

Influence of Destination Ratings on Travelers' Choices of Tourist Destinations

Jose K. Antony*, C. Abhinaya**

Abstract

Tourism is a major revenue earning industry and one of the only sectors to be evolving every single moment. Of all the influencing factors for example, Consumer Satisfaction plays a prominent role in the survival of the Tourism Industry. Consumer Ratings are normally awarded to Tourism Products on the basis of certain criteria for grading the Product Characteristics. Destination Ratings are therefore the ratings given to destinations on the basis of the evaluations of various tourism products that are present in those destinations. That is, Tourism Products are graded, and based on the overall grades of all the Tourism Products, a common grade is given to the Destination. This makes it much easier for travelers to make their travel choices to destinations by using just one rating or grade. Hence, Tourism Destination Ratings have a major influence on the travelers' choice of travel. Though, there are millions of websites which provide Destination Ratings, the absence of a conventional rating scale led to the thought behind this study. The study is intended to focus on the influence and impact of Destination Rating Scales, and to also establish a list of universally accepted parameters through which the travelers would be able to compare and rate Tourism Products and ultimately the Tourism Destinations so as to make right choices of Destinations to travel to.

Keywords: Destination Ratings, Tourism Products, Travelers Choices

Introduction

Tourism in India is economically important and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated 6.3% of the country's GDP and supports 8.7% of the total tourism employment opportunities. This sector is predicted to grow at an average annual rate of 7.5% by 2025 (Tourism and Hospitality, 2016).

It is observed that amongst all the forms of tourism, medial tourism has shown a growth of earning almost US\$3 billion in the last few years. About 80.27 lakh foreign tourists come to India showing a growth rate of 4.5% (Tourism and Hospitality, 2016). The most popular states among foreign tourists are Tamil Nadu, Maharashtra and Uttar Pradesh. Chennai, Delhi, Mumbai and Agra have been the four most visited cities in India by foreign tourists. India ranks 52 out of 141 countries according to the Travel and Tourism Competitiveness Report. The country scores a high rank on the basis of its natural and cultural resources (ranked 12). In order to promote tourism in the country, the Ministry of Tourism, Government of India managed the 'Incredible India' campaign (India's Ranking in Tourism and Travel Competitiveness, 2016).

Today there exist various forms of tourism apart from the traditional forms. A more recent approach to tourism is Experimental Tourism which has also given rises to alpha tourism, monopoly tourism, aero tourism (Dingding Chao, 2013). With the rise of such tourism forms, the entire purpose of travelling changes. Destinations now adopt new approaches to attracting tourists. While the world is trying to identify new forms of tourism, new and lesser known approaches in rating tourism destinations are also emerging.

A rating scale is an aid to disciplined dialogue. It is precisely defined as a format that focuses on the conversation between the respondent and the questionnaire on the relevant areas (Low 1988). All rating scales can be classified into one of the following types, Numeric Rating Scale, Graphic Rating Scale, Descriptive Graphic Rating Scale and Star Ratings. Some data are measured at the ordinal level. Numbers indicate the relative position of items, but not the magnitude of difference. Attitude and

* School of Business Studies and Social Sciences, Christ University, Bengaluru, Karnataka, India.
Email: jose.antony@christuniversity.in

opinion scales are usually ordinal; one example is a Likert response scale (Mohan, 2016). Some data are measured at the interval level. Numbers indicate the magnitude of difference between items such as Celsius or Fahrenheit. Some data are measured at the ratio level. Ratios can be calculated and the examples of such include age, income, price, costs, sales revenue, sales volume and market share. In almost all of the above cases, online rating scales only allow one rating per user per product or service even though there are exceptions such as Ratings.net, which allows users to rate products in relation to various qualities that pertains to that product (Mohan, 2016). While it is quite common to calculate the average, or means for such data, doing so cannot be justified because in calculating averages, equal intervals are required to represent the same difference between levels of obtained quality (Mohan, 2016).

Ratings and Tourism

Rating services are also designed to provide tourists and travelers, government agencies and service providers an independent and unbiased opinion on the quality of tourism related facilities and services offered in the place. Ratings help the tourism business owners to benchmark their business with their peers in the industry and work towards achieving excellence in their facilities and services. It also helps customers in their choice of destinations. Though, everyone has heard about the various rating scales that exist in the Hospitality industry, Destination Rating is rather a newer concept and is not known widely. Therefore, there is no uniform scale for rating a destination.

The World Tourism Rankings are provided by UNWTO as a part of their publication, World Tourism Barometer. The basis of the ranking is on the number of tourist visitations to each of the respective countries or destinations, and by the revenue generated by inbound and outbound tourism (expenses) (UNWTO World Tourism Barometer, 2016). Apart from the UNWTO given Destination Rankings, the Euromonitor International has also conducted a research on the basis of world tourism ratings on the basis of cities.

Benefits of Ratings for Tourism Facilities and Services

Increased credibility, visibility and reputation in the tourism market place.

Improved customer confidence and satisfaction, leading to repeat business.

Nomination of awards which involve Rating of products will directly help in identifying and recognizing the various stakeholders in tourism.

Recommendations to international agencies on tourism destinations and its products.

Easy implementation of tourism policy for providing various benefits like grants, tax exemptions, subsidies, etc.

Filing projects for approvals from the respective tourism board.

Promoting various tourism products through promotion channels available with Department of Tourism (DoT) (Perić, 2014).

Literature Reviews

(Tuominen, 2011) clearly stated through his study that customers before making travel arrangements consult online reviews. The study indicated that every year millions of potential destinations get reviewed and rated, and are viewed by millions of customers. The growth of internet applications related to travel has led to large amounts of customer-generated online reviews on various travel-related facilities. According to the author, more than three-fourth of the total number of travelers use customer travel reviews while planning their trips and holidays. (Manolis, 2011) found from an international survey that one of the most important decision that mainly influenced travelers' choice to travel other than recommendations prompted by friends and relatives was online destination reviews. Global benchmarking survey, Travelsat reported that 22% of international tourists chose their destinations based on online reviews and ratings. The viral channel remained the first of the few drivers in travelers' decision making.

(Leiper, 1990) through a study, provided a tourism framework defined as an empirical relationship between a tourist, a site and a marker. A marker is a piece of information about a site. In his paper, Leiper introduced a more complete definition of an attraction system by synthesizing the definitions from the past literature; "A tourist attraction is a system comprising of three

elements: a tourist or human element, a nucleus or central element, and a marker or informative element. A tourist attraction comes into existence when all 3 elements are connected.” (Ascaniis, 2012) focused on how travel reviews had an effect on travel decisions and how the reviews provided value to destinations. The results of the study lead to the creation of ratings given to destinations and its attractions. For example, three-star ratings for amusement parks, shopping areas and architectural structures. On further analysis, it was understood that destinations and attractions that were rated got better visitations from tourists as compared to those that were not rated. The study designed an attraction matrix, where in the kind of attractions that can help generate tourists through ratings were identified. Here, the attractions were classified under various heads that further had sub heads, and the sub heads could be analyzed and rated. The study concluded that tourists seek quality and good rated attractions and destinations. A good mix of excellent to good rated destinations and their attractions played a key role in attracting tourists.

(Papatheodorou, 2000) in his traditional demand theory, as it is utilized in most existing tourism demand models, was insufficient to explain the direction of tourism flows. Several drawbacks of using tourism demand systems to forecast market share of destinations were noted; namely, the assumption of a representative tourist as being highly unrealistic given the heterogeneity nature of the specific leisure tourist or group of tourists. The static nature of the traditional demand theory was also not able to account for the evolutionary features of the tourism product, like appearance and it was also difficult for the theory to differentiate one tourism product from the other. (Mazanec, 2001) found through his study that the intervening of variable conditions of ratings given to destinations, lead to the final choice of the destination. On further analysis, it was concluded that the effects of destination choice on trip planning variables remained subjective, that is it varied from person to person. The study also supported confidence as a major factor influencing destination image and as confidence on a destination increases, so does the image of the destination.

(Marcussen, 2011) stated through his study that there are three main factors that determine consumer demand while considering travel, and they are income, price and tastes. Though consumer income, relative prices and tastes or preferences have been the classic determinants, in time-

series studies on tourism, income, relative prices and transportation costs that are measured by distance, are the most frequently included determinants. (InterVISTAS Consulting Inc., June 2012) found that the impact of important tourism destinations and attractions that are in Canada can be grouped under a general rubric (stated by InterVISTAS), with a series of common (similar) characteristics. They are the key features that draw people to a destination and are frequently iconic. These destinations and attractions attract a broad spectrum of tourists. They can be natural, built, experiential, or a one-time or recurring event. But each of these characteristics makes the destination or attraction important and a basis for comparison. (Emilio Celottoab, 2015) analyzed the decision-making process in choosing destinations and the purchase of tourism products. A rating scale based on various services and products was used to analyze how information about various tourism products is displayed on the web, internet and social media. The products and services in the tourism industry are intangible in nature and therefore their characteristics are of prime importance and are used to determine their demand. The link between the evaluations of single features of a destination (like transportation, culture or rural heritage, safety) and the overall assessment of the destination given by each tourist was analyzed. The entire analysis was done for the development of small and non-famous destinations. They concluded that natural attractions while rated would be a better asset for smaller destinations.

(TzuKuang, YiFan, & HergHuey, 2009) studied the influence of tourist choice of destinations and the preferences of tourists in their choice of destinations. They created a four-level model to study the choice and classification of destinations, consisting of 22 attributes. Out of the 22 motives stated, ‘visiting friends and relatives’, ‘personal safety’, ‘escape from work’, ‘rest and relaxation’, ‘destination image’, and ‘environment safety and quality provided’ were the 6 most important factors for inbound tourists traveling to Taiwan. Among these forces, the most important factors were ‘escape, rest and relaxation’ and ‘visiting friends and relatives’. The study concluded that travel motivations of individuals have an influence on the choice of destinations. The model analyzed the tourists’ destination choices and acted as a more accurate measurement of the differences in the preference of attributes for the tourists. (Hankinson, 2005) in his article stated that most investigations on brand pictures have been created from the point of view

of the relaxation traveler. The review recognized pictures from the viewpoints of business vacationers, who are individuals traveling for conferences, motivator occasions, meetings and displays, and tests their associations with quality and business criteria. A self-completion survey was utilized to quantify the travelers' evaluations of the apparent nature of their goals and the business criteria used to choose the goal. The information was investigated utilizing content examination, exploratory element examination and connection examination. The substance investigation distinguished eight bunches of brand picture properties. Consequent component investigation distinguished three basic measurements; the general goal engaging quality, usefulness and mood. While each of the three were related to quality, business criteria were overwhelmed by the goal's practical instead of climatic characteristics. The after effects of the review offered a more educated and precise premise on which to build a goal's business tourism situating methodology through a system of selecting significant brand picture traits.

(Ross, 2001) researched the goal assessments, re-visitation expectations, excursion inclinations and sociodemographic qualities of spending-voyagers to the wet tropical areas of Northern Australia. The responses of close to 400 spending explorers were reviewed amidst the high season. More positive assessments of the goal were related with male explorers, such as travelers with lower levels of formal training, impression of taking a get-away from time to time, and encountering the goal as being more pleasant than they had anticipated. The study offered an arrangement of evaluative proclamations with respect to responses to real time goals. The discoveries from the study suggested ideal advertising profiles for the market portion and a beginning stage for assessing the behavior of spending explorers in different settings.

(Pike, 2015) through a study identified key objectives for advertising exercises for any goal showcasing association that had to accomplish an aggressive market position. Supporting the venture, Pike suggested that a travel goal's market position could change decidedly and gradually over time. It was required to have a comprehension set of qualities and shortcomings with respect to an aggressive arrangement of adversaries for any given travel setting. In spite of the significance of the study, there has been an absence of research distributed about the fleetingness of a travel goal's aggressive position. Investigations on a goal's picture or aggressive position has had a tendency to

offer a preview at just a single point in time. The reviews from the study showed numerous incentives in following goal situating after certain fixed points of time. From a handy point of view, the discoveries proposed that goal advertisers had to receive a long-haul strategy of dealing with goal situating, given the trouble in changing buyer discernments. The study found that the concentration of advertising correspondences ought to be on strengthening emphatically held discernments that are illustrative of focused qualities. (Tijana Radojevic, 2005) utilized huge information to investigate the attributes of four distinctive statistic classifications of clients with respect to their announced levels of fulfillment while staying in inns. The classifications inspected solo voyagers, gatherings of companions, couples, and families. The outcomes demonstrated that impressive contrasts existed within the standard level of fulfillment and, moreover, the significance of specific components added on to fulfillment fluctuations over the classifications. The conclusions drawn from this review were enormously gainful to supervisors who expected to focus on some of these classes while similarly giving guidance deserving of thought for future research. They investigated four unique classes of lodging clients with respect to their announced levels of satisfaction. Over 2 million fulfillment scores were doled out to 4310 inns situated in 45 urban areas. Hotels received the most astounding scores from solo voyagers and the least scores were received from families. The relative significance of specific inn and goal properties fluctuated over the categories. The hypothetical and down to earth ramifications of the discoveries were much talked about.

Objectives of the Study

The main objectives of the study are to understand the impact of Destination Rating Tools used in Travel Websites on Destination Choice of travelers and to analyze the patterns of grading that can support destinations in obtaining better ratings.

Methodology of Research

The study focused on the influence and effect of tourism destination ratings. The research used an inductive approach where initially the analysis started as a generalized one before ascertaining a particular object of study. The methods of data collection incorporated

in the study are detailed qualitative and quantitative questionnaires, which formed the primary source of information. For the secondary source of information, articles from journals, magazines, newspapers and many research papers were reviewed and analyzed; also, relative websites were analyzed and studied for the study. The sampling method of Simple Random Sampling was used to select the 151 samples for the study. This study was conducted on the tourists travelling to and out of the city of Bengaluru in South India. With the help of SPSS, the collected data was analyzed. Content analysis was also used to analyze the data received from the interviews. The decoding of the questionnaire also involved conversion and classification of data into various groups and sub groups.

Findings from the Study

From the sample selected for the study, 75 respondents were male and 76 respondents were female. Almost 75% of the respondents were in the age group of 18 to 24 years, and close to 65% of the respondents were graduates or above.

36% of the respondents liked to travel with friends, and 32% preferred to travel with family. Many respondents also enjoyed traveling alone. Majority of the respondents preferred travel by air, followed by road and train.

The respondents rarely preferred the use of tour guides while on travel, as they had access to all information. Only 5% of the respondents used the services of tour guides all the time and 6% relied on tour guides most of the time.

Reasons for Travel

Rest and Relaxation	39
Fun and Entertainment	33
Visiting Relatives and Friends	17
Sports and Recreation	16
Religious	16
Culture	11
Attending Conferences, Seminars, and other forms of Education	8
Business	5
Others	4
Health	2
Total	151

The above table shows the various reasons for travel and the findings show a high percentage of tourists travel for the purpose of Rest and Relaxation, which is 26% of the sample. The second most preferred reason for travel is for Fun and Entertainment purposes and the remaining reasons contribute a distributive percentage of the total sample.

Relationship Analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender	0.50	0.502	151
Reasons for Travel	4.54	2.879	151
Correlations			
		Gender	Reasons for Travel
Gender	Pearson Correlation	1	0.179*
	Sig. (2-tailed)		0.028
	N	151	151
Reasons for Travel	Pearson Correlation	0.179*	1
	Sig. (2-tailed)	0.028	
	N	151	151
*Correlation is significant at the 0.05 level (2-tailed).			

The table represents the correlation between the Gender of the respondents and the Reasons for Travel. Pearson's Correlation analysis shows that the deviation from

population with reference to Gender – Female is 0.179, showing a positive correlation. Since the value is close to 1, it shows a strong relationship between the two variables.

The value 0.028 shows that there is a statistical correlation between the two variables. Since the value is less than 0.05, we can conclude that changes in one variable that is, increase or decrease in the independent variable (Gender) can significantly relate to increase or decrease in the dependent variable (Reasons for travel).

Sources of Information about the Destination

Internet	78
Friends and Relatives	35
Media / Advertisements	16
Magazines and Articles	10
Others	7
Books and Guides	5
Total	151

The above table analysis the sources of information through which tourists learn about destinations. The analysis showed that majority of the respondents obtained information through the internet and the least number of respondents relied on books. More travelers use travel apps and websites for information about destinations.

On obtaining information, majority of the travelers visited the best travelled destinations or the cheapest and nearest to travel to destinations.

Awareness about Destination Rating Websites

42% of the respondents were strongly aware of the presence of such websites, while only 2% were only completely unaware about such websites. Though majority of the respondents knew about the presence of such websites, they were not completely aware about the concept of Destination Ratings that were exhibited in the websites. Thus, respondents were aware of travel websites but were ignorant to the concept of Destination Ratings that these websites also catered to.

Consideration of Travel Reviews and Website Destination Ratings

22% of respondents used Website Destination Ratings all the time before they made a travel decision. All the respondents had referred Website Destination Ratings at least some time, during travel. But the study found that

only 18% of the respondents varied their travel choice based on results from Destination Ratings. Majority of the respondents were neutral towards the ratings or the Destination Ratings had no effect on their travel plans.

Rating of Tourism Elements

The parameters presently displayed on Website Destination Rating Scales were rated on a scale of 1 to 5 (1 being poor and 5 being excellent), and shown below are the Mean Scores that they received.

Parameters	Mean
Safety and Security	3.81
Condition of the Place	3.68
Comfort Level	3.57
Attention to Details	3.57
Infrastructure	3.46
Inherent Quality of the Destination	3.42
Star Ratings of Hotels affect Destination Choice	3.13
Travel only to Well-Known Destinations	2.94

While Safety and Security in the destination was the prime factor in the Rating Scale that influenced the destination choice of the respondents, only because the destination was well known did not influence the respondents to travel there.

Elements that are of Significant Importance in a Destination Rating Scale

Following are the elements that are of significant importance in a Destination Rating Scale. The elements were rated on a scale of 1 to 5, with 1 being the lowest and 5 being the highest. The table displays the mean score that each element received in the study.

Parameters	Mean
Safety and Security	4.17
Unspoiled Nature	4.01
Cleanliness	4.01
Local Cuisine and Friendliness of Local People	3.99
Sightseeing Facilities	3.95
Climate	3.95
Diversity of Culture and Historical Attractions	3.95
Unique Quality	3.94
Attractions	3.93

Parameters	Mean
Accessibility (Transportation)	3.89
Opportunities for Rest and Relaxation	3.88
Accommodation	3.86
Offer of Cultural and Other Events	3.81
Eco-Friendliness	3.76
Cost	3.74
Good Package from a Travel Website	3.72
Availability of Sports Facilities and Recreational Activities	3.69
Feedback / Review from past visitors	3.62
Night Life and Entertainment	3.60
Spa and Wellness Opportunities	3.42
Language	3.40
Shopping	3.34
Casinos and Gaming	2.91

Among all the elements presented to the respondents, they valued Safety and Security to be most important to be included in a Destination Rating Scale. Safety and Security was followed by Unspoiled Nature, Cleanliness, Local Cuisine and Friendliness of Local People, Sightseeing Facilities, and Climate.

The elements that were less important to be included in the Destination Rating Scales were Spa and Wellness Opportunities, Language, Shopping, and Casinos and Gaming.

All the elements in a destination are to be individually graded and ranked on the basis of certain characteristics. The grade for each element is represented and in doing the same for all the elements, a common grade is generated for the destination. It should be ensured that all the elements, however important or less significant they are, are to be rated, analyzed and taken into consideration for a common grade to be obtained for the destination.

The rating could be carried out on a scale of A to E with (+) or (-) modifiers for A through C except D and E, to reflect comparative standing within the category. To obtain a higher rating, a progressively higher quality and range of services and physical facilities can be provided across all areas in the destination. The overall percentage score for quality must therefore reach an appropriate band.

Rating Levels for a Destination

Category	Description
A	Highest Quality of Service and Facilities
B	Adequate Quality of Service and Facilities
C	Moderate Quality of Service and Facilities
D	Average Quality of Service and Facilities
E	Low Quality of Service and Facilities

Percentage Requirements for the Rating Levels

Ratings	Rating Bands	Ratings	Rating Bands
A+	100% - 96%	C+	70% - 66%
A	95% - 91%	C	65% - 61%
A-	90% - 86%	C-	60% - 56%
B+	85% - 81%	D	55% - 51%
B	80% - 76%	E	Less than 50%
B-	75% - 71%		

There are Travel Websites that provide ratings for destination elements based on the number of incoming tourists, ratings of attractions that are present in the destination, to name a few. The newest kind of rating that is provided to a destination is known as the Green Rating, which is awarded based on how sustainable the activities in a destination are organized.

The scoring parameter for Green Rating is on a scale of 1 to 5 (1 = poor, 2 = Average, 3 = Good, 4 = Very Good, 5 = Excellent). Before grading each element, certain parameters are set in order to cater the comparison. These parameters act as standards and tourism destination elements are compared based on these standards from time to time.

Travel operators shared in interviews conducted as part of the study that when tourists were informed about Destination Rating Scales, they requested to share the results of the ratings which directly or indirectly impacted their choice of holiday destinations. If a destination had grade C+ or a lower grade, tourist rethought about their decision to travel to that destination.

Tour operators also mentioned that most times, tourists were aware of Destination Rating scales, but did not know where to search and find them.

Suggestions from the Study

From the following study, few suggestions could be inferred with reference to traveler's choice of tourism destinations. Instead of rating individual factors or elements in a tourism product, rating a destination could be more simple and easy to understand. Destination ratings can make the choice of tourism destination much easier. Websites like TripAdvisor provide destination ratings, but the existence of a standardized website is the need of the hour. By providing a common forum to value and grade destinations, the destinations can be individually rated and ranked. The ratings or rankings can be reviewed from time to time and destinations can seek feedback and suggestions from such forums to improve facilities and the quality of services they provide.

Conclusion

To conclude, though individual ratings for certain tourism products exist, it is important to generate a commonly accepted and an overall grade for a destination. This makes it easier for tourists to choose a destination based on a common grading system administered for all tourism destinations.

References

- Ascaniis, S. D. (2012, December). Destination Online Travel Reviews-An argumentative and textual genre perspective. Retrieved from Destination Online Travel Reviews. <http://doc.rero.ch/record/31482/files/2013COM006.pdf>
- Banker, R. D., Charnes A., & Cooper, W. W. (1984). some models for estimating technical and scale inefficiencies in data envelopment analysis. *Journal of Management Science*, 30(9), 1078-1092.
- Berli, A., & Martín, J. D. (2004). Tourists characteristics and the perceived image of tourist destinations: A quantitative analysis - A case study of Lanzarote, Spain. *Journal of Tourism Management*, 25(5), 623-636.
- Blanke, J., & Chiesa, T. (2009). The travel and tourism competitiveness Index 2009: Measuring sectoral drivers in a downturn. In *the Travel & Tourism Competitiveness Report: Managing in a Time of Turbulence*. Geneva: World Economic Forum, Geneva.
- Bob Mckercher, R. L. (2005). Rating tourism and hospitality journals. *Journal of Tourism Management*, 1235-1252.
- Chao, D., & Kanno, T. (2013, October). Experimental study on tourist satisfaction using participatory simulation in a virtual environment. doi: 10.1186/2193-1801-2-552
- Celotto, E., Ellero, A., & Ferretti, P. (2015). *Conveying tourist ratings into an overall destination Evaluation*, 188, 35-41.
- Erickson, G. M., Johansson, J. K., & Chao, P. (1984). Image variables in multi-attribute product evaluations: Country-of-origin effects. *Journal of Consumer Research*, 11(2), 694-699.
- Faulkner, B., Oppermann, M., & Fredline, E. (1999). Destination competitiveness: An exploratory examination of south Australia's core attractions. *Journal of Vacation Marketing*, 5(2), 125-39.
- Govers, R., Go, F. M., & Kumar, K. (2007). Promoting tourism destination image. *Journal of Travel Research*, 46(1), 15-23.
- Green Rating for Integrated Habitat Assessment. (2015). Retrieved from grihaindia <http://grihaindia.org>
- Hankinson, G. (2005). Destination brand images: A business tourism perspective. *Journal of Service Marketing*, 19(1), 24-32.
- India's Ranking in Tourism and Travel Competitiveness. (2016, August 10). Retrieved from press information Bureau. Retrieved from <http://pib.nic.in/newsite/PrintRelease.aspx?relid=148694>
- Manolis. (2011, October 3). Top Factors Influencing Destination Choice. Retrieved from TOPOSOPHY <https://abouttourism.wordpress.com/2011/10/03/top-factors-influencing-destination-choice/>
- Marcussen, C. H. (2011). Understanding Destination Choices of German Travelers.
- Marino, E. D. (2008). An Analysis of The French Riviera Image from the Strategic Dimension of Destination Image.
- Mazanec, J. A. (2001). Consumer Psychology of tourism hospitality and leisure. Retrieved from Consumer Psychology of tourism hospitality and leisure.
- Milman, A., & Pizam, A. (1995). The role of awareness and familiarity with a destination: The central Florida case. *Journal of Travel Research*, 33(3), 21-27.
- Mohan, R. (2016). *Attitude Management in Measurement, Evaluation and Assessment in Education*.

- Perić, M., Urkin, J., & Lamot, I. (2014). *Importance of Stakeholder Management in Tourism Project: Case Study of the Istra Inspirit Project*. Tourism and Hospitality Industry 2014, Congress Proceedings Trends in Tourism and Hospitality Industry.
- Pike, S. (2015, June). Destination positioning and temporality: Tracking relative strengths and weaknesses over time. Retrieved from Destination positioning and temporality: Tracking relative strengths and weaknesses over time: <http://www.sciencedirect.com/science/article/pii/S1447677016301309>
- Ritchie J. R. B., & Crouch, G. I. (2000). The competitive destination: A sustainability perspective. *Journal of Tourism Management*, 21(1), 1-7.
- Research, G. C. (2015, may). Moody's Retires Lodging & Cruise Industry Rating Methodology.
- Ross, G. F. (2001, April). Destination evaluation and vacation preferences. Retrieved 1991, from Destination evaluation and vacation preferences. Retrieved from [http://dx.doi.org/10.1016/0160-7383\(93\)90004-M](http://dx.doi.org/10.1016/0160-7383(93)90004-M)
- Hosany, S., Ekinici, Y., & Uysal, M. (2007). Destination image and destination personality. *International Journal of Culture, Tourism and Hospitality Research*, 1(1), 62-81
- Snehasish Banerjee, A. Y. (2015, October). In search of patterns among travellers' hotel ratings in TripAdvisor. Retrieved from In search of patterns among travellers' hotel ratings in TripAdvisor
- Tazim Jamala, B. S. (2007, June). Ranking, rating and scoring of tourism journals: Interdisciplinary challenges and innovations. Retrieved from Ranking, rating and scoring of tourism journals: Interdisciplinary challenges and innovations: <http://dx.doi.org/10.1016/j.tourman.2007.04.001>
- The Green Destinations Standard and the GSTR. (2016). Retrieved from Green Destination <http://greendestinations.info/gstr>
- Tijana Radojevic, N. S. (2005). Solo travelers assign higher ratings than families: Examining customer satisfaction by demographic group. *Journal of Tourism Management Perspectives*, 247-258.
- Tourism and Hospitality. (2016, June). Retrieved From Tourism and Hospitality. Retrieved from <http://nationalskillindiamission.in/updates/10>
- Tuominen, P. (2011). The Influence of TripAdvisor Consumer-Generated Travel Reviews.
- TzuKuang, H., YiFan, T., & HergHuey, W. (2009, April). The preference analysis for tourist choice of destination: A case study of Taiwan. Retrieved from The preference analysis for tourist choice of destination: A case study of Taiwan.
- UNWTO World Tourism Barometer. (2016, May). Retrieved from UNWTO World Tourism Barometer: http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_barom16_03_may_excerpt_.pdf