

 <p>ISSN NO. 2320-5407</p>	<p>Journal Homepage: - www.journalijar.com</p> <p>INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)</p> <p>Article DOI: 10.21474/IJAR01/11985 DOI URL: http://dx.doi.org/10.21474/IJAR01/11985</p>	 <p>INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR) ISSN 2320-5407 Journal Homepage: http://www.journalijar.com Journal DOI: 10.21474/IJAR01</p>
---	--	--

RESEARCH ARTICLE

"TO MEASURE SATISFACTION OF TOURISTS VISITING THE WORLD HERITAGE SITE OF AJANTA CAVES"

Sonali Tirath Gaikwad

RGNF-SRF, Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S).

Manuscript Info

Manuscript History

Received: 01 September 2020

Final Accepted: 05 October 2020

Published: November 2020

Key words:-

Tourist Satisfaction, World Heritage Site, Ajanta Caves

Abstract

To create effective marketing strategies for Heritage Destination in the tourism industry, an in depth knowledge of tourists is crucial. The aim of this study is to measure tourist satisfaction of the highly trafficked destination of the World Heritage Site of Ajanta Caves in Aurangabad (Maharashtra, India). Primary data was collected from 100 tourists (foreign & domestic tourists) visited Ajanta caves in the month of January 2020 using questionnaire. Data Analysis was done by using independent sample t-test and descriptive statistics. The findings of the study suggested that tourists were strongly satisfied with the appealing monument, facilities at the monument, scenic beauty of Ajanta caves and conservation of the monument. On the contrary tourists were let down with the accessibility & connectivity. It was also observed that there is no significant difference between satisfaction of foreign tourists and domestic tourists. Further researcher has come up with the suggestions for the destination planners and promoters to improve tourists footfall at the destination.

Copy Right, IJAR, 2020,. All rights reserved.

Introduction:-

Ajanta Caves are one of the major tourist attractions in the world and since 1983 a UNESCO world Heritage site located in Aurangabad district of Maharashtra State in India. After years of neglect and desertion, John Smith, a member of the British hunting party in 1819CE had accidentally discovered Ajanta Caves. With growing popularity within a few years of its rediscovery the caves became famous for their fascinating setting, extraordinary architecture and especially their exceptional unique paintings.

The site presents a cluster of 32 rock cut Buddhist caves, the caves are chronologically divided into two phases that is the early Buddhist caves of 2nd century BCE to 1st century CE and the Mahayana caves dating to 5th century CE. Among the early caves, 9 and 10 are 'chaityas' which include the earliest known remnants of paintings in the history of India while 8, 12, 13, and 15A are 'viharas'. Caves 19, 26 and 29 are chaityas of the Mahayana period and all the other caves are viharas. Majority of the caves are the finest surviving example of ancient Indian wall-painting. On the other hand in bright and warm colours, the murals in these caves portray Buddha's past lives and rebirths along with rock-cut sculptures of Buddhist deities. The site is a protected monument in the care of the Archaeological Survey of India.

Corresponding Author:-Sonali Tirath Gaikwad

Address:-RGNF-SRF, Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S).

The study of customer satisfaction in tourism began in the year 1960's (Wang et al., 2009). Literally the meaning of satisfaction is vague because there is no universal scale to estimate the consumer satisfaction (Rahman & Shil, 2012). Further heritage tourism and its significance have been appreciated across the world in recent times, and its many-fold benefits have been realized. Like other sections of the tourism industry, it offers the possibility for several economic and civic benefits in the attraction areas by promoting visits to monuments and providing all necessary infrastructures for its support. Additionally, it plays a crucial role in building identification of a site or area as of historical or cultural importance not only among the residents of the region but also among tourists visiting the place. It strengthens citizenship values, builds community pride, and improves quality of life. Thereby paves way for its preservation in the future (ASI, 2014; AUCTUS_ADVISORS, 2019; Green, 2010; Thomas, 2010).

However a lot of work has been done on the World Heritage Site of Ajanta Caves, no systematic attempt has been made to study tourist's satisfaction. Therefore the present research paper aimed to measure tourist's satisfaction at the World Heritage sites of Ajanta caves in Maharashtra, India.

Review of Literature:-

Heritage Tourism:

Heritage tourism is defined as "travelling to experience the places and activities that authentically represent the stories and people of the past." It is also known by the names of cultural tourism or cultural heritage tourism (AUCTUS_ADVISORS, 2019).

Heritage also includes socially recognized material and cultural wealth kept by society for maintenance of social and ethnic identity and also for transfer to the succeeding generations (Ismagilova et al., 2015). These heritage sites are products, or perhaps constructions of history, which owe distinctiveness to the past (Thomas, 2010).

One important study on the aspect of heritage tourism and tourist satisfaction was conducted by Ghosh & Sofique (2012) at Kolkata, West Bengal.

Further, Huh, Uysal, & Mcleary (2006) identified that recent studies of cultural/heritage tourism have focused on identifying the characteristics, development, and management of cultural/heritage tourism, as well as on investigating demographic and travel behaviour characteristics of tourists who visit cultural/heritage destinations. The demographic, socioeconomic, and behavioural characteristics of tourists are important factors when the researcher analyzes satisfaction with cultural/heritage destinations. The findings indicated that there was a significant relationship between destination attributes and overall satisfaction with the cultural/heritage experience. However, there have been few studies that identify expectations of and satisfaction with cultural/heritage destination attributes, the relationship between cultural/heritage destination attributes and satisfaction, and market segmentation for cultural/heritage tourism.

Tourist satisfaction:

A crucial element of successful destination marketing is tourist satisfaction, which influences the choice of destination and the decision to return (Yoon & Uysal, 2005).

The subject of Customer satisfaction has been of discussions in marketing and tourism literature since long-time and it has been defined in various ways (Prayag, 2008).

According to Rahman & Shil (2012) and Somaskanthan & Rosmalina (2016) consumer service satisfaction measurement is important for successful management of the tourism industry and it has long been an important requirement in satisfaction studies.

Very commonly cited definition of tourist satisfaction is of Baker & Crompton (2000) who defined it as the emotional state of tourists after exposure to the opportunity or experience.

Satisfaction / dissatisfaction is derived from tourist's experience with the tourist destination (Mohamad et al., 2011). Nowacki (2013) elaborated that satisfaction is the reason why people visit attractions. It is also a determinant of the quality of the visit as well as of the attraction quality, that is, the performance of attraction providers in terms of providing service to their visitors. The major indicators of visitor satisfaction include experiences from the visit and visitors' behavioural intentions towards attractions.

Banki, Ismail, Dalil, & Kawu (2014) discussed the role of satisfaction in the consumer behaviour literature. They explained that satisfaction is consumer fulfilment responses which depend on the experience of using the services. It reflects tourist's post-purchase assessment of the destination which helps in understanding the performance of destinations. It is the result of evaluation of the tourists' experience of destination visit and expectations about the destination. When this experience exceeds expectations, it leads to tourist satisfaction. In the event that expectations surpass the experience, it results in tourist dissatisfaction (Gnanapala, 2016; Guntoro & Hui, 2014; Somaskanthan & Rosmalina, 2016).

One of the most remarked definitions explained satisfaction is the degree of positive feelings' activation for the experience (Hikmah et al., 2018).

Importance of Tourist satisfaction:

Maintaining and measuring tourist satisfaction is one of the fundamental challenges of tourism management and planning of marketable tourism products and services for destinations (Mohamad & Izzati, 2014; Yoon & Usyal, 2005).

Enhanced tourist satisfaction may lead to increased revenues and profits for service providers (Dmitrovic et al., 2009).

Further, it is considered to be one of the most important outcomes of all marketing activities, linking the processes of purchasing and consumption with post-purchase phenomena (Kandampully & Suharanto, 2000).

Satisfaction helps to create, develop, and maintain a favourable publicity and goodwill about a tourist destination or a resort. Therefore, tourism and hospitality organizations need to pay more attention in this regard (Gnanapala, 2016).

In addition, Dmitrovic et al. (2009) mentioned specifically that enhancing customer satisfaction should be one of a DMO's primary functions and a prerequisite for the strategy development leading to a destination's enhanced attractiveness and its competitive positioning. Moreover, they added that monitoring of tourist satisfaction is a continuous process which provides inputs for a trend analysis and strategic decision making.

According to Heung and Quf (2000) Travel attributes are a set of attributes that describe a place as a travel destination (cited in Raghavan, Subramonian, & Pahlevan, 2014). These attributes are nothing but the number of basic elements of destination which should be harmonized with each other and overall satisfaction is related to satisfaction with these all attributes (Roy et al., 2017; Shirazi & Som, 2013).

Nowacki (2013) identified them as attraction features (heritage resources, forms of heritage interpretation and presentation, quality of services and tourist infrastructure and attraction authenticity) and visitor features (socio-demographic features).

These attributes are evaluated on a "satisfaction scale". These items are then observed individually, summated, or assigned to dimensions of a construct measuring tourist satisfaction (Dmitrovic et al., 2009).

The major indicators of the satisfaction are behavioural intentions: revisit intentions, word-of-mouth and willingness to pay. The main factors influencing satisfaction include: motivations, experiences from the visit, benefits and education (Nowacki, 2013).

Another attempt to measure the satisfaction level of tourists in Kashmir Valley was carried out by Bhat & Qadir (2013). They employed a performance based approach (SERVPERF) of service quality for measuring satisfaction. Outcome of the study found that the tourists were satisfied and intended to return to the destination. They suggested providing some attractive services to exceed their expectations.

Hence Maharashtra being a leading tourism state in India, no systematic attempt has been made to measure satisfaction of tourists visiting the world heritage site of Ajanta Caves. Thus this is a sincere attempt to fill the research gap by studying tourist's satisfaction. The hypothesis of the study is there is no significant difference between satisfaction of foreign tourists and domestic tourists.

Research Methodology:-

The objective of this research paper is to measure tourist's satisfaction of the World Heritage sites of Ajanta caves. Primary data was collected from 100 tourists (foreign tourists & domestic tourists) who visited Ajanta caves in the month of October 2019; questionnaire was used as a research tool. The first part of the questionnaire included 29 attributes of tourist's satisfaction and the second part included demographic profile of the respondents at the sample destination. Each item in the scale was subjected to a 5point likert scale (Poor=1, Unsatisfactory=2, Can't say=3, Good=4, Excellent=5) for measuring Tourist satisfaction.

The face validity of the construct was tested with help of eight tourism experts and tourism researchers. They were asked for their opinion on the suitability of the satisfaction attributes. To resolve the ambiguity raised by the experts about a few word and attributes, some of them were replaced and for few of them proper explanation was provided. Thus face validity of the construct was deemed satisfactory.

Additionally, Cronbach's Alpha test was used to test the reliability. For this 60 responses of tourists were collected from the pilot survey at Ajanta Caves in Maharashtra. The result of Cronbach's Alpha test produced the value of 0.956 (>.7) for satisfaction attributes which indicated strong reliability of the scale.

Data Analysis:

Initially descriptive statistics was applied to study the mean value of satisfaction of foreign tourists and domestic tourists (Table No.1). The gap is measured statistically by comparing the difference between the mean value of foreign tourists and mean value of domestic tourists by using Independent Sample T test (Table No.2).

Table No1:-Mean values of foreign tourists and domestic tourists.

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Highly appealing monument	Indian	57	4.6491	.69414	.09194
	Foreign	43	4.6977	.55784	.08507
Scenic Beauty around the Caves	Indian	57	4.6842	.50561	.06697
	Foreign	43	4.7209	.50359	.07680
Shopping	Indian	57	2.6842	1.29777	.17189
	Foreign	43	2.9302	1.31648	.20076
Conservation of Heritage Sites	Indian	57	3.3158	1.40354	.18590
	Foreign	43	3.9070	1.17136	.17863
Architectural Beauty	Indian	57	4.5965	.62277	.08249
	Foreign	43	4.7907	.41163	.06277
Overall Tourist Satisfaction at Caves	Indian	57	4.1579	.92175	.12209
	Foreign	43	4.3953	.72832	.11107
Your experience about Caves visitor centre	Indian	57	4.1930	.78918	.10453
	Foreign	43	4.2558	.81920	.12493
Get away from stress	Indian	57	3.9123	.91184	.12078
	Foreign	43	4.0465	.87160	.13292
Get away from noise & pollution	Indian	57	3.4561	1.16604	.15445
	Foreign	43	3.5116	1.20262	.18340
Cultural experiences	Indian	57	4.6667	.57735	.07647
	Foreign	43	4.7442	.58117	.08863
Get energy	Indian	57	3.7544	1.05696	.14000
	Foreign	43	4.0465	.92462	.14100
Connectivity	Indian	57	2.8421	1.25056	.16564
	Foreign	43	2.9767	1.40557	.21435
Availability of authorised Tour Operators	Indian	57	2.9649	1.20956	.16021
	Foreign	43	2.9767	1.20492	.18375

Availability Accommodation	Indian	57	2.8246	1.19706	.15855
	Foreign	43	3.1163	1.17937	.17985
Behaviour of the staff of the service providers	Indian	57	2.9649	1.33584	.17694
	Foreign	43	3.2558	1.36439	.20807
Affordability of accommodation facilities	Indian	57	2.7544	1.27168	.16844
	Foreign	43	3.0233	1.18499	.18071
Hygiene at wayside restaurants	Indian	57	2.4386	1.38896	.18397
	Foreign	43	2.4419	1.36804	.20862
General cleanliness at caves	Indian	57	2.8246	1.44077	.19083
	Foreign	43	2.6047	1.32987	.20280
Public Utilities	Indian	57	2.1930	1.23112	.16307
	Foreign	43	2.1860	1.09666	.16724
Parking Facilities	Indian	57	3.2982	1.34914	.17870
	Foreign	43	3.0698	1.22271	.18646
Availability of Tourist Information centres	Indian	57	3.0175	1.28857	.17067
	Foreign	43	3.0000	1.23443	.18825
Availability of approved tourist guides	Indian	57	2.7368	1.31647	.17437
	Foreign	43	2.9535	1.41343	.21555
Behaviour of the guides	Indian	57	2.7193	1.30595	.17298
	Foreign	43	3.0233	1.31816	.20102
Promptness at the ticketing window	Indian	57	3.0000	1.25357	.16604
	Foreign	43	3.2558	1.21681	.18556
Drinking water facility	Indian	57	2.7719	1.37604	.18226
	Foreign	43	2.6744	1.28584	.19609
Garbage disposal facility	Indian	57	2.7895	1.43598	.19020
	Foreign	43	2.8140	1.34971	.20583
Availability of recreation and entertainment facilities	Indian	57	2.0351	1.34914	.17870
	Foreign	43	2.0698	1.24203	.18941
Telephone/Mobile services	Indian	57	2.5263	1.40287	.18581
	Foreign	43	2.4186	1.25798	.19184
Bank/ATM facilities	Indian	57	2.4211	1.37513	.18214
	Foreign	43	2.6279	1.27285	.19411

Through the analysis, it was observed that tourists were overwhelmed by the highly appealing monument, scenic beauty, architectural beauty, overall tourist's satisfaction, caves visitor orientation centre and cultural experience, while dissatisfaction mean value was observed with respect to the attributes such as shopping, connectivity, availability of authorised tour operators, hygiene at wayside restaurants, general cleanliness, approved tourists guides, drinking water facility, availability of recreation and entertainment facilities, telephone/mobile and bank/ATM facilities.

To conclude overall tourist's satisfaction achieved the mean value of 4.15 (Indian) and 4.39 (Foreign) which reflected satisfaction of the optimistic tourists.

Table No 2:-Independent Sample T- Test.

	Levene's Test for Equality of Variances		T-test for Equality of Means					
	F	Sig.	t	df	Sig. (2-	Mean Differen	Std. Error	95% Confidence Interval of the

						tailed)	ce	Difference	Difference	
									Lower	Upper
Highly appealing monument	Equal variances assumed	.672	.414	-.376	98	.708	-.04855	.12913	-.30481	.20770
	Equal variances not assumed			-.388	97.575	.699	-.04855	.12526	-.29714	.20004
Scenic Beauty around the Caves	Equal variances assumed	.293	.589	-.360	98	.719	-.03672	.10195	-.23904	.16560
	Equal variances not assumed			-.360	90.789	.719	-.03672	.10189	-.23913	.16569
Shopping	Equal variances assumed	.029	.864	-.933	98	.353	-.24602	.26376	-.76945	.27740
	Equal variances not assumed			-.931	89.911	.354	-.24602	.26430	-.77110	.27906
Conservation of Heritage Sites	Equal variances assumed	5.215	.025	-.2236	98	.028	-.59119	.26442	1.11592	-.06645
	Equal variances not assumed			-.2293	96.951	.024	-.59119	.25782	1.10288	-.07949
Architectural Beauty	Equal variances assumed	10.533	.002	-.1772	98	.079	-.19421	.10957	-.41164	.02323
	Equal variances not assumed			-.1874	96.493	.064	-.19421	.10366	-.39995	.01154
Overall Tourist Satisfaction at Caves	Equal variances assumed	.667	.416	-.1392	98	.167	-.23745	.17054	-.57588	.10097
	Equal variances not assumed			-.1439	97.765	.153	-.23745	.16505	-.56500	.09009
Your experience about Caves visitor centre	Equal variances assumed	.383	.537	-.388	98	.699	-.06283	.16203	-.38438	.25872
	Equal variances not assumed			-.386	88.764	.701	-.06283	.16289	-.38650	.26084
Get away from stress	Equal variances assumed	.523	.471	-.743	98	.459	-.13423	.18074	-.49291	.22445

	Equal variances not assumed			-.747	92.628	.457	-.13423	.17959	-.49089	.22243
Get away from noise & pollution	Equal variances assumed	.000	.999	-.232	98	.817	-.05549	.23872	-.52922	.41825
	Equal variances not assumed			-.231	89.090	.818	-.05549	.23977	-.53189	.42092
Cultural experiences	Equal variances assumed	.721	.398	-.663	98	.509	-.07752	.11695	-.30960	.15456
	Equal variances not assumed			-.662	90.285	.510	-.07752	.11706	-.31007	.15503
Get energy	Equal variances assumed	2.915	.091	-1.443	98	.152	-.29213	.20247	-.69392	.10967
	Equal variances not assumed			-1.470	95.799	.145	-.29213	.19870	-.68655	.10230
Connectivity	Equal variances assumed	.716	.399	-.505	98	.615	-.13464	.26647	-.66344	.39416
	Equal variances not assumed			-.497	84.531	.620	-.13464	.27089	-.67329	.40401
Availability of authorised Tour Operators	Equal variances assumed	.049	.826	-.049	98	.961	-.01183	.24392	-.49588	.47221
	Equal variances not assumed			-.049	90.782	.961	-.01183	.24378	-.49609	.47243
Availability Accommodation	Equal variances assumed	.191	.663	-1.214	98	.228	-.29172	.24027	-.76852	.18509
	Equal variances not assumed			-1.217	91.295	.227	-.29172	.23976	-.76796	.18452
Behaviour of the staff of the service providers	Equal variances assumed	.049	.825	-1.068	98	.288	-.29090	.27231	-.83130	.24949
	Equal variances not assumed			-1.065	89.575	.290	-.29090	.27313	-.83355	.25175
Affordability of	Equal	.820	.367	-	98	.284	-.26887	.24951	-.76402	.22628

accommodation facilities	variances assumed			1.078						
	Equal variances not assumed			-1.088	93.660	.279	-.26887	.24704	-.75939	.22165
Hygiene at wayside restaurants	Equal variances assumed	.429	.514	-.012	98	.991	-.00326	.27875	-.55644	.54991
	Equal variances not assumed			-.012	91.308	.991	-.00326	.27815	-.55576	.54923
General cleanliness at caves	Equal variances assumed	1.703	.195	.781	98	.437	.21991	.28164	-.33899	.77881
	Equal variances not assumed			.790	94.021	.432	.21991	.27847	-.33300	.77282
Public Utilities	Equal variances assumed	.975	.326	.029	98	.977	.00694	.23741	-.46420	.47808
	Equal variances not assumed			.030	95.252	.976	.00694	.23358	-.45676	.47063
Parking Facilities	Equal variances assumed	1.473	.228	.872	98	.385	.22848	.26187	-.29120	.74815
	Equal variances not assumed			.885	94.679	.379	.22848	.25826	-.28426	.74122
Availability of Tourist Information centres	Equal variances assumed	1.666	.200	.069	98	.945	.01754	.25565	-.48978	.52487
	Equal variances not assumed			.069	92.534	.945	.01754	.25410	-.48708	.52217
Availability of approved tourist guides	Equal variances assumed	.348	.556	-.789	98	.432	-.21665	.27448	-.76134	.32804
	Equal variances not assumed			-.781	87.011	.437	-.21665	.27725	-.76770	.33441
Behaviour of the guides	Equal variances assumed	.099	.754	-1.148	98	.254	-.30396	.26485	-.82954	.22162
	Equal variances not			-1.146	90.155	.255	-.30396	.26520	-.83080	.22289

	assumed									
Promptness at the ticketing window	Equal variances assumed	.042	.838	-1.023	98	.309	-.25581	.25005	-.75203	.24041
	Equal variances not assumed			-1.027	91.964	.307	-.25581	.24900	-.75036	.23873
Drinking water facility	Equal variances assumed	1.205	.275	.361	98	.719	.09751	.27029	-.43886	.63389
	Equal variances not assumed			.364	93.550	.717	.09751	.26771	-.43407	.62909
Garbage disposal facility	Equal variances assumed	.585	.446	-.087	98	.931	-.02448	.28272	-.58552	.53656
	Equal variances not assumed			-.087	93.319	.931	-.02448	.28025	-.58098	.53202
Availability of recreation and entertainment facilities	Equal variances assumed	.607	.438	-.132	98	.896	-.03468	.26346	-.55750	.48814
	Equal variances not assumed			-.133	94.118	.894	-.03468	.26040	-.55170	.48234
Telephone/Mobile services	Equal variances assumed	1.427	.235	.397	98	.692	.10771	.27121	-.43049	.64592
	Equal variances not assumed			.403	95.037	.688	.10771	.26708	-.42250	.63792
Bank/ATM facilities	Equal variances assumed	.337	.563	-.769	98	.444	-.20685	.26910	-.74088	.32717
	Equal variances not assumed			-.777	93.915	.439	-.20685	.26618	-.73537	.32166

Secondly Independent sample T-Test was applied to study the significant difference between satisfaction of foreign tourists and domestic tourists using SPSS (Table no 2). The p value is less than 0.05 only for 1 variable namely conservation of heritage site that is .028 for equal variance assumed and .024 for equal variance not assumed.

Therefore null hypothesis is rejected only for 1 variable that is conservation of heritage site and alternate hypothesis is accepted for remaining 28 variables as the p value is more than 0.05.

Conclusion and Suggestions:-

To create a fulfilling heritage experience, the results of this research relate to the planning and management of the heritage tourism destinations. Even though there is tourist's satisfaction at the caves, monitoring of tourist's

satisfaction should be performed on a continuous basis. Thus the results of the research study indicated that tourist's are generally satisfied with their visit to the caves.

Moreover tourists were overwhelmed by the highly appealing monument, scenic beauty, architectural beauty, overall tourist's satisfaction, caves visitor orientation centre and cultural experience.

Other than that tourism operators at Ajanta Caves should continue to upgrade the accommodation and surrounding environment to reach to the destination and some respondents recommended that bigger or clearer signage at the roadside and at the destination should be made visible in the future.

It was also notable that the majority of the respondents were not content with the cleanliness of public utilities. Therefore having toilets tidy is of great importance.

However the lowest level of satisfaction mean value was observed in both domestic and foreign tourists with respect to the attributes such as shopping, connectivity, availability of authorised tour operators, hygiene at wayside restaurants, general cleanliness, approved tourists guides, drinking water facility, availability of recreation and entertainment facilities, telephone/mobile and bank/ATM facilities.

Many respondents also suggested that connectivity was the major issue, however this issue needed to be taken into consideration by the destination managers to revamp overall tourist's satisfaction and should pay higher attention to enhancing their services and facilities which were adversely evaluated in this research study.

On the other hand this research has some limitations about the small sample size and the uneven footfall of tourists visiting Ajanta caves due to the seasonality which may have significant impact on the findings.

Bibliography:-

1. ASI. (2014). National Policy for Conservation of the Ancient monuments, Archeological sites and remians.
2. AUCTUS_ADVISORS. (2019). Sustainable Heritage Tourism in India Knowledge Report (Issue March).
3. Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
4. Banki, M. B., Ismail, H. N., Dalil, M., & Kawu, A. (2014). Moderating Role of Affective Destination Image on the Relationship between Tourists Satisfaction and Behavioural Intention: Evidence from Obudu Mountain Resort. *Journal of Environment and Earth Science*, 4(4), 47–60.
5. Bhat, M. A., & Qadir, N. (2013). Tourist Satisfaction in Kashmir: An Empirical Assessment. *Journal of Business Theory and Practice*, 1(1), 150–166.
6. Dmitrovic, T., Cvelber, L., Kolar, T., Brencic, M., Ograjensek, I., & Zabkar, V. (2009). Conceptualizing tourist satisfaction at the destination level. *INTERNATIONAL JOURNAL OF CULTURE, TOURISM AND HOSPITALITY RESEARCH*, 3(2), 116–126. <https://doi.org/10.1108/17506180910962122>
7. Ghosh, P., & Sofique, M. A. (2012). Tourist satisfaction at cultural heritage destinations: An empirical study of West Bengal, India. *Asian Journal of Multidimensional Research*, 1(6), 55–68.
8. Gnanapala, A. (2016). Tourists Perception and Satisfaction: Implications for Destination Management. *American Journal of Tourism Marketing Research*, 1(1), 7–19.
9. Green, B. (2010). *Heritage Tourism Handbook: A How-to-Guide for Georgia* (L. Speno (ed.)). Historic Preservation Division of the Georgia Department of Natural Resources and the Tourism Division of the Georgia Department of Economic Development to.
10. Guntoro, B. ;, & Hui, T.-K. (2014). Travel Satisfaction and Revisit Intention of Chinese Visitors: The Case of Singapore. *Advances in Hospitality and Leisure*, 9, 29–47.
11. Hikmah, Payangan, O. R., Munir, A. R., & Jusni. (2018). The Effects of Tourism Products, Service Quality and Destination Uniqueness to the Satisfaction and Loyalty of Tourist in South Sulawesi. *Scientific Research Journal*, VI(I), 91–100.
12. Huh, J., Uysal, M., & Mcleary, K. (2006). Cultural / Heritage Destinations: Tourist Satisfaction and Market Segmentation. *Journal of Hospitality & Leisure Marketing*, 14(3), 81–99. <https://doi.org/10.1300/J150v14n03>
13. Ismagilova, G., Safiullin, L., & Gafurov, I. (2015). Using historical heritage as a factor in tourism development. *Procedia - Social and Behavioral Sciences*, 188, 157–162. <https://doi.org/10.1016/j.sbspro.2015.03.355>

14. Kandampully, J., & Suharanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351.
15. Mohamad, M., Ali, A. M., & Izzati, G. N. A. (2011). A structural model of destination image, tourists' satisfaction and destination loyalty. *International Journal of Business and Management Studies*, 3(2), 167–177.
16. Mohamad, M., & Izzati, G. N. A. (2014). The Impact of Tourist Satisfaction on Destination Loyalty among European Tourists Visiting Malaysia. *International Journal of Management Science*, 2(8), 362–371.
17. Nowacki, M. (2013). The determinants of satisfaction of tourist attractions' visitors. *ACTIVE*.
18. Prayag, G. (2008). Anatolia: An International Journal of Tourism and Image, Satisfaction and Loyalty — The Case of Cape. *Anatolia*, 19(2), 37–41. <https://doi.org/10.1080/13032917.2008.9687069>
19. Raghavan, N., Subramonian, H., & Pahlevan, S. (2014). Tourists' perceptions of destination travel attributes: An application to International tourists to Kuala Lumpur. *Procedia - Social and Behavioral Sciences*, 144, 403–411. <https://doi.org/10.1016/j.sbspro.2014.07.309>
20. Rahman, T. H. M., & Shil, R. S. (2012). Measuring service satisfaction of young tourists: a case study of Lawachara national park, Bangladesh. *Anatolia*, 32(2), 196–206.
21. Roy, D., Dhir, M. G., & Ahsan, M. (2017). Factors Affecting Tourist Satisfaction: A Study in Sylhet Region. *ABC Research Alert*, 4(3), 9–20.
22. Shirazi, F. M., & Som, A. P. M. (2013). Relationship marketing and destination loyalty: evidence from penang, malaysia. *International Journal of Management and Marketing Research*, 6(1), 95–106.
23. Somaskanthan, M., & Rosmalina, A. R. (2016). Determining the Relationship of Tourist Satisfaction and Loyalty. *Journal of Advanced Research in Social and Behavioural Sciences*, 2(1), 93–101.
24. Thomas, J. (2010). heritage walk india.pdf. *AJTS*, 5, 40–51.
25. Wang, X., Zhang, J., Gu, C., & Zhen, F. (2009). Examining Antecedents and Consequences of Tourist Satisfaction: A Structural Modeling Approach. *Tsinghua Science & Technology*, 14(3), 397–406. [https://doi.org/10.1016/S1007-0214\(09\)70057-4](https://doi.org/10.1016/S1007-0214(09)70057-4)
26. Yoon, Y., & Usyal, M. (2005). An examination of the effects of motivational and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26, 45–56.