SEM with maximum likelihood criteria was used to verify each hypothesis.

Table 4 Regression weight of the Model

Hypotheses	Path Direction	Estimate	S.E.	CR	P	Decision
H1	OS <--- AC	0.218	0.012	2.553	0.016	Not Supported
H2	OS <--- PR	0.203	0.031	6.522	***	Supported
H3	OS <--- KC	0.326	0.059	5.777	***	Supported
H4	OS <--- WB	0.319	0.631	5.103	***	Supported
H5	OS <--- CS	0.385	0.037	8.325	***	Supported
H6	OS <--- EF	0.226	0.406	6.281	***	Supported
H7	OS <--- EM	0.355	0.635	5.625	***	Supported
H8	IR <--- OS	0.072	0.029	2.512	0.012	Not Supported

Source: Output from AMOS Software

Where: AC=Attractions, PR=Price, KC=Knowledge and curiosity, WB = Wellbeing, CS= Climate, Safety and Security, EF= Environmental Facility EM= Environmental Management, OS= Overall Satisfaction, IR= Intention to Revisit.

The standardized regression weight and critical ratio for AC and OS are shown in Table 4 and are 0.218 and 2.553, respectively, indicating that this path is statistically significant at the p= 0.001 level. The data lend credence to hypothesis H1, which states that relationship between perception tourist destination attractions has strong impact on tourist's overall satisfaction.

The standardized regression weight and critical ratio for PR and OS are shown in Table 4 and are 0.203 and 6.522, respectively, indicating that this path is statistically significant at the $p = 0.001$ level. The data lend credence to hypothesis H2, which states that perception on price of goods and services in tourist destination with tourist's overall satisfaction, which is supported by the most important determinant of tourist spending is visitor income (22). Tourism marketers and managers should also bear in mind that Shopping was the single most important motivation factor for past mainland visitors to revisit (23). one of the most important determinants of tourist spending is visitor income. Therefore, sponsors of tourist advertising, whose object is to maximize visitor spending, either on a per party or per person/per day basis, should stress visitor income targets relative to other socioeconomic variables, including race

The standardized regression weight and critical ratio for KC and OS are shown in Table 4 and are 0.326 and 5.777, respectively, indicating that this path is statistically significant at the $p = 0.001$ level. The data lend credence to hypothesis H3, which states that relationship between tourist knowledge and curiosity with tourists' overall satisfaction

The standardized regression weight and critical ratio for WB and OS are shown in Table 4 and are 0.319 and 5.103, respectively, indicating that this path is statistically significant at the $p = 0.001$ level. The data lend credence to hypothesis H4, which states that relationship between wellbeing with tourists' overall satisfaction. Tourism requires the hospitality of local residents and their interaction with tourists (4).

The standardized regression weight and critical ratio for CS and OS are shown in Table 4 and are 0.385 and 8.325, respectively, indicating that this path is statistically significant at the $p = 0.001$ level. The data lend credence to hypothesis H5, which states that Climate safety Security with tourists' overall satisfaction

The standardized regression weight and critical ratio for EF and OS are shown in Table 4 and are 0.226 and 6.281, respectively, indicating that this path is statistically significant at the $p = 0.001$ level. The data lend credence to hypothesis H6, which states that relationship between elementary facilities available in the tourist destination with tourist's overall satisfaction

The standardized regression weight and critical ratio for EM and OS are shown in Table 4 and are 0.355 and 5.6255, respectively, indicating that this path is statistically significant at the $p = 0.001$ level. The data lend credence to hypothesis H7, which states that relationship between Environmental management has strong impact on tourist's overall satisfaction. Developing domestic tourism is essential for its dynamic economic, socio-cultural and political reimbursement (24).

The standardized regression weight and critical ratio for OS and IR are shown in Table 4 and are 0.072 and 2.512, respectively, indicating that this path is statistically not significant at the $p = 0.012$ level. The data lend credence to hypothesis H8, which states that relationship between tourist overall satisfaction with tourist's intention to revisit. Through the two phases of the study, it was demonstrated that travel motivation could be identified as patterns and combinations of multiple motives that are influenced by previous travel experience and age (25).

8. CONCLUSION

The study confirms the direct relationship between tourist attractions on destination attractions, Price, Knowledge & Curiosity, Wellbeing, Climate safety & Security, Elementary facility, Environment management, Overall Satisfaction and intention to revisit to Goa, it should be recognized that the sheer complexity of the field makes firm conclusions extremely difficult (26). The framework also offers guidance for tourism destination planning when deciding how to maximize key visual and other perceptual cues that are favourable to aesthetic judgments, and minimize the distracting elements. It is well established in tourism literature that both overall tourist satisfaction and a tourist's intention to return are partially determined by his/her assessment of the destination's different attributes. If a destination achieves a base of loyal tourists who periodically repeat their stay, it will achieve economic and employment stability for its citizens, likewise it will be laying down solid foundations for its long-term growth (11). Research findings suggest that 5-star hotel managers and owners should focus upon the feeling of homeliness for customers; it is one of the most important dimensions influencing customer satisfaction (27).

Customer experience has become a key concept in cultural heritage marketing, because tourist satisfaction is often determined by the global experience obtained (28). Artificial intelligence has emerged as an excellent tool across multiple industries (29). New and innovative marketing strategies must be developed by service providers and brand managers, continuous development and effective check mechanisms should also be put in place so that tourists visiting the

destinations are satisfied with their travel experience and are motivated to revisit the destination (6), the government should also take measures to ensure internal stability by taking strict measures against antisocial movements (8).

Limitations and further research suggestions

This study had several limitations. First, the study contributes to a deeper understanding of the effect of travel purpose on travel expenditure by using a nationwide survey in South Korea; the results should not be over-generalized.

Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The author(s) received no financial support for the research, authorship, and/or publication of this article.

REFERENCES:

1. Marzooth, M., Delhirajan, & Rajalakshmi. (2016). A study on tourism Attractiveness Factors in Pondicherry. *Asian Journal of Managerial Science*, 5(1), 12–16.
2. Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283–304.
3. Biswas, C., Deb, S. K., Hasan, A. A., & Khandakar, M. S. A. (2020). Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights*, 4(4), 490–510.
4. Mehdiabadi, A., Wanke, P. F., Khorshid, S., Spulbar, C., & Birau, R. (2021). A New Hybrid Fuzzy Model: Satisfaction of Residents in Touristic Areas toward Tourism Development. *Mathematical Problems in Engineering*, 2021, 1–21.
5. Larterra, P., Nahuelhual, L., Gluch, M., Sirimarco, X., Bravo, G., & Monjeau, A. (2019). How are jobs and ecosystem services linked at the local scale? *Ecosystem Services*, 35, 207–218.
6. Jasrotia, S. S., Kamila, M. K., & Patel, V. K. (2021). Impact of Sustainable Tourism on Tourist's Satisfaction: Evidence from India. *Business Perspectives and Research*, 11(2), 173–189.
7. Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, 6(9), e04839.
8. Dhariwal, R. (2003). Tourist Arrivals in India: How Important is Domestic Disorders. *Tourism Economics*. 11.102139/ ssrn.390666.
9. Raj, S. (2019). A study on Customer Satisfaction and service quality of tourism management in Tamil Nadu. *Think India Journal*, 22(10), 1674–1682.
10. Ahmad, N., Menegaki, A. N., & Al-Muharrami, S. (2020). Systematic Literature Review Of Tourism Growth Nexus: An Overview of the Literature And A Content Analysis Of 100 Most Influential Papers. *Journal of Economic Surveys*, 34(5), 1068–1110.
11. Hernández-Lobato, L., Solis-Radilla, M. M., Moliner-Tena, M. A., & Sánchez-García, J. (2006). Tourism Destination Image, Satisfaction and Loyalty: A study in Ixtapa-Zihuatanejo, Mexico. *Tourism Geographies*, 8(4), 343–358.
12. Ahn, Y., Lee, S., Lee, S., Lee, S., & Lee, S. (2020). Do some travel purposes lead to more tourist expenditure patterns than others? Evidence from an almost ideal demand system (AIDS) analysis. *Asia Pacific Journal of Tourism Research*, 25(8), 902–913.

13. Chahal, H. and Devi, A. (2015), "Destination attributes and destination image relationship in volatile tourist destination: role of perceived risk", *Metamorphosis*, Vol. 4 No. 2, pp. 1-19.
14. Sahoo, B. K., Nayak, R., & Mahalik, M. K. (2022). Factors affecting domestic tourism spending in India. *Annals of Tourism Research Empirical Insights*, 3(2), 100050.
15. Bayih, B. E., & Singh, A. (2020a). Exploring Domestic tourism in Ethiopia: Trends, prospects, promotional marketing, and challenges. *International Journal of Recent Technology and Engineering (IJRTE)*, 8(6), 2675–2688.
16. Kirillova, K., Fu, X., Lehto, X., & Cai, L. (2014). What makes a destination beautiful? Dimensions of tourist aesthetic judgment. *Tourism Management*, 42, 282–293.
17. Mannell, R. C., & Iso-Ahola, S. E. (1987). Psychological nature of leisure and tourism experience. *Annals of Tourism Research*, 14(3), 314–331.
18. Alegre, J., & Cladera, M. (2006). Repeat visitation in mature sun and sand holiday destinations. *Journal of Travel Research*, 44(3), 288–297.
19. Lewin, K. (1942) Field Theory of Learning. *Yearbook of National Social Studies of Education* 41:215-242.
20. Katz, G. (2011). Nine myths about the voice of the customer. *Visions*, 24e25 (October).
21. Jani, D., Jang, C.-I. and Hwang, Y.-H. (2009), "Differential effects of tourism resources on the attractiveness of destination", *International Journal of Tourism Sciences*, Vol. 9 No. 1, pp. 23-36.
22. Agarwal, V. B., & Yochum, G. R. (1999). Tourist spending and race of visitors. *Journal of Travel Research*, 38(2), 173–176.
23. Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), 29–44.
24. Mazimhaka, J., 2007. Diversifying Rwanda's tourism industry: a role for domestic tourism. *Development Southern Africa*, 24 (3), 491–504.
25. Pearce, P. L., & Lee, U. (2005). Developing the Travel Career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226–237.
26. Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187–219
27. Guo, Y., Barnes, S. J., & Jia, Q. (2016). Mining meaning from online ratings and reviews: Tourist satisfaction analysis using latent dirichlet allocation. *Tourism Management*, 59, 467–483.
28. Chen, C., & Chen, F. (2009). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
29. Parthasaradhy.T, Dhanavathi. K., & Shanthini.V. (2025). Difficulties and Challenges in Implementing Artificial Intelligence in Different Fields, *International Journal For Innovative Research in Multidisciplinary Field*, 11(8), 169-178.