

A STUDY ON DOMESTIC TOURIST REVISIT INTENSION APPROACH APPLIED IN THE TOURISM DESTINATION: KOCHI

Rajalakshmy. P

Guest Lecturer
Department of Commerce
Prajyoti Niketan College, Pudukad, Thrissur, India

Abstract: Tourism entails the movement of people to countries or places outside their usual environment for personal/professional purposes. Tourism has become an essential commercial sector in many developing countries in recent years through the development of related jobs, improvements in local people's living standards, and supporting the growth of other industries. Developing countries are trying to enhance and diversify their tourism products to attract international tourists. Tourism therefore becomes crucial to such countries, and an increasing number of studies focus on tourism development. The study focuses on formulation of "tourist revisit intention theory" which will be an aid to the tourism organization.

Keywords: Tourism, Revisit intention, Tourism accessibility, tourism attractions, tourism accommodation, core tourism experience

Introduction

Tourists' revisit intention, which refers to their perceived likelihood of coming back to the same destination, is a specific element of favourable post consumption behaviour and is key component of tourism loyalty. Revisit intention has been identified as a key research topic in tourism literature. Many researchers agree that repeat visitors tend to stay longer at a destination, participate more intensively in consumptive activities, are more satisfied, and spread positive word of mouth, whilst requiring much lower marketing costs than first-time visitors. Tourist Satisfaction is considered a critical aspect of tourism and can be one of the factors most extensively discussed in tourism. Tourist satisfaction is commonly characterized as the consumer's reaction to satisfaction or an appraisal of how well a product serves a need. In tourism, satisfaction is the cumulative feelings of enjoyment and the degree to which one derives from visiting a tourist attraction. The study aims at identifying the tourism attributes, which influence the foreign and domestic tourists to revisit the destination/ products by taking the Kochi tourism market as an example.

Significance of the study

Domestic tourism remains the leading form of tourism, representing an important tool for regional economic growth and development. Therefore, the satisfaction of tourists is important for visiting the tourist destinations. The study is focused on the identification of relationship between tourist satisfaction and revisit intention. It may help to identify the weak factors of tourist satisfaction among the four we taken for study and tourist industry can take corrective actions for the development.

Statement of the problem

The study on the domestic tourist revisit intention approach applied in the tourism destination Kochi will be benefit for the Kerala tourism market to find the relationship between domestic tourist satisfaction and revisit intension. The study focused on the examination of the relationship between tourism attributes such as tourism accessibility, accommodation, attraction, core heritage tourism experience and foreign tourists revisit intension

Objectives of the study

- ❖ To find out the satisfaction level of the domestic tourist on the four factors such as tourism attraction, accessibility, accommodation and core heritage tourism experience
- ❖ To find the relationship between tourist satisfaction and revisit intension.

Scope of the study

Content scope

The study is conducted among the domestic tourists to find out the relationship between the tourist satisfactions and revisit intention.

Geographical scope

The study is conducted on the domestic tourists from the some of the tourist destination in Kochi

Research methodology

The study is based on the primary data which is collected using structured questionnaire specially designed for survey. Convenience sampling is used for data collection of 110 domestic tourists. Data analysis is done using the ranking and percentage method.

About Kerala tourism

Kerala, of all the states in India, offers the maximum potential for the promotion of ecotourism. In Kerala 56, places have been identified for development as ecotourism destinations giving emphasis to conservation, ecological sustainability, environmental

education and local community benefits.

Its unique culture and traditions, coupled with its varied demography, have made Kerala one of the most popular tourist destinations in the world. Growing at a rate of 13.31%, the tourism industry is a major contributor to the state's economy.

Ecotourism operations promote sustainable travel that benefits local communities, culture, and heritage and minimise impacts on the environment. It is not driven by economic gains but focuses on educating tourists on travelling green.

Tourism is an important parameter of socio-cultural identity and the heritage of a country. In the era of globalization, tourism enhances economic growth of a country by creating jobs, acting as a source of foreign exchange and helping in developing regions attracting tourists.

DATA ANALYSIS

TOURISM ACCESSIBILITY

ATTRIBUTES	WEIGHTED AVERAGE MEAN
Easy access to restaurants	4.17
simple access to tourist destinations	4.11
Easy access to transport	4.05
Freedom to enter into religious site	4.04
Simple access to tourism packages	3.82
Overall performance	4.038

Source: Primary data

TOURISM ATTRACTIONS

ATTRIBUTES	WEIGHTED AVERAGE MEAN
Entertainment programmes at the destination	4.01
Shopping and other facilities	3.99
Infrastructure at the destination	3.98
Social environment and behaviour	3.8
Environmental quality	3.75
Climate and atmosphere	3.71
Form of the monument/destination	3.6
Overall performance	3.83

Source: Primary data

TOURISM ACCOMMODATION

Source :Primary data

ATTRIBUTES	WEIGHTED AVERAGE MEAN
Friendly reception & room service at hotels	3.93
Safe accommodation	3.91
Availability of information at the hotels	3.75
Quality of food at the hotels	3.70
Accommodation nearer to the destination	3.6
Hygienic accommodation	3.35
Overall performance	3.71

CORE TOURISM EXPERIENCE

ATTRIBUTES	WEIGHTED AVERAGE MEAN
Language and communication	4.15
Entertainment	4.08
Availability of food and beverages	3.81
Value for money	3.74
Less expensive	3.74
Tourist guides and communication	3.71
Historical monuments and their history	3.67
Quiet and peaceful atmosphere at monuments	3.66
Cleanliness, safety and security at monuments	3.27
Overall performance	3.76

Source :Primary data

FINDINGS

- Majority of respondents are female and belongs to middle age.
 - Their main intention of revisit is entertainment and they prefer to revisit the destination with friends.
 - They give more importance to tourism accessibility and least to tourism accommodation
- Easy access to restaurants, entertainment programmes, Friendly reception & room service, Language and communication at the destination are the attributes that mainly affect the respondents

CONCLUSION

Kerala lies on the southwest coast of the Indian Peninsula, stretching 360 miles along what is known as the Malabar Coast and has been noted by many as a paradise of tourism. According to this study, it is evident that the most of the respondent's revisiting intention is because of the tourism accessibility factor, which makes it clear that focusing on tourism accessibility can improve tourism. By improving and developing all four factors, especially accommodation and core heritage experience can improve tourism in Kochi. Revisit of domestic people can lead into the sustainable tourism in Kochi.

References

1. Shugufta Showkat, Danish Mehraj, Dr. Reyaz A. Qureshi, (2021) Analysing the Effect of Tourist Satisfaction on Tourist Revisit Intentions. UGC Care Journal, 44(1), 41–49.
2. Wonsik Kim. (2021). Determinants of Tourists' Revisit Intention in Domestic Tourism. International Journal of Advanced Culture Technology, 9(3), 74-80.
3. La, A., & Batra, A. (2021). The Antecedent of Revisit Intention of Domestic Honeymoon Tourists to Phuket. Dusit Thani College Journal, 15(2), 361–380. Retrieved from <https://so01.tci-thaijo.org/index.php/journaldte/article/view/249361>
4. Ramakrishna Bandaru, H. Venkateshwarlu. (2020). Foreign Tourists' Revisit Intention Approach Applied in the Indian Tourism Market. Indian Journal of Marketing, 50(40), 43-54.