



Motivational Determinants For Hill Tourism: A Study Of Himachal Pradesh

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Abstract

“The study attempts to investigate the relationship between hill destination attributes and tourist satisfaction. The main objective of the research paper is to explore and conceptualize various tourist attractions which influence the tourists’ satisfaction in Dharamsala and Chamba (Himachal Pradesh). 200 tourists completed self administered surveys regarding their motivations towards visited Dharamsala and Chamba hill destination. A questionnaire consisting of 45 items was developed to measure the construct and its dimensions. A structured questionnaire on five point rating (Likert scale) was administered by way of personal interview. Both univariate and multivariate data analysis techniques were applied according to respective objectives and descriptors. The tourist’s behavior of Hill destination was captured in six dimensions by conducting exploratory factor analyses. This research reveals tourist’s motivations as: climate attraction, family needs, adventure attraction, experience and learning, life and cuisine and culture attractions in hill stations. This study will help the tour operators to understand the tourist’s behavior accordingly plan their marketing strategies. However, these findings suggest that tourism sector should develop a better management of tourism strategies with respect amenities, accessibility and a appropriate image in the minds of the tourist, to build a stronger attraction of tourism in the minds of tourist.”



Keywords: *Climate, , Adventure, Experience and learning, Culture, Family needs.*

Introduction

Tourism represents a key sector in Himachal Pradesh economy. Today tourism contributes more than 5 billion rupees to the state revenue, forming 2.5% of the state domestic product. As per the recent estimates, more than 75 lakh flock to the state and a bulk of these are domestic tourists. In Himachal Pradesh, the northern hill-state of India Dalhousie and Chamba is a land which is bestowed with natural grandeur at its best – picturesque locations; snow capped mountains, lush green valleys, a cool climate and hospitable people. It is indeed the very lap of nature. It is therefore a fact that the place has immense tourism potential; a potential that it must leverage and sustain. To leverage on this tourism potential, it is necessary for not only to sell itself but also analyze the needs, the perceptions, the preferences and the satisfaction of the customers that it can provide. This research study emphasizes six dimensions of hill destination' attributes: climate attraction, maintenance factors, adventure attraction, general tour attraction, religion attraction and culture attraction. As far as the Chamba 's climate is concerned it is good for tourist. Chamba in Himachal Pradesh is a small hill resort catering to the needs of people who loved nature. Researchers have discovered that the ecological footprint of Chamba is now 25 times greater than its size (Cole and Sinclair 2002). Chamba is known the world over for its spectacular beauty of the snow capped Himalayas and picture post card locations endowed with the natural charm of terrace farms. Chamba is beautiful and offer many different outdoor tourism opportunities to tourists; they always enjoy seeing the variety of terrains and scenery while travelling in Chamba and it is a great place and have a good reputation for fun, adventure and relaxing vacations. Himachal Pradesh government' tourism department provides needed information to tourists. Domestic and foreign tourists can be reached here without any difficulties. Locations of resorts are very easy to find by the tourists. Affordable accommodation



available for tourists, they can enjoy indoor facilities also. Dalhousie and Chamba attracts tourists for adventure activities. Adventure attraction has been defined in various terms (Bentley & Page, 2001; Buckley, 2000; Hudson, 2002; Page, Bentley, & Walker, 2005; Swarbrooke et al., 2003). Broadly, it means guided commercial tours, where the principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized equipment, and is exciting for the tour clients. Different clients on the same tour may have different skills, demographics, emotions, expectations and experiences, but they still all bought the same tour. Typical activities in adventure tours include climbing, caving, abseiling, kayaking, whitewater kayaking, rafting, diving, snorkeling, skiing, snow boarding, surfing, sail boarding, sailing, ballooning, skydiving, parapenting, horse riding, mountain biking, snowmobiling and off-road driving. With its moderate accommodation facilities and cheap foods, it is a recommended place for those who came with stringent budget. It is impressive array of brilliant, old stilted houses and well mannered people; Chamba presents a pleasing tourist destination. On the way to this hamlet one can found a good number of cafes and guest houses. Beautiful houses with wooden balconies and sandstone roofs are the main characteristic features of this locale. Tourists enjoy delicious meal at Chamba and they purchase local art and craft for their beloved. They like travel brochures with lots of photos for memory. Chamba offers a tranquil atmosphere conducive for a perfect promenade. It is a major district town a little distance away from Dalhousie and is the seat of the former State of Chamba. It has a number of attractions including a major museum, restaurants, etc. In the Dalhousie district in Himachal Pradesh, the Dussehra festival is the occasion when all village deities, represented by their decorated wooden palanquins, are brought to the capital by villagers in order to pay homage to the king and to the royal god. Cultural attraction is defined as visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic and scientific or lifestyle/heritage offerings of a community, region, group or institution (Silberberg, 1995). Cultural activity is experiential tourism based on being involved in and stimulated by the performing arts, visual arts, and festivals. Heritage tourism, whether in the form of visiting preferred landscapes, historic



sites, buildings or monuments, is also experiential tourism in the sense of seeking an encounter with nature or feeling part of the history of the place (Hall and Zeppel, 1990).

Hence the study aims to analyze tourists experience regarding hill destination' attributes with the help of a questionnaire. The study revealed that although Dalhousie and Chamba has unique natural offerings it is not able to cash upon them due to lack of various facilities. Most of tourists' expectations were met with but they depended on the presence of good necessities like amenities, food and water and proper infrastructural facilities like accommodation, transport, accessibility, etc which were found lacking in certain cases. A majority of the respondents believed that they would come again based on the fact that the natural beauty of Himachal Pradesh draws them towards it but provided it develops the necessary facilities which may be lacking currently. The tourists believed that Himachal Pradesh does have the potential of becoming one of the world's top tourist destinations, if it can overcome its deficiencies and market itself well so as to position itself uniquely in the minds of tourists. It was therefore suggested that Himachal Pradesh government must develop its infrastructural facilities and promote its offerings in a sustainable manner.

Literature Review

The theoretical framework of the study focuses on the attributes affecting tourists' satisfaction with hill destinations (Dalhousie and Chamba) and on analyzing the relationship among these attributes and tourists' satisfaction in terms of their demographic and travel behavior characteristics. The climate of Chamba is, termed as 'climate of recreation' as it is comfortable and pleasing in summer. The rapid growth in tourism has had significant impacts on society and the environment in and around Chamba (Singh, 1989; Berkes et al., 1997). Climate impacts as a result of population and infrastructure growth have been more dramatic and are likely to increase as options for construction in areas not prone to floods and erosion become fewer. The climate impacts of outdoor recreation have received some attention, and much of this is directly



applicable in commercial adventure tourism. Some impacts, activities and areas have been analyzed much more than others. There are also reviews of impacts on particular ecosystem components, such as Beale and Monaghan (2004), Buckley (2004b,c) and Cole (2004). The growth of tourism in the valley, particularly in Chamba, has been phenomenal since the 1970s. Improved transportation networks, construction of accommodation facilities and vigorous marketing by the state government facilitated this growth. As far as the adventure tourism is concerned some adventure tourists want to be thrilled and perhaps frightened but not actually endangered (Cater, 2005). Such sensation seeking behavior, and perceptions of risk, have been reviewed more generally by Cheron and Ritchie (1982), Ewert and Hollenhorst (1989), Crawford *et al.* (1991), Slanger and Rudestam (1997), Jack and Ronan (1998), Holyfield (1999) and Fluker and Turner (2000). Adventure tourism has grown rapidly in recent years as outdoor recreation has become increasingly commercialized (Buckley, 1998; Johnson & Edwards, 1994; Travel Industry Association of America, 2005). In much of the developed world, outdoor recreation is currently treated more as a purchasable short-term holiday experience than as a gradually acquired lifetime skill (Buckley, 2004; Kane & Zink, 2004). This may be due in part to the increasing use of adventure imagery in retail advertising (Buckley, 2003; Cater, 2005).

Dalhousie – Chamba have several general tour attractions. The Dalhousie region is dotted with numerous villages i.e. Lag Valley, Parbati Valley, Sainj Valley, Fozal Valley, beautiful places of tourist interest like Dalighat, Kheer Ganga, Bijli Mahadev, Naggar, Katrain, Jagatsukh, Chamba, Rohtang, Solang, Bhriugu Tal, Dashaur lake, Chanderkhani pass and Manikaran in Parbati valley. Those fond of tracking and hiking have all sorts of tracks and peaks to climb. Even Heli- skiing is becoming very popular these days among those who can afford to spend more. Fresh water fishing is also a very popular sport in Dalhousie valley. Boiling hot water springs of Manikaran and Vashisht are another attraction of the valley. The forests around are full of wild life. Animals like black bear, leopard, wild sheep, ghoral, barking deer and birds like monal and fowls can be seen in the forests. With the proposal of Rohtang tunnel to link Chamba with Lahaul and Spiti, it is likely to be assigned a new role to play in the near future. Dalhousie

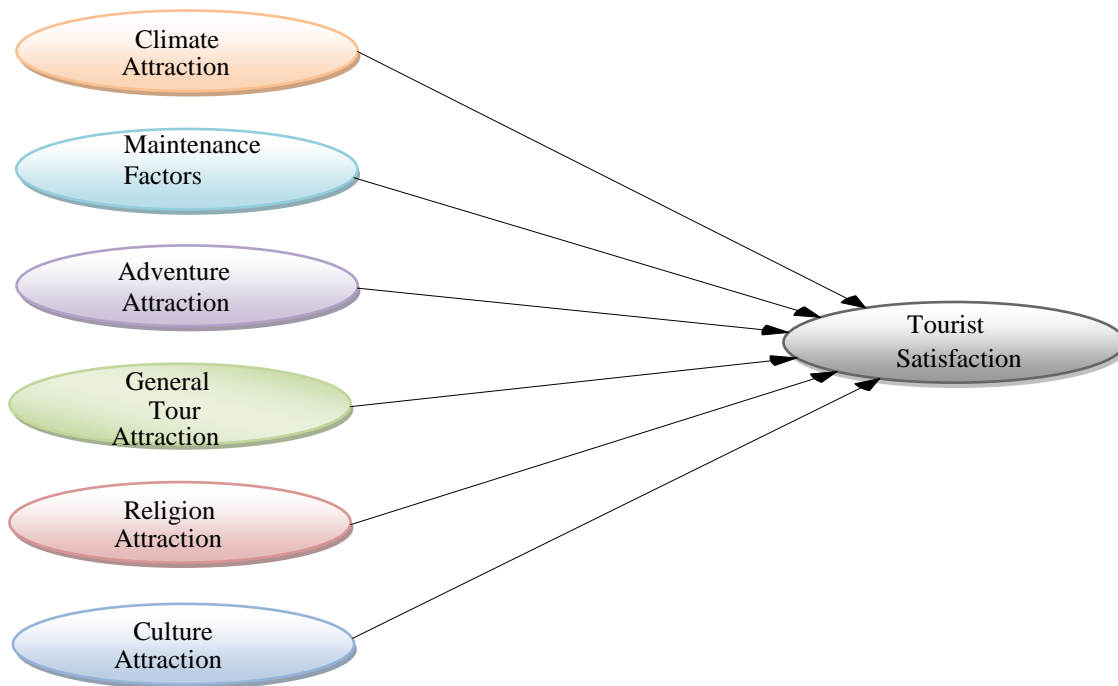


– Chamba part of the Himalayas is known as "Dev Bhoomi" or the Land of Gods, since the ancient times. The Hindus regarded Chamba as the farthest limit of human habitation and in the traditional folk-lore; it is often referred to as "Kulantapitha" the end of the habitable world. The names of villages and temples of Dalhousie and Chamba valley are indicative of their association with ancient saints. Most of the villages are named after saints. This study finds a significant cause-effect relationship between travel satisfaction and destination loyalty as well as between motivations and travel satisfaction. Despite sharing equal degrees of satisfaction, tourists with different personal features can report heterogeneous behavior in terms of their loyalty to a destination (Mittal and Kamakura, 2001). Sofield & Li (1998) studied the cultural tourism of China by selecting history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. In addition to the research discussed above, many other researchers have studied cultural destination attributes. For example, Sofield & Li (1998) studied the cultural tourism of China by selecting history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the direct experience of traditional life. The study also measures the overall satisfaction of tourists' travel experiences in visiting cultural destinations, because overall satisfaction is the entire result of the evaluation of various experiences. It is important to identify and measure consumer satisfaction with each attribute of the destination because the satisfaction or dissatisfaction with one of the attributes leads to satisfaction or dissatisfaction with the overall destination (Pizam, Neumann, and Reichel, 1978).

Proposed Framework



Proposed framework sought to identify the relationships between the destination attributes and tourists' satisfaction, in order to analyze the differences in the attributes, and to investigate destination attributes and tourists' overall satisfaction (Andersen, Prentice and Guerin (1997); Hall and Zeppel (1990);, Sofield & Li (1998); Glasson (1994); Peleggi (1996)). Jin Huh (2002) presented four factors underlying tourist' satisfaction labeled as General Tour Attraction, Heritage attraction, Maintenance factors, and Cultural attraction. Proposed framework adopted and modified from Jin Huh study. In order to accomplish the objectives of the study, a model was designed. This research paper modified and identified six motivational factors (45 attributes) relating to tourist satisfaction. These factors labeled as climate, maintenance, adventure, general tour attraction, religion and culture.





- 1. Climate Attraction:** Dalhousie and Chamba is the famous hill station of Himachal Pradesh. The best period to visit this hill station is between October to May. Dalhousie and Chamba, with its breathtaking terrains and scenic beauty, landscape and charms is one of the finest and largest hill stations in India. With a climate/weather charm and exotic features, it is the dream destination for the tourists, who come to heal their bruised mind and soul in the tranquil ambience of purity and beauty.
- 2. Maintenance factors:** Dalhousie and Chamba located with easy access to the highway. The accommodation is close to many nearby points of interest and landmarks. Outdoor enthusiasts will appreciate the breathtaking scenery in the area, including the snow-capped Himalayan Mountains, clean places, easy resort location and convenient accessibility to famous places.
- 3. Adventure attraction:** Chamba is a town which is located at the Dalhousie valley of Himachal Pradesh. It is an excellent hill destination and it is surrounded by Deodar trees. This place offers several adventure activities like skiing, trekking, rafting, river crossing activity, wild life, fishing, kayaking/canoeing, boating and sailing, mountain walk, , night march, camping and hiking for adventure enthusiasts.
- 4. General tour attraction:** In Dalhousie and Chamba, there is a famous and crowded market. In this market there are various shops of Tibetan carpets, local art and crafts and various small restaurants which serve extremely delicious foods. The general tour attractions associated with Dalhousie and Chamba are souvenirs, theaters, theme parks, tour package, shopping places, helpful people and courteous guides.
- 5. Religion attraction:** Dalhousie and Chamba destinations have a large number of places of tourist interest and as no holiday in India is complete without a visit to the temple, the number of tourists thronging these temples is always high. Some religious attractions are Raghunathji Temple, Bijli Mahadev Temple, Jagatsukh, Basheshwar Mahadev Temple, Hadimba Devi Temple, Vashisth Village & Temples, and Manu Temple.
- 6. Culture attraction:** Dalhousie and Chamba has museums, galleries, culture villages,



historic buildings and monuments. A unique medieval structure, Naggar Castle is a very popular tourist spot located close to Chamba in Naggar. A historic place, where it is believed that Sage Vyas had performed his daily bath, Beas Kund is regarded as sacred by the Hindus.

Objective of the study: The objective of the study is to identify the relationship between hill destination attributes and the overall satisfaction of tourists who visit Dalhousie and Chamba .

Research Methodology

The sample population for this study was composed of tourists who visited Dalhousie and Chamba (Himachal Pradesh) between May and June in 2013. The questionnaire, 45 attributes of the hill destination that were assessed in terms of disagree and agree. A total of 200 tourists were selected from Dalhousie and Chamba of Himachal Pradesh. The method of purposive sampling was employed whereby the tourists had to fulfill the criteria of visiting the Dalhousie and Chamba . Data for this study was obtained by using structured questionnaire to know the views and perception of the individual tourist. The assessed 45 attributes, which represent the attributes of the hill destination included: religious place, nature, shopping places, museum, heritage or historic site, local art and craft, hill climbing, traditional festival , climate/weather, economical tour packages, accommodation, delicious meals, helpful people, convenient accessibility, culturally rich, river crossing activity, courteous guides, wild life, fishing, kayaking/canoeing, boating and sailing, mountain walk, best place, outdoor tourism opportunities, terrains and scenery , night march, travel brochures, affordable activities, historically rich province, professional services, diversity, refreshing trip, socializing people, clean places, rafting, satisfaction, fun, lovely staff , great reputation, excellent experience, camping and hiking, landscape, easy resort location, come back again, safe and secure, community development, negative impact on tourism. These attributes were selected because they are the most quoted in the tourism literature (Uysal, McLellan and Syrakaya, 1996; Iso-Ahola and Mannel, 1987; Fodness, 1994; Mohsin and Ryan, 2003; Shoemaker, 1989; Cossens, 1989). Finally, some



questions added to socio-demographic characteristics: gender, age, marital status, occupation, and education. The target population of this study involves Indian tourists visiting Dalhousie and Chamba (Himachal Pradesh). From this population, a sample was selected using a convenience sampling method with interviews performed by trained interviewers, instructed to select respondents as randomly as possible (not based on personal preferences), at different locations and at different times. This sampling method was applied because it is not possible to obtain a list of all tourists visited Dalhousie and Chamba during this period. Responses to all the items in the questionnaire were measured on five-point Likert scale, ranging from 1= strongly disagree to 5= strongly agree. The validation of survey instrument was checked through pilot testing of 50 respondents and variables were finalized after ensuring the balanced approach and objectivity of the survey. Collected data were processed in the statistical software package of SPSS-20; the factor analysis was conducted to create correlated variable composites from the original 45 attributes. Using factor analysis, 45 destination attributes resulted to six dimensions: climate attraction, maintenance factors, adventure attraction, general tour attraction, religion attraction and culture attraction. The preliminary data shows the unique characteristics of the respondents. Majority of the respondents are Graduate(51.60 percent) and Post –graduate(30.20 percent). 32 percent of the respondents were government employees and 30 percent were students. Detailed descriptive statistics of the respondents' preliminary characteristics are shown as per table 1.

Table-1: Respondent profile

Demographic Variables		Percent
Education	Graduates	51.60%
	Post graduates	30.20%
	Professionals	18.20%
Occupation	Govt. job	32.00%
	Private job	25.30%



	Self-employed	12.70%
	Students	30.00%
Gender	Male	58.00%
	Female	42.00%
Income (Rs.)	Below 30,000	35.20%
	30,001- 60,000	39.80%
	60,001- 90,000	13.00%
	Above 90,001	12.00%

Table-2: Univariate data analysis of the variables under study

S.No.	Items	Mean	Std. Dev.	Skewness	Kurtosis	t-test	Sig.
1	Religious place	3.393	1.121	-.570	-.348	2.85	.00
2	Nature	4.681	.705	-2.988	11.234	19.3	.00
3	Shopping places	3.666	.966	-.860	.993	5.60	.00
4	Museum	3.257	1.057	.024	-.413	1.98	.05
5	Heritage or historic site	3.803	.845	-.238	-.534	7.71	.00
6	Local art and craft	4.287	.890	-1.418	2.214	11.7	.00
7	Hill climbing	3.772	1.034	-.383	-.628	6.06	.00
8	Traditional festival	4.151	.980	-1.223	1.081	9.54	.00
9	Climate/weather	3.636	.970	-.658	.293	5.32	.00
10	Economical tour packages	3.303	.876	.065	-.040	2.80	.00
11	Accommodation	3.197	1.166	-.398	-.686	1.37	.17
12	Delicious meals	3.530	1.139	-.591	-.381	3.78	.00
13	Helpful people	3.515	.932	-.398	-.255	4.48	.00
14	Convenient accessibility	3.590	1.037	-.293	-.709	4.62	.00
15	Culturally rich	2.863	1.201	.051	-.683	-.922	.36
16	River crossing activity	3.454	1.069	-.073	-.318	3.45	.00
17	Courteous guides	2.833	1.319	-.015	-1.147	-1.02	.30
18	Wild life	2.303	1.252	.561	-.735	-4.52	.00
19	Fishing	2.546	1.288	.653	-.676	-4.39	.00
20	Kayaking/canoeing	3.242	1.549	-.292	-1.485	1.27	.20
21	Boating and sailing	4.212	1.088	-1.693	2.573	9.04	.00



22	Mountain walk	4.560	.786	-2.159	5.624	16.1	.00
23	Best place	3.803	.980	-.600	-.102	6.65	.00
24	Outdoor opportunities	4.212	.754	-.376	-1.141	13.0	.00
25	Terrains and scenery	4.303	.858	-1.538	2.982	12.3	.00
26	Night march	3.303	1.176	-.328	-.794	2.09	.04
27	Travel brochures	3.500	1.041	-.801	.229	3.90	.00
28	Affordable activities	4.121	.712	-.706	.966	12.7	.00
29	Historically rich province	3.590	1.022	-.164	-.692	4.69	.00
30	Professional services	4.090	.940	-.873	.480	9.42	.00
31	Diversity	3.666	1.027	-.948	.891	5.26	.00
32	Refreshing trip	4.045	.967	-1.249	1.729	8.77	.00
33	Socializing people	3.984	.868	-.989	1.445	9.21	.00
34	Clean places	3.969	.840	-.743	1.125	9.37	.00
35	Rafting	2.969	1.358	-.134	-1.197	-.181	.85
36	Satisfaction	4.409	.911	-1.799	3.156	12.5	.00
37	Fun	4.257	.729	-.934	1.168	13.9	.00
38	Lovely staff	3.439	1.278	-.567	-.765	2.79	.00
39	Great reputation	4.242	.878	-1.204	1.679	11.4	.00
40	Excellent experience	4.242	.912	-1.259	1.557	11.0	.00
41	Camping and hiking	3.530	1.243	-.815	-.193	3.46	.00
42	Landscape	4.045	.867	-1.258	2.881	9.79	.00
43	Easy resort location	3.560	1.165	-.693	-.445	3.90	.00
44	Come back again	2.909	1.332	.010	-1.139	-.554	.58
45	Safe and secure	3.787	.952	-.766	.753	6.71	.00

The result indicates that the highest score of tourists on the Dalhousie - Chamba trip that were “I enjoyed the nature” with a mean of 4.68, followed by the lowest followed by I enjoyed mountain walk (4.56), I am satisfied with my visit to the Chamba (4.409), Always enjoy seeing the variety of terrains and scenery while travelling in Chamba (4.303), I shopped for local art and craft (4.287), Fun and adventures with good scenery and lovely staff (4.257), Chamba is great place and has a great reputation for fun adventure and relaxing vacations (4.242), It was an



excellent experience that we have recommended to others (4.242). I enjoyed boating and sailing (4.212), Chamba is beautiful and offer many different outdoor tourism opportunities (4.212). These results showed that tourists are agreeing above mentioned attributes. While the lower values of statements indicate that tourists are not favorable to them. Guides are very courteous (2.833), I enjoyed wild life viewing (2.303), I enjoyed fishing (2.546), and I enjoyed the rafting very much and want to go back again (2.969). In this study, “satisfying” is defined as those attributes with satisfaction scores above scores (positive mean difference) and with a t-value significant at the .05 level. Keeping this level the results indicated that tourists showed higher level of satisfaction with regard reasons like “religious place”, “nature”, “shopping places”, “museum”, “heritage or historic site”, “local art and craft”, “hill climbing”, “traditional festival”, “climate/weather”, “economical tour packages”, “delicious meals”, “helpful people”, “convenient accessibility”, “river crossing activity”, “wild life”, “fishing”, “boating and sailing”, “mountain walk” etc.

Principal component analysis (Varimax rotation Matrix): 45 items included for web hill destination study. The above mentioned statements having five point Likert scales were subjected to factor analysis. Before the application of factor analysis the following five techniques were also used for the analysis of data. (1) The correlation matrix revealed that there is a strong positive correlation between the hill destinations’ attributes. These items were considered appropriate for factor analysis procedure. (2) After correlation matrix, anti correlation matrix was also constructed. This matrix shows that partial correlations among the statements are low for example anti- image correlation of statement 1 with respect to statements 1 to 45. Similarly most of the off diagonal elements are small indicating that real factors exist in the data which is necessary for factor analysis. (3) Kaiser Meyer Olkin measure of sampling adequacy focuses on the diagonal elements of partial correlation matrix. It is clear that all of the diagonal elements of partial correlation matrix were sufficiently high for factor analysis. (4) Test of sampling adequacy was then performed. Sum of the values of diagonal elements of partial



correlation matrix from statement no. 1 to 45 was 0.842. This shows that statements are good enough for sampling. (5) Bartlett's Test of Sphericity was also conducted to check the overall significance of the correlation matrices. The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.696. The test value of Bartlett's Test of Sphericity was significant and it is indicating that correlation matrix is not an identity matrix.

Table-3: Varimax rotation Matrix

Attributes	Factor Loading						Communalities
	Factor-1	Factor-2	Factor-3	Factor-4	Factor-5	Factor-6	
Factor-1: Climate Attraction							
Climate/weather	.745						.543
Outdoor tourism opportunities	.601						.496
Terrains and scenery	.739						.573
Great reputation	.669						.482
Factor-2: Family needs							
To spend quality time with family		.608					.447
To create family memories for years to come		.668					.567
To reinforce family ties		.707					.602
Factor-3:Adventure Attraction							
River crossing activity			.673				.579
Fishing			.770				.685
Kayaking/canoeing			.811				.688
Boating and sailing			.614				.445
Night march			.627				.525
Factor-4: Experience and learning							
To experience new way of life				.577			.545
To experience inner harmony				.521			.544



and peace							
To experience solitude and calm				.571			.556
Factor-5: life and cuisine							
To gain new perspective of life					.575		.497
To relax myself					.651		.565
To experience new cuisine					.513		.674
Factor-6: Culture Attraction							
Helpful people						.626	.545
Culturally rich						.641	.602
Courteous guides						.555	.579
Eigen value	9.549	5.220	2.692	2.563	2.324	2.071	
Variance (%)	21.220	11.600	5.983	5.695	5.165	4.601	
Cumulative variance (%)	21.220	32.820	38.802	44.497	49.662	54.263	
Reliability Alpha (%)	77.57	68.64	72.82	79.12	73.45	75.87	
Number of items (total=21)	4	3	5	3	3	3	

Note: Extraction Method – Principal Component Analysis

Rotation Method – Varimax with Kaiser Normalization

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = .696

Bartlett's Test of Sphericity: $p = 0.000$ ($\chi^2 = 2135.505$, d.f = 990)

From the varimax-rotated factor matrix, six factors with 21 attributes were defined by the original 45 attributes that loaded most heavily on them (loading ≥ 0.5). The communality of each variable ranged from 0.445 to 0.688. To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from 0.686 to 0.791 for the six factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

Criteria For Significant Factor Loading

Now the role of factor loadings becomes important for interpretation of the factors. Factor loading represent a correlation between statement no.1 and factor-1. The criteria given by J. Hair where factor loadings based on sample size are taken as the basis for decision about significant factor loading was adopted. This research had 200 respondents as sample, a factor loading of 0.500 has been considered significant. The twenty one items no. 1, 5, 8, 9, 12, 13, 14, 15, 16, 17, 19, 21, 23, 24, 25, 26, 27, 28, 39 & 43 have high factor loading. Rest of the statements have low



factor loading “I enjoyed the nature” , I like to visit shopping places, I visit museum, heritage or historic site, I enjoyed hill climbing, Dalhousie (Chamba) has a traditional festival(Dushara), Accommodation was superb, Meals were delicious, I enjoyed fishing, I enjoyed skiing, Chamba is a diverse, culturally and historically rich province to live in and visit, I got exactly what I expected friendly, professional services, A lot of possibilities/activities to do diversity, It was very refreshing during the trip, I had a good time and enjoyed socializing with other people at the retreat, The accommodations were clean and pleasant, I enjoyed the rafting very much and want to go back again, I am satisfied with my visit to the Chamba , Fun and adventures with good scenery and lovely staff, Chamba has food of your choice, It was an excellent experience that we have recommended to others , Great camping and hiking to and around Chamba , Great landscape, friendly people, no problem to visit Chamba , I enjoyed the rafting very much and want to go back again, I felt very safe and secure were having factor loading below 0.500. These statements were not considered for naming.

Naming Of Dimensions

After a factor solution has been obtained, all variables have a significant loading on a factor, the researcher attempt to assign some meaning to the pattern of factor loadings. Variable with higher loadings are considered more important and have greater influence on the name or label selected to represent a factor. Researcher examined all the underlined variables for a particular factor and placed greater emphasis on those variables with higher loadings to assign a name or label to a factor that accurately reflected the variables loading on that factor. The names or label is not derived or assigned by the factor analysis; rather, the label is intuitively developed by the factor analyst based on its appropriateness for representing the underlying dimension of a particular factor. All six factors have been given appropriate names on the basis of variables represented in each case.

Table-4: Naming of Dimensions



Factor Number	Name of factor	Label	Statement	Factor Loading	Cronbach's alpha
Factor-1	Climate Attraction	09	Dalhousie & Chamba has a good climate/weather.	0.745	0.775
		24	Dalhousie & Chamba is beautiful and offer many different outdoor tourism opportunities	0.601	
		25	Always enjoy seeing the variety of terrains and scenery while travelling in Dalhousie & Chamba	0.739	
		39	Dalhousie & Chamba is great place and has a great reputation for fun adventure and relaxing vacations	0.669	
Factor-2	Maintenance	14	Dalhousie & Chamba has convenient accessibility.	0.608	0.686
		23	Dalhousie & Chamba is truly best place on earth.	0.668	
		43	Location of resort was very easy.	0.707	
Factor-3	Adventure Attraction	16	I like river crossing activity.	0.673	0.728
		19	I enjoyed Kayaking/Canoeing.	0.770	
		20	I enjoyed boating and sailing.	0.811	
		21	I enjoyed mountain walk.	0.614	
		26	Always enjoyed night march in Dalhousie & Chamba .	0.627	
Factor-4	General Tour Attraction	12	Meals were delicious.	0.577	0.791
		27	I like travel brochures with lots of photos.	0.521	
		28	A good mix of activities affordable, even the weather was good.	0.571	
Factor-5	Religion Attraction	1	Chamba has old religious place.	0.575	0.734
		5	I visit museum, heritage or historic site.	0.651	
		8	Dalhousie & Chamba has a traditional festival (Dushara).	0.513	
Factor-6	Culture Attraction	13	People were exceptionally helpful.	0.626	0.758
		15	Dalhousie & Chamba is culturally rich.	0.641	
		17	Guides are very courteous.	0.555	

1. **Factor-1: Climate Attraction-** The first factor contained four attributes and explained 21.22% of the variance in the data, with an eigenvalue of 9.549 and a reliability of 77.57%. The attributes associated with this factor dealt with the climate attraction items, including “Dalhousie & Chamba has a good climate/weather” (0.745), “Dalhousie & Chamba is beautiful and offer many different outdoor tourism opportunities” (0.601), “I



always enjoy seeing the variety of terrains and scenery while travelling in Dalhousie & Chamba ” (0.739), & “Dalhousie & Chamba is great place and has a great reputation for fun adventure and relaxing vacations (0.669).”

2. **Factor-2: Maintenance Factor-** This factor loaded with three attributes. This factor accounted for 11.60% of the variance, with an eigenvalue of 5.22, and a reliability of 68.64%. These attributes were “Dalhousie & Chamba has convenient accessibility” (0.608), “Dalhousie & Chamba is truly best place on earth” (0.668), and “Location of resort was very easy” (0.707).
3. **Factor-3: Adventure Attraction** – This factor extracted five attributes. It accounted for 5.983% of the variance, with an eigenvalue of 2.692, and a reliability of 72.82%. This factor was loaded with four attributes that referred to heritage attraction. The five attributes were “I like river crossing activity” (0.673), “I enjoyed Kayaking/Canoeing” (0.770), “I enjoyed boating and sailing” (0.811), “I enjoyed mountain walk” (0.614), and “I always enjoyed night march in Dalhousie & Chamba ” (0.627).
4. **Factor-4: General Tour Attraction-** This factor contained nine attributes and explained 40.45% of the variance in the data, with an eigenvalue of 9.708 and a reliability of 87.88%. The attributes associated with this factor dealt with the general tour items, including “Meals were delicious” (0.577), “I like travel brochures with lots of photos” (0.521), and “A good mix of activities affordable, even the weather was good”(0.571).
5. **Factor-5: Religion Attraction** contained three attributes that referred to religion dimensions. This factor explained 5.165% of the variance, with an eigenvalue of 2.324, and a reliability of 73.45%. These attributes were “Chamba has old religious place” (0.575), “I visit museum, heritage or historic site” (0.651), and “Dalhousie & Chamba has a traditional festival (Dushara) (0.513)”.
6. **Factor-6: Culture Attraction** loaded with three attributes. This factor accounted for 5.58% of the variance, with an eigenvalue of 1.339, and a reliability of 72.85%. These



attributes were “People were exceptionally helpful” (0.626), “Dalhousie & Chamba is culturally rich” (0.641), and “Guides are very courteous (0.555)”.

Limitations Of The Study

Study on the Dalhousie and Chamba has several limitations. First, the attributes chosen as independent variables could be a limitation because other attributes, which were not used in this study, could impact tourists’ perception. Second, the population sample obtained by the survey instrument presented some challenges due to insufficient information. This limitation resulted from a one-time measurement for data collection, a limited questionnaire, and the timing of the survey. Third, the study did not obtain longitudinal data (data collected at different points in time) but relied on a cross sectional data (data collected at one point in time). Fourth, the Dalhousie and Chamba is not representative of all hill destinations

Conclusion And Implications

The tourists are becoming more aware and are seeking value for money and time. Based upon the results of this study, several conclusions can be made to increase tourists’ satisfaction with the Dalhousie and Chamba hill destination. The results of the study revealed that even if six factors (Climate attraction, Maintenance factor, Adventure attraction, General tour attraction, Religion attraction and Culture attraction) have a significant relationship with the overall satisfaction of the Dalhousie and Chamba ’ tourists. This finding can be useful to the planners and marketers of hill destination tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. For example, the content of brochures and



Web-sites about the Dalhousie and Chamba attractions should reflect such features as handicrafts, architectures, traditional scenery, and arts as part of the culture attractions, and museums, galleries, cultural villages, historical buildings, and monuments. In addition, tourism managers and marketers should provide quality service with their General Tour Attractions such as special events, tour packages, and food, and Maintenance Factors such as ease of accessibility, information centers, and accommodations. The relative importance of package tours which are based on low quality, low prices is expected to decline in favor of independently organized tourism, at least for short visit tours. The current tourism can be characterized as flexible, segmented, customized and diagonally integrated. The tourism industry is able to offer much more to experienced, sophisticated, demanding tourist who is looking for authentic experiences and has wanderlust as well as an independent attitude. Thus, this study helps to identify the importance of hill destination factors as perceived by the tourists who visit the Dalhousie and Chamba .

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International Journal of Business Quantitative Economics and Applied Management Research

ISSN: 2349-5677

Volume 1, Issue 7, December 2014

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