

MEASURING DESTINATION REPUTATION THROUGH TRAVEL MOTIVATION AND TOURISTS' ATTITUDE: AN EMPIRICAL APPROACH

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Abstract

The reputation of a destination is critical for a tourist place as it gives it a competitive advantage. It influences tourists to choose a destination with a good reputation over the one with a negative reputation. Besides, a place's reputation helps showcase its product and services and gives them an edge over the others available in the international market. This study attempts to assess mediating role of Destination Reputation (DR) in Travel Motivation (TM) and Tourist Attitude (TA). Further, this study measures whether Intrinsic Motivation (IM) or Extrinsic Motivation (EM) for Indian millennials is more effective for tourist attitude. Survey method was used to collect data in which 214 valid responses were received from employees working in the corporate sector to check their perception of Jammu and Kashmir. Statistical tools like EFA, CFA, SEM and ANNOVA were used to analyze the data. The results of this study suggest that Destination Reputation acts as a mediator between Travel Motivation and Tourist Attitude. Furthermore, for millennials, Intrinsic Motivation has more influence on tourist attitude toward a destination than Extrinsic Motivation. This study is the first attempt that explores the relationship between Destination Reputation, Tourist Attitude and Travel Motivation.

Keywords: *Destination Reputation, Travel Motivation, Tourist Attitude, Intrinsic Motivation, Extrinsic Motivation*

Introduction

Reputation as a concept is applied to all the sectors, including tourism (Berens, Fombrun, Ponzi, Trad & Nielsen, 2011) and in various contexts like services, brands and products. In a present competitive world where nations are in competition for commercial and political superiority, the reputation of a country is a crucial element that gives them leverage over other countries to present themselves on an international stage. The favourable reputation of a destination helps it gain a competitive advantage and gives them a chance to attract more travellers (Morgan, Pritchard & Pride, 2011) as it helps the tourists choose a particular destination. Reputation has further been argued to be one of the most important indicators of quality (Selnes, 1993; Petrick, 2011). Those service providers with favourable reputations are seen to have more value (Devlin, 1998). Reputation is often regarded as an asset if it is positive, helps attract investments, and assures sustainable growth (Mingchuan, 2015). Wang, Yang and Li (2021) mention the reputation of a tourist destination as the most significant factor that impacts the tourist's behaviour, especially for heritage cities. Cristou (2003) defined reputation as the synthesis of attitudes, perceptions, opinions and knowledge of the stakeholders, including tourists. A positive attitude toward a destination is developed with favourable perceptions of that destination (Yüksel & Akgül, 2007). It can be said that the perceptions of stakeholders about the destination help in reputation building, and a favourable reputation about the destination also helps promote a positive attitude towards a destination. It is still to be looked into how destination reputation impacts the tourists' attitude. Prospective tourists who have the motivation to travel always try to look for information which is in accordance with the need for their travel, and the source of this information includes newspaper, guide books, travel-oriented TV channels and relatives and friends (Chiang, Manthiou, Tang, Shin & Morrison, 2014; Ho, Lin, Yuan & Chen, 2016; Thirumaran, Chawla, Dillon & Sabharwal, 2021). Literature regarding destination reputation posits that communication is an essential element of destination reputation and is always connected to it, and evaluation by tourists of a destination is always related to its reputation (Aula & Harmaakorpi, 2008). Communication regarding attributes of a destination that reaches the prospective tourists through a different medium helps enhance a tourist's reputation and motivation to travel to a particular destination. Furthermore, listing different individual motivations for participating in an event organized by an organization depends on its reputation (Aicher & Brenner, 2015). Motivation is a force that leads to a certain behaviour (Iso-Ahola, 1982). Some

of the factors that are considered to be important for travel motivation include novelty, escape, self-development, relaxation, socialization and knowing more about the destination (Li & Cai, 2012). Previous studies on motivation have suggested that motivation impacts the attitude before (Hsu et al., 2010) and after visit to a destination (Fisher & Price, 1991). One of the classifications of motivation categorizes it into intrinsic and extrinsic motivation (Silva & Silva, 2018). Intrinsic motivations are linked with feelings that are internal to a person, like values or actions for an attitude. In contrast, extrinsic motivation is related to reinforcement which is external to a person and includes benefits (Cheng et al., 2018). This study is an attempt to find pre-travel motivation (both intrinsic and extrinsic) among millennials working in corporate in different Indian cities.

The concept and research in destination reputation are gaining more and more attention and has gone through a change from ambiguousness to a gradual clarity (Wang, Yang & Li, 2021). Further, they said that reputation was studied from the characteristic perspective, which led to more focus on building the reputation of a destination and its impacts. This study adds a motivational and attitudinal dimension to the study on destination reputation. It is the first attempt that explores the role of destination reputation in tourists' attitudes and tourist motivation. For this purpose, we have collected data from the Indian working class from different metropolitan cities about their perception regarding Jammu and Kashmir as a tourist destination. Further, this study looks into the self-determination theory of motivation, which classifies motivation into intrinsic and extrinsic motivation (Deci & Ryan, 1985; Lindenberg, 2001; Silva & Silva, 2018). We checked the effectiveness of motivation in terms of intrinsic and extrinsic motivation on tourist attitude.

Review of Literature

Tourist Attitude

Ajzen (1991) defined attitude towards a particular behaviour as “the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question”. Attitude is the predilection, the source of which is the experience or information, which makes people behave in a certain way which could be in favour or against the product or service (Pereira, Gupta & Hussain, 2019). Tourist attitude describes the tendencies which are psychological in nature expressed in terms of favourable or unfavourable evaluations of tourists when involved in a particular behaviour (Ajzen, 1991; Kraus, 1995). Further, in a tourism context, tourists' attitude towards a destination is its predilection and feelings towards that destination and the services offered by it, which is built on the perception regarding its

product and attributes (Pereira, Gupta & Hussain, 2019; Sanchez-Cañizares & Castillo-Canalejo, 2015). Indicating that the perception regarding destination is one such factor that has an impact on the choice of destination. Attitude is one of the eminent variables that help to predict consumer choice behaviour (Um & Crompton, 1990). Tourist attitude includes three components which are affective, behavioural and cognitive (Vincent & Thompson, 2002; Jalilvand et al., 2012). The cognitive part involves the evaluation that helps in attitude formation, and the affective component refers to the psychological response that highlights the inclination of tourists towards an entity, and the behavioural part refers to verbal expression, tourists' intention to visit (Jalilvand et al., 2012). There have been studies in the past that confirms the impact of positive perception in terms of an image on the attitude of a people towards a destination (Jalilvand et al., 2012; Song et al., 2014), but there has been no attempt so far that investigates the role of destination reputation in forming the tourist attitude.

Tourist Motivation

One of the significant psychological elements that influence tourist behaviour is travel motivation, defined as a person's inner state or special wants and wishes of visitors. Park and Yoon (2009) referred to motivation as a psychological or biological need that stimulates, directs and puts together an individual's behaviour or its activity. Initially, motivation was considered a one-dimensional construct with a focus either on behaviour or cognition, and scholars considered either perspective that influences the tourist decision (McCabe, 2000). Most of the studies on motivation in the context of travel and tourism focus on Maslow's Hierarchical needs (Chon, 1989) with the inclusion of factors like aesthetic and knowledge-based needs (Pereira, Gupta & Hussain, 2019). For this study, we use intrinsic and extrinsic motivations to identify their impact on attitude of tourists towards a destination. Deci et al. (1991) referred to motivation as the extent to which a person is encouraged to do a certain act, divided into extrinsic and intrinsic motives that are associated with individuals' external and inherent rewards. Moreover, intrinsic and extrinsic motivations, referred to by Sharpley (2008) as push factors, further explain intrinsic motivation as the one stemming from the needs that are personal to a tourist, and extrinsic motivation arises from factors external to a tourist. Very few studies focus on extrinsic and intrinsic motivations (Mehmetoglu, 2012; Kim, Bonn and Lee, 2020; Castañeda et al., 2007), but none of the studies has explored which motivation impacts the tourist attitude more. Kim, Bonn & Lee (2020) explored the intrinsic and extrinsic motivation in perceived risk and trust in tourism crowdfunding. Mehmetoglu (2012) concluded that extrinsic motivation triggers holiday interest more than intrinsic motivation and does not include the intentional attitude of tourists

towards a destination. There is a void in literature to explain the importance of extrinsic or intrinsic motivation in terms of tourist attitude, so the hypothesis proposed for the study is as follows:

H2: Intrinsic motivation has more impact on tourist attitude than extrinsic motivation.

H3: Extrinsic motivation has more impact on tourist attitude than intrinsic motivation.

Destination Reputation

As Argenti and Druckenmiller (2004) define reputation as the collective depiction of numerous constituencies' images of an organization based on its identity programmes, performance, and how its constituents react to its behaviour over time. This definition is from the organizational point of view, and further, the reputation of a destination was defined by Darwesh and Burns (2019) as the relative and absolute assessment of the tourist attraction by both internal and external stakeholders based on the destination's communication capacity, the stakeholders' emotions, backgrounds, first hand experiences of the destination, and/or indirect experiences which might be obtained from different sources including but not limited to online/offline word-of-mouth, print, digital, internet and broadcast media. It indicates that the reputation of the destination depends on the way that it can communicate its positives to stakeholders, which includes tourists as well. A psychological theory referred to as the Dual-process theory (Deutsch & Gerard, 1955) is designed to analyze the messages' effectiveness. This theory provides the basis which helps in deriving cues for interpretation and looking into the messages and argues that messages are considered genuine, leading to attitude/behaviour change. Reputation of an organizations operating in a destination impacts on tourist behaviour and attitude (Loureiro & Kastenholz, 2011; Su, Lian & Huang, 2020). Leblanc and Nguyen (1995) said that image is positively influenced by a favourable reputation and the trust of the consumers in a service industry (Johnson & Grayson, 2005). Also, the reputation of a destination helps reduce the risk perception and insecurity, which increases the chances of a tourist choosing to travel with a particular service provider (Petrick, 2011). Smeaton, Josiam and Dietrich (1998) found that young students are motivated to travel to a destination with a good party reputation. Furthermore, while examining the demographic profile of those students, it was found that those who prefer more drinks are likely to visit the destination with a partying reputation. It implies that tourists' demographic profile and destination type motivates them to travel to a particular destination. Previous studies that explore the role of reputation have focused on the particular allied sector of tourism or corporate

reputation. The focus in terms of destination reputation with relation to motivation and attitude needs to be explored. The following hypothesis is proposed.

H3: Destination reputation mediates the relationship between tourist motivation and tourist attitude.

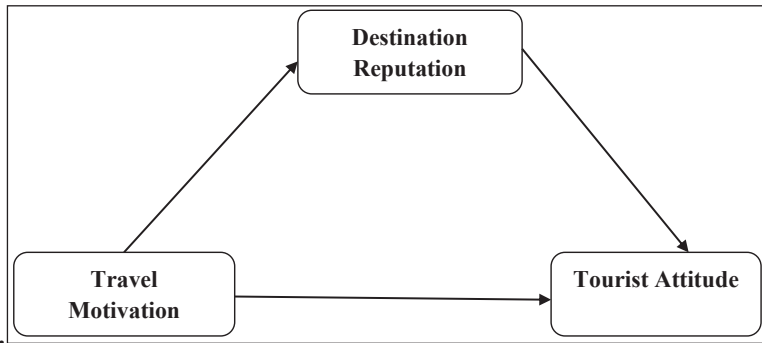


Fig. 1: Proposed Model for the Study after a Thorough Review of Literature which Highlights DR's Mediatory Role between TA and TM

Methodology

Scale Generation

The current study examined three constructs: travel motivation (intrinsic and extrinsic), destination reputation, and tourists' opinion toward the destination (Tourist attitude). The items for operationalizing these constructs came from a variety of sources. We used standard scales and assessed on a 5-point Likert scale, starting from 1 as strongly disagree and ending with five as strongly agree. The intrinsic and extrinsic motivation was measured using a scale developed by Ma et al. (2018). Items for destination reputation were derived from the study by Artigas, Vilches-Montero and Yrigoyen (2015). Lastly, for the tourist attitude, the items for the scale were derived from the study by Pereira, Gupta and Hussain (2019).

Data Collection and Sample Design

Primary data for the study was based on the first-hand information gathered through an online survey. The data was collected from the employees working in corporate in different cities of India. The companies include Accor, Accenture, Paytm, Tata consultancy services, Optum, Convergys, Bigbasket and Abbot. Non-probability (convenience sampling) was used to

identify respondents. A total of 229 responses were received, out of which 214 were found to be relevant and the rest with anomalies like data inaccuracy, missing values, normality, and outliers, with a response rate of 93.44%. The demographic profile of the sample, as shown in Table 1, suggests that there were more male respondents (60.74%) than female respondents (39.26%). Majority of the respondents fall in the age bracket of 18-30 with a total of 57.47%, followed by the age bracket of 30-40 years with 42.539% of the total respondents. Most of the respondents have graduate and above degrees, which forms 81.8% of the total respondents, and the rest have higher secondary education, i.e. 18.22% of the total respondents. More than half of the respondents were single, 57% and the rest were married (43%).

Table 1: Demographic Profile of Respondents (n = 214). Indian Rupee (Monthly)

Items	Frequency	Percentage
Gender		
Male	130	60.74%
Female	84	39.26%
Age		
21- 30 Years	123	57.47%
31-41 Years	91	42.53%
Educational Qualification		
Matriculate	Nil	-
Higher secondary	39	18.22%
Graduate and above	175	81.88%
Marital Status		
Single	122	57.00%
Married	92	42.99%
Divorce	Nil	-
Separated	Nil	-
Income (Monthly)		
Below 50000	84	39.25%
50000-100000	57	26.63%
100000-200000	8	3.75%
200000-300000	15	7.00%
300000-400000	5	2.33%
400000 and above	45	21.02%

Results

Measurement Model

Confirmatory factor analysis (CFA) was used to check the goodness of model fit indices, validity, and reliability of the model. The constructs were measured using a second-order model, and the results revealed that all values were within the threshold requirements. Table 4 shows that chi-square is < 3.0 , $GFI \geq 0.9$, $CFI \geq 0.9$, $AGFI \geq 0.8$, and $NFI \geq 0.8$ are above the threshold criteria, were as RMSEA is concerned, its value is \leq to 0.08 (Hu & Bentler, 1998, 1999). The results of composite reliability and Cornach's alpha, which verified reliability, reveal that the value is above standard figures, i.e. >0.70 (Hair et al., 2009) (Table 3). Additionally, discriminant validity was investigated because each variance estimate explained is greater than the matching square correlation estimates between the variables (Malhotra, 2007) (see Table 5).

Table 2: EFA and CFA Results

Construct	Items	FLs	SRWs
Travel Motivation			
Intrinsic Motivation			
IM1	I would like to travel to escape from daily life routine	.873	.783
IM2	I would like to find thrills and excitement	.745	.897
IM3	I would like to travel to have fun in Jammu and Kashmir	.515	.834
IM4	I would like to travel to release the pressure from my work	.745	.825
External Motivation			
EM2	I would travel to meet people with similar interests and hobbies	.645	.864
EM3	I would like to talk about the trip after I return home.	.605	.754
EM4	I would like to visit as there are plenty of tourism facilities	.762	.823
Destination Reputation			
DR1	Jammu and Kashmir has very good reputation.	.749	.654

Construct	Items	FLs	SRWs
Destination Reputation			
DR2	Jammu and Kashmir has a better reputation than other similar places	.796	.578
DR3	Jammu and Kashmir's good reputation is backed up by its history	.745	.687
DR4	People respect Jammu and Kashmir highly	.831	.872
DR5	People speak very well of Jammu and Kashmir	.621	.674
Tourist Attitude			
TA1	Jammu and Kashmir is very good place to visit	.887	.678
TA2	Jammu and Kashmir is a pleasant tourist destination	.906	.786
TA3	I like Jammu and Kashmir as a tourist destination	.783	.876
TA4	Jammu and Kashmir is a favorable destination to visit	.827	.736

Note: FLs = Factor Loadings and SRWs = Standard Regression Weights.

Table 3: Reliability and Validity Results

Constructs	A	CR	AVE
TM	0.850	0.852	0.536
DR	0.825	0.831	0.553
TA	0.915	0.924	0.603

Notes: TM =Travel Motivation, DR=Destination Reputation, TA=Travel Attitude, α =Cronbach's Alpha, CR=Construct Reliability and AVE = Average Variance Extracted.

Table 4: Second-Order Factor Model Results

Construct	Chi Square	RMR	GFI	AGFI	NFI	CFI	RMSEA
TM	1.502	0.040	0.800	0.775	0.741	0.838	0.034
DR	1.725	0.036	0.708	0.767	0.861	0.827	0.040
TA	2.343	0.034	0.705	0.754	0.821	0.941	0.076

Note: TM- Travel Motivation, DR- Destination Reputation TA- Tourist attitude.

Table 5: Discriminant Validity and Correlation Matrix of Latent Constructs

Constructs	Correlation Matrix		
	TM	OC	OP
TM	0.745		
DR	(0.436) .640**	0.734	
TA	(0.445) .686**	(0.608) .742**	0.724

Note: The values on the diagonal axis show the average Variance. The values in parenthesis show the squared correlation between the constructs that were extracted. Asterisk values represent correlation values.

Table 6: Impact of Travel Motivation on Tourist Attitude: Mediating Role of Destination Reputation

Steps	Independent Variable	Dependent Variable	Relationship Significant	SRW
1	TM	TA	Significant	8.65
2	TM	DR	Significant	0.82
3	DR	TA	Significant	7.35
4	TM	DR (mediator) and TA	Reduced but significant (Direct relationship after addition of mediator)	0.25

Note: The mediating role of destination reputation between travel motivation and tourist attitude.

Table 7: Mean Value of Intrinsic and Extrinsic Motivation Factors

Factors	Number	Mean	Range
Intrinsic Factors	214	4.41	More effective
Extrinsic Factors	214	3.42	Less effective

Note: Effectiveness of intrinsic and extrinsic factors on tourist attitude.

Table 8: Impact of Intrinsic Motivation on Tourist Attitude is More Than Extrinsic Motivation

Factors	Number	Mean	Std. Dev.	T	P
Intrinsic factors	214	4.41	1.14	4.60	0,0000
Extrinsic factors	214	3.42	1.13		

Table 9: ANOVA Table Shows the Comparative Analysis of Intrinsic Factors and Extrinsic Factors

Variable	Motivational Factors	Mean	F-Value	Significance Value	Result
Travel Motivation Factors	Intrinsic factor	4.31	.645	.523	Significant
	Extrinsic factor	3.42			

Hypothesis Testing

H1: Intrinsic motivation has more impact on tourist attitude than extrinsic motivation.

H2: Extrinsic motivation has more impact on tourist attitude than intrinsic motivation.

To analyze hypotheses H2 and H3 and compare the relationship tourist travel motivation in terms of intrinsic factors and extrinsic factors and tourist attitude, the one-way ANOVA technique was applied. As evident from Table 9, the p-value is greater than 0.05, which reveals that significant variations exist in the mean response of travel motivation factors concerning travel attitude. It can be seen that internal factors are more effective than external motivation in understanding the significance of travel motivations from the tourist perspective on tourist attitude. We have used ANOVA and descriptive statistics, which is explained in Table 7. Further, from the above table, it is evident that intrinsic motivation (= 4.312) is followed by the Extrinsic factor (3.42). We found intrinsic motivation are more effective than extrinsic motivations to influence the tourist attitude as depicted in Table 8 (M intrinsic motives = 4.31, S.D. = 1.14) than those in the extrinsic motives group (M extrinsic motives = 3.42, S.D. = 1.13). These results confirmed that H1 stands accepted while H2 is rejected.

H3: Destination reputation mediates the relationship between tourist motivation and tourist attitude.

To test H3, we adopted Baron and Kenny (1986) to check the mediation between motivation, reputation and tourist attitude. They said the relationship between independent and variable, mediator and independent, mediator and dependent should be significant. Then we checked the relationship between dependent and independent variables through a mediator. If this relationship is insignificant, there exists a complete mediation among the three variables.

If the standardized regression weight comes out to be less than the direct relationship, it is said to have a partial mediation effect.

The present study revealed that Destination Reputation acts as a partial mediator between Travel Motivation and Tourist attitude (Table 3). Further, the Sobel test (Sobel statistics = 4.51) also proves the indirect relationship between Travel motivation and Tourist attitude. We also applied SEM, which revealed that significant effect of travel motivation on Tourist attitude (beta value = 8.65***) and destination reputation on Tourist attitude (beta value = 7.35***). The indirect relationship between travel motivation is also significant (beta value = 0.724***), proving partial mediation. Additionally, the Sobel test (2.09) is also significant, which supports the indirect relationship between travel motivation and tourist attitude

Discussion, Implication and Limitations

This paper explores the indirect relationship between tourist attitude and travel motivation through destination reputation. Also, the study emphasizes the Self-determination theory, which explains travel motivation in terms of intrinsic and extrinsic motivation. The millennial segment, whose travel choices are different from other generations, is a vital market segment. This generation tends to travel more with an average of 35 days of vacations in a year and also spend more when other segments are conservative in their spending (Sofronov, 2018). Travel motivation models lack an explanation of different market segments and tend to ignore one or the other aspect related to different aspects (Cole et al., 2019). The study explains the significance with which intrinsic and extrinsic motivation impacts tourist attitude. Reputation is a universal concept and applies to all fields and even to an individual. The reputation of a country is important as it gives it a competitive advantage to attract investments, promote businesses, forward its political agenda at the international stage (Darwesh & Burns, 2019) and attract tourists (Morgan, Pritchard & Pride, 2011). Motivation has been studied from various aspects, and the direct relationship between tourist attitude and motivation has been established in various contexts. This study fills the gap by exploring the indirect relationship between tourist attitude and motivation. The findings suggest that destination reputation mediates the relationship between tourist attitude and travel motivation.

Managerial Implications

The results of this study extend the understanding of the formation of a positive attitude for potential tourists. All the constructs, which include travel

motivation, destination reputation and attitude, influence the marketing efforts. This study has immense implications for marketing managers. Destination managers need to focus on factors in a marketing campaign related to intrinsic motivation to arouse a favourable attitude for a destination. A favourable attitude towards a destination increases the chances of a visit intention (Huang & van der Veen, 2019). India being a country of young gives this study more importance, where tourism relies on domestic tourist inflow to different states due to COVID-19.

This study highlights the importance of destination reputation, travel motivation and tourist attitude. Reputation reflects the quality of service or a product offered (Wang et al., 2003). Service providers at a destination need to work diligently and provide quality services to the tourists with uniformity and consistency. So, word of mouth regarding a destination is an essential source of communication and positively impacts all the dimensions, i.e. TM, DR, and TA, of this study and thereby impacts the visit intentions.

Millennials prefer real and novel experiences over sightseeing. Destinations need to improvise consistently to cater to the millennial market segment and propagate the same through conventional means like social media, as this segment relies more on communication from such sources. The union territory of Jammu and Kashmir needs to work more on reputation building. The destination should adopt the strategies like being transparent regarding untoward incidents and counter any adverse reporting or negative propagation on social media with the help of professionals. Organizing festivals like Tulip festival, Shikara festival, and saffron festival, held across J and K and market the same vigorously. The managers at Jammu and Kashmir need to capitalize on the positives to improve the reputation and counter the negative propagation. The cities in Jammu and Kashmir have been recognized internationally and nationally as well. Srinagar is among 49 cities around the world recognized as creative in terms of its craft and folk art category by UNESCO 'Creative City Network' and also was awarded as the 'Best City Leader of the Year'. Such recognitions should be highlighted to build a positive perception of the destinations.

Theoretical Implications

Tourist motivation has been studied extensively by academicians. Firstly, this study is the first attempt that explores the relationship between tourist motivations, destination reputation and tourist attitude and also validates the scale for the same in the Indian context with particular reference to the millennial. Secondly, this study has explored the significance with which

intrinsic and extrinsic motivations affect the tourist attitude towards a destination among Indian millennials. Millennials as a market segment are still unexplored, and the work in this regard is still in progress, especially in the Indian context. Results suggest that the internal factors are more relevant than factors that are external for millennial to travel to Jammu and Kashmir. Thirdly, it highlights the importance of reputation for building an attitude towards a destination. A positive reputation of destination may help develop a positive attitude and vice-versa. For tourism professionals and academicians, the focus has to be on the reputation of a destination to develop a positive attitude towards a destination.

Limitations

There are limitations to this study that researchers can address in future. A non-Probability convenience sample was used to collect data, due to which the results might suffer a bias in representativeness. The studies to come can use the probability sampling method to test the model. Data for the study was collected from the employees working in selected corporate offices in different states in India. A study that will collect data from a particular state and from other demographics can help to further validate the results. A longitudinal study will help in tracking the change of perception over time as this study is a cross-sectional one, a longitudinal study will help to track the changes over time.

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