# Tourism Prospective, Tourism Motives, Tourist Destination Visit and Tourist Customer Dissatisfaction in Maharashtra: An Empirical Study

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*Abstracts:*

*Although the tourism prospective is attractive, the tourism motives in Maharashtra have insignificant influence on the tourist destination visit. But the tourism customer satisfaction is influencing the tourism motives significantly. A structured questionnaire is constructed and 384 samples are collected from 10 tourist destination places in Maharashtra. The result states that due to the tourist customer dissatisfaction, the tourist destination visit places of Maharashtra are not selected as the first priority in India. The Government of Maharashtra and tourism operators should focus on the certain tourist satisfaction criteria.*

*Keywords: Tourism Prospective, Tourism Motives, Tourist Destination Visit, Tourist Dissatisfaction*

# 1. Introduction

The report (AC Nielsen ORG-MARG, 2010) states that the frequency of foreign tourist arrival is increasing in India as well as Maharashtra (Market Research Division, 2021). In India, Maharashtra holds 1$^{st}$ rank with (17.6 %), where the maximum foreign tourists visit. The basic purpose of foreign tourist arrivals to India are "Leisure Holiday and Recreation (58.2%)", "Indian Diaspora (13.9%)", "Business and Professional (11.7%)", others (9.5%) and "Medical (6.7)". As per the report of India Tourism Statistics- 2019, (Tripathi, Yogendra, P.C Cyriac, 2019) has mentioned in page 105, that Maharashtra (17.6%) has stood 2$^{nd}$ rank in 2018 with share of the top 10 states in India in the number of foreign tourist visit in Maharashtra. But the domestic tourist visitors in Maharashtra are (6.4%) and ranks 5$^{th}$ position. Experiencing the literature review, the main research is catered for tourism prospective, motives of visit, tourist customer satisfaction and tourist destination visit (Saqib, 2019). (Haynes & Egan, 2019) also have depicted the destination visit by solving the social issues and sustainability (Helgadóttir et al., 2019). The dissatisfaction of residents in various European cities (Helgadóttir et al., 2019) is studied as example of destination selection, depending upon communities as mentioned by (Turner & Ash, 1975). The motives of destination selection is being solved by technological milestone in tourism (Skinner et al., 2018). The new age of tourism is embedded with  smart tourism and experiential tourism (Garcia Henche, 2018) in the collaboration between public (Madrid City Council) and cultural and business institutions (Madrid Fusión and Gastro-festival), to influence the tourist (Gram et al., 2018).

The global tourism prospective is found from literatures. The tourism motives in Maharashtra are studied in parallel to global tourism prospective. The Maharashtra tourism prospective is mentioned by (Suburban, 2012) such as healthcare, leisure, business, heritage, historical, ecology, women safety, security, religious visit, entertainment and education also. The motives of tourism (Sestino et al., 2021) is attracting the tourist to their imaginary destination (Manrai et al., 2020). The customer satisfaction in selection of tourist sites (S. and A. G. A. Kumar, 2020). It motives the tourists to select the place (S. and A. G. A. Kumar, 2020) and (Sukiman et al., 2013).The empirical investigation with mixed method is incorporated by the author (Alrawadieh, 2020) is adopted and tried to justify the decision making process to select the destination visit as mentioned by (Balogun, 2020). (Manrai et al., 2020) has given a justified mode such as competitiveness (DC), and Tourism Attractions-Basics-Context (TABC) model. The empirically test (González et al., 2020) of an existing conceptual model from (S. and A. G. A. Kumar, 2020) and Mak et al. (2012a, 2012b).

Although the foreign tourists are coming to Maharashtra, but the domestic tourists are not visiting to here in comparison to other states in India. In this research the global tourism prospective, tourism prospective in Maharashtra, basic motives of tourism, tourist destination visit are studied inn literatures. The satisfaction and dissatisfaction of tourist is taken into consideration in this study. In the main study, the influence of tourism motives (MT) on selection of tourist destination visit (TDV) is studied by testing the hypothesis "H$_0$ - MT has a direct insignificant influence on TDV". The insignificant result has made compulsory to identify the customer dissatisfaction level of the tourist. The dissatisfaction factors such as commercial services, theatre services, street sign,

sanitation and hygiene facility, safety are cleanliness at destination are found in this research. It is suggested to the Government and tourism vendors to focus on such facilities to attract the tourist to visit in tourist destinations in Maharashtra.

## 2. Literature review

### 2.1. Tourism Prospective

The traditional values of tourism services are upgraded digitally to provide better solution (Iloranta, 2022) and (Giovanis et al., 2022). For example, chatbot is used now as the problem solver (Calvaresi et al., 2021). The consumer security is valued in the marketing mix of tourism business (Cruz-Milan, 2021) to influence the travelers' behavior towards the destination selection (Back et al., 2020). The motives of tourism (Sestino et al., 2021) is attracting the tourist to their imaginary destination (Manrai et al., 2020). The facilities specially food and accommodation are made available for the tourist (Garcia Henche, 2018). A US based case study by (González et al., 2020) shows that the local food consumption is the one of the major factors which influence the tourist to choose the destination. The same behavior is found in the case of Indian tourism (Saqib, 2019). Medical tourism for Nigerian tourism is one of the India destination visit (Balogun, 2020), which is one of the factors of tourism motives (Dini & Pencarelli, 2022) as "wellness and wellbeing". The natural environment, natural medicine, spa, spirituality, meditation, cultural events, music and sports are given to tourist for their body and mind care as wellness, whereas medical treatment, and natural environment are given for their wellbeing. The tourist consumer behavior as simpler as the consumer behavior (Gürdoğan, 2022) but mostly congruence of chatbot based-ICT model in present status (Calvaresi et al., 2021). (Mars et al., 2017) has mentioned a special dimension of the tourism in European continental, and found the relaxation tourism wings the visual and physical satisfaction of tourist. As similar to (Mars et al., 2017), the brand association is given importance (Giovanis et al., 2022) in this business with Indian Tourism department (Sabha, 2022). Example to Maharashtra tourism, (Vinayak Vijay, 2022) has shown the motives of tourism is religious tourism in Nashik district, one of the potentiality. Similarly, the (Sonawane, 2022) views of historical, cultural, technological, religious, economic and environmental and natural factors in Akola tehsil. It is an important destination place for the foreign tourist (Saari, 2022). According to the United Nations Population Fund (2020), half of the world's population live in cities, and the number is estimated to rise to 75% by 2050 and agreed by the views of (Carter et al., 2022). The growth of global tourism (Arrivals, 2022) and international scenario of tourism business (Tourism & Unwto, 2022) will be surely happen. The data sourced through (*2022 Deloitte Travel Outlook The Winding Path to Recovery As Travel Moves toward Recovery , New Forces Will Shape Its Future*, 2022) and is studied to incorporate the present research. (Dini & Pencarelli, 2022) assures presently on the wellness promotional strategy. The need of the time is understood by (Gürdoğan, 2022) to focus on the consumer behavior and attitudes about tourist prior to the action. The influencing factors are falling in hotel room demand are sincerely studied (Cruz-Milan, 2021) and instrumented in this research. (Yamagishi et al., 2021) also studied the potentials and challenges of the farm tourism in Philippines. Along with the business, (Sestino et al., 2021) assured the sustainable local development. (Kadomskaia et al., 2021) uniting the "leisure, travel, and voluntary work" as the best

travel option. For satisfying the customers, virtual reality is adopted by the tourism vendors (Alyahya & Mclean, 2021) to cater the virtual reality (VR) experiences and customer analysis (Ye & Newing, 2021). The psychological dimension of the customer is given importance by VR (Sano, 2021). Apart from the destination image, the Tax policy of tourism destination matters more destination selection (Adedoyin et al., 2021). Internationally, the patient satisfaction in dental tourism plays a vital role in customer satisfaction (Nu et al., 2021). The author (Shyju et al., 2021) has used the "Service quality and customer satisfaction (SQCS)" to study the customer satisfaction in the tourism sector. Even though, different measures are taken to tourism satisfaction, the global economic condition has adversely affected and declined the tourism trade globally (Eco & Ic, 2021) in year 2020. In year 2021, Indian Government has taken a step ahead to issue e-Tourist Visa to revive the trade (*Tourism & Hospitality*, 2021). It is felt that the hospitality innovation, communication technology, and reshaping the tourist services are required to cope up the trade globally (Calvaresi et al., 2021). A new dimension of tourism is developed in Philippines that is farm tourism to attract the tourism in the destination (Yamagishi et al., 2021). The circular economic practice is appealed by the researcher (Pongsakornrungsilp & Pongsakornrungsilp, 2021) in turnaround tourism business practice, which is the need of the time. Both the global tourist demand and tourist perceptions are inducted by (Eusébio et al., 2020) for qualitative tourism development. In the same year, (Back et al., 2020) has pointed the valid points such as "destination image", "satisfaction", "number of past trips", and "revisit intentions" which ties a significant relationship between visitors' experience and destination perception. (M. J. Kim et al., 2020) has given a concept which shows the VR tourism by using a stimulus-organism-response (SOR) theory. Experiencing the above, the conceptual model of "lobbyscape" is studied and extended (Pytharoulakis et al., 2020). Prioritizing the customer satisfaction in tourism, (S. and A. G. A. Kumar, 2020), the long term relationship with customer is required for sustaining the tourism business, the attraction sites motivate tourists to move from one place to another (Sukiman et al., 2013) in order to satisfy the tourist needs and to ensure sustainable tourism (Woyo & Slabbert, 2020), where to participate in global economic growth (Thornton, 2020) through the travel and tourism industry, surely through digital platform (S. Kumar, 2020).

Globally, the tourism sector has more potential to create employment and major participation in the global economy as but the present situation is shown by (Eco & Ic, 2021) with a decline of 42.4% in Travel & Tourism GDP in 2020, where the Americas were in the least affected major region globally. The pandemic situation caused the drop in international spending 72.1% due to travel restriction and the domestic spending has dropped by 35% in America. Due to the change in the situation, the domestic spending on tourism has increased from 71.1% and 82% in 2019 to 91% in 2020. With the drop of 48.1% in Mexican tourism business, Mexico positioned a second rank in the global tourism sector. In the same situation, the North America and Latin America had performed better than other sub-regions, declined by 42.2% and 41.1% in 2022. Similarly, the drop in tourism in Caribbean region (58%), St Kitts and Nevis (72.3%), St. Lucia (71.7%), St Lucia (71.7%), The Bahamas (68%), UK Virgin Islands (67.6) and St Vincent (67%). The report of ("INDIAN TOURISM INDUSTRY : EXPLORING OPPORTUNITIES," 2019) states that the travel and tourism sector contributes 4% to sectoral GDP Growth in Global GDP. Whereas India

ranks 7th among 184 countries in terms of travel and tourism's total contribution to GDP is expected to grow by 7.1 per cent per annum during 2018-2028. The travel and tourism industry has contributed largely to global economy and created 330 million jobs worldwide  as report 2019 by (Thornton, 2020), well developed tourism in Indian context contributor, in sectors Yoga and Ayurveda, Religious Circuits, film industry, culinary tourism, self-drive holidays and caravan tourism as like tourism in Mumbai, Maharashtra, India. Observing the global tourism market situation in year 2019 and 2020, Indian Government has introduced electronic tourist authorizations, known as e-Tourist Visa (*Tourism & Hospitality*, 2021) which resulted in an increase in the number of tourist visa issued in India. The facility was extended to citizens of 171 countries, as of March 2021.

The author (Sonawane, 2022) has stated that the tourism development in Maharashtra is pooled by historical, cultural, technological, religious, economic and environmental factors, especially in Akola district. The report by (Vinayak Vijay, 2022), states that (Vinayak Vijay, 2022)in Nashik district, Maharashtra, the term tourism defines the diversity of religious and natural tourism.  The report of Rajya Sabha, India Government (Sabha, 2022) has stated that India stands at 22nd rank (Year 2018) in international arrivals and 12th rank (Year 2019) in foreign exchange earnings from tourism. The sectoral potential is not focused yet. (Michopoulou et al., 2015) have associated the global tourism policies with the local social approach and accessibility tourism as the key consideration to the core tourism considerations. The co-creation and co- production through digital platform in any field is a suggestive model by (Lember et al., 2019), can be considered as the tourist prospective regions. The geographical area may be advantageous or disadvantageous for tourist, depending on online services, but the actual condescended or satisfied points to be taken care (Ioannides et al., 2019).

## 2.2. *Motives of Tourism*

The basic motives of tourism are studied in literatures to understand "whether the tourism prospective has any relation with the tourism motives". The food market places are the experiential leisure place at Madrid (Garcia Henche, 2018). In European countries, (Mars et al., 2017) has mentioned the relaxation tourism wings the visual and physical satisfaction of tourist. (Balogun, 2020) has categorically shown the Nigerian medical tourism to attract the Nigerian tourist to India for better medical facility to avail medical care for them. (Yamagishi et al., 2021) has given the evidence of firm tourism and economic benefits to farmers in Philippines. (Balogun, 2020) has categorically shown the Nigerian medical tourism to attract the Nigerian tourist to India for a better medical facility to avail medical care for them. (Dini & Pencarelli, 2022) have studied the two key factors of tourism such as "wellness and wellbeing". The natural environment, natural medicine, spa, spirituality, meditation, cultural events, music and sports are given to tourist for their body and mind care as wellness whereas medical treatment, and natural environment are given for their wellbeing. They found that the model represents a specific market segment of the tourist. (Kadomskaia et al., 2021) have combined the many motives of tourism such as leisure, travel, and voluntary work, medical tourism to attract the Nigerian tourist to India not only for better medical facility but also to avail medical care for them. (Dini & Pencarelli, 2022) have also agreed upon the

same and shown the factors of tourism such as "wellness and wellbeing", natural environment, natural medicine, spa, music sports, cultural events and experiencing the divine and spirituality experience through the world. (Iloranta, 2022) has studied the literatures about the luxury tourism and found that the traditional luxury tourism product as the manifesto of modern tourism marketing mix. (Calvaresi et al., 2021) has found the present trend of tourism sector uses the chatbot based-ICT model to address the tourists' challenges in this trade. The chatbot interface responses quickly to the problems of the tourist in comparison to other sources. (Saqib, 2019) has found the factors "adventure, cultural, gastronomic and nature based" attractiveness attracts the tourist to Kashmir in India. The medical tourism is developed in India (Das & Mukherjee, 2016) which provides the loyalty, assurance, quality and brand loyalty, trust, value for money to the tourists. The 365 days potentiality of Maharashtra tourism is mentioned by (Sabha, 2022) is well agreed with the report of (*TOURISM SECTOR – PROSPECTS AND CONSTRAINTS TOURISM SECTOR – PROSPECTS AND CONSTRAINTS*, 2022). (Sonawane, 2022) denotes the historical and traditional tourism. The motives of local visitors is the bonding of parents and children where the children's holiday experience in any destination place, which is an another dimension of local tourism (Gram et al., 2018).  The local activities of a tourist spot, local food, hospitality socio-cultural experience, historical place, urban historical place and tourism policy are motives as a "experiential leisure offer", motivates the tourist to select the tourism (Madrid Fusión and Gastro festival). According to the authors, the motives to satisfy the religious needs and ritual needs the special kind of tourism arises (Sestino et al., 2021) whose visit to the place leads to sustainable local development. (Kadomskaia et al., 2021) have mentioned that leisure, travel, and voluntary work and alternative travel option address the tourism on a large. The tourist visits and revisits the historical place of postcolonial for experiencing the past as said by their people.

*2.3 Tourist Customer Satisfaction*

The need of the research allows to study the satisfaction level based on the tourism prospective and motives of the tourism. (Iloranta, 2022) has valued the traditional qualitative values and (Giovanis et al., 2022) has strongly specified adoption of digital association in tourism services, which have a significant impact on the consumer intentions. Whereas the variables such as brand name, value of money, reliability, responsiveness, privacy and security, web design, ease of use/ usability, information quality have a distinct place in customer satisfaction. The example of the customer dissatisfaction in tourism, as suggested by (Cruz-Milan, 2021) that the Government and hotel industry should work *together to protect the customer from the drug peddler at Mexico.* Because it is observed, instead of act on it, the hoteliers focus on the marketing mix as events, trade shows, expos etc. Here (Back et al., 2020) also says that the past travel experience influences the likeliness travel behavior of  travelers towards the destination. Now the past satisfaction or dissatisfaction level will have direct influence on the travel destination visit.  Above all, the qualitative study of (Sestino et al., 2021) on tourist behavior states that the religious needs and ritual needs are another motives by the tourist, who visit to the place leads to religious satisfaction. (Manrai et al., 2020) have used the attraction basis tourism model to attract the cultural attractor tourist to a destination. On the other hand, a study based on the tourist's food experience in various tourist locations of

Madrid, found that all the food market locations are experiential leisure place at Madrid (Garcia Henche, 2018). A US based case study by (González et al., 2020) shows the local food consumption is the one of the major factors which influence the tourist to choose the destination. (Saqib, 2019) has found the factors "adventure, cultural, gastronomic and nature based" attractiveness attracts the tourist to Kashmir in India. He has used factor analysis and reliability analysis for testing the satisfaction level of the tourist. (Balogun, 2020) has categorically shown the Nigerian medical tourism to attract the Nigerian tourist to India for a better medical facility to avail medical care for them. The destination choice depends on the likings of the place which is studied by students' tourist consumer behavior (Gürdoğan, 2022) at the time of purchase and dispose. The changing pattern of traditional tourism to luxury tourism (Iloranta, 2022) and quick responses to the problems of the tourist by Chatbot (Calvaresi et al., 2021), and service quality have direct influence on the customer satisfaction (Shyju et al., 2021). And moreover, the chatbot is widely used presently to cater the tourism and hospitality service to satisfy the customer (Calvaresi et al., 2021). The technology enabled tourism satisfies more to the new generation tourist (Skinner et al., 2018). Above it, the perceived quality, technical quality, service quality has significant relationship with guest satisfaction (Ali et al., 2017). In addition to this, the digital framework of tourism encourages the tourism co- production and co- creation to satisfy the customer (Lember et al., 2019). The urban tourism destination is coined with all above to make absolute to the urban tourism landscape (Haynes & Egan, 2019). The experimental tourism is suggested by the author (Garcia Henche, 2018), where the communication technology plays the vital role in Madrid tourism to interact the experimental customer. (Nu et al., 2021) has also denoted the medical tourism leads to dental issues. The customer dissatisfaction also arises due to many causes, mentioned by (Ennew, n.d.), (1)service delivery failure, (2) failure to respond the customers' needs and requests, (3) unprompted and unsolicited employees' action. However (Yüksel & Yüksel, 1977) has signified different models to justify the customer satisfaction with the variables of (1) product performance, (2) past experience and (3) experiences of other customers.

In search of tourist satisfaction variables, the literature of (Feng Liang, Lili Mu, Dongle Wang, 2021) states the *5G technology* is the factor of the satisfaction of smart tourism. (Ennew, n.d.) has identified the non-compliance to customer complaints leads to customer dissatisfaction. Now a days, the technology is used to solve the perceived problems lead to customer dissatisfaction and provides utmost satisfaction to the tourist, e.g. (Florentina, 2022) has shown the adoption of advanced technology in the tourism industry to provide one stop customer service pertaining to (content – website, reservations and ticketing, payment system, Baggage, tracking, inventory management ) for customer satisfaction. (Sadeh et al., 2012) had well defined the factors affecting the tourist customer satisfaction which led to the destination visit such as "destination image, tourist expectation, perceived value, tourist satisfaction, tourist complaints, tourist loyalty", where the satisfaction of the expected values of tourist states the ultimate tourist satisfaction. Very interestingly the findings of (Sukiman et al., 2013) states that the international tourists fully satisfies in Pahang, Malaysia, whereas the domestic tourists of Pahang are not satisfied at all. (S. and A. G. A. Kumar, 2020) has studied the "tourist satisfaction" and "loyalty nexus in Tigrai, Ethiopia", and concluded that the customer satisfaction will lead to tourism sustainability after only the significant

improvement in customer satisfaction and their loyalty. The similar study to be conducted in Maharashtra, India.

## 2.4. Tourist Destination Visit

Understanding the selection of tourist destination by the visitors is aligned with the tourism prospective, tourism motive and customer satisfaction, as mentioned in many above literatures. Truly speaking, the tourist destination is adaptive of social inhabitant and community preference to thump the quality of life (Helgadóttir et al., 2019), where the infrastructure plays a vital role. The resident displacement is one of the angles of tourist visit to different places (Ioannides et al., 2019). (Back et al., 2020) has mentioned that the "destination image", "satisfaction or dissatisfaction", number of past trips, and revisit intentions, which are deciding factors for visiting or revisit a particular destination. In Indian context, (Saqib, 2019) measured the perception and satisfactions of consumers   towards the tourism product of Kashmir region to decide the destination. The environment factor which is the positioning factor for selecting the a competitive destination (Eusébio et al., 2020). The customer searches the service quality for his satisfaction before the selecting the hospitality and tourism (Shyju et al., 2021). (2022 Deloitte Travel Outlook The Winding Path to Recovery As Travel Moves toward Recovery , New Forces Will Shape Its Future, 2022) states that the past experience of the corporate employees creates demand in the development of the tourist destination and intention to revisit the place once again. The past experience of employees enables more client. Similarly, the service dominance of the Krabi, Thailand tourism drives the sustainability (Pongsakornrungsilp & Pongsakornrungsilp, 2021). The stakeholders are visiting to the diversified firm sites, which is the potentiality of Philippines tourism development (Yamagishi et al., 2021). The taxation policy attracts the international tourist and local visitors to visit Maldives (Adedoyin et al., 2021). The tourism taxation policy of Maldives influences the cost of visiting a destination internally or locally. The revisiting a place is an individual level analysis and decision of an individual (Ye & Newing, 2021), who takes decision based on his own social network information. Mostly the virtual reality, website, mental imaginary, attitude, visit intention, previous experience and technology influence the tourists' destination (Alyahya & Mclean, 2021) where the mental sensory sense the visit and revisit intention to a tourist destination. According to (Feng Liang, Lili Mu, Dongle Wang, 2021) the interactive variables such as the tourism company website, tourist destination website, videos, blogs, photos, travel notes, and  review of food, accommodation, attractions matters a lot in case of destination selection.  (Yachin, 2021) has given an example of regional tourism sustainability in Sweden through the local tour operators, local actors, family & friends, local tourism firms, and the community. Presently, the tourist search for the digital and gamified tourist destination (Skinner et al., 2018). The digitalization of tourism in India is addressed by (S. Kumar, 2020) to develop the tourist destination through association of Tourists, Travel agencies, Planning Authorities and hoteliers, restaurants and transport sectors to provide quick services digitally.

In the above literatures, the tourist prospective, their motives towards the tourist destination selection are found. The mediation of satisfaction level towards tourism motives and tourist

destination visit is not categorically mentioned with reference to Maharashtra. This intent unifies the researchers to study the Tourist Prospective, Motives to Tourism, Tourist Customer Satisfaction and Tourist Destination Visit in Maharashtra.

## 3. Methods

### 3.1. Hypothesis Development

Based on the prior hypotheses from literature, the hypotheses of the main study are drawn. (Shyju et al., 2021) and (Ali et al., 2017) have focused on the service quality and customer satisfaction and used the sequencing equation modeling - performing least square (SEM-PLS) analysis. They have used the SERVQUAL model to explain the theme. They have mentioned the hypothesis such as "H1: Functional quality has a significant impact on overall service quality, H2: Technical quality has a significant on overall service quality". (Pytharoulakis et al., 2020) have examined the hypothesis as "H: The atmospheric elements of the hotel lobby are important for customers' satisfaction with their stay", with 25 specific items. (Sadeh et al., 2012) have studied the factors affecting tourist satisfaction and its' consequences, where the hypothesis is tested with variables as a destination image, tourist expectation, perceived value, tourist satisfaction, tourist loyalty and tourist complaints. (Business, C. 2020) has taken the tourist satisfaction, tourist loyalty and sustainable tourism development to draw the hypotheses as "H1: There is a direct positive relationship between tourist satisfaction and loyalty. (P. Kim & Tran, 2020) have examined the relationships between brand equity, customer satisfaction and cultural distance for a tourism destination where the mediating role of customer satisfaction and the moderating effect of cultural distance in these relationships are assessed. (Alyahya & Mclean, 2021) have explained the influence of virtual reality (VR) on customer attitude towards destination selection. The study of (M. J. Kim et al., 2020) has explored the hypothesis as "H- Attachment to VR tourism has a positive effect on visit intention to the destination depicted in the VR tourism experience". (Pytharoulakis et al., 2020) has tested the hypothesis (H): The atmospheric elements of the hotel lobby are important for the customers' satisfaction with their stay.

(Yachin, 2021) has used "Tourism micro-firm ego-network block- model" in Sweden for the survival of regional tourism in the appearance of national and international tourism market. (Sukiman et al., 2013) has used holiday satisfaction model (HOLSAT) to measure the satisfaction level of international and domestic tourists in Pahang, Malaysia and suggested for future development at Pahang. The theoretical model developed by the authors (P. Kim & Tran, 2020) is the mediation and relationship of brand image, destination choice, customer satisfaction and destination brand awareness. In the main research, the authors have referred the models of (Sukiman et al., 2013) and (P. Kim & Tran, 2020) to construct a model to explain the hypotheses and conduct the research ahead. Based on the literature review, hypothesis and models, the objectives and hypotheses of the research are drawn.

### 3.2. Objectives

1. To study the potentiality of tourism prospective in Maharashtra.
2. To study the influence of motives of tourist (MT) on selection of tourist destination visit (TDV).

3. To study the influence of tourist customer satisfaction (TS) on selection of tourist destination visit (TDV) and tourism motives (TDV).

### 3.3. Hypothesis

1. Hypothesis 1: TM has insignificant influence with TDV.
2. Hypothesis 2: TS has insignificant influence with TDV.
3. Hypothesis 3: TS has insignificant influence with TM.

### 3.4. Sampling and Data Collection

A self- structured questionnaire is prepared and 384 data collected from 10 tourist destination places from Maharashtra over a period of four months. The 5 Likert scale is used in questionnaire to collect the data. The values in Likert scale are as like (1- Strongly disliked, 2- Disliked, 3-Average, 4-Likelihood and 5- Strongly Likelihood). The random sample sampling system is used to collect data through direct personal interviews with the respondents.

## 4. Data Analysis

The relationship of tourism prospective (TP), tourism motives (TM) and tourist destination visit (TDV) is studied statically. The satisfaction level of tourist (TS) is also studied by using descriptive study. The frequency study, descriptive statistics and regression analysis is used to analyze the data and test the hypothesis. The data analysis is based on Tourism Prospective (TP), Tourism Motives (TM), Tourist Customer Satisfaction (TS) and Tourist Destination Visit (TDV). A self-constructed model is constructed and statistical tools are used to derive the hypotheses. In this research, the empirical analysis is proposed, where the descriptive statistics, frequency study and regression analysis are formed by using IBM-SPSS software. The frequency study of tourism prospective is shown in **Table 4.1.** The mean value is observed and found that global tourism prospective in context Indian context are such as Rank 1- (Voluntary Visit, 4.1589), Rank 2- (Entertainment, 4.1250), Rank 3- (Education, 4.0339), Rank 4- (safaris, 3.9505), and Rank 5- (3.9193) and so on. **Table 4.2** shows the most likely tourism motives in Maharashtra such as Rank 1- (Pilgrimage, 3.7214), Rank 2-(Historical, 3.4323), Rank 3- (Education, 3.4010), Rank 4- (Agro, 3.3906), Rank 5-(Spirituality, 3.3464) and so on. **Table 4.3** states the most likely tourism destination visit preferences in Maharashtra such as Rank 1- (Heritage, 3.8854), Rank 2-(Wellness, 3.7552), Rank 3-(Adventure, 3.5313), Rank 4-(Leisure, 3.5091), Rank 5-(Pilgrimage, 3.4010) and so on. **Table 4.4** shows the most likely satisfaction factors in tourism such as Rank 1-(Availability of ATM, 3.7240), Rank 2-(Concert and Festivals, 3.6849), Rank 3- (Drinking Water Facility, 3.6484), Rank 4- (Internet and WIFI, 3.6380), Rank 5-(Communication Facility, 3.3582) and so on. **Table 4.5** Statistics- Frequency Study shows the mean value such as (tourism prospective, 3.2984), (tourism motives, 3.2094), (tourist customer satisfaction, 1.9208), and (tourist destination visit, 3.3924). The mean value of tourist customer satisfaction is below average (3) which indicates the dissatisfaction of tourist customers in Maharashtra. The same is verified by the **Table 4.6** (tourist customer satisfaction, 1.9208). The mean values of 10 sub variables from each category has considered and plotted in **Table 4.7**. The correlation among the TP, TM and TDV is calculated. The mean value of religious prospective, 2.1189 is considered as mean value of the pilgrimage in Table 4.7. Similarly, the mean value of medical treatment, 3.8802 is considered as the value of wellness in TP, Table

4.7. The **Table 4.8** shows the correlation of mean values. The mean value correlation between TP and TM is -0.78, is not significant but it is negative one, between TM and TDV is -0.757, which indicates negative correlation. But the **Table 4.9** shows the absolute correlation between Tourism Prospective and tourism motives is only -0.098, indicates slightly negative correlation. The absolute correlation between tourism prospective and tourist customer satisfaction is 0.035, indicates significant as it is below *P* value 0.05. But it is found that the correlation between tourism motive with tourist customer satisfaction and the tourist destination visit is -0.142 and -0.013, purely negative correlation respectively.

*4.1. Hypothesis Testing*

Regression analysis is applied to test the hypotheses.

1. Hypothesis 1: TM has an insignificant relationship with TDV

**Table 4.10** shows the result value is 0.796 > *P*= 0.05, indicates the $H_0$ is accepted that TM has insignificant influence with TDV.

2. Hypothesis 2: TS has insignificant influence with TDV

**Table 4.11** shows the result value is 0.886 > *P*= 0.05, indicates the $H_0$ is accepted that TS has insignificant influence with TDV.

3. Hypothesis 3: TS has insignificant influence with TM.

**Table 4.12** shows the result value is 0.005 *P*= 0.05, indicates the $H_1$ is accepted that TS has a significant relationship with TM.

*4.2. Results*

Result 1: The results of these hypothesis testing state that the tourism motives and tourist customer satisfaction do not influence significantly to the tourist destination visit in Maharashtra, but the tourist customer satisfaction influences the tourism motive significantly.  Result 2: The causes of tourist customer dissatisfaction are shown in **Table 4.13**. The Mean value of causes of dissatisfaction are given, such as 1. (Price and Value, 3.0885), 2. (Rental Services, 3.0703), 3. (Commercial Services, 2.9896), 4. (Theatre Services, 2.7578), 5. (Street Sign, 2.7474), 6. Sanitation and Hygiene Facility, 2.7448), 7. (Safety, 2.7083), 8. (Cleanliness at destination, 2.5313). In all cases, the Mean value is found either below average (3) or equal to the average. These eight dissatisfaction points are causing the maximum dissatisfaction among the tourists. Result 3: TS has a significant relationship with TM. Due to their dissatisfaction, the tourists are not selecting the tourist destination places in Maharashtra to visit.

### Table 4.1 Tourism Prospective

**Descriptive Statistics**

|  | N | Minimum | Maximum | Sum | Mean |
|---|---|---|---|---|---|
| 1.   Voluntary Visit | 384 | 3.00 | 5.00 | 1597.00 | 4.1589 |
| 2.   Entertainment | 384 | 3.00 | 5.00 | 1584.00 | 4.1250 |
| 3.   Education | 384 | 1.00 | 5.00 | 1549.00 | 4.0339 |
| 4.   Safaris | 384 | 2.00 | 5.00 | 1517.00 | 3.9505 |
| 5.   Music | 384 | 1.00 | 5.00 | 1505.00 | 3.9193 |
| 6.   Bird Watching | 384 | 1.00 | 5.00 | 1502.00 | 3.9115 |
| 7.   Gastronomic | 384 | 1.00 | 5.00 | 1494.00 | 3.8906 |
| 8.   Travel | 384 | 2.00 | 5.00 | 1494.00 | 3.8906 |
| 9.   Medical Treatment | 384 | 2.00 | 5.00 | 1490.00 | 3.8802 |

| | N | | | | |
|---|---|---|---|---|---|
| 10.  Business | 384 | 1.00 | 5.00 | 1490.00 | 3.8802 |
| 11.  Spiritual | 384 | 2.00 | 5.00 | 1471.00 | 3.8307 |
| 12.  Agro-based | 384 | 2.00 | 5.00 | 1470.00 | 3.8281 |
| 13.  Adventure | 384 | 1.00 | 5.00 | 1463.00 | 3.8099 |
| 14.  Technological | 384 | 1.00 | 5.00 | 1422.00 | 3.7031 |
| 15.  Boating | 384 | 2.00 | 5.00 | 1413.00 | 3.6797 |
| 16.  Meditation | 384 | 2.00 | 5.00 | 1198.00 | 3.1198 |
| 17.  Cultural | 384 | 2.00 | 5.00 | 1196.00 | 3.1146 |
| 18.  Ecology | 384 | 2.00 | 5.00 | 1180.00 | 3.0729 |
| 19.  Natural | 384 | 1.00 | 5.00 | 1154.00 | 3.0052 |
| 20.  Economical | 384 | 1.00 | 5.00 | 1150.00 | 2.9948 |
| 21.  Trekking | 384 | 1.00 | 5.00 | 1148.00 | 2.9896 |
| 22.  Historical | 384 | 1.00 | 5.00 | 1052.00 | 2.7396 |
| 23.  Natural Medicine | 384 | 1.00 | 5.00 | 1050.00 | 2.7344 |
| 24.  Spa | 384 | 1.00 | 5.00 | 1048.00 | 2.7292 |
| 25.  Sports | 384 | 1.00 | 5.00 | 891.00 | 2.3203 |
| 26.  Environmental | 384 | 1.00 | 5.00 | 815.00 | 2.1224 |
| 27.  Religious | 384 | 1.00 | 5.00 | 814.00 | 2.1198 |
| 28.  Natural Attractiveness | 384 | 1.00 | 5.00 | 805.00 | 2.0964 |
| 29.  Wildlife | 384 | 1.00 | 5.00 | 769.00 | 2.0026 |
| Valid N (listwise) | 384 | | | | |

## Table 4.2 Tourism Motives

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean |
|---|---|---|---|---|
| 1.     Pilgrimage | 384 | 1.00 | 5.00 | 3.7214 |
| 2.     Historical | 384 | 1.00 | 5.00 | 3.4323 |
| 3.     Education | 384 | 1.00 | 5.00 | 3.4010 |
| 4.     Agro | 384 | 1.00 | 5.00 | 3.3906 |
| 5.     Spirituality | 384 | 1.00 | 5.00 | 3.3464 |
| 6.     Business | 384 | 1.00 | 5.00 | 3.3255 |
| 7.     Leisure | 384 | 1.00 | 5.00 | 3.2552 |
| 8.     Wellness | 384 | 1.00 | 5.00 | 2.9740 |
| 9.     Adventure | 384 | 1.00 | 5.00 | 2.8464 |
| 10.  Heritage | 384 | 1.00 | 5.00 | 2.4010 |
| Valid N (listwise) | 384 | | | |

## Table 4.3 Tourism Destination Visit

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean |
|---|---|---|---|---|
| 1.     Heritage | 384 | 1.00 | 5.00 | 3.8854 |
| 2.     Wellness | 384 | 1.00 | 5.00 | 3.7552 |
| 3.     Adventure | 384 | 1.00 | 5.00 | 3.5313 |
| 4.     Leisure | 383 | 1.00 | 5.00 | 3.5091 |
| 5.     Pilgrimage | 384 | 1.00 | 5.00 | 3.4010 |
| 6.     Spiritual | 384 | 1.00 | 5.00 | 3.3906 |
| 7.     Business | 384 | 1.00 | 5.00 | 3.2240 |
| 8.     Agro | 384 | 1.00 | 5.00 | 3.1875 |
| 9.     Education | 384 | 1.00 | 5.00 | 3.0313 |
| 10.  Historical | 384 | 1.00 | 5.00 | 3.0182 |
| Valid N (listwise) | 383 | | | |

## Table 4.4 Tourist Customer Satisfaction

**Descriptive Statistics**

|  | N | Minimum | Maximum | Mean |
|---|---|---|---|---|
| 1. Availability of ATM | 384 | 1.00 | 5.00 | 3.7240 |
| 2. Concert and Festivals | 384 | 1.00 | 5.00 | 3.6849 |
| 3. Drinking Water Facility | 384 | 1.00 | 5.00 | 3.6484 |
| 4. Internet and WIFI | 384 | 1.00 | 5.00 | 3.6380 |
| 5. Communication Facility | 384 | 1.00 | 5.00 | 3.5182 |
| 6. Safety of Tourist | 384 | 1.00 | 5.00 | 3.5026 |
| 7. Transportation | 384 | 1.00 | 5.00 | 3.4583 |
| 8. Hospitality Services | 384 | 1.00 | 5.00 | 3.4427 |
| 9. Food | 384 | 1.00 | 5.00 | 3.3880 |
| 10. Public Transport | 384 | 1.00 | 5.00 | 3.3776 |
| 11. Climate Change | 384 | 1.00 | 5.00 | 3.3672 |
| 12. Entertainment | 384 | 1.00 | 5.00 | 3.3646 |
| 13. Tour Operators Service | 384 | 1.00 | 5.00 | 3.3568 |
| 14. Parking | 384 | 1.00 | 5.00 | 3.3464 |
| 15. Accommodation | 384 | 1.00 | 5.00 | 3.3281 |
| 16. Sight Seeing | 384 | 1.00 | 5.00 | 3.3151 |
| 17. Walking | 384 | 1.00 | 5.00 | 3.2969 |
| 18. Accessibility to Local | 384 | 1.00 | 5.00 | 3.2578 |
| 19. Medical Facility | 384 | 1.00 | 5.00 | 3.2448 |
| 20. Beauty of Landscape | 384 | 1.00 | 5.00 | 3.2370 |
| 21. Tourist Guide | 384 | 1.00 | 5.00 | 3.1589 |
| 22. Price and Value | 384 | 1.00 | 5.00 | 3.0885 |
| 23. Rental Services | 384 | 1.00 | 5.00 | 3.0703 |
| 24. Commercial Services | 384 | 1.00 | 5.00 | 2.9896 |
| 25. Theatre | 384 | 1.00 | 5.00 | 2.7578 |
| 26. Street Sign | 384 | 1.00 | 5.00 | 2.7474 |
| 27. Sanitation and Hygiene Facility | 384 | 1.00 | 5.00 | 2.7448 |
| 28. Safety | 384 | 1.00 | 5.00 | 2.7083 |
| 29. Cleanliness at Destination | 384 | 1.00 | 5.00 | 2.5313 |
| Valid N (listwise) | 384 |  |  |  |

## Table 4.5 Statistics- Frequency Study

| | | TOURISM PROSPECTIVE | TOURISM MOTIVES | TOURIST CUSTOMER SATISFACTION | TOURIST DESTINATION VISIT |
|---|---|---|---|---|---|
| N | Valid | 384 | 384 | 384 | 384 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 3.2984 | 3.2094 | 1.9208 | 3.3924 |
| Median | | 3.2069 | 3.3000 | 1.9310 | 3.3000 |
| Sum | | 1266.59 | 1232.40 | 737.59 | 1302.70 |

## Table 4.6 Descriptive Statistics

**Descriptive Statistics**

|  | N | Minimum | Maximum | Sum | Mean | Std. Deviation |
|---|---|---|---|---|---|---|
| TOURIST DESTINATION VISIT | 384 | 1.60 | 5.00 | 1302.70 | 3.3924 | .82314 |
| TOURISM PROSPECTIVE | 384 | 2.38 | 4.86 | 1266.59 | 3.2984 | .53147 |
| TOURISM MOTIVES | 384 | 1.70 | 4.80 | 1232.40 | 3.2094 | .58903 |
| TOURIST CUSTOMER SATISFACTION | 384 | 1.14 | 2.76 | 737.59 | 1.9208 | .29261 |
| Valid N (listwise) | 384 |  |  |  |  |  |

## Table 4.7 Consolidated Table of Mean Values (TP, TM, TDV)

**Descriptive Statistics**

|  |  |  |  | TP | TM | TDV |
|---|---|---|---|---|---|---|
|  | N | Minimum | Maximum | Mean | Mean | Mean |
| 1. Pilgrimage | 384 | 1.00 | 5.00 | 2.1198 | 3.7214 | 3.4010 |
| 2. Historical | 384 | 1.00 | 5.00 | 2.7396 | 3.4323 | 3.0182 |
| 3. Education | 384 | 1.00 | 5.00 | 4.0339 | 3.4010 | 3.0313 |
| 4. Agro | 384 | 1.00 | 5.00 | 3.8281 | 3.3906 | 3.1875 |
| 5. Spirituality | 384 | 1.00 | 5.00 | 3.8307 | 3.3464 | 3.3906 |
| 6. Business | 384 | 1.00 | 5.00 | 3.8802 | 3.3255 | 3.2240 |
| 7. Leisure | 384 | 1.00 | 5.00 | 4.1589 | 3.2552 | 3.5091 |
| 8. Wellness | 384 | 1.00 | 5.00 | 3.8802 | 2.9740 | 3.7552 |
| 9. Adventure | 384 | 1.00 | 5.00 | 3.8099 | 2.8464 | 3.5313 |
| 10. Heritage | 384 | 1.00 | 5.00 | 2.7396 | 2.4010 | 3.8854 |
| Valid N (listwise) | 384 |  |  |  |  |  |

## Table 4.8 Correlation of Mean Values of TP, TM and TDV

**Correlations**

|  |  | TP | TM | TDV |
|---|---|---|---|---|
| TP | Pearson Correlation | 1 | -.078 | -.093 |
|  | Sig. (2-tailed) |  | .831 | .798 |
|  | N | 10 | 10 | 10 |
| TM | Pearson Correlation | -.078 | 1 | -.757* |
|  | Sig. (2-tailed) | .831 |  | .011 |
|  | N | 10 | 10 | 10 |
| TDV | Pearson Correlation | -.093 | -.757* | 1 |
|  | Sig. (2-tailed) | .798 | .011 |  |
|  | N | 10 | 10 | 10 |

*. Correlation is significant at the 0.05 level (2-tailed).

## Table 4.9 Correlation of TP, TM and TDV

**Correlations**

|  |  | TOURISM PROSPECTIVE | TOURISM MOTIVES | TOURIST CUSTOMER SATISFACTION | TOURIST DESTINATION VISIT |
|---|---|---|---|---|---|
| TOURISM PROSPECTIVE | Pearson Correlation | 1 | -.098 | .035 | .013 |
|  | Sig. (2-tailed) |  | .055 | .496 | .805 |
|  | N | 384 | 384 | 384 | 384 |
| TOURISM MOTIVES | Pearson Correlation | -.098 | 1 | -.142** | -.013 |
|  | Sig. (2-tailed) | .055 |  | .005 | .796 |
|  | N | 384 | 384 | 384 | 384 |
| TOURIST CUSTOMER SATISFACTION | Pearson Correlation | .035 | -.142** | 1 | -.009 |
|  | Sig. (2-tailed) | .496 | .005 |  | .866 |
|  | N | 384 | 384 | 384 | 384 |
| TOURISTDESTI NATIONVISIT | Pearson Correlation | .013 | -.013 | -.009 | 1 |
|  | Sig. (2-tailed) | .805 | .796 | .866 |  |
|  | N | 384 | 384 | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

## Table 4.10 Regression Analysis: TM with TDV

**Coefficients$^a$**

| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 3.452 | .233 |  | 14.797 | .000 |
|  | TOURISM MOTIVES (TM) | -.018 | .071 | -.013 | -.258 | .796 |

a. Dependent Variable: TOURIST DESTINATION VISIT (TDV)

## Table 4.11 Regression Analysis: TS with TDV

**Coefficients$^a$**

| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 3.439 | .280 |  | 12.299 | .000 |
|  | TOURIST CUSTOMER SATISFACTION (TS) | -.024 | .144 | -.009 | -.169 | .866 |

a. Dependent Variable: TOURIST DESTINATION VISIT (TDV)

## Table 4.12 Regression Analysis: TS has insignificant influence with TM

**Coefficients$^a$**

| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 3.758 | .198 |  | 18.974 | .000 |
|  | TOURIST CUSTOMER SATISFACTION (TS) | -.286 | .102 | -.142 | -2.804 | .005 |

a. Dependent Variable: TOURISM MOTIVES (TM)

**Table 4.13 Tourist Customer Dissatisfaction**

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean |
|---|---|---|---|---|
| 1.   Price and Value | 384 | 1.00 | 5.00 | 3.0885 |
| 2.   Rental Services | 384 | 1.00 | 5.00 | 3.0703 |
| 3.   Commercial Services | 384 | 1.00 | 5.00 | 2.9896 |
| 4.   Theatre | 384 | 1.00 | 5.00 | 2.7578 |
| 5.   Street Sign | 384 | 1.00 | 5.00 | 2.7474 |
| 6.   Sanitation and Hygiene Facility | 384 | 1.00 | 5.00 | 2.7448 |
| 7.   Safety | 384 | 1.00 | 5.00 | 2.7083 |
| 8.   Cleanliness at Destination | 384 | 1.00 | 5.00 | 2.5313 |
| Valid N (listwise) | 384 | | | |

## 5. Results & Discussions

There are 3 results found from the 3 hypotheses testing such as (1) TM has an insignificant influence with TDV, (2) TS has an insignificant influence with TDV and (3) TS has a significant relationship with TM. The results of these hypotheses testing states that the tourism motives (TM) and tourist customer satisfaction (TS) do not influence a significantly to the tourist destination visit (TDV) in Maharashtra, but the tourist customer satisfaction influence the tourism motive significantly. The certain tourism motives in Maharashtra are found as regards to the global tourism prospective. The motives of tourism in Maharashtra are attracting to foreign tourist and also the inland tourist. But the tourism motives of this land do not attract the tourist of the other states of India at a large to visit tourist destination of Maharashtra. Although the tourism motives are more attractive and inclined to certain world class motives, the tourism motives do not influence the visitors to visit in Maharashtra. The causes of the dissatisfaction are found that the lack of safety and security, communication, commercial service, cleanliness of destination places, price and value, sanitation and hygiene etc., the tourist destination preference is selected as the first priority in India in comparison to other states of this country.

## 6. Conclusion and Suggestions

Although the tourism motives and tourist customer satisfaction do not influence significantly to the tourist destination visit in Maharashtra, but the tourist customer satisfaction influences the tourism motive significantly. At the same time, it is assumed that customer dissatisfaction influences adversely in the selection of tourist destination. The causes of customer dissatisfaction are taken into consideration for future development tourism services. As a conclusion, the customer satisfaction will have always a great influence on the tourism motives, where the positive tourism motive due to satisfaction will influence the tourist destination selection.

It is suggested to the policy makers, tourism operators and Government of Maharashtra, to focus on quality improvement of the tourism services and tourist destination places. They should focus for providing excellent hospitality services, cost effective services, along with safety and security to the tourist to attract them as a whole to ensure tourism and economic development.

## 7. Limitation of the Study

The causes of tourist dissatisfaction are elaborated in this study. Out of eight dissatisfaction causes, Health and hygiene, safety matters and cleanliness of destination are imposing more. In this study the major factors of quality, safety, security, infrastructure and technology adoption, and their influence on the tourist destination selection is not studied carefully. Although a small glimpse is found in literatures, but not driven in this study.

## 8. Future Scope of Study

Because the findings of the research states that the tourism motives and tourist customer satisfaction do not have significant influence on the selection of tourist destination visit, but tourist customer satisfaction has significant influence on the tourism motives. The causes of customer dissatisfaction are mentioned categorically. The future scope of the study appeals to do further research on the topic, the influence of Tourism Motive (TM), Tourism Safety (TS), Tourist Security (TS), Tourism Infrastructure (TI) on the Tourist Destination Preference (TDP).

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