
DETERMINANTS OF SATISFACTION WITH DESTINATION ATTRIBUTES – AN EMPIRICAL STUDY OF UDAIPUR, RAJASTHAN

Ashok Singh*, Ranjana Tiwari**

**Director; Official Address - Department of Tourism & Hotel Management, M L Sukhadia Univerity, Udaipur, India. E-mail: profasinghudr@gmail.com*

***Research Scholar; Official Address - Department of Tourism & Hotel Management, M L Sukhadia Univerity, Udaipur, India.*

ABSTRACT

Purpose: *The study involves identifying the important factors contributing to the level of satisfaction from the destination attributes of Udaipur, Rajasthan.*

Design: *An extensive review of literature was done before the study. A pre-tested and structured questionnaire was used to collect data from 350 international tourists who visited Udaipur, Rajasthan in peak tourist season. Further, factor analysis was used in order to identify the most important destination attributes contributing to the satisfaction level of the tourists.*

Findings: *Services provided at the tourist spots were the most important destination attributes which included parking facility, communication system, cleanliness etc. Further, nine factors including accessibility and cultural factors were identified as the important factors in destination attributes.*

Management Implication: *The results of this study offer practical suggestions to destination and the tourism suppliers looking to develop positioning and marketing strategies for Udaipur tourism. The study could be useful to the tour operators, tourism stakeholders or destination management organisations to focus on the most important factors leading to tourist satisfaction, which can help them to develop the strategies for further development accordingly.*

Keywords: *Tourist Satisfaction, Destination Attributes, Tourism Services*

Introduction

Tourism has increased exponentially since 1950, and it continues to grow. Receipts from international tourism in destinations around the world grew by 4% in 2012 reaching US\$ 1075 billion. This growth is equal to the 4% increase in international tourist arrivals, which reached 1035 million in 2012. An additional US\$ 219 billion was recorded in receipts from international passenger transport, bringing total exports generated by international tourism in 2012 to US\$ 1.3 trillion. It has become world's second largest export earner accounting for 9% in the global GDP and an important factor in the balance payment of many countries. Among the emerging economy destinations, highest receipts growth was reported by India (+22%), after Thailand (+25%). With this growth and its benefits, more and more competitors are striving for a bigger market share in the international tourism market. It makes the international tourism market significantly more competitive than ever.

Tourist satisfaction is so imperative to successful destination marketing and it influences the choice of destination, the consumption of the products, services and the decision to return to the destination. Rajasthan is still lagging behind in the race from other competitive destination, specifically in designing an appropriate strategy and being concerned about tourist satisfaction. Udaipur is not a new baby in international tourism market. Its natural resources, historic and cultural values, heritage, pleasant weather and other destination attributes play a vital role in attracting tourists to visit Udaipur frequently. While considering the competitive tourism market, no destination can succeed without putting some extra efforts. Therefore, the identification of Udaipur's important attributes and a wide-ranging evaluation of these attributes in the terms of their effectiveness in affecting the international tourists in their decision when choosing their potential.

Review of Literature

Dann (1977) said that destination attributes are the 'pull factors'. The 'pull factors' can lead an individual traveller to select one destination over another once the decision to travel has been made. Tourists, firstly, are pushed by their needs, wants to make a decision of 'whether to go', and then are pulled by destination's attributes to make a decision of 'where to go'. Therefore, the destination's attributes are very important for a destination to be successful in attracting more tourists. Further, Pikkemaat (2004) asserted that pull factors could be grouped as tangible and intangible attributes.

Chon et. al. (1991) stated that the attributes of tourism products consist of tourism facilities; sports tourism facilities; historical interests (eg. Museums, Monuments); cultural interests (eg performing arts, concerts); festivals, scenic beauty; pleasant attitudes of local people; restful and relaxing atmosphere; shopping facilities and opportunities; availability of suitable entertainment (eg. nightlife); availability of suitable accommodations; city tour; easy access to the area; varied and quality of attractions.

Buhalis (2000) did a study on bird-watching activity and came up with the 6A's framework for the destination, where 6A represented the first letter of each component of destination: Attraction – natural, handmade, artificial buildings, special events; Accessibility – transportation system, terminals and vehicles; Amenities – accommodation, catering, retailing and other tourist's services; Available packages – pre-arranged packages by intermediaries and principals; Activities – recreational activities; Ancillary services – banking, telecommunications, posts and hospitals.

Nicolau and Ma (2004) conducted a test to determine the factors affecting the destination choice of the tourists. The important of the destination attributes were – surface area, price, natural attributes, infrastructure, accessibility, programmed activities, reputation of the destination, restrictions of navigation, population of the species, time of journey, entry prices, hotel size and services, parking areas and shops.

Beerli and Martin (2004) categorized attributes into nine dimensions: (a) natural resources (i.e. weather, temperature, rainfall, hours of sunshine, beaches, quality of seawater, length of beaches, overcrowding at beaches, wealth of countryside, protected natural reserves, lakes, mountains, deserts, variety and uniqueness of flora and fauna) ; (b) tourist leisure and recreation (i.e. accommodation, number of beds, categories, quality, restaurant number, quality, bars, discos and clubs, hotel and self-catering, ease of access, excursions at destination, tourist centres and network of tourist information) ; (c) natural environment (i.e. beauty of the scenery, attractiveness, cleanliness, overcrowding, air and noise pollution and traffic congestion); (d) general infrastructure (i.e. development and quality of roads, airports and ports, private and public transport facilities, development of health services, development of telecommunications, development of commercial infrastructure, extent of building development); (e) culture, history, and art (i.e. festival, concerts, handicraft, gastronomy, folklore, religion, museums, historical buildings, monuments, customs and ways of life); (f) social environment (i.e. quality of life, underprivileged and poverty, language barriers, hospitality and friendliness of the local residents); (g) tourist infrastructure (i.e. accommodation, number

of beds ,categories, quality, restaurants number, quality, bars, discos and clubs, hotels and self-catering, ease of access, excursions at destination, tourist centres, network of tourist information); (h) political and economic factors(i.e. political stability, political tendencies, terrorist attacks, safety, crime rate, economic development and prices); and (i) Leisure and recreations (i.e. golf, fishing, hunting, skiing, entertainment and sports activities, scuba diving, trekking, adventure activities, theme parks, water parks, zoos, casinos, nightlife and shopping).

Chi, C. G.Qing, & Qu, H. (2008) classified attributes into nine aspects, (a) travel environment (i.e. safe and secure environment, clean and tidy environment, friendly and helpful local people, tranquil & restful atmosphere and pleasant weather); (b) natural attractions (i.e. scenic mountain & valleys, scenery & natural attractions, gardens & springs, scenic drive, parks, lakes, rivers, wildlife, caves and underground formations); (c) entertainment & events (i.e. shows or exhibitions, cultural events & festivals, quality, fun ,western music, nightlife and entertainment); (d) historic attractions (i.e. history & heritage and Vintage buildings); (e) infrastructure (i.e. restaurants, cuisine, shop facilities and accommodations); (f) accessibility (i.e. traffic flow and parking information, parking facilities ,access to the area and affordable trolley system); (g) relaxation (i.e. spa, soothing the mind and refreshing the body, spiritual rejuvenation); (h) outdoor activities (i.e. boating, fishing, hiking, picnicking, camping and hunting, outdoor recreation and golfing) and (i) price and value (i.e. food, accommodation, good value for money, attractions and activities and good bargain shopping).

Truong and King (2009) demonstrated that the tourism attributes defined as the key characteristics of a given holiday destination may be conveniently grouped under the heading ‘the five A’s’: attractions, activities, accessibility, accommodations and amenities.

According to Marin, Tarberer (2013) the tourist’s overall satisfaction and his/her intention to return are partially determined by his/her assessment of the destination attributes. Additionally, he said that in the conventional research studies the respondents were not asked about the negative features of a destination, which if known beforehand, could lead to the decision not to select a particular holiday destination. Further, he added that the tourists evaluate the attributes of a destination differently, depending on whether the survey elicits n opinion relating to the dimension of satisfaction or whether it focuses on the dimension of dissatisfaction. The researcher concluded in his study that the negative situations stemming from the aspects tied to overdevelopment, overcrowded tourism and the environmental deterioration

of the destination are highly important in explaining the tourist's intention not to return.

Further, Gao and Zhang (2009) added that it is usually formed by a set of attributes that identified a destination in its various cultural, social, natural contexts, and tourist infrastructure as well. Chheang (2011) cited Skanavis Giannoulis (2010), and said that destination different attributes are main elements, which reflect the tourist destination perception and tourists consider most or all of those attributes when their perception form toward a destination.

Objectives of the Study

1. To study the factors of destination attributes those influences the level of satisfaction of international tourists with Udaipur.
2. To identify the most important factors influencing tourist's satisfaction.

Methodology

Study area

The research area for this study was Udaipur city (Rajasthan, India). Udaipur has been called as the 'City of Lakes'. Furthermore, it is one of Rajasthan's most popular vacation destinations. Although famous throughout India, Udaipur is still a 'small town'. Due to its varied, year-round attractions, it is one of the popular visit destinations. Therefore, the study selected Udaipur as the study area in order to accomplish the objectives of the study.

Sample population & size

The primary data was collected through structured questionnaire. The sample population for this research was composed of the international tourists who visited Udaipur in September and October 2014. The survey was conducted over three week's period at different tourists spots which are frequently visited in Udaipur. Although a random sampling is the best method to make a sample representative to the population but it is difficult to sample international tourists randomly. A convenient sampling method was applied in the various tourist spots of Udaipur. Respondents were informed about the purpose of the research before they were received the questionnaire. The distribution of the questionnaire was carried out only during daytime from 8 A.M to 5 P.M. a total sample size of 350 was attained.

Secondary data

Secondary data is source information and has been collected through various types of written literature and websites. In the secondary literature, number of books, journals and e-journals available in the different library were used. The information brochure and bulletins released by the Ministry of Tourism at the Central & State levels, the State Tourism Development were also utilized. The annual reports of United Nations World Tourism Organisation (UNWTO), World Travel & Tourism Council (WTTC), and Indian Tourism Development Corporation (ITDC) along with Department of Tourism (DOT) were used as sources of secondary collection.

Pilot study

With the through study of the available literature, different set of variables were identified and categorized according to the need of the research objectives of the study. The questionnaire used in this study consisted of three sections. The first section of the survey instrument gathered the data regarding the demographic and travel behaviour characteristics of the respondents. Age was taken as a categorical variable. The categories ranged from '16-25' to 'above 60'. Monthly income level was also taken as a categorical variable. The categories ranged from 'less than 25000' to '1, 50,001 or more'. The second part of the questionnaire consists Question II used to evaluate the satisfaction level from Udaipur's important attributes.

The survey instrument was revised and to strengthen its validity, the questionnaire was circulated to 25 Post-Graduate students in the Tourism & Hotel Management Program at Mohanlal Sukhadia University, Udaipur. Based on their pointers, the survey instrument was modified. Then, the questionnaire was tested through convenience sample consisting of tourists (N=30) in Udaipur by on the spot interview. Supported by their feedback, the questionnaire was modified and a final questionnaire was redeveloped. Further, the data was coded after sorting out the invalid questionnaire. Statistical Package for Social Sciences (SPSS 22.0) and SYSTAT 13 software were used for analysis of the coded data.

Data Analysis and Interpretation

Table 1: Demographic Profile of the Respondents

Gender Distribution		
Gender	Frequency	Percentage
Female	184	57.3
Male	137	42.7
Total	321	100.0
Age Distribution		
Age Groups	Frequency	Percentage
16-25	95	29.6
26-35	120	37.4
36-45	54	16.8
46-55	40	12.5
56 and above	12	3.7
Total	321	100.0
Employment Status Distribution		
Employment Status	Frequency	Percentage
Employed	138	43.0
Retired	16	5.0
Self-employed	55	17.1
Student	112	34.9
Total	321	100.0
Education Level Distribution		
Education Level	Frequency	Percentage
College	151	47.0
High School	72	22.4
Post-graduation Degree	82	25.5
Professional Degree	16	5.0
Total	321	100.0

Interpretation

As per the Table 2, with 57.3%, the gender distribution was slightly on the side of the female respondents whereas male respondents were registered with 42.7%. The sample had 26 to 35 year group (37.4%) as the dominant group followed by 16-25 year group (29.64%), 36-45 years group (16.8%), and 46-55 year group (12.5%), while, the age-group 56 years and above was the smallest group with only 3.7% of the respondents. To talk about the employment status of the respondents, 34.9% of the respondents were Students or unemployed,

rest 43% were employed by some company or organisation, 17.1% were self-employed and the remaining 5% of the respondents were retired. As far as the education level of the respondents was concerned, no respondent was found at the primary level or below, hence the results show high level of educational attainment by the respondents. 25.5% of the respondents said to have attended University for Post-Graduation, while 5% attained professional degrees; 47% of the respondents said that they went to the college and 22.4% said to attain the secondary school education.

Factor Analysis

Factor analysis primarily used for data reduction and summarization. Relationship among set of many interrelated variables are examined and represented with the help of factor analysis. The approach used in the factor analysis is “Principal Component Analysis”. In this analysis, the total variance in the data is considered. The diagonal of the correlation matrix consists of unities and full variance is brought in to the factor matrix. It determines the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis. The factors are also called principal components. Although the initial or un-rotated factor matrix indicates the relationship between the factors and individual variables, it seldom results in factors that can be interpreted, because the factors are correlated with many variables. Hence the variance explained by each factor is redistributed by rotation. The method used for rotation in this study is “Varimax”. It is a method of factor rotation that minimizes the numbers of variables with high loading on a factor, thereby enhancing the interpretability of the factors.

Table 2: Variables Identified to Analyse Satisfaction towards the Destination Attributes of Udaipur

V1	Architecture
V2	Ancient Ruins
V3	Festivals
V4	Local Features
V5	Religious Attractiveness
V6	Heritage Properties
V7	Modern amenities at tourist spots
V8	Traffic condition at tourist spots
V9	Communication system at tourist spots
V10	Bank facility at tourist spots
V11	Medical facility at tourist spots

V12	Parking facility at tourist spots
V13	Cleanliness at tourist spots
V14	Cleanliness in the transportation medium
V15	Safety and Security in the City
V16	Knowledge of Hotel Staff
V17	Food Quality at Restaurant
V18	Staff Hygiene at Hotel
V19	Food Variety at Restaurant
V20	Food Quality at Hotel
V21	Physical Appearance of Hotel
V22	Staff Hygiene at Restaurant
V23	Room Cleanliness of Hotel
V24	Sports Opportunities in the City
V25	Nightlife in the City
V26	Children Activities in the City
V27	Local Tours Opportunity
V28	International Stores in the City
V29	Malls in the City
V30	Electronic Products in the City
V31	Climate of the City
V32	Wildlife in the City
V33	Water Availability
V34	Vegetation in the City
V35	Value For Entertainment
V36	Transportation Facility
V37	Accommodation Facility
V38	Staff Knowledge at Restaurant
V39	Communal Attitude towards Tourists
V40	Information Provided by Tourist Centres
V41	Sign Posts/ Signage in the City
V42	Accessibility of the City
V43	Connectivity of the City
V44	Value For Shopping
V45	Value for Transportation
V46	Value for Accomodation

Study of satisfaction

There could be numerous reasons for lack of satisfaction towards the destination attributes of Udaipur as a tourist destination i.e. there are number of factors, which act as barriers in the intention of revisiting or recommending

the City to other potential tourists. All these reasons were taken in the form of variables and the international tourists were asked to give their response on a five point Likert scale ranging from strongly dissatisfied to strongly satisfied where 5 signifies strongly satisfied, 4 signifies satisfied, 3 signifies indifferent, 2 signifies dissatisfied and 1 signifies strongly dissatisfied. Thereafter factor analysis was run in order to condense these variables. All these variables along with their description are shown in the Table 2.

Before the application of factor analysis the reliability of scale items were Tested by applying Cronbach's alpha. The value of all factors ranges 0.81 to 0.91 indicating the presence of internal consistency. Further to test the sampling, Kaiser-Meyer-Oklín measure of sampling adequacy is computed which is found to be 0.679. It indicates that sample is good enough for sampling. Moreover, the overall significance of correlation matrices has been tested with Bartlett Test (approx. Chi-square = 481.9 and significant at 0.000) at 26 degree of freedom which provided as well a support for the validity of data for factor analysis. All this provided that we can proceed with factor analysis and the result of factor analysis over 46 factors showed that there were 9 key factors, which were determined by clubbing the similar variables and ignoring the rest. Table 3 shows the respective percentage of variance of all these factors derived from factor analysis.

Interpretation: It is observed from table 3 that only 9 factors have eigen value more than one, so accordingly we proceeded with these factors. The total variance explained by these factors (1, 2, 3, 4, 5, 6, 7, 8 & 9) was 8.96% , 17.45%, 13.35%, 9.41%, 7.79%, 9.85%, 7.26%, 8.36% and 14.56% of variance, whereas the cumulative variance explained by all these factors is 97 percent and rest of the variance was due to the factors which are beyond the scope of the study.

Interpretation: Table 4 shows each statement corresponding to the highlighted factor loading which is correlated with the factors corresponding to that factor loading. Higher the factor loading, stronger is the correlation between the factors and statement. On the basis of rotated component matrix the factor extraction table has been prepared which is as under.

Interpretation: According to the Table 5, Factor 2 (Variance = 17.45%) is more important than Factor 9; Factor 9 (Variance = 14.56%) is more important than Factor 3; Factor 3 (Variance = 13.35%) is more important than Factor 6; Factor 6 (Variance = 9.85%) is more important than Factor 7; Factor 7 (Variance = 9.41%) is more important than Factor 1; Factor 1 (Variance = 8.96%) is more important than Factor 8, Factor 8 (Variance = 8.36%) is more

Table 3: Cumulative Percentage of Variance & the Eigen Values

Component	Initial Eigenvalues			Extraction S ums of S squared			Rotation S ums of S squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.59	24.15	24.15	11.59	24.15	24.15	4.30	8.96	8.96
2	7.80	16.24	40.39	7.80	16.24	40.39	8.38	17.45	26.42
3	5.87	12.23	52.62	5.87	12.23	52.62	6.41	13.35	39.77
4	5.31	11.06	63.68	5.31	11.06	63.68	4.52	9.41	49.18
5	4.72	9.83	73.51	4.72	9.83	73.51	3.74	7.79	56.97
6	3.87	8.06	81.57	3.87	8.06	81.57	4.73	9.85	66.82
7	3.53	7.36	88.92	3.53	6.36	87.92	3.97	7.26	74.09
8	2.84	4.92	93.84	2.84	5.92	93.84	4.50	8.36	82.45
9	2.48	3.16	97.01	2.48	3.17	97.01	7.46	14.56	97.01
Component	Initial Eigenvalues			Extraction S ums of S squared			Rotation S ums of S squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
10	.34	2.99	100.00						
11	.00	.00	100.00						

12	.00	.00	100.00						
13	.00	.00	100.00						
14	.00	.00	100.00						
15	.00	.00	100.00						
16	.00	.00	100.00						
17	.00	.00	100.00						
18	.00	.00	100.00						
19	.00	.00	100.00						
20	.00	.00	100.00						
21	.00	.00	100.00						
22	.00	.00	100.00						
23	.00	.00	100.00						
24	.00	.00	100.00						
25	.00	.00	100.00						
26	.00	.00	100.00						
27	.00	.00	100.00						
28	.00	.00	100.00						
29	.00	.00	100.00						
30	.00	.00	100.00						
31	.00	.00	100.00						
32	.00	.00	100.00						

Table 4: The Rotated Loading Matrix of the Items for Factor Analysis

Rotated Loading Matrix (VARIMAX, Gamma = 1.000000)									
	1	2	3	4	5	6	7	8	9
Architecture	0.834	0.092	0.340	-0.277	0.159	0.153	-0.186	0.132	-0.056
Ancient Ruins	0.776	0.302	0.070	0.155	0.010	-0.033	0.168	0.497	0.040
Festivals	0.748	-0.005	-0.155	0.514	0.093	0.139	0.197	-0.282	-0.073
Local Features	0.612	0.248	-0.112	0.221	0.207	-0.216	-0.147	0.515	-0.355
Religious Attractiveness	0.584	-0.322	-0.334	-0.334	0.137	-0.135	0.098	0.250	0.472
Heritage Properties	0.559	0.143	0.288	0.429	-0.257	0.413	-0.319	-0.017	0.248
Mordernamenities	0.027	0.940	0.040	0.104	-0.039	0.263	0.048	0.141	0.098
Trafficcondition	0.025	0.914	-0.089	0.223	0.019	0.011	0.243	-0.009	0.214
Communication	0.132	0.831	0.351	0.023	0.075	0.053	-0.008	0.343	0.207
Banksts	0.122	0.822	-0.301	0.229	0.140	-0.230	-0.202	-0.231	-0.002
Medicalfacility	-0.109	0.712	0.012	-0.355	-0.500	-0.070	0.150	-0.267	0.080
Parkingfacility	0.282	0.711	-0.291	-0.139	-0.101	0.009	-0.529	0.087	-0.113
Cleanliness	0.447	0.657	0.034	-0.102	-0.127	0.265	-0.500	-0.108	0.094
Cleanlinesstransport	0.108	0.636	-0.541	0.062	0.129	-0.120	0.363	0.200	-0.291
Security	0.365	0.613	-0.293	0.537	0.208	-0.025	0.085	-0.198	-0.164
STAFFKNOWLEDGE_Hotel	-0.101	-0.009	0.896	0.306	0.594	0.338	0.153	0.132	0.080
Foodquality_Rest	0.137	-0.537	0.826	-0.020	0.242	-0.686	0.123	0.066	0.252
Staffhygiene_Hotel	-0.259	0.219	0.800	0.175	-0.177	0.031	0.133	0.008	0.034
Foodvariety_Rest	0.334	-0.248	0.764	-0.042	0.098	0.099	-0.010	-0.041	0.405
Foodquality_Hotel	0.273	-0.017	0.750	0.457	0.184	-0.226	-0.052	-0.004	-0.212
Physicalappearance_Hotel	0.008	-0.033	0.674	-0.258	-0.479	0.006	-0.263	0.262	-0.055

Rotated Loading Matrix (VARIMAX, Gamma = 1.000000)									
	1	2	3	4	5	6	7	8	9
Roomcleanliness_Hotel	0.165	-0.167	0.567	0.544	0.187	-0.306	0.041	0.389	0.215
Sports	-0.001	0.068	0.106	0.964	0.007	0.057	0.189	0.106	0.064
Nightlife	-0.001	0.068	0.106	0.964	0.007	0.057	0.189	0.106	0.064
Childrenactivities	-0.001	0.068	0.106	0.964	0.007	0.057	0.189	0.106	0.064
Localtoours	0.304	-0.199	-0.103	0.757	-0.292	0.043	-0.189	0.401	-0.015
International Stores	0.250	0.037	0.148	0.689	-0.241	0.177	0.255	-0.063	0.432
Malls	0.360	0.308	0.412	0.680	0.044	-0.010	-0.184	0.221	0.214
Electronicproducts	-0.203	0.466	0.323	0.675	0.157	0.306	0.237	0.014	0.027
Climate	0.144	0.182	-0.260	0.262	0.826	-0.303	-0.441	-0.251	-0.202
Wildlife	0.475	0.486	0.140	0.124	0.782	-0.341	0.053	-0.212	-0.180
Water	-0.339	0.317	0.264	-0.222	0.681	0.033	0.477	-0.296	0.108
Vegetation	-0.094	0.264	0.013	0.089	0.634	0.336	-0.218	0.055	0.175
Transportation Facility	0.083	0.000	-0.004	0.345	-0.364	0.819	-0.214	0.133	-0.086
Accomodationfacility	0.402	0.247	-0.047	0.189	0.007	0.807	-0.255	0.107	0.110
Communal Attitude	-0.005	0.333	-0.492	-0.410	0.017	0.503	0.707	0.244	0.393
Information Provided	-0.038	-0.191	0.200	-0.216	-0.224	-0.038	0.659	-0.033	0.118
Sign Posts	0.451	0.425	0.462	-0.015	-0.302	-0.108	0.547	0.002	-0.011
Accessibility	0.083	-0.261	-0.211	0.168	0.309	0.203	-0.096	0.832	-0.118
Connectivity	0.100	0.351	0.275	0.235	-0.072	-0.130	0.097	0.827	0.145
Value For Shopping	-0.002	0.164	-0.049	0.004	-0.199	0.057	-0.235	-0.169	0.919
Value_Transportation	-0.020	0.494	0.103	0.082	0.242	-0.005	0.028	0.266	0.780
Value_Hote	-0.314	-0.205	0.399	0.269	0.477	0.010	0.161	0.025	0.610

important than Factor 5; and Factor 5 (Variance = 7.79%) is more important than Factor 7 (Variance = 7.26%).

Table 5: Factor Extraction Table (Shows the variables in each factor with corresponding loading and percentage of variance)

Factors	% of Variance	Loading
F1 (Cultural Factors)	8.96%	
Architecture		0.834
Ancient Ruins		0.776
Festivals		0.748
Local Features		0.612
Religious Attractiveness		0.584
Heritage Properties		0.559
F2 (Services at Tourist Spots)	17.45%	
Modern amenities at tourist spots		0.940
Traffic condition at tourist spots		0.914
Communication system at tourist spots		0.831
Bank facility at tourist spots		0.822
Medical facility at tourist spots		0.712
Parking facility at tourist spots		0.711
Cleanliness at tourist spots		0.657
Cleanliness in the transportation medium		0.636
Safety and Security in the City		0.613
F3 (Services at Hotels/Restaurants)	13.35%	
Knowledge of Hotel Staff		0.896
Food Quality at Restaurant		0.826
Staff Hygiene at Hotel		0.800
Food Variety at Restaurant		0.764
Food Quality at Hotel		0.750
Physical Appearance of Hotel		0.674
Staff Hygiene at Restaurant		0.597
Room Cleanliness of Hotel		0.567
F4 (Recreational Activities)	9.41%	
Sports Opportunities in the City		0.964
Nightlife in the City		0.964

Children Activities in the City		0.964
Local Tours Opportunity		0.757
International Stores in the City		0.689
Malls in the City		0.680
Electronic Products in the City		0.675
F5 (Natural Factors)	7.79%	
Climate of the City		0.826
Wildlife in the City		0.782
Water Availability		0.681
Vegetation in the City		0.634
F6 (Infrastructure)	9.85%	
Transportation Facility		0.819
Accommodation Facility		0.807
F7 (Reception)	7.26%	
Communal Attitude towards Tourists		0.707
Information Provided by Tourist Centres		0.659
Sign Posts/ Signage in the City		0.547
F8 (Accessibility)	8.36%	
Accessibility of the City		0.832
Connectivity of the City		0.827
F9 (Value of Money)	14.56%	
Value For Shopping		0.919
Value for Transportation		0.780
Value for Accommodation		0.610

Hence it was found that the destination attributes of Udaipur, composed of Infrastructure, Recreational activities, Natural factors, cultural factors, Accessibility, Reception, Services at Tourist Spots, Services at hotels or restaurants and Value of money are acting as main determinants of tourist satisfaction amongst international tourists in Udaipur, Rajasthan.

Conclusion

The study explains that Udaipur's destination attributes are comprised of nine significant dimensions. Majority of tourists were satisfied with the destination attributes of Udaipur. The most important factors that contributed towards the satisfaction level of the international tourists from the destination

attributes of Udaipur were 1) Cultural Factors 2) Services at Tourist Spots 3) Services at Hotel/Restaurants 4) Recreational Activities 5) Natural Factors 6) Infrastructure 7) Reception 8) Accessibility And 9) Value of Money.

References

- (2012, December 12). *International Tourism Hits One Billion (Press Release)*. Retrieved from
- (2013, May 13). *International Tourism Receipts Grew by 4% in 2012 (Press Release)*. Retrieved from <http://media.unwto.org/en/press-release/2013-05-15/international-tourism-receipts-grew-4-2012>
- (2013, May 13). *UAE Tops Middle East With \$10 Billion in Tourism Receipts*. Retrieved from <http://www.eturbonews.com/35002/uae-tops-middle-east-10-billion-tourism-receipts>
- (2014, May 16). *International Tourism Generates US\$1.4 Trillion in Export Earnings*. Retrieved from <http://www.vietnambreakingnews.com/tag/international-passenger-transport/>
- Beerli, A., & Martín, J. D. (2004). *Factors influencing destination image*. *Annals of Tourism Research*, 31(3), 657-681.
- Buhalis, D. (2000). *Marketing the competitive destination of the future*. *Tourism management*, 27, 97-116.
- Chheang, V. (2011). *Angkor heritage tourism and tourist perceptions*. *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(2), 213-240.
- Chi, C. G.Qing, & Qu, H. (2008). *Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach*. *Journal of Tourism Management*, 29, 624-636.
- Chon, K. (1991). *Tourism destination image modification process: Marketing implications*. *Tourism Management*, 12(1), 68-72.
- Dann, G. (1977). *Anomie, ego-enhancement and tourism*. *Annals of Tourism Research*, 4, 184-194.

- Gao, B., & Zhang, H. Q. (2009). *Dream destination: A concept of perception of leisure travelers. ICHRIE conference, Amherst, University of Massachusetts Amherst.*
- Marin, J. A., & Taberner, J. G. (2008). *Satisfaction and dissatisfaction with destination attributes: Influence on overall satisfaction and the intention to return.*
- Nicolau, J. Luis. & Mas, Fransisco. J. (2004). *Stochastic choice analysis of tourism destination. Valenciano De Investigaciones Económicas, 1-34.*
- Pikkemaat, B. (2004). *The measurement of destination image: The case of Austria. The Poznan University of Economics Review, 4 (1), 87-102*
- Truong, T. H., & King, B. (2009). *An evaluation of satisfaction levels among Chinese tourists in Vietnam. International Journal of Tourism Research, 11(6), 521-535.*
- (2013, April). *UNWTO World Tourism Barometer*