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AN EXPLORATIVE STUDY OF UTTARAKHAND TOURISM DESTINATION ATTRACTIVENESS*

BY

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ABSTRACT

This paper has tried to explore the factors affecting the tourism destination attractiveness in the state of India, Uttarakhand. This paper is based on primary data which is collected with the help of a structured questionnaire from a sample of 417 tourists visited five districts of Uttarakhand. In the study, 30 statements are included in the questionnaire related to different aspects of tourism in Uttarakhand after the detailed literature review and discussion with selected industry experts. The factors are identified with the help of exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Mean, standard deviation and other statistical tools are also applied to explore the factors affecting the tourism destination attractiveness. The findings of the study reveal a list of six factors named tourism standards, tourism destination competitiveness, and attractiveness of tourist destination, uniqueness of tourist destination, tourist facilities and tourism infrastructure which affect the attractiveness of the tourist destination in Uttarakhand.

KEYWORDS

Uttarakhand Tourism, Destination Attractiveness Factors, Exploratory Factor Analysis.

1. INTRODUCTION

A tourist destination is at present often no longer seen as a set of distinct natural, cultural, artistic or environmental resources, but as an overall appealing product available in a certain area, a complex and integrated portfolio of services offered by a destination that supplies a holiday experience which meets the needs of the tourist. A tourist destination thus produces a compound package of tourist services based on its indigenous supply potential. This may also create fierce competition between traditional destinations seeking to maintain and expand their market share and new destinations that are trying to acquire a significant and growing market share. The success of tourist destinations thus depends on their regional tourist competitiveness in terms of the attractiveness characteristics that make up the tourist strength

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of a certain area. The dynamic nature of tourist channel competition requires destinations to be able to combine and manage their tourist resources in order to gain competitive advantages. Recent researches suggest that the popularity of tourism destinations can be enhanced by a combination of attributes of competitiveness and attractiveness. The competitiveness is derived from the supply side and the attractiveness from demand side of tourism. The attractiveness of a tourism destination reflects the feelings, beliefs and opinions that an individual has about a destination's perceived ability to provide satisfaction in relation to his or her special vacation needs. Attractions are the primary elements of destination appeals. They are the key motivators for visitation to a destination. This is generally what pulls tourists from one destination to another.

The tourism industry is widely recognized as one of the key engines of growth in developing countries. India is also a developing country. In India, Uttarakhand state is known as a beautiful, peaceful and religious tourist destination. The geographical location of Uttarakhand makes it more significant. It rests beside the sacred river Ganga, Yamuna, Bhagirathi, Alaknanda and Mandakini poised between the Himalayan realm of the Gods and the mundane world of illusion. The State of Uttarakhand is a rich repository of natural resources with plenty of water resources, glaciers and dense forests. Uttarakhand, known as "Dev Bhoomi"- 'the land of gods, the home of Himalayas and truly a paradise on earth, allures everyone from everywhere. The fresh air, the pure water, the chilling snow, the adverting mountains, the scenic beauty, the small villages, the simpler people and a tougher lifestyle is what that distinguishes Uttarakhand from rest of the world. Uttarakhand is a 'paradise' for nature lovers and adventure sports like river rafting, trekking, paragliding, Corbett jungle jeep safari, enthusiasts. Mussoorie, the 'Queen of Hills', Nainital, the 'Lake District', Almora, the 'Switzerland of India', Ranikhet, Pithoragarh, Pauri and Munsiyari are just few highlights for the nature lovers. For adventure and excitement, one may choose Mountaineering (Bhagirathi , Chowkhamba, Nanda Devi Kamet, Pindari, Sahastrataal, Gaumukh), Trekking, Skiing (Auli, Dayara Bugyal, Munsiyari,), Skating, Water sports like rafting, boating and angling and aero sports like hand gliding, paragliding (Pithoragarh, Jolly Grant). Religion is big business in Uttarakhand, not just because it is one of the important attractions for domestic tourists, but also because it is a vital part of daily life for the people of these hills. One of the most sacred destinations is the "Char Dham"- the four shrines of Gangotri, Yamunotri, Badrinath and Kedarnath, a pilgrimage of which is supposed to ensure instant salvation. Although, the Uttarakhand tourism has not gained enough publicity and therefore, the visitors to the spots from and other states is less in number. Many natural areas reflect man-made influences and lack of proper accessibility. Almost all

urban environments are very poor quality in terms of overall appearance, pollution/waste management, health/safety, public transportation, traffic management, urban design/congestion and do-little justice to natural environment. Due to these hindrances, the attractiveness of Uttarakhand tourism destination is not effective to attract the visitors. While the attractiveness of a destination reflects the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs. The more a destination is able to meet the needs of the tourists, the more it is perceived to be attractive and the more the destination is likely to be chosen.

2. REVIEW OF LITERATURE

2.1 CONCEPT OF TOURISM DESTINATION ATTRACTIVENESS

The word attractiveness itself derives from the Latin verb "atrathere," meaning-to attract (Gunn, 1987). So, it can be claimed that if a tourism destination trait is to be regarded as tourism attraction, it must obviously have characteristics that are fascinating and appealing to prospective tourists. Hu and Ritchie (1993) interpret a travel destination's attractiveness as 'the emotions, values, and perceptions that a person has about the expected capability of a destination to offer satisfaction in relation to the particular vacation needs.' This observation coincides with the view of Leiper (1990; 1991) and Vengesai et al. (2009) that attractiveness of destination is views of visitors on the expected capability of the destination to meet their basic needs or objectives.

Regarding the spatial dimension, destination attractiveness is considered as places or geographical regions offering an amalgamation of tourism products and services (Buhalis 2000; UNWTO, 2003) with physical and administrative boundaries defining its management, images / perceptions of competitiveness in the market (UNWTO, 2003). Marachat (2003) operationalizes the idea of tourist destination attractiveness as the visitors' thoughts, values, behaviors, views or expectations of a particular destination attributes or factors that influence a tourist's decision of which specific destination should be selected.

Kresic (2007) refers to attractiveness as containing 'all qualities of a tourist destination that draw or inspire visitors to visit, with their unique features.' Cho (2008) made sure that attractiveness is a cumulative predictor of qualities that make a particular location attractive to travelers as a potential destination. Kresic & Prebezac (2011) clearly states that they are common destination characteristics that are capable of attracting tourists while Lee, Ou and Huang (2009) summarize that a destination's appeal is determined by its special overall attributes. Research has shown the need for attractiveness studies to understand the elements which promote people for traveling (Formica, 2002). The better a destination will satisfy the needs of travelers, the higher the probability that the destination will be selected in preference to rival destination.

The dragging impact attractiveness has on visitors is indeed the core attribute of destination attractiveness (Kim & Lee, 2002).

2.2 ATTRIBUTES OF TOURISM DESTINATION ATTRACTIVENESS

By contrast, Laws (1995) grouped attributes of destination into two main categories: primary and secondary. Innate characteristics such as atmosphere, biodiversity, natural resources, culture and historical architecture are included in the main grouping. The secondary features are those innovations launched specifically for visitors like hotels, catering, transportation, sports, and entertainment. Formica and Uysal (2006) agree in their analysis of destination attractiveness focused on supply and demand factors that the overall tourism attractiveness of a destination depends on the relationship between the accessibility of existing attractions and the perceived importance of such attractions. When tourists patronize local establishments, they are introduced to or witness the context aspects of tourism, such as environmental, socio-cultural, and man-made attractions that also represent the key motives of tourists to visit. Such components create the ultimate tourism experience together, and can be explored concurrently in the same way (Pyo, Uysal & McLellan, 1991).

Tourism industry has turned out to be a key industry, according to Ortega and Gonzalez (2007). It has helped to boost the majority of local, as well as regional, economies. Choosing a tourist destination to visit can be contrasted with reviewing any product / service prior to purchasing (e.g. Wiang and Gao; 2010, Bilkey and Nies, 1982). The picture, which a tourist has of a tourist destination, especially a country, will influence the decision to choose the destination. Beerli, and Marti (2004) illustrate that the analysis and evaluation of destination image has been the subject of much interest in relevant of academic literature, and has contributed significantly to a better understanding of tourist behaviour. According to Tasci, Gartner and Cavusgil (2007), there are a few different structures that generate an impression of a destination that a person has. They list five structures-the destination attraction, destination knowledge, destination appraisal, destination understanding, destination features and destination qualities.

In the field of Indian tourism, Manoj Edward and Babu P. George (2008) have suggested the importance of certain destination attraction elements such as weather, backwaters, food, rest and relaxing atmosphere and local culture as strengths of the destination on the basis of which promotional efforts for destinations can be further enhanced. Perez-Nebra (2010) uses the ten dimensions proposed by the World Tourism Organization- Housing services (Hotels, Hostels) Dining and Beverage Facilities, Transportation, Travel Agents, Visitor Operators, Community Amenities, Entertainment and Recreation, Shopping, Nature, Citizen Hospitality and more. Genest and Legg (2003) define three dimensions of attractiveness in an effort to catch the key

determinants of destination attractiveness: product, efficiency, and futurity. They say that a prime destination is the one that offers a better product and experience for visitors. The performance dimension is measured by visitation levels, and marketing, product renewal and efficient management of destination capacities support the future dimension.

Krešić and Prebežac (2011) received nineteen qualities of destination as the country's image; feeling of personal safety; promotional nature of the country; climate; beauty of the scenery; accessibility; quality of information in destinations; urban and architectural peace of the place; protection of the environment; cleanliness of the place; friendliness, quality of the accommodation; quality of the restaurants; cultural heritage presentation; entertainment opportunities; fitness and recreation opportunities; retail opportunities; and 'value for money' While Tam (2012) listed seventeen destinations attributes as security and security; scenery; price levels; cultural attractions; attitude towards tourists; uniqueness of local people's lives; food; availability/quality of local transport; historical attractions; entertainment activities; special events at festivals; connectivity difficulties; availability/quality of accommodation; weather, shopping accessibility; and sports/recreational opportunities. The importance of these attributes helps people assess a destination's attractiveness and make choices for the destination. Bui Thi Tam (2012) has conducted a study to present a statistical conversation on using the conceptual approach for measuring tourist qualities and its desire to contribute to a destination's attractiveness recognizing the importance of tourist qualities in contributing to a tourist destination's attractiveness,. Sebastian Vengesayi, Felix Mavondo & Yvette Reisinger (2009) tried to investigate the determinants of competitiveness of tourism destinations in a developing country and also examined the influence of destination resources, support services and human resources on Zimbabwe's competitiveness as a tourist destination. Neethiahnanthan Ari Ragavana, Hema Subramoniana, Saeed Pahlevan Sharifb (2014) contributed to the literature on the expectation of tourists by analyzing the relationship between travel attributes for destinations and tourist satisfaction. S.C. Bagri & Devkant Kala (2015) analyzed the satisfaction of visitors by analyzing the relationship between destination attribute importance and performance in a tourist destination. In their report, they revealed that tourists were pleased with the core items, but were unhappy with the specific tourism facilities at the destination offered. Islam Saiful, Md. Kaium Hossain & Mahboob Elahi Noor (2017) described the most significant drivers for developing Bangladesh nature-based tourism destination competitiveness by evaluating tourists' opinion. They derive four major reasons, namely tourism infrastructure; historical and cultural attractors; natural attractors; and similarities between communication facilities and lifestyles.

While literature has recorded several attributes of destinations that decide a tourism destination's attractiveness, the extent and intensity of each attribute is not being studied. There are also few attempts to categorize attributes that are important to destinations, and to investigate their magnitude, strength, and contribution to the attractiveness of destinations. So far, inadequate work has been undertaken to evaluate the fundamental dimensions of destination attractiveness and intensity of each feature relative to a tourist destination-Uttarakhand. Therefore, researching the factors impacting Uttarakhand tourism's destination attractiveness is warranted.

3. RESEARCH OBJECTIVE

The research objective of the study is to find out the factors affecting tourism destination attractiveness in Uttarakhand.

4. RESEARCH METHODOLOGY

The present study is done with the help of primary data. The primary data is collected with the help of a structured questionnaire from a sample of 417 respondents from five major tourist spots in Uttarakhand. The judgmental sampling design is used in the study. The selected criteria are used in picking the sampling unit from the target population. . The efforts are made to maintain the randomness of selecting the sample units in the peak seasons as well as in the peak day of the week. According to Bartlett table of sample size calculation, the sample size of 384 is considered suitable for the population up to 30 billion.

For the analysis of data collected by questionnaire, the researcher has applied both descriptive and advanced statistical techniques. The different factors are identified with the help of factor analysis i.e. exploratory factor analysis, confirmatory factor analysis and structural equation model. The total data collected from 417 respondents is used in two ways. The data collected from first100 respondents is used for Pilot study and to undergo the EFA procedure. The balance 317 dataset is used as file study data and to undergo the CFA procedure.

5. DATA ANALYSIS AND INTERPRETATION

Tourism in Uttarakhand state has seen many faces in the past. Originally the Uttarakhand state is famous for religious tourism from many years however, in recent years the tourists visited the state for other different reason also. Now the state offers different combination of the packages to the different tourist which includes adventure, sports, natural beauty, a place for relaxation, medical tourism etc. The objective of the research study focuses on identifies the different factors affecting the attractions of destination of different places in Uttarakhand. In the study the 30 statements are included in the questionnaire related to different aspects of tourism in Uttarakhand after the detailed literature review and discussion with selected industry experts.

These 30 statements represent the different features of tourism in Uttarakhand state. Since the objective of the study is to identify the factors affecting the destination attractiveness of tourism in Uttarakhand state, the exploratory analysis is applied in the study.

The sampling adequacy is tested with the help of KMO test. The required value of KMO is expected to be greater than 0.7. The results of KMO Test and Bartlett's Test is shown in the below table1-

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.957
Bartlett's Sphericity	Test of	Approx. Chi-Square	9181.451
		Df	435
		Sig.	.000

The results as shown in the table mention that the KMO value is 0.957. The estimated value of KMO indicates that the data satisfy the conditions of sampling adequacy which is one of the required conditions for applying factor analysis. The results also indicate the p value is less than 0.05 indicating that the null hypothesis that the correlation matrix is the identity matrix can be rejected.

The PCA method estimates the eigen value of all the included components. The results indicate that out of 30 components only 6 components are found to have eigen value greater than 1. Thus, it can be interpreted that the 30 statements included in the analysis can be represented by 6 extracted factors. The results also indicate that these 6 extracted factors are able to explain 73% of the variance of the included variables. The results indicate these 6 extracted factors in the decreasing order of eigen value. The factor analysis further analyzes the extracted variance of the different included variables. The explained variance of the included variables by the extracted factors is known as communality. The results also indicate that the extracted communality of the variables is found to be greater than 0.6 for all the included statements. Hence, all the variables are assumed to be significantly represented by the extracted factors. The final table of the factor analysis reports the correlation between the factor and the different variables included in the factor analysis. The correlation between the included variables and the extracted factors is known as factor loadings. It is expected that each statement must have high factors loading with one extracted factor and low factor loading with remaining factors. The different variables having high factor loadings with one factor are considered together and a suitable name should be provided to the factor on the basis of including statements. This process is repeated with all extracted factors. Providing a suitable

name is a subjective practice which requires expertise of the area and a discussion with other experts too. The results of the factors loading is shown below in the table 2-

Table 2: Rotated Component Matrix

	Proposed names of factors						Communality
	Tourism Standards	Tourist Destination Competitiveness	Attractiveness of tourist destination	Tourist Facilities	Tourism Infrastructure	Uniqueness of tourist destination	
Various forms of tourism	.809	.153	.144	.132	.082	.104	.735
Travel and tour packages	.798	.164	.132	.139	.202	.156	.767
NICHE products of tourism	.794	.131	.245	.111	.171	.071	.754
No fear of terrorism	.777	.217	.124	.180	.109	.159	.736
Government policies and strategies	.757	.138	.232	.137	.153	.100	.698
Training of service providers at tourist spots.	.162	.808	.219	.221	.107	.173	.817
A place with good name and reputation	.118	.772	.215	.170	.145	.161	.733
Personal safety and security	.231	.771	.270	.203	.193	.155	.823
Hospitable and friendly people	.215	.713	.247	.120	.240	.207	.731
Proper information and communication channels about tourist spots	.293	.665	.246	.224	.140	.218	.706
Rich spiritual attractions	.209	.179	.767	.235	.191	.162	.782
Fairs and Festivals, Arts and exhibitions	.169	.209	.689	.255	.229	.161	.691
Adventurous and Sports Activities	.205	.248	.650	.209	.169	.171	.628
Shopping Centers	.196	.263	.650	.179	.189	.160	.623
Natural health resorts and therapy facilities	.238	.245	.637	.220	.185	.170	.635
Good night life	.161	.212	.630	.147	.095	.384	.646
Availability and quality of cuisine and drinking water	.132	.161	.179	.765	.251	.134	.741
Availability of competent tourist guide	.121	.211	.219	.758	.167	.179	.741
Accessibility of transport	.199	.156	.210	.739	.192	.158	.716
Cleanness and hygienic environment	.165	.127	.184	.710	.226	.157	.658
Accessibility of accommodation	.160	.243	.242	.698	.173	.222	.709
Availability of transport	.142	.088	.184	.129	.812	.124	.753
Tele Communication facilities	.136	.204	.154	.187	.763	.207	.744
Availability and Standards of accommodations' facilities	.163	.057	.158	.255	.738	.115	.677
Travel agencies and Tour operators	.212	.141	.216	.217	.733	.157	.720

Sources of entertainment	.100	.336	.125	.203	.672	.198	.670
Rest and Relax environment/Undisturbed nature	.126	.176	.218	.199	.174	.822	.841
Multi- cultural heritage	.191	.184	.163	.232	.238	.805	.855
Yoga and meditation facilities	.149	.191	.222	.212	.158	.804	.825
Outstanding natural sites and sceneries/wonders	.128	.224	.240	.136	.194	.774	.780

The following names are provided to the different extracted factors.

- Factor 1: *Tourism Standards*
- Factor 2: *Tourist Destination Competitiveness*
- Factor 3: *Attractiveness of tourist destination*
- Factor 4: *Tourist Facilities*
- Factor 5: *Tourism Infrastructure*
- Factor 6: *Uniqueness of tourist destination*

The above-mentioned factors are discussed below:

Factor 1: Tourism Standards: Tourism standards are a set of attributes that affect the destination attractiveness in Uttarakhand. It includes the attributes like various forms of tourism, travel and tour packages, NICHE products of tourism, no fear of terrorism and Government policies and strategies.

Factor 2: Tourist Destination Competitiveness: Destination Competitiveness is defined as the ability of a destination to maintain its market position relative to its competitors. Destination competitiveness involves a combination of both assets and processes where assets are inherited (natural resources) or created and processes that transform assets into economic gains. This factor consists of hospitable and friendly people, personal safety and security, proper information and communication channels about tourist spots, training of service providers at tourist spots and a place with good name and reputation.

Factor 3: Attractiveness of tourist destination: Destination attractions are the fundamental tourism core assets that a destination possesses and are available to destination firms in order to utilize them in a specific economic activity. Destination attractions are the core resources on which tourism at a destination is based. This factor consists of that attractions of tourism destination without which tourism destination cannot develop in Uttarakhand. Rich spiritual attractions, fairs and festivals, arts and exhibitions, natural health resorts and therapy facilities, shopping centers, adventurous and sports facilities are other attractions affecting the destination competitiveness of Uttarakhand.

Factor 4: Tourist Facilities: The development of a destination requires careful planning and management of tourist facilities. Nurturing a destination involves the creation of an environment

in which visitors feel free to move around and in which destination services (e.g. roads, water and sewage) are developed and maintained to high standards. The major destination supports services are provided by accessibility of accommodation, accessibility of transport, availability and quality of cuisine and drinking water, cleanness and hygienic environment and availability of competent tourist guide. These support facilities enable tourism destinations to develop as well as to monitor negative aspects of this development and take corrective actions in order to remain sustainable.

Factor 5: Tourism Infrastructure: Tourism destination support services include the entire infrastructure. Availability and standards of accommodations' facilities, availability of transport, travel agencies and tour operators, sources of entertainment and telecommunication facilities are included in this factor. The availability as well as quality of tourism infrastructure influences destination development and its success.

Factor 6: Uniqueness of tourist destination: The factor 'Uniqueness of tourist destination' includes various attributes which represent the uniqueness of tourist destination. The competitiveness of a tourism destination depends on the unique set of its resources that provide opportunities for building a sustainable competitive advantage. This factor consists of outstanding natural sites and sceneries/wonders, yoga and meditation facilities, multi-cultural heritage, rest and relaxes environment/undisturbed nature.

6. VALIDITY ANALYSIS: FACTORS AFFECTING TOURISM ATTRACTIONS OF UTTARAKHAND STATE

In the study the thirty statements related to different attributes of the tourism in Uttarakhand affecting the perceptions of tourist are considered for exploratory factor analysis. The result of EFA was discussed in previous section. As a result of EFA, six factors were finalized in order to explain the different attributes of tourism in Uttarakhand namely *Tourism Standards, Tourist Destination Competitiveness, Attractiveness of tourist Destination, Tourist Facilities, Tourism Infrastructure and Uniqueness of tourist destination*. The internal consistency reliability of the statements represented by above mentioned factors is estimated with the help of Cronbach Alpha. All the factors are found to be here Cronbach Alpha greater than 0.7 which indicates the presence of internal consistency reliability in all the factors. After testing the internal consistency reliability, the construct validity is estimated with the help of Confirmatory Factor Analysis. The construct validity includes two different categories of scale validity namely convergent validity and discriminant validity.

The results of CFA analysis are shown and discussed below-

Table 3: CFA results

Items Code	Factors	Construct Loading	CR	AVE	MSV	P Value
TI5	Tourism Infrastructure	.832	.892	.624	.416	
TI4		.754				***
TI3		.816				***
TI2		.795				***
TI1		.749				***
TF5	Tourist Facilities	.817	.898	.638	.494	
TF4		.747				***
TF3		.816				***
TF2		.798				***
TF1		.812				***
ATD6	Attractiveness of tourist destination	.726	.896	.591	.526	
ATD5		.746				***
ATD4		.739				***
ATD3		.763				***
ATD2		.791				***
ATD1		.843				***
TS5	Tourist Standards	.816	.908	.665	.376	
TS4		.826				***
TS3		.800				***
TS2		.786				***
TS1		.847				***
TDC5	Tourist Destination Competitiveness	.788	.920	.697	.526	
TDC4		.865				***
TDC3		.803				***
TDC2		.899				***
TDC1		.813				***
UTD4	Uniqueness of Tourist Destination	.881	.929	.767	.425	
UTD3		.906				***
UTD2		.880				***
UTD1		.835				***

*** indicates significance at 1 % level.

The results indicate that all the statements used to measure the different factors affecting the tourism attractiveness of the Uttarakhand are significantly representing their factors. The standardized construct loading of each statement is found to be greater than 0.7 indicating the presence of convergent validity in the scale. The standardized construct loading also indicate the correlation between the statement and the factor. The standardized construct loading greater than 0.7 indicate that the factor is significantly represents the factor. Further, the construct validity is examined with the help of CR, AVE and MSV indicators. It is found that the CR value of each dimension of tourism in Uttarakhand is found to be greater than 0.7. The AVE estimates of each factor also found to be greater than 0.5. Further, the CR estimates of each factor are also greater than its AVE estimates. Thus, it can be concluded in the study that the scale has satisfied all the conditions of convergent validity. The results also indicate that the AVE estimates of each factor are greater than its MSV estimates. Thus, the conditions of discriminant validity are satisfied in the study. Thus, it can be concluded that the scale developed in order to study the different dimensions of tourism in Uttarakhand is reliable and valid. Any further analysis is expected to be valid and helpful for both policy decision makers and the tourist.

One of the conditions of discriminant validity is the square root of AVE should be greater than the other correlation estimates of other factors. The comparison of square root of AVE and the correlation estimates is shown in the below table 4-

Table 4. Discriminant validity results

	Tourist destination Competitiveness	Tourism Infrastructure	Tourist Facilities	Attractiveness of tourist destination	Tourist Standards	Uniqueness of Tourist destination
Tourist Destination Competitiveness	0.835					
Tourism Infrastructure	0.574	0.790				
Tourist Facilities	0.626	0.645	0.798			
Attractiveness of tourist destination	0.725	0.632	0.703	0.769		
Tourist Standards	0.573	0.513	0.519	0.613	0.815	
Uniqueness of Tourist Destination	0.590	0.576	0.602	0.652	0.471	0.876

The result comparing the square root of AVE and the correlation estimates of the different factors indicates that the correlation estimates in case of all the factors is found to be less than square root of AVE. Hence, the discriminant validity is also ensured in the study.

The statistical fitness of the measurement model is calculated and shown below in table:

Table 5: Statistical fitness indices

Statistical Fitness Index	Estimated Value	Required value
CMIN/DF	1.567	Less than 3
Goodness of fit index (GFI)	0.912	More than 0.8
Adjusted Goodness of fit index (AGFI)	0.900	More than 0.8
Comparative fit index (CFI)	0.975	More than 0.9
Tucker-Lewis coefficient (TLI)	0.973	More than 0.9
Normed fit index (NFI)	0.935	More than 0.9
Root mean square error of approximation (RMSEA)	0.037	Less than 0.08

The **results for the statistical fitness indices of the measurement model** indicating the factors affecting the tourism attractiveness and tourist indicates the presence of good fit. The CMIN/df is found to be 1.567 which is less than the required value of 3, GFI is 0.912 which is higher than the required value of 0.8, CFI is 0.975 higher than the required value of 0.9, TLI is found to be 0.973 which is higher than the required value of 0.9 and RMSEA is found to be 0.037 which is lower than the required value of 0.08. Thus, it is concluded that overall **statistical fitness of the measurement model** is acceptable.

7. DISCUSSION AND CONCLUSION

After analyzing the data collected from domestic and foreign tourists visited Uttarakhand through a structured questionnaire having 30 statements regarding the attractiveness of tourist destination, it is concluded that these 30 statements construct a list of six factors which affect the attractiveness of the tourist destination in Uttarakhand. The factors are Tourism standards, Tourism destination competitiveness, Attractiveness of tourist destination, Uniqueness of tourist destination, Tourist facilities and Tourism infrastructure. As per the perceptions of domestic and foreign tourists, both of them are not satisfied with the facilities and services provided by the various stakeholders engaged in tourism sector. Accommodation, transport, tele communication, entertainment sources, trained tourist guide, standard quality of cuisine and drinking water, the cleanness and hygienic environment etc. are various issues on which there

is need to pay more attention. Although both type of tourists considers that there is availability of various attractions of tourist destination in Uttarakhand even the state has many unique sources of attractiveness like rich spiritual attractions, multi-cultural heritage, outstanding natural sites and sceneries, yoga center, center of Ayurveda etc. But lacking of awareness among common man, lack of resources, proper planning and management in providing required services to the visitors, natural calamities, poor infrastructure, gap between paper work and practical work etc. are the main hindrances in the way of becoming most attractive tourist destination in India. Hence, Uttarakhand tourism department should make efforts to remove all the above hindrances. The state government along with tourism department of Uttarakhand should take corrective measures to design proper framework for tourism infrastructure related with the basic facilities and requirements demanded by the tourists. Uttarakhand tourism should try to develop some unexplored tourist destinations and to raise the resources at tourist destination places to meet the exceed demand of tourists in the peak seasons.

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