

DESTINATION ATTRACTIVENESS FROM THE VIEW OF TOURISTS – A CASE ANALYSIS ON THE TEMPLE CITY, BHUBANESWAR, INDIA

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Abstract: The history of Bhubaneswar in the state of Odisha can be dated back to 3rd century B.C. It is the largest city in the state, popularly known as the ‘Temple Town’ or ‘Temple City’ which receives thousands of tourists every year for its attractions. The principle aim of this paper is to find out the factors influencing the destination attractiveness with the help of the perception of tourists in the temple city of Bhubaneswar through their level of satisfaction. Apart from that, the study analyzed that how the key elements of a destination can contribute to its attractiveness which further enhances the destination’s image. The method advised in the paper was questionnaire method where the responses were taken on a five-point Likert scale. A sample of 100 tourists was taken to find out their perception regarding destination attractiveness. The data was analyzed through descriptive statistics, factor analysis and correlation. From the study it was found out that the core determinants of the attractiveness are the facilities provided in the destination and its support services while the secondary determinants consist of people-related factors. It was also found out that the people related factors and the support services and facilities are complementary to each other when it comes to destination attractiveness.

Key words: destination image, destination enhancement, destination attractiveness, tourism, factors

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INTRODUCTION

Odisha, which was formerly known as Orissa is located in the north eastern part of India, famous for its historical places and natural resources is surrounded by the states of Jharkhand, Chhattisgarh, West Bengal and Andhra Pradesh. It lies on the eastern coast of the great Indian subcontinent. The geographical coordinates for the state of Odisha are located between 17.49’ N and 22.34’ N north latitude and 81.27’ E and 87.29’ E east longitude. The state attracts tourists from worldwide because of its rich and variety of cultures and languages. The state’s capital is Bhubaneswar which is found in the vicinity of historic temples located in the east-central coastal plains. As the industry of tourism is an amalgamation of many industries like hotels, retailers, restaurants, transport and other ancillary services, it offers jobs to millions of people. “The tourism sector holds significance in terms of economic and other impacts, as the World Travel and Tourism council (WTTC) reports, that the tourism sector contributed \$8.8 trillion or 10.4% to the world GDP” (World Travel and Tourism Council Report, 2019-20). The scenario in India in terms of tourism contribution is \$234 billion which is 10.3 % of India’s GDP according to the WTTC report 2019- 20. The state of Odisha has 30 districts with attractive tourists’ destination that is yet to be explored. Figure 1 depicts the different districts of Odisha through its district boundary, national highway, district headquarters, major roadways and railways. The temple city of Bhubaneswar is located in the district of Khordha and is the most visited destination and it is the gateway to other tourists’ spots in Odisha. In Table 1 below it is depicted that the tourists’ arrival in the state of Odisha has a significant growth from the year 2014 to 2019 at 8.90 % due to the various attractions found in Odisha. Figure 2 depicts the percentage growth of tourists in the state of Odisha for the years 2014- 2019. Bhubaneswar’s rich and cultural heritage have been one of the major destination attractions but along with that there has to be other facilities and services to uplift the image of the destination. In the present study those factors that contribute to the destination attractiveness in the context of the temple city of Bhubaneswar have been studied.

Table 1. Tourists’ arrival in the state of Odisha for the last five years Source- Annual Report of Tourism of Odisha (2018-2019) Department of Tourism, Government of Odisha, India (https://dot.odishatourism.gov.in/sites/default/files/Annual%20Activities%20Report%202018-19_1.pdf)

Year	From Odisha Domestic tourists	Outside Odisha Domestic tourists	Total	% Growth	Foreign Tourists	% Growth	Grand Total	% Growth
2014-15	66,30,499	44,20,852	1,10,51,351	9.81	72,215	7.14	1,11,23,566	9.79
2015-16	72,40,304	48,27,391	1,20,67,695	9.20	67,364	6.72	1,21,35,059	9.09
2016-17	78,67,321	52,45,407	1,31,12,720	8.66	77,496	15.04	1,31,90,224	8.69
2017-18	85,56,603	57,04,943	1,42,61,546	8.76	1,02,995	32.90	1,43,64,541	8.90
2018-19	93,05,282	62,04,247	1,55,09,529	8.75	1,13,721	10.41	1,56,23,250	8.76

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Bhubaneswar – A backdrop

Bhubaneswar, the capital city, is the largest city in the state of Odisha. It is the hub for cultural and economic activities. The history of Bhubaneswar can be dated back to 3rd century B.C., but the modern city of Bhubaneswar was established in the year 1948. Bhubaneswar is the convergence of three religions, Buddhism, Hinduism and Jainism and is surrounded with the finest Kalingan temples. It is one of the destinations that has emerged as the center for information technology and education. It is also regarded as one of the country’s fastest developing cities in the country. The oldest part of the city is known as the old town of Bhubaneswar and is sometimes referred as the, “Temple Town”. The famous temples located in Bhubaneswar are the Lingaraj, Mukteswar, Parsurameswar, Sidheswar, Rajarani, Ananta Vasudev, Chausathi Yogini and many others. The Dhauli, Shanti Stupa and the Khandagiri Udayagiri caves leaves a tourist spellbound with its magnificence view. Bhubaneswar is referred to as the ‘Temple City of India’ as it is said to have around thousand temples in and around the city. The culture of Odisha can be well seen in the form of handicrafts, sculpturing and artistry and the famous Odissi Classical dance form.

Fairs and Festivals of Bhubaneswar

Ashokashatami is a very famous festival that is celebrated in the city mostly in the month of March or April

were the idol of Lord Shiva and other deities are taken in a procession to the Mausimaa temple which is otherwise known as Rameshwar temple. The deities stay there for four days. In this festival the chariot of the Lord, known as ‘Rukuna Rath’ is pulled by hundreds of devotees. In the grand Ekamra Festival, it houses so many sub-festivals like Rajarani Music Festival famous for Indian Classical music, Kalinga Mahotsav famous for traditional martial arts, Mukteshwar Dance Festival famous for Indian Classical dance forms especially Odissi and Dhauli- Kalinga Mahotsav famous for Indian classical dance forms. Besides this, the Adivasi Mela (The Tribal Fair) is held every year in the month of January that showcases the culture and traditions of the tribal inhabitants of Odisha along with their arts and handicrafts. The other famous fair includes Khandagiri Utsav and Toshali National Crafts Mela.



Figure 1. District map of Odisha (Source- <https://www.mapsofindia.com/maps/orissa/>)

Cuisine of Bhubaneswar

The cuisine of Bhubaneswar consists of typical Odia Cuisine that includes the famous Rasagola, Chhena Gaja, Rasabali, Chhena Poda and Chhena Jhili. It is also famous for its seafood that is brought from Chillika lake like lobsters, crabs and prawns. The Ananta Vasudev temple and the Lingaraj Temple is famous for serving ‘Abadha’ to many devotees which includes Arna (Rice), Dalma (delicacy made out of vegetables and lentils and other spices), Besara, Sakara, Khiri and Khata. ‘Pitha’ is famous in every nook and corner of the city made out of jaggery, coconut pieces, rice etc. is the principal delicacy cooked especially during festivals.

Research Objectives

1. To find out the key elements of Bhubaneswar that attracts the tourists;

2. To analyze how the key elements of destination attractiveness enhances a destination;
3. To apply the key elements of destination attractiveness in the temple city of Bhubaneswar in order to enhance the image of the destination.

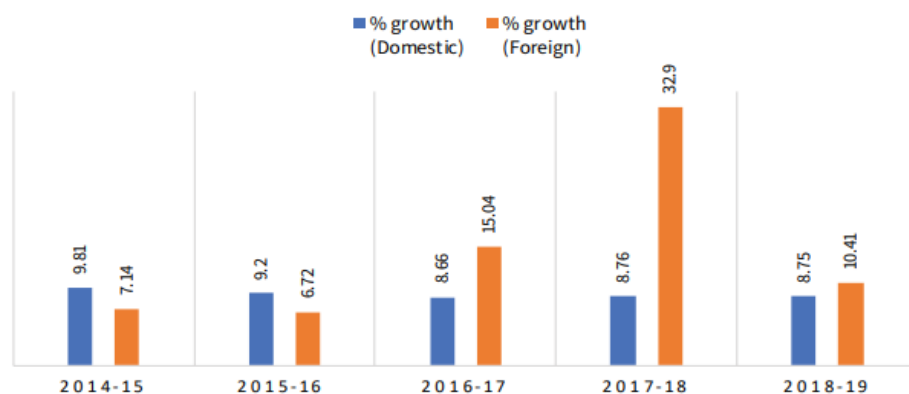


Figure 2. Percentage Growth of Tourists Visits (Source: Annual Report of Tourism of Odisha (2018-19) Department of Tourism, Government of Odisha https://dot.odishatourism.gov.in/sites/default/files/Annual%20Activities%20Report%202018-19_1.pdf)

LITERATURE REVIEW

The concept behind the attractiveness of tourism is it is not specific rather it is abstract in nature and the measurement of its attractiveness helps the measurement of its attractiveness helps the managers of the destination to compare their competitiveness with the other destination (Naser and Chaudhary, 2021). “Attractiveness is perceived by tourist when they intend and involve themselves in tourism activities” (Stankova et al., 2017: 142-155).

The attractions of a tourist destination can be described as manifestations of physical and mental image of destination attractiveness that is perceived by the tourists on the availability of natural attractions in a destination (Klufova, 2016). The destination attractiveness is often measured by the views of the tourists about the “destinations perceived ability to satisfy their needs”. In order to encourage the people to travel to a destination it is necessary to study the elements of necessary to study the elements of destination attractiveness (Formica, 2001). In order to take decisions for strategic marketing of tourism destinations it is crucial to determine the destination image. According to Christina and Qu (2008) the destination loyalty is mostly linked to the destination image and tourist satisfaction. “The major value of destination attractiveness has on the tourists” (Kim et al., 2003). Destination attractiveness can be defined as, “the relative importance of individual benefits and the perceived ability of the destination to deliver these individual benefits” as described by Mayo and Jarvis (1981: 281).

Gunn (1988) opined that there would be no tourism without tourism attractions. To this Lew (1987) added that the vice versa of the statement that without tourism there would be no tourism attractions. The center of tourist experiences is the tourist’s attractions, and for proper destination management it is important to correctly market and to present destination attractions adequately as suggested by Gartner (1986). According to the model of Ritchie and Crouch (2005: 137), tourism attraction is the key element in destination attractiveness as well as it is the major factor for destination interest that actuate the tourists to visit a particular place. The tourist’s attractions are the main element of the destination that appeals the tourists so also the destination competitiveness puts the tourism attractions in central position.

One of the major motivations for the tourists are the attractions of a particular destination. In order to take decisions for strategic marketing of tourism destinations it is crucial to determine the destination image. According to Christina and Qu, 2008, destination loyalty is mostly linked to the destination image and tourist satisfaction. The main advantage of destination attractiveness is the fascination of attracting tourists towards the destination. “The major value of destination attractiveness is the pulling effect of attractiveness has on the tourists” (Kim et al., 2003). “On one hand, visitor satisfaction is an important factor for the commercial success of the tourism industry, on the other hand, maintaining a high level of tourist satisfaction and ensuring a meaningful experience to the tourists is an important indicator of sustainable tourism” (Patuelli et al., 2014: 10). However, the success of tourism industry depends on the tourist’s satisfaction. Providing tourist, a life time experience by meeting their expectations will contribute to sustainable tourism.

Classification of Destination Attractiveness

Various researchers have identified the features of attractiveness of a destination and have segmented into primary and secondary features. The primary features of attractiveness consist of culture, nature and traditional architecture while the secondary features consist of transport, tourism facilities and services and accommodation (Thiele et al., 2013). The attractions of a tourist destination are crucial as it plays a major role for the success of a tourist site as they serve to be the key motivators for frequent visits and so also, they act as resources for the local communities (Leask, 2003). To consolidate numerous tourism attractions into fewer categories, it is important to classify them. According to the classification proposed by UNWTO Annual Report (1993): 109, destination attractiveness have classified into the following categories: “i) Natural tourists’ resources; ii) Cultural and historical heritage in tourism; iii) Climate conditions; iv) Infrastructure; v) Tourists’ services and facilities”. Though the above classification is widely accepted, but is insufficiently detailed. The classification proposed by Ritchie and Crouch (2000):140 is one of the recent classifications which is widely accepted by the scholars. They are classified into seven categories: “i) Physiography and history; ii) Culture and history; iii) Mix of activities; iv) Special events; v) Entertainment; vi) Superstructure; vii) Market ties”.

According to many authors, the culture and history of a place are a set of destination attributes that have the quality to satisfy the urge for intellectual needs of the tourists like the custom, way of living, their haute cuisine, architecture, their lingo

to name a few have the potentiality of providing an extraordinary experience. “These elements include tradition and life style of destination residents, gastronomy of the destination, architectural characteristics and language spoken by residents as well as many other destinations features that have the ability to provide a unique and non-routine experience” (Damir and Darko, 2011:72). For the overall level of destination attractiveness, the climate and physiography are the main characteristic to attract the tourists. During the stay in a particular destination the tourists are becoming more active in the present-day scenario for the destination attractiveness consisting of mix of activities is gaining more popularity, moreover, the destination managers have full control over this. In order to attract visitors and to establish uniqueness in the tourism market special events are influential that refers to a wide variety of events that a destination has to offer. These events can either be mega events of international importance or small events of local significance. Tourists also look for entertaining activities which includes going to concerts, theatres, or interesting night life. The superstructure of a tourism destination are the facilities offered to the tourists like accommodation, services, entertainment, and support services etc. While, the market ties, could be described as the relationship between that exists between the generating markets and the tourism destination which could be the source for a strong motivator and so also a principal contributor in order to make it an appealing destination. Other factors contributing to destination attractiveness planning and development, destination policy, supporting factors and resources destination management etc.

Destination competitiveness and destination attractiveness are two separate things. Formica (2001), advocate that the destination attractiveness is the relationship between the availability of the attractions in a destination and the perceived importance of such attractions. While Ritchie and Crouch (2000), opined that, the competitiveness of a destination depends upon its resource availability and its effective mutilation for long term tourist attraction. In other words, the competitiveness of a destination can be defined as the ability of a destination to use the resources of its own to attract tourists over long time to come. According to Gearing (1974), the tourists consider transport network, facilities and prices of venues as destination attributes. Gartner (1986) suggests that there can be other attributes of destination which includes outdoor life, night life and natural environment. In the global demand for tourism cultural attributes is the most important attribute. Kim et al. (2003) highlights on several attributes like cleanliness, quality of accommodation facilities, accessibility, safety, entertainment, peaceful environment, reputation and recreational activities.

Tourist Satisfaction through Destination Attractiveness

Kozak and Rimmington (2000) suggest that the tourist perception and their satisfaction is one of the prime variables to attain competitiveness in the tourism business as it directly affects consumption of products and services and the choice of destination. Tse and Wilton (1988: 206) describe tourist satisfaction as, the difference of opinion on the customer perception on a product before and after its consumption. The actual performance of the product can be only perceived after its consumption and the best example can be the tourist’s response for its evaluation after visiting the destination. Oliver (1999; 44) defined satisfaction as, “the consumer’s fulfillment response, as it is a judgement that a product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels or under or over fulfillment”. According to Baker and Crompton (2000: 20) satisfaction is something, “as a person’s feelings of pleasure or disappointment that results from comparing a product from perceived performance in relation to his or her expectations”. Kim et al. (2003: 23), has described the tourist satisfaction as the customer post purchase attitude towards perception & expectation of product and services. In other words, the satisfaction of the tourists can be judged through a mental comparison of the quality of the service and the product that a consumer purchases which forms a post-purchase attitude. The characteristics of a destination like perceived quality, perceived attractions, perceived value and perceived risk are often used to measure the satisfaction of the tourists (Chi et al., 2008). Girish and Prayag (2008) suggest that the characteristics of a tourist destination like safety, cultural attractions, infrastructure comfort facilities, accessibility, ambience, shopping and other tourists’ attraction greatly affects the satisfaction of the tourists. They also suggest that the overall destination image, that consists of destination attractions like accessibility, accommodation, activities, amenities, shopping and the host population have an influential impact on the satisfaction of the tourists (Girish and Prayag, 2008). Cohen (2012: 76), advocates that the, tourist attractions, basic amenities, cultural attractions, touristy infrastructure and accessibility, natural surroundings, various economical activities determine tourist satisfaction. A destination’s cultural resources is more attractive for the tourists as suggested by Patuelli, et al. (2014: 105). The literature review has disclosed that there is a relationship between the tourism attraction and tourists’ satisfaction. The experience of the tourist with the tourist attractions at the tourist destination have a great impact on the satisfaction of the tourists. This would further determine frequent and repeated visits of the prospective tourists.

Hypotheses: H1- Factors contributing to destination attractiveness enhances the destination image

H2- The tourists’ perception helps in determining the factors of destination attractiveness

METHODOLOGY

The data was collected through the questionnaire method. The questionnaire method encourages the survey participants to respond or answer to text-based statements “by either marking a page, writing a number of checking box on paper or through online medium” (Johnstone, 2015:5). According to Fife (2006) the method of questionnaire remains the most commonly used tool for research in the field of social sciences. The questionnaire was a self-devised questionnaire based on the previous literature. The responses were taken on a five-point Likert scale, that ranged from 1 to 5, 1 meant Excellent, 2 meant Good, 3 meant neither good or bad, 4 meant could improve and 5 meant unsatisfactory. The questionnaire consisted of 29 questions which were based on different tourist attractions of the destination and its related services. The responses from 100 tourists were mapped across different tourists’ sites in Bhubaneswar. The data was processed through descriptive statistics, factor analysis and correlation.

Table 2. Descriptive Statistics

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Perception regarding heritage tourism	100	1	100	50.50	29.011
Opinion regarding the natural landscapes	100	1	4	1.96	.920
Opinion regarding the tourist's facilities	100	1	5	2.58	1.130
Monuments and historical buildings	100	1	5	2.01	1.124
Culture, history and art	100	1	3	1.95	.730
Customs and religious activities	100	1	2	1.38	.488
Behaviour of the host population	100	1	4	2.06	1.023
Value for money	100	1	5	2.27	1.205
Civic sense of people	100	1	4	2.69	1.169
Standard of Transportation	100	2	5	4.20	.921
Quality of infrastructure	100	2	5	3.17	1.006
Climatic condition	100	1	5	1.86	1.164
Political stability	100	2	5	2.48	.858
Unique tourists' attractions	100	1	3	2.11	.549
Quality of local food and cuisine	100	1	2	1.65	.479
Availability of special events and fairs	100	1	2	1.37	.485
Availability of local items, handicrafts and souvenirs	100	1	4	2.15	.947
Safety and security of tourists	100	1	5	2.59	1.102
Availability of lavatories	100	1	4	1.91	.740
Availability of guide services	100	2	5	3.58	.831
Availability of Urban Sight-seeing	100	1	3	1.64	.612
Cleanliness in the tourist sites	100	1	3	1.68	.649
Availability of various transportation options	99	1	4	1.86	.845
Procedure of customs and immigration in airports	100	2	5	4.04	.737
Quality of sound and light show	100	1	3	1.67	.652
Availability of entertainment activities	100	1	5	3.47	1.096
Availability of signs and signages	100	1	3	1.65	.716
Availability of Tourism information centres	100	1	3	1.77	.664
Availability of accommodation facilities	100	1	5	3.65	1.226
Valid N (listwise)	100	1	3	1.63	.614
	99				

Data Interpretation

The responses given by the tourists are mapped in the following manner. The descriptive statistics gives the information about the average score, mean and standard deviation for each of the factors. Table 2 represents the descriptive statistics of the tourists' response with respect to the questionnaire. There were a lot of deviations in the responses of the tourist, in spite of that they have agreed in certain factors related to destination attractiveness, they are the natural landscapes in Bhubaneswar, tourists' facilities offered in Bhubaneswar, customs and religious activities in Bhubaneswar, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light

show, and availability of tourism information centers. The above factors mean score are above three in five-point Likert scale, which also indicates they are crucial in terms of developing destination attractiveness. The factors like perception regarding heritage tourism in Bhubaneswar, civic sense of people in Bhubaneswar, Climatic condition in Bhubaneswar, availability of special events and fairs in Bhubaneswar and cleanliness in the tourist's sites have a moderate impact on the tourist's sites, have a moderate impact on the tourists from which it can be derived that they contribute to destination attractiveness.

Overall Reliability of Co-efficient

"Reliability is a method by which a scale is provided that should consistently reflect the construct as per the measurement". Cronbach's alpha value of 0.8 and 0.9 is highly acceptable whereas a value of 0.7 and 0.6 is moderately acceptable in case of management and social science related research (Bland and Altman, 1997). But a value lower than 0.7 indicates an unreliable scale. The consolidated Alpha value for 29 indicators is given in the table below. As the co-efficient of reliability varies from 0 to 1, in the present research, it is found to be 0.885 which confirms the internal consistency across the indicators. Table 3 represents the Cronbach alpha of the present study.

Factor Analysis

A technique by which data reduction and summarization process take place describes Factor Analysis. "A factor loading is a simple correlation co-efficient or regression co-efficient, a loading of an absolute value of more than 0.60 is usually taken as an indicator". Out of 29 indicators used in the present study only 9 factors remained in the final analysis on which the Principal Component Analysis (PCA) was performed.

KMO and Barlett's Test of Sphericity

The test of sphericity or the KMO and Barlett's test is often used to measure the adequate number of samples for factor analysis. In order to reject the hypothesis, the Barlett's test of sphericity is used and it is rejected when the value is 0.500. In the present study, the KMO statistics value is 0.687 which is described in Table 4 below. For this reason, the method of Factor Analysis can be taken as an appropriate technique to analyze the factors of destination attractiveness in the temple city of Bhubaneswar.

Communalities

Communalities is referred as the degree of variance that a variable share with the rest of the variables present. A variance if does not share with any other variable would have a communality of 0 while if it shares its variance would have a communality of 1. In order to find out the factors of destination attractiveness which contributes to destination attractiveness and so also contributes to destination enhancement from the view of tourist's factor analysis is used. Along with that the factors that have a common variance with the data are computed. To find out the common relationship among different variable the output of communalities is presented in the Table 5 below.

Table 3. Cronbach’s Alpha Reliability Test

Cronbach’s Alpha	Number of Samples	Indicators
0.885	100	29

Table 4. KMO and Barlett’s Test of Sphericity

	KMO and Barlett’s Test Kaiser -Meyer- Olkin Measure of sampling Adequacy	0.687
Barlett’s Test of Sphericity	Approx. Chi Square	821.467
	Df	651
	Sig	.000

Extraction Method: Principal Component Analysis (PCA)

In order to implement the process of Factor Analysis, the proportion of common variance needs to be found out. “The estimates which have little communality have been extracted, that can be calculated to represent the multiple correlations between each variance and factors extracted”. In the present study, there is a great difference between the range of communalities which exists between 0.930 to 0.535. As the results determine that each of the factors share with other factors is significant. From this, it can be inferred that the factors of destination attractiveness at the tourist’s sites in the temple city of Bhubaneswar are commonly linked and they have a strong inter-relationship among the factors.

Table 5. Communalities

	Initial	Extraction
Statements	1.000	.905
Perception regarding heritage tourism	1.000	.721
Opinion regarding the natural landscapes	1.000	.714
Opinion regarding the tourist’s facilities	1.000	.827
Monuments and historical buildings	1.000	.676
Culture, history and art	1.000	.692
Customs and religious activities	1.000	.635
Behaviour of the host population	1.000	.905
Value for money	1.000	.853
Civic sense of people	1.000	.819
Standard of Transportation	1.000	.779
Quality of infrastructure	1.000	.894
Climatic condition	1.000	.930
Political stability	1.000	.695
Unique tourists’ attractions	1.000	.765
Quality of local food and cuisine	1.000	.772
Availability of special events and fairs	1.000	.861
Availability of local items, handicrafts and souvenirs	1.000	.801
Safety and security of tourists	1.000	.815
Availability of lavatories	1.000	.818
Availability of guide services	1.000	.877
Availability of Urban Sight-seeing	1.000	.692
Cleanliness in the tourist sites	1.000	.825
Availability of various transportation options	1.000	.608
Procedure of customs and immigration in airports	1.000	.827
Quality of sound and light show	1.000	.745
Availability of entertainment activities	1.000	.816
Availability of signs and signages	1.000	.741
Availability of Tourism information centres	1.000	.839
Availability of accommodation facilities	1.000	.535

Extraction Method: Principal Component Analysis.

Table 6. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	5.314	17.712	17.712	5.314	17.712	17.712
2	3.883	12.942	30.654	3.883	12.942	30.654
3	3.182	10.607	41.260	3.182	10.607	41.260
4	2.493	8.311	49.571	2.493	8.311	49.571
5	2.139	7.128	56.700	2.139	7.128	56.700
6	1.826	6.087	62.787	1.826	6.087	62.787
7	1.722	5.739	68.526	1.722	5.739	68.526
8	1.610	5.366	73.891	1.610	5.366	73.891
9	1.216	4.053	77.944	1.216	4.053	77.944
10	.998	3.327	81.271			
11	.876	2.921	84.192			
12	.711	2.369	86.561			
13	.555	1.849	88.410			
14	.516	1.719	90.129			
15	.447	1.489	91.617			
16	.410	1.367	92.984			
17	.293	.977	93.961			
18	.270	.899	94.860			
19	.249	.830	95.690			
20	.218	.726	96.416			
21	.201	.671	97.087			
22	.157	.525	97.612			
23	.154	.512	98.125			
24	.129	.428	98.553			
25	.115	.384	98.937			
26	.102	.340	99.278			
27	.086	.288	99.565			
28	.063	.211	99.776			
29	.041	.136	99.912			
30	.026	.088	100.000			

Extraction Method: Principal Component Analysis

Table 7. Factors with Eigen values and Variables

Factors	Initial Eigen values		
	Total	% Of Variance	Cumulative %
1. Availability of Natural Landscapes	5.314	17.712	17.712
2. Tourist’s facilities offered	3.883	12.942	30.654
3. Customs and Religious activities	3.182	10.607	41.260
4. Behaviour of the host population	2.493	8.311	49.571
5. Value for money	2.139	7.128	56.700
6. Standard of transportation facilities	1.826	6.087	62.787
7. Availability of local items, handicrafts and souvenirs	1.722	5.739	68.526
8. Quality of sound and light show	1.610	5.366	73.891
9. Availability of Tourism information centres	1.216	4.053	77.944

Factor Analysis, Eigen Values and Variation

Table 6 represents the output related to the factor loadings, variance percentage and Eigen values. “The factors were chosen on the basis of any individual indicator with factor loadings of more than 0.6 was accepted to make interpretation of the results easier”. The nine factors that are extracted are the natural landscapes in Bhubaneswar, Tourist’s facilities offered in Bhubaneswar, Customs and Religious activities in Bhubaneswar, Customs and religious activities in Bhubaneswar, behavior of host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show and availability of tourism information centers in Bhubaneswar.

From the Table 6, nine factors were extracted on the basis of factor loadings and then those factors were named on the basis of the factors’ relationship with the destination attractiveness which are presented in the table below.

It can be revealed from the Table 7 that the availability of natural landscapes in Bhubaneswar is first factor of destination attractiveness according to the perception of tourists, where the Eigen value is 5.314, followed by tourists’ facilities offered in Bhubaneswar with Eigen value 3.883 and Customs and Religious activities in Bhubaneswar 3.182 Eigen Value. The next preferred factor contributing to destination attractiveness is the behavior of the host population, value for money, standard of transportation facilities and availability of local items, handicrafts and souvenirs with eigen values of 2.493, 2.139, 1.826 and 1.722. The third priority factors were quality of sound and light show and availability of tourism information centers in Bhubaneswar that carry Eigen value of 1.610 and 1.216 respectively.

Findings from the Analysis of Primary Data

The data collection was done from the responses of 100 tourists visiting the tourist’s sites in the temple city of Bhubaneswar and their perception was mapped for different factors contributing to destination attractiveness. After data analysis the results are discussed below:

-As per the Hypothesis one the factors that contribute to destination attractiveness and enhances the destination’s image is supported from the literature as opined by Crouch and Ritchie, 1999; Walsh et al., 1990; Goeldner and Ritchie, 2003 that the attractions can be defined as a framework, where the tourists enjoy their stay in a particular destination which includes the destination’s specialties such as cuisine, culture, customs, architectural features, music, traditional artwork, heritage, history, natural and built environment, architectural features that attracts the tourists. In the view of Baker and Crompton., 2000, there exists a positive relationship between the experience and perception of the tourists to revisit a destination with that of the quality, environment, infrastructure and value of that destination. Phau et al. (2008) have similarly observed the positive relationship between the influence of perceived attractiveness, value, quality and risk with that of tourists revisiting the destination. The tourists have agreed on certain factors that contribute to destination attractiveness they are the natural landscapes in Bhubaneswar, tourists’ facilities offered in Bhubaneswar, customs and religious activities in Bhubaneswar, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show, and availability of tourism information centers.

-The factors that are a must for enhancing the destination image through destination attractiveness whose mean scores are above three on the five point Likert scale are the natural landscapes in Bhubaneswar, tourists facilities offered in Bhubaneswar, customs and religious activities in Bhubaneswar, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show, and availability of tourism information centers. The mentioned factors are influential for developing and enhancing the destination’s image.

- It can be revealed from the Table 7 that the availability of natural landscapes in Bhubaneswar is first factor of destination attractiveness according to the perception of tourists, where the Eigen value is 5.314, followed by tourists’ facilities offered in Bhubaneswar with Eigen value 3.883 and Customs and Religious activities in Bhubaneswar 3.182 Eigen Value. The next preferred factor contributing to destination attractiveness is the behavior of the host population, value for money, standard of transportation facilities and availability of local items, handicrafts and souvenirs with eigen values of 2.493, 2.139, 1.826 and 1.722. The third priority factors were quality of sound and light show and availability of tourism information centers in Bhubaneswar that carry Eigen value of 1.610 and 1.216 respectively.

- The nine factors that are extracted are the natural landscapes in Bhubaneswar, tourists’ facilities offered in Bhubaneswar, Customs and Religious activities in Bhubaneswar, Customs and religious activities in Bhubaneswar, behavior of host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show and availability of tourism information centers in Bhubaneswar.

-Therefore, if the destination has the ability to satisfy the tourists with the proper tourism services and through destination attractiveness, it creates a positive image for the tourist destination. The hypothesis H1 that factors contributing to destination attractiveness enhances the destination image.

Findings from the Secondary Sources

As per the Hypothesis two the tourists’ perception helps in determining the factors of destination attractiveness is supported in the following literature. Ritchie and Zins (1978) suggest that, the dimensions of the tourism play a crucial role in order to measure the perception of tourists in terms of the attractiveness of the destination. Crouch and Ritchie (1999) opined that, the primary elements that makes the destination appealing are the destination attractions which are also the principal motivators for the tourists to choose a particular destination to visit over another. For travelling to a particular destination, the perception of the tourist in terms of the destination image is crucial (Ragavan et al., 2016). Augustyn and Ho (1998: 67) suggests, “with a better understanding of the needs and motives of tourists and tailoring provisions accordingly, destination marketing can be facilitated well”. The characteristics of a destination like perceived quality, perceived attractions, perceived

value and perceived risk are often used to measure the satisfaction of the tourists (Quintal et al., 2008). Girish and Prayag (2008) suggest that the characteristics of a tourist destination like safety, cultural attractions, infrastructure comfort facilities, accessibility, ambience, shopping and other tourists' attraction greatly affects the satisfaction of the tourists. They also suggest that the overall destination image, that consists of destination attractions like accessibility, accommodation, activities, amenities, shopping and the host population have an influential impact on the satisfaction of the tourists (Girish and Prayag, 2008). Cohen (2012): 225, advocates that the, "Tourist attractions, basic facilities, cultural attractions, touristy substructures and access possibilities, natural environment, variety and economical activities influences tourist satisfaction". Thus, the hypothesis two, the tourists' perception helps in determining the factors of destination attractiveness stands true.

Recommendations

1. In order to undertake the valorization of the tourism site along with the preservation, a committee should form by the Bhubaneswar Developmental Authority (BDA) in the temples and other tourists' sites in and around the city;
2. The people of the city need to be encouraged and involved in all developmental activities for a holistic development economically, socio-culturally and environmentally;
3. Awareness campaign should be organized to make people aware about the different tourist attractions in the temple city of Bhubaneswar;
4. There should be more of special events and fairs organized to attract more tourists and so also to enhance the destination's image;
5. The tourism product should be designed with all the destination attractions to make it more appealing;
6. Mapping the destination attraction through the perception of tourists would further help in satisfying tourists and so also form a destination loyalty towards the tourist's destination;
7. Improving the standard of transportation, night life, opening restaurants with international cuisines, developing accommodation units as per international standard would enhance the destination's image;
8. Creating a brand image of the temple city, Bhubaneswar, through destination attractiveness, can be suggested for enhancing the destination competitiveness;
9. A public-private partnership with the agencies would bring more financial boost to develop the city in terms of tourism and hospitality.

CONCLUSION

Vengesai et al., 2011 opined that the destination attractiveness is linked with the experience of the visitors and how far the destination is able to satisfy their needs. Often, it is perceived that the more attributes the destination has to offer, the more attractive it becomes in the eye of prospective tourists. In the absence of these attractions, the tourist destination loses its value. One must identify and understand, the main tourism facilities and services, that are required, that caters the perception of the tourists and to have positive impact on their minds leading to a more appealing destination. This would also help in developing marketing strategies, developing appropriate resource allocation, a better decision-making and a better plan for developing the destination holistically. Destination attraction is the key element for the identification and recognition of a tourist destination. Finding out the factors that influence and form an essential element in destination attraction can help in destination enhancement. The purpose of the present study was to find out the factors that influence the attractiveness of a destination in the temple city of Bhubaneswar in India. The factors that were identified are the natural landscapes in a destination, tourists facilities offered, customs and religious activities, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show and availability of tourism information centers. The mentioned factors are influential for developing and enhancing the destination's image. Implementing these attractions strategically can lead to long-term benefits. If they are not managed well, then it would put the destination's reputation at the risk. The attractiveness of a destination may lose its value and the developmental process may get hampered. For sustainable development, the carrying capacity of a destination should also be taken into consideration. In order to make Bhubaneswar, a year-round destination incorporating its attractiveness as a brand would help the destination managers to do destination marketing in a better manner. For this, the stakeholders at all levels need to be involved in order to enhance the destination. The process of attractiveness management can be adopted in order to form an attractive image of the temple-city, Bhubaneswar.

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