

Determinant factors of Tourists' Motivations in Kullu and Manli (Himachal Pradesh) Hill Destination: A Structural Equation Model

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Abstract

"The purpose of this paper is to examine the tourist's motivations with special reference to Kullu-Manali (Himachal Pradesh). 200 tourists completed self administered surveys regarding their motivations toward visited Kullu-Manali hill destination. The paper first uses both exploratory and confirmatory factor analysis to examine the factor structure and psychometric properties of these items. The tourist's behavior of the hill destination were identified by 45 items and captured in six dimensions by conducting exploratory factor analyses. This research study reveals tourist's motivations: climate attraction, maintenance factors, adventure attraction, general tour attraction, religion attraction and culture attraction. Structural Equation Modeling (SEM) using AMOS version 16 was utilized for measurement model testing and to verify the six dimensions of tourist's motivations in hill destination. Confirmatory factor analyses successfully validated the items used to measure six dimensions of tourist's motivations. This study will help the tourist operator to understand the tourist's behavior and help them to make their marketing strategies accordingly. However, these findings suggest that tourism sector should develop a better management of tourist destinations so as to develop a stronger attraction of tourism, better amenities, a better accessibility and an appropriate image in the mind of the tourists.

Keywords: *Climate attraction, Maintenance factors, Adventure attraction, General tour attraction, Religion attraction and Culture attraction.*

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INTRODUCTION

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. An analysis of the findings of the Berkes and Gardner study (1997)

shows that Kullu and Manali have continued to grow rapidly since Singh conducted his research, though it is not clear to what extent this is a result of master plans. Two of the positive features of more recent policies of the State Government, noted by AME (1995a) are the dispersal of tourism to areas that have a potential. Tourism represents a key sector in the Himachal Pradesh economy. Today, tourism contributes more than 5 billion rupees to the state revenue, forming 2% of the State Domestic Product. Today, more than 70 lakhs tourists flock to the state and a bulk of these are domestic tourists. Within the state it has been the Kullu and Manali hill destinations, which are comparatively easily accessible, with substantial and growing transport and communication infrastructure which receives the majority of the tourist traffic. It is the Kullu valley which is home to the river Beas that is more popular, with Manali, which receives snow in the winter, being the point of attraction. In doing so, this research has provided deep insights into the tourist's motivations in Kullu-Manali hill destinations. The underlying idea is that tourist's motivations influenced with certain factors including climate attraction, maintenance factors, adventure attraction, general tour attraction, religion attraction and culture attraction. The first factor in our study is *climate attraction*: Kullu-Manali is a land which is bestowed with natural grandeur at its best - picturesque locations; a cool climate, snow capped mountains, lush green valleys and hospitable people. As far as the Manali's climate is concerned it is good for tourist. Manali 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 Manali is now 25 times greater than its size (Cole and Sinclair 2002). Manali 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. Manali is beautiful and offer many different outdoor tourism opportunities to tourists; they always enjoy seeing the variety of terrains and scenery while travelling in Manali and it is a great place and have a good reputation for fun, adventure and relaxing vacations.

Himachal Pradesh government's tourism department provides needed information to tourists. Domestic and foreign tourists can be reached here without any difficulties. The second factor is related to *maintenance*: It means locations of resorts are very easy to find by the tourists. Affordable accommodation available for tourists, they can enjoy indoor facilities also. Kullu-Manali attracts tourists for adventure activities. The third motivation factor refers to *adventure attraction*: 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, snowboarding, surfing, sail boarding, sailing, ballooning, skydiving, parapenting, horse riding, mountain biking, snowmobiling and off-road driving. The fourth motivating factor of this study is *general tour attraction*: 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; Manali 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 Manali and they purchase local art and craft for their beloved. They like travel brochures with lots of photos for memory. Manali offers a tranquil atmosphere conducive for a perfect promenade. *Religion attraction* is the fifth factor of this study. Kullu and Manali have several fabulous Hindu temples and Buddhist monasteries. In the Kullu 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 the last factor which 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). The cultural tourism of Himachal Pradesh 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.

It may be concluded that tourists experience understood regarding hill destination' attributes with the help of a questionnaire. The study revealed that although Kullu-Manali 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 following review of literature was collected through different tourism journals and magazines. According to Parmar Jaysingh (2012), tourism as an engine for economic growth, he basically focuses on the Himachal Pradesh tourism with the findings that this state is emerging as a favorite destinations for the tourists i.e., both domestic and foreigners which helps for the growth of the state. The research information was organized with the most representative studies examined first and was divided into six topic sections: climate, maintenance, adventure, general tour attraction, religion and culture. The *climate* of Manali is, therefore, 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 Manali (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). Several studies conducted *maintenance* factors of tourism in Himachal Pradesh. Kullu Valley, especially the town of Manali, is perhaps the most important tourist destination in Himachal Pradesh after the capital city of Shimla. The growth of tourism in the valley, particularly in Manali, 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), Slinger 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). Kullu – Manali have several *general tour attractions*. The Kullu 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, Manali, Rohtang, Solang, Bhriagu 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 Kullu 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 Manali with Lahaul and Spiti, it is likely to be assigned a new role to play in the near future. Kullu – Manali part of the Himalayas is famous for *religions* purpose also and known as "Dev Bhoomi" or the Land of Gods, since the ancient times. The Hindus regarded Manali 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

Kullu-Manali 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). (Akhtar, Javaid, 1990) studied the *cultural* tourism of Himachal Pradesh 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. 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.

METHOD

Study Site: The study was conducted in Kullu and Manali in Himachal Pradesh. Kullu Valley, especially the town of Manali, is perhaps the most important tourist destination in Himachal Pradesh after the capital city of Shimla. Questionnaires were administered during the two months of May and June, 2013. The Kullu Valley has historically formed a part of important trade routes, though unlike many other areas of the Himalayas, it has experienced a relatively long period of social and political stability (Berkes *et al.*, 1997). The growth of tourism in the valley, particularly in Manali, has been phenomenal since the 1970s. Improved transportation networks, construction of accommodation facilities (aided by state subsidies) and vigorous marketing by the state government facilitated this growth.

Procedures: Respondents consisted of 116 males (58%) and 84 females (42%). Their age ranged from 20 to 60 years with 35% being 20–30 years,

30% being 30-40 years, 27% being 40-50 years and 08% being 50-60 years old, their education background were 18.20% graduates, 30.20% post graduates and 51.60% professionals. Occupation of tourist were 32% government employee, 25.30% private employee, 12.70% self-employed and 30.00% students and as well as their family monthlies income was 35.20% below Rs. 30,000, 39.80% Rs 30,001- 60,000, 13.00% Rs. 60,001-90,000 and 12.00% Rs. above 90,001. The items of this study were originally derived from a comprehensive review of existing literature. The items for tourist's motivation were taken from several existing empirical studies (Jin Huh, 2002; Singh, 1989; Berkes et al., 1997, Buckley, 1998; Johnson & Edwards, 1994; Mittal and Kamakura, 2001). Although these combined studies reported more than 60 items about tourist motivations and satisfaction, this study used 45 items due to exclusion of uncommon items (e.g., increases morality, honesty, politeness and manners, mutual confidence, and attitude toward work, increases exploitation of local natives) and redundant items. 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). The items of tourist motivations were derived from different studies related to tourism and developed 45 items that grouped into six dimensions of tourist's motivations: climate attraction, maintenance factors, adventure attraction, general tour attraction, religion attraction and culture attraction. A 5-point Likert-type scale was utilized for most items in this study (5=strongly agreed to 1=strongly disagreed. Maddox (1985) recommended the use of a Likert-type scale in tourism impact research due to its superior validity (convergent and discriminant). Data analysis was performed in two stages. In the first stage, reliability analysis was conducted using SPSS to evaluate the stability and consistency for measured items. In the second stage, the evaluation of goodness-of-fit indices for the proposed structural equation model and testifying measurement model formed by using Analysis of Moment Structure (AMOS).

Data Analysis and Interpretation: This study applies two methods of multivariate statistical analysis: Exploratory factor analysis and confirmatory factor analysis (measurement model).

Exploratory Factor Analysis: This research paper uses exploratory factor analysis in order to identify the various influencing factors of tourist's motivations in hill destination (Kullu and manali). Principal Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied. As latent root criterion was used for extraction of tourist's motivations factors, only the factors having latent roots or eigen values greater than two were considered significant; all other factors with latent roots less than two were considered insignificant and disregarded. The extracted tourist's motivations factors along with their eigen values are shown in table-1. The tourist's motivations factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in table-1. There are six factors

each having eigen value exceeding two for factors (tourist's motivations). Eigen values for six factors are 9.549, 5.220, 2.692, 2.563, 2.324, and 2.071 respectively. The 21 items were subjected to EFA and a final six-factor model was estimated, while none of the items exhibited low factor loadings (<0.40) or high cross-loadings (>0.40). The six-factor solution accounted for 54.263% of the total variance, and exhibited a KMO measure of sampling adequacy of 0.696. It is a pretty good

extraction because we are able to economize on the number of choice factors (from 21 to 5 underlying factors), we lost 45.737 % of information content for choice of variables. The percentages of variance explained by factors one to six are 21.220, 11.600, 5.983, 5.695, 5.165, and 4.601 respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions.

Table 1: Exploratory Factor Analysis Results

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: Maintenance Attraction							
Convenient accessibility		.608					.447
Best place		.668					.567
Easy resort location		.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: General Tour Attraction							
Delicious meals				.577			.545
Travel brochures				.521			.544
Affordable activities				.571			.556
Factor-5: Religion Attraction							
Religious place					.575		.497
Heritage or historic site					.651		.565
Traditional festival					.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: $p = 0.000$ ($\chi^2 = 2135.505, d.f = 990$)

A factor loading is the correlation between the original variable with the specific factor and the key to understanding the nature of that particular factor (Debasish, 2004). The 45 items used to measure the 21 tourists motivations were all subjected to EFA with principal axis factoring and varimax rotation with Scree test criterion and Eigen values used to confirm the number of factors to extract (Hair et al., 1998). The main purpose of the EFA was to confirm whether items loaded correctly to the corresponding factors as identified by previous research. The purpose was also to assess the dimensionality, measurement, and psychometric properties of scale items used in the study. In order to quantify the scale

reliabilities of the factors identified, Cronbach alpha coefficients were computed; all of the alpha coefficients easily passed the minimum level of 0.70 recommended by Nunnally (1978) indicating acceptability and reliability of all of the scales.

Measurement Model: Factor analysis is a generic term for a family of statistical techniques concerned with the reduction of a set of observable variables in terms of a small number of latent factors. It has been developed primarily for analyzing relationships among a number of measurable entities. The underlying assumption of factor analysis is that there exist a number of unobservable latent variables (or “factors”) that account for the correlations among observed variables, such that if the latent variables are partial out or held constant, the partial correlations among observed variables all become zero.

Table 2: Measurement Model

	Items	Standardized factor loadings (n=200)	Critical ratio
Factor-1: Climate Attraction (scale composite reliability =.9754)			
CA1	Climate/weather	.884	7.824
CA 2	Outdoor tourism opportunities	.798	7.542
CA 3	Terrains and scenery	.934	7.196
CA 4	Great reputation	1.000	
Factor-2: Maintenance Attraction (scale composite reliability =.9867)			
MA 1	Convenient accessibility	.864	8.568
MA 2	Best place	.948	8.321
MA 3	Easy resort location	1.000	
Factor-3:Adventure Attraction (scale composite reliability =.9563)			
AA1	River crossing activity	.761	7.345
AA 2	Fishing	.646	6.434
AA 3	Kayaking/canoeing	.571	6.322
AA 4	Boating and sailing	.753	6.787
AA 5	Night march	1.000	
Factor-4: General Tour Attraction (scale composite reliability =.9654)			
GTA1	Delicious meals	.853	5.390
GTA 2	Travel brochures	.956	5.664
GTA 3	Affordable activities	1.000	

Factor-5: Religion Attraction (scale composite reliability =.9765)			
RA1	Religious place	.759	5.212
RA 2	Heritage or historic site	.778	6.467
RA 3	Traditional festival	1.000	
Factor-6: Culture Attraction (scale composite reliability =.9876)			
CUA1	Helpful people	.853	7.884
CUA 2	Culturally rich	.856	7.309
CUA 3	Courteous guides	1.000	

Abbreviations: CA - Climate Attraction, MA - Maintenance Attraction, AA - Adventure Attraction, GTA - General Tour Attraction, RA - Religion Attraction, CUA- Culture Attraction

In other words, the latent factors determine the values of the observed variables (Habib et al., 2005). Researcher performed confirmatory factor analysis on the six dimensions: climate attraction, maintenance factors, adventure attraction, general tour attraction, religion attraction and culture attraction. Researcher tried to asses overall fit of the model. First we find that the overall fit is not very good. Then we exclude 24 items (I enjoyed the nature, I like to visit shopping places, I visit museum, heritage or historic site, I enjoyed hill climbing, Kullu (Manali) has a traditional festival (Dushara), Accommodation was superb, Meals were delicious, I enjoyed fishing, I enjoyed skiing, Manali 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 Manali, Fun and adventures with good scenery and lovely staff, Manali has food of your choice, It was an excellent experience that we have recommended to others, Great camping and hiking to and around Manali, Great landscape, friendly people, no problem to visit Manali were having factor loading below 0.500.). The measurement model provided an acceptable fit to the data when considering fit statistics. In order to further test the validity of the measures used in the study, CFA using Amos 16 was conducted (Byrne, 2001). A measurement model was set to have six factors (latent variables) and

one latent variable per indicator was allowed. In other words, each item was prescribed to be loaded on one specific latent variable; thus, a climate attraction item was related to the gratification factor and not to any other factor. A completely standardized solution produced by Amos 16 using maximum likelihood method showed that all of the 21 items loaded highly on their corresponding factors, confirming the unidimensionality of the constructs and providing strong empirical evidence of their validity. The t (CR) values for the loadings were high demonstrating adequate convergent validity. The chi-square is a badness-of-fit measure in the sense that a small chi-square corresponds to good fit and a large chi-square to bad fit. A number of fit measures that take particular account of the error of approximation in the population and the precision of the fit measure itself have been proposed (Browne & Cudeck, 1993). The Root Mean square Error of Approximation (RMSEA) is suggested to be used as a measure of discrepancy per degree of freedom (Browne & Cudeck, 1993; Steiger, 1990). The lower the RMSEA values; the better it is, with maximum acceptable values between 0.08 and 0.09. Further, to eliminate or reduce the dependence of chi-square on sample size, the values of the Goodness-of-Fit (GFI) and Adjusted Goodness-of-Fit (AGFI), Tucker Lewis index (TLI), Comparative fit index (CFI) and Normalized fit index (NFI) were used. The score obtained from the analysis suggested an excellent fit between the data and the model ($X^2 = 347.642$, degree of freedom = 203, GFI = 0.963, AGFI = 0.932, TLI = 0.945, CFI = 0.956, NFI = 0.943, RMSEA = 0.032) all the fit indices comply

with the values recommended by (Heir et al., 1998) and Arbuckle and Worthke (1995) except for chi-square/ degree of freedom.

Table 3: Fit Statistics in the Measurement Model

S.No.	Goodness- of -fit model index	Recommended value*	Tourists motivation model
1.	Chi-square/degree of freedom**	2.00	1.712
2.	Goodness-of-index (GFI)	0.90	0.963
3.	Adjusted goodness-of-index (AGFI)	0.90	0.932
4.	Tucker –Lewis index (TLI)	0.90	0.945
5.	Comparative fit index (CFI)	0.90	0.956
6.	Normalized fit index (NFI)	0.90	0.943
7.	Root mean square of approximation (RMSEA)	0.08	0.032

*These criteria are according to Arbuckle and Worthke (1995) and Hair et al (1998)

Reliability Analysis: Cronbach’s α coefficient and item to total correlations are both used to measure the internal consistency of each identified construct. The reliability of the construct is acceptable if Cronbach’s α exceeds 0.70 and item-to-total correlations have greater than 0.50 (Hair, Anderson, Tatham & Black, 1998). Chronbach’s α coefficient, item-to-total correlations, mean, and standard deviation are listed in Table-4 which shows that this research

has achieved the high reliability (Cronbach’s α coefficient all above 0. 70 and item-to total correlations most around 0.50). In term of the quality measurement model for the full sample, the constructs display satisfactory levels of reliability, as indicated by composite reliability above 0.90. The value of skewness shows that less than 1 and kurtosis less than 1 it means that the data is normal, meeting the normality assumption (Curran et al, 1996).

Table 4: Reliability Analysis

Items	Mean	Std. Deviation	Skewness	Kurtosis	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	3.3939	1.12152	.570	.348	.559	.794
2	4.6818	.70513	.988	.234	.516	.806
3	3.6667	.96609	.860	.993	.569	.813
4	3.2576	1.05700	.024	.413	.684	.803
5	3.8030	.84525	.238	.534	.529	.801
6	4.2879	.89038	.418	.214	.518	.802
7	3.7727	1.03471	-.383	-.628	.575	.804
8	4.1515	.98046	.223	.081	.657	.804
9	3.6364	.97091	.658	.293	.533	.801
10	3.3030	.87653	.065	.040	.580	.799
11	3.1970	1.16645	.398	.686	.652	.800
12	3.5303	1.13977	.591	.381	.591	.792

13	3.5152	.93220	-.398	.255	.587	.798
14	3.5909	1.03741	.293	.709	.532	.796
15	2.8636	1.20111	.051	.683	.553	.800
16	3.4545	1.06961	.073	.318	.563	.794
17	2.8333	1.31948	-.015	-.147	.595	.791
18	2.3030	1.25232	.561	.735	.555	.787
19	2.3030	1.28865	.653	.676	.512	.790
20	3.2424	1.54980	-.292	.485	.605	.806
21	4.2121	1.08861	.693	.573	.571	.799

Reliability analysis was used to evaluate the stability and consistency for measured items of each latent construct. The criteria used in deciding whether to delete an item were its corrected item-to-total correlation and whether the elimination improved the corresponding alpha values (Parasuraman, Zeithaml, & Berry, 1988). In general, items with corrected item-to-total correlations below 0.30 were eliminated. Reliability analysis was performed in two stages. The first stage of reliability analysis was directed at scales related to tourist's motivations. The variable of these latent constructs used summated rating scales comprised of many items. The corrected items-total correlation and Cronbach Alpha Coefficients for tourist's motivations. The items of climate attraction (four items), maintenance factors (three items), adventure attraction (five items), general tour attraction (three items), religion attraction (three items) and culture attraction (three items) in Table-1 had Cronbach Alpha Coefficients of over 0.70 with no increase resulting if any of the items were deleted. This Cronbach Coefficient Alpha exceeds Nunnally and Bernstein's (1994) recommendation of 0.70, and supports the use of these items in each scale. However, these scales had items-total correlation of over 0.30, which is a general criterion for acceptable reliability. Therefore, this study used the scale for tourists motivations without any items deleted. The corrected items-total correlation and Cronbach Alpha Coefficient for tourist's motivations are shown in Table-4. The latent construct of tourist's motivations consisted of six scales. All of the

scales had Cronbach Alpha Coefficient above 0.70, each of the scales whose coefficient was above 0.60 had items-total correlations greater than 0.30, and thus were retained for analysis.

VALIDITY ANALYSIS

Validity indicates the degree to which an instrument measures the construct under investigation.

CONTENT VALIDITY

Content validity refers to the subjective agreement among professionals that a scale logically appears to reflect accurately what it purports to measure (Zikmund, 2000). Content Validity means whether the content of questionnaire reflects the subjects of the study or not. It also checks whether the measurement selected by the researchers can measure the topic correctly. Because of being constructed based upon previous research, the questionnaire in the formal study shows content validity.

CONVERGENT VALIDITY

As shown at table-5, all of the estimated parameters were statistically significant ($p < .05$) the t-values of all questions are between 6.045-15.498 indicate excellent validity. It means that the entire measurement model in our study has convergent validity.

Table 5: Convergent Validity

Factors	Parameter	Factor loading	Standard error	t-value	p-value
Climate attraction	λ_1	.745	.04682	11.452	.000
	λ_2	.601	.06783	15.433	.000
	λ_3	.739	.07837	14.846	.000
	λ_4	.669	.08944	15.498	.000
Maintenance factors	λ_5	.608	.08740	12.314	.005
	λ_6	.668	.06733	15.385	.000
	λ_7	.707	.08376	14.509	.000
Adventure attraction	λ_8	.673	.07499	11.056	.004
	λ_9	.770	.07366	13.095	.000
	λ_{10}	.811	.08398	6.045	.002
	λ_{11}	.614	.07654	11.342	.000
	λ_{12}	.627	.07908	13.598	.000
General tour attraction	λ_{13}	.577	.08721	12.049	.000
	λ_{14}	.521	.06749	7.498	.000
	λ_{15}	.571	.05342	7.443	.003
Religion attraction	λ_{16}	.575	.08760	8.957	.000
	λ_{17}	.651	.06744	6.096	.000
	λ_{18}	.513	.07667	12.985	.000
Culture attraction	λ_{19}	.626	.07438	11.957	.000
	λ_{20}	.641	.08767	12.057	.000
	λ_{21}	.555	.07465	8.056	.000

Discriminant Validity: Discriminant validity is another major type of construct validity to test for multicollinearity. It refers to whether observed constructs that are highly related to each other (Campbell & Fiske, 1959; Gaski (1984)). Table-6 shows the result of the calculated variance extracted (VE) to support discriminant validity of constructs. This approach suggested by Fornell & Larcker (1981) is that discriminant validity is demonstrated when the squared correlation between two constructs is lower than the respective average variance extracted. This table shows the comparison between squared

correlations of two construct (diagonal elements). Overall of the seven constructs safety conscious, convenience conscious, product conscious, status symbol conscious, technology conscious, brand conscious, and economy conscious show evidence of high discriminant validity. Therefore, the measurement model exhibited a good level of model fit as well as evidence of convergent validity and discriminant validity. The measures indicators were then deemed adequate for further analysis of structural model.

Table 6: Discriminant validity

	Climate attraction	Maintenance factors	Adventure attraction	General tour attraction	Religio attraction	Culture attraction
Climate attraction	.608					
Maintenance factors	.342	.563				
Adventure attraction	.376	.137	.654			
General tour attraction	.323	.387	.165	.598		
Religion attraction	.412	.232	.136	.129	.623	
Culture attraction	.427	.383	.263	.202	.227	.687

Note: Diagonal elements are average variance extracted (AVE) for each of the six constructs. Off-diagonal elements are the squared correlations between constructs.

Correlation analysis: Means, standard deviations, and inter-correlations for the study variables are reported in Table-7. Correlations reflecting the relationship between research variables predicted by the hypotheses were

positive significant. Correlation can only reveal the degree of relationship between construct. To analyze the direct and indirect effect, as well as mediating effect among the construct, we applied structural equation modeling.

Table 7: Correlation analysis

Variable	Mean	SD	Climate attraction	Maintenance factors	Adventure attraction	General tour attraction	Religion attraction	Culture attraction
Climate attraction	3.393	1.121	1					
Maintenance factors	4.681	.705	.572**	1				
Adventure attraction	3.666	.966	.528**	.437**	1			
General tour attraction	3.257	1.057	.442**	.312**	.342**	1		
Religion attraction	3.803	.845	.540**	.583**	.462**	.538**	1	
Culture attraction	4.287	.890	.359**	.560**	.442**	.472**	.483**	1

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

DISCUSSION OF FINDINGS

The result of the initial estimation of the CFA was shown a well-fitting model. From the output of KMO and Bartlett's Test (Table-8) it was absolutely clear to the researcher that samples taken were absolutely accurate and sampling accuracy was 0.696, which was far greater than 0.6 (Coakes & Steed, 2001).

Table 8: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.696
Bartlett's Test of Sphericity	Approx. Chi-Square	2135.505
	Degree of freedom	d.f = 990
	Sig.	0.000

From the Exploratory factor analysis results (Table-1) it is found that factor-1 was loaded with the significant variables Climate/weather with loading 0.745, Outdoor tourism opportunities with loading 0.601, Terrains and scenery with loading 0.739 and Great reputation with loading 0.669. For factor -2 the significant variables were: Convenient accessibility (0.608), Best place (0.668) and Easy resort location (0.707). The factor-3 the significant variables were found: River crossing activity (0.673), Fishing (0.770), Kayaking/canoeing (0.811), Boating and sailing (0.614) and availability of Night march (0.627). The factor-4 the significant variables were found: Delicious meals (0.577), Travel brochures (0.521) and Affordable activities (0.571). For factor -5 the significant variables were: Religious place (0.575), Heritage or historic site (0.651) and Traditional festival (0.513). Finally for factor -6, the significant variables are Helpful people with loading value 0.626, Culturally rich with loading value 0.641 and Courteous guides with loading value 0.555. From the factor analysis it is clear that the above mentioned variables are very important for tourist's motivations.

Limitations of the Study: Study on the Kullu-Manali 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 Kullu-Manali is not representative of all hill destinations.

CONCLUSION AND IMPLICATIONS

The purpose of this research was to test a measurement model of tourists' motivations. 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 Kullu-Manali 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 Kullu-Manali' 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 Kullu-Manali 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 Kullu-Manali.

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