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Destination India: Investigating the impact of Goa's attributes on families' leisure travel experience

Abstract

The recent discourse of tourism development among officials within the Government of India has included the state of Goa, mainly because it has consistently witnessed positive economic impacts from tourism. However, in view of competition from other destinations, Goan tourism planners will need to identify important attributes of Goa that will positively affect tourists' destination loyalty. This study examines the correlation between five attributes of Goa and tourists' loyalty to Goa. Families traveling to Goa are targeted in this research because they represent a significant portion (39.5%) of the overall tourist arrivals in 2012. A sample of 258 families was collected, through convenience sampling, at the departure hall of Goa's Dabolim Airport between September and October 2012. The findings of the study revealed that all the attributes investigated have exerted destination loyalty. Moreover, price and accessibility are found to the least significant influence on the loyalty to Goa. These findings contradict those from past studies on individual travelers. Implications of the findings along with suggestions for future research for the tourism industry are also presented in the final section of this paper.

Key words: destination attributes; destination loyalty; Goa; India

Introduction

According to United Nations World Tourism Organization's (UNWTO) 2011 statistics, India is one of the fastest growing tourism markets in the world. The Government of India, realizing tourism's potential social and economic benefits, started to pursue more vigorously a development strategy aimed at improving the country's share in the world tourist receipts. The discourse of tourism development among government officials included the state of Goa for numerous reasons. For one, Goa has always attracted a large number of international, and domestic tourists from its neighbouring states even before its independence from the Portuguese administration (Wilson, 1997). In April 2000, as a result of the positive impacts that tourism has produced upon the economic structure, the Government of Goa declared tourism as an industry (Consulting Engineering Services - CES, 2001). Sequentially, a new master plan for tourism development was prepared and the government adopted a tourism policy for Goa. This new plan recommends the diversion of tourism from beach areas to the vast hinterland regions, estimating a total bed capacity of 62,776 by the year 2021 (CES, 2001). Between 2000 and 2009, Goa has witnessed a steady rise in the arrivals of both foreign and domestic tourists - from 1.27

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million in 2000 to almost 2.4 million tourists in 2008. According to statistical reports obtained from the official website of Department of Tourism Goa (2011), 2.5 million tourists visited Goa in 2009 with an average stay of 7 days.

Despite this, Piplani (2001) reveals that, "A region like Goa...[has] reached a maturity level. They no more require promotion and have similarly exhausted their carrying capacity (infrastructural, environmental or social impacts). Their problem on the contrary is of retaining their image..." (p. 7). On the same note, Noronha (1999) recommends that Goa work to diversify away from its brand-image. Wilson (1997) opines that it would seem sensible to maintain the current broad market base of the industry, and encourage greater diversification in the type of tourists who visit Goa with more emphasis being placed on cultural and heritage tourism. Other scholars have suggested a focused effort on developing a transformational strategy in the form of rural/village tourism for rejuvenating the tourism industry in the region (Butler, 1980; Weiermair, 2000). It can be seen therefore, that Goa needs a series of destination positioning strategies in order to compete with other destination having the same natural assets and offering (Kamat, 2010).

In this light, the question that arises here is what drives travelers to leave their hometown for a certain destination in order to enjoy their holiday in Goa? It raises a serious question for this study – what are the important destination attributes which can positively influence tourist satisfaction and revisit intention to Goa? The aims of this study are twofold, to identify the important attributes of Goa and their degree of importance in terms of tourist satisfaction specifically for family leisure travelers; as well as to examine the correlation between these tourists' loyalty to Goa with each of the important attributes.

Literature review

Family leisure travel

Family is defined as a fundamental social group in society typically consisting of one or two parents and their children who share goals and values and reside usually in the same house (<http://oxforddictionaries.com/definition/family>). A quick look at the demand for travel shows that the family travel market has grown considerably (Shillinglaw, 2001). Despite the increasing trend of individual travelers, family leisure travel has always been a significant portion of travels (Shaw, Havitz & Delemere, 2008). Not only do families stay longer in the destinations they travel to (Park, Lehto & Park, 2008), they also spend more than business and individual travelers (US Department of Transportation, Bureau of Transportation Statistics, 2009). In addition to its financial significance, family vacations play an important role in the social construction of the family (Holman & Epperson, 1984; Shaw *et al.*, 2008) and help to build tighter family bonds that will create repeat visits (Orthner, 1998). These points have created an interest on family-centered research in academia (Daly, 2001; Kelly, 1997).

Lamb (2010, p. 439) noted that "studies of family leisure in contemporary society are now a significant area of research and enquiry". In the same vein, Park *et al.* (2008) stated that family leisure behavior has been an important research topic in consumer behavior. Zabriskie (2001) argued that understanding family travel behavior helps hospitality managers with designing better services to satisfy family needs and wants. According to United Nations World Tourism Organization's (UNWTO, 2011) report titled

'demographic change and tourism', more than half (51%) of the trips were taken with the purposes of 'leisure, recreation and holidays' where family leisure travel accounts for a significant portion. The 2009 National Household Travel Survey (US Department of Transportation, Bureau of Transportation Statistics, 2009) revealed that only in America alone, 85.6 percent of all family trips were with leisure purposes. It also showed that family-leisure travels were the second most common cited trip purpose for long-distance adult travelers, accounting for 40.1 percent. In the case of Goa, it has been made known by the Goan Ministry of Tourism (2011) that tourists traveling with families represent a significant portion (39.5%) of the overall tourist arrivals in 2010. Thus, investigating destination attributes that create the intention for families to revisit Goa has important implications on its tourism development.

Destination attributes

Scholars have examined destination attributes for many years. The foundations for their studies can be traced back to the push and pull framework most commonly used in the study of travel motivation by Dann (1981), Crompton (1979) and Holman and Epperson (1984). The framework posits that people travel because they are pushed by internal forces (such as the desire for escape, relaxation, prestige, and social interaction) and, at the same time, pulled by the attractiveness of a destination, which include both tangible resources and travelers' perceptions and expectations (such as novelty and benefit expectation) (Uysal & Jurowski, 1994). The pull factors of a tourist destination refer to a combination of facilities and services made up of a number of multidimensional attributes that all contribute to the attractiveness of the destination for a particular individual in a choice situation (Hu & Ritchie, 1993). Once the decision to travel has been taken, it is the pull factors which attract the individual to a particular destination (Oh, Uysal & Weaver, 1995). Pull factors come forth as a result of the attractiveness of a destination according to the traveler's perceptions (Uysal & Hagan, 1993) and these are the factors that motivate him or her when planning a holiday (Goossens, 2000). Buhalis and Licata (2002) has claimed that all destinations are made up of an amalgam of tourism products and that these came together to provide consumers with an integrated tourism experience. Tourism products comprise the entire range of facilities and services offered locally, together with all socio-cultural, environmental resources and public goods. Collectively these elements may be viewed as destination resources and attractors (Inskeep, 1991). Gunn (1994) considers destination resources and attractors as destination attributes that represent the real pulling power generating tourist demand. Similarly, Crouch and Ritchie (1999) regard tourism resources and attractors as the critical attributes of a destination which attract visitors. Dwyer and Kim (2003) suggest that tourism resources and attractors should be acknowledged as the basis of destination competitiveness.

Given the importance of destination attributes in pulling tourists to particular destinations, Zhou (2005) identified 16 frequently employed main destination attributes (Culture and history, landscape, services, entertainment, relaxation, climate, price, sport, safety, local people's attitude toward visitors, special events and activities, accessibility, adventure, wildlife, close to other destinations and special animals) in 28 studies. These 16 attributes can be categorized into fewer but wider attributes such as Tourism services (Reisinger & Waryszak, 1994; Haber & Lerner, 1988; Kandampully & Suhartanto, 2000; Dwyer & Kim, 2003); Shopping and Tourist Attractions (Cohen, 1995; Mak, Tsang & Cheung, 1999; Fairhurst, Costello & Fogle, 2007; Dimanche, 2003); Environment and Safety (Jamrozy &

Uysal, 1994; Pizam & Mansfeld, 1996; Kozak & Rimmington, 1998); Accessibility (McKercher, 1998; Zhang & Lam, 1999) and Price (Sheldon & Mak, 1987; Haider & Ewing, 1990). Extending on these previous studies, this paper aims to investigate the effects of these attributes on destination loyalty. The above discussion leads to following hypotheses:

H1: Tourism services have a positive significant effect on destination loyalty

H2: Shopping and tourist attractions have a positive significant effect on destination loyalty

H3: Accessibility has a positive significant effect on destination loyalty

H4: Price has a negative significant effect on destination loyalty

H5: Environment has a positive significant effect on destination loyalty

Destination loyalty

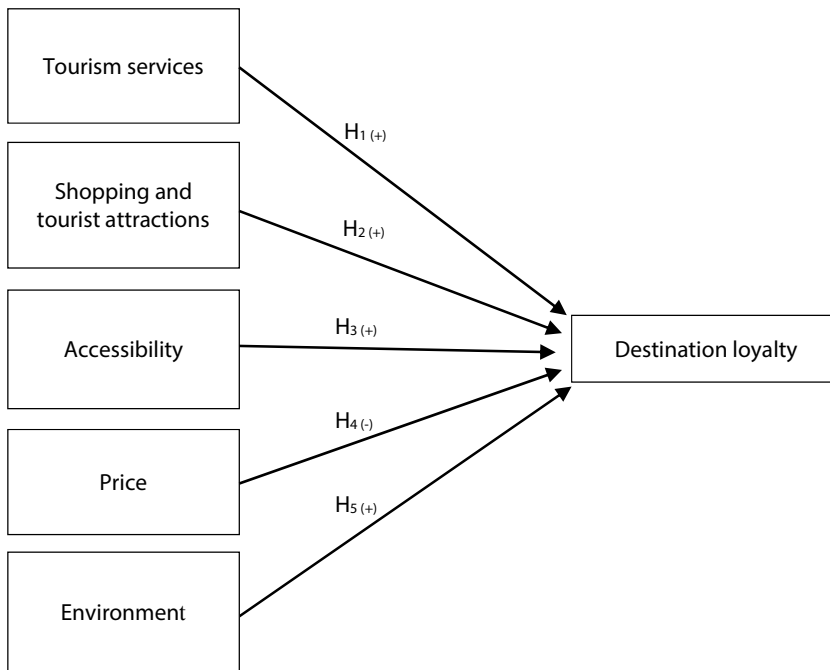
It is only in the last decade that tourism and/or leisure researchers have begun to integrate the concept of customer loyalty into tourism products, leisure and recreation activities as well as destinations (Baloglu & Uysal, 1996). There have been published studies which positively attribute tourist satisfaction to destination loyalty (Chen & Gursoy, 2001; Chi & Qu, 2008; Lin & Wang, 2005). This can best be illustrated with Bloemer and Lemmink (1992)'s study who examined the assumed positive influence of customer satisfaction on loyalty in a car sales context. Specifically, three different types of customer satisfaction (satisfaction with the car, satisfaction with the sales service, and satisfaction with the after-sales service), and two kinds of loyalty (brand loyalty and dealer loyalty) were differentiated and measured. Results supported the hypothesis that customer satisfaction with the car is a major determinant of brand loyalty, while sales service satisfaction and after-sales service are major determinants of dealer loyalty. In a destination visiting context, Yoon and Uysal (2005) found that tourist destination loyalty is positively affected by tourist satisfaction with their experiences and satisfaction was found to be negatively influenced by the pull travel motivation. In addition, Chi and Qu (2008) developed an integrated approach to understanding destination loyalty by examining the theoretical and empirical evidence on the causal relationships among destination image, tourist attribute and overall satisfaction, and destination loyalty. Their results found that destination image directly influenced attribute satisfaction; destination image and attribute satisfaction were both direct antecedents of overall satisfaction; and overall satisfaction and attribute satisfaction in turn had direct and positive impact on destination loyalty.

The overall satisfaction that tourists experience for a particular destination is also regarded as a predictor of the tourist's intention to prefer the same destination again (Oh *et al.*, 2005; Kozak & Rimmington, 2000; Kotler, Bowen & Makens, 1999). There have been few empirical studies about tourist satisfaction and the intention to recommend or revisit a site. Crompton (1979) for example, have noted that satisfaction with a particular destination appears to be a necessary condition for explaining much repeat visitation. Later studies by Pearce, Morrison and Rutledge (1998) claimed that tourists who were satisfied recommended the site and revisited them. However, unsatisfied tourists did not recommend the sites nor revisited them and consequently spread negative word-of-mouth about them. Mazursky (1989) supported this and posited that the intention to recommend or revisit a site was influenced by tourist's satisfaction. Baker and Crompton (2001) added to this literature stream by showing that the

higher the satisfaction tourist had, the more they intended to revisit a site and promote it by word-of-mouth. Many scholars have also posited that the greater the tourist satisfaction, the more likely it is for positive word of mouth recommendations (Hankinson, 2004).

From the literature reviewed above, it is clear that loyalty, within the context of tourism research, has been indisputably attributed to an intention to return, repeat visitation and willingness to perform marketing activities in terms of making positive recommendation of the site/destination or product/service to others. It is also clear that satisfaction is directly linked to revisit intention, therefore conceptualizing the notion that these two constructs (satisfaction and revisit intention) form the basis for destination loyalty. In fact, many studies have suggested that customers' satisfaction and stated intention to repurchase can be considered as a faithful proxy to behavioral loyalty (Jones & Sasser, 1995). Therefore, the conceptual model, incorporating the hypotheses discussed above, is illustrated below as Figure 1.

Figure 1.
Study hypotheses and conceptual model



Methodology

This study uses six dimensions borrowed from past studies to investigate family leisure behavior in a popular tourist destination in India, Goa. Following are the dimensions investigated in this research; tourism services - (Dwyer & Kim, 2003; Haber & Lerner, 1998), shopping and tourist attractions (Sparks, Bowen & Klag, 2003; Soriano, 2002), accessibility (Chu-Mei, 2001; Weiermair, 2000), price (Chen & Gursoy, 2001; Kandampully, 2000), environment (Sarikaya & Woodside, 2005; Yoon & Uysal, 2005) and destination loyalty (Beerli & Martin, 2004; Hankinson, 2004). The questionnaire

contained 27 multiple choice questions designed to capture five destination attributions and one destination loyalty dimension. The dimensions and the number of questions they contained are as follows: tourism services - (4 items), shopping and tourist attractions (6 items), accessibility (4 items), price (5 items), environment (3 items) and destination loyalty (5 items). On a 5-point Likert scale (Likert, 1932), ranging from '1= Strongly disagree' to '5= Strongly agree (5)', respondents were asked to indicate the extent to which they agree or disagree with the mentioned statements.

In order to test the hypothesized relationships, data has been collected from international tourists who visited Goa with their families. Data were collected in the Goa's Dabolim International Airport between September and October 2012 through the use of convenience sampling. Travelers, having given the assurance of confidentiality, were requested to participate in the present study by filling out the questionnaire in a self-administrative manner. Out of 400 questionnaires printed and distributed, 258 usable ones were returned, indicating a response rate of 64.5 percent. Table 1 shows the demographic breakdown of the sample. First, a frequency analysis (descriptive) was used to describe the respondent profile while a multiple-group analysis (multivariate) were carried out to test the factorial structure of the instrument and to test the hypotheses (Hair, Money, Samouel & Page, 2007).

Table 1
Demographic breakdown of the sample (n=258)

	F	%
Age		
Below 20	1	0.4
21-30	49	19.0
31-40	174	67.5
41-50	25	9.7
51 and above	9	3.5
Total	258	100.0
Gender		
Female	121	46.9
Male	137	53.1
Total	258	100.0
Education		
Secondary / High School	40	15.5
Vocational School	24	9.3
Undergraduate	183	70.9
Graduate	11	4.3
Total	258	100.0
Nationality		
American	52	20.2
Australian	42	16.3
British	39	15.1
German	28	10.9
Russian	20	7.8
Canadian	14	5.4
Others	63	26.3
Total	258	100.0

Table 1 Continued

	F	%
Days in Goa		
Less than 3 days	18	7.0
3-4	114	44.2
5-6	97	37.6
More than 6 days	29	11.2
Total	258	100.0

As demonstrated in Table 1, the majority of the respondents (77.2%) were between the ages of 31 and 50. More than fifty-three percent of the respondents were male. More than seventy percent of the respondents had university education. Most of the respondents were from America (20.2%), Australia (16.3%) and United Kingdom (15.1%). An overwhelming majority of them stayed between three to six days in Goa.

Table 2
Exploratory factor analysis results

Variables and Items	Eigen-value	Factor loadings	% Variance	Cum. %	Cronbach alpha
Tourism Services (TOSER)	7.32		21.72	21.72	0.90
TOSER4		0.88			
TOSER3		0.85			
TOSER1		0.76			
TOSER2		0.73			
Price (PRICE)	4.50		14.66	36.38	0.87
PRICE2		0.83			
PRICE3		0.80			
PRICE1		0.79			
PRICE5		0.76			
PRICE4		0.71			
Shopping & Tourist Attr. (STOAT)	3.72		6.29	42.67	0.84
STOAT5		0.81			
STOAT4		0.79			
STOAT1		0.77			
STOAT2		0.72			
STOAT3		0.70			
Accessibility (ACCES)	3.61		5.54	48.21	0.77
ACCESS1		0.80			
ACCESS4		0.78			
ACCESS2		0.72			
ACCESS3		0.69			

Table 2 Continued

Variables and Items	Eigen-value	Factor loadings	% Variance	Cum. %	Cronbach alpha
Environment (ENVIR)	2.13		2.43	50.64	0.77
ENVIR1		0.77			
ENVIR3		0.75			
ENVIR2		0.70			
Destination Loyalty (LOYAL)	3.19		9.88	60.52	0.74
LOYAL1		0.84			
LOYAL5		0.80			
LOYAL2		0.78			
LOYAL3		0.75			
LOYAL4		0.73			

Notes: KMO (Kaiser-Meyer-Olkin Test of Sampling Adequacy) → 0.873
 Bartlett's Test of Sphericity → 4918.417 p<0.0001
 Overall alpha coefficient = 0.92

Table 2 indicates a reasonable fit of 5-factor model to the data on the basis of a number of statistical analyses. KMO test indicated an adequate sample size, 0.873 at 0.001 level. Total variance explained by the factors was 60.52 percent. Majority of the factor loadings are above 0.70, except one item (ACCESS3) which is only slightly lower than 0.70 at p<0.05 level. Only one item (STOAT6) whose factor loading score was below the cut-off value of 0.60 as recommended by Nunnally (1978) and therefore was deleted from the scale. The high comparatively high Eigenvalues and Cronbach alpha scores indicated a strong factorial structure of the instrument (Tabachnick & Fidell, 2006). Overall alpha coefficient is 0.92 which is deemed high and well above the accepted cut-off value of 0.60. Overall, these results provide support for the dimensionality and reliability of the scale (Anderson & Gerbing, 1988).

Additionally, composite scores for each study variable were calculated by averaging scores in order to measure discriminant validity across items representing that dimension. As it is demonstrated in Table 3, all correlations among the study variables are significant at the 0.01 level. The correlations among the study variables range from 0.22 (shopping and tourist attractions and environment) to 0.67 (tourism services and destination loyalty). Means and standard deviations of composite scores of the study are also given in the Table. Overall, these results provide additional support for the discriminant validity of the scale.

Table 3
Means, standard deviations and correlations of the study variables

Variables	1	2	3	4	5	6
Tourism Services (TOSER)	1.00					
Price (PRICE)	0.44	1.00				
Shopping & Tourist Attr. (STOAT)		0.42	0.47	1.00		
Accessibility (ACCES)	0.32	0.31	0.38	1.00		
Environment (ENVIR)	0.47	0.40	0.22	0.29	1.00	
Destination Loyalty (LOYAL)	0.53	0.54	0.57	0.50	0.67	1.00

Table 3 Continued

Variables	1	2	3	4	5	6
Means	3.81	3.72	3.32	3.55	3.21	3.88
Standard Deviations	0.62	0.65	0.71	0.52	0.77	0.87

Notes:

Composite scores are calculated by averaging items representing that measure. Responses range from 1 to 5. Higher scores indicate favorable responses. All correlations are significant at the 0.01 level.

Multiple regression analysis was used to determine the impact of each independent dimension on the dependent dimension, namely destination loyalty. The independent dimensions were five attributes of destination loyalty adapted from the relevant literature (Heung, 2000; Chaudhary, 2000; Dwyer & Kim, 2003; Yoon & Uysal, 2005; Gursoy, Spangenberg & Rutherford, 2006). Following linear equation is tested by using multiple regression analysis (Churchill, 1979).

$$Y = a + b_1(X_1) + b_2(X_2) + b_3(X_3) + b_4(X_4) + b_5(X_5) + E$$

Y = Dependent variable, destination loyalty (*LOYAL*)

a = Intercept or constant value

B_1 = Coefficient (slope) of the independent variable one

X_1 = Independent variable one, tourism services (*TOSER*)

B_2 = Coefficient (slope) of the independent variable two

X_2 = Independent variable two, price (*PRICE*)

B_3 = Coefficient (slope) of the independent variable three

X_3 = Independent variable three, shopping and tourist attractions (*STOAT*)

B_4 = Coefficient (slope) of the independent variable four

X_4 = Independent variable four, accessibility (*ACCES*)

B_5 = Coefficient (slope) of the independent variable five

X_5 = Independent variable five, environment (*ENVIR*)

E = Standard Error

Multiple regression analysis was carried out by considering tourism services (*TOSER*), price (*PRICE*), shopping and tourist attractions (*STOAT*), accessibility (*ACCES*), environment (*ENVIR*) as the independent variables and destination loyalty (*LOYAL*) as the dependent variable. The results in regression analysis was first confirmed by testing the assumptions of normality, linearity, homoscedasticity, and independence of residuals, revealing that "the residuals are normally distributed about the predictor dependent variable score, residuals have straight line relationship with the predicted dependent variable scores, the variance of residuals about predicted dependent variable scores is the same for all predicted scores" (Tabachnick & Fidell, 2006, p. 122). In addition, results indicate no evidence of multicollinearity

problem (given that each conditioning index is lower than 30, and at least two variance proportions are lower than 0.50), which is a common problem in multiple regression analysis. Result of the linear equation tested is as follows. This result indicated a statistically significant set of relations.

$$Y = 9.612 + 0.41(TOSER) + 0.22(PRICE) + 0.30(STOAT) + 0.17(ACCES) + 0.28(ENVIR) + 0.473$$

Table 4

Results of multiple regression analysis

Multiple R = 0.67 R² = 0.51 Adjusted R² = 0.50 Standard error = 0.47
 F = 69.82 P < 0.001

Independent variables: Tourism Services (*TOSER*), Price (*PRICE*), Shopping and Tourist Attractions (*STOAT*), Accessibility (*ACCES*), Environment (*ENVIR*)

Dependent variable: Destination Loyalty (*LOYAL*)

Independent variables	Beta ^a	t-value	p ^b
Tourism Services (<i>TOSER</i>)	0.41	9.72	0.01
Price (<i>PRICE</i>)	0.22	4.31	0.02
Shopping & Tourist Attr. (<i>STOAT</i>)	0.30	6.55	0.01
Accessibility (<i>ACCES</i>)	0.17	2.28	0.03
Environment (<i>ENVIR</i>)	0.28	5.36	0.01

Notes: ^aStandardized coefficient - ^bp < 0.05

Assumptions:

Normality: Kolmogorov-Smirnov Statistics 0.10 < 0.12 at a significant level of 0.001

Linearity: Confirmed by the analysis of partial regression plots

Homoscedasticity: Confirmed by the analysis of partial regression plots

Independence of Residuals: Durbin-Watson test, score = 1.788

Multicollinearity statistics:

Dimensions	Condition		Variance proportions				
	Index	Constant	<i>TOSER</i>	<i>PRICE</i>	<i>STOAT</i>	<i>ACCES</i>	<i>ENVIR</i>
1	9.61	0.01	0.02	0.01	0.57	0.01	0.01
2	13.44	0.01	0.41	0.01	0.01	0.12	0.02
3	17.70	0.03	0.03	0.03	0.04	0.03	0.36
4	20.05	0.07	0.02	0.01	0.01	0.48	0.07
5	21.86	0.09	0.11	0.52	0.02	0.02	0.10

Notes: There is no evidence of Multicollinearity problem since each conditioning index is lower than 30, and at least two variance proportions are lower than 0.50 (Tabachnick and Fidell, 1996, p. 87).

The results also demonstrate that independent variables jointly explain 51 percent of the variance (R²) in destination loyalty, which is deemed a reasonably high value in this kind of multi-factorial behavior questions (Nunnally & Bernstein, 1994). Moreover, F-value was 69.82 at a significance level of p<0.001 indicate that independent variable used in this study are highly relevant and have the power to explain the dependent variable, destination loyalty.

When the beta values, t-values and significance levels analyzed, results show that all values are well-above the recommended levels (Nunnally & Bernstein, 1994; Tabachnick & Fidell, 20066). More specifically, tourism services exerted the highest (β=0.41, t-value=9.72) effect on destination loyalty at p<0.01 level. Similarly, shopping and tourist attractions (β=0.30, t-value=6.55), environment (β=0.28,

t-value=5.56), price ($\beta=0.22$, t-value=4.31) and accessibility ($\beta=0.17$, t-value=2.28) exerted significant positive effects on destination loyalty at $p<0.01$ or $p<0.05$ levels. Overall, the results suggested that all five hypotheses are supported with the data collected from the family leisure travelers in Goa. Thus, all hypotheses are accepted.

Discussion and conclusion

Tourist loyalty to a destination is a very complex behavior. It is affected by many events ranging from the existence of friendly hotel staff to the availability of tourism services in that destination (Choi, Chan & Wu, 1999). Most of these attributes have been investigated by many academics, yet researchers call for more empirical studies investigating particular effects of these attributes in different locations (for instance; Kozak & Rimmington, 1998; Heung, 2000; Chaudhary, 2000). For this reason, the present research aimed to investigate the effects of selected destination attributes - namely tourism services, price, shopping and tourist attributes, accessibility and environment - on leisure family travelers' loyalty to Goa as a tourist destination. The result of the multiple regression analysis revealed that all five tested hypotheses were statistically significant thus were accepted. The following section discusses these results and provides several implications not only to the tourism officials in Goa but also tourism administrators in similar destinations.

Results revealed that the 'tourism services' dimension is perceived to be the most important determinant of family leisure travelers' loyalty to Goa. In other words, they indicated that Goa should have well-planned and well-managed tourism services. To be more specific, within the tourism services dimension, 'availability of the accommodation facilities' and 'good quality restaurants' were found to be vitally important for family leisure travelers. Moreover, results indicated that 'having family friendly services at the tourist attractions' is also important for respondents. These results are consistent with previous research, for instance Dwyer and Kim (2003) noted that availability and quality of tourism services are the most important determinants of destination loyalty. Similarly, Shaw *et al.* (2008) noted that services in tourist attractions, that are specifically designed to accommodate family needs, play an important role in creating a memorable family vacation, and resulting in revisit intention. The findings of this research suggest that tourism officials in Goa should ensure adequate supply of the accommodation services and quality restaurants.

Results of the present research have highlighted the 'shopping and tourist attractions' dimension to be the second most important attribute in influencing family travelers' loyalty to a destination. This finding indicates that family travelers would like to find a variety of good quality shopping products in Goa. This is consistent with the findings of previous destination loyalty studies. Specifically, Heung (2000) found that family travelers from Mainland Chinese seek 'shopping and tourist attractions' during their trips to Hong Kong. Findings of this study suggest that tourism administrators in Goa should ensure the existence and variety of shops in tourist spots. As recommended by Kelly (1997), prices and service quality levels of these shops should also be constantly checked by tourism officials in order to maintain the supply and quality of these shops. In addition, 'design, conservation and presentation of natural and cultural attractions' came up as a significant factor for creating a large pool of loyal family travelers. Therefore, government officials in Goa should aim to systematically control the quality of the natural and cultural attractions so that family travelers will return to enjoy them.

Following tourism services and shopping and tourist attractions, 'environment', 'price' and 'accessibility' are also important in creating loyalty intention amongst families travelling to Goa. Under the environment dimension, family travelers noted that they value being in a safe, peaceful and clean environment. This finding confirms the findings of previous research, for instance Park *et al.* (2008) who pointed that being in an unsafe and unhygienic environment are key service failures and reasons for why family travelers feel cheated and never visit the same destination. It is therefore imperative that tourism officials in Goa create and maintain a clean and safe environment if they are resolute in getting family leisure travelers to revisit. Results also indicate that price and accessibility dimensions are also important for family travelers and these attributes affect their loyalty. These results extend the findings of other studies which posited that price and accessibility are important individual budget and business travelers (Chi & Qu, 2008; Fairhurst *et al.*, 2007; Kandampully, 2000; Weiermair, 2000). However, comparatively less research has been conducted on the possible effect of price and accessibility on family leisure travelers' loyalty (Kelly, 1997; Zabriskie, 2001). These two results suggest that tourism administrators in Goa should monitor the prices and if necessary, provide subsidies to maintain the price levels of the products and/or services that are being offered to family travelers. As for accessibility, Goan tourism officials should ensure that transportation services to and in Goa are adequate, working efficiently and located conveniently.

Holloway and Plant (1988) maintained that if destination marketers have a clear grasp of the reasons for the demand from each market segment, they will be able to choose advertising and sales messages that appeal to tourists to buy their products, as well as being able to tailor their products more closely to their customers' requirements. The results of this empirical study present a clear picture of Goa as a holiday destination for families. It clarifies how satisfaction with each of destination attributes affects families' loyalty to Goa. This study has provided support for the very few studies which have conceptualized destination loyalty as an amalgamation of satisfaction and intention to revisit. Most previous destination loyalty studies have used either one or the other, but not both, as an indicator of assessing destination loyalty. There are also many studies which have made the link between satisfaction and intention to revisit but do not necessarily extend the connection between these two constructs to loyalty. The findings from this study have hopefully helped contributed to existing theory on destination loyalty and advanced the current practice in the area of tourism and hospitality management.

It should be noted that there are some limitations to the current study. Firstly, due to the limited resources, this study employed a convenience-sampling approach. Future studies may employ one of the probabilistic sampling approaches to increase the generalizability of the findings. Secondly, this study investigated possible effects of only five destination attributes. In such a complex phenomenon as destination loyalty, there may be other attributes equally if not more important, thus, future studies should consider including 'previous experience' (Rittichainuwat *et al.*, 2002), 'destination image' (Gursoy, Spangenberg & Rutherford, 2006) and 'destination attractiveness' (Hu & Ritchie, 1993) to achieve some more comprehensive results. Until further studies are conducted, findings from the present study and the recommended strategies based on them should remain tentative. As a closing note, replication studies with large sample size elsewhere would be fruitful for further generalizations of the study findings.

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