

Foreign Tourists' Revisit Intention Approach Applied in the Indian Tourism Market

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Abstract

The tourism market is one of the largest sources of foreign exchange earnings for many countries in the world, including India. The travel & tourism market contributed around 10.4% to world GDP and 10% to total employment. The tourism sector contributed about 9% to total GDP in India in 2018. Tourists are the consumers in the tourism market and broadly, they are divided into domestic and foreign tourists. In the tourism market, foreign tourists' attraction is more important than the domestic tourists. The flow of foreign tourists into the country can help to earn valuable foreign exchange earnings. Therefore, the present study aimed to identify the factors which influence the foreign tourists' revisit intention with specific reference to heritage tourist destinations. The study focused on the examination of the relationship between tourism attributes (tourism accessibility, accommodation, attraction, core heritage tourism experience) and foreign tourists' revisit intention. A total of 289 responses were collected using a close-ended questionnaire. The data were examined with the help of confirmatory factor analysis and structural equation modelling using AMOS software. The results unveiled that all the identified tourism attributes had a constructive relation with foreign tourists' satisfaction and revisit intention. Besides the results, theoretical and practical implications, limitations, and suggestions were also discussed.

Keywords : foreign tourists, core tourism experience, revisit intentions, tourism accessibility, tourism attractions

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In the developing economies, the service market accounts for approximately two - thirds of the GDP (Loveloock, Vandermerwe, & Lewis, 2007). Service sectors are contributing on a larger scale than ever before in the developing economies like India, China, Malaysia, Mexico, Egypt, etc. Among different service markets, the tourism market remains one of the largest single sources of foreign-exchange earnings for many countries. All over the world in the year 2018, the travel & tourism market contributed around 10.4% to world GDP and 10 % to total employment (World Travel & Tourism Council, 2019). Therefore, the tourism market is one of the vital markets and has high potential to play a crucial role in the development of the country. In view of this, many countries have been liberalizing the tourism policies, initiating the development of tourist destinations, and introducing various schemes to attract the tourists. Tourists are the consumers in the tourism market, and broadly, they are divided into domestic and foreign tourists. Generally, products reach the consumers in other markets ; whereas, consumers reach the tourism products (destinations) in the tourism market. Therefore, attraction of tourists, particularly foreign tourists, is a lofty task for the tourism organizations. Tourist attractions are one side of the coin ; whereas, making the tourists to revisit the same destination is another side of the coin. Instead of looking

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for new tourists, it is significant to make the tourists revisit the same destinations, however, it is very difficult to make them revisit the same destinations in the present conditions (Julaimi, Talib, & Suhaimi, 2016). Moreover, making the foreign tourists to revisit the destinations is not an easy task. Therefore, the study aims at identifying the tourism attributes which influence the foreign tourists' intention to revisit the destinations/products by taking the Indian tourism market as an example. The study also focuses on formulation of 'tourist revisit intention theory,' which will be an aid to the tourism organizations across the globe.

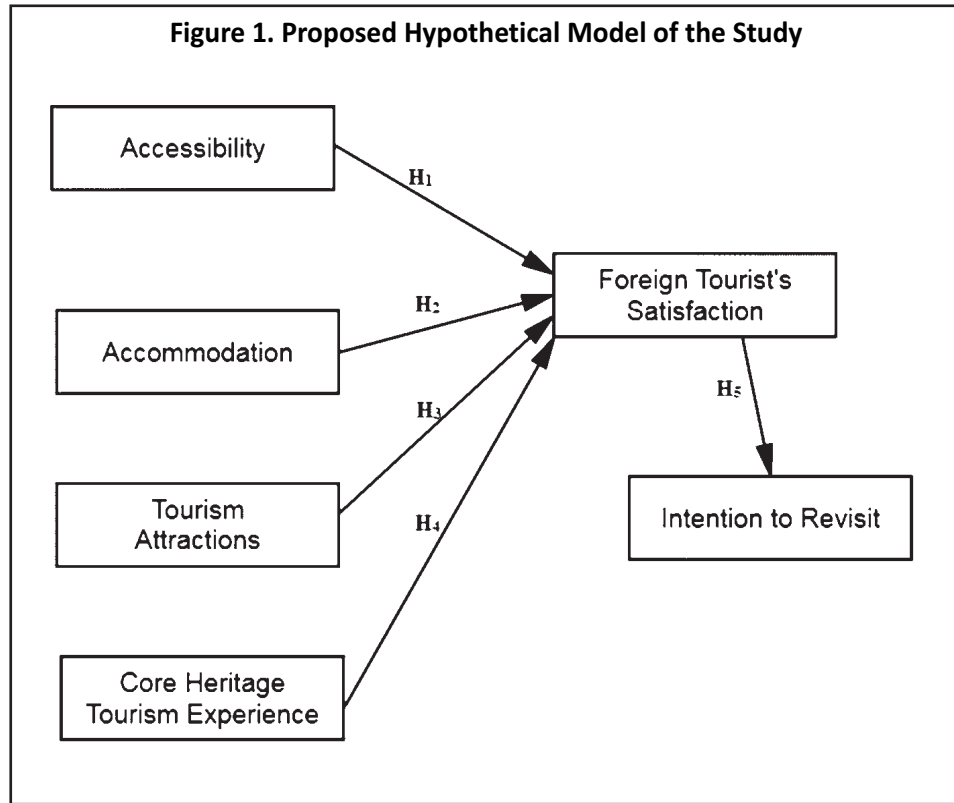
Tourism Market in India

India has a gorgeous tourism market ; majestic historical monuments and rich culture attract a large number of tourists from all over the globe. During the year 2016, foreign tourists' arrival (FTA) was registered at 88.04 lakhs and the same increased to 100.36 lakhs in 2017 (Ministry of Tourism, 2018). The overall FTA rose to 105.59 lakhs in 2018. During 2016, foreign exchange earnings (FEEs) from tourism were U.S. \$ 22, 923 million and the same increased to U.S. \$ 27,310 million in 2017 with a growth rate 19.1%. The tourism sector is contributing about 9% to India's GDP. The domestic tourist visits flow were registered at 1615.39 million in 2016, and the same is increased to 1652.49 million in 2017. The Indian government has been taking initiatives to increase the tourism brand and to enhance the tourism market by various promotional schemes such as Incredible India!, Athiti Devo Bhava, e-tourist visa, etc. The government inaugurated The Statue of Unity – Sardar Vallabhabhai Patel's statue in Narmada valley (the tallest statue in the world) in October 2018 with an intention to increase the tourism market in the state of Gujarat.

Literature Review

Thiumsak and Ruangkanjanases (2016) concluded that perceived attractions (shopping, restaurants, accommodation, and food) and destination image had a positive relation with revisit intention. Allameh, Khazaei Pool, Jaber, Salehzadeh, and Asadi (2015) concluded that destination image, perceived quality, and value influenced the customers' revisit intention positively. Hide (2016) concluded that the perceived attractions, quality of service, and value for money had a positive impact on satisfaction and revisit intention. According to Luo and Hsieh (2013), assessment of the tourists' revisit intention was only an initial step in the exploration of the revisit behaviour. The research derived four dimensions namely features, impressions, services, and scenery & culture. Further, the study concluded that tourist guides, transportation, cleaning, and tourist attractions affected the tourists' revisit intentions. Julaimi et al. (2016) acknowledged that destination image affected the visitors' subjective perception, consequent behaviour, and destination choice. Som and Badarneh (2011) identified four dimensions to measure the tourists' satisfaction and repeat visitation. The authors suggested that perceived value and distance affected the revisit intentions of the tourists. Hejazi and Daneshvar (2016) found that assurance and tangibility dimensions played a crucial role in the revisit intention of the tourists.

Chang and Backman (2016) found that the 'tourists' experience' was an influencing element on the tourist revisit intention. Ramukumba and Mandela (2018) concluded that there were no differences between future visit responses and recommending the destination to others and selecting the first choice of destination in future visits. Liu and Lee (2016) suggested that the quality of the travel agents and price were the main factors in perceived value to meet the tourists' expectations. The results showed that service quality in travel agents influenced travellers' willingness to revisit the destination. Bintarti and Kurniawan (2017) concluded that tourist destination's image did not affect the revisit intention directly. Further, the study found that satisfaction was the most influencing factor which influenced the revisit behaviour. It showed that tourists who were satisfied with the tourists sites will have revisit intention. Çelik, Yüzbaşıoğlu, and Topsakal (2017) concluded that service quality



was an important dimension which influenced the tourists' revisit intention. Petrick, Morais, and Norman (2001) concluded that the revisit intention towards the destination was influenced by the level of the satisfaction of the tourists, perceived value, and the past behaviour. In the same way, the number of visits by the tourists to the same place also affects the revisit intention. Hui, Wan, and Ho (2007) found that the tourists' satisfaction was a major factor which affected the tourists' revisit intention and the authors concluded that if tourists were satisfied with the destinations, they would recommend the same to others. Chavan and Bhola (2014) concluded that the tourism sector is in a budding stage in India and suggested that the Indian government has to focus on infrastructural facilities at the destinations. Ramakrishna (2011) concluded that the state governments have to initiate the development of the tourism market and the states have to lay down the policies keeping in mind various tourist attractions. Sheaba Rani (2007) stated that APTDC Ltd. has been playing a crucial role in the development of tourism services. Rao (2007) identified that the package tours are comprehensive tours which have a high potential to attract the tourists. Ravichandran (2008) concluded that Internet usage has increased the travel and tourism trade.

Most of the studies have examined the revisit intention with the help of factors namely, past experience, destination image, service quality, satisfaction, motivation, etc. From the comprehensive literature review, it is observed that the studies in the international scenario covered various factors to measure the consumers' / tourists' revisit intention in the tourism market ; whereas, the present study considers four major factors according to the travel plan of the foreign tourists to measure the intention to revisit Indian destinations. The observed tourism factors considered are : accessibility, accommodation, attractions, and core tourism experience. Therefore, the study proposes a hypothetical model using the observed independent variables/dimensions as shown in Figure 1.

Based on the proposed model, this research work attempts to find the answers to the research questions.

Research Questions

- (1) What is the relationship between tourism factors and foreign tourists' satisfaction?
- (2) What is the relationship between foreign tourists' satisfaction and intention to revisit a destination?

Hypotheses

- ↳ **H₁**: Accessibility factors have a positive impact on foreign consumers'/tourists' satisfaction.
- ↳ **H₂**: Accommodation factors have a positive impact on foreign tourists' satisfaction.
- ↳ **H₃**: Attraction factors have a positive impact on foreign tourists' satisfaction.
- ↳ **H₄**: Core tourism experience factors have a positive impact on foreign tourists' satisfaction.
- ↳ **H₅**: Foreign tourists' satisfaction has a positive impact on their revisit intention.

Measures of Constructs

The study proposes a hypothetical model in context of four independent variables/dimensions as shown in Figure 1. The sub-variables that are supporting the selected factors/variables are presented in Table 1 .

Table 1. Identified Factors that Satisfy and Influence Foreign Tourists' Revisit Intention

Tourism Factor	Sub-variable
Tourism Accessibility (TA)	TA1. Easy to get e-tourist/general tourist visa. TA2. Easy access to get information at Indian airports. TA3. Trouble free access to transportation at airports. TA4. Easy access to hotels from the airport. TA5. Simple access to tourist packages. TA6. Easy access to tourist destinations.
Tourism Accommodation (TAM)	TAM1. Accommodation nearer to the destinations. TAM2. Friendly reception and room service at hotels. TAM3. Hygienic accommodation. TAM4. Safe accommodation. TAM5. Availability of information at the hotels. TAM6. Quality of food at the hotels.
Tourism Attractions (TAS)	TAS1. Form of the monument/destination. TAS2. Infrastructure at the destination. TAS3. Entertainment programmes at the destination. TAS4. Climate and atmosphere. TAS5. Social environment and behavior. TAS6. Shopping and other facilities.
Core Tourism Experience (TE)	TE1. Historical monuments and their history. TE2. Tourist guides and communication. TE3. Quiet and peaceful atmosphere at monuments. TE4. Cleanliness, Safety, and security at monuments. TE5. Availability of food and beverages. TE6. Value for money.

A self-administered 5 - point scale questionnaire was given to 30 foreign tourists at 'Charminar,' which is a famous heritage monument in Hyderabad, Telangana in order to assess the questionnaire's validity. The reliability is necessary to ensure the stability and consistency of the research instruments. The famous test for examining the reliability and consistency is Cronbach's alpha reliability coefficient (Victor & Amirthaiyan, 2017). Reliability test outcome of the instrument for the pilot study acquired Cronbach's alpha value as 0.792, which indicates acceptable reliability and consistency as the value is more than 0.60.

Methodology

The present study intends to examine the relationship between proposed tourism dimensions as well as tourists' intention to revisit the destinations. The study uses primary data by administering close-ended questionnaire comprising of questions regarding foreign tourists' satisfaction and revisit intent with 25 different variables as stated in Table 1. Tourism accessibility, tourism accommodation, tourism attraction, and core tourism experience are the exogenous variables ; whereas, intention to revisit is the endogenous variable. Foreign tourists' satisfaction is the mediator variable.

✎ **Sample Design and Data Collection :** Foreign tourists are the sample unit in the study. The sample size of the research is 384 respondents according to 'Cochran' formula. The primary data were collected from the foreign tourists who visited famous destinations/products in the Indian tourism market, that is, Taj Mahal (Agra), Hawa Mahal (Jaipur), and Charminar (Hyderabad). A total of 128 structured questionnaires were distributed to the respondents from each select destination, and a total of 342 out of 384 responses were generated. After checking the missing values, 289 fully responded questionnaires were considered for further analysis. The primary data were collected using random sampling technique. About 78% of the respondents were male, 47% of the respondents were between the age group of 41 – 50 years, 69% were university graduates, and 80% of them were married. Out of 289 respondents, 19% were from Bangladesh followed by USA (12%), UK (10%), and Canada (6%). The primary data were collected in the months of November and December 2018 ; whereas, the analysis part was prepared in 2019.

Analysis and Results

(1) Confirmatory Factor Analysis : AMOS software is used to prepare the confirmatory factor analysis (CFA) to measure the major factors which were established with the sub - variables (see Figure 2 and Table 2). The hypothetical model of the confirmatory factor analysis is evaluated based on the model fit measures proposed by Byrne (2010). Confirmatory factor analysis can be used to scrutinize reliability and validity of the measurement models and then the structural model and proposed hypotheses are examined with the help of structural equation modelling (Kline, 2011). The CFA results of the present study reveal a good model fit for the measurement model. The chi-square/degree of freedom (X^2/df) value of 3.389 is within the standard point of 5.0, and it indicates that the measurement model is confirmed to be fit. Along with the above indices, other fit indices are also more than the standard point .90 such as CIF = .924, GIF = .917, AGFI = .921, NFI = .935, IFI = .944, and RMSEA = 0.69, which is below 0.80.

The convergent validity of all measurement indicators is validated. Convergent validity indicates the amount of variance shared by the measurement items in their measurement of the same attribute. The present study verifies the convergent validity by Cronbach's alpha estimation at the stage of pilot study. The loading values of the factors are more than the standard point of 0.7 as shown in Table 2. The recommended value for the construct reliability is 0.7 and the average variance extracted is 0.5. Table 2 shows that all the factors exceed the standard points and it indicates that the factors are perfectly reliable.

Table 2. Reliability and Convergent Validity Analysis (N = 289)

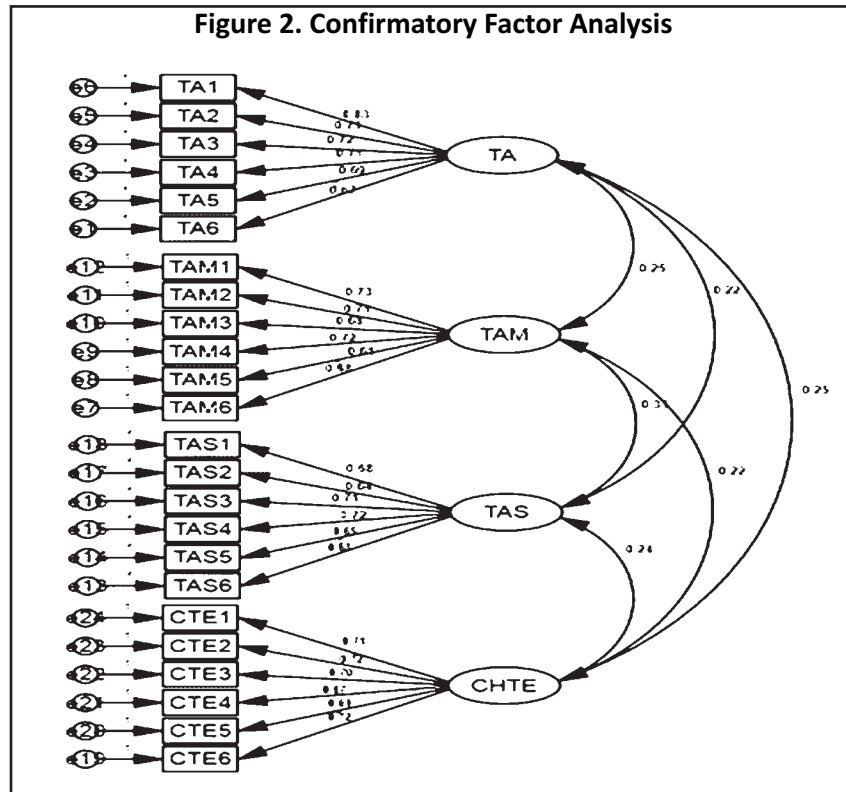
Dimensions	Sub-Variable	Loading	Item Reliability	Average Variance Extracted	Construct Reliability
Tourism Accessibility	TA1	.83	.679	.5497	.86
	TA2	.71	.504		
	TA3	.72	.518		
	TA4	.71	.504		
	TA5	.69	.476		
	TA6	.62	.412		
Tourism Accommodation	TAM1	.73	.527	.5772	.89
	TAM2	.71	.504		
	TAM3	.68	.461		
	TAM4	.72	.518		
	TAM5	.61	.405		
	TAM6	.62	.412		
Tourism Attractions	TAS1	.68	.461	.5864	.89
	TAS2	.64	.435		
	TAS3	.71	.504		
	TAS4	.65	.446		
	TAS5	.62	.412		
	TAS6	.71	.504		
Core Heritage	CHTE1	.71	.504	.5989	.88
Tourism Experience	CHTE2	.72	.518		
	CHTE3	.70	.491		
	CHTE4	.67	.449		
	CHTE5	.69	.475		
	CHTE6	.72	.518		

Whether the variables in each dimension are distinguished from variables of other dimensions or not can be measured with the calculation of discriminant validity. The SIC calculation of the constructs is shown in Table 3 and it denotes that all AVE estimates are greater than the SIC estimates. Therefore, the discriminant validity approves the accuracy of the data.

The confirmatory factor analysis (CFA) executed with the help of AMOS software is exhibited in Figure 2. The measurement model of this confirmatory factor analysis is assessed based on the fit measures recommended by Byrne (2010).

Table 3. Discriminant Validity Estimates

Construct	Inter Construct Correlation	Squared Inter Construct Correlation (SIC)
TS < --- > TA	.24	0.0576
TS < --- > TAM	.22	0.0484
TS < --- > TAS	.25	0.0625
TS < --- > CTE	.29	0.0921
FTR < --- > TS	.27	0.0892



(2) Structural Path Model Approach : The study uses structural equation modeling to test the suitability of the developed model. The structural equation modeling is a famous tool to measure the relationship between the identifiable variables and to verify the compatibility of the model used (Tobbin & Kuwornu, 2011). Analysis of movement of structures (AMOS) can be used to examine the structural equation model. The structural model, which is examined with the help of AMOS, is revealed in Figure 3 and its estimates are mentioned in Table 4.

The fit indices of the proposed model are greater than the standard points as recommended by Byrne (2010), indicating that the hypothesized model has a good fit to the observed data. The results are shown in Table 4. According to the results, the chi-square p - value (0.178) is greater than 0.05, indicating that the model is below

Table 4. Structural Path Model Fit Indices

Fit Indices	Results	Suggested value
Chi-square (CMIN)	1.976	
P - value	0.178	' P ' value > 0.05
Chi square (CMIN)/ DF	2.868	<5.00
Comparative fit index (CFI)	0.979	>0.90
Goodness of fit index (GFI)	0.981	>0.90
Adjusted goodness of fit index (AGFI)	0.948	>0.90
Normated fit index (NFI)	0.925	>0.90
Incremental fit index (IFI)	0.934	>0.90
Tucker – Lewis Index (TLI)	0.975	>0.90
Root mean square error of approximation (RMSEA)	0.049	<0.08
Root mean square residual (RMR)	0.041	<0.08

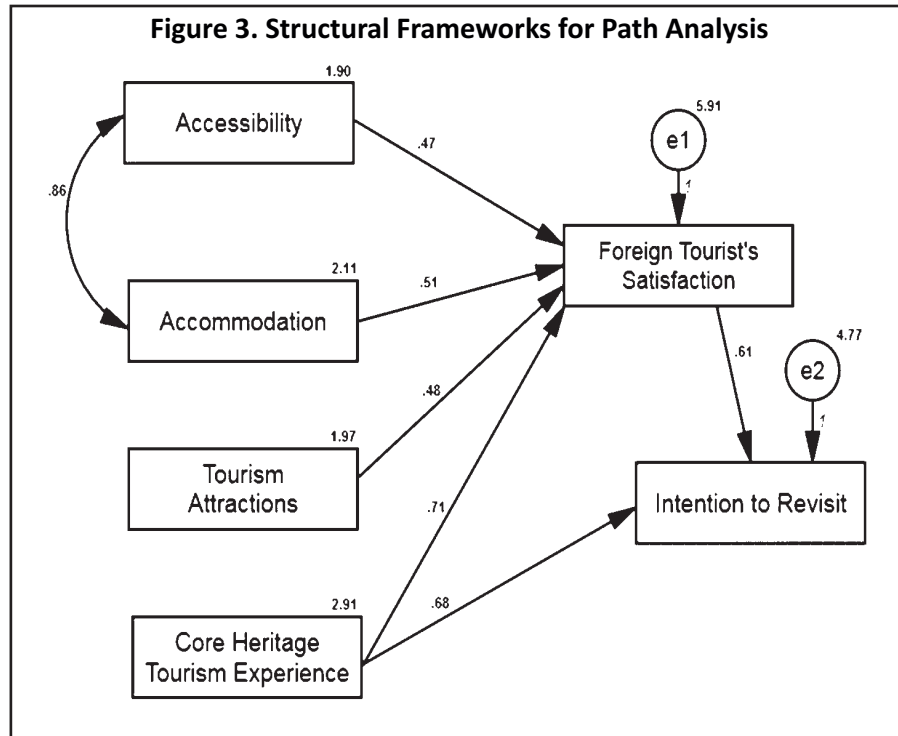


Table 5. Estimates of Structural Path

		Impact	Estimate	S.E.	C.R.	P
FTS	<---	TA	.47	.083	4.589	.003
FTS	<---	TAM	.51	.078	5.074	***
FTS	<---	TAS	.48	.117	4.971	.049
FTS	<---	CHTE	.71	.040	8.656	***
HDR	<---	CHTE	.68	.104	7.089	***
HDR	<---	FTS	.61	.071	6.008	.031

goodness of fit. The chi-square value (CMIN)/DF is 1.976, which is below the suggested value 5.0. The other estimations like goodness of fit index (GFI) (0.981), comparative fit index (CFI) value (.979), adjusted goodness of fit index (AGFI) (.948), normated fit index (NFI) (.925), incremental fit index (IFI) (.934), and Tucker – Lewis Index (TLI) value (.975) are also more than the suggested value (0.90) as shown in Table 4. The value of root mean square error of approximation (RMSEA) is below 0.08, which indicates a good fit of the model.

The standardized estimates reveal that the relationship between foreign tourists' satisfaction is significantly and positively related to tourism accessibility ($\beta = 0.47, p < 0.05$), tourism accommodation ($\beta = 0.51, p < 0.05$), tourism attractions ($\beta = 0.48, p < 0.05$), and core heritage tourism experience (CHTE) ($\beta = 0.71, p < 0.05$). Therefore, $H_1 - H_4$ are accepted. H_5 formulates that foreign tourist satisfaction is an antecedent of revisit intention to heritage monuments. The results of the structural equation modeling demonstrate that foreign tourist satisfaction has a significant positive effect on the intention to revisit the heritage monuments ($\beta = 0.61, p < 0.05$). An interesting outcome of the model is that core heritage tourism experience has a direct positive impact on intention to revisit heritage monuments ($\beta = 0.68, p < 0.05$). Therefore, H_5 and the derived H_6 are confirmed.

Discussion and Conclusion

(1) Theoretical Contributions of the Study : The results of the present study provide 'four' theoretical contributions as given below :

✦ **Formulation of Theory :** This study contributes “Foreign Tourists' Revisit Intention Theory” by revealing the optimistic role of tourism dimensions namely, tourism accessibility, accommodation, attraction, and core tourism experience.

✦ **Novel Approach :** Foreign tourists' revisit intention approach is relatively new in the context of the Indian tourism market. To our knowledge, no research has been conducted on foreign tourists' revisit intention by examining the relation with tourism attributes namely tourism accessibility, accommodation, tourism attraction, and core tourism experience. The present study identifies a holistic approach which will help the tourism organisations to formulate 'foreign tourists' revisit strategy.'

✦ **Contribution to Literature :** The present study on 'foreign tourists' revisit approach' is a novel addition to the foreign tourist behaviour literature and Indian tourism literature.

✦ **Experimental Evidence :** The study also contributes to the tourism literature by providing experimental evidence of the relationship between “core tourism experience” and “foreign tourists' revisit intention” (see Figure 3) which has not been previously examined in the foreign visitors' context.

(2) Findings of the Study : The structural model results reveal that 'intention to revisit the tourist destination' is highly dependent upon the tourists' satisfaction and core tourism experience. The empirical findings reveal a significant positive relation between tourism accessibility and foreign tourists' satisfaction (H_1). Therefore, it is concluded that accessibility is a key element which has a positive impact on foreign tourists' satisfaction. Under accessibility, the tourist organizer has to focus on quick visa, quick information, and better packages, etc. because time and money value of foreign tourists are associated with easy tourism accessibility. It is also found that the tourism accommodation service has a positive relation with the foreign tourists' satisfaction (H_2). Accommodation quality represents the tourist destination image (Surya, 2013). Hence, accommodation is a significant ingredient in tourists' satisfaction.

It is concluded that destination attraction (image) and core tourism experience are significant ingredients in the creation of intention to revisit a tourist destination. The current research findings confirm the previous findings regarding the positive role of tourism attractions (H_3) and core tourism experience (H_4) (Smith, 1994) in creation of revisit intention. Tourists' satisfaction is dependent on all major elements, that is, accessibility, accommodation, attraction, and experience ; whereas, the revisit intention is dependent on tourists' satisfaction (H_5). Further, the results reveal that core tourism experience has a direct positive impact on foreign tourists' intention to revisit a destination. The overall structural model results demonstrate that tourism accessibility, accommodation, attraction, and experience are the key elements on which the tourism organizers have to focus upon to make the foreign tourists revisit the tourist destinations in the tourism market.

Managerial and Policy Implications

The tourism market is one of the largest sources of foreign-exchange earnings for many countries in the world, including India. Tourists are the consumers in the tourism market and broadly, they are divided into domestic and foreign tourists. Foreign tourists' attraction is more important than domestic tourists due to the foreign exchange

earnings. Attraction of foreign tourists is one side of the coin ; whereas, making them to revisit the same tourist destination is another side of the coin in the tourism market. Instead of looking for new foreign tourists, it is significant to make them revisit the tourist destinations. However, it is very difficult for the tourism organizers in the present conditions (Julaimi et al., 2016). The key findings of the present study are that 'foreign tourists' intention to revisit' is a psychological outcome of satisfaction and satisfaction is an outcome of four crucial factors namely tourism accessibility, tourism accommodation, tourism attraction, and core tourism experience. Hence, it is suggested that the tourism managers have to formulate strategies to make the foreign tourists revisit the destinations keeping in view the above four major factors. Tourism companies have to focus to enhance the core tourism experience. The study would act as a major input to draft the tourism policy at the national level in the context of making the foreign tourists revisit tourist destinations.

Limitations of the Study and Scope for Further Research

Though the study is comprehensive and systematic in its nature, the study examines the 'foreign tourists' revisit intention' keeping in view the Indian heritage destinations only. No other destinations are considered in the study for the examination of the foreign tourists' revisit behaviour.

The study has ample scope for further research work in the field. A few such areas are presented here :

- ✚ Marketing strategy to attract foreign tourists to India.
- ✚ Analysis of foreign tourists' revisit intention towards leisure destinations.
- ✚ Conduct studies on domestic tourists' revisit intention.

Authors' Contribution

Dr. Ramakrishna Bandaru conceived the idea and developed the research paper. Prof. H. Venkateshwarlu examined the previous reviews and developed the objectives, model, and other contents to undertake the research work. Dr. Ramakrishna Bandaru developed and prepared the questionnaire for the collection of the data ; whereas, the primary data were collected by Prof. H. Venkateshwarlu and his team from selected destinations. The analysis and interpretation part was done by Dr. Ramakrishna Bandaru using AMOS 18.0. Prof. H. Venkateshwarlu wrote the discussion and findings of the study and Dr. Ramakrishna wrote the limitations of the study and scope for further research.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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