

# Application of Achievement-Improvement Model at Tourist Destinations Kashid Beach and Nagaon beach

<sup>1</sup>Ramdas Kendre & <sup>2</sup>Shyamkant V. Shrigiriwar

<sup>1</sup>Research Scholar, Rashtrasant Tukadoji Maharaj Nagpur University, Nagapur (India)

<sup>2</sup>Research Guide, Rashtrasant Tukadoji Maharaj Nagpur University, Nagapur (India)

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### \*Corresponding Author

Email: reejwilliams[at]gmail.com

## ABSTRACT

Tourists visit the beaches, temples, forts, hill stations, etc. Do all the people visit beaches and like all the attributes of it. It would not be possible to match everybody's liking but to a common band.

In this study, a comparison of the attributes offered by two beach destinations: Kashid, and Nagaon is carried out applying the well-known Fishbein Model (Fishbein M., 1963). Further, researcher developed "Achievement-Improvement Model" to identify the achievement and improvement areas, and its percentages. The model is an extension to the existing Fishbein Model (Fishbein M., 1963). The model helps the researcher to quote percentage for a particular area for improvement or to state its achievement. It further helps to judge, and compares the number of tourism destinations at once.

In this study, Nagaon beach (64.94 %) is performing better as compared to Kashid beach (35.06 %). Researcher identified top five areas of improvement and achievement, for Kashid beach, and Nagaon beach each of tourists' destinations. In addition, If Kashid and Nagaon beaches are treated, and marketed in future as if they are one destination.

## 1. Introduction

Beach is a favorite destination for many of us. Kashid beach known for its white sand and clear water among tourists. Nagaon, as observed and confirmed through personal visits, has water with black sand. Soil like texture of the sand offers water black color and in addition to that some drainage from rural and urban area in the vicinity. Nagaon is known for its resorts, and peaceful living arrangements. Further, it is known for the Konkani food as well. Researchers, (Aggarwal, Guglani, & Goel, 2008), studied yoga tourism at Rishikesh India. The Nagaon beach is very suitable for the wellness tourism. The peaceful environment bestowed the ability to cure and relieve from stress for tourists visiting this destination. Researchers, (Kendre & Shrigiriwar, 2018), suggested in the section of future scope, same destinations study could be repeated with different angles. Attitudes are set behavior but it can be changed, the problem is the process of change is so slow that it readily cannot be identified. Tourists attitude are studied at many destinations (Flash Eurobarometer, 2009), still it is necessary to study as tourists from different background carry different attitudes.

(United States Tourism Revenues) this report is good source to identify that tourism can add revenue to government. Thus, developing tourism destination will be a sustainable move for country too.

## 2. Objectives

To analyze attitudes, motivations, and perceptions of tourists towards the tourism destinations: Kashid beach and Nagaon beach

## 3. Research Methodology

Data is collected through a designed research instrument, wherein validity of the instrument is ensured through eminent persons in the field of research, and correcting applying the suggestion received from them.



Tourist Destination: Nagaon Beach Source: Researcher

The questions in the research instrument added, deleted, and corrected not only as per the suggestions but also as per the reliability test conducted. The first questionnaire was tested with response from 22 respondents and researcher calculated Chronbach  $\alpha = 0.13$ . After deletion, some suggested items by the reliability test; second version of designed questionnaire was tested with the 36 responses. Chronbach  $\alpha = 0.84$  was calculated for the second version items used in this study. Finally, fine tuning the words in some of the items the third final research instrument become ready to collect data with Chronbach  $\alpha = 0.882$  for the first 25 items wherein the Likert scale used as 1 minimum through 5 maximum.



Resort at Nagaon Beach Destination<sup>1</sup>

The Chronbach  $\alpha = 0.651$  was calculated for the 45 items of the research instrument. Next 20 Likert scale items are not used for this article, Chronbach  $\alpha = 0.905$ . Rests of the questions were of categorical and nominal type. All items are utilized in the researcher’s PhD study.

Population of tourists visited in the year 2011-12 (ACNielsen ORG-MARG, 2012) helped in calculation of sample size. A sample size of 384(Krejcie & Morgan, 1970), calculated for 95% significance level and 5% margin of error. The respondents selected through accidental sampling from Pune city who visited either Kashid and/or Nagaon beach. The data collected through personal interview.

Thus, collected data coded and prepared for the final analysis. For data analysis, SPSS version 20, and MS EXCEL from MS Office 2007 software used. Data is analyzed using Fishbein Model,(Fishbein M. , 1963)(Fishbein & Ajzen, 1975), to calculate attitude towards the attributes:

Original Fishbein Model:

$$\text{Attitude towards an object} = \sum_{i=1}^n (b_i \times e_i) \text{-----} (1)^2$$

Where,  
n=23 attributes

$b_i$  = Strength of belief that object contains  $i$  attribute (ranges from 1 as minimum to 5 as maximum)

$e_i$  = evaluation of the desirability of attribute  $i$  (ranges from 1 as minimum to 5 as maximum)

**For this study formula modified as follows:**

There is no change in the “ $b_i$ ” but “ $e_i$ ” researcher selected as maximum rating for every attribute.

$b_i$  = actual ratings by the respondents

$e_i = 5$  which is maximum expectation for every attribute (assumed ideal expectation for every respondent)

**4. Method of Analysis**

According to Fishbein Model the lesser the figure, the less favorable the attitude towards the destination and vice versa.

For suggested model to apply, and to be correct in all the sense, the first 153 valid cases for all the attributes considered for each of the destinations: Kashid beach (153)and Nagaon beach (153), so the total cases considered become 306.

The least possible score for a destination is  $(153 \times 1) = 153$  per item. The total worst possible score for a destination to visit can be  $(153 \times 23) = 3519$ , lesser than this is not possible. The maximum possible score, the required score for the destination to be ideal, for each item of a destination to be ideal is  $(153 \times 5) = 765$ . The total best possible score for a destination can be  $(153 \times 5) = 17595$ .

To calculate the Achievement and improvement model results for each attribute use following formula

Where,

$$\sum_{i=1}^n m e_i = \text{Minimum Possible Score} \text{-----} (2)$$

$$\sum_{i=1}^n M e_i = \text{Maximum Possible Score} \text{-----} (3)$$

$$\text{Achievement} = \left( \sum_{i=1}^n b_i - \sum_{i=1}^n m e_i \right) \times 100 \div \left( \sum_{i=1}^n M e_i - \sum_{i=1}^n m e_i \right) \text{-----} (4)$$

$$\text{Improvement} = \left( \sum_{i=1}^n M e_i - \sum_{i=1}^n b_i \right) \times 100 \div \left( \sum_{i=1}^n M e_i - \sum_{i=1}^n m e_i \right) \text{-----} (5)$$

**Table 1 Attitude of Tourists towards Kashid Beach and Nagaon Beach**

Sr. No.	Attribute	Kashid	Nagaon	Minimum Possible Score $\sum_{i=1}^n m e_i$	Expected Maximum Score $\sum_{i=1}^n M e_i$
		Sum of cases $\sum_{i=1}^n b_i$	Sum of cases $\sum_{i=1}^n b_i$		
1	Alone	406	442	306	765
2	V_With_Friends	645	633	306	765
3	V_With_Family	635	636	306	765
4	Fun	576	559	306	765
5	Water_Sports	515	534	306	765
6	Other_Sports	483	515	306	765
7	Peace_Of_Mind	572	621	306	765
8	Skip_Routine	580	569	306	765
9	Vegetarian_Meal	484	515	306	765
10	Non_Veg_Meal	599	579	306	765
11	Braakfast	520	545	306	765

12	Boarding	539	551	306	765
13	Living_Arrangements	561	580	306	765
14	Employee_behavior_Lodging	564	578	306	765
15	Room_Cleanliness	498	541	306	765
16	Travel_Comfort	525	543	306	765
17	Beach cleanliness	558	592	306	765
18	Local People	564	574	306	765
19	Local Culture	562	564	306	765
20	Historical Places	519	556	306	765
21	Visit Again	577	568	306	765
22	Overall Satisfaction	568	568	306	765
23	Government Contribution	439	468	306	765
24	Overall Comparison (Total)	12489	12831	7038	17595

Table 2 Findings from Fishbein Model Analysis

Sr. No.	Attribute	Finding
1	Alone	Nagaon is performing better as compared to Kashid
2	V_With_Friends	Kashid is performing better as compared to Nagaon
3	V_With_Family	Nagaon is performing better as compared to Kashid
4	Fun	Kashid is performing better as compared to Nagaon
5	Water_Sports	Nagaon is performing better as compared to Kashid
6	Other_Sports	Nagaon is performing better as compared to Kashid
7	Peace_Of_Mind	Nagaon is performing better as compared to Kashid
8	Skip_Routine	Kashid is performing better as compared to Nagaon
9	Vegetarian_Meal	Nagaon is performing better as compared to Kashid
10	Non_Veg_Meal	Kashid is performing better as compared to Nagaon
11	Braeakfast	Nagaon is performing better as compared to Kashid
12	Boarding	Nagaon is performing better as compared to Kashid
13	Living_Arrangements	Nagaon is performing better as compared to Kashid
14	Employee_behavior_Lodging	Nagaon is performing better as compared to Kashid
15	Room_Cleanliness	Nagaon is performing better as compared to Kashid
16	Travel_Comfort	Nagaon is performing better as compared to Kashid
17	Beach_Cleanliness	Nagaon is performing better as compared to Kashid
18	Local_People	Nagaon is performing better as compared to Kashid
19	Local_Culture	Nagaon is performing better as compared to Kashid
20	Historical_Places	Nagaon is performing better as compared to Kashid
21	Visit_Again	Kashid is performing better as compared to Nagaon
22	Satisfaction_Overall	Kashid is performing better as compared to Nagaon
23	Govt_Contribution	Nagaon is performing better as compared to Kashid
24	Overall Comparison	Nagaon is performing better as compared to Kashid

## 5. Kashid Beach

See Table 3, at Kashid beach; attribute Alone Achieved (41.34%). There is chance for improvement (58.66%) in Alone. At Kashid beach, attribute V\_With\_Friends Achieved (80.39%). There is chance for improvement (19.61%) in V\_With\_Friends. At Kashid beach, attribute V\_With\_Family Achieved (78.76%). There is chance for improvement (21.24%) in V\_With\_Family. At Kashid beach, attribute Fun Achieved (69.12%). There is chance for improvement (30.88%) in Fun. At Kashid beach, attribute Water\_Sports Achieved (59.15%). There is chance for improvement (40.85%) in Water\_Sports. At Kashid beach,

attribute Other\_Sports Achieved (53.92%). There is chance for improvement (46.08%) in Other\_Sports. At Kashid beach, attribute Peace\_of\_Mind Achieved (68.46%). There is chance for improvement (31.54%) in Peace\_of\_Mind. At Kashid beach, attribute Skip\_Routine Achieved (69.77%) which is in other words can be called as motivation for the tourists visiting here. There is chance for improvement (30.23%) in Skip\_Routine. At Kashid beach, attribute Vegetarian\_Meal Achieved (54.08%). There is chance for improvement (45.92%) in Vegetarian\_Meal. At Kashid beach, attribute Non\_Veg\_Meal Achieved (72.88%). There is chance for improvement (27.12%) in

Non\_Veg\_Meal. Non vegetarian food available at destination have become motivation for tourists visiting here. At Kashid beach, attribute Breakfast Achieved (59.97%). There is chance for improvement (40.03%) in Breakfast. At Kashid beach, attribute Boarding Achieved (63.07%). There is chance for improvement (36.93%) in Boarding. At Kashid beach, attribute Living Arrangements Achieved (66.67%). There is chance for improvement (33.33%) in Living Arrangements. At Kashid beach, attribute Employee\_behavior\_Lodging Achieved (67.16%). There is chance for improvement (32.84%) in Employee\_behavior\_Lodging. At Kashid beach, attribute Room Cleanliness Achieved (56.37%). There is chance for improvement (43.63%) in Room Cleanliness. At Kashid beach, attribute Travel Comfort Achieved (60.78%). There is chance for improvement (39.22%) in Travel Comfort. At Kashid beach, attribute Beach,\_Cleanliness Achieved (66.18%). There is chance for improvement (33.82%) in Beach,\_Cleanliness. At Kashid beach, attribute Local People Achieved (67.16%). There is chance for improvement (32.84%) in Local People. At Kashid beach, attribute Local Culture Achieved (66.83%). There is chance for improvement (33.17%) in Local Culture. At Kashid beach, attribute Historical Places Achieved (59.8%). There is chance for improvement (40.2%) in Historical Places. At Kashid beach, attribute Visit Again Achieved (69.28%). There is chance for improvement (30.72%) in Visit Again. At Kashid beach, attribute Satisfaction Overall Achieved (67.81%). There is chance for improvement (32.19%) in Satisfaction Overall. At Kashid beach, attribute Government's Contribution Achieved (46.73%). There is chance for improvement (53.27%) in Government Contribution. At Kashid beach, attribute Overall Comparison Achieved (63.73%). There is chance for improvement (36.27%) in Overall Comparison.

## 6. Nagaon Beach

At Nagaon beach, attribute Alone Achieved (47.22%). There is chance for improvement (52.78%) in Alone. At Nagaon beach, attribute V\_With\_Friends Achieved (78.43%). There is chance for improvement (21.57%) in V\_With\_Friends. At Nagaon beach, attribute V\_With\_Family Achieved (78.92%). There is chance for improvement (21.08%) in V\_With\_Family. At Nagaon beach, attribute Fun Achieved (66.34%). There is chance for improvement (33.66%) in Fun. At Nagaon beach, attribute Water\_Sports Achieved (62.25%). There is chance for improvement (37.75%) in Water\_Sports. At Nagaon beach, attribute Other\_Sports Achieved (59.15%). There is chance for improvement (40.85%) in Other\_Sports. At Nagaon beach, attribute Peace\_of\_Mind Achieved (76.47%). The relaxation relieves tourists from stress offering them the real peace of mind. This is another motivation for the tourists visiting here i.e. relaxation. There is chance for improvement (23.53%) in Peace\_of\_Mind. At Nagaon beach, attribute Skip\_Routine Achieved (67.97%). There is chance for improvement (32.03%) in Skip\_Routine. At Nagaon beach, attribute Vegetarian\_Meal Achieved (59.15%). There is chance for improvement (40.85%) in Vegetarian\_Meal. At Nagaon beach, attribute Non\_Veg\_Meal Achieved (69.61%). There is chance for improvement (30.39%) in

Non\_Veg\_Meal. At Nagaon beach, attribute Breakfast Achieved (64.05%). There is chance for improvement (35.95%) in Breakfast. At Nagaon beach, attribute Boarding Achieved (65.03%). There is chance for improvement (34.97%) in Boarding. At Nagaon beach, attribute Living Arrangements Achieved (69.77%). There is chance for improvement (30.23%) in Living Arrangements. At Nagaon beach, attribute Employee behavior at Lodging Achieved (69.44%). There is chance for improvement (30.56%) in Employee behavior at Lodging. At Nagaon beach, attribute Room Cleanliness Achieved (63.4%). There is chance for improvement (36.6%) in Room Cleanliness. At Nagaon beach, attribute Travel Comfort Achieved (63.73%). There is chance for improvement (36.27%) in Travel Comfort. At Nagaon beach, attribute Beach Cleanliness Achieved (71.73%). There is chance for improvement (28.27%) in Beach Cleanliness. At Nagaon beach, attribute Local People Achieved (68.79%). There is chance for improvement (31.21%) in Local People. At Nagaon beach, attribute Local Culture Achieved (67.16%). There is chance for improvement (32.84%) in Local Culture. At Nagaon beach, attribute Historical Places Achieved (65.85%). There is chance for improvement (34.15%) in Historical Places. At Nagaon beach, attribute Visit Again Achieved (67.81%), satisfaction at the destination drive tourists to visit again (Alegre & Cladera, 2009). There is chance for improvement (32.19%) in Visit Again. At Nagaon beach, attribute Satisfaction Overall Achieved (67.81%). There is chance for improvement (32.19%) in Satisfaction Overall. At Nagaon beach, attribute Government Contribution Achieved (51.47%). There is chance for improvement (48.53%) in Government Contribution. At Nagaon beach, attribute Overall Comparison Achieved (66.16%). There is chance for improvement (33.84%) in Overall Comparison.

## 7. Combined Effect of Kashid and Nagaon Beach

At Kashid and Nagaon beach destination, Attribute Alone Achieved (44.28%). There is chance for improvement (55.72%) in Alone. At Kashid and Nagaon beach destination, Attribute V\_With\_Friends Achieved (79.41%). There is chance for improvement (20.59%) in V\_With\_Friends. At Kashid and Nagaon beach destination, Attribute V\_With\_Family Achieved (78.84%). There is chance for improvement (21.16%) in V\_With\_Family. At Kashid and Nagaon beach, destination Attribute Fun Achieved (67.73%). There is chance for improvement (32.27%) in Fun. At Kashid and Nagaon beach destination, Attribute Water\_Sports Achieved (60.7%). There is chance for improvement (39.3%) in Water\_Sports. At Kashid and Nagaon, beach destination Attribute Other\_Sports Achieved (56.54%). There is chance for improvement (43.46%) in Other\_Sports. At Kashid and Nagaon, beach destination Attribute Peace\_of\_Mind Achieved (72.47%). There is chance for improvement (27.53%) in Peace\_of\_Mind. At Kashid and Nagaon, beach destination Attribute Skip\_Routine Achieved (68.87%). There is chance for improvement (31.13%) in Skip\_Routine. At Kashid and Nagaon, beach destination Attribute Vegetarian\_Meal Achieved (56.62%). There is chance for improvement (43.38%) in Vegetarian\_Meal. At Kashid and Nagaon, beach destination Attribute Non\_Veg\_Meal Achieved (71.24%).

There is chance for improvement (28.76%) in Non\_Veg\_Meal. At Kashid and Nagaon, beach destination Attribute Breakfast Achieved (62.01%). There is chance for improvement (37.99%) in Breakfast. The food served at restaurants, and other places at the destination should follow standards (PSI, 2009). At Kashid and Nagaon, beach destination Attribute Boarding Achieved (64.05%). There is chance for improvement (35.95%) in Boarding. At Kashid and Nagaon beach destination together, attribute Living Arrangements Achieved (68.22%). There is chance for improvement (31.78%) in Living Arrangements. At Kashid and Nagaon beach destination together Attribute Employee\_behavior\_Lodging Achieved (68.3%). There is chance for improvement (31.7%) in Employee\_behavior\_Lodging. At Kashid and Nagaon beach destination together Attribute Room Cleanliness Achieved (59.89%). There is chance for improvement (40.11%) in Room Cleanliness. At Kashid and Nagaon beach destination together Attribute Travel Comfort Achieved (62.25%). There is chance for improvement (37.75%) in Travel Comfort. At Kashid and Nagaon beach destination together Attribute Beach cleanliness Achieved (68.95%). There is chance for improvement (31.05%) in Beach cleanliness. At Kashid and Nagaon beach destination together attribute Local People Achieved (67.97%). There is chance for improvement (32.03%) in Local People. At Kashid and Nagaon beach destination together Attribute Local Culture Achieved (66.99%). There is chance for improvement (33.01%) in Local Culture. At Kashid and Nagaon beach destination together, attribute Historical Places Achieved (62.83%). There is chance for improvement (37.17%) in Historical Places. At Kashid and Nagaon beach destination together, attribute Visit Again Achieved (68.55%). There is chance for improvement (31.45%) in Visit Again. At combined Kashid and Nagaon beach destination together, attribute Overall Satisfaction Achieved (67.81%). There is chance for improvement (32.19%) in Overall Satisfaction. At combined Kashid and Nagaon beach destination together, Attribute Government Contribution Achieved (49.1%). There is chance for improvement (50.9%) in Government Contribution. Overall Comparison for Kashid and Nagaon beach achieved (64.94%). There is chance for improvement (35.06%) in Overall Comparison.

## 8. Combined Effect

### Top Five Areas of Achievement:

V\_With\_Friends is at RANK= 1 with achievement= (79.41%). V\_With\_Family is at RANK= 2 with achievement= (78.84%). Peace\_of\_Mind is at RANK= 3 with achievement= (72.47%). Skip\_Routine is at RANK= 6 with achievement= (68.87%). Non\_Veg\_Meal is at RANK= 4 with achievement= (71.24%). It is identified that the people visit here are attracted by the non-vegetarian food (Altintzoglou, Heide, & Borch, 2016) which has got a different Konkani taste. Beach Cleanliness is at RANK= 5 with achievement= (68.95%). Further tourists can be segmented on the basis of motivation (Beh & Bruyere, 2007) for the purpose of marketing of the destination.

### Top Five Areas of Improvement:

Alone is at RANK= 1 with chance to improve = (55.72%). Water\_Sports is at RANK= 6 with chance to improve = (39.3%). Other\_Sports is at RANK= 3 with chance to improve = (43.46%). Vegetarian\_Meal is at RANK= 4 with chance to improve = (43.38%). Room Cleanliness is at RANK= 5 with chance to improve = (40.11%). Government's Contribution is at RANK= 2 with chance to improve = (50.9%).

## Kashid Beach

### Top Five Areas of Achievement:

V\_With\_Friends is at RANK= 1 with achievement= (80.39%). V\_With\_Family is at RANK= 2 with achievement= (78.76%). Fun is at RANK= 6 with achievement= (69.12%). Skip\_Routine is at RANK= 4 with achievement= (69.77%). Non\_Veg\_Meal is at RANK= 3 with achievement= (72.88%). Visit Again is at RANK= 5 with achievement= (69.28%).

### Top Five Areas of Improvement:

Alone is at RANK= 1 with chance to improve = (58.66%). Water\_Sports is at RANK= 6 with chance to improve = (40.85%). Other\_Sports is at RANK= 3 with chance to improve = (46.08%). Vegetarian\_Meal is at RANK= 4 with chance to improve = (45.92%). Room Cleanliness is at RANK= 5 with chance to improve = (43.63%). Government's Contribution is at RANK= 2 with chance to improve = (53.27%).

## Nagaon Beach

### Top Five Areas of Achievement:

V\_With\_Friends is at RANK= 2 with achievement= (78.43%). V\_With\_Family is at RANK= 1 with achievement= (78.92%). Peace\_of\_Mind is at RANK= 3 with achievement= (76.47%). Non\_Veg\_Meal is at RANK= 6 with achievement= (69.61%). Living Arrangements is at RANK= 5 with achievement= (69.77%). Beach Cleanliness is at RANK= 4 with achievement= (71.73%).

### Top Five Areas of Improvement:

Alone is at RANK= 1 with chance to improve = (52.78%). Water\_Sports is at RANK= 5 with chance to improve = (37.75%). Other\_Sports is at RANK= 3 with chance to improve = (40.85%). Vegetarian\_Meal is at RANK= 3 with chance to improve = (40.85%). Room Cleanliness is at RANK= 6 with chance to improve = (36.6%). The employees should be well trained to provide service to the customers visiting at the destination. Government's Contribution is at RANK= 2 with chance to improve = (48.53%).

## 9. Future scope for research

Identified areas in the top five rankings in each section of Kashid, Nagaon, in combination effect can be studied with different analyzing tools for the same destinations.

Achievement-Improvement Model can be used to compare two or more destinations, products, services, companies, industries, etc.

A necessity in identifying new marketing strategy, way, tactic, etc. is identified, since there are many attributes attracting the inbound tourists at Kashid, and Nagaon beach (Andres & Margus, 2011).

**Table 3 Combined Effect of Kashid Beach and Nagaon Beach**

Table: Acheivment and Improvement							
Sr. No	Attribute	Kashid Beach		Nagaon Beach		Combined Effect: Kashid and Nagaon Beach	
		Acheivment	Improvement Needed	Acheivment	Improvement Needed	Combined Achievemen t	Combined Improvement Needed
1	Alone	41.34	58.66	47.22	52.78	44.28	55.72
2	V_With_Friends	80.39	19.61	78.43	21.57	79.41	20.59
3	V_With_Family	78.76	21.24	78.92	21.08	78.84	21.16
4	Fun	69.12	30.88	66.34	33.66	67.73	32.27
5	Water_Sports	59.15	40.85	62.25	37.75	60.70	39.30
6	Other_Sports	53.92	46.08	59.15	40.85	56.54	43.46
7	Peace_Of_Mind	68.46	31.54	76.47	23.53	72.47	27.53
8	Skip_Routine	69.77	30.23	67.97	32.03	68.87	31.13
9	Vegetarian_Meal	54.08	45.92	59.15	40.85	56.62	43.38
10	Non_Veg_Meal	72.88	27.12	69.61	30.39	71.24	28.76
11	Braeakfast	59.97	40.03	64.05	35.95	62.01	37.99
12	Boarding	63.07	36.93	65.03	34.97	64.05	35.95
13	Living_Arrangements	66.67	33.33	69.77	30.23	68.22	31.78
14	Employee_behavior_Lodging	67.16	32.84	69.44	30.56	68.30	31.70
15	Room_Cleanliness	56.37	43.63	63.40	36.60	59.89	40.11
16	Travel_Comfort	60.78	39.22	63.73	36.27	62.25	37.75
17	Beach_Cleanliness	66.18	33.82	71.73	28.27	68.95	31.05
18	Local_People	67.16	32.84	68.79	31.21	67.97	32.03
19	Local_Culture	66.83	33.17	67.16	32.84	66.99	33.01
20	Historical_Places	59.80	40.20	65.85	34.15	62.83	37.17
21	Visit_Again	69.28	30.72	67.81	32.19	68.55	31.45
22	Satisfaction_Overall	67.81	32.19	67.81	32.19	67.81	32.19
23	Govt_Contribution	46.73	53.27	51.47	48.53	49.10	50.90
24	Overall Comparison	63.73	36.27	66.16	33.84	64.94	35.06

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