



A study on the satisfaction and intention to revisit Kushinagar of tourists from South East Asian countries

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Abstract

Tourists from India and around the world visit Kushinagar, the sacred land of Lord Buddha, finding solace and joy in their experiences here. Particularly, devout followers of Buddha feel a profound sense of joy upon visiting this revered site. Kushinagar holds significant importance within the Buddha Circuit, alongside other sacred sites like Lumbini, Bodh Gaya, and Sarnath. For tourists from Southeast Asian countries, Kushinagar holds similar reverence as Hindu pilgrimage sites like Chardham, Mecca and Medina for Muslims, and Vatican City and Jerusalem for Christians. According to Tathagat Buddha himself, a Buddhist pilgrim's journey remains incomplete without visiting Kushinagar. This underscores the immense significance of Kushinagar as a pilgrimage destination for followers of Buddhism.

The aim of this research is to assess the satisfaction levels of tourists, especially those from Southeast Asian countries such as Sri Lanka, Thailand, Vietnam, Cambodia, Korea, Japan, China, Singapore, etc., with the available facilities at Kushinagar. Additionally, the study seeks to determine whether these tourists intend to revisit the site in the future. Kushinagar, renowned as the site of Mahaparinirvana, serves as the focal point of this study, with data being collected directly from tourists. The findings of this study will inform efforts aimed at enhancing the existing facilities at Kushinagar and attracting a greater number of tourists to the site in the

future. Moreover, the study aims to provide valuable insights to destination management organizations for formulating effective strategies and assist the Ministry of Tourism in devising appropriate tourism policies for Kushinagar.

Keywords: Destination Loyalty, Buddhist Destination, Tourist Satisfaction, Kushinagar.

Introduction

Tourist satisfaction stands as a pivotal aspect for destinations vying for attention, significantly influencing tourists' decisions to revisit and their choices of products and services during their stay. Enhancing tourist satisfaction has become increasingly critical for cultivating and retaining a loyal customer base, given the burgeoning significance of tourism in the global economy and the escalating competition within the tourism sector worldwide. The vitality of the tourism industry hinges on the contentment of tourists. Satisfied visitors are more likely to return and spread positive recommendations to their acquaintances, bolstering the destination's reputation (Braumah *et al.*, 2024). Conversely, dissatisfied travellers may refrain from revisiting and could potentially disseminate unfavourable opinions, thereby tarnishing the destination's image.

Tourist satisfaction is gauged through various variables such as the appeal of attractions, ease of accessibility, quality of accommodation, availability of amenities, and range of activities (Chi and Qu, 2008). Factors like tourist attractions, cultural offerings, accessibility, ambiance, amenities, infrastructure quality, shopping opportunities, safety, and security contribute significantly to tourist satisfaction (Prayag, 2009). Recent studies by Bagri & Kala (2015), Prayag (2012), and Prayag and Ryan (2011) underscored the importance of essential services, attractions, accessibility, destination image, and community involvement in determining tourist satisfaction. Cultural alignment also holds sway over tourist satisfaction, as differing nationalities exhibit varying levels of satisfaction; greater linguistic and cultural similarities correspond to heightened satisfaction levels (Papadopoulou *et al.*, 2023; Yang & Peterson, 2004). Tourist satisfaction is a widely discussed concept in tourism marketing and the sociology of tourism. Kotler (2000) famously defined tourist satisfaction as "A person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) with his or her expectations."

Destination loyalty emerges as a crucial intangible asset for the tourism industry. It refers to a tourist's intention to revisit a destination, spread positive word-of-mouth, and recommend the destination to potential travellers (Hu & Xu, 2023; Elbaz *et al.*, 2023). Determinants of destination loyalty encompass various factors, including customer satisfaction, involvement, experience, service quality, personal convictions, product benefits, social bonds, social value, price, risk, demographic characteristics, habits, brand reputation, and usage patterns (Do valle, *et al.*, 2006; Yoon & Uysal, 2005; Baker and Crompton, 2001). Earlier studies on destination loyalty have revealed a positive correlation between heightened destination loyalty and increased profitability. Thus, fostering tourist loyalty leads to repeat visits, positive word-of-mouth endorsements, and recommendations to prospective travellers.

Review of literature

Over the last two decades, research on tourist satisfaction has emerged as a focal point for scholars in the fields of tourism and hospitality. As the tourism industry has evolved and become increasingly sophisticated, marketers have adopted more comprehensive approaches to attract tourists and encourage repeat visits to

destinations (Lee *et al.*, 2015). Consequently, researchers have been compelled to delve deeper into understanding the market dynamics while conducting practical studies on tourist satisfaction (Kumar *et al.*, 2019; Prayag *et al.*, 2016). The significance of research related to tourist satisfaction has been underscored in modern hospitality research, prompting scholars to explore the myriad factors influencing tourist satisfaction and contributing to a rich body of literature that sheds light on the preferences and behaviours of travellers. In the year 2000, Kozak and Rimmington embarked on a study of off-season holiday destinations, focusing on the serene winter months in the picturesque island of Mallorca, Spain. They identified key elements such as value for money, accommodation quality, service levels, safety, cleanliness, and culinary variety that shaped tourists' satisfaction and future holiday intentions, offering insights into the often-overlooked realm of off-peak tourism. Similarly, Heung and Cheng (2000) explored the bustling markets of Hong Kong in the same year, uncovering four dimensions—Tangible Quality, Staff Service Quality, Product Value, and Product Reliability—that influenced tourists' shopping satisfaction, with staff service quality emerging as the most significant factor. This echoed findings by Correia *et al.* (2013), who highlighted the role of food quality and presentation in tourists' satisfaction at Black Sea resorts in Romania. As the new millennium dawned, Kozak (2001) and Neuts *et al.* (2013) ventured into a comparative study between British and German tourists visiting Mallorca and Turkey, revealing differing satisfaction levels among these nationalities. Subsequent studies by Assaker *et al.* (2011) and Chi and Qu (2008) further deepened our understanding of destination loyalty, tourist satisfaction, and the interplay between them. Chand (2010), Chand and Dahiya (2014) research in India emphasized the importance of meeting tourist expectations to enhance satisfaction and competitiveness, while Yoon & Uysal (2005) study highlighted the significance of perceived performance and assessed value in shaping tourists' satisfaction and loyalty.

In diverse settings such as Ho Chi Minh City, Kashmir, and Bangkok, scholars like Khuong and Ha (2014), Khaki and Sahaf (2011), and Thiumsak and Ruangkanjanases explored various factors influencing tourist satisfaction and revisit intentions, ranging from accommodation and shopping to cultural attitudes and destination features. Chand and Kaule's (2016) examination of tourist satisfaction across different nationalities underscored the performance value of amenities in shaping future trip intentions. Thus, over the past two decades, researchers have embarked on a remarkable journey across diverse landscapes and cultures, unravelling the intricate web of factors that shape tourists' experiences and loyalty (Singh *et al.*, 2020). Their collective efforts have contributed a wealth of knowledge to inform the future of tourism and hospitality.

Objectives

- To assess the satisfaction level of South East Asian Tourists visiting Kushinagar
- To know the Re-visit intention of South East Asian Tourists visiting Kushinagar

Conceptual Framework

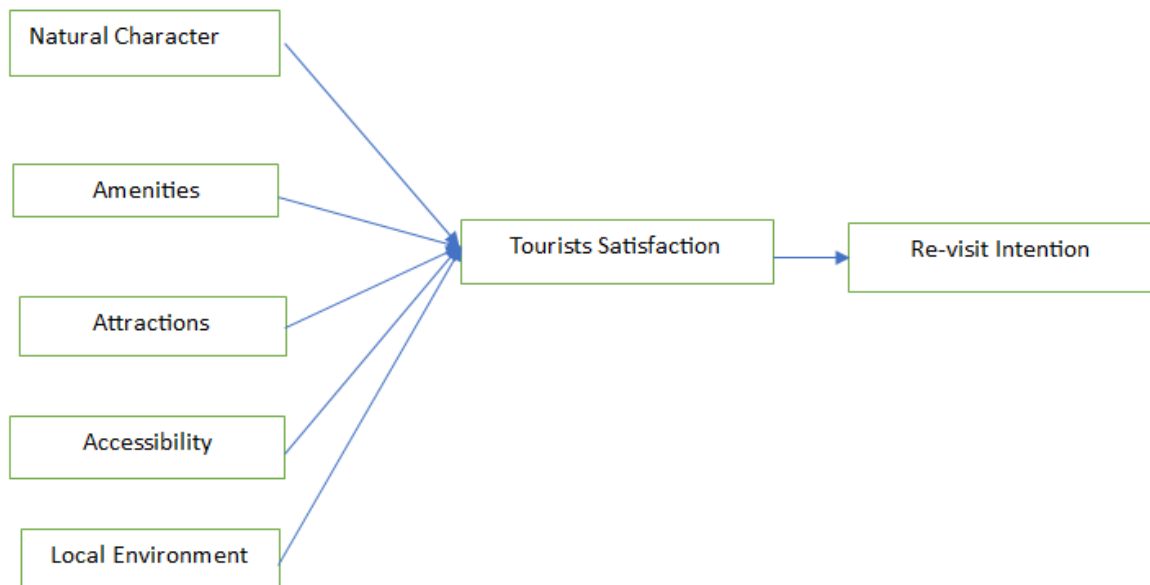


Fig 1 Illustrates the proposed research model. (Source: Authors compilation)

Research Methodology

The study adopted quantitative with exploratory research design following deductive paradigm. Quantitative data was collected through structured surveys administered to tourists visiting various destinations. The surveys included Likert scale questions to assess satisfaction levels and intentions to revisit. Kushinagar was chosen as the area of study. The respondents belonged to tourists from South East Asian regions who visited Kushinagar and were asked to choose many options in Demography and Tripography along with tourist satisfaction attributes and Destination Loyalty attributes. section of the questionnaire is divided into four sections Inspired by the previous studies.

A convenience sampling method was applied to collect data from the public spaces of the city, including the Mahaparinirvana Temple, Monasteries, and different tourist spots. Overall, 50 usable samples were collected. All data analyses were conducted by using SPSS 25.0 for Windows software.

Data Analysis & Interpretation

Demographic Details:

A survey was conducted to evaluate the socio-economic and demographic information of the target residents which includes the details of Gender, age, educational qualification, occupation, and religion of the tourists (Table 1).

Table1: Demographic details

Sl. No.	Demographic		Frequency	Percent
1	Gender	Male	38	76.0
		Female	12	24.0
2	Age	Below 25 years	12	24.0
		26-35 years	12	24.0
		36-45 years	6	12.0
		46-55 years	12	24.0
		56-65 years	5	10.0
		Above 65 years	3	6.0

3	Education	High school	4	8.0
		Intermediate	4	8.0
		Diploma	9	18.0
		Graduation	18	36.0
		Post Graduation	13	26.0
		Doctorate	2	4.0
4	Occupation	Government Sector	10	20.0
		Private Sector	16	32.0
		Self Employed/Businessman	9	18.0
		Housewife	1	2.0
		Student	10	20.0
		Others	4	8.0
5	Religion	Hindu	12	24.0
		Buddhism	33	66.0
		Muslim	4	8.0
		Others	1	2.0

1. **Gender of the respondent:** A survey has been made to identify the gender of the respondent of the target tourists participating in the survey. For the study, the gender of the respondent has been classified into 2 categories i.e., Male and Female.

Point number 1 in the table infers that a total number of 50 tourists have participated in the survey from which 38 respondents are male and 12 are females.

2. **Age of the respondent:** A survey has been made to identify the age of the respondent of the target tourists participating in the survey. For the study of this, the age of the respondent has been classified into 6 categories Below 25, 26-35, 36-45, 46-55, 56-65, and above 65 years. Point number 2 of Table should be referred for the same. The table infers that a total number of 50 tourists have participated in the survey from which 12 respondents are below 25 years of age, 12 respondents are between 26-35 years, 6 respondents are between 36-45 years, 12 respondents are between 46-55 years, 5 respondents are 56-65 years and 3 are above 65 years of age group.

3. **Education qualification of the respondent:** A survey has been made to identify the educational qualification of the target respondents participating in the survey. For the study of this, the educational qualification of the tourists has been divided into 6 categories as 'High School', 'matriculation', 'Intermediate', 'Diploma', 'Graduation', 'Post-graduation', and 'Ph.D.'. Point number 3 of the table should be referred for the same. The table infers that a total number of 50 tourists have participated in the survey from which 4 tourists' qualification is 'High School', 4 tourists' qualification is 'Intermediate', 9 tourists' qualification is 'Diploma', 18 tourists qualification is 'Graduation', 13 tourists qualification is 'Post Graduation', 2 tourists qualification is Doctorate.

4. **Occupation of the respondent:** A survey has been made to identify the occupation of the target respondents participating in the survey. For the study of this, the occupation of the respondent has been divided into 6 categories as 'Government Sector', 'Private Sector', 'Self Employed/Businessmen', 'Housewife', 'Student', and 'Others'. Point number 4 of the table should be referred for the same.

The table infers that a total number of 50 respondents have participated in the survey from which 10 respondents were involved in the 'Government Sector', 16 respondents were involved in the 'Private Sector', 9 respondents were 'Self-employed', 1 respondent was 'Housewife', 10 respondents were 'Student' and 4 respondents were in 'Others' categories.

5. Religion of the respondent: A survey has been made to identify the religion of the target respondents participating in the survey. For the study of this, the religion of the respondent has been divided into 4 categories as 'Hindu', 'Buddhism', 'Muslim' and 'Others'. Point number 5 of the table should be referred for the same.

The table infers that a total number of 50 tourists have participated in the survey from which 12 respondents belong to 'Hindu', 33 respondents belong to 'Buddhism', 4 respondents belong to 'Muslim' and 1 respondent belongs to other religions.

Tripographic information of the tourists:

A survey was conducted to assess the tripographic patterns of the target tourists which include Tour Arrangements, Main Purpose of visit, Frequency of visit, Travel Duration, Accommodation Preference, and Duration of stay.

Table 2: Tripographic Information

Sl. No.	Tripographic		Frequency	Percent
1.	The tour is arranged by	Self	27	54.0
		Tour operator/ Travel agency	18	36.0
		Friend & relative	5	10.0
		Total	50	100.0
2.	Main Purpose of Visit	Religious/Pilgrimage	27	54.0
		Wellness/Spiritual	5	10.0
		Educational	5	10.0
		Visiting friends & relatives	1	2.0
		Tourism	12	24.0
		Total	50	100.0
3.	Frequency of Visit	First-time visitor	14	28.0
		Repeat visitor	36	72.0
		Total	50	100.0
4.	How did you reach Kushinagar	Bus	29	58.0
		Flight	4	8.0
		Train followed by Bus	5	10.0
		Rental Cab	2	4.0
		Own Vehicle	10	20.0
		Total	50	100.0
5.	Accommodation	Guest house	2	4.0
		lodge	1	2.0
		Friends & relatives residence	5	10.0
		Hotels	19	38.0
		Monasteries guest house	19	38.0
		Others	4	8.0

		Total	50	100.0
6.	Duration of stay	1- day	25	50.0
		2-days	10	20.0
		3-days	3	6.0
		4- days	1	2.0
		More than 4 days	11	22.0
		Total	50	100.0

1. Tour Arrangements of tourists: A survey has been made to identify the tour arrangements Budget of the target respondents participating in the survey. For the study of this, Arrangements of the tour have been classified into 3 categories ‘Self’, ‘Tour operator/Travel agency’, and ‘Friend and Relative’. Point number 1 of the table should be referred for the same.

The table infers that a total number of 50 tourists have participated in the survey from which 27 tourists can arrange their tour by ‘Self’, 18 tourists arrange their tour with the help of ‘Travel agency/Tour operator’ and 5 tourists arrange their tour with the help of their ‘Friends and Relatives’.

2. Main Purpose of Visit of Tourists: A survey has been made to identify the main purpose of the visit of the target respondents participating in the survey. For the study of this, the Main purpose of the visit has been classified into 5 categories as ‘Religious/Pilgrimage’, ‘Wellness/Spiritual’, ‘Educational’, ‘Visiting friends and relatives’, and ‘Tourism’. Point number 2 of the table should be referred for the same.

The table infers that a total number of 50 tourists have participated in the survey from which 27 tourists were visited for ‘Religious/Pilgrimage’ purposes, 5 tourists were visited for ‘Wellness/Spiritual’, 5 tourists were visited for ‘Educational’, 1 tourist visited to meet ‘Friends and Relatives’ and 12 tourists were visited for ‘Tourism’.

3. Frequency of visits of tourists: A survey has been made to identify the frequency of visits of the target respondents participating in the survey. For the study of this, the Frequency of visits has been classified into 2 categories ‘First Time Visitor’ and ‘Repeat Visitor’. Point number 3 of the table should be referred for the same.

The table infers that a total number of 50 tourists participated in the survey from which 14 tourists were the ‘First Time Visitor’ and 36 tourists were the ‘Repeat Visitor’.

4. Modes of Transportation used by tourists: A survey has been made to identify the Modes of Transportation used by tourists participating in the survey. For the study of this, Modes of Transportation used by tourists have been classified into 5 categories as ‘Bus’, ‘Flight’, ‘Train’, ‘Rental cab’, and ‘Own Vehicle’. Point number 4 of the table should be referred for the same.

The table infers that a total number of 50 tourists have participated in the survey from which 29 tourists used 'Bus', 4 tourists used 'Flight', 5 tourists used 'Train followed by Bus', 2 tourists used 'Rental Cab' and 10 tourists used 'Own Vehicle'.

5. Accommodation of tourists: A survey has been made to identify the accommodation used by tourists participating in the survey. For the study of this, accommodation used by tourists has been classified into 6 categories as 'Guest House', 'Lodge', 'Friends and Relative residence', 'Hotels', 'Monasteries Guest house', and 'Others'. Point number 5 of the table should be referred for the same. The table infers that a total number of 50 tourists have participated in the survey from which 2 tourists used 'Guest House', 1 tourist used 'Lodge', 5 tourists opted for 'Friends and Relatives residence', 19 tourists used 'Hotels', 19 tourists used 'Monasteries Guest House' and 4 opt the 'Others' accommodation options.

6. Duration of stay of tourists: A survey has been made to identify the duration of stay of tourists participating in the survey. For the study of this, the duration of stay of tourists has been classified into 5 categories '1-day', '2-days', '3-days', '4-days', and more than 4-days. Point number 6 of the table should be referred for the same. The table infers that a total number of 50 tourists have participated in the survey from which 25 tourists stayed '1 day', 10 tourists stayed '2 days', 3 tourists stayed '3 days', 1 tourist stayed '4 days' and 11 tourists stayed 'more than 4-days'.

EFA for tourist satisfaction attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
.650	18

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.747
Bartlett's Test of Sphericity	Approx. Chi-Square	546.919
	df	153
	Sig.	.000

The table presents the Kaiser-Meyer-Olkin Measure (KMO) value is 0.747 which falls in the range between 0-1 considered appropriate for data analysis. Singh (2020) suggests that values above 0.6 are appropriate. Bartlett's Test of Sphericity is a statistical tool that indicates if the relationship among the variables is significant; the value is $p=.000$ which is less than 0.05 with 105 degrees of freedom indicating significant correlations among variables.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.909	27.271	27.271	4.909	27.271	27.271
2	3.493	19.406	46.677	3.493	19.406	46.677
3	2.923	16.241	62.918	2.923	16.241	62.918
4	1.578	8.765	71.683	1.578	8.765	71.683
5	1.011	5.615	77.298			
6	.746	4.147	81.445			
7	.593	3.297	84.742			
8	.472	2.620	87.362			
9	.448	2.489	89.851			
10	.369	2.050	91.901			
11	.319	1.774	93.675			
12	.247	1.371	95.046			
13	.203	1.126	96.173			
14	.187	1.038	97.210			
15	.173	.962	98.172			
16	.142	.789	98.961			
17	.112	.625	99.585			
18	.075	.415	100.000			

Principal Component Analysis is an analytical technique for extraction in factor analysis that identifies a smaller number of uncorrelated variables (principal components) from a larger set of data. The above table 4.19 presents the total variance explained in factor analysis, the results reveal that the initial Eigenvalues recorded for 4 components are 4.909, 3.493, 2.923, and 1.578 for component 1, component 2, component 3, and component 4 respectively. These 4 components illustrate 71.68 % of the total variance explained. The results for Total Variance Explained are accountable for all four components with an Eigenvalue greater than 1 at 71.68%.

Rotated Component Matrix for tourist satisfaction attributes				
Variables	Component			
	1	2	3	4
Amenities				
Quality services in Lodging facilities	.885			
Variety of lodging options	.852			
Quality of food	.803			
Meals at a reasonable price	.771			

Reasonable price for lodging	.746			
Cleanness of lodging facilities	.688			
Restaurant Services	.569			
Social and Natural Environment				
Safety and Security.		.923		
Friendliness of local community.		.917		
Peaceful and restful atmosphere.		.865		
Destination Cleanness.		.824		
Friendly services.		.755		
Services				
Variety of shops.			.927	
Variety of evening entertainments			.903	
A variety of Yoga and Wellness centers			.857	
Facilities				
Availability of local parking				.878
Convenience of Local Transportation				.774
Availability of Travel Information				.640
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

A rotated Component Matrix is a rotation method used to determine what the components represent. It contains the values of the correlations between each of the variables and the evaluated components. The table demonstrates the results of the Varimax Rotation Method in which 4 components are extracted and all variable loadings on those components. The first component consists of 7 variables labeled as ‘**Amenities**’ explains 27.271 % of the total variance, the second component also consists of 5 variables named ‘**Social and Natural Environment**’ showing 19.406 % of the total variance, the third component consists of 3 variables labeled ‘**Services**’ indicates 16.241 % of the total variance and forth component contains 3 variables labeled ‘**Facilities**’ indicates 8.765 % of the total variance.

Amenities (A): It consists of 7 items related to Tourist Satisfaction Attributes which include Quality services in Lodging facilities, Variety of lodging options, Quality of food, Meals with reasonable price, Reasonable price for lodging, Cleanness of lodging facilities, Restaurant Services. The factor loadings range between .569 to .885. The initial Eigen Value for this component is 4.909 which accounts for 27.271 percent of the variance.

Social and Natural Environment (SNE): It consists of 5 items related to Tourist Satisfaction Attributes which include Safety and Security, Friendliness of the local community, Peaceful and restful atmosphere, Destination cleanliness, and Friendly services. The factor loadings range from .755 to .923. The initial Eigen Value for this component is 3.493 which accounts for 19.406 percent of the variance.

Services (S): It consists of 3 items related to Tourist Satisfaction Attributes which include a variety of shops, a variety of evening entertainments, Variety of Yoga and Wellness centers. The factor loadings range from .857 to .927. The initial Eigen Value for this component is 2.923 which accounts for 16.241 percent of the variance.

Facilities: It consists of 3 items related to Tourist Satisfaction Attributes which include the Availability of local parking, Convenience of Local Transportation, Variety of Yoga, and Availability of Travel Information. The factor loadings range from .640 to .878. The initial Eigen Value for this component is 1.578 which accounts for 8.765 percent of the variance.

EFA for Destination loyalty attributes:

Reliability Statistics	
Cronbach's Alpha	N of Items
.873	5

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.634
Bartlett's Test of Sphericity	Approx. Chi-Square	220.291
	Df	10
	Sig.	.000

The table presents the Kaiser-Meyer-Olkin Measure (KMO) value is 0.634 which falls in the range between 0-1 considered appropriate for data analysis. Kaiser (1974) suggests that values above 0.6 are appropriate. Bartlett's Test of Sphericity is a statistical tool that indicates if the relationship among the variables is significant; the value is $p=.000$ which is less than 0.05 with 105 degrees of freedom indicating significant correlations among variables.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.412	68.233	68.233	3.412	68.233	68.233
2	1.081	21.616	89.849	1.081	21.616	89.849
3	.234	4.678	94.527			
4	.229	4.588	99.114			
5	.044	.886	100.000			

Principal Component Analysis is an analytical technique for extraction in factor analysis that identifies a smaller number of uncorrelated variables (principal components) from a larger set of data. The above table 4.19 presents the total variance explained in factor analysis, the results reveal that the initial Eigenvalues recorded for 2 components are 3.412 and 1.081. for component 1 and component 2 respectively. These 2 components illustrate 89.849 % of the total variance explained. The results for Total Variance Explained are accountable for all the two components with an Eigenvalue greater than 1 at 89.849 %.

Rotated Component Matrix for destination loyalty		
	Component	
	1	2
Recommendation		
Recommend destination Kushinagar	.919	
Kushinagar provides interesting information	.881	
Kushinagar is one of my preferred tourism destinations.	.864	
Revisit Intention		
visit Kushinagar again		.957
worthwhile to revisit Kushinagar		.941
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

A rotated Component Matrix is a rotation method used to determine what the components represent. It contains the values of the correlations between each of the variables and the evaluated components. The table demonstrates the results of the Varimax Rotation Method in which 2 components are extracted and all variable loadings on those components. The first component consists of 3 variables labelled as '**Recommendation**' explains 68.233 % of the total variance, the second component consists of 2 variables named '**Revisit Intention**' shows 21.616 % of the total variance.

Results and Conclusion/Discussion

As living standards increase around the world, more people find themselves able to travel to different destinations. This study establishes the direct causal relationship between tourist satisfaction and destination loyalty intention by exploring the case of tourists visiting Kushinagar, a Buddhist tourism destination.

First of all, the exploratory and confirmatory factor analyses revealed that the destination image consisted of five latent dimensions and attributes of which 23 items. These results could help destination marketers better understand the factors contributing to tourist satisfaction and loyalty so that they can carefully deliver appropriate products and services that accommodate tourists' needs and wants (Ramseook, 2018; Kim, 2017). Thus, it is suggested that destination suppliers and managers consider the practical implications of these latent variables, which may be fundamental elements in increasing tourists' overall satisfaction and loyalty.

The findings suggested that it would be worthwhile for destination managers to make greater investments in their tourism destination resources, to continue to enhance tourists' experiences.

Thereby, Kushinagar destination marketers can design efficient marketing strategies and tools to attract more potential visitors. They should invest in impressive tourism advertisements and attractive promotional programs to raise potential customers' travel motivation. Investing in social media, especially tourism websites and video clips with a variety of tourist information and images is also an effective way to introduce the "timeless charm" of Kushinagar's destination to foreigners (Singh, 2017). Second, tourism companies should take into consideration diversifying vacation packages and developing destination programs and activities to provide more different choices for tourists.

Last but not least, the government also plays a large role in the development of the tourism industry. Uttar Pradesh State Tourism development with the help of the Ministry of Tourism and Kushinagar District Administration should propose and issue constructive policies to attract foreign visitors and support tourist providers.

Limitations and Future Scope:

First, the study was conducted in the summer, thus findings were limited to summer travelers. Tourists who travel in different seasons may form different opinions of a destination. Seasonality restricts the generalizability of tourism research findings, and should always be taken into consideration in the interpretation stage. To overcome this limitation, future researchers could conduct similar surveys in different seasons. The survey results can then be compared to identify similarities and differences in them.

Another limitation is related to the sample size of this study due to the summer season very less foreign tourists were available in Kushinagar which is why the researcher collected only 50 data.

Second, it is highly difficult to get coordination from the foreign respondents to complete the survey. They do not want the interviewer to disrupt their valuable time of leisure. At the same time, the researcher also faced language barriers as many Southeast Asian tourists were unable to speak or understand English (Jang & Deng, 2007). Therefore, with coordination constraints, the number of completed questionnaires did not reach the expected number formulated sample size. Future research has the potential to increase the number of nationalities and destinations.

Third, future research should incorporate the domestic respondents into the study since tourism in Kushinagar is driven by both international and domestic tourists. By including the domestic tourists as part of the sampling, this will certainly assist the researcher to obtain more samples which will in turn raise the confidence level of the study. Moreover, the researcher could compare the results across the international and domestic respondents.

Fourth, the future study could conduct an in-depth interview or qualitative methodology in addition to the quantitative methodology. This would help the researcher to capture the right attributes and factors to quantify and obtain insights that further explain the quantitative finding.

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