Repeat Tourist Behaviour: Understanding the Motivations and Experiences
of Repeat Tourists and Identifying Stakeholder Perspectives

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The following is a statement detailing the contribution of others to this thesis as a whole, including intellectual support, financial support and research support.

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Declaration

I declare that this thesis is my own work and has not been submitted in any form for any degree or diploma at any university or other institution of tertiary education. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references is given.

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Declaration on Ethics

This research presented and reported in this thesis was conducted in accordance with the National Health and Medical Research Council (NHMRC) National Statement on Ethics Conduct in Human Research, 2007. The proposed research study received human research ethics approval from the James Cook University Human Research Ethics Committee.

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Oktadiana, H., & Agarwal, M. (2022). Travel career pattern theory of motivation. In Routledge *Handbook of social psychology of tourism* (pp. 76-86). Routledge.

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Agarwal, M. (2018). Active research directions for studying repeat tourists. In *3rd International Seminar on Tourism (ISOT 2018),* (pp. 203-207). Atlantis Press.

Glossary

ANOVA	analysis of variance
CAQDAS	computer-aided qualitative data-analysis software
CRM	customer relationship management
CFA	confirmatory factor analysis
CFI	comparative fit index
DMO	destination management organisation
DST	design science in tourism
GFI	goodness-of-fit index
IE	indirect effect
IFI	incremental fit index
IITTM	Indian Institute of Tourism and Travel Management
ITA	international tourist arrivals
ITDC	Indian Tourism Development Corporation
MANOVA	multivariate analysis of variance
MTE	memorable tourism experience
NCHMCT	National Council for the Hotel Management and Catering Technology
NFI	normed fit index
OME	orchestra model of experience
RMSEA	root-mean-square error of approximation
SPSS	Statistical Package for Social Sciences
TCL	travel career ladder
TCP	travel career pattern
UK	United Kingdom
USA	United States of America
VoA	Visa-on-Arrival
WTTC	World Tourism and Travel Council

Abstract

Repeat tourist behaviour, an emerging research topic, is the principal focus of this thesis. It can be said that novelty and loyalty are locked in a contest when visitors contemplate their next holiday. On the one hand, going somewhere new is potentially different and exciting, but alternatively returning to somewhere already known offers opportunities to luxuriate in the familiar and deepen one's understanding of a destination. Theoretically, the concept of repeat tourist behaviour has been fragmented with other indicators of destination loyalty such as the intention to revisit a destination or making a positive recommendation for a destination. Therefore, the current empirical research focuses on actual repeat tourists who make multiple visits to a destination and systematically examines the differences in repeat tourist behaviour of the tourists who make two, three, four or more repeat visits. The overall aims of the thesis were:

Aim 1: To investigate the motivation and experience of repeat tourists

Aim 2: To understand if there are any shifts in motivational patterns and experience factors with number of repeat visits

Aim 3: To examine different facets of repeat tourist experiences by qualitative analysis of primary text data and blog data

Aim 4: To ascertain the similarities or differences among different facets of experience as identified by three different types of analysis

Aim 5: To gain insight into stakeholder perspectives of repeat tourism in India

Aim 6: To assess industry stakeholder strategies to attract repeat tourists to India.

To achieve these aims, **Chapter 1** provides a review of the research context. First, the literature on the background of the construct is reviewed to understand the phenomenon

of repeat tourist behaviour. The review indicates key psychological factors such as motives, satisfaction and personal experience appear to affect the return of a tourist to one destination. Thus, the research focuses on the motivation and experience of tourists making repeat visits to a destination. The chapter also introduces the role of stakeholder perspectives in understanding the construct. The field of study is India as it is a complex and geographically large destination for examining the motives and experiences that underpin multiple visits. The chapter concludes with the research structure and thesis outline.

Chapter 2 presents the literature review for the key concepts. With a brief deliberation of existing theoretical frameworks, an extensive review is provided for the travel career pattern model to understand motivation and the orchestra model of experience to examine the experience of repeat tourists. Multiple stakeholder perspectives are then reviewed and integrated as the theoretical basis of the research. The conceptual schemes of market segmentation, destination management framework and experience design economy studies are then discussed to position the research. The chapter concludes with the research opportunities for knowledge gaps and the identification of the aims of the thesis.

Chapter 3 presents the research framework and methodology. After a review of research paradigms and research perspectives, this research mainly employs a post-positivistic paradigm and etic approach of enquiry. The mixed method used in the study and the main methods of data collection are discussed. The chapter finally presents the ethical consideration of this thesis.

Chapter 4 presents the investigation of motivation and experience using a quantitative research method. The questionnaire-based data were collected from 500 international

tourists who were on their second, third, fourth or more than fourth visit to India. The researchers focused on those international tourists who did not have family or heritage links with India. The data were analysed as per the aims of the study. The results indicated a variety of motivation and experience-related outcomes. A key conclusion was that a shift occurs in travel motivation and experience aspects when tourists make multiple visits to the same destination.

Chapter 5 focuses on the experience aspects and employs a qualitative method to understand the role of experience for repeat tourists. The chapter consists of two studies. The first study investigates experience through primary data collected in the open-ended questionnaire. The second study evaluates repeat tourist experiences using the netnography technique, where blogs written by repeat travellers to India were examined. The data collected in both studies underwent content analysis. The results emphasise the importance of cognitive aspects while capturing repeat tourist experiences and establish that different aspects of experience have dynamic role in making a visit special for a repeat tourist.

Chapter 6 presents another important aspect of this research, multiple stakeholder perspectives about repeat tourists to India. This study includes interviews with 25 key stakeholders from both private and public sector representatives in the tourism industry in India. The views and ideas of the stakeholders are compared and contrasted to understand the current scenario and strategy development for the repeat tourist market in India.

Chapter 7 synthesises the overall research findings of the thesis. The travel career pattern model of motivation and the orchestra model of experience were established as key frameworks to understand the motivation and experience of repeat tourists. The

empirical findings further establish the theoretical and managerial contributions of this research, which makes a conceptual and managerial contribution to exploring repeat tourism in the context of re-visiting 'Incredible India'. Additionally, the limitations of the research and future directions are discussed and a personal and contextual reflection by the author completes the thesis.

Contents

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Chapter 1   Introduction

A section of this chapter has been published as per the reference below:

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Chapter 1 provides an overview of the thesis. It commences with a brief description of

the repeat tourist construct, which is often confused with the concept of destination

loyalty. The chapter reviews the existing literature on repeat tourist behaviour and

presents an operationalised definition of repeat tourists to provide context for this study.

The chapter then positions the geographical context of the study – India – and provides

a summary of research conducted in the Indian tourism context. A succinct summary of

the determinants of repeat tourist behaviour is then presented, with the argument

focusing on two main correlates: motivation and experience. The chapter then offers a brief review of stakeholder perspectives in investigating tourism matters such as repeat tourist behaviour. The chapter concludes with a brief synopsis of the key concepts in the study and preliminary directions for undertaking this research.

*Psychologists who study what makes life worthwhile are lucky: they are exposed to some of the most exciting and invigorating aspects of existence. Among them, those who study tourism are among the most fortunate: the various activities that comprise what we call 'tourism' are unusually rewarding. (*Mihaly Csikszentmihalyi in the foreword to *Tourist experience and fulfilment: Insights from positive psychology,* by Sebastian Filep and Philip Pearce, 2013)

1.1   Background

Global tourism has experienced significant changes, most notably since the middle of the 20th century (Pearce & Correia, 2020). The latest change was wrought by the COVID-19 pandemic, which, according to the United Nations World Tourism Organization (2022) brought a massive downfall in the tourism industry, with tourists numbers dropping by 73% in 2020 and 72% in 2021 from nearly 1.5 billion international tourist arrivals (ITA) in 2019. The collapse in international travel was recorded as a loss of US$1.1 trillion in export revenue. Calls were made to implement stronger coordination to restart tourism (United Nations World Tourism Organization (2021), and by September 2022 international tourism reached 62% of pre-pandemic levels and is expected to reach 65% by end of 2022 (United Nations World Tourism Organization, 2022). Within this context it is more important than ever to research ways in which to enhance tourism.

Millions of people move across the globe in their quest for unique experiences every year (Pearce, 2019). Consequently, tourism as an industry has grown, both in size and value, and is perhaps one of the few high-growth sectors of the global economy (Page

& Connell, 2020). The tourism industry is multifaceted, and includes a variety of products and services. The service-based nature of tourism presents a unique amalgamation of many partners, such as restaurants, accommodation providers, transport companies and entertainment services. Being a multidimensional industry, its growth can significantly improve the economic health of a nation.

With the exponential growth of the tourism industry, management of tourist destinations and travel behaviour has become more competitive and complex (Dixit, 2021; Morrison, 2019; Morrison & Coca-Stefaniak, 2020). Growing demand and competition in the industry have forced destination managers to strive for tourists' loyalty, defined as the repurchase of a product or services, or a recommendation to others. Loyalty and repeat tourism are viable and profitable strategic options for destination management organisations (DMO) (Fesenmaier & Xiang, 2017a; Van Dyk et al., 2019; Wang et al., 2020). Implementing a business strategy to increase repeated visits requires an appropriate understanding of why some tourists decide to visit the same place more than once. Over the last few decades, various models and theories have been proposed to understand repeat tourist behaviour. (Clarke & Bowen, 2021; Maghrifani et al., 2021; Rather et al., 2021). This thesis focuses on the gaps in the literature and presents a comprehensive analysis of repeat tourist behaviour and its underlying factors. The next section introduces the core concepts of this thesis.

1.2 Repeat Tourists

People are drawn to new locations and attractions, but a substantial number return one or more times to the same destination or attraction. These travellers are referred to as repeat tourists, repeat visitors or repeat vacationers. To put it simply, repeat tourists are those individuals who re-experience the same tourism product, service or destination

(Su et al., 2022; Wen et al., 2022). Repeat tourism is a crucial phenomenon as repeat tourists account for more than half of total tourist arrivals at many destinations (Van Dyk et al., 2019). A 5% increment in the number of repeat tourists adds 25–95% profit, yet the factors driving repeat visitations are still unknown (McKercher & Tse, 2012; Rice & Khanin, 2019).

While researching the repeat tourism phenomenon, a key question of interest to tourism researchers is whether tourists demand novelty, or show loyalty to a destination. Is there a role of psychological and past experience-related factors that might determine if a tourist will return to one particular destination? A scan of the current literature shows that there are many attitudinal and behavioural differences among first-time and repeat tourists (Alfarhan & Nusair, 2021; Shavanddasht & Allan, 2018). Additionally, studies show that repeat tourists are an important market segment who engage more with the local culture and indulge in various activities they could not appreciate during their first visit (Lau & McKercher, 2004). To understand the inherent consumption behaviours of repeat visitors, trip-specific antecedents have been investigated, with a primary focus on geographic and demographic differences (Pereda, 2002; Tjørve et al., 2018; Wang et al., 2020). Some studies have examined repeat visitors in the context of visiting the same destination (Gitelson & Crompton, 1984; Oppermann, 1997, 1999) or different destinations (Kozak, 2001, 2002), but the role of predicting factors for repeat tourist behaviour visiting the same destination multiple times needs further attention (Lau & McKercher, 2004; Matzler et al., 2019). The body of literature on tourism has increased significantly over the past few years, but research on the behaviours of repeat visitors has lagged.

1.2.1   The Characteristics of Repeat Tourists

An early example of research interest in repeat tourist behaviour is evident in a study by Gitelson and Crompton (1984). Their work was followed by further studies (Baloglu et al., 2004; Gyte & Phelps, 1989; Kozak, 2001; Maghrifani et al., 2021; Matzler et al., 2019). It is noteworthy that studies have found that first-time and repeat visitors are heterogeneous in terms of their consumption behaviours while tending to show different destination-related needs and behaviours (Rather et al., 2021; Shavanddasht & Allan, 2018), which is attributed to first-time visitors not having detailed information and less psychological attachment to a destination. In terms of economic value, repeat visitors are often considered a more profitable market segment due to lower marketing costs incurred to attract them and because they attract new tourists with positive word-of-mouth. The tourism economy literature recognises tourist expenditure patterns as an important indicator of visitation frequency and destination loyalty (Alfarhan & Nusair, 2021). Repeat tourists or loyal visitors are found to be less price-sensitive and more relaxed about the tourism services and products offered to them than first-time visitors (Croes et al., 2010; Wen et al., 2022). For instance, in an empirical study Wang (2004) demonstrated that mainland Chinese repeat visitors to Hong Kong stayed longer and engaged more in local cultural activities in comparison to first-time visitors.

Identifying the conditions that provide a favourable environment for repeat tourists is important for destination management. Most countries keep a record of tourism information, but few of the national statistical records identify those tourists who are repeat tourists (Pereda, 2002; Van Dyk et al., 2019). Regardless of the exact numbers, all tourist DMOs and marketing researchers agree that repeat tourists are a cost-effective and attractive market segment. Not surprisingly, one of the popular beliefs in the marketing literature is that it costs about five to six times more to attract new

visitors compared to those who have already been to that destination (Meleddu et al., 2015; Oppermann, 1998). Encouraging repeat visitation can therefore save costs and generate higher revenue in comparison to attracting new tourists (Gitelson & Crompton, 1984; Gyte & Phelps, 1989).

Increasing the number of repeat tourists is a challenging task since the tourism industry faces intense competition not only at the local level, but also at the global level. Therefore, tourist (customer) retention has been a major area of research in the tourism and marketing literature. The marketing strategies directed at attracting first-time visitors can be totally unsuitable for repeat visitors (Rice & Khanin, 2019). Consequently, both researchers and destination managers have been examining the distinct needs and requirements of repeat tourists to formulate effective promotion and marketing strategies for this specific market segment (Clarke & Bowen, 2021; Oppermann, 2000).

The concept of repeat visits is difficult to study due to its complex nature wherein the scale of repeat visits may also vary; tourists may visit the same location, the same city, the same site of interest or the same country (Shavanddasht & Allan, 2018). Visitors may repeat their visits for many reasons, such as family linkage, heritage lineage, business relationships, educational aspirations and medical treatment. Like all consumer products, repeat tourism not only brings higher revenue and generates employment, tourists also promote their favourite destinations to prospective visitors in their network via word-of-mouth publicity (Reid & Reid, 1994). Hence, repeat visitors constitute a highly desirable market.

The next section highlights the origin and development of the concept of repeat tourist behaviour, which is often combined with the construct of destination loyalty.

1.2.2 Repeat Tourist Behaviour Versus Destination Loyalty

As discussed above, there are multiple dimensions to analysing and understanding the repeat tourist behaviour construct. It is often masked by the destination loyalty concept. In marketing, loyalty literature dates to Brown (1952), who presented four categories of the loyalty continuum: undivided loyalty, divided loyalty, unstable loyalty and absence of loyalty. Later, researchers became inclined to understand the psychological aspect of loyalty and studies of attitudinal loyalty became popular. For a fuller understanding, the overall attitude towards a product or service includes intentions for repurchase, which are built upon the customers' perception of the value received (Fournier & Yao, 1997; Hawkins et al., 1989; Liu et al., 2020). Other researchers emphasise the behavioural aspect of loyalty, defining it as repurchasing and making recommendations to others (Hughes, 1991; Sönmez & Graefe, 1998). Jacoby (1971) proposes the idea of composite loyalty, which includes both behavioural loyalty and psychological loyalty, with behavioural loyalty defined as the repeated purchase of the same product over a period of time and psychological loyalty defined as a preference or inclination towards a specific brand. Oliver (1999) defines loyalty as the highest level of commitment, implying the transition from a favourable predisposition towards a product (affective loyalty) to a repeat purchase commitment (conative loyalty), as a step prior to the action of purchase. Several other authors stress similar aspects of loyalty (Riley et al., 2001). According to Rauyruen and Miller (2007. p. 22), 'creating a loyal customer base is not only about maintaining numbers of customers over time, but it is also about nurturing the relationship with customers to encourage their future purchase and level of advocacy'. Customer loyalty is therefore regarded as tourism loyalty in the context of tourism and travel.

In tourism, early evidence of research on loyalty could be found in the 1980s; however, the multifaceted nature of the phenomenon creates uncertainty in terms of understanding different stakeholders (Oppermann, 2000). Researchers in tourism and leisure studies have operationalised tourists' destination loyalty as actual repeated visit to a destination, behavioural intentions, (i.e. intentions to revisit a destination) or willingness to recommend that destination (Alfarhan & Nusair, 2021; Chen & Chen, 2010; Ha & Jang, 2010; C. K. Lee et al., 2007; Oppermann, 2000; Pearce & Kang, 2009; Petrick, 2004; Zhang et al., 2014). A selection of literature included repeat visitor behaviour under behavioural loyalty (Patwardhan et al., 2020; Wang et al., 2020), in contrast with some other works that combined the intention to revisit with actual visit behaviour, as shown in a review paper by Zhang et al. (2014). In addition, repeat tourist behaviour has been studied as a positive attitude towards a destination along with behavioural loyalty, in which case it is called composite loyalty (Hung & Petrick, 2012). Hence, researchers suggest using both behavioural and attitudinal approaches simultaneously while studying destination loyalty (Riley et al., 2001; Shakoori & Hosseini, 2019). Given this multidimensionality at the operational level, the construct of behavioural loyalty has generally been uncertain. Therefore, this thesis contributes to the behavioural outcome of the destination and behavioural loyalty constructs, and defines repeat behaviour of the tourists where they have made at least two visits to the same destination.

As established above, repeat tourist behaviour is a contemplated and well-planned activity chosen by the travellers after a great deal of consideration of several factors. A visitor who has been to a destination will have a different perception of that destination. First-time visitors are more novelty-seeking, thus are attracted to the popularity of novel destinations; however, repeat visitors indulge in the more niche social and cultural

activities that the place has to offer (Hsu et al., 2014; Pearce & Lee, 2005; Peña et al., 2013; Rather et al., 2021). Larger destinations with a range of activities tend to have a variety of opportunities available, so it is highly likely that travellers revisit that destination for entirely different reasons and intend to participate in a fundamentally different activity that they could not achieve during their first visit.

Repeat tourism can be of higher value for larger and diverse countries that have a variety of experiences to offer, such as Australia, Canada, China, India and the United States of America (USA) (Fallon & Schofield, 2003; Van Dyk et al., 2019). The current research focuses on India as a geographically large and diverse destination for repeat tourism. Given the focus on India as the unit of study, the following section provides an in-depth discussion on India and its tourism status, and opportunities in the context of repeat tourism.

1.3   Tourism in India

A travel destination is more than a geographical site. Place or destination is a combination of various qualities such as natural habitat, cultural resources, heritage, arts, history, architecture and cuisine. A place may have different connotations to different people depending on the perspective of each individual (Liu et al., 2020). Individuals may travel to the same destination and form entirely different perceptions of the place. A first-time tourist may have different perceptions and experiences of that place compared to those who have visited multiple times (Smith, 2015; Su et al., 2022).

Each travel destination has a dynamic and valuable function, not only for product development and promotion but also to establish the link between place and culture as the overall tourism experience (Clarke & Bowen, 2021). A good example of such a place is India. The country has vast natural and cultural diversity to offer visitors

(Barman & Nath, 2019; Enoch & Grossman, 2010; Hottola, 2014). India is one of the oldest civilisations in the world. It is a country rich in flora and fauna, with six seasons and 40 world heritage sites.

Tourists from other countries visit India for various purposes such as holidays, spas, medical treatment, yoga and meditation, business and meetings (Sharpley & Sundaram, 2005). With so much potential for tourism-related activities, India naturally qualifies as a place-based cultural tourism destination that Smith (2015) suggests as the most influential strategy. Guests are always highly regarded, equivalent to God in Indian culture since ancient times; however, only in the past few decades has India developed as a popular travel destination. The following section shows India as a popular tourism destination and discusses the nature of the tourism sector in India.

1.3.1   Tourism Development and Growth

According to the World Tourism and Travel Council (WTTC), travel demand worldwide has grown by 10.1% per annum in the last couple of years. Tourism industry in India is also growing rapidly with the arrival of international tourists. The arrival numbers increased from about 13 million visitors in 2015 to almost 18 million visitors in 2019. India is on track to becoming one of the most travelled destinations in the world. The Travel & Tourism Competitiveness Report 2021 ranks India 34th out of 140 countries overall, with a rating of 4.4. In comparison, Spain ranks first, with a rating of 5.4 (World Tourism Organization, 2021).

Travel and tourism account for 5.1% of India's employment while contributing 3.6% of GDP. India is ranked eighth for her cultural resources and business travel, 14th for her diverse natural resources, and 13th for her price competitiveness (Ministry of Tourism Government of India, 2021). The country's ground and port infrastructure is ranked

28th and airport infrastructure is ranked 33rd. However, tourism service infrastructure needs significant improvement (ranked 109th). Despite some uneven progress, India also lags on health and hygiene (ranked 105th) and ICT readiness (ranked 105th). The safety and security situation is unsettling, with a perceived increase in the impact of crime and violence (ranked 122nd). Some other aspects of India's tourism infrastructure remain underdeveloped, such as international openness (ranked 51st) and prioritisation of travel and tourism (ranked 94th). Table 1.1 indicates the tourism statistics for India in 2019, before the COVID-19 pandemic.

Table 1.1: Indian tourism statistics 2019

International Tourism	Statistics
International tourist arrivals in India	17.91 million
Average growth rate	2.8%
Foreign exchange earnings of the sector	US$30.06 billion
Average growth rate	5.1%
India's share of international tourist arrivals	1.23%

Source: Ministry of Tourism Government of India (2021)

International tourist arrivals (ITA) significantly grew in the second half of the last decade, rising from 13.11 million tourists in 2014 to 17.91 million in 2019. Figure 1.1 shows the trend of ITAs from 2017 to 2019.

Figure 1.1: International tourist arrivals in India, 2017-2019

Source: Ministry of Tourism Government of India (2021)

1.3.2   Contributions of Tourism

Tourism is a significant contributor to foreign exchange, employment and income, particularly in the Indian context as tourism is one of the major industries in India. India is a union of 28 states (which have their own governments) and eight union territories (the federal territories, governed by the Union Government of India). Tourism is the responsibility of the state governments, thus the federal government's role is limited to developing national policies and frameworks. The national institutional organisation of the tourism sector has seen a transformation over the last 50 years. The Indian Tourism Development Corporation (ITDC) since its inception in 1966 under the Ministry of Tourism has been the primary force driving the development, promotion and expansion of Indian tourism. The corporation provides extensive hotel, transport, restaurant and entertainment services as well as publishing and distributing tourism publicity material. Other organisations such as the Indian Institute of Tourism and Travel Management (IITTM) and the National Council for the Hotel Management and Catering Technology (NCHMCT) have also made considerable efforts to make Indian tourism more

accessible (Ministry of Tourism Government of India, 2021). In 2002, the Ministry of Tourism launched an international tourism campaign with the intention of creating a distinctive identity for the country in the international tourism industry (Kant, 2009). The campaign was popularised as Incredible India (styled as Incredible !ndia) to showcase enhanced professionalism in its branding and promotional endeavours (Kerrigan et al., 2012). The campaign, developed by a world-renowned advertising and marketing firm, Ogilvy & Mather India, devised a unified communication strategy to promote India as a high-end tourist destination. Various aspects of Indian culture, heritage and history were highlighted in the campaign at the global level to attract a diverse range of tourists. Notably, the campaign was successful enough to attract 16% more tourists in the first year. Since 2002, this campaign has won worldwide acclaim (Kant, 2009; Malik & Asima, 2014). This award-winning campaign has positioned India as a significant tourist destination by changing the destination image and presenting India as a one-of-a-kind place to visit (Kerrigan et al., 2012; Kokkranikal et al., 2020). Some other campaigns, such as Atithi Devo Bhava in 2009, Clean India in 2013, Swadesh Darshan in 2015 and Dekho Apna Desh in 2020, have been instrumental in promoting India to incoming tourists from all over the world over the past decades (Amore & Roy, 2020).

In addition to the branding campaign, over time the government introduced comprehensive reforms to travel policies and infrastructure, especially for international travellers. Tourist Visa-on-Arrival (VoA) was launched in 2014, enabled by Electronic Travel Authorisation now known as E-tourist Visa. It allows citizens of 168 countries to obtain a 90-day visa at the airport upon arrival instead of applying in advance, thereby helping to reduce bureaucratic obstacles to travel (Ministry of Tourism Government of India, 2021). The implementation of policies and infrastructure development depends

heavily on state tourism bodies (Hannam, 2005; Singh, 2002). This creates an administrative bottleneck in travel and tourism governance in India. The regional governments must collaborate effectively to create a seamless and uniform ecosystem that allows tourists to experience India with ease (Dixit, 2020). The next section presents a review of the tourism literature to better understand the major topics in the Indian context.

1.3.3   Types of Tourism in India

This section presents a review of tourism research conducted in India that assisted the researcher to have a fuller understanding of India as a tourist destination. A comprehensive list of tourism articles from key sources published between 1998 and 2020 was reviewed. The review presented here focuses on international refereed journals and selected mainstream journals from India published on Web of Science and Hospitality and Tourism Complete databases. The selected articles include full-length, peer reviewed, academic articles published in tourism and hospitality academic journals. Some articles were not included due to the questionability of the source of publication. The review of the sample articles on tourism studies in India indicates a few major themes as presented in Table 1.2.

Table 1.1: Major themes Identified in tourism research in India

Research Theme	Author (year)
Medical tourism	Charak (2019) Connell (2006) Crooks et al. (2011) Remya (2015)
Niche tourism	Amore and Roy (2020) D'Lima et al. (2018) Roy and Gretzel (2020) Thimm and Karlaganis (2020)
India's image	Bhattacharyya (1997) Chaudhary (2000) Oviedo-Garc et al. (2009) Thomas and Mura (2019) Tiwari et al. (2018)
Expectations	Barman and Nath (2019) Chaudhary (2000) Mohsin and Lockyer (2010) Narayan et al. (2009)
Tourism policy and development	Kokkranikal and Baum (2000) Raguraman (1998) Shah and Trupp (2020) Singh (1997) Singh (2002)
Religious, spiritual and cultural journey	Arya et al. (2018) Bandyopadhyay and Nair (2019) Raj and Griffin (2015) Sharpley & Sundaram (2005) Shinde (2010)Verma and Sarangi (2019)

The review of the selected articles indicates that substantial research has been conducted in the areas of tourism, although much is situated in medical and spiritual tourism. There appears to be obvious research gaps related to repeat tourism, such as factors predicting ITAs, their onsite experience, revisit intentions and repeat tourist behaviour. The challenges and difficulties in the Indian tourism sector have been identified both at the policy level, such as low prioritisation of tourism, and at the

individual tourist level, such as begging (Lozanski, 2013; Raguraman, 1998; Roy & Gretzel, 2020).

India has immense tourism assets such as landscapes, coastlines, wildlife, heritage architecture, art, music and dance (Dixit, 2020; Hottola, 2014; Mody et al., 2014), despite some unfavourable conditions and infrastructure making travel unpleasant (Chaudhary, 2000; Raguraman, 1998; Thomas & Mura, 2019). For example, a study by Lather et al. (2012) shows the differences in the expectations and the satisfaction level of international and Indian visitors to India and highlights a lower level of satisfaction reported by all tourists. Despite these undesirable conditions, some tourists visit India at least twice, sometimes more, posing an interesting question for the tourism industry (Agarwal & Pearce, 2019). It is noteworthy that some studies point to the research gap associated with the decision-making process to travel to India. Like other countries, India attracts many repeat visitors every year, although the researcher has not been able to find any credible statistics. To the best of the researcher's knowledge, there is only one study that briefly indicates that a substantial number of tourists visit India at least twice or more (Singh et al., 2017). Hence, exploring and understanding the reasons why the tourists go back to India is interesting and worthwhile.

1.4   Repeat Tourists to India

Repeat tourism is an important element of the tourism economy worldwide. Many developed countries, like Australia, Spain, Singapore and the USA, monitor repeat tourist arrivals and their impact on the tourism industry (Statista, 2022; Skift Research, 2018; Tourism Research Australia, 2019). Many developed countries and destinations across the globe have started monitoring the footfall of repeat tourists and exploring policies to attract them, making repeat tourism a growing sector.

Repeat tourism is well-researched in the context of tourism worldwide (Clarke & Bowen, 2021; Hui et al., 2007; McDowall, 2010; Rice & Khanin, 2019); however, no single work has considered actual repeat tourist behaviour in India, despite the potential and diverse tourism opportunities available (Patwardhan et al., 2020). A study focusing on insights into destination loyalty was conducted in India during a religious festival to understand visitor place attachment, emotional solidarity and perceived safety of tourists (Patwardhan et al., 2020); however, the study measured the intentions to revisit the festival and not the actual repeat visit. Another study profiled and segmented international tourists but did not give sufficient attention to repeat tourists to India. The study identified that spirituality (combined with yoga, meditation and natural beauty) is one of the most important attributes attracting international tourists to India (Singh et al., 2017) and many of them were repeat tourists. The authors established that the spirituality appeal for repeat tourists was similar across all age groups (aged below 18 to above 51 years). Other than spirituality, the major factors to attract repeat visitor were India being a value-for-money destination (i.e. less expensive), a variety of culinary experiences, and interest in the history and culture of India.

Although much data are available on the facts related to tourists and the tourism industry, the factors predicting ITAs, their onsite experience and repeat tourist behaviour have not received sufficient attention. As admitted by a number of researchers, identifying the antecedent factors for destination loyalty and repeat visits is crucial for destination development and revenue generation (Shakoori & Hosseini, 2019; Sun et al., 2013); the findings obtained would help India design a more comprehensive destination management and marketing plan. Arguably, this thesis makes the first attempt to systematically examine these factors in the context of repeat tourists to India.

1.5   Determinants of Repeat Tourist Behaviour

Identifying a single factor responsible for repeat tourism is challenging, but a combination of factors could be identified that predict repeat travel. The prerequisite factors for repeat tourism are of great interest to researchers to establish customer loyalty and actual return behaviour. A substantial amount of research has been done on various determinants of repeat tourism, such as destination image, satisfaction, motivation, and experience. Notably, most studies focus on revisit intentions or destination recommendations to other people (Hassan & Soliman, 2021; Kozak, 2001; Kozak & Rimmington, 1999; Wong & Lai, 2021; Yoon & Uysal, 2005). These determinants will be discussed briefly in the next section.

1.5.1   Destination Image

Destination image is defined as a tourist's general impression of a destination (Campo-Martínez et al., 2010; Coshall, 2000; Maghrifani et al., 2021). The academic literature shows that destination image is an important determinant when travellers make their decision to travel to a particular destination (Aulia et al., 2021; Coshall, 2000; Gallarza et al., 2002). Consequently, destination image is investigated widely in the tourism literature (Gallarza et al., 2002; Pike, 2002). Several reviews of destination image research are presented from time to time that report a variety of strategies and techniques to measure destination image and the underlying components (Sio et al., 2021; Stepchenkova & Mills, 2010).

Destination image refers to the expected characteristics of a destination. Image is a dynamic concept and keeps changing with time and space. Various explanations have been proposed for destination image; however, the underlying theme reflects the belief and impression based on information from various sources and includes cognitive,

affective and conative components (Gartner, 1994). Baloglu and McCleary (1999) refer to these components as perceptual/cognitive and/or affective evaluations. Beliefs and knowledge about an object form a person's perceptual or cognitive evaluation, and this also includes how individuals respond to stimulation from various information sources. The affective evaluation mainly occurs when individuals are emotionally engaged and respond to the action. Finally, a joint cognitive–affective approach has been utilised to better understand the complex phenomenon of destination image (Martín & Rodríguez del Bosque, 2008).

A meta-analysis review by Zhang et al. (2014) shows overall image plays an imperative role in establishing tourist loyalty, followed by affective image and cognitive image. A cognitive–affective image did not demonstrate a stable impact on tourist loyalty. Chi and Qu (2008) proposed a systematic approach to understanding destination loyalty by examining the theoretical and empirical evidence for the causal relationships among destination image, tourist attributes and overall satisfaction, and destination loyalty. The authors found that destination image directly affects attribute satisfaction and together they affect overall satisfaction. Further, attribute satisfaction and overall satisfaction were found to have a direct and positive relationship with destination loyalty. However, their study only measured the attitudinal aspect of destination loyalty. The role of destination image for repeat tourists has still not been well studied (Gartner & Ruzzier, 2011), although it might serve as a key component when making a repeat travel purchase. Repeat tourists may have a more positive perception of the destination's image, which could be the reason for their repeat visit. Researchers have proposed that understanding the factors that influence destination image will benefit destination marketers and management to recognise target markets and decide which image should be promoted to which market segment (Beerli & Martín, 2004; Kim, 2018; Maghrifani

et al., 2021). Such an analysis could be particularly helpful in the case of repeat tourists to India since there could be different images of India in tourists' minds when visiting India.

1.5.2 *Satisfaction*

Intuitively, one of the most obvious reasons for repeat travel could be satisfaction with the destination. Tourist satisfaction has been studied for more than 30 years, utilising various approaches (Japutra, 2020; Truong & Foster, 2006), and it is generally identified as a post-purchase concept. When the experience of the tourist meets or exceeds previous expectations, they feel satisfied. Thus, satisfaction is a cognitive and affective evaluation between results and expectations, which produces a pleasing contentment (Shavanddasht & Allan, 2018). Other studies show a clear link between satisfaction with previous visits and intention to return to the same tourist destination (Alegre & Cladera, 2009; Back et al., 2021).

Ample research also shows that tourists who are satisfied with one particular destination are more likely to return and are generally more willing to make word-of-mouth recommendations to their family and friends (Campo-Martínez et al., 2010; Chi & Qu, 2008). However, contrasting findings indicate an asymmetrical and non-linear relationship between satisfaction and customer loyalty (Bowen & Chen, 2001; Gohary et al., 2020; Gómez et al., 2004).

While the antecedents of tourist satisfaction have been widely investigated, since satisfaction can predict future travel behaviour (see for example the review by Petrick, 2002; Petrick & Sirakaya, 2004), little research has been conducted on the outcome of satisfaction (Anderson & Sullivan, 1993), particularly in the area of predicting repeat tourist behaviour in the specific case of tourist destinations. Anderson and Sullivan

(1993) studied the possibilities of repurchasing in the services sector; however, they did not include certain distinguishing characteristics of tourism products such as individual expectations, prior experience or destination image. Evidence shows that the affective component of satisfaction serves as the antecedent of loyalty rather than the cognitive component (Yu & Dean, 2001) and this is also found in other contexts (Forgas-Coll et al., 2012; J. Lee et al., 2007).

There could be multiple determinants of repeat tourist behaviour. Considering the myriad studies conducted on these determinants, there are some noneconomic constructs that explain repeat tourist behaviour, such as motivation (Maghrifani et al., 2021), previous experience (Wong & Lai, 2021), place attachment (Liu et al., 2020) and emotional solidarity (Patwardhan et al., 2020), in addition to destination image and satisfaction as discussed above. This current research focuses on two main determinants for repeat tourist behaviour: motivation and experience. The background, existing literature on these two core concepts and rationale for selecting these two constructs is provided in the following sections. Understanding these constructs and their relationship with repeat tourist behaviour is crucial to consider in fostering greater repeat tourist influx and ultimately assist in sustainable planning and management of destinations. Motivation and experience, as the main foci of this thesis, are discussed next.

1.6   Motivation: The First Focus

Why do people travel? Motivation for travel has been widely studied in the tourism literature and researchers have been trying to determine some common driving patterns. Motivation studies are of interest to academics and others, including practitioners, media observers and communities (Jiang et al., 2014; Tasci & Ko, 2015). Motivation is

defined as a state of mind that drives people towards certain actions, such as travel. It is considered a significant determinant of tourist behaviour and researchers have studied this psychological aspect of tourist behaviour in great depth (Crompton & McKay, 1997; Devesa et al., 2010; Soliman, 2021). Crompton proposes that the psychological motivation to travel originates from the individual's social environment, and then the selection of destination is made based on factors such as image, financial cost, affordability, time, distance, risk and cultural motivators. Crompton (1979) classifies these socio-psychological motives into seven categories: escape, exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interactions.

Motivation is a dynamic and multidimensional concept that can change from one person to another, from one travel destination to another, and from one market segment to another, as well as for one tourist at different time periods (Pan et al., 2021). Pearce (2011a) defines tourist motivation as the 'total network of biological and cultural forces' that determine 'travel choice, behaviour and experience'. These forces or needs may vary between tourists, thus their approach to the travel destination may vary too. Different motives intersect and interact with each other when people make decisions regarding a travel destination. Hence, understanding motivation may help to identify a strong psychological perspective for selecting a travel destination and could therefore be valuable for developing specific tourism activities and strategies for destination promotion.

Various aspects of travel motivation have been studied since the beginning of tourism research. The 20th century saw a special interest in tourist motivation research. Scholars made several attempts to explain the needs and outcomes of recreational and leisure

activities (Jiang et al., 2014; Tasci & Ko, 2015). Various sociological, social-psychological and psychographic models have made great contributions to tourism research. A number of studies have applied a variety of motivation concepts in the tourism field, such as the hierarchy of human needs (Maslow et al., 1970), motivational tourist typology (Cohen, 1972), allocentric and psychocentric needs (Plog, 1974), the push-pull theory (Dann, 1981), the level of arousal model (Iso-Ahola, 1983) and the travel career ladder (TCL) (Pearce & Lee, 2005). Cohen (1972) differentiates the typology of travellers based on the travellers' needs, interests and willingness to take risks, and categorises travellers into four groups: drifter, explorer, individual mass tourist and organised mass tourists. Similarly, Plog's (1974) tourist typology classifies tourists with different introverted/extraverted tendencies that determine tourists' willingness to travel to familiar or unfamiliar places. Dann's (1981) push-pull dichotomy signified a slight shift from a heavy emphasis on personality factors, emphasising both push (internal) and pull (external) factors to explain the motivation for travel. Both push and pull motives were studied by researchers as early as the 1950s (Pimlott, 1947 and Boorstin, 1962 as cited by Pearce, 2014) and purported the significance of the destination attributes and image while making travel decisions. A similar approach was identified by Iso-Ahola (1983) where tourists' motivation to travel was explained by their need for escaping versus seeking to maintain their optimal level of arousal. These theories all established various multidimensional aspects of tourist motivation. Since then, studies addressing the motivation for travel have progressed substantially.

The nature of individual motivation itself is dynamic and keeps evolving, hence researchers have applied various theories and frameworks to better understand travel motivation. For example, Prebensen et al. (2012) investigated linkages between

motivation and involvement via a factor analytic study and structural equation modelling. However, this approach might not be holistic, and the selection of motivation variables needs a cautious approach. Another type of travel motivation study is available that adopts a more qualitative approach and utilises content analysis to understand the theme of the content provided during interviews, blogs or remarks made by tourists. This approach is also prominent in the literature (Hsu et al., 2007). It is also useful to contend that much of the work on motivation in tourism is atheoretical and does not adhere to the ideas of psychology or social science scholars who have studied what drives behaviour (Bowen & Clarke, 2009; Hsu & Huang, 2008). Pearce's (2005) TCL provides a rich description of travel motivation with its 14 core factors that were derived from the hierarchy of needs theory of motivation by Maslow et al. (1970).

The concept of a travel career pattern (TCP) is the foundation of various studies by a range of authors attempting to understand the travel motivations of different tourist groups. Some examples of the studies include Western and Asian tourists (H. Li et al., 2015; Pearce & Lee, 2005; Wu et al., 2019), health and spa tourists (Panchal & Pearce, 2011), backpackers (Paris & Teye, 2010), repeat tourists (Agarwal & Pearce, 2019), Muslim tourists (Oktadiana et al., 2017) and students (Song & Bae, 2018). The approach finds a constant indication that an individual's travel motives consist of core (novelty, escape/relax and relationships), middle (the desire to be in nature, self-development, host-site involvement and self-actualisation), and outer layer motives (nostalgia, status issues and isolation). While the patterns change with more travel experiences, all travellers pay attention to the core motives.

The current thesis employs the TCP model to examine repeat tourist motivation. A comprehensive review of existing studies and the applicability of TCP to the current research project is presented under the theoretical framework outlined in Chapter 2.

1.7   Experience: The Second Focus

Various psychological theories and variables can be linked with tourism and tourist behaviour (Pearce & Packer, 2013; Tang, 2014). Researchers have linked psychological factors such as experience, attitude, motivation, loyalty and sensation-seeking with tourism studies (Chang & Gibson, 2015; Xu & Chan, 2016) and found significant relationships. In addition to these factors, researchers have also looked at cognitive, affective and sensory aspects of tourists' travel experiences to predict tourist behaviour (Baloglu & Mangaloglu, 2001; Pearce & Packer, 2013; Servidio, 2015). Evidence suggests that previous experience affects the image of a particular destination and future travel behaviour (Baloglu & Mangaloglu, 2001; Echtner & Ritchie, 2003; Wong & Lai, 2021).

Tourism is all about the experience. People travel to variety of places looking for different experiences (Rather et al., 2021; Sharma & Nayak, 2020). According to Svabo et al. (2013, p. 316) experience is 'a process where people undergo the influence of things, environments, situations, and events, and a wide range of materials play active roles as mediators of experience'. Thus, a tourist is like an active agent who is well engaged in the events occurring in different spans of time and space during the trip. The ultimate aim of travel is to seek out authentic experiences that tourists have not had before or to be immersed in that experience again because they enjoyed it previously (Rather et al., 2021).

Experience is a subjective concept; different individuals may define the same series of activities/events as pleasant or unpleasant. Despite this, some underlying constituents of experience operate simultaneously to determine what is called an experience. While some want to explore unique experiences, others might indulge in similar experiences at fairly similar locations (Pearce & Mohammadi, 2021). The question then arises as to what is so special about experiences for those who want to revisit to a place/location and keep rejuvenating the past experiences? Experience is a multifaceted term that is dynamic in nature. Experience as a term has been used comprehensively to understand an individual's interaction not only with other individuals but also with space, product, services and culture (Ryan, 2018). Research has established that a pleasant and positive tourist experience is the key to successful tourism (De Botton, 2002; Huang et al., 2019; Schmitt, 2010). The study of experience has been prevalent since the 1960s; however, it is a relatively new field of study in tourism and marketing (Jennings et al., 2009). Experience has been one of the main concepts in the tourism literature, as tourism is specifically the business of creating memorable destination experiences that tourists will remember for a long time, and will be shared with their family, friends and acquaintances (Larsen, 2007).

Researchers have presented different perspectives to understand tourist experiences, such as psychological (Larsen, 2007), marketing (Mossberg, 2007), sociological (Cohen, 2008) and edutainment (Hertzman et al., 2008). Cohen (1979) and MacCannell (1973) were the first tourism authors to study tourist experience within a phenomenological framework and establish a link between tourism experience and authenticity. Cohen, in his pioneer work, presents a distinct taxonomy of tourist experiences, classifying them as recreational, diversionary, experimental, experiential and existential, drawing their roots from sociology. Later, a social–psychological

perspective was offered to understand the tourist experience (Pearce, 1982). Tourist experience had become a focus of attention by this time, and several perspectives were offered to empirically examine and explain this phenomenon (Pearce & Caltabiano, 1983; Pearce & Moscardo, 1986). Adopting an individual psychological process approach, Larsen (2007, p. 15) defines experience as 'a past, personal, travel-related event which is strong enough to have entered long term memory'. Similarly, another definition focusing on psychological processes was proposed by Gnoth and Matteucci (2014, p. 4) that defined tourism 'as the conflux of, what is sensually perceived, how it is processed, and how it is retained in the resulting experience'. Both definitions suggest that tourism experience is a highly complex and multiphasic process that includes expectations before the trip, perceptions during the trip and memorability after the trip. The tourism experiences remembered for a long time are referred to as memorable tourism experiences (MTE) (Kim, 2018; Kim & Brent Ritchie). The memorability aspect of MTE is mostly influenced by emotional involvement during and after the tourism experiences (Servidio & Ruffolo, 2016). There are some attempts to show the link between MTEs and future behavioural intentions (Chen & Rahman, 2018); however, understanding of repeat tourist experiences requires a more comprehensive model that goes beyond memory and emotional aspects of experience.

Experience might be the major determinant when it comes to planning a visit to a destination where the tourist has been before. When repurchasing a product, customers have confidence in its predictability and stability; however, tourist destinations are dynamic in nature. The memorability aspect of experience in this way has been linked with satisfaction and then loyalty (Kim, 2018; Prebensen et al., 2014; Wirtz et al., 2003); however, the contrasting views regarding the immediacy of the experience are also present in the same context (Kahneman et al., 1999). The experience of a tourism

destination can vary due to factors such as seasonality, local weather conditions,
landscape transformations, altered host culture and technological advancements
(Gartner & Ruzzier, 2011; Neuhofer et al., 2014).

Experience in the long run may be the major reason for coming back to the same place
in India or destinations within India. Most of the features of India will be more or less
the same, such as culture and people, so once tourists have visited one Indian
destination, they may be open to experience the same destination again (Singh et al.,
2017).

The main theoretical models to understand motivation and experiences during repeat
visits are discussed in the literature review in the next chapter.

1.8 Stakeholders: The Third Focus

The term 'stakeholder' was first introduced by the Stanford Research Institute in 1963
and the stakeholder theory was pioneered by Freeman (1984). According to Freeman, a
'stakeholder in an organisation is (by definition) any group or individual who can affect
or is affected by the achievement of the organisation's objectives' (1984, p:46). Hence,
an individual or group who has a legitimate interest in the organisation's direct or
indirect activities is called a stakeholder. The stakeholder theory has been applied in
various organisational contexts and has gained popularity in the tourism context over
the past few decades (Bhati & Agarwal, 2021; Freeman et al., 2010; LaPan et al., 2021).
The study of stakeholder perspective is particularly important in tourism as various
individuals and groups involved in the tourism industry influence not only day-to-day
tourism operations but also long-term strategic directions for destination planning and
development. Therefore, understanding the stakeholders' involvement and their

perception is important to gain insight into various matters of interest in tourism (Bhati & Pearce, 2016; Pharino & Pearce, 2020).

A variety of stakeholders may be included in any business context as per the functions and roles of the individuals and groups involved, such as consumers, service providers, owners, policymakers, researchers, environmentalist, and local community (Cheng et al., 2020; Sautter & Leisen, 1999). Stakeholder perception and involvement can vary depending on the stakeholder's thoughts, opinions, future visions, and decision-making capacities. These stakeholders can be broadly classified into two groups; first, those who affect the business, such as business owners or policymakers, and second, those who are affected by the business, such as consumers and community. A further stakeholder categorisation is public or private ownership of the business. Most of the studies conducted in the tourism context have utilised this classification when analysing stakeholder feedback and involvement (Duglio et al., 2019; Pharino & Pearce, 2020). However, analysing multiple stakeholder perspectives to investigate a key tourism phenomenon has not been paid much attention (Bhati & Agarwal, 2021).

This thesis makes the first attempt to investigate multiple stakeholder perspectives on repeat tourist behaviour. Further discussion about the significance of this perspective is presented in Chapter 2. This chapter also presents the definition and operationalisation of the concept for conducting the empirical study. The identification of appropriate stakeholders to study repeat tourist behaviour and the rationale of their engagement in the context of this research study is presented in Chapter 6.

1.9   Preliminary Directions

Tourist destinations and tourist behaviour are the most important components in the study of tourism. Both concepts influence repeat tourism. Understanding the

destination-based factors that motivate tourists to repeat their visits to the same or similar destinations are relevant for both researchers and industry practitioners. This chapter introduced the key concepts in this thesis and provided an overview of the existing research. The concept of repeat tourist behaviour overlaps with other destination loyalty behaviour. This thesis focuses on actual repeat tourist behaviour where tourists have made at least two visits to the same geographical location. In this research the context is India. A brief review of the determinants provides the background to investigate motivation and experience as two key determinants in influencing repeat visits. The following chapter provides an in-depth literature review and discusses existing theoretical frameworks and conceptual schemes to pursue the repeat visit phenomenon.

1.10 Research Structure and Thesis Outline

This section presents an overview of the structure of the research and thesis outline. This PhD thesis consists of seven chapters. Chapter 1 serves as the introduction of the thesis by providing the background to the key research questions. Chapter 2 provides an in-depth literature review and the theoretical foundation for situating the current research. Chapter 3 addresses the research framework and methodology on which this research was based. Chapters 4–6 present the results of the three studies conducted for this research. First, Chapter 4 presents a quantitative study on motivation and experience of repeat tourists. Second, Chapter 5 presents two qualitative studies examining the repeat tourist experience at length. Third, Chapter 6 presents the stakeholder study where the perceptions of various stakeholders on repeat tourism were examined through a qualitative method. Each of these three main chapters contain a brief introduction of the research questions, methodology, findings and discussion. Finally, Chapter 7 synthesises the findings from the three studies and discusses the

contributions and limitations of the research. Figure 1.2 presents the outline of this thesis with an outline of each chapter.

Chapter 1 Introduction

> Background
> Repeat tourists
> Tourism in India
> Repeat tourists in India
> Determinants of repeat tourist behaviour
> Motivation: 1st Focus
> Experience: 2nd Focus
> Stakeholders: 3rd Focus
> Preliminary directions
> Research Structure and Thesis Outline

Chapter 2 Literature Review

> Tourist Motivation: Travel Career Pattern Approach
> Tourist Experience: Orchestra Model Approach
> Multiple Stakeholder Perspectives
> Other Conceptual Schemes
> Research Opportunities and the Knowledge Gaps
> Overall Aim of the Thesis
> Relevance and Importance of the Current Research

Chapter 3 Research Framework and Methodological Overview

> Research framework
> Research methodology
> Chapter Summary

Chapter 4 Motivations and Experiences of Repeat Tourists

> Introduction
> Research Aims
> Methodology
> Results and Findings
> Discussion
> Chapter Summary

Chapter 5 Exploring Experiences

> Introduction
> Phase 1: Content Analysis of Empirical Data
> Phase 2: Investigating Experience through Blog Analysis
> Chapter Summary

Chapter 6 Stakeholder Perspectives

> Introduction
> Stakeholder Selection
> Research aims
> Methods
> Results and Findings
> Discussion
> Chapter Summary

Chapter 7 Synthesis and Summary

> Introduction
> Revisiting the Aims of the Thesis
> Synthesis of findings
> Theoretical Contributions
> Practical Contributions
> Limitations and Recommendations
> Future Directions
> Final Words

Figure 1.2: Chapter Structure of this Thesis

When presented together with Table 1.3 which provides an overview of the research plan for the three studies including the research design, paradigm and methods as per the aims of the thesis, the two graphical representations show a comprehensive pictorial map of the thesis structure and research design.

Table 1.2: Research plan with three studies

	Research Study	Research Design	Data-Collection Method	Respondents	Paradigm	Methodology
Study 1 (Chapter 4)	Motivations and experiences of repeat tourists	Cross-sectional Correlational	Questionnaire surveys	International tourists in India on repeat visits	Postpositivism	Quantitative
Study 2 (Chapter 5)	Exploring experiences	Descriptive and exploratory	Questionnaire survey, open ended	International tourists in India on repeat visits	Postpositivism	Mixed
			Online blogs – netnography	Bloggers		
Study 3 (Chapter 6)	Stakeholder perspedtives on repeat tourists	Exploratory	Interview	Tourism stakeholders in India	Constructivism	Qualitative

The next section presents the study wise research questions and the research objectives of the three studies. Table 1.4 provides the research questions and objectives in detail for each study; these are presented again in the relevant chapters.

Table 1.3: Research questions and objectives for each study

	Research Questions	Research Objectives
Study 1 (Chapter 4)	1. Why do tourists return to India and what kind of travel experience do they achieve? 2. To what degree do the motivational pattern and experience factors shift with the number of repeat visits?	1) To describe the main specific motivational factors for international tourists (specifically those without family or heritage connections) repeating their holidays in India. 2) To understand the motivational shifts among repeat tourists (i.e. any shifts in the core, middle and outer layer motives among those who have visited India for the second time versus those who have visited three or multiple times) 3) To understand the market segmentation and explore origin, gender and age-related differences among repeat tourists in terms of their travel career motives. Simultaneously, explore if past travel experience has any effect on travel career motives. 4) To identify whether there are differences in the main specific experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists. 5) To understand if there are any shifts in the experience factors (cognitive, sensory, affective, behavioural and relationships) among international tourists repeating their holidays in India multiple times. 6) To examine the origin, gender, age and past travel-related differences in repeat tourists in terms of their current experience in India. 7) To understand if the number of repeat visits predict the level of core, middle and outer level motives, through the experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists.

	Research Questions	Research Objectives
Study 2 (Chapter 5)	1. What is the most special experience that makes tourists go back to India? 2. How do the tourists who have been on multiple trips portray their specific experiences in India? 3. To what extent do different forms of enquiries on experience show similar experience patterns as found in Study 1 using a survey?	Study 2.1 1) To examine the different facets of the tourist experience using content analysis and ascertain if the same themes emerge in the unstructured responses. 2) To investigate if there are any differences in the experiences of tourists who made multiple trips to India. 3) To identify the market segmentation and analyse the tourist profile based on age, origin and past travel experiences. Study 2.2 1) To investigate the five key aspects of special experience blogs in an alternative and unobtrusive method. 2) To understand how repeat tourist experiences are portrayed and described in travel blogs. 3) To classify the tourist experience and ascertain if the same themes emerge by applying the netnographic method as determined by the quantitative study (questionnaire with Likert scale) or qualitative study (content analysis of open-ended responses).

	Research Questions	Research Objectives
Study 3 (Chapter 6)	1. What are the understandings and propositions of various tourism stakeholders in India for the repeat tourist market? 2. To what extent are the strategies to attract repeat tourists carried out in India?	1) To explore stakeholder perceptions of the repeat tourist market. 2) To understand the strategy formulation and implementation (if any) for attracting more repeat tourists. 3) To examine stakeholder perspectives and strategies on motivational and experiential aspects of repeat tourism. 4) To compare perspectives and strategies on motivational and experiential aspects of repeat tourism across key stakeholders.

The chapter one presents the concept of repeat tourist and the case of India as the study field. The key topics introduced such as motivation, experience and stakeholder perspective are reviewed in the next chapter to identify the research gaps and to inform the aims of the thesis.

Chapter 2   Literature Review

A section of this chapter has been published as per the reference below:

Oktadiana, H., & Agarwal, M. (2022). Travel career pattern theory of motivation. In

Routledge *Handbook of Social Psychology of Tourism* (pp. 76-86). Routledge.

This chapter reviews the literature on motivation and experience, in particular the TCP (Pearce, 2005) and the orchestra model of experience(OME) (Pearce et al., 2013), to understand the travel motivations and experiences of repeat tourists. Next, drawing on the role of tourism stakeholders for long-term tourism planning and development of the repeat tourist market, an appraisal of the stakeholder theory is presented. Relevant connections are also made with other pertinent conceptual schemes such as market segmentation, destination management and the experience design economy. The review identifies research opportunities towards the end of the chapter and presents the main aims of this thesis. The chapter concludes with a summary of the relevance and importance of the current work.

2.1 Tourist Motivation: Travel Career Pattern Approach

Tourism researchers in the 20th century showed a heightened level of interest in travel needs and motivation (Cohen, 1972; Crompton, 1979; Maslow et al., 1970). An important contribution to the travel motivation literature has been the study of the travel career path approach. This approach was initially developed as the TCL approach (Pearce & Caltabiano, 1983). The radical TCL approach focused on the evolving factors that motivate travellers as they gain increasing travel experience. Drawing on the needs hierarchy theory of motivation by Maslow et al. (1970), it encompasses five levels of need from lowest to highest – relaxation, safety, relationships, self-esteem and self-actualisation. This hierarchy explained that as an individual's travel experience expands, they elevate in the travel career motives hierarchy and thus advance higher in the TCL. A revised approach of this theory was later known as the TCP approach, improving motive identification through graphical representation (Pearce, 2005). This approach suggests that core level motives such as seeking fun and relaxation hold primary importance while making travel decisions, followed by middle layer motives, such as interaction with local community and involvement, and finally the outer layer of motives such as isolation, romance or revisiting a simpler time.

According to the TCL model, with its five levels of need, Pearce (2005) argues that although tourists have one dominant motivation level, they can have more than one level at the same time. As a tourist's travel experiences and lifespan expand, their travel motives change, thus implying that people shift through a series of motivation levels. As proposed by Pearce (2005, p. 54), TCL denotes 'as people accumulate travel experiences, they progress upward through the levels of motivation'. The TCL model (Pearce, 1988) is depicted in Figure 2.1.

Self-actualisation

Behaviour motivated by a desire to transcend oneself, to feel a part of the whole world, to experience inner peace and harmony, to develop oneself to one's full potential

Self-esteem

Other-directed
Behaviour influenced by external rewards, prestige, glamour of travelling. Some psychological rewards (e.g. eating, drinking) are cultivated as connoisseur self-esteem needs)

Self-directed
Behaviour influenced by internally controlled processes; development of skills, special interests, competence, mastery

Love and Belongingness

Other-directed
Behaviour influenced by desire to be with others, group membership, receiving affection and attention, initating relationships

Self-directed
Behaviour influenced by giving love, affection and involving others in the group. Maintaining and strenghtening relationships

Safety and Security

Other-directed
Behaviour influenced by a concern for safety, welfare of others

Self-directed
Behaviour influenced by a concern for one's own safety

Physiological Needs

Externally oriented
Behaviour motivated by need for external excitement; novel settings, activites and places. Behaviour is stimulus hungry

Internally oriented
Survival-needs behaviour influenced by self-directed need to eat, drink, maintain body systems. Need for relaxation or bodily reconstitution

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Figure 2.1 The travel career ladder

Source: Adapted/redrawn from Pearce (1988, p. 31)

According to Pearce (1988, p. 34), the direction of change varies: 'Some individuals may 'ascend' the ladder predominantly on the left hand side of the system, while others may go through all steps on both the left and right hand side of the model'.

An early application of TCL was seen in the study of visitors to the Australian heritage theme park of Timbertown, which assessed seven tourist motives:

(1) rejoicing by eating and drinking,

(2) relaxing in a nice setting,

3) viewing a new, different, and interesting place,

4) quality time with family,

5) seeing and doing things with close friends,

6) improving one's knowledge of early Australian history,

7) experiencing the place first-hand.

The study compared repeat versus first-time visitors, and the time spent in the theme park in terms of their TCL and accommodation arrangements. The results gathered from visitors who stayed one or more nights and transited in the area, indicated that first-time and shorter stay visitors showed interest in the novelty (seeing a new, different and interesting place) while repeat visitors aimed for motives of self-development/self-esteem, followed by novelty and relaxation (Pearce, 1988).

TCL was later modified to TCP with an objective to tone down the physical ladder and hierarchy/steps image. The term 'travel career' remains significant as the concept indicates the traveller's trajectory of motivational travel patterns with expanding travel experiences (Pearce, 2005). Pearce explains important terms in TCP, such as travel needs, travel motives, self/other-oriented motives, motivation pattern and travel career. He argues that travel motives are biological and sociocultural forces that drive travel behaviour, while self/other-oriented motives convey one's internal motivation and external influences. He states that motivation patterns denote multiple travel motives – not those merely emerging from a single

driver – and travel career implies that an individual's travel motivation is dynamic, depending on life stage, age and previous travel experience. Conceptually, TCL is defined as 'an older theoretical model describing travel motivation through five hierarchical levels of needs/motives in relation to travel career levels', whereas TCP is a 'conceptually modified TCL with greater emphasis on the changes in motivation patterns reflecting one's travel career levels than on the need hierarchical levels' (Pearce, 2005, p. 55).

The TCP framework is based on two linked studies. In preparation for the studies, Pearce and Lee (2005) sought to divulge travel motivation through a two-stage research process involving exploratory interviews and a survey conducted on a group of 12 participants. For the survey, Pearce and Lee initially identified 143 travel motives from the numerous tourism and leisure literature. On review, they were combined into 74 travel motives. The data analysis from the survey produced 14 motivational factors, the most important of which were novelty, escape/relax and relationships (strengthen). These were followed by autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationships (security), self-actualisation, isolation, nostalgia, romance and recognition. Further, Pearce and Lee examined the links between travel motivation and travel experience. Three basic travel experience variables comprised domestic travel experience, international travel experience and age.

The 14 motivational factors identified were applied in the two linked studies by Pearce and Lee (2005) to investigate the travel motives of Western tourists and Korean tourists. The first study, conducted in Australia, investigated pleasure travel motivation in the context of Western culture. It involved 1,012 participants

and the respondents rated the 74 motive items using a Likert scale. The second study also used these 74 items and 14 core motive factors to discover the travel motivation of 824 South Korean tourists. The findings of both studies were similar, concluding that the TCP theory can be applied in a cross-cultural context even though the focus of travel motivational factors may differ between cultures (Pearce, 2005). Pearce also indicated that novelty, escape/relaxation and kinship were the most important travel motivations for low and high travel career levels. Moreover, regardless of the travel career, travellers' motives for pleasure travel are shaped by the most important and less important motives. The results from the two studies underpin the TCP framework as shown in Figure 2.2.

Outer-layer motives (less important)

Isolation; Nostalgia; Recognition/Social status; Romance, Stimulation, Autonomy

**Mid-layer motives
(moderately important)**
Higher travel career level

Nature
Self-development (Host-site involvement)
Relationship (security)

**Core motives (very
important)**

**Novelty
Escape/Relax
Relationship**

**Mid-layer motives
(moderately important)**
Lower travel career level

Self-actualization
Self-development

Figure 2.2: The Initial travel career pattern concept

Source: Adapted/redrawn from Pearce (2005, p. 79)

Pearce (2011b) later updated the TCP framework to capture the multi-motives of a wider market of travellers across countries and time. The refreshed version of TCP model is depicted in Figure 2.3.

OUTER LAYER MOTIVES

ISOLATION
(away from crowds)

NOSTALGIA
(reflecting on memories)

MIDDLE LAYER MOTIVES (EXTRINSIC)

SELF-DEVELOPMENT THOUGH HOST-SITE INVOLVEMENT (meeting locals)

STIMULATION
(daring experiences)

KINSHIP
(being with considerate respectful others)

CORE MOTIVES

NOVELTY
(fun, difference)

NATURE
(harmony and appreciation)

ESCAPE/RELAX
(away from routine resting)

SOCIAL STATUS
(experiencing fashionable places)

AUTONOMY
(obligated to no-one)

RELATIONSHIPS
(with family friends)

SELF-ACTUALISATION (new life perspective)
SELF-ENHANCEMENT (skills, mastery)

MIDDLE LAYER MOTIVES (INTRINSIC)

ROMANCE
(having romantic relationships)

Figure 2.3: The renewed travel career pattern

Source: Redrawn from Pearce (2011b, p. 62) and Pearce (2019, p. 30)

Note: The arrows indicate the changing emphasis with travel experience (increasing, decreasing, or neutral)

Pearce (2011b, 2019) asserts that the traveller's core motives (to experience novelty, to escape or relax and to build relationships) are viewed as important motives regardless of their travel experiences. Experienced travellers placed emphasis on the two extrinsic facets of middle layer motives – self-development and involvement with nature – whereas romance and autonomy were considered less salient. Those with limited travel experiences generally perceived that all motives were similarly important.

TCP has been widely used by academic researchers not only to understand tourist motivation, but also to examine the travel life cycle (Wu et al., 2019) and family life cycle (Lin & Lehto, 2006). Nevertheless, the model has attracted some criticism. For example, the construct of previous travel experience, which is crucial for TCP, is ambiguously defined and most of the cross-sectional snapshot studies fail to provide insights into the aspect of change in motives (Filep & Greenacre, 2007; MacInnes et al., 2022). Therefore, the research for this current thesis used cross-sectional data collected from repeat tourists with multiple numbers of visits to prove the underlying assumptions of TCP and empirically investigate the shift in travel motives with increasing experience.

Just as the motives for destination selection may vary from one individual to another, the same is applicable to repeat tourists, thus, understanding the motives of repeat tourists can provide valuable information useful for developing, positioning and promoting a destination (Lau & McKercher, 2004). In early work on repeat motivation, Gitelson and Crompton (1984) suggest five key factors for repeat visitation: risk reduction (satisfaction with that destination), risk reduction (finding 'their kind of people'), emotional childhood attachment, to further explore

the destination and to expose others to that destination. The linkages between motivation and loyalty have also been examined in various contexts such as visit intensity and satisfaction loyalty relationships (Antón et al., 2017).

Another argument to show the applicability of TCP to this current research is that it provides an in-depth framework for understanding travel motives. This conceptualisation is well suited for researchers conducting longitudinal studies or case studies of special traveller or tourist markets. Several tourism studies using the TCP approach confirm that the concept can be applied in various settings and for different segments of tourists. For example, Chen et al. (2014) identified four backpacker segments by exploring the different weightage of the motives, while Song and Bae (2018) used the TCP model to understand the travel motives of international students in Korea. The TCP model was useful in designing tour packages for Chinese tourists visiting Cairns in Australia (Zhang & Peng, 2014), and more recently has been found to have a significant relationship with destination behaviour (McKercher et al., 2021).

The significant relationship between the level of travel experience and travel motives has been discussed extensively (Pearce, 2005), but there is limited evidence of its application in the context of repeat tourists. Previous studies using the TCP model have resulted in a deeper understanding of motivation patterns in different market segments such as different age groups, students, backpackers, Muslim tourists and wellness seekers (Oktadiana et al., 2017; Panchal & Pearce, 2011; Paris & Teye, 2010; Song & Bae, 2018; Wu et al., 2019). While the findings of these studies indicate differences in the travel motivations of different interest groups, the intention of this current study is to move forward from merely

identifying the repeat tourist's motivation to investigating the motivation pattern of repeat tourists who make several visits to one destination. The TCP model allows an examination to see if there is a shift in motivation patterns due to travel experience accumulated during multiple repeat visits to one destination. Intuitively, this study is relevant as repeat tourists have extensive experience of one destination and the dynamic relationship between frequency of visits and potential change in travel career motives can further offer an in-depth understanding of consumption patterns and destination satisfaction.

2.2   Tourist Experience: Orchestra Model Approach

Experience is the other key determinant that is the focus of this research project. A growing number of theoretical and empirical studies have examined participative and interactive tourism experiences with increased growth in demand for tourism products and services. The study of experience is especially significant to tourism since it is an industry that sells consumer experience (Buhalis, 2005; Godovykh & Tasci, 2020). A holistic experience may have multiple components, and the overall experience of a person is determined by a synergy and interaction between various components (Bærenholdt, 2004; Schmitt, 2010).

Tourism researchers have proposed different perspectives on the concept of tourist experiences, with critical views under a sociological perspective and positive views under marketing and psychology (Björk, 2014; Pearce, 2011a; Prebensen et al., 2014). In a recent review, Godovykh and Tasci (2020) critically analysed both empirical and conceptual literature on experience, suggesting a holistic model of experience with three main components: emotional, cognitive sensory and conative (behavioural). They also suggest using a combination of different

measures to explicitly assess tourists' pre-visit, onsite and post-visit experience. Memorable and extraordinary experiences, usually referred to as MTEs, emphasise the cognitive and emotional aspect of the tourism experience (Bastiaansen et al., 2019; Servidio & Ruffolo, 2016). This concept has been used in the tourist loyalty framework to predict tourist behavioural intentions and recommendations (Chen & Rahman, 2018; Kim, 2018); however, deeper understanding of actual repeat visit behaviour requires a concept that measures multiple dimensions of experience. A systematic examination of tourist experience is important to predict future travel behaviour and determine the likelihood of the most-sought experiences. Some researchers argue that a positive tourist experience is dependent on well-designed tourist sites (Pearce & Lee, 2005), a compelling destination image (Baloglu & McCleary, 1999) and the utilization of tourism products and services (Otto & Ritchie, 1996). Pearce (2005) proposes a comprehensive and multidimensional concept map for analysing and understanding tourists' experiences. The experiences are dynamic, with constant movement of tourists in time and space (Godovykh & Tasci, 2020); between home environments and familiar or sometimes strange environments (Cohen, 1972). The experiences are further determined by other multidimensional factors such as the tourist's background; existing travel experience; destination image, including social, cultural and environmental contacts; and meaning for that individual. Hence, while measuring experience, it is important to pay attention to these crucial factors.

Measuring tourist experience has also attracted considerable interest from tourism researchers. Several approaches are proposed within the tourism literature to measure tourist experience, and one of the more popular ones is the orchestra model. The OME measures the holistic and integrated flow of reactions to

establish how people respond to settings (Pearce et al., 2013; Pharino et al., 2018). The model has its root in various theories and definitions presented in the literature to understand experience (Pearce & Zare, 2017).

Pearce (2011a) adopted the holistic approach and modified the framework following the contemporary emphasis in the experience economy literature that focuses on the multifaceted nature of experience (Pine & Gilmore, 2001). The five components in the orchestra model are intertwined and the mutual operation of these elements is very similar to the functioning of an orchestra. The five components of the model are affective components, cognitive elements, sensory components, behavioural components and relationships (Pearce et al., 2013). These components are applied in conjunction, 'thus adding power through integration and alignment rather than the concepts functioning as stand-alone points for understanding experience' (Pearce and Zare 2017; p. 58). Figure 2.4 indicates the full range of the model.
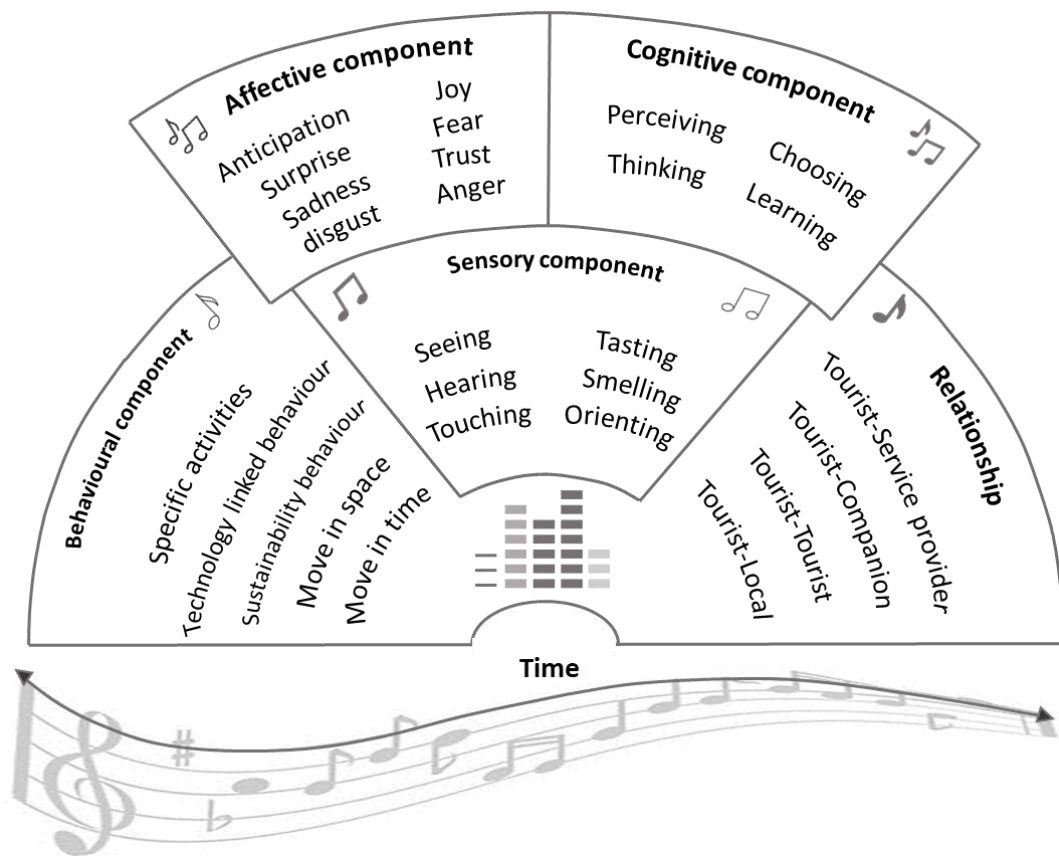
Figure 2.4: Orchestra model of experience

Source: Adapted from Pearce (2011) and Pearce and Mohammadi (2021)

The analogy of experience with an orchestra suggests that all contributing experiential components interplay at different times; sometimes they rise and fall in importance, at other times they are louder or softer in the consciousness of the participant (Pearce & Mohammadi, 2021). This perspective resolves the challenge of analysing experience as the components can be assessed separately, but for the individual, the experience is the sum of multiple facets in the minds of participants. The five components of the model are discussed next, followed by experience as a determinant of repeat tourism.

2.2.1 Sensory Component

For a holistic tourism experience, one of the most prominent components is sensory. Some specific senses are sight, hearing, smell, taste, touch and orienting

responses. Sensory components play a significant role in understanding the multifaceted relationships, response settings and perceptions individuals have of the world (Agapito et al., 2013). Both visual and non-visual senses are studied specifically to better understand tourists' experiences (Agapito et al., 2013), their destination impressions and future travel behaviour (Servidio & Ruffolo, 2016). Sensory components in this research are particularly important given the field of study is India, which is known for intense sensory experiences (Diekmann & Hannam, 2010).

2.2.2   Affective Component

The affective component is significant to the tourist experience. Borrowing from psychological understanding, affect can be divided into two categories. There are some basic affects (emotions) such as happiness, anger, sadness, fear and surprise (Fredrickson, 2001). Some emotion theories add contempt and disgust into the basic emotion categories (Ekman, 1992). The second category includes love, hope, excitement, anxiety, sympathy, exhilaration, indifference and embarrassment among others (Plutchik, 2001). The affective component for repeat tourism in this research includes all the basic emotions and additional specific affective states.

2.2.3   Cognitive Component

The cognitive component is reflected in terminology such as cognition, thinking, thoughts, learning and an individual's knowledge, beliefs and impressions about destinations (Rodríguez-Santos et al., 2013). In addition, perception, memories, education and rationale are part of the cognitive component. Wu and Pearce (2014b) suggest that tourist experience is significantly determined by their perception, thinking, choosing and learning, which results in satisfaction (Chebat

& Slusarczyk, 2005; Su & Hsu, 2013). The satisfaction and destination loyalty link is established in many studies, and this current research presents an argument to investigate the link in the context of actual repeat travel behaviour.

2.2.4 Behavioural Component

The overall tourism experience is about internal and external consumption., and the behavioural component can be described in the wider context as the movement of tourists in space and time, their response to external stimuli, the leisure activities they undertake, their engagement, engagement in the physical surroundings, how they utilise free time, and their spontaneous and sustainable behaviours (Berdychevsky et al., 2013; Schmitt, 2010). In the case of repeat tourism, the behavioural component is particularly important as tourists may engage and become involved in a variety of activities that create the allure required to attract them repeatedly to one destination.

2.2.5 Relationship Component

The relationship component is important in formulating a pleasant tourist experience. For example, the friendliness between travel companions such as family, friends, partners, other travellers, and interaction with others such as tour guides, local vendors and the community may result in different experiences (2010). The contribution of relationships in forming the overall tourist experience has not been given appropriate attention. Also, the relationships between repeat tourists and others in this context is an important component to be investigated to understand repeat tourist behaviour.

To summarise, the orchestra model offers a multi-component tourist-centred approach and a comprehensive definition to aid understanding the tourist experience. Each component has its own distinctive nature. The interplay and relationship between these components lead to changing the overall tourist experience, which is dynamic in nature. This central idea of the model is crucial to understanding the repeat tourist experience by recognising the change in experience patterns of these tourists who make multiple visits to one destination. This model is pragmatic as different elements of experience can be assessed at any one time.

2.2.6 *Experience as a determinant of repeat tourism*

Previous experience affects a tourist's image of a particular destination and their future travel behaviour (Baloglu & Mangaloglu, 2001; Chon, 1992; Echtner & Ritchie, 2003). A survey of the literature shows that previous experience has a close relationship with satisfaction and repeat behaviour (Chen & Rahman, 2018; Oppermann, 2000; Petrick & Sirakaya, 2004). Furthermore, empirical studies indicate that previous experience has a major role in terms of satisfaction and repeated behaviour as it moderates the relationship between the two (Chi, 2012). However, measuring experience and its role in repeat travel behaviour provides some challenges for researchers as there are multiple issues to address, such as a decision about a scale or geographical level to consider, measurement methods, level of detail about different aspects of experience and the impact of a previous similar experience (Pearce & Kang, 2009).

Some studies have attempted to measure the relationship between repeat tourist behaviour and previous experience (Oppermann, 2000; Petrick & Sirakaya, 2004;

Rather et al., 2021); however, none actually looked into the role of experience in affecting multiple repeat visits. Drawing on the established relationship between previous experience and destination loyalty (Chi, 2012), this study explored what aspects of experience as measured by the orchestra model are significant in the context of repeat tourism to India. The five components of the model are appropriate for this exploration of repeat tourist experiences. This research examined the multiple senses involved for repeat tourists (sensory component), identified the emotions and feelings (affective component), defined the perception and attention of tourists (cognitive component), evaluated the onsite activities of the tourists (behavioural component), and recognised the tourist's interactions with others including travel companions (relationship component).

The orchestra model has been tested to measure the multidimensional and sequential nature of experience, which has been found to be challenging in many contexts (Pearce & Mohammadi, 2021; Pearce et al., 2013; Pharino et al., 2018). The studies conducted using the orchestra model have some common issues, such as a standard self-report survey format and sampling method. These limitations needed to be eliminated to objectively measure the tourist experience. Therefore, the current research utilised multiple methods to study experience. First, it employed a self-report survey method and second, it adopted a qualitative method to study experience as narrated in the blogs and open-ended responses. Further details about how the model was used is presented in Chapters 4 and 5.

2.3   Multiple Stakeholder Perspectives

As reviewed in Chapter 1, stakeholder theory is recognised in management contexts. Under the strategic management paradigm, business contexts, including

leisure and tourism, recognise stakeholder theory (LaPan et al., 2021; Theodoulidis et al., 2017). Stakeholder roles and involvement in any business context can be defined two ways: either by their ability to affect business performance or through a stake in business performance. Stakeholders may be directly or indirectly involved, and may be engaged in business development and decision-making structures, including in tourism businesses (Fyall & Garrod, 2018, 2020; Pharino & Pearce, 2020).

Various studies have focused on the destination marketing and management-related stakeholders; however, less attention has been paid to the multistakeholder view while analysing one tourism phenomenon (Cheng et al., 2020; Hazra et al., 2017; Pjerotic, 2017). It is essential to fully investigate the perception of different stakeholders on a significant tourism-related matter and analyse the similarities and contrasts in their views while they interact and work with each other for a destination development goal (Bhati & Agarwal, 2021; Fyall et al., 2012; Nyanjom et al., 2018). Many of these stakeholders are interdependent and require a multitude of resources to function successfully. This relationship between power and dependency also affects stakeholders' perceptions and involvement. Fyall and Garrod (2018) contend that not all stakeholders are informed of their roles and positions in destination development, hence, their perception about destination development and planning may also vary. Therefore, the level of stakeholder involvement and perception must be identified for deeper understanding. The multistakeholder view is generally under researched mainly due to two reasons: first, gaining access to a variety of stakeholders responsible for marketing and managing destinations is a challenging task, and second, researchers may not have the appropriate methodological tools to examine multi-stakeholder perspectives. In

addition, stakeholder views involve a broad range of ideas, beliefs, multiple visions and different interests, which make the research attempts more complex (Pharino & Pearce, 2020; Pjerotic, 2017).

Despite the multistakeholder approach to the study of any tourism topic might be challenging due to the issues highlighted above, a well-planned and coordinated enquiry can offer holistic and critical insights (Bhati & Agarwal, 2021; Cheng et al., 2020). To the best of author's knowledge, no studies have analysed stakeholders' perspectives on repeat tourist behaviour. The review on repeat tourist behaviour as presented in Chapter 1 shows that various stakeholders have a growing interest in this area, for example, destination managers, service providers, tourism planners, policymakers and researchers. As such, there is an urgent need to systematically examine the perspectives of diverse stakeholders on this emerging matter. Therefore, this study employs a multiple stakeholder perspective to empirically attain a holistic and balanced view to inform the development of the repeat tourist market segment.

In this study, multiple stakeholders are defined as various groups of individuals who contribute to the tourism landscape by planning, developing, implementing strategies and/or managing operations. Some examples of the stakeholders include government executives, destination management and marketing officers, hospitality personnel and tourism researchers. Further details on identification and selection of stakeholders to study repeat tourist behaviour in the context of this research study is presented in Chapter 6. The next section discusses other conceptual schemes that are employed in this research.

2.4   Other Conceptual Schemes

The previous sections presented the three main theoretical frameworks that informed and guided this research. This section introduces other conceptual schemes that have been studied and analysed to build the foundation of the thesis.

2.4.1   Market Segmentation

Market segmentation is an important topic in marketing research as a strategy to achieve competitive advantage. Market-specific goods and services are designed and offered to suit the demographic characteristics and values. The homogeneity among those sharing similar attributes forms one market segment (Kozak, 2002). As seen in the literature (Tsiotsou et al., 2010; Yang et al., 2021) there could be several categories of market segmentation, such as those based on demographic segmentation (e.g. gender, age, nationality, education, income), product specific characteristics (e.g. number of repeat visits, type/number of places visited, companion during the visit, length of stay) and psychographic characteristics (e.g. motivation, nostalgia, experience, attitude). Consequently, tourism marketing researchers have been interested in studying consumption patterns and habits to differentiate tourists (Baloglu & Uysal, 1996; Bowen, 1998; Vinerean, 2014). Market segmentation can be applicable to any aspect of the tourism industry, such as tourist sites, hotels, transport, food, hospitality and even technology. The demographic, socioeconomic or psychographic profiles of the tourists determine the destination choice process. Factors such as age, income level, nationality, time, interest in specific tourism activity and personality play a crucial role in influencing the destination choice process (Dolnicar, 2007; Vinerean, 2014).

2.4.1.1 Types of market segmentation

Vinerean (2014) proposes five criteria for market segmentation: geographical, socio-economic, demographic, psychographic and behavioural. Evidence indicates a relationship between demographic variables and various tourism topics such as destination image, satisfaction and destination loyalty (Alegre & Garau, 2010; Beerli & Martín, 2004). However, not all segmenting factors have been examined in previous studies. Table 2.1 defines the target group according to the tourist segment type.

Table 2.1: Tourism market segmentation

Segment type	Target group
Geographical segmentation	Visitors who travel locally, regionally, nationally and internationally
Socioeconomic segmentation	Visitors segmented by income, occupation, education and lifestyle
Demographic segmentation	Visitors segmented by gender, age, family status and religion
Psychographic segmentation	Visitors guided by attitude, opinion and personalities
Behavioural segmentation	Traditional tourists with different user status, readiness stage and loyalty

Source: Adapted from Kolb (2006) and Vinerean (2014)

The demographic, socioeconomic and psychographic profiles of tourists determine the destination choice process. Factors such as age, income level, nationality, time, interest in specific tourism activities and personality play a crucial role in their destination choice (Dolnicar, 2007; Vinerean, 2014).

Although destination loyalty has been studied widely in tourism research, the actual repeat tourist behaviour construct in different market segments has not

received sufficient attention in the literature (Tsiotsou et al., 2010). Future research is required in this context using psychographic and demographic variables.

2.4.1.2 Asian versus Western travellers

Researchers have attempted to explore similarities and differences between multiple groups in relation to travel patterns, travel behaviour and attitudes towards travel destinations (Pan et al., 2021; Yang et al., 2021). Research shows that destination image, motivation, perception, satisfaction levels and tourist activities may vary according to the demographic characteristics of tourists, such as their country of origin (Beerli & Martín, 2004; Kozak, 2002; Vieira et al., 2021). Country of origin is one of the widely used segmentation criteria. On that basis tourists can be divided into different cultural typologies, such as Asian and Western tourists (Matzler et al., 2016; Soldatenko & Backer, 2019). Asian and Western tourists show different characteristics, needs and preferences due to their different cultural values, rituals and traditions (Mura & Khoo-Lattimore, 2018). In his study on German and British visitors to Mallorca and Turkey, Kozak (2002) found differences in their pull and push motivations, and suggests profiling of customers could be based on the results obtained. However, the study was limited to two geographical destinations and visitors from two nationalities. No systematic studies clearly compare the tourist experience or revisit the intentions of Asian versus Western travellers in the Indian context. A study conducted on Indian and international tourists by Lather et al. (2012) indicates that both Indian and international tourists had higher expectations and lower satisfaction during their visits. Moreover, this study did not include any specifics on whether these international tourists were Asian or Western. Another significant study by Chaudhary (2000) examined the pre- and post-trip perception of international

tourists regarding India's image as a tourist destination. The results indicate that tourists have a positive image of India because of her rich art and cultural heritage; however, safety, hygiene, security and so on are the most prominent negative attributes stifling the tourists' spirits. Moreover, this study did not identify any variation in the findings based on demographic characteristics of the sample studied. For the current research the Asian versus Western comparison was adopted to understand the differences in the motivation and experiences of repeat tourists. Although there is contestable debate on labelling the map in Asian and Western terms, for the purpose of this study the Asian region is defined as the vast eastern part of the Eurasia continent while rest of the world is marked as the Western world. A similar definition has been used by the United Nations Statistics Division (2017).

2.4.1.3   Younger versus older tourists

Another important market segment that is well studied in the context of tourism, especially in addressing different motives and experience during travel, is age-related differences (Pan et al., 2021). Several scholars found a link between sociodemographic factors (e.g. age) and tourism indicators (e.g. destination image and motivation) (Alegre & Garau, 2010; Beerli & Martín, 2004). These insights could also be drawn from an early study by Gitelson and Crompton (1984) that examined the demographic differences in tourist characteristics between first-time and repeat visitors. The authors established that older individuals were more likely to return to a destination to seek relaxation and visit friends. Hence, this could also serve as an important market segment. Identifying age-related differences in the sample population representing different parts of the world is useful for destination marketers and managers to understand tourist preferences, motives and behaviour

(Wu et al., 2019). This information could be even more useful in the context of the repeat tourist. For the current research, the younger versus older comparison was adopted to understand the differences in the motivation and experiences of repeat tourists. The segmentation was made purely based on age as reported by the participants. Tourists below 35 years were classified as younger tourists while those 36 years and above were considered as older tourists.

2.4.2 Destination Management Framework

Researchers and industry practitioners have identified that the development, marketing and management of tourist destinations has become more competitive and complex with the exponential growth of the tourism industry (Adeyinka-Ojo et al., 2014; Godovykh & Tasci, 2020). Destination experience is considered a holistic experience that includes a complex network of multiple resources, products and services. Different groups of stakeholders have collective responsibility for managing not only the destination experience, but also the destination development, identification, differentiation and expectations. Destination development is a matter of critical importance for any country or destination, especially in the current rapidly changing, increasingly competitive and volatile environment. Different stakeholders have a collective responsibility to manage a destination. Haugland et al. (2011) provide a framework for tourist destination development that balances the integration of knowledge with multilevel considerations. They mention three dimensions of tourist destination development; destination capabilities, coordination at the destination level and inter-destination bridge ties (Figure 2.5). First, it is important to engage and utilise the destination resources developed by DMOs and other key stakeholders such as local and central governments. Second, these stakeholders are expected to partner

with other vendors and service providers to deliver a tourism product that is unique and competitive in the existing market. Finally, all the stakeholders must function simultaneously in a coordinated manner to provide an improved and innovative tourist experience in the global competitive tourism industry.
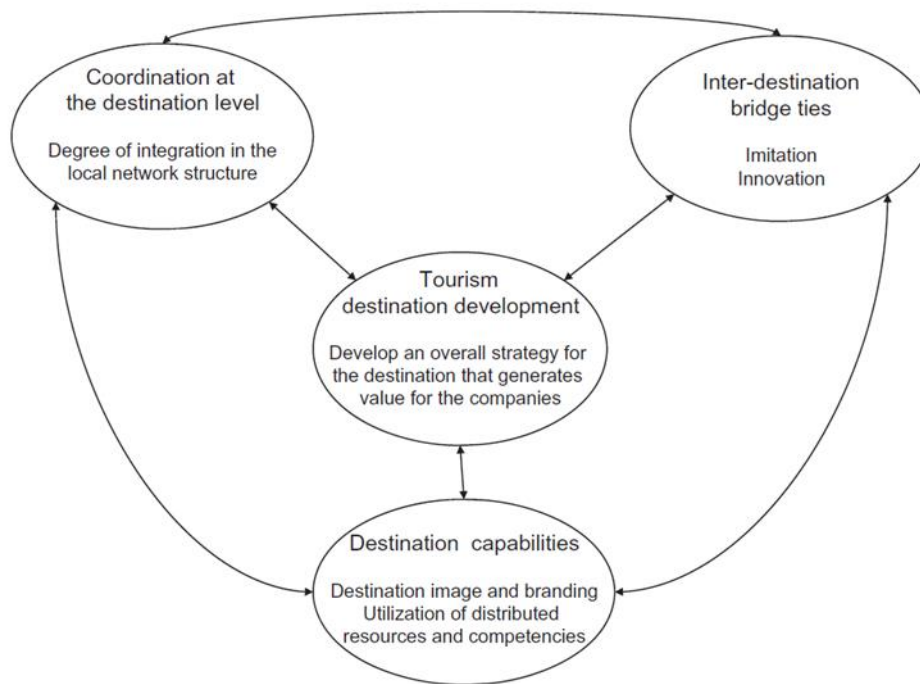
Figure 2.5: Stakeholder perceptions and roles at tourist destinations
Source: Adapted from Haugland et al. (2011)

An important aspect of destination management is to be able to generate a continuous flow of incoming tourists that are sustainable and serve as flag bearers of that destination by their repeat visits. By creating innovative tourism products and offering a consistently attractive and unforgettable experience, destination managers can work towards achieving destination loyalty. The focus of this current study is to understand the repeat tourist's motivation and experience. Moreover, a destination management framework was applied to understand the role of different stakeholders in planning and executing the development of repeat tourism. By having effective visitor management and the continuous supply of

tourism products and services, tourism stakeholders may contribute to meet the specific interests and demands of repeat tourists. Further details on stakeholder selection inclusion criteria, rationale and their perception are presented in Chapter 6.

2.4.3   The Experience Design Economy

The concept of experience has gained popularity in various fields, and Pine and Gilmore (2001) define the experience economy as the next stage of economic development after the agricultural, industrial and service economies. They propose that the final business product in the experience economy is the customer experience. They further add that such conceptualisation of experience has resulted in components of experience that are highly complex and demanding, such as educational, escapist, aesthetic and entertainment. Unsurprisingly, customer experience has become the main competitive advantage in comparison to product, price and quality (Godovykh & Tasci, 2020; Rather et al., 2021; Shaw & Ivens, 2002).

Current research and practices in tourism emphasise the quality of tourist experiences. The tourism industry is becoming more proactive in creating an extraordinary and hedonic experience for tourists as the key for business sustainability. Quality tourism experience is the essence of all tourism activities and products that add value for tourists. The concept of the experience economy (Pine & Gilmore, 1998) emphasises the significance of delivering meaning and value in the customer experience by offering a deeper personal connection that leads to not only satisfaction but also ensures customer loyalty (Tussyadiah, 2014). Considering that tourism is one of the biggest producers of experiences with

enormous opportunities for value addition and differentiation, experience design is therefore highly applicable in the tourism context. Consequently, various scholars have confirmed a need to provide a theoretical framework for tourism experience design in both research and industry (Fesenmaier & Xiang, 2017b; Pearce & Zare, 2017).

Experience design in tourism can be classified in three fundamental approaches: the human-centred approach, the iterative designing approach and a holistic-experience approach (Tussyadiah, 2014). First, human-centred designs, (also termed user-generated design and empathetic design) highlight a designing process with specific attention to the requirements and limitations of the end users. In other words, experience is designed in a way that all elements of the tourist experience such as product, services, systems and environments are strong enough to directly influence the sensory, affective, cognitive and behavioural status of the tourists. This approach utilises theoretical frameworks from psychology, anthropology and other social sciences to understand the entire spectrum of customer experience, such as their thoughts, feelings, needs, values, motivations, emotions, priorities and preferences. The human experience design features are integrated from the conceptual phase of designing until the last stage of final products and services.

Second, the iterative designing process follows a cyclical process where the emphasis is on improving the quality and functionality of the design by encouraging adaptive learning and rapid responses to change throughout the design cycle. This model is widely applied in the field of computing and information technology, particularly in information management systems, as this approach suggests that user needs and responses are largely unpredictable and

constantly changing. Application of agile methodology in software design is one example of a rapid and flexible designing process.

Finally, under the holistic-experience approach, designing human experiences is considered as a complex interaction between design attributes and sociocultural contexts to create different meanings and values. The focal point of this approach is to capture the complexity and richness of experience with contextual details to generate and develop a holistic concept that bridges experience in the customer's mind and the strategic direction of the organisation. This approach allows variation in the tourist experience and explains that the same tourism activity can create different experiences for different individuals due to their existing sociocultural contexts (Tussyadiah, 2014).

The three approaches described above require an appropriate design research approach and methodology to capture tourist experiences. The experience designers may mix and match several approaches such as naturalistic inquiry, participatory designs, and integrative research (Pearce & Zare, 2017). Within these approaches, Pearce and Zare (2017) propose the following tools that can be selectively used in tourism experience design; systematic observation, contextual interviews and photo elicitation techniques, netnography, cognitive mapping, storyboards, stakeholder maps, desktop models and simulations, service staging and role plays, service blueprints and co-creation narratives and market segments. Fesenmaier and Xiang (2017a), in an edited volume about design science in tourism (DST) placed strong emphasis on tourist experience designs as they consider that deeper emotional attachment created through experience design results in customer loyalty. With developments in marketing thought and practice,

understanding and fulfilling customer needs and offering quality experiences are important for creating memorable and meaningful tourist experiences that garner loyalty and repeat tourist behaviour. Understanding and managing such attributes assists destination managers design appealing environments to deliver such memorable experiences.

Pearce and Zare (2017) present the key principles of a holistic approach to tourism experience design as:

1) being emic (adopt the perspective of the consumer)

2) consideration for realistic and sustainable options (what can be created and what can be changed from a pragmatic point of view, sustainability, regulations and political decisions)

3) using consumer segments (determining who is likely to visit and use the space based on patterns of motives and interests)

4) tracking the use of space over time (considering temporal and spatial boundaries of tourist experiences in the design of touchpoints).

The third principle here is particularly relevant to the topic of this thesis, which aims to understand the significant aspect of repeat tourist experience and the role of different stakeholders in designing such experiences. The next section presents an overview of the main themes of the thesis. The detailed aims of the thesis are presented in Section 2.7 after identifying the research opportunities and knowledge gaps.

2.5   Review of main themes and concepts of the thesis

The previous sections presented the review of existing literature and research on the key concepts. A thematic table is presented below to summarize the significant research on the key concepts of the thesis.

Table 2.2: Thematic overview of main concepts

No.	Theme	Authors	Methodology	Summary of findings
1	Repeat tourists	Alfarhan & Nusair, 2021; Gitelson & Crompton, 1984; Lau & McKercher, 2004; Shavanddasht & Allan, 2018; Kozak, 2001, 2002; Lau & McKercher, 2004; Matzler et al., 2019; Oppermann, 1997, 1999; Pereda, 2002; Tjørve et al., 2018; Van Dyk et al., 2019; Wang et al., 2020.	Dominance of the quantitative approach: survey technique Qualitative approach: content analysis of interview, focus group No mixed method research	Fragmented concept of destination loyalty, intention to revisit versus actual visit behaviour; Attitudinal and behavioural differences among first-time and repeat tourists; behavioural outcome of the destination and behavioural loyalty; intention to revisit versus actual visit behaviour; inherent consumption behaviours of repeat visitors, trip-specific antecedents; focus on geographic and demographic differences; visitation frequency and

				destination loyalty;
2	Tourism in India	Dixit, 2020; Hottola, 2014; Lather et al., 2012; Lozanski, 2013; Kerrigan et al., 2012; Kokkranikal et al., 2020; Patwardhan et al., 2020; Raguraman, 1998; Roy & Gretzel, 2020; Sharpley & Sundaram, 2005; Singh et al., 2017	Mainly quantitative approach: survey technique, Heavy emphasis on structural equation modelling Qualitative approach: content analysis of interview, focus group No mixed method research	Growing tourism in India, Tourism offerings, Tourists visiting India for holidays, spas, medical treatment, yoga and meditation, business and meetings; destination image of India, major themes in tourism research in India; challenges and difficulties in the Indian tourism sector; satisfaction level of international tourists; substantial number of tourists visiting India; visitor emotional solidarity, perceived safety of tourists and place attachment
3	Motivation-Travel career pattern	Antón et al., 2017; Hsu et al., 2007; McKercher et al., 2021; Oktadiana et al., 2017; Pearce, 1988; Pearce, 2005; Pearce 2011a; Pearce & Caltabiano, 1983; Pearce & Lee, 2005; Prebensen et al. 2012; Song & Bae, 2018; Wu	Mainly quantitative approach: survey technique. High emphasis on factor analysis; Qualitative approach: text analysis, interviews.	tourist motivation; motivation concepts; travel motivation studies, developmnet of TCP; applications of TCP in various contexts, TCP and destination behaviour; the

		et al., 2019; Zhang & Peng, 2014		linkag ebetween TCP and loyallty
4	Experience-Orchestra model of experience	Baloglu & Mangaloglu, 2001; Echtner & Ritchie, 2003; Kim, 2018; Pearce & Packer, 2013; Pearce & Mohammadi, 2021; Pearce et al., 2013; Pearce & Zare, 2017; Pharino et al., 2018; Sharma & Nayak, 2020; Rather et al., 2021; Wong & Lai, 2021;	Mainly quantitative approach: survey technique. Qualitative approach: text analysis, interviews, blogs or remarks made by tourists.	Sociological, psychological and marketing perspectives; travel experiences to predict tourist behaviour; previous experience affects the image of a particular destination and future travel behaviour; memorability aspect linked with satisfaction and then loyalty; measuring experience and its role in repeat travel behaviour

| 5 | Stakeholder involvement | Bhati & Agarwal, 2021; Bhati & Pearce, 2016; Pharino & Pearce, 2020; Cheng et al., 2020; Duglio et al., 2019; Freeman, 1984;

Freeman et al., 2010; Fyall & Garrod, 2018; LaPan et al., 2021; Sautter & Leisen, 1999; | Mainly qualitative approach: interview, focus group, archive data analysis | Stakeholder roles and involvement in any business context; direct or indirect involvement, engagement in business development and decision-making; level of stakeholder involvement and perception, multistakeholder views stakeholders' relationship of power and dependency |

2.6 Research Opportunities and Knowledge Gaps

The substantial review of the existing literature has identified knowledge gaps and research opportunities. These gaps provided the opportunity for further study as presented in this thesis.

2.6.1 *Vague and Disintegrated Concept of Repeat Tourists*

As noted through the review of the repeat tourism literature, the concept of repeat tourist behaviour has been fragmented with other indicators of destination loyalty such as intention to revisit a destination or making a positive recommendation for a destination (Shavanddasht & Allan, 2018; Zhang et al., 2014). The understanding of repeat tourist behaviour from an actual repeat tourist group can be substantially different from those who only intend to revisit a destination or make a positive

recommendation (McKercher & Tse, 2012; Van Dyk et al., 2019). Therefore, the current empirical research focused on actual repeat tourists who made multiple visits to a destination and systematically examined the differences in repeat tourist behaviour of the tourists who make two, three, four or more repeat visits. The potential for developing repeat tourism in larger destinations and the possibilities of offering appropriate tourism products are discussed.

2.6.2 Gap in Understanding Motivation and Experience of Multi-visit Tourists

The literature documenting research on repeat tourists still lacks a comprehensive understanding of the role of motivation and experience (McKercher et al., 2021; Wang et al., 2020). None of the studies have explored this relationship. The principal conceptual contribution of the current study lies in marrying the contemporary tourist motivation research and experience studies in the context of understanding the repeat tourist. This fresh conceptual integration in the tourism field and the synthesis of these approaches is a new contribution. Understanding the motives and experience-related factors of repeat tourists could provide valuable information useful for developing, positioning and promoting a destination (Lau & McKercher, 2004; Van Dyk et al., 2019). While different studies have documented the sociographic differences between various tourist groups, repeat tourist behaviour needs further investigation at various market segment levels, such as young versus older tourists and Asian versus Western tourists (Dolnicar, 2007; Vinerean, 2014; Yang et al., 2021). This analysis of different market segments will help various stakeholders develop differentiated marketing strategies according to their origin and age group.

2.6.3   Paucity of Research in the Indian Context

Many countries collect and publish the data on repeat tourists worldwide. For larger destinations such as India, which has so much natural and cultural variety, there is still a lack of extensive research in tourism and no study has yet been undertaken on international tourists repeating their holidays in India (Barman & Nath, 2019; Dixit, 2020). This current study systematically examined the diverse offerings in a large destination (India), which has so much natural and cultural variety as well as a diversity of resources, to appeal to repeat travellers.

2.6.4   Investigation of Multiple Stakeholder Perspectives for Repeat Tourists

Many tourism concepts have been studied through multiple stakeholder perspectives (Pjerotic, 2017); however, there is still a lack of research examining repeat tourist behaviour that engages various stakeholders responsible for promoting and managing repeat tourists. Like any other tourism phenomenon, a study of repeat tourist behaviour will benefit from an investigation of the perspectives of multiple stakeholders (Todd et al., 2017). DMOs keep exploring ideas and strategies to promote a destination in a way that appeals to the different segments of visitors travelling due to various motivational factors and searching for a variety of experiences during each visit.

2.6.5   Methodological Gaps in Previous Studies on Repeat Tourists

A multifaceted investigation of the repeat tourism construct is required to fully understand the phenomenon and its determinants. Similarly, tourist experience is dynamic and multidimensional, whereas existing studies tend to be fragmented and need to be integrated into a more general framework. There is clear dominance of

quantitative studies in the past. Some studies have utilised a restricted methodology by either using a quantitative or qualitative approach mainly focusing on surveys or interviews (Deakin & Wakefield, 2014; Maghrifani et al., 2021). There are limited studies using a mixed method approach to study actual repeat tourist behaviour (Li et al., 2020). The current research builds on these observations by employing a mixed method approach to examine the key concepts, and achieves triangulation by using survey, blog analysis and interviews.

Findings from the studies conducted for this thesis will pave the way for future studies within and outside the realm of the current study with the outcome of special managerial implications. Understanding the cognitive systems of motivation and experience will help destination managers design better tourism experiences and further promotion strategies.

2.7 Overall Aims of the Thesis

The overall aim of this thesis is to build a comprehensive understanding of repeat tourist behaviour. Repeat tourist behaviour was investigated from two perspectives; first, by examining tourist perspectives and understanding their motivations and experiences for repeat tourism and second, by understanding the stakeholder perspectives of those involved in creating and promoting tourism products. Given the multidimensionality of these constructs, the research focused on certain specific aspects of these two perspectives.

The **first aim** of the thesis is to investigate the motivation and experience of repeat tourists and the **second aim** is to explore the motivational shifts in the TCP and OME of repeat tourists to India. To achieve this aim, a concise version of the TC and OME scale together with other key demographic information was applied. The

TCP scale includes various motivational factors for repeat tourists with their ratings on a wide variety of items. The differences and shifts in the motivational patterns were assessed by calculating the differences in the motivational rating of the second time repeat tourist versus third and multiple times repeat tourists. Similarly, to determine what experiences make tourists revisit a particular destination OME scale was used. The questions asked were around cognitive, sensory, affective, behavioural and relationship aspects of experience that the tourists encountered, and also the interaction between these components. The experience analysis also examined the tourists' most special and unforgettable experience that attracted them to come back to India. This study was also designed at the level of understanding the market segmentation of repeat tourists for all of India. The differences between Asian and Western repeat tourists were examined as well as between young and older repeat tourists; effectively delivering a four-cell model of the market of those who journey back to India.

The **third aim** of the thesis is to examine different facets of repeat tourist experiences by qualitative analysis of primary text data and blog data and the **fourth aim** is to ascertain the similarities or differences among different facets of experience as identified by three different types of analysis. These two aims were achieved in two phases of study 2. In the first phase the content analysis of primary text data collected from the survey participants was conducted. In the second phase, the blog data was collected from the bloggers who were repeat tourists to India. Content analysis of blog data was conducted to identify the main experience facets. Finally, a comparison of the findings from three different types of experience data was made to establish the most important facet of experience for the repeat tourists.

The studies presented in Chapters 4 and 5 not only describe and explain the role of certain determinants for repeat tourism, but also present any research-driven insights for the tourism industry, particularly in the context of India. Thus, the **fifth aim** of the thesis is to examine the multiple stakeholder perspectives about repeat tourism in India and the **sixth aim** of is to evaluate if there are any strategies to attract repeat tourist by focusing on motivation and experience. Recognition of the motivational and experiential factors for repeat tourism might provide valuable insights for destination marketing and management programs. Thus, the findings were presented to some selected tourism stakeholders in India, who were asked to provide feedback on ideas presented to them from the Study 1 and Study 2. This final study (Study 3) established the practical and applied implications for the travel industry in India especially for targeting the repeat tourist market.

Based on the literature review, which identified gaps in the literature, and the research opportunities identified in this chapter, this research examined the following research questions:

1) Why do tourists return to India and what kind of travel experience do they achieve?

2) To what degree do the motivational pattern and experience factors shift with the number of repeat visits?

3) What is the most special experience that makes tourists go back to India?

4) How do the tourists who have been on multiple trips portray their specific experiences in India?

5) How different is the experience pattern studied by different forms of inquiries on experience? If there are differences, what are they?

6) What are the understandings and propositions of various tourism stakeholders in India for the repeat tourist market?

7) To what extent are the strategies to attract repeat tourists carried out in India?

Building on the specific research question and aims the research objectives for the thesis have been set out in different chapters.

More specifically Chapter 4 will focus on the following objectives:

1) To describe the main specific motivational factors for international tourists (specifically those without family or heritage connections) repeating their holidays in India.

2) To understand the motivational shifts among repeat tourists (i.e. any shifts in the core, middle and outer layer motives among those who have visited India for the second time versus those who have visited three or multiple times).

3) To understand the market segmentation and explore origin, gender and age-related differences among repeat tourists in terms of their travel career motives. Simultaneously, explore if past travel experience has any effect on travel career motives.

4) To identify whether there are differences in the main specific experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists.

5) To understand if there are any shifts in the experience factors (cognitive, sensory, affective, behavioural and relationships) among international tourists repeating their holidays in India multiple times.

6) To examine the origin, gender, age and past travel-related differences in repeat tourists in terms of their current experience in India.

7) To understand if the number of repeat visits predict the level of core, middle and outer level motives through experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists.

Chapter 5 consists of two study phases concerning the travel experiences of repeat tourists. Phase 1 has the following objectives:

1) To examine the different facets of the tourist experience by content analysis and ascertain if the same themes emerge in the unstructured responses.

2) To investigate if there are any differences in the experiences of tourists who made multiple trips to India.

3) To identify the market segmentation and analyse the tourist profile based on age, origin and past travel experiences.

Phase 2 has the following objectives:

1) To investigate the five key aspects of special experience blogs in an alternative and unobtrusive method.

2) To understand how repeat tourists' experiences are portrayed and described in travel blogs.

3) To classify the tourist experience and ascertain if the same themes emerge by applying method as determined by the quantitative study (questionnaire with Likert scale) or qualitative study (content analysis of open-ended responses).

Chapter 6, regarding stakeholder perspectives on repeat tourists has the following objectives:

1) To explore stakeholder perceptions of the repeat tourist market.

2) To understand the strategy formulation and implementation (if any) for attracting more repeat tourists.

3) To examine stakeholder perspectives and strategies on motivational and experiential aspects of repeat tourism.

4) To compare perspectives and strategies on motivational and experiential aspects of repeat tourism across key stakeholders.

Finally, Chapter 7 provides a synthesis of findings of the overall exploratory work on repeat tourists. Empirical evidence from this study will be significant for both academics and practitioners.

2.8   Relevance and Importance of the Current Research

The study of tourist behaviour has paramount value for both researchers and managers. The topic of repeat tourism behaviour is particularly intriguing as loyalty and repeat purchase are key to survival for many businesses. The variables undertaken in this study were carefully selected after a wide review of existing literature and the author's personal experience. Recognition of the motivational model of the TCP in the repeat tourism context can provide valuable insights for stakeholders involved in destination marketing and management programs. Further, in the context of studying experience, the current research offers foundational and exploratory work to guide future research on the OME.

The next chapter provides a brief overview of the research paradigm positioning the current research. It also discusses the role of the researcher and the research methodology utilised for the study.

Chapter 3   Research Framework and Methodological Overview

Chapter 2 presented the background literature and foundation for the research that identified the gaps in the literature and the aims of the current thesis. The main purpose of Chapter 3 is to provide an overview of the research paradigm and the research methodology. The chapter includes a discussion on the paradigms and arguments for the adopted approach, the mixed methods approach, and ethical considerations of the study. The review summarises the context, method and the design adopted to address the research aims. A mixed methods design was employed for this research, which included the concurrent use of both quantitative and qualitative research methods. The research questions guided the selection of specific research techniques and independent analyses were performed for both the quantitative and qualitative procedures, and finally the results of each approach were combined at the conclusion stage. A detailed description of the method, design, ethics, data collection and analysis for each study is discussed in the relevant research study chapters.

3.1   Research Framework

Discipline-based inquiry needs a guide to make decisions and take actions (Khoo-Lattimore et al., 2019). The documentation of the researcher's position in the thesis is therefore important. Research frameworks include the research paradigms and research perspectives. The following sections present an overview of these concepts in the context of the current research.

3.1.1   Research Paradigms

The research paradigms used in these studies are a basic set of beliefs that inform tourist research. These research paradigms play a key role in shaping the attitudes of tourism researchers and guide their actions as presented by previous researchers (Gannon et al., 2022; Jennings, 2010). Some of the broad paradigms are positivism and postpositivism, an interpretive social sciences approach, a critical theory orientation and participatory paradigm (Tribe et al., 2015). All these paradigms can be grouped into two conceptual schemes: holistic-inductive and hypothetico-deductive. The holistic-inductive paradigm is a symbolic, critical and interpretive approach with humanistic orientation that studies the whole phenomenon and its complexity in its totality rather than discretely studying each component part. This approach is associated with the paradigms of interpretive social sciences, participatory paradigm, critical theory orientation, postmodernism and feminism. In contrast, the hypothetico-deductive paradigm is promoted in natural sciences orientation and studies the phenomenon by deducing hypotheses and studying them empirically. This approach is associated with postpositivism and chaos theory (Mukherjee, 1993; Patton, 2015).

Each paradigm illustrates its unique implications for conducting research; however, they are organised by four fundamental questions and their description as presented by Gannon et al. (2022), Guba (1990), and Heron and Reason (1997):

1) Ontological basis – How is the world perceived?

2) Epistemological basis – What is the relationship between the researchers and the research subjects, objects, text units or participants?

3) Methodological basis – How will the researcher gather data/information?

4) Axiological basis – How is knowledge valued?

 A summary of the main research paradigms is presented below in Table 3.1.

Table 3.1: Main research paradigms

Paradigms	Ontology (The nature of reality/what is reality?)	Epistemology (The relationship between the research subjects)	Axiology (How to perceive value and knowledge)	Methodology (A procedure for conducting research)	Methods (Tools to collect data)
Positivism	One objective Reality taken for granted	The application of the methods to understand social reality Knowledge is from gathering the facts Researcher is external to the phenomenon	Intrinsic value	Experimental & manipulative process. Hypothesis is tested under the condition control Challenging of theories	Dominantly quantitative Scientific method of writing is used Survey questionnaire
Postpositivism	One objective realist but needs argument to support view	Constructed through research and statistics Factually based Researcher is external to the identified topic	Intrinsic value Researcher must exclude their bias with the control condition	Natural settings more involved with qualitative methods and grounded theory Manipulative and critical multiplism Falsification of hypothesis may occur	Quantitative Qualitative

Paradigms	Ontology (The nature of reality/what is reality?)	Epistemology (The relationship between the research subjects)	Axiology (How to perceive value and knowledge)	Methodology (A procedure for conducting research)	Methods (Tools to collect data)
Critical theory/ Realism	Considers how reality is defined by society and historical circumstances Practical interest is derived to understand the world	Transactional and objective Overlaps with subjectivism and objectivism The interaction between researcher and minority groups is investigated Reality can be changed Researcher is committed to a perspective	Propositional knowledge and emancipated values	Development of theory Synergised with interpretivism but not with postpositivism	Quantitative is mainly applied but qualitative methods may also be used e.g. participation, observation, in-depth interviews, focus group, Delphic panel etc
Interpretivism/ Constructivism	Reality is multiple, constructed and related to experiences and the others	Inter-subjective Findings involve the interaction of researcher and the topics/people	Propositional knowledge and emancipated values	Dialectical and hermeneutical style of writing used	Qualitative
Pragmatism	Reality is viewed by empirical world	Researcher seeks to be broadly useful to stakeholders	Propositional knowledge and emancipated values	Mixed methods	Quantitative Qualitative

Sources: Gannon et al., (2022); Jennings (2010); Creswell (2018)

Generally, tourism researchers adopt positivism and postpositivism paradigms as their research topic and strategy (Pearce, 2021; Varghese, 2018). This research study was guided by the postpositivist research paradigm, which is deductive in nature. Postpositivism is grounded in physical and material sciences, and analyses the natural and social world ruled by firm laws and principles. This pattern of laws and rules constructs the real world as a closed system that is stable and customary, and that is why actions, reactions and behaviours may be predicted (Jennings, 2010; Korstanje, 2018). Consequently, if causal relationships are identified, human behaviour can be moulded and controlled accordingly.

The ontological view of postpositivism suggests that the 'truth' exists, but cannot be totally understood. The confounding variables and lack of absolute measures, especially in social sciences, makes it difficult to understand the reality. Therefore, such reality needs to be examined, evaluated and negotiated (Goodson & Phillimore, 2004; Korstanje, 2018). The current research adopted the post positivistic approach to understand repeat tourist behaviour and further examine the significance of motivation and experience factors in understanding repeat tourism. Such enquiry contributes to the development of tourism research by enabling generalisations for current and future tourist behaviour.

In terms of epistemology, Guba (1990, p. 23) highlights that postpositivist researchers are epistemologically modified objectivists whose 'objectivity remains a regulatory ideal but it can only be approximated'. The examination of motivation and experience as a determining factor was guided by tourism and psychology theories in the current research; however, the researcher can construct theory inductively, resulting in partially subjective positioning.

Methodologically, the postpositivist paradigm of research allows the researcher to use both quantitative and qualitative measures; however, quantitative measures have been primarily employed (Guba, 1990; Khoo-Lattimore et al., 2019). The current research also utilises the quantitative method where empirical data were collected from the sample of repeat tourists through a structured questionnaire. The appropriate statistical analysis was conducted on the quantitative data obtained. Additionally, the qualitative method was used for open-ended responses in the questionnaire and for the study of DMO's feedback on the quantitative findings.

Axiologically, post positivistic researchers agree that knowledge is proposed or declared by facts and not by beliefs. Such knowledge is intrinsically valuable for researchers as they perceive values as excluded from the research process while maintaining their epistemological objectivity (Denzin & Lincoln, 2005; Gannon et al., 2022). Several post positivistic approaches have gradually emerged with slight differences, such as critical realism (Jennings, 2009) and pragmatism (Morgan, 2007).

Another paradigm approach adopted in the study is constructivism, which is based on cognitive psychology and sociology principles. Constructivism is defined as the recognition of reality by the active human mind and intelligence (Gannon et al., 2022). Ontology in this paradigm is relativist, which assumes that reality as people know it is constructed through the meanings and understandings they develop via their experiences and with others. The constructivism paradigm adopts a subjectivist epistemology, whereby individuals cannot separate themselves from what they know; that is, the investigator and that which is investigated are linked. The methodology for this approach is naturalistic, including interviews, reading what

people write, sections of talk and ethnography. For axiology, moral and power questions are important and the open expression of the researcher's values are encouraged (Pearce, 2021). The constructivist paradigm was adopted in this research to understand stakeholder perspectives on repeat tourists. The various stakeholders involved have knowledge and experience of the existing tourism settings and many hold strategic visions for future destination enhancement. The interview data collected from these stakeholders provided a collaborative understanding of the topic and validated the different perspectives they shared.

It is important to emphasise certain background details that influenced the researcher to determine the shape, behaviour and position in terms of how to study repeat tourist behaviour in India. The author, being an Indian living overseas for the last 15 years, has been visiting India at least once a year on both personal and leisure trips. Further, the author has a research background in psychology. This researcher's stance readily ensures accessibility to approach the repeat tourist (in India). Such accessibility emanated from the author's shared personal motivation and interest in repeat visits. This familiarity aided the researcher's ability to appreciate the visits of international repeat tourists and helped her act like an 'insider' with the researched tourists (Guba & Lincoln, 1994; Lincoln et al., 2011). As a psychology and tourism scholar as well as an experienced repeat tourist, the researcher has a strong foundation of existing literature and theories to undertake the research topic through a tourism perspective. It also allowed the researcher to interpret the insights of the phenomenon based on her own repeat travel experiences, particularly in India. The discussion on approaches to research in this thesis is extended to considering etic and emic approaches. The next section outlines the use of those perspectives.

3.1.2 Research Perspectives: Emic and Etic Perspectives

The terms 'emic' and 'etic' are founded in the discipline of anthropology where a qualitative methodological tool is used for ethnographic studies (Jennings, 2009). Fetterman describes ethnography as the 'art and science of describing a group or culture' (Fetterman, 1989, p. 11). In ethnographic studies, the insider or outsider views are called emic and etic perspectives respectively (Korstanje, 2018). An emic approach refers to a holistic inductive paradigm where the phenomenon being studied is best understood by identifying multiple realities from the insider's view. The researcher employs 'the knowledge bases of the setting, the cognitive processes of people being studied rather than imposed from cross-cultural classification of behaviour' (Pelto & Pelto, 1978, p. 54). The etic approach is based on generalisations and observations made from an outsider's perspective. Therefore, the systematic set of rules are identified that are applicable across cultures in this type of enquiry.

In practice, many researchers agree that emic and etic approaches are complementary (Pike, 1967). However, there are others who think they are conflicting (Feleppa, 1986). Pike (1967) suggests that both the emic and etic approaches are equal, which was later supported by Berry (1999). In Berry's view, good research requires a logical structure that may use both emic and etic approaches systematically in cultural understanding of behaviour and comparative examination. In tourism research specifically, the emic approach was first advocated by Cohen (1979), who claims that tourist behaviour cannot be studied from outside observation and all the events in the tourism process should be analysed through the emic perspective.

For this research, a primarily etic approach of external enquiry was undertaken, as evident in conducting the survey to gather data from repeat tourists, analysing the

data and making interpretations. However, the researcher's background and the understanding of India's social and cultural context provided an inside viewpoint (emic approach), making it easier to understand the observations and comments made by repeat tourists. Using both approaches simultaneously justifies the research questions appropriately and adds credibility to the research tools employed as both have redeeming characteristics (Walle, 1997).

3.2   Research Methodology

Selecting the appropriate methodology is crucial to address the topic to be studied, the research questions being asked and to address the limitations of the study. The methodologies are largely governed by the approach and the paradigm adopted in the research. In the main, there are two distinct approaches for gathering empirical information in any research study. These are the quantitative and quantitative approaches (Creswell, 2018). The holistic-inductive paradigms, such as constructivism, interpretative social sciences, participatory paradigms as well as postmodernism, mostly rely on qualitative methodology. Conversely, hypothetico-deductive paradigms such as positivism, postpositivism and chaos theory are associated with the quantitative approach (Nunkoo, 2018; Patton, 2015). Another approach that combines both approaches sit between the holistic-inductive and hypothetico-deductive and is recognised as the mixed methods approach.

From a postpositive stance, the mixed method approach is especially useful when the research question is best addressed by the single method approach. In the present research, a mixed method style is utilised as it aimed to study repeat tourist behaviour, which is a complex phenomenon to understand. Both survey and blog analysis methods were used to study the motivation and experience of the tourists.

Furthermore, understanding the role of stakeholders is necessary for repeat tourism development, which was studied using interviews.

The following discussion illustrates the adoption of the quantitative, qualitative and mixed methods perspectives in this thesis.

3.2.1   *Mixed Methods*

The mixed methods approach has become a popular method of research including in tourism studies (Creswell, 2018; Khoo-Lattimore et al., 2019). Mixed methods are often known as the third methodological movement (Tashakkori & Teddlie, 2003), the third research paradigm (Johnson & Onwuegbuzie, 2004) and the third research community (Teddlie & Tashakkori, 2009) in response to the two existing major methodological approaches. There was a time when quantitative methodology was considered as superior (Williams & Vogt, 2011); however, many top ranked journals in tourism now clearly emphasise the use of mixed methods in published studies rather than depending on one single method (Khoo-Lattimore et al., 2019). As defined by Greene et al. (1989) a mixed method design employs a combination of at least one quantitative method and one qualitative method. In mixed methods, the advantages of quantitative procedures are matched with relevant qualitative techniques to address the research questions or vice versa. The philosophical position and overall methodology are combined as best suited for the entire research process (Creswell, 2018; Teddlie & Tashakkori, 2009). Mixed methods have been popular in all disciplines, such as sociology (Pearce, 2012) psychology (Ponterotto et al., 2013) nursing (Östlund et al., 2011) business (Hurmerinta-Peltomäki & Nummela, 2006; Malina et al., 2011) hospitality (Pham et al., 2019; Truong et al., 2020) and tourism (Duglio et al., 2019; Molina-Azorín & Font, 2016).

The most crucial aspect of utilising a mixed method is to select the appropriate procedures that complement each other and help to achieve triangulation in the research (Molina-Azorín & Font, 2016). The selection of techniques and procedures should be guided by the overall research question and aims of the study to ensure trustworthiness and credibility of the research (Williams & Vogt, 2011). The advantages and disadvantages of selecting each procedure should be appropriately weighed considering existing evidence. Mixed methods may lead to a number of practical and conceptual issues for researchers, such as increased cost, time and resources due to various data collection and analysis methods involved (Creswell, 2018). Despite this, various combinations of mixed methods are utilised to minimise the weakness of a single method research (Truong et al., 2020).

3.2.2   Quantitative Method – Questionnaire-based Survey (Study 1)

The current emphasis on studies is situated primarily under the postpositivist paradigm, which can examine causal relationships by applying a systematic research design with a quantitative methodology (Jennings, 2010). In this research, the quantitative approach was applied in Study 1, where a survey method was used to examine the motivation and experience of repeat tourists. Academics and practitioners in tourism, like many other disciplines, exploit quantitative data of all sorts to understand various tourism activities and derive justified outcomes. The quantitative methodology is deductive in nature, based on testing hypotheses and establishing causal relationships (Głąbiński, 2015). The relationship between the researcher and the participants remains objective and the researcher is considered as an outsider by the research participants.

Quantitative research is defined as an approach for testing objective theories by examining the relationship among variables (Creswell & Creswell, 2017). The variables of interest are usually studied by survey or other experimental methods. The data collected are often numerical or transformed into numerical expressions to employ quantitative statistical analysis. Social scientists, including tourism researchers, rely heavily on the questionnaire-based survey to obtain quantitative data (Dolnicar, 2013). Questionnaire-based studies have various advantages; however, primarily the two most critical advantages should be noted. First, the questionnaire offers the collection of structured information from a broader representation of the population to be studied. Second, due to the nature of the structured responses, various statistical analyses can be performed. Such inferential statistics build the holistic approach of the interpretation of the results. The survey method, with the added advantage of low cost, ease of use and its ability to examine psychosocial behavioural attitude variables, has been heavily used in research examining tourist behaviour. Furthermore, the response rate of a well-structured and quality survey can be high in comparison to a poorly designed survey (Dolnicar et al., 2014). However, there are certain limitations of the survey method, such as validity issues, fatigue and quality of the responses received.

3.2.3   Qualitative Method: Blog Studies (Study 2)

Study 2 utilised a qualitative method to examine the repeat tourist experience as found in the user-generated content in online blogs. The qualitative methodology follows the holistic-inductive paradigm and establishes a subjective relationship between the researcher and the participants from a constructivism stance. Qualitative enquiry has made a significant contribution to the tourism research (Wilson & Hollinshead, 2015). Qualitative methodology relies heavily on various tools of

empirical material collection, such as interviews, focus groups, case studies and observations as well as diary and the documentary method (Jennings, 2010).

Several methods of qualitative data collection are popular, such as interviews, observation, focus groups, case studies and archival data, including the data available online in the internet space. With advancement in information technology, the internet has become a powerful tool of communication. Electronic media have become a part of people's daily lives and social media channels such as YouTube, Facebook, Twitter and Instagram are being used not only for entertainment but also for sharing and accessing information (Buzova et al., 2020; Pearce, 2011a; Wu & Pearce, 2014a; Xiang et al., 2017). The use of online blogs and vlogs has gained immense popularity as a communication tool and source of information (Sthapit, 2018). For example, travel blogs are now considered as one of the most credible sources for the collection of travel information. Online blogs are websites comprising online content written by bloggers. They are usually in a diary or journal style, and typically include an interactive component with the audience (Volo, 2010). Such exhaustive data posted in travel blogs offers the researcher an opportunity to collect and analyse the data from a larger sample, which may not be possible using other research methods (Bosnjak et al., 2010; Zou & Hyland, 2019, 2020).

Online blogs provide a rich resource for investigating the sociological, psychological and personal insight needed to better understand the variables of interest. Blog data are unique in the way that the blogs occur naturally during online community interaction, which is not found in alternative research methods (Alaei et al., 2019; Oktadiana et al., 2020). The observation and analysis of online data is called netnography, a term coined by Kozinets (1997), combining the words interNET and

ethNOGRAPHY. Netnography is an unobtrusive technique where online communication and interaction can be monitored without any interference to gain practical insights into online users' communication behaviour. This technique guides the sampling, selection and inclusion of blog entries, and then finally makes recommendations for analysis and interpretation. A fuller discussion about the procedure adopted in this research is presented in Chapter 5.

3.2.4   Qualitative Method: Interview (Study 3)

Study 3 on stakeholder perspectives employed the interview method of data collection. Interviews have been a popular traditional research method for understanding various problems (Creswell, 2013; Creswell & Poth, 2018). Interviews are like conversations that start with the establishment of rapport, reciprocity and personal reflection by the respondent and the researcher (Picken, 2018). Interviewing is considered as the most prevalent qualitative method in the social sciences that conducts research under postpositivist or interpretivist paradigms (Jennings, 2010; Nunkoo, 2018). Like many other social science disciplines, tourism research employs an interview as the sole method of data collection or sometimes as a complementary method with the other data collection techniques. It is particularly valued in contemporary settings where it is challenging to examine complex individual responses, perception, attitude, behaviour and concepts with multiple meanings and associations. The most important benefit of this method is that it is useful in gaining in-depth understanding of such research problems that cannot be assessed via quantitative methodology (Dwyer et al., 2012). Interviews involve structured, semi structured or unstructured conversations focusing on one or more topics depending on the research problem. This technique sometimes may require more than one session depending on the research aims the research setting. A list of questions or

themes is already prepared and presented in a systematic way in the structured interview; however, during semi-structured interviews the interviewer takes cues from the respondent and directs the questions accordingly to get the best input (McGehee, 2012).

In the current research, some of the interviews were conducted online. Online interviews have proven to be equally as good as face-to-face interviews with the current technological advancement (Deakin & Wakefield, 2014).They are particularly helpful in conditions where travel is restricted or limited due to personal or external factors. The online interviews save cost (Abedin et al., 2021) and are more environmentally sustainable as there is less carbon footprint due to the lack of travel and transport. The current research employed in-depth semi-structured interviews with different stakeholders to assess their perspectives about repeat tourism. Further details are presented in Chapter 6.

3.2.5 *Ethical Consideration for the Research*

To conduct authentic research, there are several ethical issues that require consideration before planning and executing the research – core moral norms (autonomy, beneficence, non-maleficence, and justice) and core behavioural norms (veracity, privacy, confidentiality, and fidelity) (Holden, 2019; Jamal, 2019). Since most of the research in tourism involves collecting data from people and about people, anticipating the ethical issues involved and maintaining the integrity of the research is essential. Further, research transparency is required for handling issues such as falsification of results, manipulation of processes and the results, and plagiarism. The ethical practices adopted during the entire research process lead to replication and verification of the studies by other researchers (Frechtling, 2018). To

protect the research standards worldwide, government and other institutions have agreed on a set code of ethics that are adopted by various professional fields and disciplines.

The research studies in this thesis were carried out with the approval of the Human Research Ethics Committee at James Cook University, Australia. The ethical approval number is H6928. A core requirement for such approval included ensuring anonymity, opportunities to refuse to participate and no harm or negative consequences to participants. The ethics approval, information sheet and consent forms are attached in Appendix B.

3.3 Chapter Summary

This chapter has presented the methodological framework for the research studies presented in this thesis. The chapter documents the paradigm adopted i.e. postpositivism and constructivism, followed by a discussion on major research techniques adopted in different studies, such as surveys, blog studies and interviews. The next three chapters present the results of the studies that adopted these methodologies to examine the aims of this thesis. An overview of the research framework is presented below in Figure 3.1.

Issues in repeat tourism research
- Often confounded with revisit intention or making recommendations
- Determinants of repeat tourist behaviour
- Perception of strategies to attract repeat tourists
- Understanding the role and positions of stakeholders

A review of literature
- Existing Theoretical frameworks
- Motivation to revisit: travel career pattern model
- Understanding most significant experience: orchestra model of experience
- Market segmentation in travel motives and experiences
- Multiple stakeholder perspectives significant to understand complex tourism maters

Research gaps
- Relative significance of travel motives for repeat tourists
- Vague and disintegrated concept of repeat tourists
- Gap in understanding motivation and experience of multi-visit
- Paucity of research in the Indian context
- Investigation of multiple stakeholder perspectives for repeat tourist methodological gaps in previous studies on repeat tourists

A case study of India
- Emphasis on increasing tourist foot fall and revenue from tourism
- Growing public – private initiatives to attract tourism

Study 1: Quantitative study
- Travel career pattern questionnaire survey (adapted version)
- Orchestra model of experience questionnaire survey
- MANOVA and Path analysis

Study 2: Qualitative study
- Open ended survey questions
- Online blogs-netnography
- Content analysis and Sentiment analysis

Study 3: Qualitative Study Multi-stakeholder perspectives
- Perception of Multi-stakeholder perspectives
- Interview data
- Leximancer analysis

Outcomes
- Extending the understanding of behavioural loyalty, that is, actual repeat tourist behaviour,
- Link between the TCP model, Orchestra model and repeat tourist behaviour
- a robust and integrated multistakeholder perspective on repeat tourist
- Market segmentation strategies
- Insight into how a destination management framework in India

Figure 3.1: Research framework of the thesis

Chapter 4 Study 1: Motivations and Experiences of Repeat Tourists

A section of this chapter has been published in the proceedings of the refereed

Council of Australasian University and Hospitality Education 2019 Conference.

Some of the results from this study were presented at the conference.

Agarwal, M. & Pearce (2019). Back to India again: Motivational insights from the travel

career pattern approach. In *Proceedings of the 29th Annual Council of Australasian*

University and Hospitality Education Conference. Cairns, Australia.

4.1 Introduction

To understand why tourists repeatedly revisit a destination is a critical research question. This chapter endeavours to answer this question by investigating the motivation and experiences of repeat tourists. The questions guiding this chapter are the first two research questions of the thesis:

1) Why do tourists return to India and what kind of travel experience do they achieve?

2) To what degree do the motivational pattern and experience factors shift with the number of repeat visits?

Deeper insight into these questions can be useful for generating appropriate tourist profiling and designing optimal tourist experiences. This chapter presents the results of an empirical study exploring the systematic relationship between the motivation and experience of repeat tourists to India. A detailed review of these two constructs was presented in Chapters 1 and 2, and this study extends the research on repeat tourist behaviour by building on the research gaps identified (Maghrifani et al., 2021; Rather et al., 2021; Rice & Khanin, 2019). In this study, the conceptualised TCP model and the OME were used to formulate the main research questions (Pearce & Lee, 2005; Pharino et al., 2018). Efforts were made to consider the previous literature on repeat tourism while generating the specific aims of the study and the survey questions. The research employed a cross-sectional correlational design and used a quantitative technique to analyse the survey responses from 500 international tourists to India. This design is most suitable for research questions that require data

collection from a sample of the population with the intent of generalising the findings to a larger population, as is the case here (Creswell, 2018). Multiple statistical techniques were used to analyse the data as per the specific objectives. The results suggest specific motivations and experiences shift according to the number of visits made. This study offers theoretical insight into repeat tourist behaviour and contributes to understanding the relationship between repeat visits, TCP and the OME.

4.2   Research Aims

The research questions presented in Section 4.1 and the research gap identified in the literature review guided the development of the aims of this chapter. The literature review indicated a gap in understanding the motivations and experiences of repeat tourists. Further, it identified a scarcity of research on the motivation and experience of international tourists in the Indian context. To addresses the research questions and fill these research gaps, Study 1 aims to:

1) understand the role of motivation and experience for repeat tourists
2) investigate if the motivation pattern and experience factors change with the number of repeat visits.

4.3   Research Objectives

These aims were developed into seven specific objectives under two main determinants of repeat tourist behaviour – motivation and experience. Objectives 1, 3, 4, 6 and 7 were created to address the first aim, and Objectives 2 and 5 were formulated for the second aim. The specific objectives of this study are as follows:

1) To describe the main specific motivational factors for international tourists (specifically those without family or heritage connections) repeating their holidays in India.

2) To understand the motivational shifts among repeat tourists (i.e. any shifts in the core, middle and outer layer motives among those who have visited India for the second time versus those who have visited three or multiple times).

3) To understand the market segmentation and explore origin, gender and age-related differences among repeat tourists in terms of their travel career motives. Simultaneously, explore if past travel experience has any effect on travel career motives.

4) To identify whether there are differences in the main specific experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists.

5) To understand if there are any shifts in the experience factors (cognitive, sensory, affective, behavioural and relationships) among international tourists repeating their holidays in India multiple times.

6) To examine the origin, gender, age and past travel-related differences in repeat tourists in terms of their current experience in India.

7) To understand if the number of repeat visits predict the level of core, middle and outer level motives through the experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists.

4.4 Methodology

Quantitative methodology was employed to achieve the objectives of the study. This approach is considered appropriate as discussed in Chapter 3; however, some important clarifications are reiterated here. First, to answer the research questions of

the study presented in this chapter, primary data collected from a large sample of international tourists with different numbers of repeat visits was essential. Quantitative techniques such as survey methods work well in scenarios such as this as they are less time and cost intensive. Second, adopting quantitative methods helps achieve the aim of establishing an empirical relationship between key constructs. Finally, examining the shifts (or variation) in motivation and experience required a sophisticated research technique to establish the statistical significance in different datasets.

The following sections report on the preparation of the questionnaire, the sampling procedure and the data-collection details.

4.4.1 Developing the Survey Questionnaire

A survey questionnaire was developed to address the key questions in the study following the survey protocols for quantitative studies (Creswell, 2018, Dolnicar, 2013). Specifically, the questionnaire was constructed in four parts. Part 1 contained filter questions and relevant demographic questions. In Part 2, a concise version of the TCP scale was included following a recent cross-cultural study of TCP by Oktadiana et al. (2017). The OME questionnaire was presented in Part 3. Part 4 specified open-ended questions regarding special experiences.

4.4.2 Designing the Structure and Content of the Questionnaire

A self-administered survey, consisting of closed and open-ended questions, was designed in English. The total length of the survey was 11 pages including the information sheet (see Appendix A). The survey contained 18 sociodemographic questions, 26 TCP scale questions, 29 OME scale questions and six open-ended

questions. The questionnaire was translated into Mandarin for respondents from Asia (mainly China) who were not conversant in the English language. To ensure the authenticity and objectivity of the survey the researcher received assistance from two university colleagues who are native speakers of Mandarin and have been teaching English at James Cook University. The first colleague assisted with the translation of the questionnaire from English to Mandarin. The second colleague did a back translation from Mandarin to English. The translated English version of the questionnaire was compared with the original English version and minor changes were made to the Mandarin questionnaire to ensure objectivity. The questionnaire in English and Mandarin are included in Appendix A. An online version of the survey was created on a survey platform named Qualtrics for the convenience of participants.

4.4.2.1   Part 1: Demographic information sheet

First, a demographic information sheet was designed with three screening questions to recruit participants meeting the inclusion criteria. The first question confirmed if the tourists had been to India in the past. Only those with an affirmative response were asked subsequent questions. The second filter question verified if the tourists were leisure tourists and not visiting India for business or community work purposes. Only those tourists who travelled for leisure were included in the sample; however, visitors who combined leisure with business or community work were also included ($n = 5$). The third filter question asked about family or heritage links with India. People with such links were excluded from the study. Only those participants who satisfied all screening questions could proceed further with the survey.

Second, Part 1 of the questionnaire collected demographic information from participants including gender, age and education, with no identifiable information collected. Further information was obtained on race, citizenship, current country of residence and the length of residence in the current country to ascertain Asian or Western origin. The 'tourist profile' of the participants was also gathered by asking how many visits they had made to India. This information was important to understand the travel behaviour of repeat tourists as well as to achieve the aims of this study. Hence, the information concerning their previous visits comprised cities/places they visited during each visit, time (month and year) of the visit, number of days spent in each location and companions during each visit. Another question sought to understand the travel experience of the participants by examining their past domestic and international travel experience on 4-point scale (1 = inexperienced, 2 = somewhat experienced, 3 = experienced, 4 = very experienced). The use of a 4-point scale without a midpoint was done deliberately to ensure participants made a definite choice when indicating their previous travel experience (Dolnicar, 2013; Garland, 1991). The presence of a midpoint was seen as potentially distorting for the findings.

4.4.2.2   Part 2: Travel career pattern scale

The study applied the adjusted TCP scale based on Oktadiana et al.'s (2017) study using 26 items that was established from Pearce and Lee (2005). The argument for the abridged TCP scale is that the full scale (with 74 items) includes variables such as fatigue, which are not relevant for this study, and the response set might affect the withdrawal rate and accuracy of the responses (Oktadiana et al., 2017). In addition, the setting for the data collection (such as tourist attraction sites) was not so favourable for using long questionnaires. The abridged scale was validated in

Indonesia, Malaysia, Hong Kong and Australia in a similar research study (McKercher & Tolkach, 2020; Oktadiana et al., 2017). The questionnaire uses a 5-point Likert scale ranging from 1 (not important at all) to 5 (extremely important). Likert scales are widely used in tourism studies using surveys (Revilla et al., 2014), and are known to provide valid and good quality data.

The 26 items of the TCP scale have the highest loading on 13 factors – novelty, escape/relax, nature, self-development (host-site involvement), self-development (skill based), self-actualisation, security in relationship with others, strengthening family and friends' relationships, isolation, autonomy, nostalgia, stimulation and social status. These factors were classified into three main schemes, or layers, as identified by Pearce (2019) – core, middle and outer layer motives. The core layer motives are novelty, escape/relax and strengthening family and friends' relationships. Middle layer motives are security in relationship with others, nature, self-development (host-site involvement), self-development (skill based) and self-actualisation. The outer layer motives are autonomy, isolation, nostalgia, stimulation and recognition.

Study 1 followed the Oktadiana et al. (2017) factor structure by not including romance as one of the factors as per the 74-item scale. The romance factor was not included because first, the study planned to collect 50% of the data from Asian tourists and questions on intimate relationships could be problematic for Asian/Muslim tourists in India as highlighted by Oktadiana et al. (2017), and second, scale validity for the romance factor has not been established in the Asian context.

4.4.2.3 Part 3: Orchestra model of experience scale

The OME scale was developed to measure the participants' experience of the destination. Adopting the OME (Pearce & Mohammadi, 2021; Pearce et al., 2013; Pharino et al., 2018), the questions were divided into five main parts to include various levels of experience – sensory, affective, cognitive, behavioural and relationship-related components. The development of the questionnaire was based on various studies about experience in the tourism area as well as the framework presented by Dolnicar (2013), which emphasises creating good survey questions in order to collect quality data. A 5-point Likert scale was used to record the participants' responses (1= not happy at all to 5 = very happy). As the general attitude towards various experience-related components was being measured, the midpoint of the scale indicated a neutral rating. Additional questions were included to capture the special and the most unforgettable experience that made tourists revisit India.

4.4.2.4 Part 4. Open-ended questions for experience

This final section of the questionnaire included questions on participants' experience in India. First, they were asked about the cost of travel within India compared to other Asian and South Asian countries. The participants were also given an option to compare the cost with any other country. The next question asked participants to describe their repeat travel pattern apart from returning to India. They were given four options: 1) never return to a country once visited, 2) rarely return to a country once visited, 3) sometimes return to a country once visited, 4) very often return to a country once visited. Next an open-ended question was asked about any other specific experience in India that the participants would like to mention. The participants could write three to five sentences in the space given. The participants

were then asked to list up to four activities they enjoyed the most in India. The next question investigated the most impressive memory in the current or most recent trip to establish the most special experience that encourages participants to return to India. Finally, the tourists were invited to make suggestions on improving their experience in India.

4.4.3   Sampling

A large sample of 500 participants was recruited. The sample size was determined based on the review of previous studies as well as the type of analyses required to address the research objectives (Gómez-Rico et al., 2022; Maghrifani et al., 2021). For instance, a minimum of 200 participants are required to run confirmatory factor analysis (CFA) and path analysis (Kline, 2015). To be considered as a repeat tourist, the participants must have visited India at least twice. All previous and current visits must be related to leisure tourism and not solely for business or transit. International tourists with Indian ethnicity, or who travelled for extended family reasons or finding their roots, were also excluded from the sample as such tourists have different motives to revisit a place compared to leisure tourists (Bandyopadhyay, 2008; du Preez & Govender, 2020).

A random sampling method was applied to select the participants from eight strategically selected destinations in India. Random sampling is the most objective sampling method, where each individual has an equal probability of being included in the sample from the population (Creswell, 2018). A similar approach has been used in other studies on repeat tourists (Gartner & Ruzzier, 2011; Kim & Park, 2015). Every third tourist at various data-collection sites was approached. The researcher passed the information sheet to these tourists if they were a repeat tourist

and invited them to participate in the research. Approximately 10% of those invited refused. This refusal is not surprising given the busy schedule of the tourist, and sometimes there can be distrust and unwillingness to participate due to personal factors (Głąbiński, 2015). The confidentiality of the responses was strictly followed and communicated to the participants before data were collected.

4.4.4 Location (Field) and Data Collection

Being such a large country that offers various unique destinations, tourists may not select the same destination when they revisit India. Hence, tourists who have been to the same or any other destination within the geographical and political location of India qualified as repeat tourists for this study. The study field for the concept of returning to India was the entire geographical region of India. However, the data were collected from some specific Indian cities that attract a high volume of international tourists such as Agra, Chennai, Delhi, Goa, Jaipur, Mumbai, Pondicherry and Rishikesh. Care was taken to ensure fuller coverage of the country by spreading out the data-collection locations. Figure 4.1 presents the cities in India where the data were collected.

Figure 4.1: Study sites in India: Delhi, Agra, Jaipur, Chennai, Rishikesh, Mumbai, Goa and Pondicherry

Source: https://www.mapsofindia.com/maps/india/india-political-map.htm

Data were collected through random sampling at the selected destinations. Eight of the most popular international tourist destinations in India were chosen for data collection. The choice of data-collection points was subject to some feasibility issues such as permission from the relevant authorities and peak travel time. Five students, who were pursuing master's program in tourism from a reputed institute in India, assisted to expedite the data-collection process. The student volunteers were given

appropriate training and were reminded to always follow the appropriate data-collection method.

The research followed the ethical guidelines and standards of research to protect the rights of the participants involved in the study. Ethics approval was granted from the James Cook University Research Committee prior to the data-collection process (HREC Application Number H6928), see Appendix B. The following measures were adopted to ensure research ethics integrity: informed consent was taken from the participants before collecting the data, the survey was anonymous and no identifiable information was collected, an information sheet with the informed consent form was provided before starting the survey to explain the purpose of the research as well as acknowledging the participants' assistance (see Appendix A). The participants were advised that they had the right to withdraw from participation at any point of the study without prejudice or consequences. The participants were also advised to contact the principal investigator if they had any interest in the findings of this study. They were further advised that no personalised analysis would be conducted, and they would not be able to receive personalised results. Finally, a thankyou note was included at the end of the survey questionnaire to thank the participants for their time and help.

4.4.5 Pilot Study

A pilot test of the instrument is useful to establish content validity and receive feedback on wording and flow of the questions (Jennings 2010; Rather et al., 2021). The final draft of the questionnaire was first shared with two tourism lecturers who suggested minor adjustments for some of the questions. After that the questionnaire was shared with 30 participants who were recruited by convenience sampling. These

participants fulfilled the screening criteria as described in Section 4.3.3. The participants reported no issues with the structure and content of the survey. Hence, the survey was launched to collect data from the rest of the sample.

4.4.6 Profile of the Respondents

A total of 500 respondents were recruited for the study. Of the total responses, eight were discarded due to incomplete information, hence making the sample a total of 492 participants. Five records had missing responses on different questions, hence the total number of participants in different analysis may vary. The variation in response count was accepted to collect as much data as possible. The final sample of 492 participants included 30 respondents who participated in the pilot study.

The study employed the random sampling method. Table 4.1 shows that the number of respondents comprised 54.3% males ($n = 265$) and 45.7% females ($n = 223$). The age of the participants was in the range of less than 20 years to more than 55 years. For those aged less than 20 years, it is important to note that only those over 18 years were recruited to comply with the ethics requirements of the study. There were 53.5% participants aged 35 years and below ($n = 261$) and 46.5% participants above 35 years ($n = 227$). There were more than 75% of Western tourists in the sample. The researcher did not try to achieve a stratified sample of 50% Asian and 50% Western tourists, since such an approach could make the sample less representative of the population. Hence, the random sampling method was maintained for the participants' origin profile. The data showed an interesting trend in the education level of participants, whereby 71.5% ($n = 343$) had a higher education background (bachelor or a postgraduate qualification), while only 26.7% ($n = 128$) had a diploma qualification or below.

For the number of repeat visits made, about two-thirds of the participants were visiting India for the *second time* (67.1%, $n = 330$) and others had visited *more than two times* (approximately 33%, $n = 162$). The majority (62.6% $n = 308$) were highly experienced in travelling in their home country; however, in terms of international travel experience, the participants were almost equally distributed in high travel experience (50.6%, $n = 249$) and low travel experience (49.4%, $n = 243$) groups.

Table 4.1: Tourism profile of the respondents

Sociodemographic Profile		*n*	%
Gender	Male	265	54.3
	Female	223	45.7
	Total	**488**	**100**
Age	Less than 20 years	25	5.1
	21–35 years	236	48.4
	36–55 years	174	35.7
	More than 55 years	53	10.9
	Total	**488**	**100**
Origin	Asian	100	21.6
	Western	362	78.4
	Total	**462**	**100**
Education	High school	64	13.3
	Diploma qualification	64	13.3
	Bachelor degree	153	31.9
	Postgraduate degree	190	39.6
	Other	9	1.9
	Total	**480**	**100**
Number of visits to India	2	330	67.1
	3	103	20.9
	4	28	5.7
	>4	31	6.3
	Total	**492**	**100**
Domestic travel experience	Low	184	37.4
	High	308	62.6
	Total	**492**	**100**
International travel experience	Low	243	49.4
	High	249	50.6
	Total	**492**	**100**

4.4.7 Data Analysis

The statistical analyses were conducted by the Statistical Package for Social Sciences (SPSS), version 25 and Amos 27. The study employed descriptive statistics to describe the demographic variables. Factor analysis was conducted to ensure the factor structure and item validity as well as reliability analysis to check the internal consistency of the scale for the TCP scale and the OME questionnaire with the help of IBM SPSS Amos, version 27 software. The missing data for eight participants

were discarded as information on various questions was extensively lacking. This technique, referred to as listwise deletion, is recommended when the sample size is large and the number of cases to be removed is small (Kline, 2015). This resulted in a total sample size of 492. In some cases of missing data of less than 5%, the mean replacement method was only used for continuous variables.

Prior to data analysis, it was essential to establish the psychometric properties of the two scales. CFA was conducted to estimate the underlying factor structure of the TCP scale that has been already established in previous studies (Oktadiana et al., 2017; Pearce & Lee, 2005). The factor loadings confirmed the same factor structure as seen in other TCP studies (Oktadiana et al., 2017) with the factor loadings on each item ranging from 0.43 to 0.82. Exploratory factor analysis was conducted for the OME questionnaire to check if the items constructed for each scale were loading appropriately on each of the five aspects. The factor loadings on each item ranged from 0.40 to 0.83.

The reliability measured by Cronbach alpha indicated a good internal consistency for all the items in the TCP scale (0.89) and OME questionnaire (0.88). Before running the path analysis to address Objective 7 (to understand if the number of repeat visits predict the level core, middle and outer level motives through the experience factors (cognitive, sensory, affective, behavioural and relationships) among international repeat tourists), a correlations analysis and Cronbach alpha for each scale were measured. In data reliability analysis, values of Cronbach alpha ranging from 0.6 to 0.7 are considered as acceptable and a value of more than 0.7 is regarded as appropriate (Tavakol & Dennick, 2011). The value for each scale was close to 0.7 as presented in Table 4.2.

Table 4.2: The correlations and Cronbach alpha for variables in the model

Variables	Correlations				Cronbach Alpha
Mediating Variable	**Core Motive**	**Middle Motive**			
Core Motive					0.69
Middle Motive	0.54**				0.72
Outer Motive	0.49**	0.51**			0.71
Outcome variable	**Affective**	**Cognitive**	**Sensory**	**Behavioural**	
Affective					0.66
Cognitive	0.91**				0.76
Sensory	*ns*	*ns*			0.67
Behavioural	0.83**	0.82**	*ns*		0.78
Relationship	0.53**	0.64**	0.28**	0.61**	0.66

Note: **$p < 0.001$; *ns* = non-significant

The specific results pertaining to each aim are presented in the following section.

4.5 Results and Findings

Prior to addressing each aim in detail, it was important to explore the profile of the visitors making repeated visits to India. The sociodemographic variables of age, gender, origin, education level and past travel experience in terms of the number of visits was examined. A chi-square analysis was performed to explore the relationships between age, origin and past travel experience and the number of repeat visits made (as seen in Table 4.3). The cross-tabulation between demographic variables achieved two important outcomes: first, it revealed the distribution of each variable according to selected frequencies of repeat visits and second, it tested the

statistical significance of these relationship across these distributions. The chi-square analysis indicated a significant result for all three variables, showing that the number of repeat visits was dependent on age, origin and past experience. No further follow up tests were done for age and origin as this was beyond the scope of this study. The relationship between the number of repeat visits and past travel experience needed to be examined further as past experience could be a confounding variable when investigating repeat visitation. The follow-up tests with Holm's sequential Bonferroni method was used to control Type 1 errors while making multiple comparisons between the tourists with different numbers of repeat visits. The follow-up tests indicated a significant difference in past travel experience among those tourists who had been to India *twice* when compared to those who had visited *three times* ($\chi^2 = 15.16$, $p < 0.001$) or *more than four times* ($\chi^2 = 10.03$, $p = 0.002$). These results indicated that tourists who returned multiple times were characterised by also having more previous travel experience overall as indicated in Table 4.3.

Table 4.3: Cross-tabulation of number of repeat visits with other sociodemographic variables

Sociodemographic variables	2 Times		3 Times		4 Times		>4 Times		Chi-square value	p-value
	n	%	n	%	n	%	n	%		
Age										
Young	189	72	53	20.3	11	4.2	8	3.1		
Old	137	60.4	50	22.0	17	7.5	23	10.1	14.63	0.002
Gender										
Male	187	70.6	54	20.4	14	5.3	10	3.8		
Female	139	62.3	49	22.0	14	6.3	21	9.4	7.66	0.054
Origin										
Asian	76	76	17	17.0	2	2.0	5	5.0		
Western	225	62.2	86	23.8	25	6.9	26	7.2	7.69	0.053
Education										
High School	54	84.4	7	10.9	1	1.6	2	3.1		
Diploma	43	67.2	10	15.6	4	6.3	7	10.9		
Bachelor Degree	105	68.6	32	20.9	9	5.9	7	4.6		
Postgraduate Degree	112	58.9	52	27.4	13	6.8	13	6.8		
Other	4	44.4	2	22.2	1	11.1	2	22.2	23.14	0.027
Travel Experience										
Low	126	81.8	18	11.7	7	4.5	3	1.9		
High	204	60.4	85	25.1	21	6.2	28	8.3	23.68	0.000

4.5.1 Objectives 1 and 2: Specific Motivational Factors and Motivational Shifts by Repeat Tourists

The first objective of Study 1 was to describe the main specific motivational factors for international tourists repeating their holidays in India. The second objective was to understand if there are any shifts in the core, middle and outer layer motives among those who have visited India for the second time versus those who have visited three or multiple times. As per previous results in the TCP model, this was to confirm that the core motives (novelty, escape/relax and strengthening family and friends' relationships) should be more important for those who have been to India less than two times in comparison to those who have been there three or more times.

The first two objectives of the work are deemed aligned because in presenting the data for Objective 2 (understand the motivational shifts of repeat tourists), Objective 1 (describe the main specific motivational factors for international tourists) is also addressed.

To explore which specific motives among the three layers of motives were more important, a multivariate analysis of variance (MANOVA) was conducted on the 13 motive factors. A one-way MANOVA was conducted with the number of repeat visits as the independent variable and the 13 motive factors as dependent variables. The results indicated a significant multivariate effect for repeat visits, Wilk's Lambda = 0.81, $F(39, 1410.286) = 2.72$, $p < 0.001$, partial eta-squared = 0.069. Given the significance of the overall tests for repeat visits, univariate main effects were examined. There was a significant difference among the repeat tourists for following middle layer motives: self-development (host-site involvement), $F(3, 488) = 4.66$, $p < 0.001$, partial eta-squared = 0.043, power = 0.984; self-

development (personal development), $F(3, 488) = 3.59$, $p = 0.001$ partial eta-squared $= 0.032$, power $= 0.934$; self-actualisation, $F(3, 488) = 3.32$, $p = 0.020$, partial eta-squared $= 0.020$, power $= 0.755$; and autonomy $F(3, 488) = 2.62$, $p = 0.050$, partial eta-squared $= 0.016$, power $= 0.643$.

For the motives within the outer layer, significant results were found for nostalgia: $F(3, 488) = 5.13$, $p = 0.002$, partial eta-squared $= 0.031$, power $= 0.922$; stimulation, $F(3, 488) = 5.42$ $p = 0.001$, partial eta-squared $= 0.032$, power $= 0.936$; and recognition, $F(3, 488) = 5.35$ $p = 0.001$, partial eta-squared $= 0.032$, power $= 0.933$. The pairwise comparisons of each significant motive are presented in Table 4.4. A graphical representation of the same is presented in Figure 4.2.

Table 4.4: Pairwise comparison of number of visits made on the travel motives

Motives	Number of visits to India	Number of visits to India	Mean difference	*SE*	Sig.
Self-development (host-site involvement)*	2	3	−0.347*	0.090	0.001
		>4	−0.476*	0.150	0.010
Self-development (personal development)*	2	3	−0.130	0.092	0.962
		>4	−0.602*	0.153	0.001
	3	2	0.130	0.092	0.962
		>4	−0.473*	0.167	0.029
Self-actualisation*	2	3	−0.283*	0.096	0.020
Nostalgia**	2	3	0.018	0.119	1.000
		>4	0.733*	0.198	0.001
	3	2	−0.018	0.119	1.000
		>4	0.715*	0.216	0.006
	4	2	0.202	0.207	1.000
		>4	0.935*	0.275	0.004
Stimulation**	2	3	−0.269*	0.093	0.024
	3	2	0.269*	0.093	0.024
		>4	0.603*	0.169	0.002
Recognition**	2	3	−0.109	0.141	1.000
		>4	0.811*	0.235	0.004
	3	2	0.109	0.141	1.000
		>4	0.920*	0.256	0.002
	4	2	0.354	0.246	0.903
		>4	1.165*	0.326	0.002

Note: * Middle layer motives. ** Outer layer motives

The quantitative analysis employed a nomothetic approach to understand the motivational shifts among the repeat tourists. A one-way MANOVA was conducted with repeat visits as an independent variable and three layers of motives (core, middle and outer) as the dependent variables. The results indicated a significant multivariate main effect for repeat visits: Wilk's Lambda = 0.91, $F(9, 1182.95) = 5.52$, $p < 0.001$, partial eta-squared 0.033. Power to detect the effect was 0.99.
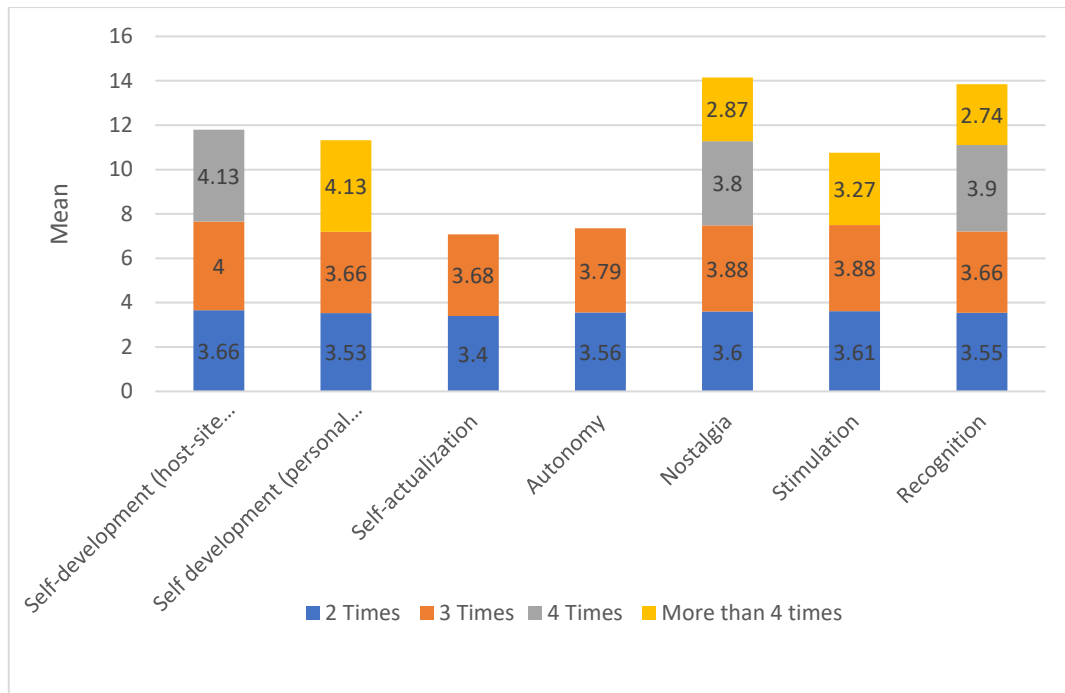
Figure 4.2: Differences in the travel motives among tourists with multiple number of visits

Given the significance of the overall tests for repeat visits, univariate main effects were examined. There was a significant difference for the middle layer motives among repeat tourists: $F(3, 488) = 4.84$, $p = 0.002$, partial eta-squared = 0.03, power = 0.91 and the outer layer motives $F(3, 488) = 5.58$, $p = 0.001$, partial eta-squared = 0.033, power = 0.94. However, there were no significant differences among core layer motives: $F(3, 488) = 1.51$, $p < 0.05$. Since the Levene's test of equality of variance was not significant ($p > 0.05$) Bonferroni post hoc comparisons were conducted (Chang, 2018). The post hoc comparisons were conducted for both middle and outer layer motives.

Significant middle layer motives pairwise differences were obtained in the group who had visited India *two times* ($M = 3.57$, $SD = 0.03$) in comparison to those who had visited *three times* ($M = 3.76$, $SD = 0.06$), $p = 0.005$, or *more than four times* ($M = 3.61$, $SD = 0.12$), $p = 0.003$, but there was no significant difference between other pairs. For outer layer motives, the pairwise comparison indicated that there

were significant differences between those who travelled to India *twice* (*M* = 3.54, *SD* = 0.04), *three times* (*M* = 3.70, *SD* = 0.06), and *four times* (*M* = 3.74, *SD* = 0.12), when compared with those who had travelled *more than four times* (*M* = 3.20, *SD* = 0.12), *p* = 0.005, *p* < 0.001 and *p* = 0.002 respectively. There was also a significant difference between those who travelled to India *twice* (*M* = 3.54, *SD* = 0.04), when compared with those who travelled *three times* (*M* = 3.70, *SD* = 0.06), *p* = 0.032. Comparison between other pairs did not indicate any significant results (see Figure 4.3).
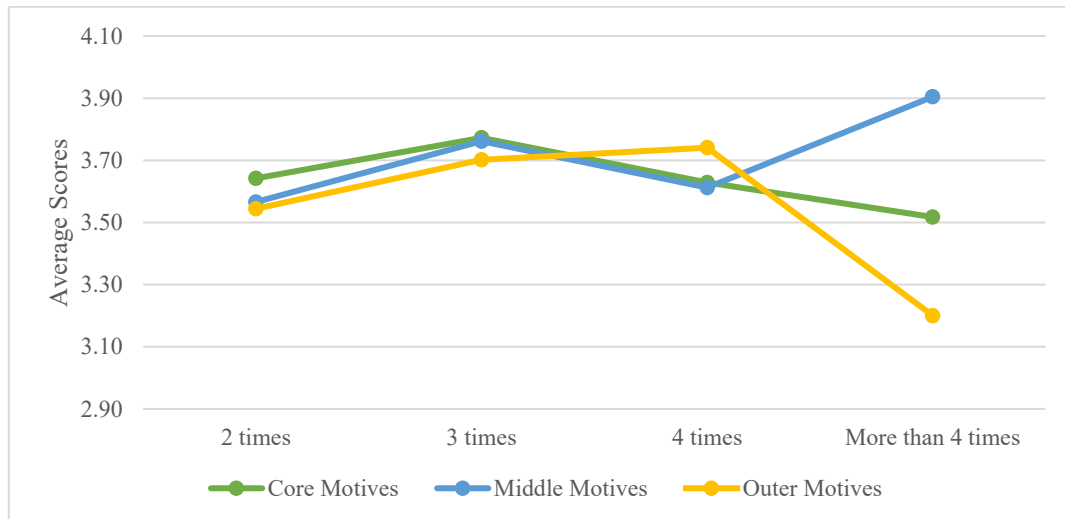
Figure 4.3: Differences in the core, middle and outer motives among tourists with multiple number of visits

Note: 5-point Likert scale where 1= not at all important to 5 = very important

Overall, the core motives in the TCP model remained equally important for all tourists irrespective of the number of visits they made to India. Middle layer motives (nature, self-development (host-site involvement), self-development (personal development) and self- actualisation), were more important to tourists who had visited India *three times* or more when compared to those who had only been *twice*. However, those tourists who had travelled to India *two, three or four times*, placed a

stronger emphasis on the outer layer motives in comparison to the group who visited *more than four times*. One predicted subtlety in the TCP model is that as tourists acquire substantially more experience, there is a rise in middle level motives.

4.5.2   Objective 3: Market Segmentation Among Repeat Tourists in Terms of Their Travel Career Motives

The third objective of the study was to explore the effect of age, origin and past travel experience on the shift within the three layers of motives. A three-way MANOVA was conducted for that purpose. Age, origin and past travel experience were included as the independent variables and the three layers of motives were included as dependent variables. The analysis of multivariate effects resulted in non-significant findings for one three-way interaction (age x origin x past travel experience) and three two-way interaction effects (age x origin, age x past travel experience, origin x past travel experience). The multivariate effect for age was also non-significant, Wilk's Lambda = 0.99, $F(3, 452) = 0.64$, $p > 0.05$. However, the significant multivariate effect for origin was obtained, Wilk's Lambda = 0.98, $F(3, 452) = 3.90$, $p = 0.009$, partial eta-squared 0.025, power = 0.83. The significant multivariate effect for past travel experience was also found, Wilk's Lambda = 0.95, $F(3, 452) = 7.63$, $p = 0.009$, partial eta -squared 0.048, power = 0.99. Table 4.5 shows multivariate and univariate F-statistics as shown by two MANOVAs.

Table 4.5: Multivariate and univariate *F*-statistics as shown by two separate multivariate analysis of variance

	Multivariate *F*	Univariate *F*		
	Overall	Core Motives	Middle motives	Outer motives
	F(df)	*F(df)*	*F(df)*	*F(df)*
Number of visits	**5.52** **(9,1182.95)**	1.51 (3, 488)	**4.84* (3, 488)**	**5.58** (3, 488)**
Age	0.63 (3, 452)	1.89 (1,454)	0.59 (1,454)	0.62 (1,454)
Origin	**3.90* (3, 452)**	**9.31**(1, 454)**	**7.65**(1, 454)**	1.91 (1,454)
Travel Experience	**7.63** (3, 452)**	3.10 (1,454)	**19.10**(1, 454)**	0.22 (1,454)

Note: Value in bold indicate significant results with *p* *0.05, **0.01

Given the significance of the overall tests for origin and past travel experience, univariate main effects were examined. The examination of the origin of tourists found a significant difference among repeat tourists for the core layer motives $F(1, 454) = 9.31$, $p = 0.002$, partial eta-squared = 0.02, power = 0.861. This suggests that core motives were more important for the Western tourists ($M = 3.69$, $SD = 0.04$) compared to the Asian tourists ($M = 3.45$, $SD = 0.07$). A significant difference among the repeat tourists for middle layer motives was found $F(1, 454) = 7.65$, $p = 0.006$, partial eta-squared = 0.017, power = 0.788, indicating that middle layer motives were also more important for Western tourists ($M = 3.64$, $SD = 0.04$) when compared to Asian tourists ($M = 3.44$, $SD = 0.06$). Notably, no significant difference was found between Asian and Western tourists on the outer layer motives ($p > 0.05$).

Analysis of the past travel experience of repeat tourists indicated a significant difference for middle layer motives $F(1, 454) = 19.10$, $p < 0.001$, partial eta-squared = 0.04, power = 0.99. The results showed that middle layer motives were more important for more experienced tourists ($M = 3.69$, $SD = 0.04$) when compared to less experienced tourists ($M = 3.38$, $SD = 0.05$). However, no significant difference was found between less experienced and more experienced tourists on the

outer layer motives, $p > 0.05$. It is worth noting here that for the core motives, a partial significant outcome was obtained. This indicates that the core motives appear to be more important for more experienced tourists ($M = 3.64$, $SD = 0.05$) compared to less experienced tourists ($M = 3.50$, $SD = 0.06$) $p = 0.079$ (see Figure 4.4).
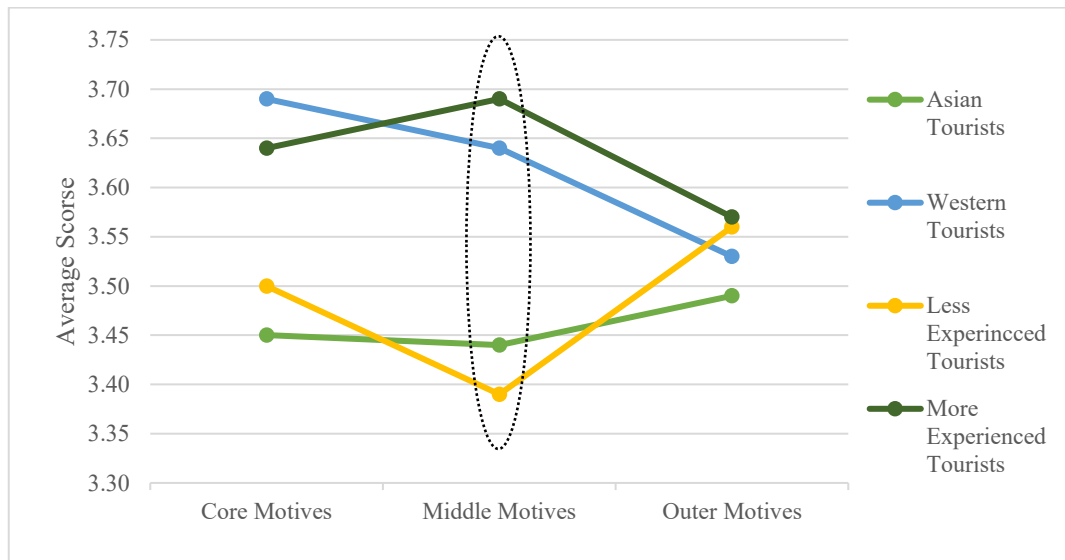
Figure 4.4: Differences in the core, middle and outer motives between tourists with different levels of travel experience

Note: Age has not been included here since no significant difference was found between young and older tourists

4.5.3   Objective 4: Significant Experience Factors for Repeat Tourists

Another major objective of the thesis was to identify whether there are differences between the main specific experience factors (cognitive, sensory, affective, behavioural and relationship) in international repeat tourists. Five aspects of tourist experience were measured by the OME questionnaire, and a one-way repeated measure analysis of variance (ANOVA) was performed with the factor being the number of experience levels (five) and the dependent variable being the experience scores on each variable. Table 4.6 presents the means and standard deviations.

Table 4.6: Means and standard deviation for five factors of experience for repeat tourists

	M	*SD*
Cognitive	3.43	0.59
Sensory	2.30	0.61
Affective	3.77	0.69
Behavioural	3.74	0.64
Relationship	2.07	0.36

Figure 4.5 shows a graphical distribution of the mean. The results of the ANOVA indicated a significant difference between tourists on five aspects of experience, Wilk's Lambda = 0.69, $F(4, 488) = 1636.34$, $p < 0.01$, partial eta-squared = 0.93, power = 1.0.
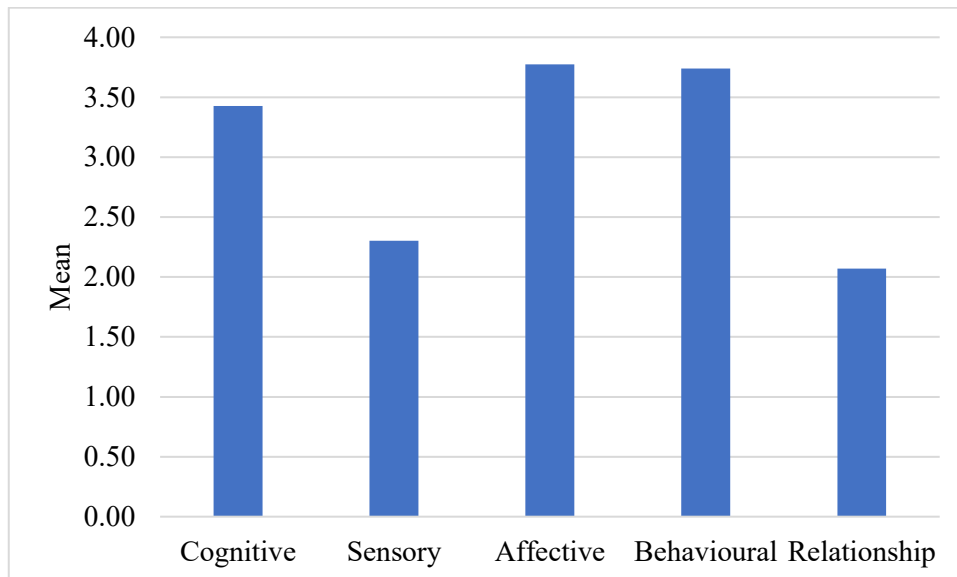
Figure 4.5: Means and standard deviation for five factors of experience for repeat tourists

The standard univariate ANOVA (sphericity assumed) also indicated a significant difference in five aspects of experience $F(4, 1964) = 1727.61$, $p < 0.01$, partial eta-squared = 0.78, power = 1.0. Given the significant univariate results to further explore which means differed from each other, 10 pairwise comparisons were conducted with five aspects of means. Nine out of the 10 pairwise comparisons were significant, controlling for a familywise error rate across all 10 tests at the 0.01 level.

Table 4.7 presents the pairwise comparison. All pairs of the experience aspect had a significant mean difference except one, the affective and behavioural pair. This result suggests that all the repeat tourists who visited India reported differences in each aspect of the OME.

Table 4.7: Pairwise comparison results for five aspects of the orchestra model of experience

		M	SD	t	df	Sig. (2-tailed)
Pair 1	Cognitive – Sensory	1.12648	0.84869	29.441	491	0.000
Pair 2	Cognitive – Affective	−0.34509	0.28500	−26.857	491	0.000
Pair 3	Cognitive – Behavioural	−0.31195	0.36608	−18.901	491	0.000
Pair 4	Cognitive – Relationship	1.35919	0.44956	67.061	491	0.000
Pair 5	Sensory – Affective	−1.47157	0.90023	−36.259	491	0.000
Pair 6	Sensory – Behavioural	−1.43843	0.85133	−37.478	491	0.000
Pair 7	Sensory – Relationship	0.23271	0.61194	8.435	491	0.000
Pair 8	Affective – Behavioural	0.03314	0.38815	1.894	491	0.059
Pair 9	Affective – Relationship	1.70428	0.58500	64.620	491	0.000
Pair 10	Behavioural – Relationship	1.67114	0.50315	73.671	491	0.000

Overall, significant differences were observed for the five aspects of experience. The cognitive, affective and behavioural aspects of experience were found to be the most important for repeat tourists. Sensory and relationship experiences were regarded as less important.

4.5.4 Objectives 5 and 6: Shifts in the Experience Factors and Market Segmentation for Repeat Tourists

An important objective of the current study was to examine the shifts in experience factors among international tourists repeating their holidays in India multiple times. Concurrently it also examined if there were any shifts in the experience factors (cognitive, sensory, affective, behavioural and relationship) among international tourists relating to their age, gender, origin and past travel experience. These two objectives are presented together as they facilitate the analysis. Table 4.8 presents the MANOVA and ANOVA results.

Table 4.8: MANOVA and ANOVA results for repeat tourists for age, gender, origin and past travel experience

	Multi-variate F-statistics	Univariate F-statistics				
	Overall	Cognitive	Sensory	Affective	Behavioural	Relationship
	$F(df)$	$F(df)$	$F(df)$	$F(df)$	$F(df)$	$F(df)$
Number of visits	**3.23** (15, 1336.51)**	**4.88** (3, 488)**	2.23 (3, 488)	**5.87** (3, 488)**	1.81 (3, 488)	**2.66* (3, 488)**
Age	1.08(5, 482)	0.09(1, 486)	0.26(1, 486)	1.09(1, 486)	0.25(1, 486)	1.06(1, 486)
Gender	1.08(5, 482)	0.85(1, 486)	0.77(1, 486)	1.21(1, 486)	2.03(1, 486)	**4.03*(1, 486)**
Origin	**2.80* (5, 456)**	**10.49** (1, 460)**	0.21 (1, 460)	**8.55** (1, 460)**	**7.65** (1, 460)**	0.49 (1, 460)
Travel experience	**13.69** (5, 486)**	**57.31** (1, 490)**	0.578 (1, 490)	**53.50** (1, 490)**	**51.82** (1, 490)**	**39.04** (1, 490)**

Note: Value in bold indicate significant results with p *>0.05 **>0.01

Number of repeat visits

A one-way MANOVA was conducted with number of repeat visits as the independent variable and five aspects of the OME as dependent variables (cognitive, sensory, affective, behavioural and relationship). The results indicated a significant

multivariate effect for repeat visits, Wilk's Lambda = 0.91, $F(15, 1336.51) = 3.23$, $p < 0.001$, partial eta-squared = 0.032. Given the significance of the overall tests for repeat visits, univariate main effects were examined.

As shown in Table 4.8, there was a significant difference for the cognitive experience among the repeat tourists $F(3, 488)$ 4.84, $p = 0.002$, partial eta-squared = 0.03, power = 0.91. The results suggest that tourists with a different number of repeat visits had a different level of cognitive experience. As the Levene's test of equality of variance was significant ($p < 0.05$), Games-Howell post hoc comparisons were conducted as it does not require the population variance to be equal. The post hoc comparisons were conducted for tourists with different numbers of visits made as *two times*, *three times, four times* and *more than four times*. Table 4.9 and Figure 4. 6 present the mean values of experience factors as per the number of visits made.

Table 4.9 The mean and standard deviation for different experience factors for tourists who made a different number of visits

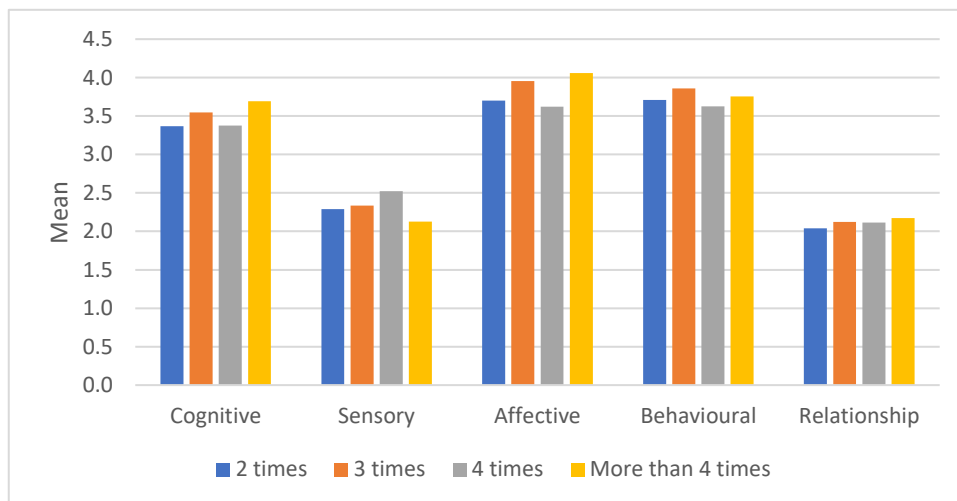| Experience level	Number of visits	M	SD
Cognitive	2	3.4	0.6
	3	3.5	0.5
	4	3.4	0.6
	>4	3.7	0.6
Sensory	2	2.3	0.6
	3	2.3	0.6
	4	2.5	0.6
	>4	2.1	0.5
Affective	2	3.7	0.7
	3	4.0	0.6
	4	3.6	0.6
	>4	4.1	0.6
Behavioural	2	3.7	0.7
	3	3.9	0.6
	4	3.6	0.6
	>4	3.8	0.6
Relationships	2	2.0	0.4
	3	2.1	0.3
	4	2.1	0.4
	>4	2.2	0.4

Figure 4.6: Different experience factors for tourists who made different numbers of visits

Table 4.10 presents the results of the pairwise comparison, which was found statistically positive. Significant cognitive experience-related differences were obtained in the group who had visited India *two times* ($M = 3.37$, $SD = 0.03$) in

comparison to those who had visited *three times* ($M = 3.76$, $SD = 0.06$), $p = 0.009$, or *more than four times* ($M = 3.69$, $SD = 0.06$), $p = 0.024$.

Table 4.10: The pairwise comparison for different experience factors for tourists who made different numbers of visits

Experience aspect	Number of visits		Mean difference	SE	Sig.
Cognitive	2	3	−0.1791*	0.06	0.01
		>4	−0.3251*	0.11	0.02
Sensory	4	>4	0.3950*	0.15	0.05
Affective	2	3	−0.2523*	0.07	0.00
		>4	−0.3555*	0.11	0.02
	4	>4	−0.4363*	0.16	0.05

Note: Only significant results are reported

The analysis revealed that there was a significant difference for the affective experience among repeat tourists $F(3, 488)$ 5.88, $p = 0.001$, partial eta-squared = 0.04, power = 0.95. The findings indicated that tourists with different numbers of repeat visits had different levels of affective experience. As the Levene's test of equality of variance was significant ($p < 0.05$), Games-Howell post hoc comparisons were conducted. Significant affective experience pairwise differences were obtained in the group who had visited India *two times* ($M = 3.71$, $SD = 0.03$) in comparison to those who had visited *three times* ($M = 3.95$, $SD = 0.07$), $p = 0.001$, or *more than four times* ($M = 4.06$, $SD = 0.12$), $p = 0.017$. Significant affective experience pairwise differences were also found between tourists who had visited India *four times* ($M = 3.62$, $SD = 0.13$) and those who had visited *more than four times* ($M = 4.06$, $SD = 0.12$), $p = 0.045$.

A significant univariate effect was also observed for the relationship experience among repeat tourists $F(3, 488) = 2.66$ $p = 0.048$, partial eta-squared = 0.02, power = 0.65. The results showed no differences were found in any of the repeat tourists while examining the post hoc comparisons (all ps > 0.05). Further, no significant difference was found for sensory experiences in any of the repeat visits groups ($p > 0.05$) except on those who had visited India *four times* ($M = 2.5$, $SD = 0.6$) in comparison to those who had visited *more than four times* ($M = 2.1$, $SD = 0.5$), $p = 0.05$.

In summary, there were differences in cognitive, affective and relationship experience for the repeat tourists who had been to India different numbers of times. No significant difference was observed for sensory and behavioural experiences. In addition, these experiences became more important for tourists with an increasing number of visits.

4.5.4.1   Age-related differences

To examine the age-related differences on experience, a one-way MANOVA was conducted with age as the independent variable and five aspects of OME as dependent variables (cognitive, sensory, affective, behavioural and relationship). The results were not significant for both multivariate and univariate tests as shown in Table 4.8 (all ps >0.05).

4.5.4.2   Gender-related differences

To examine the gender-related differences on the experience, a one-way MANOVA was conducted with gender as the independent variable and five aspects of OME as dependent variables (cognitive, sensory, affective, behavioural and relationship). The results were not significant for multivariate effect for gender, $p > 0.05$; however,

significant univariate main effects were found for relationship experience $F(1, 486) =$ 4.03, $p = 0.045$, partial eta-squared = 0.97, power = 1.00 as shown in Table 4.8. The results indicate that for male repeat tourists ($M = 2.10$, $SD = 0.37$), relationship experience was more important in comparison to female repeat tourists ($M = 2.03$, $SD = 0.34$).

4.5.4.3   Origin-related differences

A one-way MANOVA was conducted with origin of repeat tourists as the independent variable and five aspects of OME as dependent variables (cognitive, sensory, affective, behavioural and relationship). The results revealed a significant multivariate effect for origin, Wilk's Lambda = 0.97, $F(5, 456) = 2.80$, $p = 0.017$, partial eta-squared = 0.03, power = 0.83. To find the significance of the overall tests for the origin of repeat tourists, univariate main effects were examined. There was a significant difference for the cognitive experience among repeat tourists from different origins $F(1, 460) = 10.49$, $p = 0.001$, partial eta-squared = 0.022, power = 0.89, which suggests that tourists from different origins had different cognitive experiences and a different level of cognitive experience. The mean values confirmed that tourists from a Western origin had a higher level of cognitive experience ($M = 3.50$, $SD = 0.57$) in comparison to Asian tourists ($M = 3.29$, $SD = 0.58$). A significant univariate main effect was also seen for affective experiences for Asian and Western tourists $F(1, 460) = 8.55$, $p = 0.004$, partial eta-squared = 0.018, power = 0.83 where Western tourists ($M = 3.86$, $SD = 0.68$) reported a higher level of affective experiences in comparison to Asian tourists ($M = 3.37$, $SD = 0.71$).

A significant univariate effect was also noted for behavioural experiences for origin of the tourists $F(1, 460) = 7.65$, $p = 0.006$, partial eta-squared = 0.016, power = 0.79,

where Western tourists ($M = 3.81$, $SD = 0.64$) reported a higher level of behavioural experiences in comparison to Asian tourists ($M = 3.61$, $SD = 0.55$). No significant differences were observed for sensory experiences and relationship experiences between Western and Asian tourists. In Figure 4.7 the arrows above the bars show significant results for cognitive, affective and behavioural aspects.
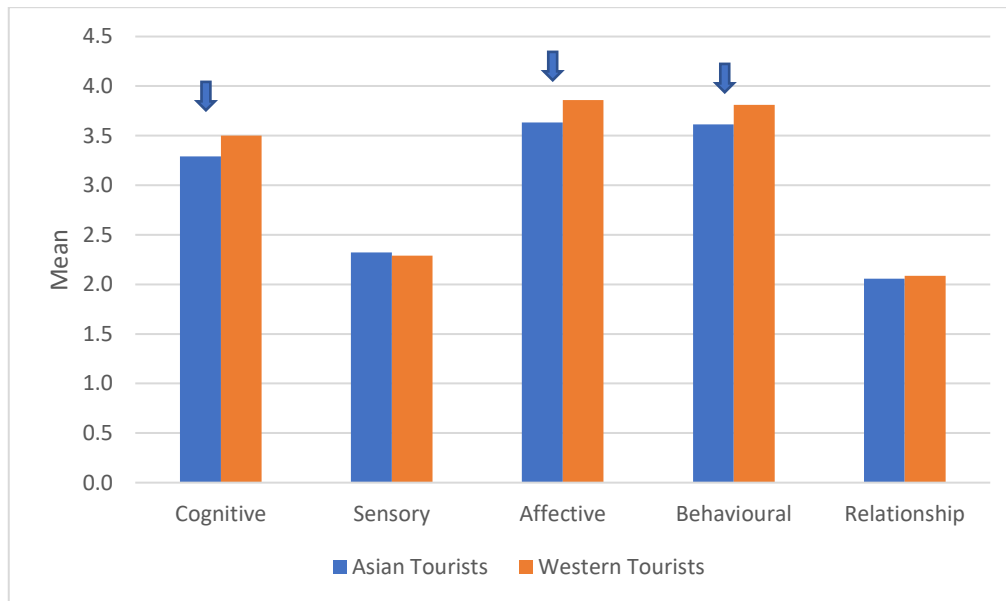
Figure 4.7: Different experience factors for tourists from different origins

To summarise, repeat tourists from Western countries reported significantly higher cognitive, affective and behavioural experiences in comparison to repeat tourists from Asian countries.

4.5.4.4 Past travel experience-related differences

A one-way MANOVA was conducted with past travel experience as the independent variable and five aspects of OME as dependent variables (cognitive, sensory, affective, behavioural and relationship). The results showed a significant multivariate effect for past travel experience, Wilk's Lambda $= 0.88$, $F(5, 486) = 13.69$, $p < 0.01$, partial eta-squared $= 0.12$, power $= 1.0$. Given the significance of the overall tests for past travel experience of repeat tourists, univariate main effects were examined. As

presented in Table 4.8 there was a significant difference for the cognitive experience among repeat tourists with different past travel experiences $F(1, 490) = 57.31$, $p < 0.001$, partial eta-squared $= 0.11$, power $= 1.0$, which suggests that tourists with different past travel experience had different levels of cognitive experiences. The mean values confirmed that tourists with higher past travel experience reported a higher level of cognitive experience ($M = 3.56$, $SD = 0.58$) in comparison to tourists with less past travel experience ($M = 3.15$, $SD = 0.49$).

There was a significant difference in the affective experience among repeat tourists with different past travel experience $F(1, 490)$ 53.50, $p < 0.001$, partial eta-squared $= 0.098$, power $= 1.0$ which suggests that tourists with different past travel experience had different levels of affective experiences. The mean values confirmed that tourists with higher past travel experience reported a higher level of affective experience ($M = 3.91$, $SD = 0.69$) in comparison to tourists with less past travel experience ($M = 3.45$, $SD = 0.56$).

There was a significant difference for behavioural experiences among repeat tourists with different past travel experience $F(1, 490)$ 51.82, $p < 0.001$, partial eta-squared $= 0.096$, power $= 1.0$, which suggests that tourists with different past travel experience had different levels of cognitive experiences. The mean values confirmed that tourists with higher past travel experience reported a higher level of behavioural experience ($M = 3.87$, $SD = 0.64$) in comparison to tourists with less past travel experience ($M = 3.45$, $SD = 0.52$).

There was a significant difference for relationship experiences among repeat tourists with different past travel experience $F(1, 490)$ 39.04, $p < 0.001$, partial eta-squared $= 0.074$, power $= 1.0$. This finding suggests that tourists with different past

travel experience had different levels of relationship experiences. The mean values confirmed that tourists with higher past travel experience reported a higher level of relationship experiences ($M = 2.13$, $SD = 0.37$) in comparison to tourists with less past travel experience ($M = 1.92$, $SD = 0.28$). No significant difference on sensory experience of tourists was found when compared to their past travel experience ($p > 0.05$). In Figure 4.8 the arrows above the bars show significant results for cognitive, affective, behavioural and relationship aspects.
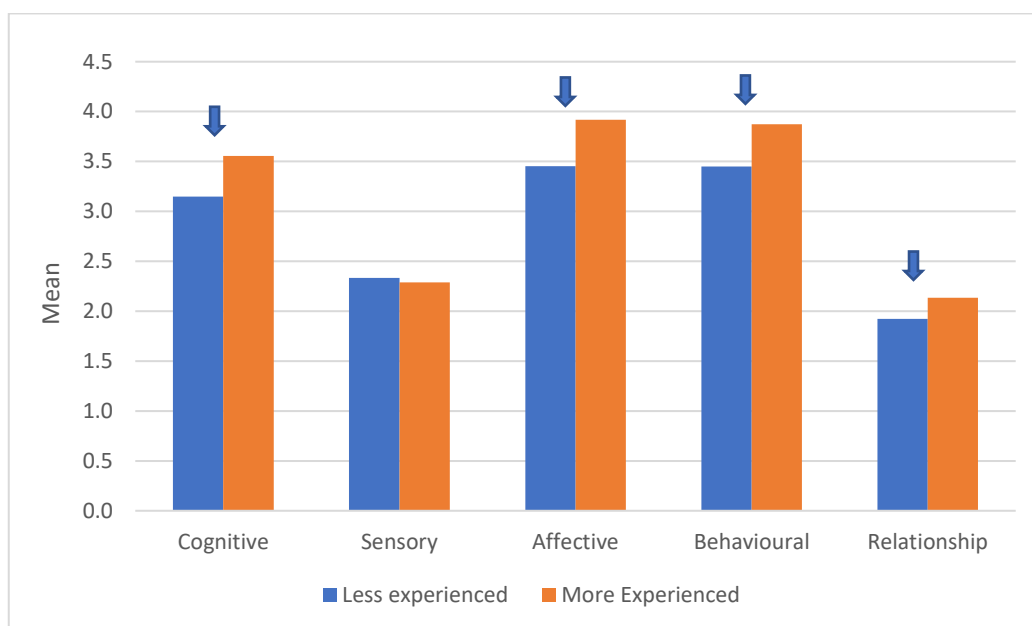
Figure 4.8 Different experience factors for tourists from different origins

To summarise, repeat tourists with higher past travel experience reported higher cognitive, affective, behavioural and relationship experiences in comparison to those who did not have high past travel experience.

4.5.5   Objective 7: Relationship Between Number of Visits and Motivation

The last objective of this study was to examine if five aspects of experience (cognitive, sensory, affective, behavioural and relationship) mediated the relationship between the number of visits and the three layers of motives among international

repeat tourists to India. The objective was particularly important as it brought all three important variables under this study together to establish a relationship between them. A path analysis model was tested to examine this objective. Further details are presented below.

4.5.5.1 Proposed model

To assess the hypothesised associations between constructs, a path analysis model with measured variables using SPSS AMOS software was constructed. The exogenous predictor variable was the *number of repeat visits* and the outcome variable was the *level of motives*, that is, the core, middle and outer level motives following the TCP model. The five aspects of experience (cognitive, affective, behavioural, sensory and relationship) as per the OME were specified as mediating variables. It was hypothesised that a higher number of repeat visits will positively predict the three layers of travel motives through the five aspects of experience. Figure 4.9 illustrates the proposed model.
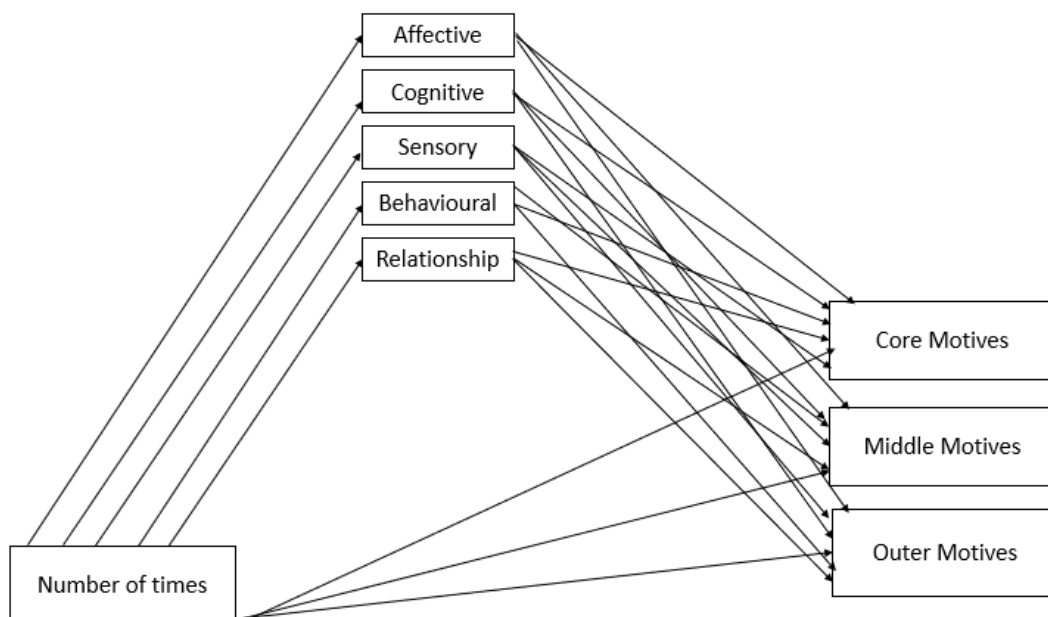

Figure 4.9 The proposed model of path coefficients between number of visits and motives through experiences

In order to establish the fit of the proposed model, a number of absolute and fit indices, including the chi-square goodness-of-fit test, three incremental fit indices − normed fit index (NFI), comparative fit index (CFI), incremental fit index (IFI) – the goodness-of-fit index (GFI) and one residual fit index – root-mean-square error of approximation (RMSEA) − were reported (Nunkoo et. al., 2012, 2013). Testing of the model and the final mediation model are discussed below.

4.5.5.2   Hypothesised full mediation model

The model was tested using AMOS 27.0. The model fit indices provide evidence of a good model fit. As is common with measurement models, the chi-square was moderate in size and statistically reliable: χ^2 (4) = 19.8, $p < 0.001$. Due to the complexity of the model and sample size, the chi-square value is not an adequate indicator of the model fit (Kline, 2015). Another way to ensure hypothesised model fit is provided by the chi-square/degrees of freedom ratio and several other GFIs. The chi-square/degrees of freedom ratio was 4.95. The review of the fit indices indicated an acceptable level of fit above 0.97, for example, NFI = 0.993, IFI = 0.994, CFI = 0.994 and GFI = 0.991, with RMSEA = 0.09.

Figure 4.10 illustrates the parameter estimates for the full mediation model, the standardised path coefficient and path significance for each path. First, the path coefficients of number of visits were examined with the five aspects of experience. The path coefficient between the number of visits was found to be significant for affective experiences ($\beta = 0.10$, $p < 0.01$), cognitive experiences ($\beta = 0.09$, $p < 0.01$) and relationship experiences ($\beta = 0.05$, $p < 0.01$). The results did not apply for sensory experiences ($\beta = -0.002$, $p > 0.05$) and behavioural experiences ($\beta = 0.02$, $p > 0.01$). Second, the path coefficients between five aspects of experiences were

assessed with three levels of motives. The path coefficient for affective experiences was significant positively associated with the core motives ($\beta = 0.51$, $p < 0.01$). No other path coefficients were significant between the core motive and other aspects of experience (all ps > 0.05). For the middle motive, the path coefficient for cognitive experiences was significant positively associated with middle motives ($\beta = 0.35$, $p < 0.01$). No other path coefficients were significant between the middle motives and other aspects of experience (all ps > 0.05). The path coefficient between sensory experiences and outer motives was significant ($\beta = 0.30$, $p < 0.001$). A similar result was noted between behavioural experiences and outer motives ($\beta = 0.16$ $p < 0.05$). No other significant paths were found for the outer motives (all ps > 0.05).
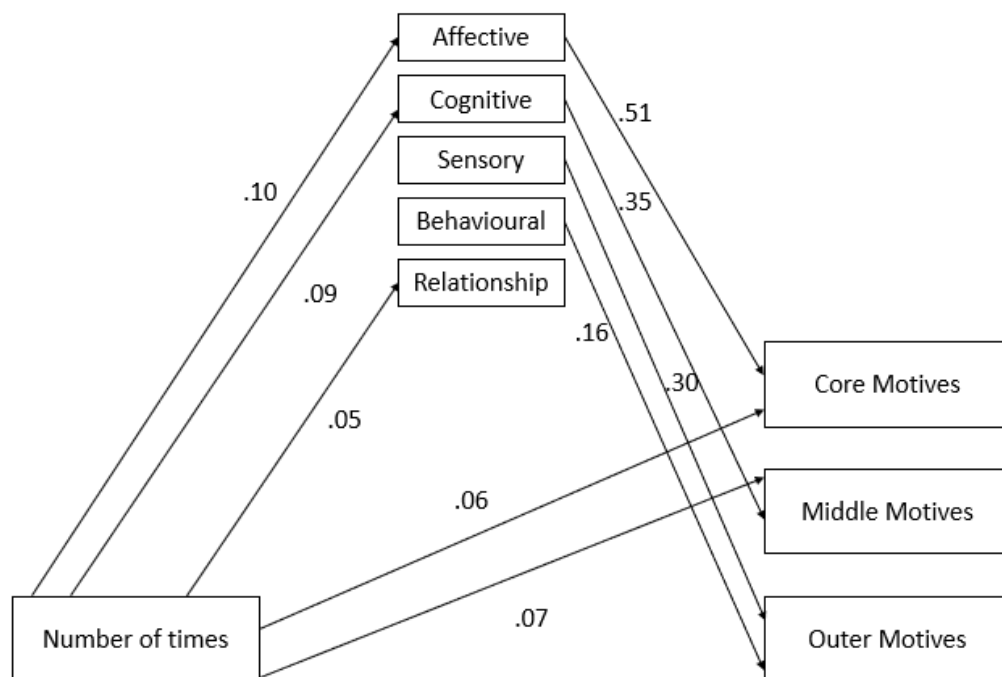

Figure 4.10: The measured model of path coefficients between number of visits and motives through experience

Note: Only significant results are reported

4.5.5.3 Indirect effects: The path coefficients between number of visits and motives

The indirect effects of number of visits on the three levels of motives were examined. Bootstrapping analyses with 20,000 resamples were performed to estimate the confidence intervals and standard errors of the indirect effect (IE). Table 4.11 provides the parameter estimates of the path analysis. It was discovered that an increased number of visits was associated with the increased core level motives ($IE = 0.06$, $SE = 0.02$, $p < 0.05$) through increased affective experience. An increased number of visits was also associated with increased middle level motives ($IE = 0.07$, $SE = 0.02$, $p < 0.01$) through increased cognitive experience. However, the number of repeat visits was not significantly associated with outer level motives ($IE = 0.03$, $SE = 0.02$, $p = 0.06$). This suggests that tourists with a higher number of visits were likely to have higher core level motives such as novelty and relaxation, as well as higher middle level motives such as self-development and self-actualisation. It can be argued that such tourists tended to have more positive affective and cognitive experiences.

Table 4.11 Parameter estimates path analysis

Variable	Estimates	SE	p-value
Number of visits ➤ Core motive	0.06	0.02	*
Number of visits ➤ Middle motive	0.07	0.02	**
Number of visits ➤ Outer motive	0.03	0.02	Ns
Number of visits ➤ Affective experience	0.10	0.04	**
Number of visits ➤ Cognitive experience	0.09	0.03	**
Number of visits ➤ Sensory experiences	−0.002	0.03	Ns
Number of visits ➤ Behavioural experiences	0.02	0.03	Ns
Number of visits ➤ Relationship experiences	0.05	0.02	**
Affective experience ➤ Core motive	0.51	0.09	**
Affective experience ➤ Middle motive	0.09	0.09	Ns
Affective experience ➤ Outer motive	0.05	0.11	Ns
Cognitive experience ➤ Core motive	0.03	0.19	Ns
Cognitive experience ➤ Middle motive	0.35	0.11	**
Cognitive experience ➤ Outer motive	0.20	0.13	Ns
Sensory experience ➤ Core motive	0.07	0.04	Ns
Sensory experience ➤ Middle motive	0.06	0.04	Ns
Sensory experience ➤ Outer motive	0.30	0.50	**
Behavioural experience ➤ Core motive	0.14	0.07	Ns
Behavioural experience ➤ Middle motive	0.05	0.07	Ns
Behavioural experience ➤ Outer motive	0.16	0.08	*
Relationship experience ➤ Core motive	−0.13	0.09	Ns
Relationship experience ➤ Middle motive	0.18	0.09	Ns
Relationship experience ➤ Outer motive	0.004	0.11	Ns

Note: $*p < 0.05$, $**p < 0.01$, ns = not significant

4.6 Discussion

The overall aim of this chapter was to examine why tourists go back to India and
what kind of travel experiences they attain. By collecting data from international
tourists in India who had made two or more visits, it was possible to outline and seek
the motivation of the tourists who repeated their holidays at one destination and
discover the types of experiences that are the most important for these leisure

tourists. The subsequent section discusses the main findings and the overall synthesis emerging from them.

4.6.1 Shifting Motivations

Objectives 1 and 2 of the study aimed to identify the most important travel motives and how they change according to the number of visits. The findings indicated a shift between motives when tourists made multiple visits; middle motives became more important for tourists as they made a greater number of visits. The core motives remained equally significant for all tourist groups regardless of the number of trips they made. The outer motives, however, turned out to lose their importance when tourists made *more than four visits*. Nevertheless, they remained crucial for tourists making *two, three or four visits*. A visual presentation is given below to explain this pattern in Figure 4.11.
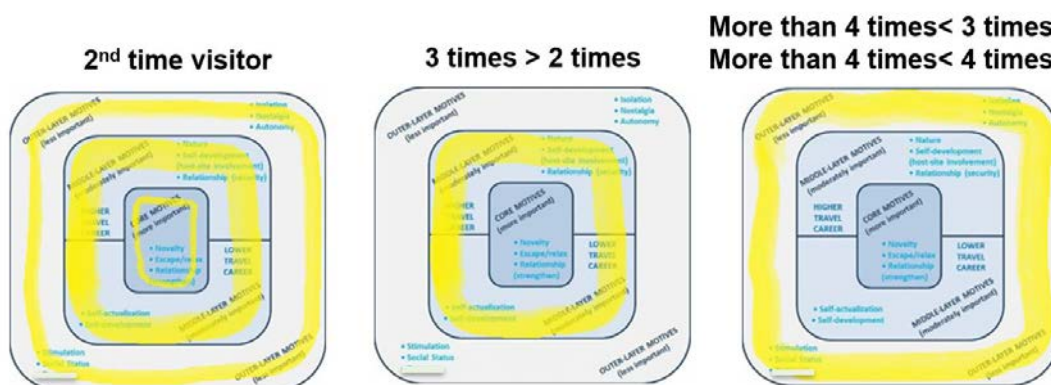

Figure 4.11 Shift among motives when tourists made multiple visits

These findings on travel motives for repeat tourists to India add to the existing literature on the TCP. The present empirical results prove the underlying assumptions of the TCP and empirically investigated the shift in travel motives with increasing experience.

The results conform to the same structure and relative levels of importance as in other TCP studies (H. Li et al., 2015; Pearce & Lee, 2005; Wu et al., 2019). Figure 2.3 in Chapter 2 illustrating the renewed TCP model reproduced from previous data in Asia and Australia and verified more recently in Southeast Asia (Pearce, 2011b, 2019) could be exactly redrawn in the same way with the same emphases for the Indian data. Perhaps more importantly, and for the more complex Objective 2 of this study, the results discovered that overall, the core motives in the TCP model remain equally important for all tourists irrespective of the number of visits they made to India. Similar specific results were obtained for each of the core motive factors (novelty, escape, relationship strengthening and relationship security). This suggests that core motives appear to always be important even when tourists are more familiar with the destination (Caldeira & Kastenholz, 2018; Iversen et al., 2016; Rice & Khanin, 2019).

These results are consistent with studies conducted in the context of previous travel experience (Wu et al., 2019). The results obtained here extend the findings of Pearce and Lee (2005), showing that when tourists go back to a destination, the core motives remain equally important for all returning tourists. Therefore, the relationship between travel experience and travel motives is significant in the context of travel experience acquired after visiting a particular destination many times. This result also conforms to findings from another source. Iversen et al. (2016) propose that novelty and relaxation are important core characteristics across segments, and the same result is now established in the context of repeat tourist travel motive patterns.

For middle layer motives, differences were found between those who visited India *twice* and those who visited *three times*. Further analysis shows that among the

middle layer motives the significant differences related to self-development (host-site involvement), self-development (personal development), self-actualisation and autonomy. For outer layer motives, those who had travelled to India *two, three* or *four times* gave more emphasis to these motives compared to those who made *more than four trips*. For these outer layer motives, significant results were found for nostalgia, stimulation and recognition. The changes in the TCP motives overall was similar to that found in previous studies for the middle and outer layer motives. The results again accord with Pearce and Lee (2005), as well as H. Li et al., (2015) as they show that low travel experience tourists consider nostalgia, stimulation and recognition as more important motives compared to more experienced travellers.

Objective 3 investigated market segmentation based on age, origin and past travel experience among repeat tourists. No age differences were observed in the current sample. This implies that the number of repeat visits was a more powerful variable in adding insights into travel motivation compared to age. For origin, there was a significant difference among repeat tourists for the core and middle layer motives; these motives were more important for Western tourists than Asian tourists. These results are in line with Oktadiana et al.'s study (2017) where Asian and Western tourists exhibited differences on four key variables under the core and middle layer motives. Consistent with their findings, outer layer motives (e.g. nostalgia, recognition), were equally important for both Asian and Western tourists. Iversen et al. (2016) also observed that Western tourists coming from an individualistic culture favour novelty, relaxation and nature. Study 1 extends these findings in the context of repeat visits.

In terms of past travel experience, middle layer motives were found to be more important for highly experienced tourists when compared to less experienced tourists. Previous studies have established a direct relationship between past travel experience and travel motives (McKercher et al., 2021; Pearce & Lee 2005). The findings here further reveal the shift in motivation when comparing multiple groups. Having reviewed and discussed this shift, it can be concluded that the middle layer motives are the most dynamic and are significantly influenced by various tourists' characteristics such as origin, past travel experience and number of visits made to one destination.

The findings provide systematic evaluation of motivational factors and clearly establish the role of specific motivational factors in the existing literature about motivation. The findings are also noteworthy for DMOs as well as potential tourists. The key focus of this thesis is tourists who do not have any family or heritage links with India. This selection of one part of the repeat market was deliberate and follows the view that those who are part of the Indian diaspora might have distinctive social and relationship-based motives for revisiting (Bandyopadhyay, 2008; du Preez & Govender, 2020; Huang et al., 2019; Otoo et al., 2020). Business touristswere not considered in this research effort because their motivations differ from the pertinent factors considered by leisure and tourism models (Ho and McKercher, 2014). The objective of the present work is to explore the motives of repeat tourists to India who appear to be attracted to the country and its people;sufficiently attracted to make more than the one, and sometimes several, international holiday trips.

4.6.2 Identifying Experiences

Objective 4 of this study was to examine the role of the OME in understanding what experience factors make tourists repeat their visit to a particular destination. Questions were asked around cognitive, sensory, affective, behavioural and relationship aspects of their experiences, to understand which components of the OME were the most important in predicting repeat vistis to India.

First, the study established that five aspects of OME were clearly identified in the context of repeat tourists reporting their experiences on a Likert scale structured survey (Pearce, 2013). Second, the study established that the OME can be utilised in onsite experience contexts (Pharino et al., 2018). The findings provide an extension of the OME in the current context of tourist experiences on multiple visits. Significant differences between repeat tourists were observed for cognitive, affective and relationship aspects of their experiences. This means that sensory and behavioural experiences were equally important for all tourists regardless of the number of trips they made. However, the cognitive, affective and relationship aspects of their experiences became further strengthened with the increasing number of trips. Affective experiences were found to be the most important for repeat tourists, which further validates the strong position of emotions as a building block of any memorable tourism experience (Bastiaansen et al., 2019; Coelho et al., 2018; Skavronskaya et al., 2020). The different aspects of experience and their role in predicting repeat visit behaviour further extends the understanding of tourist experiences and supports the design of the tourist experience model.

The findings are valuable not only for designing better tourism products and services, but also for creating holistic-experience designs for users (Pearce & Zare, 2017;

Tussyadiah, 2014). These findings enrich the current literature on tourist behaviour as the majority of studies in the repeat tourism area simply focus on two visits. None of the studies examined subsequent returning behaviour (Tjørve et al., 2018).

Concerning market segmentation analysis based on age, origin and past travel experience, no significant differences were found for age and gender for the five aspects of the OME. However, origin-related differences were observed, with Western tourists reporting a higher level of cognitive, affective and behavioural experiences compared to Asian tourists. No differences, however, were found for sensory and relationship experiences. The findings are particularly beneficial to decipher the position of origin in experiencing a tourist destination, and how tourists observe and internalise the environment and setting they are in. The findings are also significant for DMOs to target consumers and create specific products and services that repeat tourists are willing to explore (Singh et al., 2017; Tjørve et al., 2018).

4.6.3   *Predicting Motivation for Repeat Tourists Through Experiences*

Addressing Objective 7, the path analysis tested the full hypothesised model. The model provided support for this objective and established the relationship between repeat visits, travel motives and experience aspects. The results offer support for the relationship between a higher number of visits and travel motives through positive tourist experiences. Repeat tourists reported greater affective, cognitive and relationship experiences, which were positively correlated with core and middle level motives. The significant relationship between the number of visits and these motives indicates that for more experienced tourists, core and middle layer motives were more important. Similar results were observed in the study of Chinese tourist motivation patterns by H. Li et al. (2015) and Korean students by Song and Bae

(2018). The findings provide tenable evidence that the proposed path analysis model that considers repeat tourist behaviour, TCP and OME simultaneously, is acceptable. Even though there is a great deal of research available on these individual constructs by both tourism scholars and practitioners, and the concepts studied here have received substantial attention, the conceptual model and empirical studies pertaining to causal relationships between those constructs have not previously been examined (Pharino & Pearce, 2020; Wu et al., 2019). It is believed that this study has substantial capability for generating more precise applications related to repeat tourist behaviour.

The findings from Study 1 support the notion that travel motives have a dynamic relationship with different aspects of experience. However, it is worth noting that a significant number of tourists who make repeat visits are highly experienced travellers as confirmed by the chi-square results. This link adds to the current findings that those TCP outcomes shaped by repeat visitation may also be influenced by greater levels of past travel experience. Such results stimulate researchers to explore more fully the ways in which multiple visits are affected by the types, as well as the number, of previous travel experiences outside the target destination.

4.7 Chapter Summary

Overall, this chapter presented the results of a descriptive study where repeat tourist behaviour was measured through a cross-sectional correlational design. A cross-sectional sample of repeat tourists with *second, third, fourth and more visits* was identified. A shift in the motives and experience of repeat tourists was observed with a changing number of visits. Several contributions of the current study can be noted, and, along with the study limitations and future directions, are comprehensively

discussed in the final chapter of this thesis (Chapter 7). To highlight some of the major theoretical contributions, this study provides valuable insights to understand the construct of behavioural loyalty that was measured by actual multiple visits of tourists to the same destination. The construct of behavioural loyalty has often been vague as researchers do not have consensus on measuring behavioural loyalty. Some researchers seem to disagree on measuring destination recommendations, intention to visit and actual repeat visits. This thesis presents a closer and detailed understanding of repeat tourist behaviour that was measured empirically. Study 1 represents a fresh conceptual integration in the tourism field by bringing together repeat tourism, the TCP model and the OME. It examined the differences in tourists' motives and experiences where multiple visits to the same destination are made. The findings of the current study indicate that self-development opportunities were the most important for repeat tourists, who were looking for developing a connection with the local people and community. These findings not only extend the literature on the TCP model and the OME but also establish a link with the literature on experience design. This kind of study has not been undertaken previously and indeed the study of repeat visits in any way is infrequent for Asian destinations. The study also complements the literature on Indian tourism research as there is still a paucity of research on tourism issues such as the motives for visiting India.

Several managerial contributions of these findings can be noted. Repeat tourism is a growing market for India and it needs significant attention from both researchers and destination managers and operators. Understanding the motives and experiences of repeat tourists could provide valuable information to tourism industry practitioners for developing, positioning and promoting a destination. Destinations can generate higher revenue without spending substantially on marketing by understanding tourist

retention and developing strategies to attract repeat visitors. The analysis of different market segments (such as Asian versus Western tourists, young versus older tourists) based on tourist motives and experiences can certainly help marketers develop differentiated marketing strategies according to tourists' sociodemographic profiles.

To summarise, this study makes a significant contribution to the investigation of repeat tourist behaviour, and their motivations and experiences. The relationship identified among key variables lays the foundation for exploring this interrelationship further as presented in the next chapter.

Chapter 5   Study 2: Exploring Experiences

5.1 Introduction

Experience is a multidimensional construct with multiple aspects. A full understanding of the concept requires more than one channel of investigation focusing on its various characteristics. Study 1 presented in Chapter 4, examined experience by:

1) measuring the current onsite experience of repeat tourists

2) investigating experiences using a quantitative approach employing the OME where surveyed participants rated their agreement/disagreement using a 5-point Likert scale

3) examining the statements or questions under each component of the OME (cognitive, sensory, affective, behavioural and relationships) as predetermined

by the researcher, thus allowing less freedom for participants to describe their specific experiences.

4) identifying any other elements not captured in the OME questionnaire under 'other' and statistically testing the validity and reliability of the OME's five components

5) using path analysis to determine the significant mediating role of experience in the relationship between the number of visits and three layers of motives to emphasise the experience factors to be studied in detail

6) highlighting the relative importance of the experience factors to be investigated by different forms of analysis.

The contribution of Study 2 lies in reporting foundation and exploratory qualitative work in the context of repeat tourism. The research design used the OME as its foundation. This chapter presents the investigation of the tourist experience from a fresh perspective and complements the quantitative findings of the OME. The OME was developed to measure the current onsite experience and is usually employed in collecting experience data in real settings (Pearce & Zare, 2017; Pharino et al., 2018) and a similar approach was adopted in Study 2. However, researchers may argue that onsite tourism experiences may be momentary and need to be strong enough to be retained in the long-term memory, thereby enabling reflection and recall (Kim & Ritchie, 2014; Larsen, 2007). Larsen (2007, p. 15) states, 'a tourist experience is a past personal travel-related event strong enough to have entered long-term memory'. The memorability aspect of experience is linked with satisfaction and then loyalty (Kim, 2018; Prebensen et al., 2014; Wirtz et al., 2003); however, the contrasting views regarding immediacy of the experience are also present (Kahneman et al., 1999). To further address these inconsistencies, this chapter applies and extends the

OME in the context of repeat tourists' past experiences. Another expansion to the OME was achieved by implementing a qualitative methodological approach through direct open-ended responses from participants using netnography. A novel contribution of Study 2 is in utilising the OME in the Indian cultural context, as cultural elements also influence the tourism experience and loyalty (Chen & Rahman, 2018; Zare, 2019).

Study 2 focused on three key questions:

1) What is the most special experience that make tourists go back to India?

2) How do the tourists who have been on multiple trips portray their specific experiences in India?

3) To what extent do different forms of enquiries on experience show similar experience patterns as found in Study 1 using a survey?

Study 2 was conducted in two phases. Phase 1 was designed and implemented based on the narratives collected from Study 1. To supplement the findings of the narrative analysis, Phase 2 was conducted using netnography approach. To expand, Phase 1 involved the analysis of open-ended responses collected from the responses to the questionnaire in Study 1. Phase 2 analysed blogs to find if there were similar patterns of experience as found in Phase 1. Figure 5.1 shows the flow of the two phases of Study 2 (called Study 2.1 and 2.2).

Figure 5.1: Flow of the two phases of Study 2

In contrast to Study 1 presented in Chapter 4, Study 2 employed a qualitative design to examine the positioning of the OME. The deductive approach was adopted in the qualitative analysis.

Table 5.1 presents the main research questions and aims of Study 2.

Table 5.1: Main research questions and aims in Phases 1 and 2 of Study 2

Research questions	Phases	Research Objectives
1. What is the most special experience that makes tourists go back to India?	**Phase 1 Study 2.1** The qualitative (open-text) content analysis of the phase one was conducted on two open-ended questions in the survey study	1) To examine the different facets of the tourist experience using content analysis and ascertain if the same themes emerge in the unstructured responses. 2) To investigate if there were any differences in the repeat tourists' experience of those who made multiple trips to India. 3) To identify the market segmentation and analyse the tourist profile based on age, origin and past travel experiences.
2. How do the tourists who have been on multiple trips portray their specific experiences in India? **3.** To what extent do different forms of enquiries on experience show similar experience patterns as found in Study 1 using a survey?	**Phase 2 Study 2.2** The netnography approach on blog analysis to capture orchestral model experience factors as expressed in blog narratives.	1) To investigate the five key aspects of special experience blogs in an alternative and unobtrusive method. 2) To understand how repeat tourists' experiences are portrayed and described in travel blogs. 3) To classify the tourist experience and ascertain if the same themes emerge by applying netnographic methods as determined by Study 1 (questionnaire with Likert scale) or Study 2.1 (content analysis of open-ended responses).

The research questions and the specific aims pertaining to each study are presented in the section below. Initially, the empirical study with primary data is discussed. Next,

the netnography study with secondary data is presented. Finally, the overall summary of the two phases and their links with Study 1 is presented to achieve triangulation of the study of experience in the repeat tourism context.

5.2 Phase 1: Content Analysis of Empirical Data

The survey questionnaire as described and used in Chapter 4 included two qualitative (open-text) questions:

- What was the most special experience that made you come back to India?
- What has been the most impressive memory of this place in the current or most recent trip?

Qualitative (open-text) data from responses to the above questions were analysed using content analysis.

5.2.1 Research Aim

The aim of this study is to examine different facets of repeat tourist experiences by qualitative analysis of primary text data.

5.2.2 Research Objectives

This study aimed to address following objectives:

1) To examine the different facets of the tourist experience using content analysis and ascertain whether the same themes emerge in the unstructured responses.
2) To investigate if there are any differences in the experiences of tourists who made multiple trips to India.
3) To identify the market segmentation and analyse the tourist profile based on age, origin and past travel experiences.

5.2.3 *Methodology*

This study employed qualitative methodology. Qualitative methodology is extensively used in tourism research (Wilson & Hollinshead, 2015). Traditionally, qualitative research is conducted to collect data about activities, events and behaviours as well as to develop an understanding of actions, problems and processes in a socially contextualised manner (Goodson & Phillimore, 2004). This in-depth understanding leads to the development of theory by offering a participant-centred perspective and evaluating their social life as by-product of interactions and interpretations. With qualitative approaches the research variable is studied in the natural setting, which is crucial in the social and cultural context of tourism research. This method employs a range of tools for empirical data collection such as interviews, focus groups, case studies, memory-work and observations as well as biographical diary and documentary methods (Jennings, 2010).

Asking participants predetermined questions is the most recognised technique in open-ended surveys (Dolnicar et al., 2013). In this study, two predetermined questions were asked to generate detailed personal interpretations from the respondents. The questions were part of the survey study described in Chapter 4. The final version of the questions after the pilot study was used. Since data on these two questions were collected with the quantitative study, the respondent profile was provided in Table 4.1 in Chapter 4. Not all participants responded to the open-ended questions. They wrote their answers using 0–40 words, with an average of six words. Approximately 40% of the respondents provided only one word to answer the question regarding the most special experience that brought them back to India, and about 30% gave a one-word response to the question concerning their most impressive memory. No additional probing was conducted to elicit any further

response. To analyse the data, a content-analysis technique was employed. The background and process of applying content analysis is described in the next section.

5.2.4 Content Analysis of the Text Data

Content analysis is one of the most influential and widely used research techniques in the social sciences, which includes tourism, according to Jennings (2010). While most social science techniques focus on the observable stimuli and describe the evident behaviour, content analysis emphases unobserved data and also studies the symbolic qualities of the content (Hall, 2018). Content analysis is a scientific method that produces highly reliable and valid descriptions of communication (Krippendorff, 2011, 2013). The most apparent data for content analysis is 'text' where equal emphasis is given to each unit of analysis. The analysis may adopt any of the three distinct approaches − conventional, directed and summative (Hsieh & Shannon, 2005). While all approaches involve meaningful interpretation of data, there is a distinction in the natural social context. In conventional content analysis, coding schemes are drawn directly from the empirical material. With a directed approach, the empirical materials are coded according to predetermined categories derived from a theory or relevant research findings. The summative approach focuses on identifying and counting the keywords and then reducing them into major themes or categories (Hsieh & Shannon, 2005).

For the blog study, a directed coding approach was used as the major themes were already identified as per the OME (cognitive, sensory, affective, behavioural and relationships). An additional category of 'other' was included for quotes that did not fit into any of these five categories. Before starting the coding, three excel log sheets were prepared, one for each question. The log sheet contained the sociodemographic

information of the participant and their response to the respective question. While reading and re-reading each response the researcher made significant observations, which led to the planning and development of Phase 2 of the study. First, participants' responses ranged from short to very detailed statements in response to the two open-ended questions. Second, the researcher recorded how many times participants mentioned the names of various places (both sites and cities) while describing the most special experience or most unforgettable memory. In the next step, all the experience-related quotes were carefully examined. The texts were analysed, and then further coding was applied as per the components of the OME. The text was coded according to its fitness with the five components of the OME (cognitive, sensory, affective, behavioural and relationships). An entry was assigned for each mention of any of these categories. Respondents often mentioned more than one facet of their experience. Each mention was assigned to one entry (frequency count) under the respective category. The missing responses and other relevant responses were also coded. There were less than 2% of other responses, such as the name of places without any details. Table 5.2 provides some examples.

Table 5.2: Examples of narratives from open-ended questions

Questions	Other (1) and/or Experience (2)	Cognitive	Sensory	Affective	Behavioural	Relationships
Q.1 What was the most special experience that made you come back to India?						
Feeling very at home in the culture − art, architecture, foods, handicrafts, lifestyle − and sharing them with people who became dear friends	2	3	1	1	1	1
Beauty of people belonging to other culture residing harmoniously	2	1		1		1
Red Fort, Delhi	1					
Always experience something new and that make me explore more of India	2	1			1	
Shopping for traditional clothing, spicy food	2		1		1	
Q.2 What has been the most impressive memory of this place in the current or most recent trip?						
The stillness experienced underneath the unbelievable noise	2	1	1			
Meeting new backpackers from around the world, made new friends	2				1	1
Numerous photo opportunities, nice hotel, friendly people	2		1	1	1	1
Getting henna/mehendi done in monsoons and being helped by an Indian to reach home safely	2	1			1	1
Pushkar. It felt like home to me. It was much cleaner and felt very comfortable and safe, less chaotic than other cities. I also like that it's a vegetarian city and has a plastic bag ban	1+2	4	1	1		

Ensuring reliability during content analysis is an important step to reduce subjective bias and achieve objective findings (Decrop, 2004; O'Connor & Joffe, 2020). For qualitative data, the agreement level between independent coders is often used as the reliability measurement approach, where a high intercoder reliability is established by a higher percentage of agreement; however, the high percentage agreement can also be tested using the kappa statistics procedure (Park & Park, 2015). The coding reliability was ensured by two rounds of coding. First, the researcher coded the text at two different times and more than 95% similarity was seen in the coding process. Second, an inter-coder assessment was undertaken with another researcher (O'Connor & Joffe, 2020). An independent research assistant (another research scholar with experience in content analysis) was asked for assistance with coding of the text responses.

The researcher explained the coding schemes to the research assistant. The text was provided in an excel spreadsheet where the research assistant had to code the narratives in any of the five aspects of the OME. Another category 'other' was added for when the research assistant decided that the given text would not fit in any of the five categories. Multiple entries in more than one category was allowed if one quote had more than one experience element in it. Thirty sample responses (about 10% of the total responses) were randomly selected from the pool of responses and both the researcher and the research assistant independently coded the text responses. The research assistant was thanked for her support. Cohen's kappa was conducted to determine agreement between the researcher's and the research assistant's coding of the narratives. There was substantial agreement between the two coders' ratings as seen by Cohen's kappa values ($k = 0.730$ $p < 0.001$). Values of kappa in the range 0.61 to 0.80 are considered as good reliability (Carletta, 1996). After ensuring

reliability through high intercoder agreement, the researcher continued with the coding of all the responses and the findings are presented in the next section.

5.2.5 Results and Findings

Table 5.3 presents a brief profile summary of respondents who provided answers to the open-ended questions.

Table 5.3: Sociodemographic profile of the participants who responded to qualitative questions

Sociodemographic Profile		*n*	%
Gender	Male	208	55
	Female	170	44.9
	Total	**378**	**100**
Age	Less than 20 years	4	1.05
	21–35 years	199	52.5
	36–55 years	128	33.77
	More than 55 years	48	12.66
	Total	**379**	**100**
Origin	Asian	68	18.5
	Westerns	299	81.4
	Total	**367**	**100**
Number of visits to India	2	247	62.2
	3	97	24.4
	4	27	6.8
	>4	26	6.5
	Total	**397**	**100**
Domestic travel experience	Low	99	26.7
	High	271	73.2
	Total	**370**	**100**
International travel experience	Low	151	42.1
	High	207	57.8
	Total	**358**	**100**

The content analysis provided a frequency report on the five OME components on the two questions that were the focus of this study:

- What was the most special experience that made you come back to India?

- What has been the most impressive memory of this place in the current or most recent trip?

Table 5.4 summarises the themes, with major subthemes and example codes under five components of the OME. In addition to the main themes identified in the analysis linked with the OME, the underlying subthemes were comprehensive and sometimes overlapping. This prompted the researcher to label the main themes with another theme. Care was taken to ensure the new label represented the subthemes and key concepts within that theme. For instance, for the cognitive theme a more appropriate theme name of cultural exposure was used as it included concepts such as perceptions, interpretations, learning, spatial and temporal information, chronology of events, travelling path and cost.

Table 5.4: Main themes and concepts as identified using content analysis

Orchestra model themes	Overarching main themes	Subthemes	Key concepts/terms
Cognitive	Cultural exposure	Understanding the local culture Learning about heritage Authentic experience Appreciation for architecture and buildings Introspection and spirituality	Perceptions Interpretations Learning Spatial and temporal information Chronology of events Travelling path Cost
Sensory	Indulgence	Culinary indulgence Landscape and terrain Waterfronts Music	Nature, landscape, scenery Food, variety of food, food at specific place Sensations Beauty Climate/weather
Relationship	People	Connection with people Companionship and involvement Hospitality Social interactions	Hospitality, services Sharing, welcome, respect, warmth, acceptance
Behavioural	Activities of interest	Adventurous activities Wildlife activities Health and wellness Others	Activities Products Engagement involvement Visit to attractions, Transport Accommodation
Affective	Emotion	Positive sentiments Feelings Relaxation Mixed sentiments	Amazement, mood, Love, attachment Peace Excitement

The subthemes in Table 5.4 indicate some overlap; however, this commonly occurs in constituting the theory and principles under the OME (Pearce & Mohammadi, 2021). The findings of the analysis are presented under their respective research aims below. The major themes and sociodemographic differences among the tourist

experiences are discussed simultaneously to avoid repetition in the presentation of findings. However, the main trend in the findings related to sociodemographic convergence and divergence is presented under Objectives 3 of the following sections.

5.2.5.1 Objective 1: To examine the different facets of the tourist experience using content analysis and ascertain if the same themes emerge in the unstructured responses

The narratives obtained from the open-ended questions were analysed and coded into five categories. Table 5.4 presented the overarching themes and respective subthemes. It was evident from the content-analysis themes that the narratives provided by the participants had a fair similarity to the survey questionnaire items. Figure 5.2 presents a graphical representation of the main themes and subthemes. It is apparent from the figure that special experience that encourage tourists to return to India can be described under five themes that have proximity to the five components of the OME. A brief summary of participants' narratives is provided in the following sections with regard to each aspect of the OME and the theme identified in the analysis respectively.
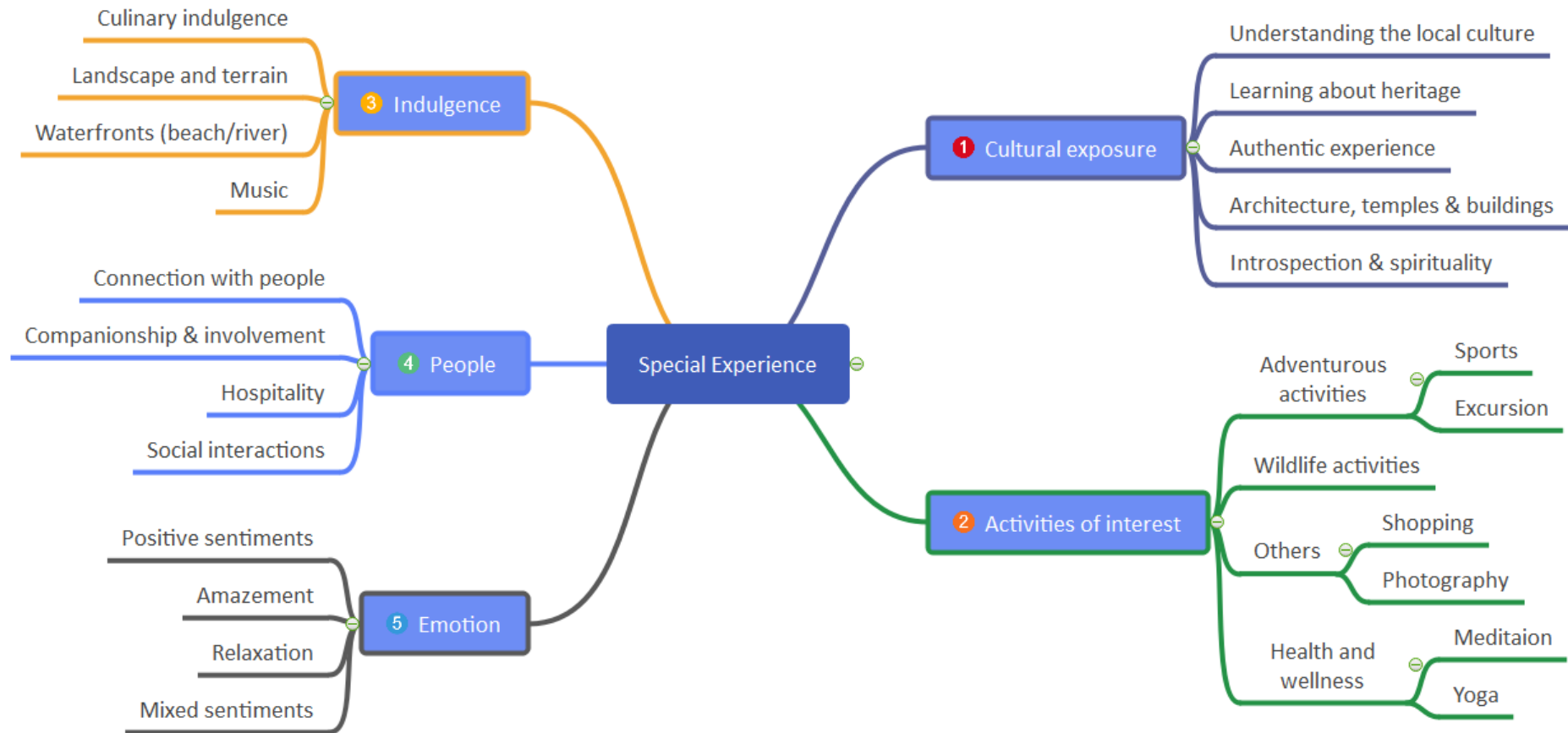
Figure 5.2: The visual representation of themes identified after coding the text data

Cultural exposure (cognitive aspect)

Respondents identified culture as one of the most important themes. The subthemes that emerged under cultural exposure appeared to be closely linked with the underlying factors under the cognitive component of the OME. Some of the most-used words found in this category were *culture, cultural, temple, tradition, museum* and so forth that appeared more than 250 times in the text. The responses varied from appreciating the culture to understanding the culture and heritage and developing deeper cultural understanding. Tourists from both Asian and Western origins showed their appreciation of Indian culture with its unique attributes. The following statements illustrate that appreciation:

> *India offers everything amazing and shocking [for Western travellers] – often in the same moment. I advise anyone going to do plenty of research on the locations and some of the common scams – but to also just leave their prejudices and expectations behind and just enjoy the country for what it offers. The first time I travelled there I didn't know what to expect and I was only focusing on the negatives. I also didn't know myself enough (was too young) and didn't know how to protect my sensitive/empath side. For the most recent visit – I did my research and avoided the places that would be too chaotic for me. It was a very rewarding experience.*

> *The people and culture is different in each of the Indian city. I wanted to learn how harmonious it is. It's strange but interesting.*

> *I love the country and food here, every place is different and mixed cultures and languages.*

The tourists were interested in learning and knowing more about the heritage and history of Indian culture. Heritage indeed is a significant factor for tourists deciding to return to India, particularly for Western tourists who had visited India more than three times. It was found that museums were a strong driver for Western tourists

returning to India, especially for those who had been to India less than three times. Some of the statements are expressed below:

> *The people and vast heritage. Can't see it all in one go so had to definitely come back.*

> *There is so much of heritage. will keep exploring…*

> *Wales museum*

> *Lonavala museum*

In addition to the cultural aspects, tourists enjoyed authentic cultural experiences while in India such as wedding events, dance sequences, music and the celebrations of Indian festivals. This is conveyed in the following excerpts:

> *Indian marriage one of the best experiences I had so far … all the customs and traditions were amazing, the whole wedding experience – no other country does it like India.*

> *I learned a lot about different cultural music and dances in India.*

> *I wanted to learn music and I got some people and friends whom I wanted to meet and explore music in India.*

> *The way Diwali [festival of lights] is been celebrated in Mumbai.*

> *Mahashivaratri festival [birth celebration of God Shiva] in Gokarna*

> *Durga Pooja [celebration of Goddess Durga] festival.*

Another defining feature of culture was shown in the narratives where tourists appreciated the architecture of historical buildings, temples and monuments. The tourists repeatedly mentioned their most impressive memory as the *Taj Mahal, Hawa Mahal, Red Fort, Amer Fort, Mahalaxmi Temple, Kajuraho Temple, Gateway of India*. Unfortunately, there were limited descriptions provided by the tourists regarding such places.

A further important dimension of cultural experience conveyed introspection and reflection, and their inclination towards spirituality. This attribution was much more prevalent in the Western tourists than the Asian sample regardless of the number of visits. Some passages that expressed this dimension are:

> *Every time I had new experiences and explored myself a bit more. Spirituality*

> *The people and culture is different in each of the Indian city. I wanted to learn how harmonious it is ... it's strange but interesting.*

> *I came for spiritual reasons, India has great Hindu culture, I learnt a lot about Hinduism and Hindus.*

Overall, the content analysis showed that getting involved in local culture, appreciating heritage and finding opportunities for spiritual immersion were the most important attributes under the cognitive aspect.

Indulgence (sensory component)

The next significant theme generated from participant responses was indulgence, which included sensory experiences from different sources such as taste, sight and sound. The text narratives were coded into the broader subthemes of culinary indulgence, landscape and terrain, waterfronts and music. The authenticity of the experience was an important consideration for most respondents.

In the indulgence category, culinary indulgence was the most important subtheme as indicated by the mention of *food* more than 200 times in response to the questions regarding the most special experience and impressive memory. Although not all participants elaborated further on this facet, many mentioned food with some other memorable experience such as *food and culture, food and people, food and drink, spicy food, eating Indian food, food and shopping*. Some comments about specific

food items or favoured Indian cuisine emerged from the data such as *Gujarati food, Mumbai street food, Daal Baati Jalebi, South Indian food of Kerala, food of Rajasthan, chai of India.*

The second subtheme under indulgence was landscape and terrain, with participants mentioning nature, greenery, specific natural sites, mountain, deserts, sunrise/sunset spots and weather. Most statements, however, were short and without many details. Examples include: *'the people, landscapes, history, diverseness,' 'Nature of India', 'Nature' 'Greenery at Kerala,' 'Ladakh beautiful place', very beautiful and colourful, 'snow of Shimla,' 'mountains of Leh, Ladakh,' 'deserts of Gujarat,' 'Rann of Kutch,' Jaisalmer Desert,' 'sunrise on Mun Peak in the Dhauladhar Himalaya,' 'Ooty climate,'* and *'it's a beautiful place'.* These quotes indicate that the diverse natural beauty in India is one of the major sensory experiences for tourists.

The next important subtheme under sensory indulgence was waterfront experiences, with participants mentioning their most special experience and most impressive memory near water bodies such as the river or the beach. This group of participants was different from those who mentioned activities in the water such as surfing or diving. Those experiences are included under the activity of interest (behavioural) section. Some participants mentioned a specific beach or river site that was most special to them for deciding to return to India. Although they did not elaborate much on these experiences, some statements include: *'the Ganga in Rishikesh,' 'Juhu beach,' Marine Drive,' 'Kerala beaches,' 'Ganga Ghat'* [bank of the Ganges], *'Howrah bridge,' 'Nightlife at Anjuna beach,' 'the calm beaches … so decided to visit again with friends'.*

The next subtheme under indulgence was auditory sensory experience. It is one of the key elements in sensory experience and indulgence, with participants mentioning their special experience with music in India. Many participants mentioned their enthusiastic participation in music and dance. Several participants were attracted to classical music, as evident from the following statement: '*I wanted to learn music and I got some people and friends whom I wanted to meet and explore music in India,*' '*I learned a lot about different cultural music and dances in India*'. Some of the participants mentioned Bollywood music as their most special experiences, for example, one participant mentioned '*hearing Bollywood songs in clubs, would want to come back with my best friend*'.

Overall, the content analysis showed that culinary indulgence, landscape and terrain, waterfronts and music were the most important attributes under the sensory aspect.

People (relationship component)

The next major theme emerging from the analysis was people, coded under the relationship component of the OME. The text responses included statements on interactions with various stakeholders such as family/companions, travel guides, local staff, local residents and other tourists. When participants were asked about their most special experience or the most impressive memory, they mentioned *people* more than 90 times. This shows that connections and relationships with people is a strong determinant of repeat visits. Those experiences were then coded under subthemes of connections with people, companionship and involvement, hospitality and social interactions. These subthemes seem to have a significant overlap; however, through a careful coding approach they are described below.

In the first subtheme of connection with people, narratives were included where participants mentioned their quick and spontaneous connection with local residents. The participants were appreciative and sometimes even amazed by the positivity, openness, warmth, equality, acceptance and assimilation of local residents, which made them feel very welcomed and prompted them to return to India. This is illustrated by the following comments:

> *The people in the city, who just really treated you kindly and wanted to make your experience great, without hesitation.*

> *I like returning to India because of the hospitality nature of Indians.*

Many participants mentioned the *'warm nature of Indian'* and their *'respectfulness'* as their special experience.

The second main subtheme was companionship and involvement, with participants specifically mentioning their special experience in India with their family or friends as expressed in the quote: '*As my father loves Indian culture we came back with him'*. While another tourist revealed his most special experience in India as, *'I had quality time with close one'*. Repeat tourists also made new friends and found companionship as noted by the following: *'Meeting new backpackers from around the world, made new friends', 'meeting new people and making new friends'*.

The third important subtheme was hospitality, with participants mentioning high quality hospitality at most of the hotels and resorts, including positive experiences with hotel and restaurant managers and staff. The participants specifically mentioned the hospitality of the hotel staff, and in some cases mentioned specific hotels where they had special experiences. For example: 'h*ospitability at Taj hotel', 'hospitality of the hotel staff', 'hospitality of hotel staff was good, didn't expect that from India'*.

Another important subtheme under the people theme was social interactions. The participants developed simple and effortless relationships with local vendors, tour guides and others in the community, and they remained socially engaged during their visit to India. These participants later recalled these experiences as the most special experience for returning to India. As one participant mentioned: '*Poor self-promoting vegetarian beer drinking tour guide clouded answers a little … I am a meat-atarian [non-vegetarian] and don't drink beer!!! Basically, would go back to India'.* Another comment about the guide also shows tourists' engagement with tour guides: *'Our guide in Chittorgarh on the other hand was delightful. Udaipur was one of the best holidays I've had'.*

Overall, the content analysis showed connection with people, companionship and involvement, hospitality and social interactions as the most important attributes under the relationship component.

Activities of interest (behavioural component)

The participants reported various activities of interest as their most special experience and most impressive memory in India. The tourists enjoyed recreational activities in different settings and locations. The narratives related to special activity experience were further categorised into four broader groups – adventures activities, wildlife activities, health and wellness activities and other activities of interest.

Many tourists mentioned various adventurous activities as the most special experience and most memorable memory. They involved themselves in extreme sports like mountain biking, zip lining, sack lining, white water rafting, paragliding, trekking, underwater walk, wind surfing and scuba diving. The Western tourists were found to be more engaged with extreme sports activities when compared to Asian

tourists. Additionally, many involved themselves in various excursions where they explored places and enjoyed activities like ferry rides, camel rides, motorcycle trips, desert rides and water rides. These activities were popular with both Asian and Western tourists, and were equally popular regardless of the number of visits made. Many participants mentioned the following:

> *Rock climbing, slack lining with a friend met in India*
>
> *Motorcycle trip to Kutch with best friend*
>
> *Desert ride, palaces, ferry ride, water rides in Goa*
>
> *It's very big and each place looks like a new country ... very different from other countries*
>
> *Manali-Leh road trip*

The text analysis revealed that wildlife activities attracted many tourists who returned to India for wildlife safaris, tiger sighting, tiger tracking, white tiger safaris, one horned rhino national park, jeep safaris and other national park excursions. The tourists did not provide details of specific experiences they had while doing such activities; however, they mentioned that these activities were the most special experience and the most impressive memory, indicating that those aspects are also important. Mentioning such activities revealed the diversity of activities enjoyed by the tourists making multiple visits. These activities were more popular for Western tourists who visited India three or more times.

The text analysis also suggests that health and wellness activities contribute to significant experiences for many repeat tourists, particularly self-development and motivation. Many tourists engaged in activities such as yoga and meditation:

> *I'm a student of meditation. I love to learn the ancient ways and will return again and again to continue to develop my own meditation (and yoga) practice.*
>
> *Studying meditation*
>
> *Meditation sessions in Dudhsagar were great.*

There were other engagement activities mentioned such as shopping, photography, nightlife opportunities, participating in religious activities and doing arts and crafts. Shopping was a popular activity among tourists who visited India for the second time as compared to those who were on their third visit. They said: *'best shopping at Chandani Chowk Delhi' 'nice shopping experience I learnt to bargain'.*

Overall, the content analysis indicated that adventure activities, wildlife activities, and health and wellness activities were the most important attributes under the behavioural component.

Affective component

The final theme under the text analysis was the affective component of the OME. The tourists reported various affective experiences as their most special experience and most impressive memory in India. The subthemes under this category were positive sentiments, amazement, relaxation and negative affect. Most of the participants reported feeling happy, relaxed, amazed, peaceful and annoyed. Love was mentioned often to denote feelings, such as: *'loved India', 'love at first trip', 'I just love India'.*

Positive emotions created a special memory that tourists attributed as their main reason for returning to India. The participants were drawn to the positive energy in the atmosphere as evident by the quotes from two participants: *'The feeling of*

happiness, spirituality and freedom. Positive energy with plenty of smiles' and *'Love the country, the people, happy atmosphere and happy colours'*.

Some of the participants reported amazement and surprise with the unique experiences they had in India. Some of these experiences were instigated by observing the behaviour of the local people, as mentioned in the comment: *The helpfulness of people in the street. They help you even without your asking for it first, sometimes'*. They were also fascinated by the cultural and traditional practices as reported by one participant: *'Indian marriage – one of the best experiences I had so far ... all the customs and traditions were amazing'*.

The next main subtheme was relaxation, with participants mentioning that they felt very relaxed and peaceful during their previous trip, which resulted in making a repeat visit to India. This is visible in the following comment: *'Kashmir, Rishikesh, even though I have been many times to this place, I always learn a lot and relax'*. Some tourists mentioned that they were so relaxed that they felt like they were at home during their trip to India: *'Home feeling in India',* and *'Goa was peaceful'*.

The last subtheme under the affective aspect was mixed sentiments, with some participants expressing their annoyance and disappointment with multiple aspects of their overall experience, such as crowds, noise, poverty and hygiene issues. However, they had a mixed reaction to such experiences and their decision to return to India was not affected by negative experiences when compared with more fulfilling experiences they had during their previous trips. One of the tourists aptly remarked: *'visiting India is the biggest culture shock of my life. I have a love/hate relationship with the country, but I have a desire to keep coming back and take any opportunity I can to return'*.

To summarise, this section illustrated that positive sentiments, amazement, relaxation and negative (mixed) affect were the most important attributes under the affective component.

'Other' category

Some of the texts were coded into 'other'. These included texts with a single word and no further attributes. These responses did not fit the five components of the OME but nonetheless provided insights into behaviour. Responses included *places, festivals*, or sometimes name of places/cities, for example, *Goa, Kerala, Mumbai,* or attraction sites, for example, *Taj Mahal, Wales Museum, Gateway of India.* Places/sites was the most occurring text and hence, they were categorised as 'other'. Wherever additional attributes included places/sites, the attributes were coded accordingly to one of the five components. Other popular expressions included *festivals, Holi, Diwali, Mahashivarathri*, *wedding*. No further analysis of such words was conducted; however, these findings are intriguing and have definite implications for future research.

The main themes identified through all the qualitative analyses are presented in Section 5.2.5.

5.2.5.2   Objective 2: To investigate if there are any differences in the experiences of those tourists who made multiple trips to India

Another objective of Phase 2 was to examine if there were any differences in the special experiences of tourists who made multiple trips to India. To satisfy this objective, the findings from the content analysis presented under Objective 1 were analysed according to the number of visits they had made to India. The sociodemographic profile of the participants presented in Table 5.3 indicated that

62% of the participants made two visits, 24% made three visits, and about 7% made four or more visits. The percentage provided here only includes those participants who responded to any of the qualitative questions from the total sample of 500 participants, and this does not add up to 100%.

The major themes and subthemes identified from the qualitative data analysis were presented together with the discussion of Objective 1. A summary of the findings analysed through content analysis for the number of repeat visits made is presented in Figure 5.3. The figure shows the frequency of the five main themes that were identified under the OME for each tourist group according to the number of visits. It provides a visual representation of each subtheme and the respective number of repeat visits.
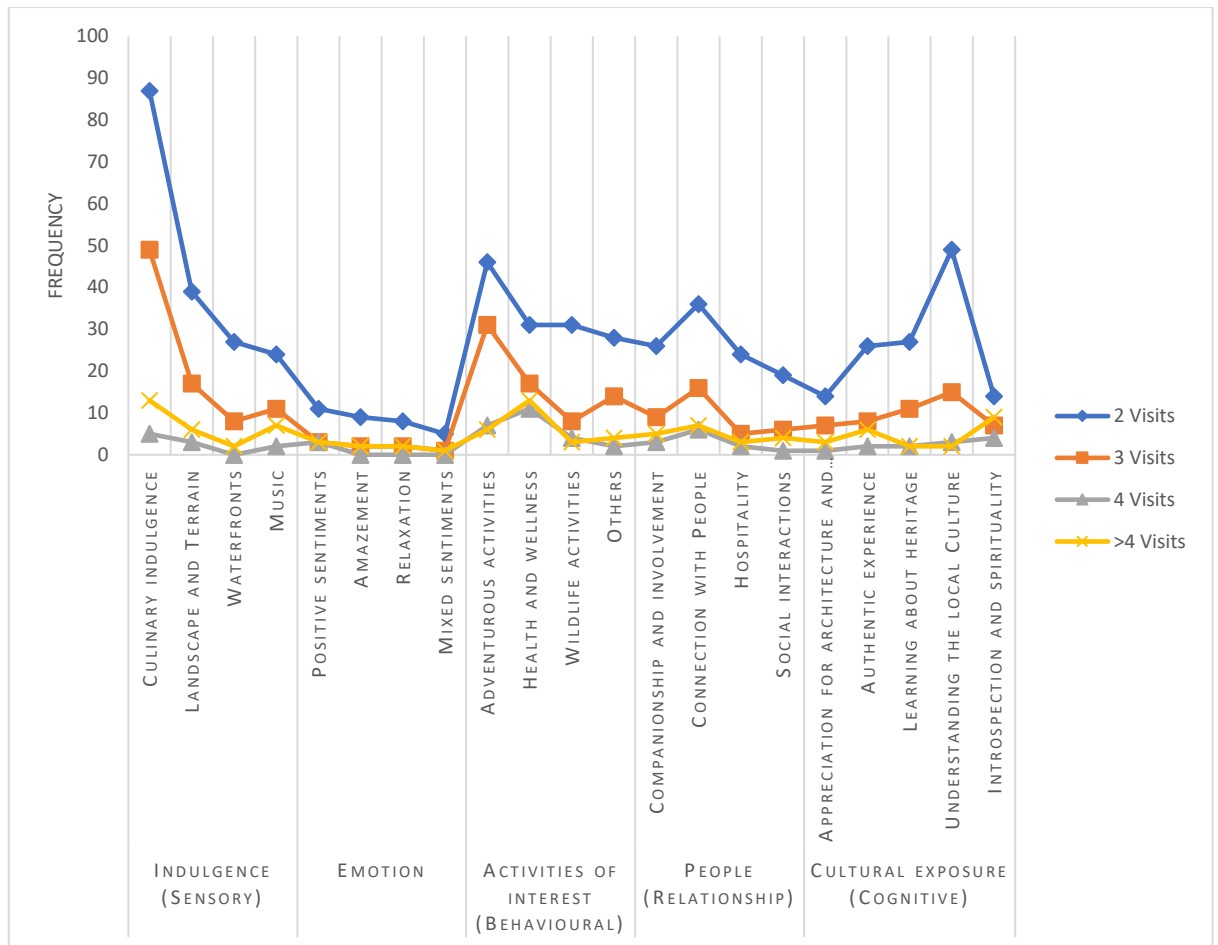
Figure 5.3: Frequency count presentation of major themes and subthemes among tourists who made two, three, four or more than four visits

Figure 5.3 also illustrates that that there was a difference in the number of visits the tourists made and the experience factors important for them. For tourists who visited twice, indulgence (sensory) was viewed as the most important, followed by cultural exposure (cognitive), activities of interest (behavioural), people (relationships) and emotions (affective). Some statements from the tourists who made two visits to India include: *'it is a very lively place', 'the culture, the religions, the food and the people', 'the stillness experienced underneath the unbelievable noise', 'culture, people, colours.'*

A similar trend was seen for indulgence and cultural exposure in tourists who visited three times. However, activities of interest (behavioural component) was deemed

more important to them than people (relationship component) as indicated in the following excerpts: *'beautiful tents in Jaisalmer surrounded by deserts', 'culture, living independently ... exploring cultures', 'how "alive" Mumbai feels in comparison to any other place', 'North Eastern culture, colours and different forms of folk dances'.*

Numerous statements disclosed that behavioural aspects were the most vital for tourists who visited India four times. Other critical aspects were cognitive, relationships and sensory. Some expressions include: *'monsoon water sports in Goa', 'ferry ride at Gateway of India', 'walking across the street', 'horse riding', 'mountain climbing ... mountain biking'.*

Tourists who made more than four visits considered that sensory aspects were the most essential aspect followed by behavioural, cognitive and then relationship aspects. The tourists expressed their unique experiences with the activities they enjoyed most during their visit as, '*it is a wonderful country that offers to the senses all extremes :-)', 'there isn't one thing, I enjoy the chaos and uniqueness of India'.*

The findings show that the affective component was perceived as a less important attribute than the other aspects of experience for all tourists. These findings are discussed further under Section 5.2.5.

5.2.5.3   Objective 3: To identify the market segmentation and analyse the tourist profile based on age, origin and past travel experiences

The third and final objective of Phase 1 was to examine the profile of tourists making multiple trips to India to understand market segmentation and tourists' repeat behaviour. Age, origin and past travel experience were examined using the five components of the OME. Text data used for the analysis of Objective 1 was

reapplied to examine the different tourist profile groups. The frequency counts of each category were used to calculate the percentage of age, origin and past travel experience. The percentage only includes the number of total participants in each category who responded to the open-text questions, and therefore may not add up to 100% as sometimes multiple responses were provided while on other occasions no response was provided.

Age and origin

First, age and origin-related differences were examined for the experience data. Note that the sample had a significantly a greater number of Western tourists than Asian tourists, hence, percentage distribution is the most suitable way of presenting the data.

Figure 5.4 shows the OME components for the most special experience. Age and origin-related differences were found among the tourists on five aspects of the OME. There were slight differences between the aspects of cultural exposure, indulgence, emotion, activities of interest and people. For young Asian tourists, cultural exposure was the most important followed by sensory, behavioural and relationship aspects. Interestingly, the same trend was seen for older Asian and Western tourists. Some of the comments were:

> *Living with my friend's family and experiencing life as locals. (Younger Asian)*
>
> *Helpful and party people. (Older Asian)*
>
> *Beautiful experience apart from being too crowded always. (Older Western)*

Younger Western tourists, however, perceived that both behavioural and sensory aspects were important. Cultural exposure and relationship aspects were considered

essential. Some younger Western tourists mentioned, '*motorcycle trip to Kutch with best friend*', '*we love India as it right now*', '*shopping and spirituality.*'

Affective aspects were revealed as the least important in comparison to the other aspects, and this was consistent among all four tourist groups (younger Asian, older Asian, younger Western and older Western). Older Western tourists, however, considered affective aspects as the most important followed by younger Asians. This was expressed for example, '*feel happy while visiting India*'
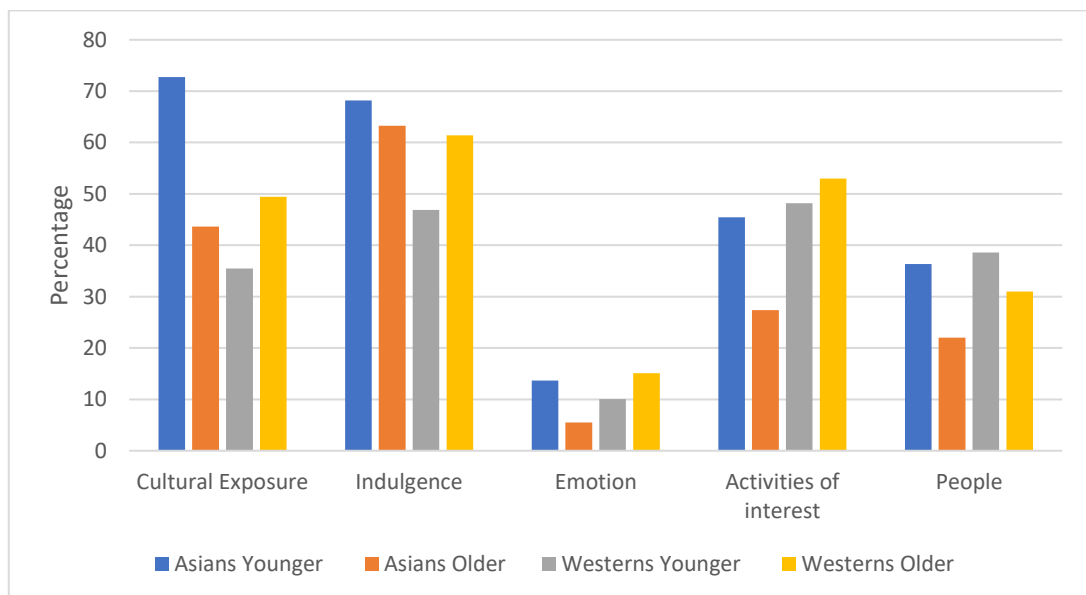
Figure 5.4: The percentage of five components of experience stated as special by tourists based on their age and origin

Past travel experience

Past travel experience-related differences were examined for the most special experience and then for the most impressive memory as shown in Figure 5.5. Taking data from responses indicating previous domestic and international travel experience, participants were classified into two groups: those with less travel experience and those with more. Note that the number of tourists with high travel experience was significantly more than tourists with less travel experience. Hence, the percentage

distribution is the most suitable method of presenting the data (Baggio & Klobas, 2011).

Figure 5.5 shows the OME components for the most special experience reported by the respondents. Past travel experience-related differences were found among the tourists for behavioural and relationship components only. These components were more important for tourists with less travel experience when compared to those tourists with more travel experience. For example, '*India is a great adventurous country. I love it here', 'it's good as it is else all the adventure will be lost', 'there is no other country like India', 'living in the monastery with monks for some days in Ladakh', 'nature of people and heritage'.* However, for cognitive, sensory and affective components, an almost negligible difference was observed. This shows that these three components are equally important for tourists with varying degrees of past travel experience. For example, *'experiencing the culture in depth', 'marine drive & of course the hospitability at Taj hotel', 'Taj Mahal and other historical places with great food', 'warm hospitality', 'cultural experience and value for money cost-wise'.*
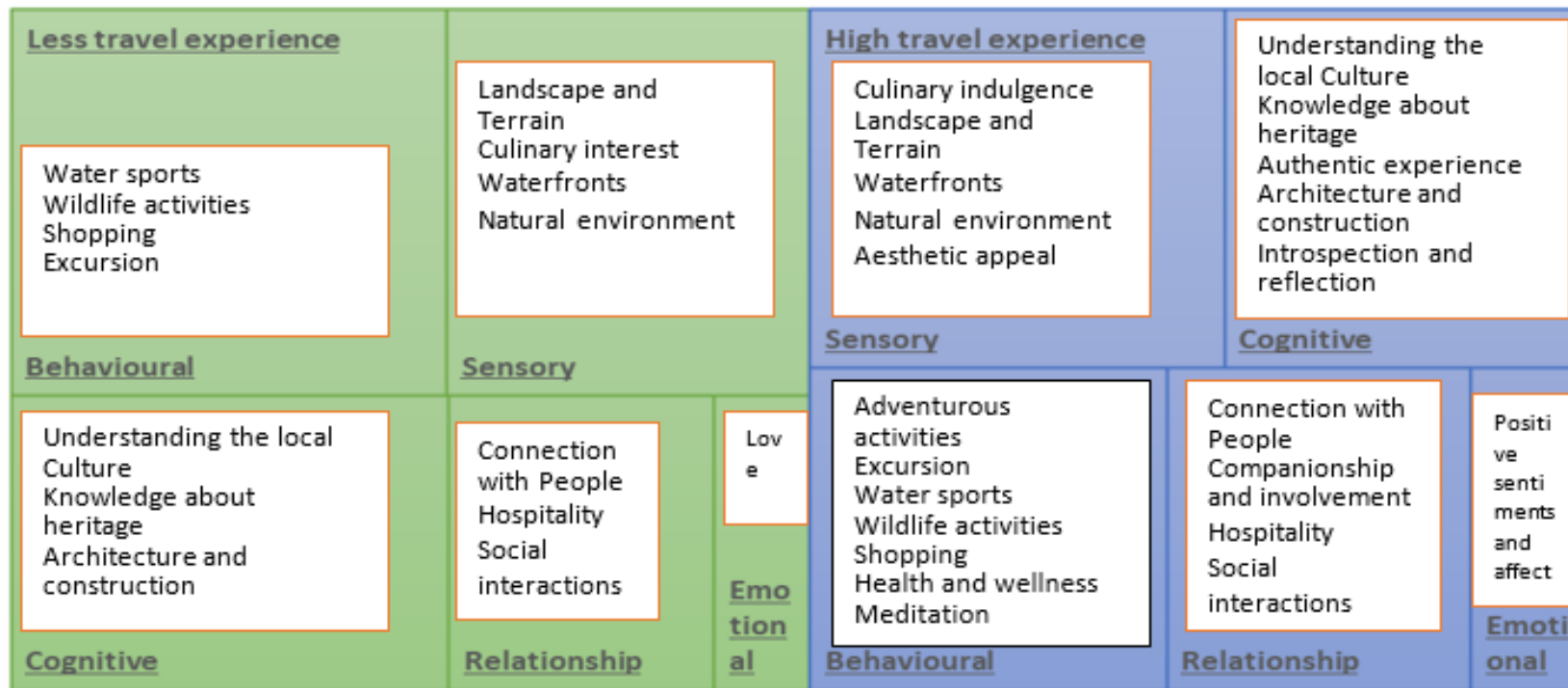
Figure 5.5 The percentage of five aspects of experience for the tourists with different level of past travel experience

The affective aspects were found to be the least important component of the OME when considering the most special experience according to how many visits tourists had made to India. A comment made by a respondent with less travel experience shows this well:

> *the floodings during my stay in Bangalore…while many would find that as unsafe and a deterrent from coming back, I found it enjoyable, I went shopping at a big shopping centre and the streets flooded. people seemed to have a good attitude and played in the water, albeit, carefully… that attitude showed me how the people were normally which let me understand the people more, who just enjoy life, which let me just relax more in the environment I was in.*

5.2.6 Discussion

The central objective of Phase 1 of this qualitative study was to evaluate the different facets of tourist experience using content analysis and to examine if the same five themes could be identified as in the OME. Overall, the themes identified by content analysis were similar to the broad framework of the five components of the OME. Content analysis was employed to code the open-text responses, which revealed that the five components of the OME were clearly established. These findings established that the OME can be utilised in a quantitative survey-based study as well as a qualitative interview study. The findings indicate that the five components of the OME were found in the current context of repeat tourists narrating their own experiences rather than reporting on a Likert scale structured survey (Pearce, 2013). This study also established that the OME can be utilised in onsite experience contexts (Pharino et. al, 2018) as well as in recall of experience contexts. These findings provide an extension of the OME in the context of past tourism experiences on multiple visits.

While analysing the text data it was found that cognitive, sensory and behavioural experiences were the most important, with similar results in the quantitative survey (Study1). This is an important finding, since with specific experience elements, special tourism products can be designed. The relationship component had relatively low importance in both the quantitative and qualitative study compared to other components of the OME. This approach of examining experience by measuring unique constituting factors extends the understanding of tourist experience and thereby guides its design. This frame of reference is useful for both user-centred designs and holistic-experience design, and can be utilised for designing better tourism products and services (Pearce & Zare, 2017; Tussyadiah, 2014).

An interesting finding from the quantitative analysis is that the affective aspect was the most important aspect of the OME; however, in the qualitative analysis of the responses the affective aspect turned out to be the least important. Some studies show that affective expressions surface to a greater extent while remembering and narrating a past experience (Servidio & Ruffolo, 2016). However, this was not found in the current context where tourists had to recall and share their experience in their own words. There is a possibility that most of the previous studies that found the dominance of emotion in the recall of tourist experience used a survey method and specifically asked tourists to recall the affective aspects (S. Li et al., 2015; Shavanddasht & Allan, 2018). This explains the contradiction between the quantitative and qualitative findings obtained here. There are other several factors at play when tourists recall their special experiences and many inconsistent explanations are available under memorable tourism experience literature (Coelho et al., 2018; Skavronskaya et al., 2020). The inconsistencies of the findings need careful experimental or semi-experimental investigation to confirm if the design of the study

is a significant factor responsible for the contradictory results, as emotions are considered the core building blocks of an experience (Bastiaansen et al., 2019). It is also important to emphasise that more skilled questioning or further probing could make the tourists narrate the affective aspects of their memorable experience. This can be ascertained by future studies.

Moving on to the next objective about differences in tourists' experiences by the number of visits made, some differences were observed in the main themes of experience for repeat tourists. The varying levels of importance of different components of the OME indicates that when tourists make multiple visits to one destination, they might not focus on the same aspect of experience. Tourists on repeat visits specifically mentioned sensory, cognitive and behavioural experiences; however, for those tourists who had been on four or more trips, all experience factors were equally important. These findings add to the existing literature as almost all the studies conducted in the repeat tourism context have focused only on two visits and none have analysed subsequent returning behaviour (Tjørve et al., 2018). These findings are also interesting and need further examination to determine if such differences could be established with a larger sample of tourists with four or more visits.

For Objective 3, about market segmentation analysis based on age, origin and past travel experience, it was found that age and origin had an important role with some differences observed for cognitive, sensory, behavioural and relationship components of the OME. The findings are helpful in understanding sociodemographic factors of repeat tourist experiences, and could be particularly significant for DMOs to target

consumers and create products and services that repeat tourists are willing to explore (Singh, et., al., 2017; Tjørve, et., al., 2018).

To conclude, the findings of Phase 1 of this study focused on the post-trip evaluation aspect of the experience where tourists had to recall their previous experiences. The findings could be further extended in the context of overall tourist experience phases such as pre-travel, during travel and post travel (Scott & Le, 2017). Such a systematic study could establish the relevance of the OME at each phase of dynamic tourist experiences.

The findings have significant theoretical and managerial implications. In terms of theoretical contributions, the findings reveal that a qualitative approach further expands and strengthens the complex multifaceted nature of the OME. Many studies have shown that experience can be studied using a qualitative approach and triangulation of data (Prayag & Ryan, 2011; Ryu et al., 2015). It would be interesting to conduct interview with tourists while they recall their past experiences on all five components of the OME. This would establish if different methods of data collection present different results. In terms of managerial contributions, the tourism industry always seeks to create memorable experiences for their customers. The findings of the specific aspects of the tourist experience allow companies to see a more finely grained image of what impacts tourists over the course of their travel and to actively integrate the use of different aspects into creating unique and memorable experiences.

5.3   Phase 2: Investigating Experience Through Blog Analysis

Phase 1 analysed the open-text survey responses from repeat visitors in India. The current section of the chapter presents, Phase 2 to analyse the narratives collected

from blog data. The insights obtained from the findings of Phase 1 led to the idea and development of an in-depth understanding of the repeat tourism experience in India by adopting a different form of enquiry. Ideally, a separate qualitative study on OME components (cognitive, sensory, affective, behavioural and relationships) could be employed to illuminate the understanding of repeat tourists' experiences using a longitudinal design. This, however, was not possible due to time and logistics constraints; longitudinal studies are both time and resource intensive. Moreover, there are certain drawbacks of survey and interview techniques, such as experimenter and interviewer biases (Alaei et al., 2019; Dolnicar et al., 2013). Rather than conducting another qualitative study and collecting primary data, a separate study on existing internet-based data was planned. The overlay of insights obtained from Phases 1 and 2 have important theoretical and practical implications.

In the current digital environment, social networking sites and virtual communities have become increasingly popular (Kozinets 2015, p. 96; Sthapit, 2018). They provide a fast-paced platform to share information among people with similar interest and hobbies, including tourists (Buzova et al., 2020; Pearce, 2011a). Modern tourists rely on various digital channels to retrieve information and write blogposts to share their activities and experiences with the online community. These platforms have become popular because the credibility of the blogs and social media is considered higher than traditional word-of-mouth recommendations (Reza Jalilvand et al., 2012). With the increasing popularity of various digital platforms, tourists have become more involved in sharing their memorable experiences online (Xu et al., 2021).

In this digital tourist era, novel research methods have been adopted to suit changing communication methods (Chatterjee & Mandal, 2020; Wu & Pearce, 2014a). Tourism being an experience economy, travel blogs serve a powerful communication tool (Oktadiana et al., 2020; Park et al., 2020). However, little attention has been given to the blogs of tourists relating their experiences in repeat visit contexts, and especially comparing the findings with another source of primary data (Mirzaalian & Halpenny, 2021). Moreover, the systematic investigation of the destination portrayal of blogs and underlying components formulating the experiences is still scarce in blog studies. Hence, as an alternative yet comprehensive approach, tourists' online blogs published on the worldwide web were used as the raw data for Phase 2 of this study. The tourists' blogs or personal online journals with well written travel narratives not only describe the first-hand travel experience of the tourists, but also aim to assist increase the reader's knowledge about the destination. The current investigation parameters for online blog content were that they were:

1) collected from bloggers who had made at least two visits to India

2) presented in English language

3) limited to 2015–2020

4) informal and unstructured

5) not affected by the researcher's expectations.

This form of enquiry was purposefully planned to extend the OME in the context of past experiences published online.

The personal blogs were employed under the framework of netnography, that is, online ethnography that has emerged as a popular research method with its roots in traditional ethnography. Netnography is also referred to as online ethnography, webnography, cyberethnography and virtual ethnography (Kozinets et al., 2018;

Mkono & Markwell, 2014). Netnography can be described as 'a form of qualitative research that seeks to understand the cultural experiences that encompass and are reflected within traces, practices networks and systems of social media' (Kozinets, 2019, p.14). Netnography plays an important role for an informed business or personal decision-making by providing immediate access to information on various online platforms and simultaneously presenting a review of the information posted (Gholamhosseinzadeh et al., 2021).

Netnography is commonly used in marketing and management research (Kozinets & Gambetti, 2020) as well as in tourism (He et al., 2022; Mkono, 2012; Tavakoli & Mura, 2018) and is particularly used to understand the tourist experience (Pearce & Foster, 2007; Sthapit, 2018; Tavakoli & Wijesinghe, 2019). This research approach follows a six-step procedure: 1) entrée, 2) data collection, 3) data analysis, 4) consideration of research ethics, 5) member check, 6) data interpretation (Kozinets, 2017, 2020). According to Kozinet's (2010) netnography guidelines, a non-participatory approach in this study was employed. A passive and covert approach was used to refrain from interfering with ongoing discussions and not to influence the objectives of the study. This approach has been widely used in netnography studies (Arsal et al., 2010; Zhang & Hitchcock, 2017).

In this phase of Study 2, the content-analysis approach was utilised to code and analyse the qualitative data from the bloggers through their textual discourse available under online representations in 60 blogs. These blogs were posted worldwide and the selection was made with certain pre-determined criteria as explained in Section 5.3.2 on methodology.

5.3.1 Research Aim

The aim of this study was to ascertain the similarities or differences among different facets of experience as identified by three types of analysis

5.3.2 Research Objectives

The key objectives of the blog analysis were:

1) To investigate the five key aspects of special experience blogs in an alternative and unobtrusive method.

2) To understand how repeat tourists' experiences are portrayed and described in travel blogs.

3) To classify tourist experience and ascertain if same themes emerge by applying netnographic methods as determined by Study 1 (questionnaire with Likert scale) or Study 2.1 (content analysis of open-ended responses).

5.3.3 Methodology

This section outlines the sampling and data-collection methodology utilised for the study, followed by the techniques used to undertake the qualitative analysis and determine the results.

5.3.3.1 Sampling and data collection

A purposive sampling method was employed to identify and select a manageable sample of blogs from the millions of records available online as netnography sampling can be purposive rather than representative (Kozinets, 2002). A Google search with the key words 'India travel experience' was conducted in early 2019. The search showed 800 million results with all content online. From these, 48,000 blog entries were selected of which 15,700 personal blogs were then identified while

other blogs written and published by travel portals and online travel agencies were excluded. Non-English blogs were dismissed. Blogs identified as part of corporate advertisements and sponsorships were rejected from the sample as they do not truly reflect the blogger's authentic experiences. Those articles describing a guide to travel in India or selling tour packages were also excluded. Blogs that required a login for access for full content were also dismissed. Similarly, bloggers who had lived in India for some time or were currently living in India were eliminated. As a result, all blogs written by resident or non-resident Indians were omitted from the analysis. Table 5.5 presents a summary of blog selection criteria.

Table 5.5 Inclusion and exclusion criteria for blog selection

Selection Criteria	Inclusion	Exclusion
Blog type	Personal blogs	Corporate blogs Personal blog with sale/promotion content
Blogger profile	International bloggers with no family/ethnic links with India Made at least two visits to India	Indian bloggers or Indian-origin bloggers Non-Indian bloggers living/lived in India
Language	English	
Time of publication	2014–2019	

Blog selection followed strict inclusion criteria. For example, only blogs that were published between 2014 and 2019 were included as this time span was sufficient to detect repeat visits made by the bloggers. Further, only those blogs that were written by people based outside India and who had specifically mentioned that they had been to India more than once were included. In addition, they were only included if they had no direct family link, or personal or work relationship with India. This approach to blogger selection in the current context is consistent with the selection of

participants in Study 1 presented in Chapter 4. The bloggers' profiles were audited to confirm their inclusion, as a current or past connection with India could have been a confounding variable while explaining their experience.

One piece from each blog link was selected and no cross-links within a blog were included to maintain the direct link with the key word. Some of the blogs were hosted on the travelblog.org website and they were also included in the sample. By following the exclusion and inclusion criteria, the total number of blogs selected was narrowed to 60 blogs for analysis. This is a decent sample size for blog studies (Bhati et al., 2022; Zhang & Hitchcock, 2017). The number of words in the 60 blogs ranged from 490 words to 3,110 words, providing a total text data of more than 100,000 words.

A log sheet was created with information on the blog such as blog ID, title of the blog and the date the blog was posted. The information on the gender and nationality of the blogger was also included in the log sheet where available. Out of the 60 bloggers, 20 were female, 12 were male, 26 were written jointly by a male–female couple, and two bloggers did not disclose their gender. None of the bloggers indicated their age in their profile. It was possible to infer the age range from the blog description about life-cycle stage, such as working adults, retirees, fresh graduates; however, this information was not collected as it was not crucial for the aim of the study. A total of 23 bloggers were from the United Kingdom (UK), 15 bloggers were based in the USA, seven were from Europe, three were from Australia or New Zealand, another three were from Canada, and one each were from Thailand and South Africa. Seven other bloggers did not disclose their nationality; however, the narratives, profile pictures and other information confirmed that they were not

from India. Most bloggers had made at least two visits to India (60%) while others had made three or more visits. All the blogs were publicly available, and no restricted usage was seen on the selected blogs (Bhati et al., 2022, Oktadiana et al., 2020). Nonetheless, the identity of the bloggers has been kept confidential in the results section. Figure 5.6 graphically presents the steps in blog identification and selection.
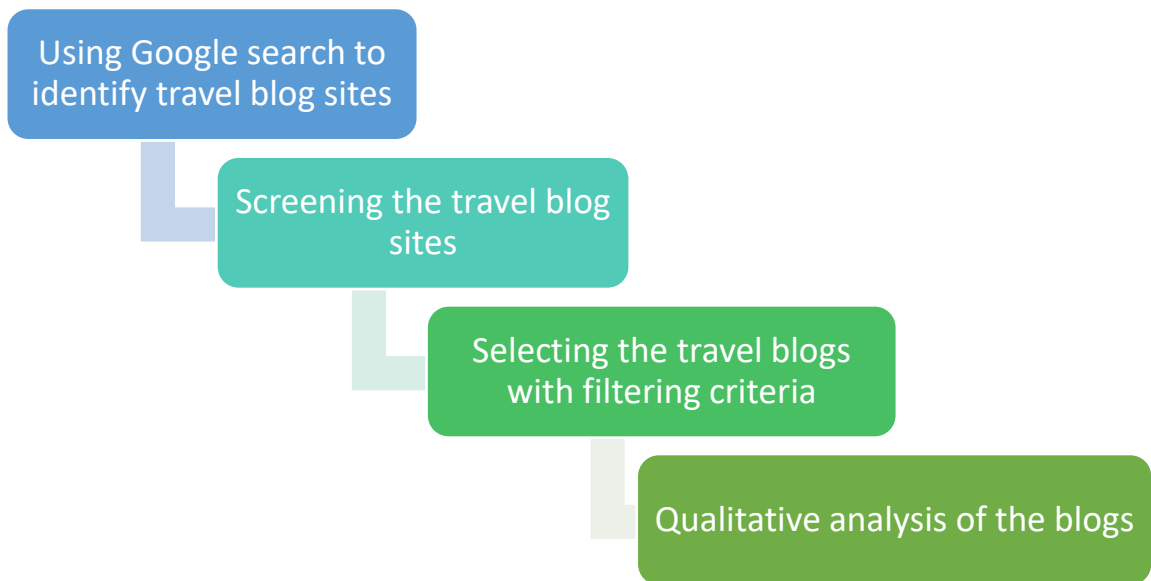

Figure 5.6: Steps in blog data analysis

5.3.3.2 Qualitative analysis and results

A total of 60 blogs were selected after following the inclusion criteria. These blogs were written by international travellers who had been to India more than once. To enhance the power of netnography, the steps in Figure 5.7 were adopted as suggested by Wu and Pearce (2014a), who employed netnography to analyse the blogs of Chinese recreational vehicle tourists who had visited Australia. However, the approach was slightly modified as only text data was analysed. Pictures and videos (where available) posted in the blog were not included in the analysis. Moreover, the

researcher collected data without having any active interaction with the bloggers,

unlike Wu and Pearce (2014b).

Research stages	Techniques adopted in this study
Entrée	• Consider all the relevant virtual communities and select the most specific, relevant and non-commercial ones with high traffic. This selection can lessen the criticism that much of the material is irrelevant to the researcher
Data collection	• Focus on the voices from the 'devotees' and 'insiders', rather than 'lurkers' and 'minglers'
	• Once the informants' online demographic profiles are assessed, there can be researcher-led interactions and requests for information if some data are missing
	• Both textual and visual information relevant to the research questions should be collected
	• A profile is built for each informant, covering their demographic issues and the aspects of interest to this study. This approach organises the text efficiently
Data analysis	• Content analysis is conducted manually so the researchers retain a close familiarity with the original postings
	• Both quotes and insightful images are analysed
	• Reliability checks by a research assistant can be employed to enhance the confidence in the codes and build the overall credibility of the study
Research ethics	• Choosing websites that permit academic use of their contents
	• Considering all the blogs are publically accessible, the researchers do not necessarily have to disclose their identities
	• Non-disclosure helps ensure the material being considered is unaffected by the researcher's own online involvement if they have chosen to be a participant in the communications of the group
	• When interaction is necessary to identify missing information, the researchers can approach the blog posters with their identities fully revealed and explained
	• Whenever the original images (either with people or without people) and direct quotes are used, permission from the informants can be obtained
Member check	• A member check is adopted with the key informants, especially those whose travel information is discussed in the study
Data interpretation	• Original quotes and images (if necessary) from the insiders are widely used to effectively communicate the information
	• Comparison with other data sources are used to build contrasts and highlight study insights

Figure 5.7: Techniques followed to enhance the power of netnography as shown in Wu and Pearce (2014a)

A survey of the literature showed that netnography data have been analysed using

various tools, for example, big data analysis, social network analysis, media

discourse analysis, sentiment analysis and content analysis (Kozinets, 2020). The

current study used sentiment analysis to examine the overall portrayal of the repeat

tourist experience followed by content analysis to investigate the underlying themes

in further depth. Sentiment analysis is a fast and effective tool to determine sentiment

polarity of the blog narratives and understand the overall portrayal of tourist

experiences. Sentiment analysis is a popular tool to analyse big digital data for customer feedback, customer review and customer satisfaction (Liu, 2012). This is a rapidly emerging automated process of examining the big text data available online, and is also capable of detecting the change in sentiment within a specified period of time. The tool is used widely in academic research in tourism (Alaei, et al., 2019), for revisit intentions in the context of a hotel (Park et al., 2020) and in a nature-based tourism setting (Mirzaalian & Halpenny, 2021). To this point, sentiment analysis has not been used to understand the repeat tourist experience narrated in blogs, thus this study presents a novelty to the analysis (Alaei et. Al, 2019). On the other hand, content analysis is the most widely used method to analyse online text data (Wu & Pearce, 2014a; Oktadiana et. Al., 2020). Content analysis is useful in finding themes, patterns and meanings in the text data. The detailed procedure of content analysis was described in Section 5.2.3 in the Phase 1 qualitative study. Similar to Phase 1, a directed coding approach (Hsieh & Shannon, 2005) was followed for content analysis of the blog data. The data were systematically analysed under three stages – preparation, organising and reporting. Under the preparation stage, the relevant text from the blog was copied into an excel sheet with the blogger's demographic information as available. Non-relevant text, advertisements, pictures, links to other blogs and so on were eliminated from the text. Comments on the blogs were also not included as per the inclusion criteria. The second stage, data organisation, required careful reading and re-reading of the data. Initially, data were sorted into predetermined categories of the OME and following that data in each category were reorganised into subthemes and followed by codes.

To ensure the reliability of the coding schemes, inter-rater reliability was assured in a similar manner as in the Phase 1 analysis. Cohen's kappa value was calculated on a

sample of data by another researcher and the kappa value ($k = 0.780$, $p < 0.001$) was found to be acceptable. Further details of the analysis of the data and findings are discussed under the respective objectives below.

5.3.4 Results and Findings

The results and findings are presented in this section according to each objective.

5.3.4.1 Objective 1: To investigate the five key aspects of special experience blogs in an alternative and unobtrusive method

To understand how repeat tourists' experiences are portrayed and described in travel blogs, a generic analysis was required to identify the experiences expressed in the blogs. There are different approaches to sentiment analysis as per the datasets used and research aims. This study utilised semantic-based analysis methods where each text segment was assessed using comprehensive sentiment lexicons and sets of defined rules with associated polarity value (Tsytsarau, & Palpanas, 2012).

A web-based sentiment analysis platform, Qualtrics, was used to evaluate the sentiments expressed in the blogs of the repeat tourists. The text iQ program in the Qualtrics software identifies the sentiments in tagged keywords. Qualtrics organises the keywords into topics and parent topics. Figure 5.8 presents the results of the sentiment analysis. Each bubble in the figure represents one topic and the bubbles are positioned by the mean sentiments. The size of the bubble denotes the frequency of key words associated with the parent topic, hence a bigger bubble represents a higher occurrence of a keyword and the tagged parent topic (Alaei et al., 2019; Mirzaalian & Halpenny, 2021). The topic of the bubble was identified by the researcher to best represent the keywords presented in one bubble. The analysis included seven parent topics that were assigned a topic name to best represent the underlying topics and

key words. These parent topics or themes were open spaces, people, architecture, mysticism, sensory indulgence, wildlife and heritage (presented in the order of their frequency). The mean sentiments of each parent topic are provided in the bubbles, and they ranged from 1.2 to −0.01. The sentiments of each topic identified a range from positive to negative, mixed and neutral, which are presented in different colours in each bubble. The respective percentages for each category are also included in Figure 5.8.
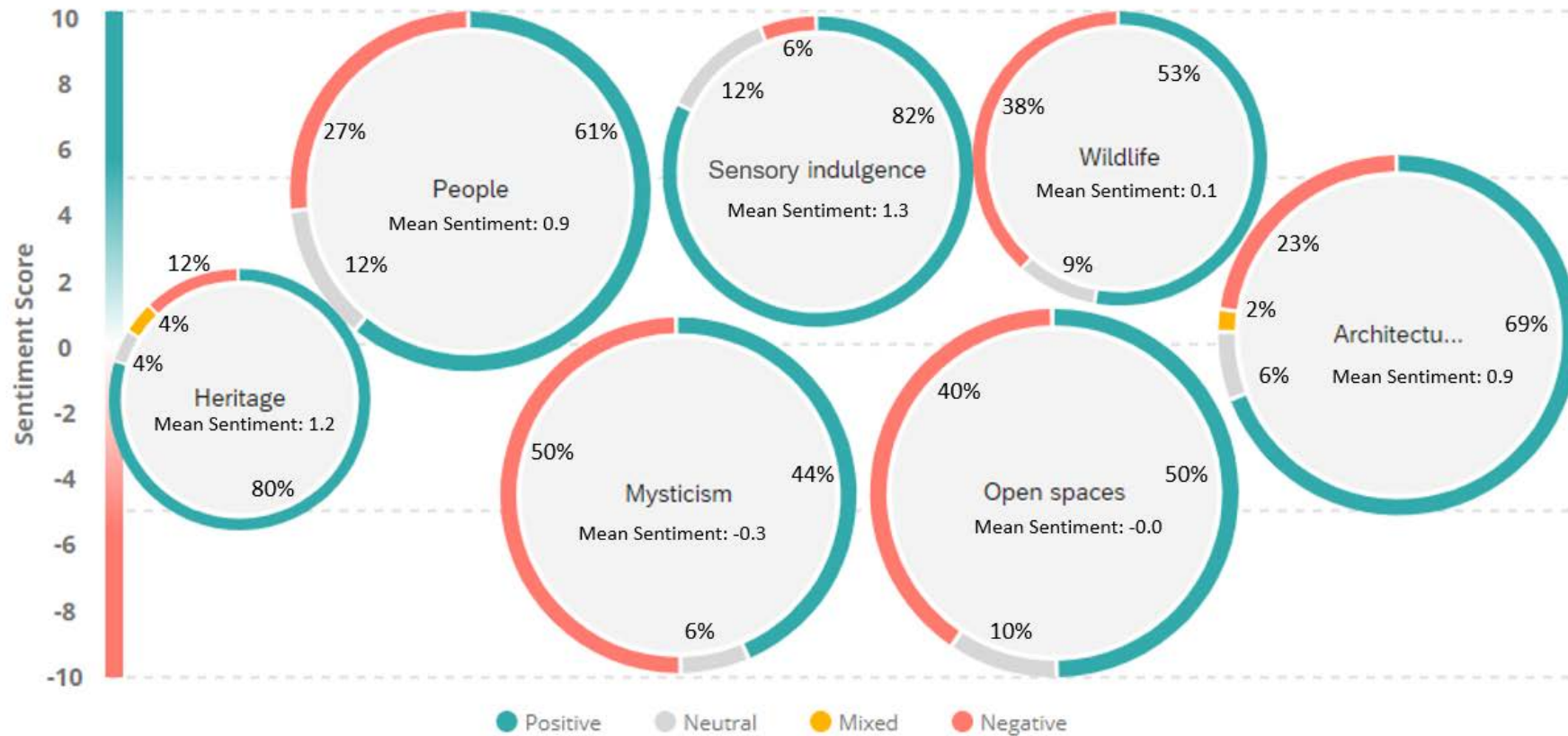
Figure 5.8: Key topics identified by sentiment analysis for portrayal of bloggers of repeat visit experience

Table 5.6 presents the list of most prevalent topics under their respective parent topic

(theme). The table shows the alignment of these parent topics with the OME. The

parent topics identified by sentiment analysis nicely fit into the main components of

the OME. The topics under each parent topic represent the thoughts, ideas, feelings

and activities of the bloggers.

Table 5.6: The main topics identified by sentiment analysis and alignment with the orchestra
model of experience

Orchestra Model Themes	Parent Topic	Topics
Cognitive	Heritage	Statue, Haveli, Stupa, Stone, Ornate, Buddha, Hanuman, Maharana, Sadhu, Ganga, Fort, Palace
	Architecture	Taj Mahal, Courtyard, Museum, Tower, Temple, Location, Site, Ruin, Massive
	Open Spaces	Town, Gates, Lake, Roads, Stroll, Hill, Bridge, Cross
Behavioural	Wildlife	Animal, Bird, Leopard, Sloth, Bear, Elephant, Goat, Deer, Herd, Dog, Safari
Sensory	Sensory Indulgence	Taste, Music, Spice, Colour, Dish, Flavour, Beer, Dine, Café, Wine, Rhythm, Aroma, Harmony
Affective	Mysticism	Wonder, Wish, Overwhelm, Annoy, Matter, Sense, Problem, Talk, Magic, Mystery
Relationships	People	Respect, Local, Welcome, Thankful, Friendly, Hospitality, Smile, Nice, Fun, Stranger, Helpful, Stare, Crowd, Warmth

The findings reveal that the bloggers' sentiments towards their experience in India is

predominantly positive with some negative portrayal. The main themes identified

through sentiment analysis are very close to the content analysis conducted in

Phase 1 and in the second objective of Phase 2. However, one parent topic identified

has a little overlap with more than one aspect of the OME. For example, the parent topic 'open spaces' has some correlated topics that can be classified into cognitive, sensory or behavioural aspects. This is not surprising given the use of a computer-assisted analysis tool (Alaei, et. Al., 2019). Looking at the overall findings, it is clear from the analysis that culture, heritage, people and food are the most discussed topics among the bloggers. These topics are supposedly the most important reasons for these bloggers to make repeat visits to India.

The bloggers narrated positive and negative experiences during their trips. The mean sentiments for all the parent topics are positive except for the topic of mysticism followed by open spaces. While examining the relevant quotes under these topics, it was found that the bloggers experienced harassment, particularly by local vendors. Many of them wrote that they were constantly annoyed by hygiene and cleanliness issues at open public places as well as at their accommodation. Nonetheless, several bloggers reiterated that such incidents did not deter them from making a repeat visit to India.

5.3.4.2 Objective 2: To understand how repeat tourists' experiences are portrayed and described in travel blogs

To address this objective, the first level of analysis was conducted with a frequency count of the five components of the OME. This approach utilised both directed and summative approach of coding the text (Hsieh & Shannon, 2005). The text was recorded and assigned to one of the five components of the OME (cognitive, sensory, affective, behavioural, and relationships). Figure 5.9 illustrates the results of the text analysis showing the occurrence of different experiences within these components. The frequency count was cognitive = 804, sensory = 263, affective = 145,

behavioural = 280, and relationships = 38. Cognitive experiences dominated in the blogs, followed by behavioural and sensory experiences.
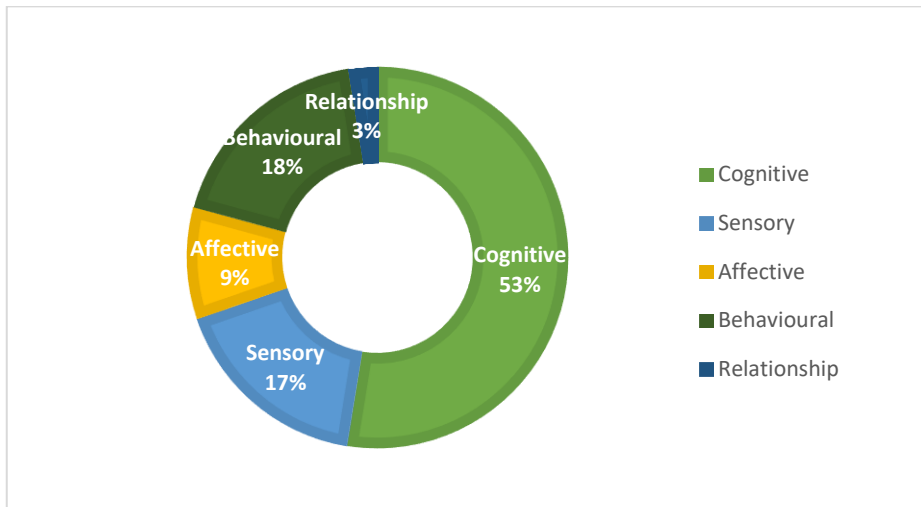

Figure 5.9: The coding of blog data on five aspects of the orchestra model of experience

An almost similar pattern was observed in the qualitative data text analysis discussed in Section 4.1 except for the affective and relationship aspects. Affective experiences were found to be more prevalent than relationship experiences in the blog analysis, whereas the reverse pattern was seen in the open-ended responses in Study 1. The similarities and differences in the findings are presented in the discussion of Objective 3.

5.3.4.3   Objective 3: To classify the tourist experience and ascertain if the same themes emerge by applying netnographic methods as determined by Study 1 (questionnaire with Likert scale) or Study 2.1 (content analysis with open-ended responses)

This objective is significantly comprehensive in nature, and for discussion here it is divided into two parts. First, the initial text analysis and resulting themes are presented (Part 1). Second, the coherence (or discrepancy) among themes as identified by the three different methods of data analysis are discussed (Part 2).

Part 2 is presented in the conclusion (Section 5.3.6) as it incorporates the findings obtained in both Phase 1 and Phase 2.

Part 1: Conceptual themes from text analysis

To address the conceptual themes in the narratives, the blogs were subjected to detailed codes and theme generation. The directed approach of content analysis as designed by Hsieh and Shannon (2005) was employed. The same approach was used in the analysis of Phase 1 for consistency in the analysis. This approach is most appropriate as the major themes for the coding were already identified as per the OME. The key dimensions are cognitive, sensory, affective, behavioural and relationship-related factors. Another category 'other' was included for quotes that did not fit into any of these five categories

Five thematic codes using the OME were first employed and then within these themes main subthemes were identified. Table 5.7 shows the themes, subthemes and codes identified after text analysis.

Table 5.7: The themes, subthemes and codes identified from content analysis of the blogs

Orchestra model themes	Overarching main themes	Subthemes	Example of codes
Cognitive	Cultural exposure	Uniqueness Heritage History Architecture Time Reflection, introspection Transformation	Perceptions Interpretations Learning Spatial and temporal information Chronology of events Travelling path Challenges
Behavioural	Travel pursuits and activities of interest	Reason to visit Exploring the places Wandering and finding	Activities Products Visit to attractions Transport Accommodation Entertainment
Sensory	Sensory indulgence	Sensory overload Beautiful Sites Food for senses	Nature, landscape Food, spices, culinary features Sensations Flavour, aroma, chai
Affective	Affective	Feelings Mood Sentiments Emotions	Annoyed Surprises and amazement Anger Attachment
Relationships	Relationships	People Local connections Family experience Relationships with the local people	Hospitality Services Sharing Welcome Respect Warmth Smile Company

The themes and concepts in Table 5.7 show extensive and diverse narratives portrayed by the bloggers. Most of the bloggers travelled widely in India and illustrated the variety of experiences they had during their travel. Several bloggers narrated what to expect to see in India, tourism offerings and interactions with local

communities and hosts. The detailed analysis of their respective narratives is presented according to the main themes in the second column of Table 5.7.

Cultural exposure

The cognitive component of the OME can be identified as the cultural exposure theme in the blogs as various aspects of cultural aspects emerged in the analysis. The main subthemes identified under cultural exposure were unique culture, heritage, history, architecture, reflection and introspection, time and transformation. Most of the bloggers seemed to be pleasantly moved by the diverse Indian culture and the historical stories visible through architecture and heritage sites. Significant observations and corresponding blog quotes are presented below.

Uniqueness in culture and life

The majority of the bloggers agreed that the culture in India is unique. The cultural diversity is expressed in terms of traditions, language, food, dress, heritage and architecture. This uniqueness serves as a major attraction to pull tourists to repeat their visits:

> *I love travel in India because each place, each moment, each culture*
> *and each person has a story. The uniqueness from north to south, gives*
> *a traveller variation of landscape, food, culture. (Female, USA)*

> *India is a unique country that you just have to experience! Traveling around*
> *Incredible India is so much more than just a trip. Yes, it can be challenging*
> *a first, but come with the right attitude, an open mind and an open heart and*
> *your trip to India could just change your life. Whilst India is best travelled*
> *slowly and without too many plans, you need to start somewhere. (Female,*
> *USA)*

The bloggers also shared various challenges faced during their visits while still deciding to return:

> *This is a unique and special place that does not take its cues from anywhere else. Anyone who considers themselves a traveller has to make this pilgrimage. We have been rewarded many times over for any amount of challenge we have had to overcome. Whenever we gather with other voyagers during our journey, we are always asked to name the favourite place we have ever travelled. It is always a difficult choice and we find ourselves struggling to find the best answer. After our unbelievable experiences in India, we will never have to struggle with our answer again. (Male and Female, USA)*

Appreciation of history and developing an understating

It was found from the analysis that history and historical incidents, especially those that relate to current lives, can trigger a feeling of nostalgia, especially for repeat visitors. Visits to historical monuments, buildings and museums create a feeling of nostalgia and develop connection with local sites, and in turn motivate tourists to learn more about the rich past:

> *I surmised it probably had something to do with the lavishness & prosperity of the Solanki Dynasty who may have embarked on an ambitious project of embellishing the exteriors of two structures with fabulous carving thereby affording the sculptors, masons & architects with much area to exhibit their exemplary skills as opposed to having a single structure with a smaller area. Or it could a scientific reason that may have needed great precision for the first rays of the morning sun to fall on the main deity twice a year on the day of the equinoxes. (Female, NA)*

Time

Time was a main theme that appeared frequently. Bloggers mentioned the time they spent in India and recalled their experiences as, for example, good time, amazing time, relaxed time, nice moments, nice evening, nice morning and great night. For example:

> *Our experience was much better in the less restored, but still*
> *amazing, Haveli that is adjacent to Gangaur Ghat. We had the entire place*
> *to ourselves and found our imaginations easily transported to past times of*
> *royal extravagance. A dance show is featured nightly but we were happy to*
> *spend our time slowly winding our way through the narrow passageways*
> *and cool courtyards that made up the stately palace. The few employees*
> *seemed happy to show us the hidden corners and elevated viewpoints that*
> *featured rare quiet solitude to enjoy the scenery. (Male and Female, NA)*

Reflection and introspection

Bloggers also mentioned that the unique culture and atmosphere in India gave them

an opportunity to reflect. Some engaged in meditation and other spiritual activities to

experience this, while others wrote frequently about this experience by virtue of

observation and reflection. The bloggers clearly felt overwhelmed with such

experiences as the following blog illustrates:

> *I love travelling to India Because in her quiet and in her chaos I find a*
> *depth of experience that is unparalleled, because in this vastly entangled*
> *place the inexplicable happens, I find myself small, yet eternal and while*
> *marveling at the ingenious joyful response to life that is the essence of this*
> *mystical land and her people, I discover that same response awakening in*
> *me. (Male New Zealand)*

> *You soon become relaxed and you just feel really good. In some ways it is*
> *almost therapeutic just being there. Well for us that is how we felt sitting on*
> *Anjuna beach in Goa. Looking out onto the amazing blue skies, the sun*
> *shining brightly although you dare not look at it as it you would*
> *momentarily lose your vision. Instead, you smile at its beautiful reflection or*
> *stream of crystal light sparkling in the sea seemingly moving all the way*
> *towards you. (Male and Female, NA)*

Architecture and buildings

The bloggers commented on the buildings with their magnificent architectural

designs. This was a common thread noted in all blogs regardless of their origin

(whether they were from European or other Western countries). They were particularly impressed with the structure and engineering of these buildings that were built centuries ago.

> *What caught the eye at Modhera, Gujarat? Was it the embellishment of the stone temples, was it the mathematical precision with which shrine and assembly hall were built or was it the sheer beauty of the water tank (kund) that forms the third part of this architectural marvel? … the temple at Modhera exudes magnificence, architectural beauty, mathematical precision & is a remarkably well preserved monument to this day, though it's well over a thousand years old. (Female, NA)*

> *Views are phenomenal, the decoration of much of the buildings sensational, painting and carving (marble and wood) and mirror mosaic. We were not the only visitors but the place is enormous with must be hundreds of little rooms and passageways and ultra steep stairs and also large open spaces. (Female, Belgium)*

Travel pursuits and activities of interest

This theme correlates with the behavioural component in the OME. In addition to understanding and reflecting on the surroundings, the bloggers described various activities they participated in. These activities included eating, driving, hiking, biking, water rafting, walking, going for a safari, watching singing and dancing performances, and participating in dancing and singing. A few bloggers emphasised problems they encountered while travelling in India. Others mentioned challenges in getting a travel visa to visit India. Further descriptions of the bloggers' main observations is provided below.

Reason to visit

Based on the text analysis, it was found that the bloggers had various reasons for travelling to India. Some conveyed that they visited India after hearing about the

unique Indian experiences from their family and friends. There were some, however, who wanted to explore different cultures and places. Some of the bloggers who initially came for work or other business returned to explore the country further:

> *'India will change you forever', I would hear over and over again as soon as we announced we would travel to the subcontinent. 'Really?', I thought incredulously, 'what could possibly have such an impact on me there?' ... I didn't think that anything could still shock me after the things I had already seen, India is a lot to take in. And India is hard to take. Even though you might read this now thinking 'I feel like I know what to expect when I go there', when you get there, it will knock you off your feet. (Female, Portugal)*

> *When I heard about his [Dalai Lama, spiritual leader of the Tibetan population] visit to the Kalashakra temple, I knew that would be the coolest experience of my life. Recognized worldwide as the man of peace, I could not miss the occasion to get to McLeod Ganj in Dharamshala. (Female, NA)*

Exploring the places

Most bloggers mentioned how they were intrigued by what they had heard about India and wanted to explore it themselves. Several bloggers specified that they really enjoyed a wide range of experiences at different locations, and sometimes the unexpected experiences turned out to be pleasing and fun:

> *Going to India changed my perception of the world, it opened my mind and my heart. Everyone kept asking me why I chose India out of all the places in the world? I was always very drawn to it but I didn't have the answer until I returned home. (Female, South Africa)*

> *The contrast between each place was very different, Ladakh is like another country compared to Delhi! My point is, if you travel through this vast country you will experience different levels of culture shock and you will love some places and hate others and that is ok. (Female, UK)*

> *The incredibly diverse scenery for one, which ranges from deserts and mountains in the north to tropical beaches in Goa and the barren moon-like scenery around Hampi. The ornate, grand and mystifying temples, the scrumptious food that bursts with flavors, the wonderfully welcoming people were all things that made me fall in love with India. (Female, Portugal)*

Sensory indulgence

The sensory indulgence theme matches the sensory component in the OME. Almost all the bloggers emphasised that India encompasses a variety of sensory elements. Some wrote that they almost felt a sensory overload at various places in India with strong sensations of colour, noise, heat, smell, weather and personal space (sometimes lacking).

Sensory overload

Many blogger depicted India as a colourful country. It is full of colours manifesting itself in clothing, food, markets full of colourful souvenirs and merchandise, colourful celebrations and even colourful buildings at times. The festivals and celebrations also have so much colour in them, which is an extraordinary experience for many tourists. The combination of various sensory experiences creates an unforgettable experience for tourists, however, not so pleasant at times, for example:

> *India is not so much a country that you come to 'see' but a country that is an assault of all your senses, a country that you come to feel, to be part of the chaos and to learn and become enriched by it – India is a unique country that you just have to experience! Traveling around Incredible India is so much more than just a trip. (Female, UK)*

> *Yes, I've dropped into another world. I've experienced similar places in India: people weaving across busy streets, through streams of cars, motorcycles, auto rickshaws; endless honking … the noise, oh the noise, swelling voices, arguing, calling, discussing prices in the market, crowing,*

the creak of the wheels of portable stalls, rumble of motors, honking, endless honking. (Female, NA)

Beautiful sites

The bloggers described their experiences with beautiful sites, landscapes, rituals and their observation of beauty in everyday local activities. They illustrated beautiful sceneries with sunrise, sunset, riverbanks, beach, mountain, forest, gardens and parks. Nevertheless, some bloggers portrayed unpleasant experiences of dirty sites due to overcrowding. Many bloggers posted the photographs of beautiful scenery in the blogs and appreciated the beautiful sites around them:

Aarti, the practice of removing sins and liberation of the soul, is performed on the ghat at dawn and dusk each day before huge crowds of worshippers in this most holy of places on the Ganges. As the sun sinks below the horizon, red-cloaked Brahmans swing large fire bowls offering holy mantras to the mighty river, sparkling now with dappled light: to Shiva the God of destruction and Surya the Sun-God, as supercharged amplifiers blast the night air for sixty minutes of incessant chanting and the rhythmic clang, clang, clanging of bells. Stirring stuff indeed. (Male and Female, UK)

In a weird way, I think one of the most interesting reasons we tend to gravitate toward India ... color. India is colorful. India is bright. India has a way of lifting your mood and I think the colors are the means to this end. (Female, UK)

We met some nice people, saw some of the most beautiful buildings we've ever seen and ate some delicious curries. We took an incredible tiger safari, explored ancient forts and visited some fantastic museums. It's probably one of the most photogenic countries we've visited – I have hundreds of pictures waiting to be edited and tens of drafts sat in modelling waiting to be published. (Male and Female, USA)

Food for the senses

Many of the bloggers commented that India is a place that offers appetising food to please all the senses of tourists. The bloggers specifically talked about the food offered in India and how they relished the variety of cuisines. They discussed the variety of flavours, spices and aromas. Moreover, many talked about the masala chai (Indian Tea):

> *But there are also those other niceties that make a location especially appealing like great food, a welcoming climate, exhilarating events and dream-like accommodations. India offers all of these and more. There is no skimping on hospitality or elegance and we would be hard pressed to recall a time when we had a bad meal in India. Whether we are seeking desert, beaches or tropics, India delivers. (Female, UK)*

> *Her happy place is standing in the open doorway of an Indian train with a warm breeze blowing and a sunny landscape gliding past. I love travel in India because it restores your faith in magic and the wonders of the universe. (Male and Female, NA)*

Affective theme

Interestingly, the travel blog writers tended not to express their emotion in reporting their travel experiences. Only a few entries had affective content. The female bloggers shared more feelings, moods and emotions related to their experiences than male bloggers. Many expressed their love, annoyance and amazement with the place they were in. However, a common observation was that negative experiences had not defeated their intention to explore India further during their visit. The emotions expressed in the blogs were directed towards their overall experience as shown in some of the quotes below.

Emotions

We instantly fell in love with the fort as we rode in our rickshaw up the hill and through the massive gates as the sun began to set… cows wandered the alleyways. Harmonium music echoed through the stone streets always accompanied by the mournful lyrics of a lone singer. (NA)

Feeling of annoyance

Our experience in India has not been without challenge and inconvenience. But we have learned to always try to understand that, like the sometimes crazy dreams that come in the night, they are only temporary and in fact can become quite entertaining if managed properly. (Male and Female, UK)

Feeling of surprises and amazements

We have had a fascinating tour of India. Sometimes confronting, sometimes enlightening often frustrating and confusing but great to see a different style of living. I love travel in India because it's such an unpredictable place, there is always a surprise at every street corner; all you have to do is take that turn. (Female, Netherlands)

Relationships

The bloggers reflected that travel brings them closer to local people. Such experiences often led to feelings of intimacy and even involvement. The repeat travel experience also helped them to establish connections with local residents, other tourist companions and sometimes with vendors. The bloggers also portrayed their special experiences and bonding opportunities that India afforded to their families while travelling in the country. These relationship elements are illustrated below.

People

People appeared as the most relevant concept under the relationship theme. Commonly, the narratives contained references to people in different settings, which revealed that the experience of a place was influenced by interactions with people in

these settings. Such experience was particularly mentioned in the context of

relationships with the local people as described in the following excerpts:

> *At least with the people I met, hidden agendas were nowhere to be found.*
> *Even the beggars and people who pushed their products, monkeys, cobras*
> *and small children on their arms on me had no hidden agendas. The respect*
> *and desire to be of service was also remarkable and the greetings and*
> *farewells of, 'Namaste,' so sincere. India has a culture of service and giving*
> *which would never play in contemporary America (which is more of a*
> *culture of selling and taking), possibly because Americans equate being of*
> *service with servitude and being in a 'one down' submissive position. Also*
> *the genuine smiles of happiness regardless of status or cast at being able to*
> *be of service was in stark contrast to what I see in America. (NA, USA)*

Locals

> *I love travel in India because anything can happen. A quick lunch*
> *with friends in a Jaisalmer restaurant can be transformed into a two hour*
> *session of watching black and white Bollywood movies with Jake, the*
> *restaurant's owner, and listening to the stories of his life while tears of lost*
> *memories rolled down his cheeks. (Female, UK)*

Local connection

> *I love travel in India because: in a small village, on the edge of nothing, I*
> *found myself on a rooftop with dozens of women in their best saris, holding*
> *their babies, waiting in line to have me take their photo for the first time.*
> *And months later, when I returned, we all sat on that same rooftop, giggling*
> *over the photos I had brought them until it was dark outside. Sisterhood.*
> *(Female, NA)*

Relationships with locals

> *My experience has been and continues to be one where the relationships I*
> *have established are educational, collaborative, humorous, familiar,*
> *friendly and most important based on a mutual respect. The joy, support*
> *and insight I have learned from these relationships has not only enhanced*

my relationship with India but has been the basis of my personal growth. (Female, NA.)

Personal bonding

Another aspect of the relationship theme that emerged from the narratives referred to the personal bonding that bloggers developed with their immediate families or other travel companions. The following excerpt is an example:

Travelling as a family showed us the value of shared experience. India taught us about each other, and about cultures vastly different from our own. When our youngest is a little older, we will be back. (Male New Zealand)

The next section presents a discussion of the findings in the context of existing research and relevant contributions.

5.3.5   Discussion

Blogs serve as a new source of unstructured data and thus they receive increasing involvement from both users and researchers. The primary aim of Phase 2 of this qualitative study was to analyse the blogs written by non-Indian international authors who had made repeat visits to India and examine different facets of tourist experiences. To fulfil the first objective of the study, the portrayal of repeat tourists' experience, was analysed in the blogs. The significant data collected through the blogs reveal that they serve as a useful platform to share personal experiences and provide a data source richer than any open-ended survey (Holder & Scott, 2017). The blogs also present first-hand information about a place or site in an engaging and appealing way. The use of blog data as a readily accessible online source allowed the researcher to study a wider range of repeat visitors. The international travel bloggers captured their moments, feelings, thought processes, interactions and reflections, and narrated their experiences in greater depth while making repeated visits to India. The

findings establish the value of blog data in examining deeper tourist behaviour-related topics that are often difficult to study due to the intense time and cost resources required on top of ethical considerations such as confidentiality of the respondents and other privacy concerns.

This study provides greater understanding of overall repeat tourist experiences presented in the blogs. As per the second objective of the study, five aspects of experience were examined in the blogs. The findings make a significant contribution as a systematic investigation of the predetermined facets of experience in the OME provides empirical evidence for the relevance of a multidimensional evaluation of repeat visit experiences (Buzova et al., 2020). Methodologically, the use of sentiment analysis to assess freely written online blogs is a major contribution of the current study. The novel analysis tool employed in the study provides a concise and effective portrayal of positive and negative sentiments related to various underlying components of experience (Bhati et al., 2022). The blog narratives are likely to be unbiased and typically genuine because the need for introspection and expression is an important motivating factor for blogging (Gil de Zúñiga et al., 2011; Hsu & Lin, 2008). Hence, the findings through sentiment analysis of blog data complement the findings obtained from Phase 1 of the study where participants were directly asked about their experiences. While several response biases can be identified while responding to survey questions (Yüksel, 2017), for example social desirability and survey format, (Dolnicar et al., 2008), this does not occur in blog posts .

The sentiment analysis of the blogs also discovered negative sentiments that were not captured in the primary data analysis of Phase 1. The questions in Phase 1 focused on positive sentiments only and did not really inform whether the tourist had any

negative experiences. In contrast, the bloggers freely described their negative experiences and provided descriptions of the way in which they protected themselves from the adverse effects of stressful events. The bloggers also shared tips for handling negative experiences and strategies for avoiding them or avenues to seek help if required. Understanding of negative experiences is equally crucial for both researchers and destination managers, since negative tourism experience can hinder repeat travel to a destination (Kim et al., 2021).

Phase 2 of this study presents interesting findings and valuable theoretical implications. It broadens the scope of existing studies on repeat tourist experiences by employing the comprehensive OME and assessing each component by extensive content analysis. The content analysis of the blog narratives acknowledged that the five components of the OME were clearly established in overall tourist experiences. The bloggers displayed their thoughts, understanding, feelings, activities and engagements. A frequency count of different themes of the OME presented under Objective 2 shows that the cognitive aspect was most prominent when the bloggers narrated their experiences in India, followed by behavioural, sensory and then affective and relationship themes. Overall, the themes identified by the content analysis were similar to the broad framework of the five aspects of the OME (Pharino, et al., 2018). Phase 2 thus offered a novel investigation of tourist experience by conceptualising each underlying component. The blogs provided a rich sample of data and will serve as a useful tool to examine the experiences of repeat tourists and subsequently use of the findings for marketing and product development strategies (Coelho, et. Al., 2018).

The current study has some limitations in its approach, sampling and scale. The netnography approach applied in this study is different from other systematic studies. No direct contact with blog authors was made. This kind of approach is considered as qualitative archival data research of online communities (Janta et al., 2014), and fits appropriately with the research aims of the study and ethical standards of data-collection procedures as per netnography. This approach satisfies the covert research procedure under a pragmatic approach and maintains the unobtrusiveness of netnography (Kozinets & Gambetti, 2020).

There may be some limitations related to the blog selection process. Blog selection was determined with strict inclusion and exclusion criteria; thus the sample may not be truly representative of the original number of blogs. Selection of blogs in the English language is one of main limitations. It is possible that there are many blogs available in other languages with very rich personal accounts of experiences. To overcome the language barrier, a big data-analysis tool with multiple language support can be employed. Further, some of very comprehensive blogs were eliminated due to lack of repeat visitation information. Therefore, the validity of the findings is limited to the repeat tourist experience area only. Future research can adopt a greater sampling frame for greater trustworthiness of the findings.

Nonetheless, several contributions of the study are worth noting here. The findings are particularly useful in devising product development and marketing strategies driven by multidimensional experiential features. An appropriate implementation of such product design with experiential components can further contribute to achieve greater visitor response in the context of India and other similar destinations. Future studies on experience could use laboratory and field experiments to investigate the

significance of different components and their dynamic relationships. The studies could extend these suggestions beyond the repeat tourism context to other tourism issues where experience is the key for success, such as events, sports, attractions and hospitality.

The third objective of the study is presented and discussed under the next section as it assimilates the findings of the studies conducted on experience using three distinct methods.

5.3.6   Conclusion: Results of Objective 3

Objective 3 of Phase 2 of the study was to classify the tourist experience and ascertain if the same themes emerge by applying netnographic methods as determined by Study 1 (questionnaire with Likert scale) or Study 2.1 (content analysis of open-ended responses). Thus, it not only identifies the main themes but also presents coherence among the themes as examined by three datasets: first, using a survey method; second, using open-text data analysis; and third, using text analysis of the blog data. This triangulation enhanced the validity of the analysed themes that investigates repeat tourist experiences.

The use of primary survey data (both the rating scale and open-text data) and blog data unveiled the distinct components of experiences that are significant for repeat tourist groups. Figure 5.10 presents the relative importance of the components of experiences as measured by the different data-collection methods. Additionally, Table 5.8 shows variation in the key concepts but also shows that on a broader level they fit nicely into the five OME components. The findings support and promote the triangulation method, especially to gain a deeper understanding of dynamic concepts such as tourist experiences. The findings confirm the OME as a comprehensive and

systematic approach to study experience, offering a foundation to other areas of the study of experience.
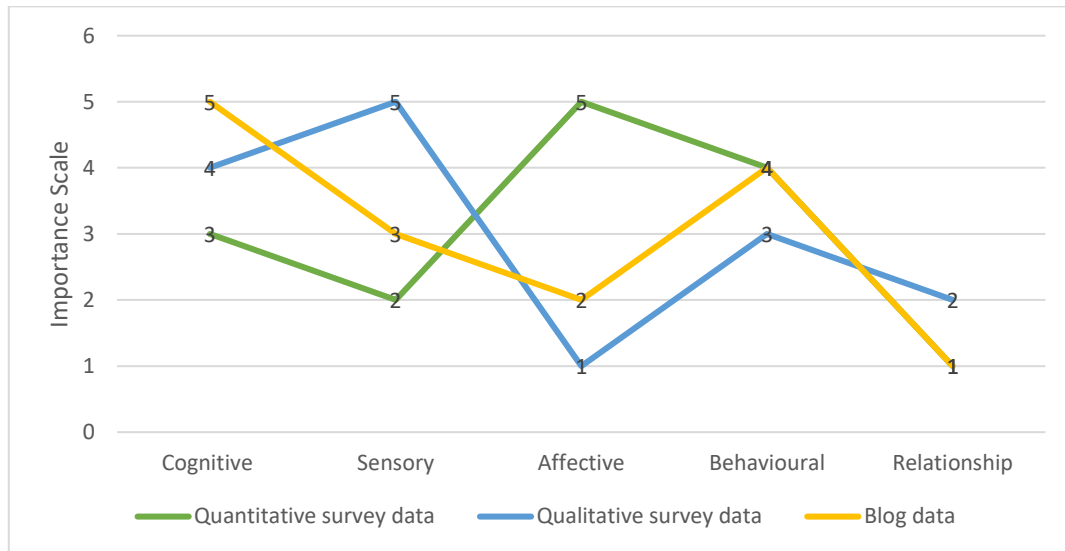
Figure 5.10: Importance of each component of the orchestra model of experience using different method of analysis

Note: 5 = most important and 1 = least important

The variation seen in the relative importance of each component of the OME while utilising different methods of data collection is not surprising as previous research has shown that the choice of the data-collection format can significantly influence the findings of the study (Dolnicar, et. Al., 2008; Dwyer, et. Al., 2012). Cognitive experiences (total score 12 [5+4+3]) was established as the most significant, followed by behavioural (total score 11 [4+4+3]) and then sensory (total score 10 [5+3+2]) experiences. Affective (total score 8 [5+2+1]) was also important followed by the relationship (total score 4 (2+1+1)) facet. This analysis suggests that the five components of the experience, even if captured by different data-collection techniques, intertwine to produce a holistic tourist experience (Pearce, et. Al., 2013). The findings further confirm that tourists' recall experiences of a destination during a leisure trip is the best predictor of repeat visits, especially the cognitive components

(Larsen, 2007). Since the cognitive component includes expectations, understanding and memories of the destination, it appears as the strongest facet regardless of the data-collection method. Cognitive components of experience provide key areas of importance for understanding leisure tourist behaviour (Skavronskaya et al., 2017).

Table 5.8: Five components of the orchestra model of experience as identified by different methods of analysis

Questionnaire-based survey	Content analysis of narratives	Blog analysis
Cognitive aspects	Cultural exposure	Cultural exposure
Behavioural aspects	Activities of interests	Travel pursuits and activities of interest
Sensory aspects	Indulgence	Sensory indulgence
Affective Aspects	Affective aspects	Affective aspects
Relationships	People	Relationships

The study used the triangulation research method to understand experience by including the quantitative survey method, the qualitative open-ended data collection and blog analysis. Triangulation controls the limitations of the research techniques adopted and augments confidence in the research findings (Koc & Boz, 2014). The use of blogs as data eliminates various data-collection errors and enhances the methodological vigour of the study (Chatterjee & Mandal, 2020). Understanding the negative experiences of the tourists and how they deal with these encounters further adds to the understanding of repeat tourist experiences (Kim, et. Al., 2021).

Sentiment analysis and similar big data-analysis approaches when combined have the potential to uncover not only direct tourist experience-related aspects but also indirect experience-related aspects such as information on weather, transport, special

events, crisis, sociopolitical situation, changes in various elements of the tourism and hospitality industry such as the use of robots, launch of new airlines, new visa policies and many other such dimensions that have not been imagined before (Alaei et al., 2019; Park et al., 2020). Using big data and machine learning approaches can further extend the future research to explore the theoretical and practical contributions. Big data analysis can support theory-driven approaches and data-driven practices to investigate significant tourism phenomenon that has not been possible thus far due to the scale and geography of the data.

5.4 Chapter Summary

The two qualitative phases of the study presented in this chapter contribute towards understanding the overall repeat tourist experience. The overall conclusion of the experience studies in Chapters 4 and 5 provide an integrated approach to examine experience. The conceptual evaluation of repeat tourist experiences concludes that the repeat tourist market is an emerging and understudied area of interest for both academics and destination managers.

Together, these findings addressed the objectives identified at the beginning of this chapter. The next chapter investigates multiple stakeholder perspectives on repeat tourists.

Chapter 6   Study 3: Stakeholder Perspectives on Repeat Tourists

6.1   Introduction

India's diverse tourism offerings attract millions of tourists every year (Ministry of Tourism, Government of India 2021). Many tourists are captivated by the unique natural and cultural attractions. Many tourists make a repeat visit to further explore. These tourists meet or interact with several individuals, organisations and institutions for tourism while in India. These tourism stakeholders play a key role in attracting, promoting and providing services to repeat tourists. This chapter discusses and evaluates the perceptions of multiple stakeholders for the repeat tourist market segment. The review of the literature and the results of Study 1 (Chapter 4) and Study 2 (Chapter 5) suggested that understanding multiple stakeholder perspectives may provide a comprehensive understanding of the repeat tourist market segment and establish the significance of the findings for various tourism agencies.

Hence, Study 3 aims to explore various stakeholder perspectives on the findings presented in Chapters 4 and 5, especially those related to the motivations and experiences of repeat tourists to India. Other considerations include:

1) Stakeholders can provide base information on what is happening in the tourism space by sharing their own experiences, challenges and strategies.

2) Tourism stakeholders often have direct and indirect interactions with repeat visitors as well as other relevant stakeholders, which could further enrich the knowledge obtained and add another direction for looking at repeat tourist behaviour and patterns.

3) The analysis of stakeholder perspectives can identify the role of key stakeholders. For instance, the government as one of the most important tourism stakeholders may use the information from Study 3 to develop policies and strategies.

4) Stakeholder perspectives can help identify which tourist segments are attracted to special interest tourism, particularly for rural, cultural and volunteer tourism.

5) Stakeholders can illuminate other important aspects of repeat tourism that were not explored in the previous studies by putting more emphasis on the motivation and experience aspects of repeat tourism.

6) The analysis of stakeholder perspectives can aid the identification of how various tourism stakeholders connect to manage, develop and enrich repeat tourism experience on a large scale.

This chapter begins with a description of the participants in this study. This is followed by a discussion of the research aims and objectives, and methodological considerations. The results and findings and discussion of each objective are then addressed. The final section of this chapter analyses and discusses stakeholder responses to repeat tourism.

6.2   Stakeholder Selection

The stakeholders for this study were specifically identified based upon Freeman's (1984) stakeholder theory in alignment with the research questions (*What are the understandings and propositions of various tourism stakeholders in India for the repeat tourist market? To what extent are the strategies to attract repeat tourists carried out in India?*) The stakeholders identified were:

1) government institutions

2) destination management organisations

3) hospitality organisations

4) academic institutions

5) niche/special interest tourism organisations.

These five categories of stakeholders were carefully chosen to represent primary stakeholders across different segments of the tourism industry. A similar approach has been adopted in several stakeholder studies in tourism (Fyall & Garrod, 2020; Hazra et al., 2017). The rationale behind the selection of these stakeholders is explained next.

The first group, government officials of India's Tourism Ministry, is the key stakeholder group. These officials are mainly responsible for the development and execution of policies and plans for inbound tourists. They are accountable for infrastructure development and preservation of tourist attractions in India.

The second group comprises members of DMOs that oversee marketing campaigns and promotional activities to attract tourists visiting India. They often also serve as a one-stop-shop and gateway to a destination. They help to plan, execute and manage the travel itinerary, as well as provide support to tourists before and during their trip.

Hospitality organisations, as the third group of stakeholders, provide a warm and welcoming environment and create quality experiences for customers.

The fourth group includes academics from reputable tourism research and education institutions across India. This stakeholder group generally offers advisory services to the government and other stakeholders concerning market research and training.

The last set of stakeholders comprise niche/special interest tourism organisations that provide specialised and customised tourism experiences to attract specific groups of individuals such as repeat tourists. This group was deliberately included following the findings of Study 1, discussed in Chapter 4. The results indicated that many participants had considered self-development and cognitive experiences as their key

motives for returning to India. Hence, it was deemed necessary to include these stakeholders to understand their perspectives about repeat tourists.

6.3   Research Aims

Study 3 examines stakeholder responses to the findings of repeat tourist motivational and experiential factors presented in Studies 1 and 2. More specifically, it aims to:

1) gain insight into stakeholder perspectives of repeat tourism in India

2) assess industry stakeholder strategies to attract repeat tourists to India focusing on motivation and experience.

6.4   Research Objectives

The study aimed to address the following objectives:

1) To explore stakeholder perceptions of the repeat tourist market.

2) To understand the strategy formulation and implementation (if any) for attracting more repeat tourists.

3) To examine stakeholder perspectives and strategies on motivational and experiential aspects of repeat tourism.

4) To compare perspectives and strategies on motivational and experiential aspects of repeat tourism across key stakeholders.

6.5   Method

This section discusses the procedure for enlisting stakeholder participants, the instrument used for data collection and where it took place, and the data-analysis procedure.

6.5.1 Participating Stakeholders

Section 6.2 identified the five categories of tourism stakeholders and presented the argument for including them in this study. Five stakeholders were included in each category. Thus, 25 tourism stakeholders across India were contacted and interviewed. This sample size is acceptable in interview studies and similar numbers have been reported previous studies on stakeholders (Giannopoulos et al., 2021; Hazra et al., 2017). Purposive sampling was employed to recruit appropriate participants (Neuman, 2014). Various stakeholder groups were first identified and then the relevant organisations under each category were selected. One representative from each organisation was contacted and invited for the interview. Table 6.1 shows the different stakeholders involved in the study. To ensure the privacy of the stakeholders, their names were substituted with a code. The same codes are used in this chapter when quoting their comments. The second column shows the location of the stakeholders to indicate representation of all regions in India.

Table 6.1: The stakeholder group and code, and location

Stakeholder group/Code	Region
Academics	
ACAD 1	North
ACAD 2	North
ACAD 3	North East
ACAD 4	North East
ACAD 5	Central
Destination Management Organisations	
DMO 1	Central
DMO 2	Central
DMO 3	North
DMO 4	South
DMO 5	South
Government	
GOV 1	North
GOV 2	Central
GOV 3	Central
GOV 4	North
GOV 5	North East
Hospitality Representatives	
HOSP 1	North East
HOSP 2	North
HOSP 3	North
HOSP 4	South
HOSP 5	South
Social Interest Tourism	
SIT 1	North
SIT 2	North
SIT 3	North
SIT 4	North
SIT 5	South

The next section describes the interview questions and rationale for the study.

6.5.2   *Data-Collection Instrument*

The study employed semi-structured interviews as the data-collection tool. Semi-structured interviews are useful for gathering in-depth empirical data on complex topics and allow a consistent scheme of inquiry (Creswell, 2013; Creswell & Poth,

2018). To gather stakeholder responses, an interview schedule was prepared based on the findings of the previous studies presented in Chapters 4 and 5.

The interview questions were divided into four parts. The interview started with a general introduction of the interviewer and the topic of the interview. The information sheet was provided (see Appendix A), and consent was provided by the interviewees. In the second part the researcher asked the first three questions from the interview schedule in Table 6.2. In the third part, the main findings of the previous two studies were shared with the stakeholders in a short and succinct statement format. Finally, in the fourth part of the interview, the next five questions in Table 6.2 were asked. Table 6.2 presents an overview of the alignment between the study aims, objectives and the interview questions. In addition to the structured questions, some prompts were used to obtain further relevant information, for example: *Would you like to explain this further? Could you please elaborate what you mean by saying ...? May I request a little more detail on ...?* No leading questions were asked on the response provided. The questionnaire is attached in Appendix A.

The final version of the interview questions was prepared after being reviewed by two other academic researchers who had significant expertise in qualitative research as well as in interview techniques. The reviewers assisted the researcher to improve the presentation and the scope of the interview questions as per the aims of the study. A pilot study was carried out to check the validity of the interview questions as well as suitability of the measures for addressing the aims of the study. Two stakeholders from the academic and DMO groups were selected for the pilot study. The results of

the pilot study confirmed that the data collected were relevant to the overall aims of the study.

Table 6.2: The aims, objectives and the linkage with interview questions for Study 3

Aims	Objectives	Interview questions
1. Gain insight into stakeholder perceptions of repeat tourism in India	1. Explore industry stakeholder perceptions of the repeat tourist market	1. Are you aware of the repeat visitor segment to India? 2. Would you like to share your understanding and perspective on the importance of repeat visitors to India?
2. Assess industry stakeholder strategies to attract repeat tourists to India	2. To understand the strategy formulation and implementation (if any) for attracting more repeat tourists	3. Do you have any specific strategies to attract repeat tourists? • Does this strategy include (or is considered to include) any specific tourist motivation (interest)? • Does this strategy include (or is considered to include) any specific activity/experience?
		4. Would you like to share any specific promotion and marketing strategies/intervention/engagement strategies for the repeat tourist to this region/India?

Aims	Objectives	Interview questions
	3. To examine stakeholder perspectives and strategies on motivational and experiential aspects of repeat tourism	5. The results of my research indicate that self-development, self-actualisation, nostalgia, stimulation and recognition are the most important factors for repeat visitors. How do these motivational factors help you/your organisation to formulate your promotion/intervention/engagement strategy for repeat tourists to India?
	4. To compare perspectives and strategies on motivational and experiential aspects of repeat tourism across key stakeholders	6. The results of my study indicate that opportunities for thinking and doing activities (cognitive and behavioural experiences) are highly important for repeat tourists. How are these experience factors helpful for you/your organisation to formulate marketing/intervention /engagement strategies around such experiences for repeat visitors?
		7. The results of my study indicate that certain experiences such as food, culture and sites such as the Taj Mahal and Gateway of India, and destinations such as Rishikesh and Mumbai are very important for repeat tourists. Would would you like to share how you/your organisation would be able to review its marketing/intervention/ engagement strategy around such experiences for the repeat visitors?
		8. Do you have any further feedback about how the findings of my study could assist/be relevant for other stakeholders?

Further details are discussed in the following section on data collection.

6.5.3   Location and Data Collection

Twenty-five interviews were conducted to collect primary data. Eight interviews

were conducted in person in December 2019. The rest of the interviews could not be

conducted in face-to-face mode due to the COVID-19 pandemic and related travel

restrictions in 2020 and 2021. Due to the uncertainty of travel to India for further interviews, the researcher decided to conduct online interviews through the Zoom meeting platform. Online interviews are equally good as face-to-face interviews given current technology (Deakin & Wakefield, 2014; Howlett, 2021). Online interviews also have more flexibility for scheduling interviews and consequent availability of participants. Online interviews are more cost-effective as geographical distances are redundant and interviews can be conducted more inclusively in terms of space.

The data-collection strategy involved establishing connections with various organisations through contact details available on official websites, travel websites, social media channels such as LinkedIn, and Twitter. A snowball sampling approach was also utilised in two cases where DMOs helped to connect the researcher with hospitality industry people. A snowball sampling procedure is a widely employed method of sampling that involves access to new participants through existing participants (Heckathorn & Cameron, 2017; Noy, 2008). A deliberate attempt was made to include participants from different parts of India in each stakeholder category.

Participants were provided with an information sheet (Appendix A) and informed consent was taken in advance for the actual interview. The information sheet included interview study information and the broad aim of the interview. The researcher contacted more than 50 organisations and was successful in securing 25 respondents with a rejection rate of about 50%. The higher rejection rate could be attributed to several factors. First, the researcher was not based in India and primarily relied on email as the mode of communication. Second, some organisations had a

bureaucratic structure and were not sure of their organisation's policy on participating in the interview. Finally, some government offices also declined the request as they did not have permission to participate in the interview on behalf of the Ministry of Tourism unless they had a high-ranked position in the ministry. Such incidences of social and organisational structures are relatively common (Tessitore et al., 2014).

Participation was voluntary, and all data collected are kept strictly confidential. The participants were informed about the audio recording of the interview and all the participants agreed to this request. The interviews were conducted in English as all participants were fluent and comfortable in speaking English. The length of the interview ranged from 20 to 45 minutes. Efforts were made to ensure that sufficient time was given for responses to each question.

6.5.4 *Data Analysis*

The initial step of the analysis was to transcribe the interviews within 48 hours of the interview sessions. This approach minimises the loss of any special impressions and reflections while transcribing the data. This strategy also helped the researcher gain a deeper understanding of the conceptual ideas and views from various tourism stakeholders on the repeat tourist market (Creswell, 2018; Drisko & Maschi, 2015). Personal notes and reflections were recorded to complement the interview data.

A qualitative data-analysis procedure was adopted for this study. The qualitative analysis of data usually involves systematic analysis of texts, coding, organising themes and interpreting data (Creswell, 2018). Text content analysis has been popular since early in the 19th century (Krippendorff, 2013). The qualitative approach has evolved and now qualitative analysis of images, videos and online

social network data is equally popular. Another development in qualitative data analysis is the use of computer-aided qualitative data-analysis software (CAQDAS). There are various software programs available to run a fast, efficient and robust data analysis. One program is Leximancer 5.0 (Harwood et al., 2015; Lemon & Hayes, 2020; Leximancer, 2019). Leximancer is relatively a new tool to analyse text data. The software is commonly used as a research tool in many studies (Cretchley, Rooney, et al., 2010; Sotiriadou et al., 2014). It provides an automated procedure to transform lexical co-occurrence information and present the semantic patterns in a two-dimensional spatial representation. The software codes the transcript data by reducing text collections as well as the information about how the text collections are related based on proximity values. It analyses the text to concepts and themes according to keywords, synonyms, adjectives, frequency and their relationships with other keywords from the uploaded data. A conceptual map is then drawn to provide a bird's-eye view of the material, representing the main concepts emerging within the text. The program also develops a conceptual map displaying the relationships between themes and concepts (Crofts & Bisman, 2010).

Use of a qualitative analysis software program like Leximancer creates rigour in the data analysis and is particularly helpful when the data are considerably large. Leximancer also provides reliability through stability and reproducibility, and removes researcher bias where such bias is considered as the key limitation of qualitative data-analysis procedures. Leximancer limits the possible predispositions of the researcher encountered during the data-collection process and increases objectivity, which is hard to achieve in the manual content-analysis process. The researcher still plays an active role in this process by making sense of the data display presentations and offering interpretations (Angus et al., 2013). An increasing

number of studies across a diverse range of disciplines are a testimony that Leximancer is a useful, efficient and reliable program among many different CAQDAS packages (Cretchley, Gallois, et al., 2010; Crofts & Bisman, 2010; Sotiriadou et al., 2014). This same tool was adopted to explore emerging themes and to develop a deeper understanding of stakeholder responses, and to compare and contrast group differences.

6.6   Results and Findings

The transcribed data were analysed using Leximancer, with the researcher being more involved in creating meaning of the analysis rather than simply reporting the output of a CAQDAS program. The presentation of the research follows the objectives of this study. A separate Leximancer analysis was conducted for each objective associated with two broader aims of the interview study. A concept map was produced to identify the most common themes and concepts in the data. The concept map shows the frequency and weighting of the concepts and shows the connectivity between the themes. The objectives presented in Table 6.2 are discussed in the following sections.

6.6.1   Objective 1: Exploring Stakeholder Perceptions of the Repeat Tourist Market

The first concept map was created to identify the most common themes and concepts in Interview Questions 1 and 2 of the interview schedule presented in Table 6.2. The questions asked were: *Are you aware of the repeat visitors' segment to India? Would you like to share your understanding and perspective on the importance of repeat visitors to India?* The transcribed responses to these questions were analysed and a concept map was drawn. Figure 6.1 presents the concept map.
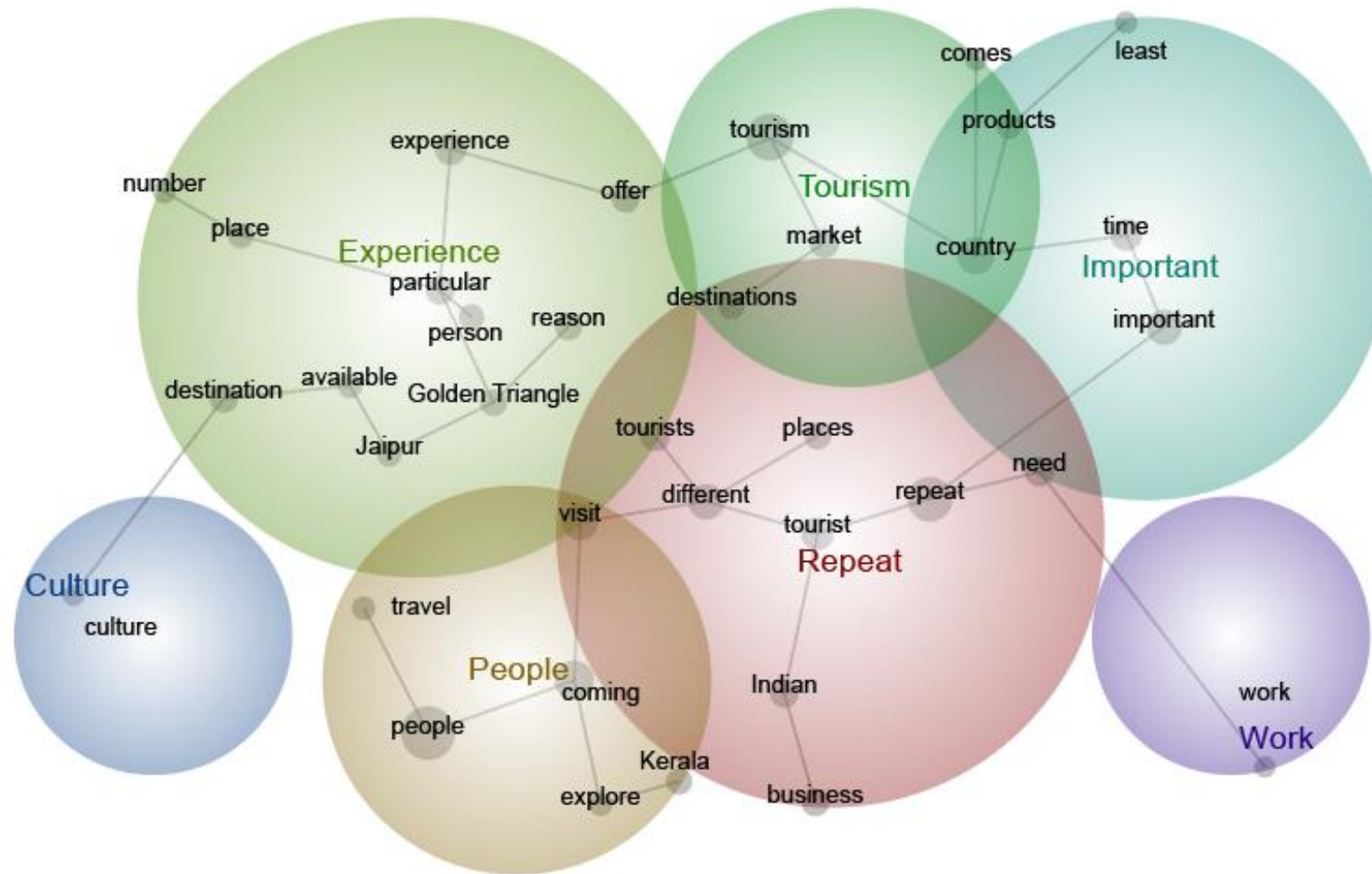
Figure 6.1: Concept map of the perception of stakeholders

The concept map shown in Figure 6.1 displays the concepts as small grey nodes. The nodes are then grouped into themes and then connected to other themes based on underlying co-occurrence. Seven main themes were identified from the analysis (their connectivity is shown in parentheses): people (100%), tourism (67%), repeat (54%), important (46%), experience 25%, culture (10%) and work (8%). The connectivity rate of the themes shows a stronger connection between several concepts with the main themes. Each theme is presented using a different coloured circle. These seven themes depicted the perception of tourism stakeholders in India for repeat tourists. An initial interpretation of the concept map suggested that tourism stakeholders are aware of the repeat tourist market and they consider it as an important market segment of the Indian tourism industry (as seen in the theme 'important'). The following comment from an interview was typical of these types of observations:

> India is one of those countries where the repeat tourism is really big ... I believe that repeat tourist matters a lot. It is up to us as to how we bring them back ... the success of repeat tourism is the success of the destination. (GOV1)

It further illustrated that the stakeholders considered these repeat tourists as important inbound tourists and acknowledged the factors bringing tourists back to India. This opinion was expressed in the comments made by an academic:

> They are coming because the person had been to India during his childhood and he came along with his father or grandparent ... tourism where they come to find about their forefathers and ancestors who died during the British rule in India. They also come back because they are amused by the diaries of their ancestors in which India was described. (ACAD5)

The following section presents a detailed interpretation of each theme and its underlying concepts.

6.6.1.1   People

'People' emerged as the most prominent theme as identified by the connectivity rate

of 100% with other themes. Figure 6.1 shows the concepts that were closely linked

with this theme were *travel, visit, coming, explore* and *Kerala* (a specific destination

mentioned by a stakeholder). Further examination found that there were two contexts

in which the people theme was used. First, people as repeat tourists coming to India:

> *People from, you know, South Asia frequently, repeatedly visit it but at the*
> *same time, new tourists from America and Europe. (ACAD4)*

Second, with respect to the awareness of tourism stakeholders about local people

being an important pull factor for repeat tourists to India, as exemplified by a

hospitality stakeholder:

> *People come back because they like the human beings in the place. They*
> *find the attachment with the people and the place, not necessarily with the*
> *building and the beach and the roads. (HOSP4)*

The connection this theme has with other concepts is displayed in Figure 6.2.
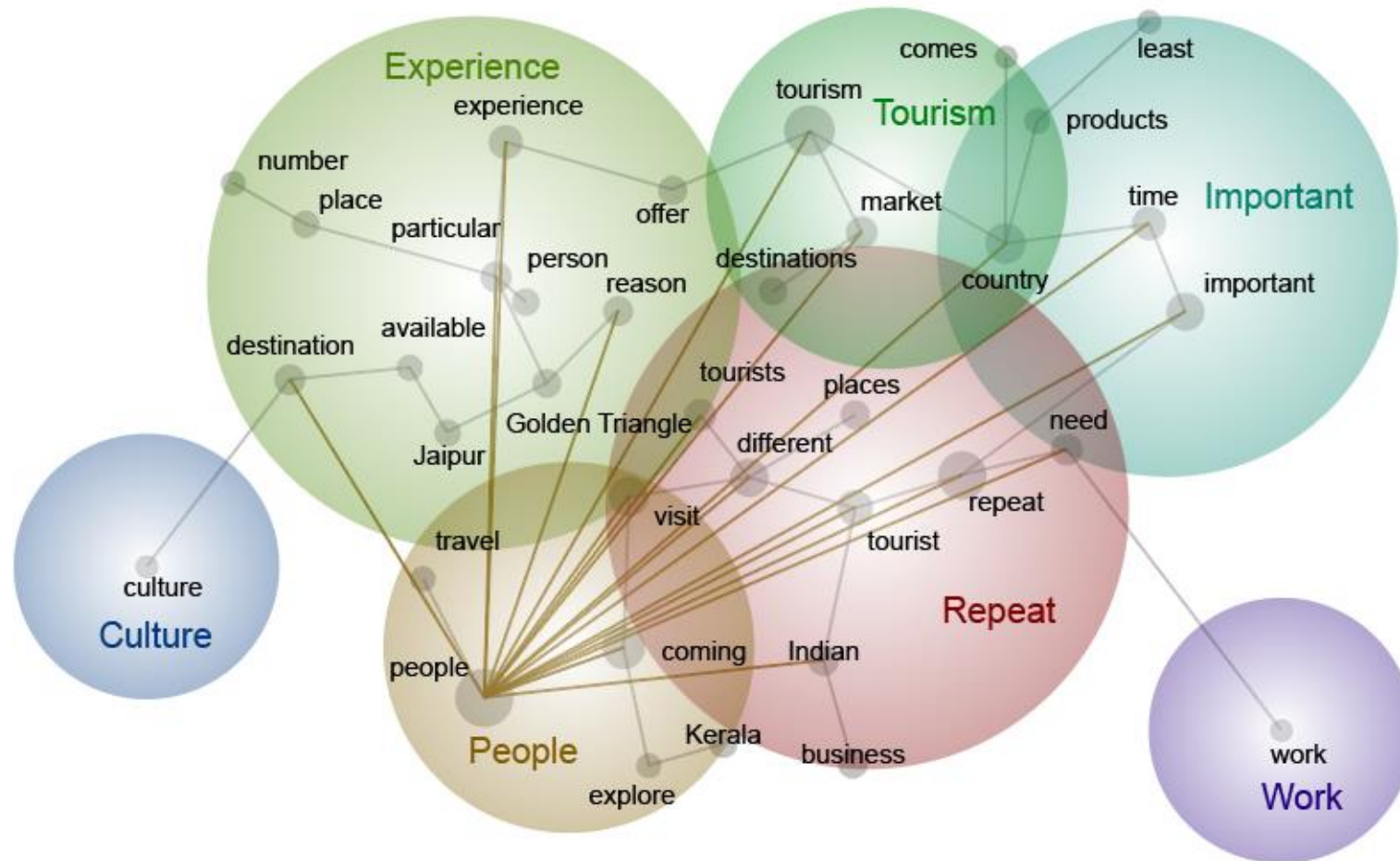
Figure 6.2: People as the main theme

The stakeholders also indicated their awareness about the motivations of tourists who visit India multiple times. Moreover, they viewed that the role of Indian people and their hospitality in developing a relationship with tourists serves as a motivating factor for return visits. This was conveyed by a DMO representative:

> *I talk to every client of mine so my understanding is that they create a kind of a relationship with a business, it can be with the local people, it can be with the cuisine, it can be with a culture, or it can be even with the destination assets, because some people you know like to go to a destination 10 times ... Well there are many factors, but I am sure that is this kind of relationship, you know they create, it's a psychological thing. (DMO4)*

6.6.1.2 Tourism and important

'Tourism' and 'important' emerged as other significant themes where the key concepts included *country, market, products* and *time*. These themes were closely linked, indicating that stakeholders considered repeat tourism as an important segment of the tourism industry as depicted in Figure 6.3. Most of the stakeholders agreed that India has certain advantages in the tourism market due to its diverse tourism products such as culture, heritage, art and architecture. One of the stakeholders mentioned:

> *The best adventure with the you know the landscape, you have the best mountains, of backwaters in Kerala so we have so much diversity I think nobody in the world can compete with India when it comes to tourism ... Tourism is a major source of revenue and there are many allied industries associated with tourism industry. Tourism is also important for employment generation for the country. (DMO3)*

Figure 6.3 presents the connection of this theme with other concepts.

Figure 6.3: Tourism and important theme

6.6.1.3   Repeat and work

'Repeat' emerged as another prominent theme in the analysis of the tourism stakeholder responses. 'Work' emerged as separate theme that was mainly connected to the theme 'repeat' and hence, these two themes are discussed together. The overall repeat theme included concepts such as *tourists, different, need* and *Indian*. Repeat was also strongly connected with the theme 'important'. This illustrates that most of the stakeholders considered repeat tourists as an important market segment.

Most of the stakeholders agreed that repeat tourism is a great source of revenue with a significantly low marketing cost as illustrated by the following:

> *Repeat tourism is the key source for generating revenue ... because bringing somebody for the first time, is very difficult but retaining it, it will give you multiple folds ... they will come back then they will tell at least four people.* *(DMO4)*

The stakeholders perceived that repeat tourism shows brand loyalty for India as a tourism destination. Further repeat tourists serve as word-of-mouth communication and promotion of India for the international tourism market. Awareness about repeat tourists was expressed in several examples as depicted here by an academic:

> *I agree that there are people who are coming back. For any business repeat customers are backbone. In case of Indian tourism, no doubt we need repeat tourists. To make tourist loyal to the destinations, we have to make arrangements in such a way that tourist who is coming need to be satisfied, delighted and he can recommend it to next generation of tourist as well.* *(ACAD1)*

Figure 6.4 presents the connection of the repeat theme with other concepts.
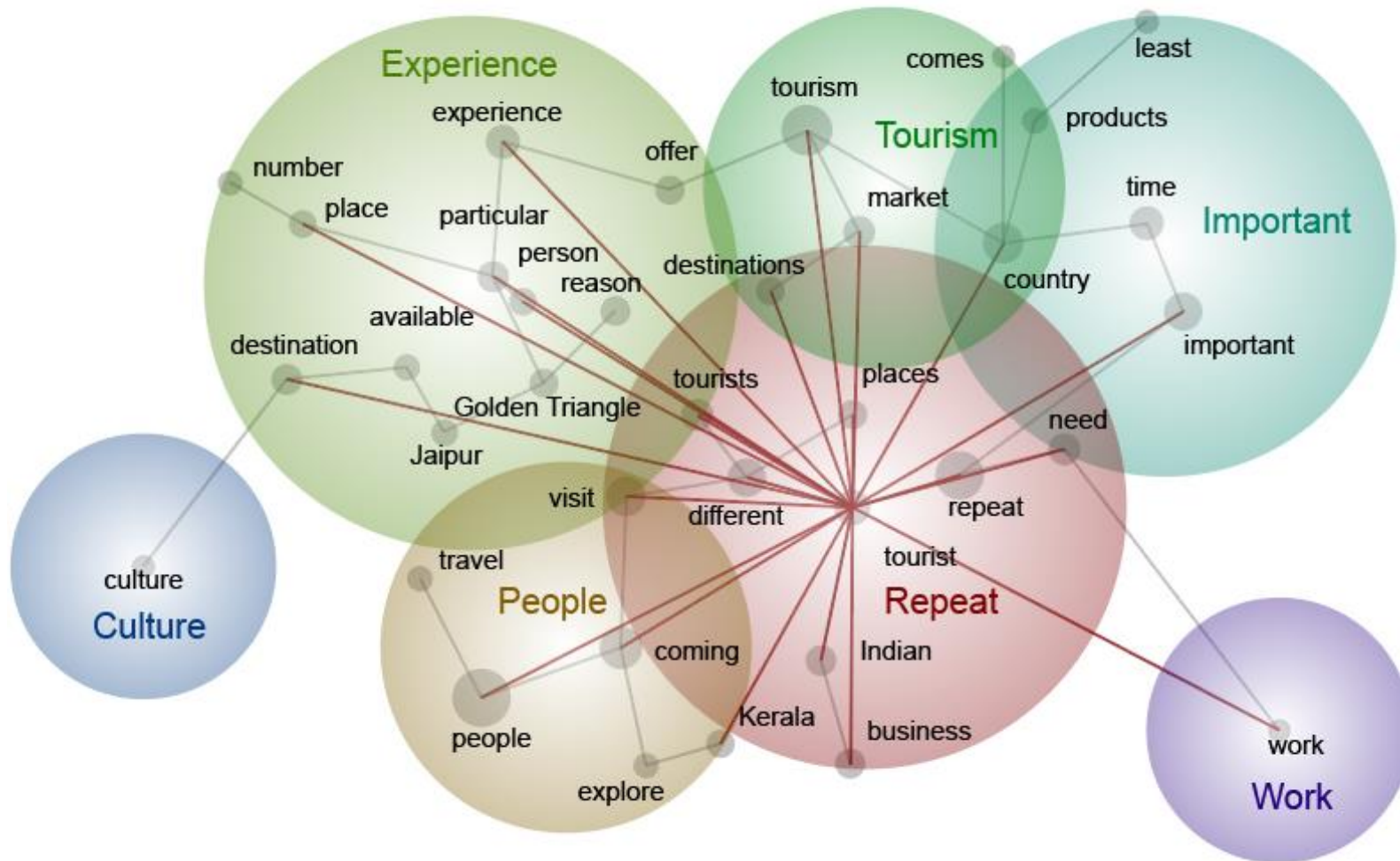
Figure 6.4: Repeat as a significant theme

The stakeholders also indicated reasons for tourists returning to India. They included enjoying different destinations and sometimes engaging in business. For instance:

> *One person will be telling three further tourists to visit a place and experience the different tourist destinations that we have. So word-of-mouth and then, you know, suppose I have been to any particular tourist destination, in one visit, I cannot cover whatever is there available. So maybe I'll try to come for second or third visit to finish off with my … you know, whatever I had expected from that particular thing. So it's very important, and for second or third visit or repetitive visits it's very important that I get the satisfaction. (ACAD2)*

> *There are people who visit India because of business purpose. Because of this, people are coming frequently like Bangalore or Gurgaon or Noida, you'll realise that a lot of business tourist are coming and they're coming frequently. (ACAD5)*

6.6.1.4   Experience

The next prominent theme arising from the analysis was 'experience' with key concepts of *particular, reason, destination, place, offer, person, destination, available, Jaipur* and *Golden Triangle*. Figure 6.5 portrays the connection between experience and related concepts. These concepts indicate that most of the stakeholders had the perception that tourists come back to India to enjoy specific experiences. The unique Indian experience is the major reason for tourists to visit different attractions in India as shared by one special interest tourism stakeholder:

> *Yeah because despite all the chaos and mess, it still functions somehow, you know, and people are fascinated by that mess. Yeah, so in just one country you have pretty much everything, you know, it's like many worlds put into one. There is nothing which isn't present in India. There is snow, mountains, national parks, deserts, beaches or whatever you name – we have it. So, I know personally people who came here and never left. (SIT4)*

The stakeholders unanimously acknowledged that India has the potential to offer diverse experiences:

> *India has cultural tourism, heritage tourism part of it … is so diverse the fact that there is no way a tourist can actually experience a space in all these aspects and once anyway. So, there is absolutely a market for repeat tourism, because we have so much to offer in each area. (SIT3)*

Many destinations in India curate and offer special experiences for tourists such as nature, wildlife, yoga, adventure, luxury, community tourism and volunteering activities. This was especially conveyed by those stakeholders who were involved in special interest tourism as visible in the comments above and shown in Figure 6.5.

Figure 6.5: Experience as a major theme

6.6.1.5 Culture

'Culture' emerged as a strong theme with close connectivity to concepts such as *place, destination, tourist, important, Indian* and *people*. Figure 6.6 indicates the connection between culture and other related concepts. The stakeholders advised that culture is one of the major pull factors for repeat tourists. Cultural experience in India is unique and the diversity of culture in different parts of India encourages tourists to return. An academic stakeholder stated:

> *Another important sector is about culture … and because of this purpose it motivates people to visit cultural capital of India like Haridwar, Rishikesh, Varanasi and other places. (ACAD2)*

Such sentiments are visible in many other comments that illustrate the richness of culture for these tourists as a unique factor:

> *All other countries are very small and making limited in terms of their demography and the kind of culture they hold … So when they experience the Indian culture, you know, the rich heritage of our country is that every 11 kilometres the language and food changes in our country. (HOSP2)*
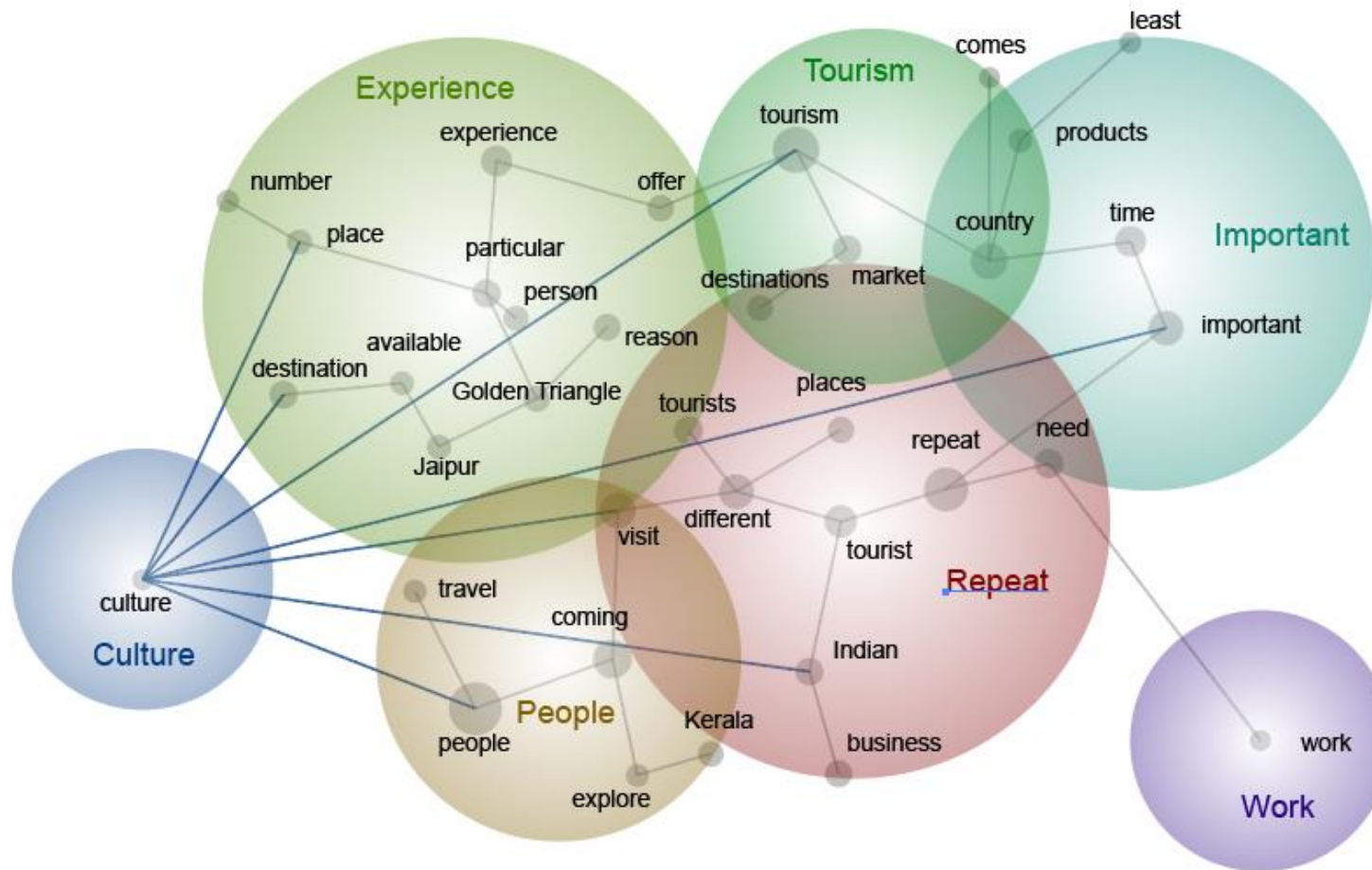
Figure 6.6: Culture as a significant theme

In summary, the stakeholders were aware of the repeat tourist market in India. Most considered repeat tourism as an important market segment in the Indian tourism industry. They also indicated that these repeat tourists have various reasons to visit India and they visit different places for those reasons.

6.6.2   Objective 2: Understanding Strategy Formulation and Implementation for Attracting More Repeat Tourists

The second concept map was created to identify stakeholder views on the existing strategies to attract repeat tourists to India. The questions asked were: *Do you have any specific strategies in place to attract repeat tourists? Does this strategy include (or is considered to include) any specific motivation (interest)? Does this strategy include (or is considered to include) any specific activity/experience?* Another prompting question was asked to understand if the strategies were implemented at the regional or national level (if relevant): *Would you like to share any specific promotion and marketing strategies/intervention/engagement strategies for the repeat tourist to this region/India?*

The data collected were analysed by Leximancer. The concept map in Figure 6.7 shows the main themes with the connectivity rate, comprising diverse tourism offerings with 100%, other tourism services providers 33%, government 18% and opportunities 16%.

Figure 6.7: Concept map to show stakeholder understanding of repeat tourism strategies and implementation

6.6.2.1 Diverse tourism offerings

'Diverse tourism offerings' arose as the most powerful theme in relation to the question concerning the existing marketing/promotion strategies for repeat tourism. This theme had underlying concepts such as *understand, coming, mind, important, food, cuisine, local,* and *culture*. Many stakeholders expressed that they did not have a specific marketing strategy for repeat tourists as indicated below:

> *Not exactly a repeat tourist per se strategy, because India is a huge country with various tourist destinations and products. It is natural for somebody who is coming in India, you know, he will not be able to see India in any one time, so for him ... a self-motivation is always there to come again. (GOV1)*

> *No, I don't have any idea whether there is any investigation of this sort, I can't say any specific strategy because I don't know much but generally we have to go for very effective marketing strategy. (ACAD1.*

The stakeholders, however, commented that India's diverse tourism offerings and marketing and promotion are the existing strategies that mostly play a role in the repeat tourists' footfall. This was expressed by a DMO participant:

> *India is such a big and vast country, every area has its own history and speciality. Even if you go on a tour from top to the bottom, it will take at least a month. Yeah, so, not a lot of tourists have that much of a budget and that long holiday. They will do the north part first and then [during next trip] they will do the southern part and then [in next trip] the eastern part. (DMO3)*

The importance of special cultural experiences was visible throughout the narratives. Stakeholders highlighted that the strategies around such experiences bring tourists back and there is still immense opportunity available:

> *I think what is working [for repeat tourism] is how you need to reach experiences. For example, within India also I don't think, you know, there is*

same experience at all. So, that's the uniqueness of each of these place itself I think, is something which people sort of get overwhelmed, especially from the western world where, you know, there is a lot of similarity between countries and here we don't even have similarities within the country. So, that's one of the things that brings people back. (SIT3)

6.6.2.2   Role of government

Another strong theme, 'imperative role of government', was found in the marketing and promotion strategy for repeat tourists to India. Several stakeholders suggested that government takes various initiatives to attract international tourists using different marketing strategies related to culture, heritage, food, medical services and technology-enabled experiences, as stated by an academic:

Most of the state governments are constantly working for the modification or upgradation of the tourism products as well as the services. So when we talk about tourism product … they are constantly working on attractions, upliftment (improvement) of attraction or new product development or securities, accessibility and third one is amenities. They all three are being developed or modified by the state government, or the central government or by the respective government … there is a constant, a mutation, or there is improvement and new use of new technology. (ACAD5)

The stakeholders mentioned that government is not solely able to accomplish establishing India as a repeat tourist destination. Various parties need to support and strengthen government initiatives. This was reflected in commentary by a special interest tourism stakeholder:

I think they [government] have their own constraints somewhere, whatever that is… To be honest, and they're very supportive of us also in certain principles and you know they need solidarity but yes this needs to happen. (SIT4)

6.6.2.3   Role of other tourism service providers

Another powerful theme was the 'role of other tourism service providers' in formulating promotion strategies for repeat tourists to India. Several stakeholders pointed out that other tourism service providers such as those in marketing, hospitality and transport sectors have to work collectively to establish an effective repeat tourism strategy. This is indicated in a remark made by a DMO representative:

> *We have to look at tourism on different level, there has to be a very big, or very professional, very privatised department … So we need to have some privatisation running, tourism, we have to have all these things handled by a private company who handles [tourism services]… they may be charging whatever amount, but if they're maintaining the things up to the international standard, I think there is a way we can attract a lot of tourists. (DMO5)*

The roles of the marketing and promotion sector have paramount importance to stimulate tourism experiences for repeat tourists. Many stakeholders shared similar thoughts, such as the following excerpts from an academic stakeholder:

> *We have to go for very effective marketing strategy, contemporary marketing strategy will work, traditional marketing will not work. We have to use the tools like social networking, social media and smart tourism. (ACAD1)*

6.6.2.4   Opportunities

'Opportunities' was seen as essential for marketing and promotion strategies to encourage repeat tourism to India. The stakeholders emphasised that knowing your customer is a crucial step in bringing tourists back to the country as mentioned by a special interest tourism stakeholder:

> *You need to understand what is the traveller motivation and then plug your products and offerings in a way that makes more sense for them to come back. But like I said, when you have one reference, it always helps to get*

> *that reference to reach out to more people and they will only do that once*
> *you start once you tell them what is the uniqueness of India, what are the*
> *unique things that you have to offer as India. (SIT2)*

The stakeholders also recognised that tourism enhances the socioeconomic status of the local community by providing them with various livelihood opportunities. One of the special interest tourism stakeholders shared such thoughts in detail:

> *We found this lady is a good cook. So we trained her to become a calorie*
> *expert to explain to others. We trained her and you know now she's running*
> *the kitchen for the tourists, and we take the tourists there and the tourists*
> *are very happy because it's a living home, we are not paying the*
> *commission, and they know the money they are paying will go to this lady.*
> *So, that way now we are very happy. (DMO2)*

In summary, the stakeholders presented their views on existing strategies to attract repeat tourists to India. The stakeholders shared their knowledge of the diverse tourism offerings and opportunities available. They also emphasised the role of government and other tourism service providers for effective strategy formulation and implementation.

6.6.3   *Objective 3: Examining Stakeholder Perspectives and Strategies on Motivational and Experiential Aspects of Repeat Tourism*

One of the most important objectives of the interviews was to understand the perceptions of stakeholders related to Study 1 on motivation and experience. Three questions were asked: *The results of my research indicate that self-development, self-actualisation, nostalgia, stimulation and recognition are the most important factors for repeat visitors. Do you think this is something that will be helpful for you/your organisation to formulate your promotion/intervention/engagement strategy for repeat tourists to India? Since the results of my study indicate that opportunities for*

thinking and doing activities (cognitive and behavioural experience) are more important for repeat tourists, do you think that will be helpful for you/your organisation to formulate marketing/intervention/engagement strategy around such experiences for the repeat visitors? Since the results of my study indicate that certain experiences such as food, culture and sites such as Taj Mahal, and Gateway of India, and destinations such as Rishikesh and Mumbai are very important for repeat tourists, would you like to share how can you/your organisation will be able to review its marketing/intervention/engagement strategy around such experiences for the repeat visitors?

To analyse the perception of the stakeholders on the interview questions above, data from the interviews were assessed using Leximancer. The text responses collected from the questions were analysed collectively to address Objective 3. The stakeholders were specifically asked about the strategies around motivation and experience to elicit in-depth responses. Figure 6.8 provides a visual summary with key themes. These themes include people and culture (100%), experience (34%), market conditions and government policies (33%) and attractions (14%).
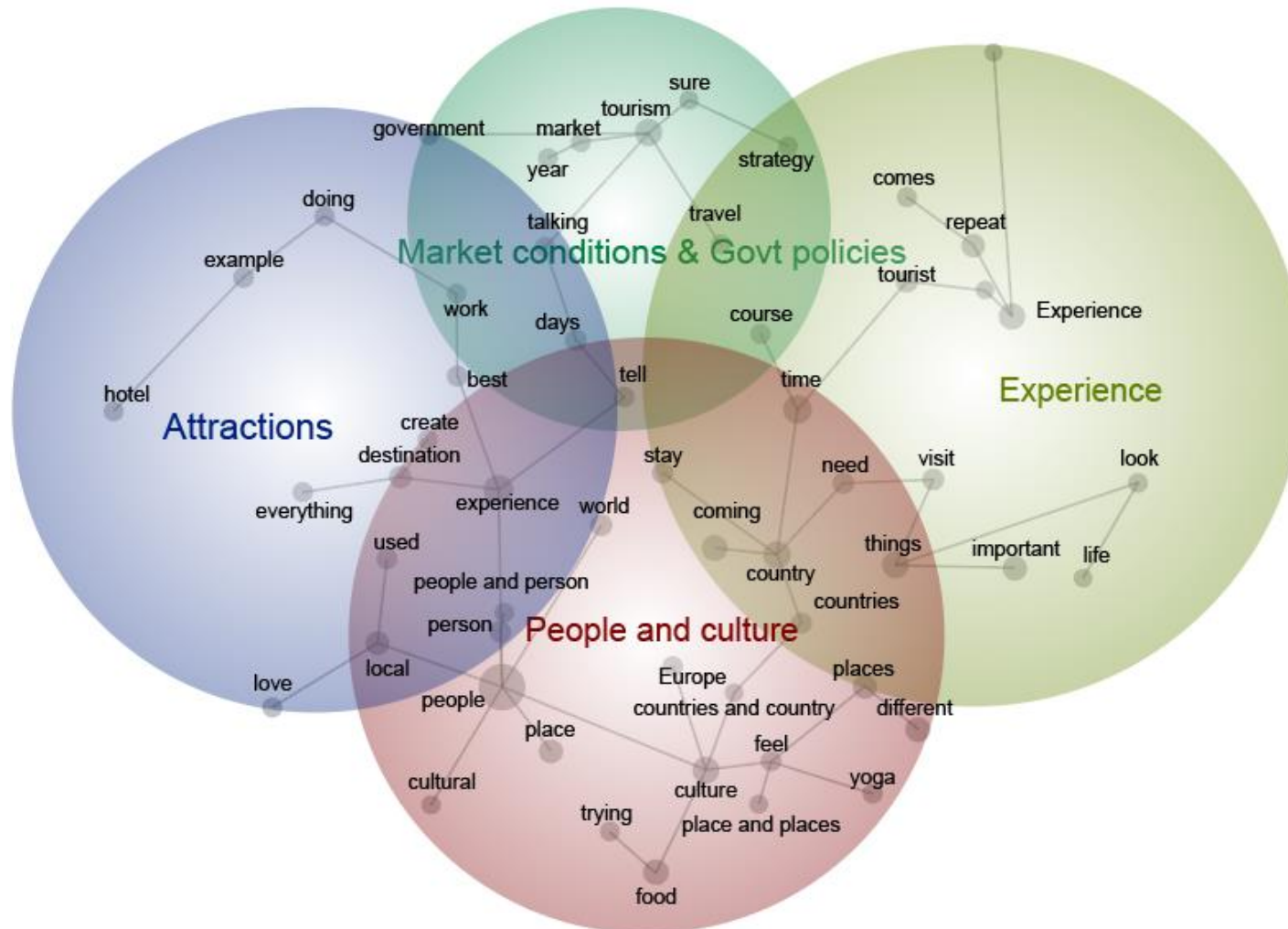
Figure 6.8: Stakeholder perceptions of the motivation and experience aspects of repeat tourism

An initial interpretation of the concept map in Figure 6.8 suggests that various tourism stakeholders in India have considerable understanding of motivation and experience-related factors for repeat visits. Similar results were found in the analysis of stakeholder awareness and perceptions of repeat tourists while addressing Objectives 1 and 2 of this study. The stakeholders highlighted the existing strategies that had elements of motivation and experience factors. However, all stakeholders emphasised that strategies were not especially designed for the repeat tourist market per se. The respondents also voiced various enhancement opportunities in the current strategies to focus on the repeat tourist market. The following section further elaborates on the themes that emerged in the concept map shown in Figure 6.8.

6.6.3.1 People and culture

The most significant theme that appeared from the analysis was 'people and culture'. The concepts under this theme comprised *people, culture, food, time, experience, tourism, different, yoga, places, destinations, visit, country* and *world*. The majority of the respondents commented that India is a destination that attracts repeat tourists because of its image, diverse experience and character of spirituality. The respondents described various strategies visible in the concept maps. They also clarified how these strategies work in sync to attract repeat tourists to India. Many stakeholders said that the motivation behind the repeat tourists is their connection and relationships with the local people and culture during their first visit; tourists come back to experience the same connection and relationships. Several stakeholders shared such thoughts and the following response from a DMO representative captures its essence:

> *Every time they come, they might not be staying in five stars all the time,*
> *they will be trying to be more connected to the locals and do it the local way*

… my understanding is that they want to immerse in the culture. They are coming here only for the country, strong positive affinity with the people. (DMO1)

Food is another appealing aspect for tourists, offering an exclusive blending of people and culture. The cuisine in India has huge diversity as seen in different cultures from one state to another. Simultaneously, the hospitality of people adds more flavour to the food aspect as expressed by an academic stakeholder:

Food is reflection of the culture of any place. Since we have diversity here, we have different kind of culture in different places, and each and every place has a different kind of food being offered. (ACAD 4)

Respondents also shared the uniqueness and significance of food in creating overall satisfactory experiences:

In India the food really differs from kitchen to just, you know, forget state or region, it literally differs from kitchen to kitchen and that is one of our biggest USP [unique selling point] so there is a lot of activities that you can do … you have to curate experiences that also brings back that customer. Food will be absolutely one of the biggest things, you know, people travel for food. If you're not able to sample the real food of that country or location you're losing 50% on experience, I would say. (SIT5)

The respondents shared that tourist motivation as presented to them in the findings of the empirical study were valuable, stating that these findings further strengthen the initiatives taken by the Ministry of Tourism and other agencies in creating opportunities that motivate tourists to make repeat visits:

People come specifically to India for yoga, for spiritualism, to visit religious destinations … so, basically to self-actualise … They have understood what they are, they've discovered their body. They know their soul, and existence. So … you cannot expect this kind of a self-actualisation in any other country … That is, and what self-development happens to, you know, experiences of different times, you have diversity of culture, you see people living together.

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> *You see people of different ethnicity living together with different languages, and with different religions or similar environment. So basically you know, who won't accept yourself as a human being more than any other place. (GOVT4)*

6.6.3.2   Experience

The second most significant theme that emerged from the analysis was 'experience'. Although experience appeared as one of the concepts under the previous theme of people and culture, it also emerged as a separate significant theme. This shows that the themes and concepts identified in the analysis are connected with considerable overlap. The stakeholders shared the strategies that focus on experience factors to bring tourists back by curating unique and unforgettable experiences for them. A government stakeholder shared details about a five-senses campaign that was initiated by the Ministry of Tourism:

> *A very good campaign which we have started was … India−− land of five senses and that campaign clicked very well. Even we have arrangements for all tourists who arrived, small boxes which contain five senses that touches your five senses … incense sticks for smell … recording of Indian classical music … spices [for] taste and so forth … it does matter and India has been working on these strategies to advertise or promote India as a destination for repeat visits. (GOVT2)*

Stakeholders also shared how cognitive and behavioural experiences have been utilised to craft marketing and promotion strategies for attracting tourists, As shared by a DMO representative:

> *People come back to India … I think adventure and wellness is one of the highlights. Obviously the way our Prime Minister is projecting Ayurveda and yoga. You know, this is one of the highlights which affects people coming all the way from other countries to experience. Cuisine is one thing, which I think we have one of the best. We offer one of the best cuisines in the world … I think medical tourism is also attracting a lot of people*

coming back to India, and after pre and post, what the people they do, they always go for a holiday ... so that that's part of leisure. (DMO5)

6.6.3.3 Market conditions and government policies

Another significant theme that emerged from the analysis was 'market conditions and government policies'. The stakeholders discussed market competition for India in an international tourism market. Several respondents highlighted the competitive advantage that India has due to her vast cultural diversity and discussed the existing challenges along the way. Furthermore, they also shared how specific strategies must be employed to attract more tourists in comparison to other Asian countries such as Malaysia and Thailand. A government stakeholder shared the following thoughts:

Where we stand most and highest is price competitiveness in terms of cultural heritage resources. I think it's like these pillars had enabled India to come up to a straight $4^0 th$ rank. Now, price competitiveness is very important for India, because India is a price competitive country, just like Thailand. (GOVT4)

The stakeholders also highlighted that strong accountability has to be maintained in formulating strategies. There should not be any discrepancy in the promotional materials versus ground reality as incongruence and thereby dissatisfaction would create a huge loss of tourists. One of the government stakeholders rightly pointed out:

You cannot exaggerate, you know the experience that one actually gets after reaching the destination or reaching your accommodation whatever should be by and large the same expectation ... When we brand our products, when we advertise, we must ensure that it should be realistic, whatever you're actually offering is ... by and large in the same manner. People should not get the shock. (GOVT4)

Several tourism stakeholders also shared other approaches to promote India as a repeat tourist destination, such a using digital promotion and taking advantage of

social media marketing. The respondents in the DMO and hospitality categories were the most enthusiastic about these measures, as one of the DMO respondent stated:

> *There could be stuff which you can do, like a bit of educating blogs, marketing, which comes into trying to tell exactly how go about having such experience when you are visiting India. Somebody has to put together policies to increase the number of tourists into India … and once you have that in place, you will have more people in place to be seen as friendly host. (DMO1)*

Another respondent from the hospitality group shared similar thoughts:

> *People are amazed, apart from the hotel stay, they want local experience … now we are starting to promote it to the web, and other digital marketing so these are the experience that open for you. (HOSP1)*

6.6.3.4 Attractions

'Attractions' appeared as another crucial theme as it was closely linked to the question of motivation and experience. Attractions seem to touch on both the motivation and experience aspect of the strategies for repeat tourists. The stakeholders placed more emphasis on attractions, which are curated and specially designed for tourists after deliberately thinking about their motivation and interests. Several respondents shared examples about how they reflected on the specific motivations and experiences of tourists. They devised bespoke experiences for them, thus attracting tourists to make repeat visits. For example:

> *You have everything in India, you have to create those stories; you have to create those for brands. (DMO4)*

Another DMO representative also mentioned that offering significant personalised experiences would add to the attraction of the place:

> *So that is a different set of people who always come to India and they are repeated ones…there might be another opportunity for you can make them feel local. An American woman wearing a saree [Indian traditional dress*

> *for women], or a Russian man wearing a kurta pyjama [Indian traditional*
> *dress for men] will definitely love it. (DMO3)*

A special interest tourism stakeholder identified that an ability to positively
contribute also adds to the attraction of the tourist places as seen in the following
examples:

> *That's what we're trying to do … with the expeditions that you're doing, or*
> *with the homestays … you want to create a destination, or an experience*
> *that is very unique … they get to contribute to the community. (SIT2)*

Another special interest tourism stakeholder also shared similar thoughts:

> *I keep talking about experiences, because I truly believe that the sort of key*
> *thing here. Unless it has some appeals to your sensibilities, your cognition,*
> *it makes no sense for somebody to do it again and again … and we realised*
> *that when something like a social impact is also added to a tourist*
> *experience, then automatically the experience is elevated for a tourist …*
> *When you talk about buying local products, buying cultural products, I think*
> *the fact that you are sort of giving back to the local economy, local*
> *community, you're taking a part of them back to your country. (SIT3)*

In summary, the stakeholders shared the different strategies employed in different
areas that fit into the broader theme of motivation and experience-related strategies.
Although, these strategies are not advertised and promoted as strategies for the repeat
tourism market, all stakeholders shared that the variety of strategies available
provides benefits to elevate repeat tourist numbers to India.

6.6.4   *Objective 4: To Compare Perspectives and Strategies on Motivational and Experiential Aspects of Repeat Tourism by Key Stakeholders*

The final objective of the study aimed to understand the commonality and
differences in stakeholder views about the strategies for repeat tourists and
promoting the repeat tourist market. To compare the views of different stakeholders,

the findings on the questions they were asked were again analysed in the context of each stakeholder. A concept map was created by tagging each stakeholder while analysing the text data. Leximancer can group the responses in different categories as necessary. It then analyses the text data as arranged under each group. This allows comparison among themes and concepts to be drawn as displayed in the concept map relevant for different stakeholder groups.

Analysis of the text responses for Interview Questions 5, 6 and 7 resulted in a concept map with the tags of different stakeholders as seen in Figure 6.9. The major themes were the same as previously described–− culture and people (93%), experience (32%), market conditions and government policies (28%) and attractions (11%). The connectivity rates as shown in the parentheses were slightly different due to the tagging of different stakeholders. A comparison and contrast of stakeholder views in various themes is presented under each subheading below.

Figure 6.9: The concept map of major themes significant for various stakeholders

6.6.4.1 Culture and people

The main theme emerging from the text analysis was 'culture and people.' This theme was very important for two groups of stakeholders: hospitality and special interest tourism stakeholders. For hospitality stakeholders *hotel* and *life* were the strongest concepts, with *people* for special interest tourism stakeholders. The stakeholders in the hospitality industry shared how they have utilised various cultural and social aspects of India to offer pleasant, comfortable and significant hotel stays for tourists coming to their hotel. They emphasised holistic experiences for the tourists rather than just offering a bed and breakfast facility, as one hospitality stakeholder shared:

> *You know, many of the guests are on self-actualisation stage. They come to relax for a month or one and a half. You see the repeat guests, they come for 40 days and all because it's also self-actualisation for them you know, they try to sit under the coconut tree by the beach and just try to you know, achieve that. That's more for their stimulation and self-development. (HOSP5)*

Another hospitality stakeholder also shared that life experience with element of culture are best suited to attract repeat tourists:

> *We can offer them … some sort of connection they would never forget, you know, in life. Selling culture, in connection with meditation and spirituality. (HOSP1)*

For special interest tourism stakeholders, *people* was the most significant concept for planning and formulating strategies for repeat visits. One of the special interest tourism stakeholders commented:

> *Sometimes when you get a really good experience with the local people, you want to definitely come back to that place because there's a special bond … when somebody wants to go back to a destination ... the crux of it is the experience of the culture. I think it is mix up of everything that motivates someone to come back. (SIT2)*

That experience of the culture is why special interest tourism stakeholders are creating tourism products that are more engaging and immersive for tourists as seen in the quote here:

> *Enterprises now are doing the walk on the ground … creating that ecosystem that people come and play with locals and try local stuff and experience. Whether it's a village experience or at some cost in some rural development program or community development program or homestay. (SIT2)*

6.6.4.2 Focus on experience

Another important theme was 'experience' that was highly connected with all other themes. The overlap of the theme experience with other visible themes clearly indicates the focus of all stakeholders on the tourist experience. Stakeholders in the hospitality industry were inclined towards creating authentic cultural experiences for tourists, especially in the vicinity of their hotels. They especially focused on curating such experiences that helped tourists make deeper connections with local culture and people. A vice-president of a renowned hotel shared how he recrafted a local roadside culture in his five-star hotel chain to provide tourists an unforgettable experience:

> *We got this local266odelling266a [tea vendor] … somebody from outside. He used to make tea on the road, we brought him, you know, and then train him accordingly and then asked him to make a tea on the road, and we got those matki kulher [clay cups]. So, then we gave him those shot glasses, which comes with the glass one not traditional mugs or cups of the face. Okay. small catching glasses to serve and that people used to be really excited, been to … jalebi is the local breakfast in Agra and we used to call around in the morning and make jalebis and puri [fried bread], in the morning, and people used to love it because that's local. (HOSP1)*

Another government stakeholder said the overall experience of tourists has to be satisfactory and positive in order to make an opportunity for a repeat visit:

India is known for athithi devo bhava [Guest is akin to God] … I have seen that there are many states, which are much more welcoming … people are welcoming … The culture of Rajasthan is such that is always welcoming. Number two, whenever the destinations feel the need of a tourist, you know from economic point of view there are certain momentum … sensitisation should go down to the lowest level. (GOV4)

6.6.4.3 Market conditions and government policies

Another significant theme that emerged from the analysis was 'market conditions and government policies'. The concept map in Figure 6.8 shows that government and academic groups were well connected with the theme of market conditions and government policies. Government is often regarded as the key agency for formulating and implementing tourism policies and developing adequate infrastructure for optimum tourism experiences, which clearly indicates the emphasis of the government and policymakers. A review of the theme indicates that *visit* and *tourists* were the most important concepts under this theme for government respondents; however, *country* and *important* were the most significant concepts for the academic stakeholders. Further scrutiny of the text comments indicate that all government stakeholders held positive attitudes towards repeat tourists. They especially emphasised the authenticity of the tourism products being offered and said that tourists will return in search of authentic experiences and unique tourism products. A senior officer in the Ministry of Tourism commented:

We have to find that authenticity because within India … otherwise tourists will not be repeating … We have the specialties, for example, temple tourism, I understand that even a lot of people come back for the architecture, or temples in South India ... because there is a depth there which people look for. So that is something which is again very special. (GOV3)

Government stakeholders were wary of formulating strategies exclusively for the repeat tourist market, stating that they cannot lose focus on the first-time visitors who are the primary market for India:

> *These respondents were ... hungry for more and that becomes the cause or the motivation for the next trip, I'm not sure about a strategy you can do as such because this strategy is already there, you're promoting different things every year. You need not be very specific to repeat visitors ... they see all the advertisements. Last year he has seen you know food ... this time using a wellness advertisement so definitely motivation is somehow the overall strategy of the promotion ... so messaging has to be very clear that, yes, you come to India, India is a huge country with so many destinations so many products. One trip to India is not enough, so that's a really simple way of promoting. (GOV1)*

The academic stakeholders emphasised that India has diverse tourism products to offer along the lines of motivation and experience as shared by one respondent:

> *I think the tourists coming back to India for fulfilling their requirement, they naturally seek different kind of products ...They are not going to luxury hotels for their stay. They are trying to see the tradition of the place, they are actually trying to see the actual food, which is being given, how the food is given ... What they are expecting from India they are expecting like something different, which is not available in their country ... so I think if we are able to produce that kind of product ... we will be able to attract and retain them. That is the strength of our country. (ACAD4)*

They also said that many times they not sufficiently consulted while strategies are crucial for adequate tourism planning and execution were devised:

> *It is because of memory that many people come here and past becomes very important. Selling part is very important for the stakeholders. Unfortunately, our stakeholders are not researchers, nor they are interested in research ... there is not much work on repeat visitors. It can be any factor for the growth of tourism and it is in practice. (ACAD2)*

6.6.4.4 Attractions

'Attractions' appeared as another crucial theme. It was closely linked with the DMO stakeholder category. The most important concepts under this theme were *guide, talking* and *doing*. The DMO stakeholders highlighted various attraction points for repeat travellers that motivate them to come back. They said that they design, revise and rebrand their strategies to suit tourist needs. One illustrative comment for such a strategy follows:

> *You have to create something for the requirement of the tourists, right, what they want to see. You have everything in India. You have to create those stories; you have to create those for brands … and the ministry has to do proper marketing for our wellness and spiritual programs. I'm sure these are the two components, which can go multi folds in bringing the tourists and bringing the repeat tourists as well. Because people cannot miss those things because this is not available anywhere else in the world … If we do a strategic points on prospective from there we can get repeat tourists and a new tourists. So these two things are one is the wellness, the other is the spiritual tourism … these are the two factors, where our ministry and state tourism boards should look into. (DMO4)*

Stakeholders also mentioned the role of other stakeholders, their own counterparts, in the formulation and deployment of strategies. For example, government stakeholders shared the possible role of DMOs as illustrated below:

> *Two completely different stakeholders who make these visit possible is also your tourist guide and your tour operator. Unless he makes the tourist aware that this is a set of what you have seen this time but dashahara [festival] in other state is completely different and that is something we must come and see. (GOVT2)*

> *Unfortunately, India, when the tour operators plan their tours, they do not look at these things and especially, because here you need that specialist to be*

designing this, it is coming up. And it is also not a number game, when you

look at, repeat, not about the multitude. (GOV3)

In summary, some variations were seen in the different stakeholder perspectives on

strategies based on motivation and experience. Table 6.4 provides a brief overview of

the dominant concepts that were identified in each stakeholder group responses. The

table also presents the likelihood of these concepts.

Table 6.3: Dominant concepts associated with different stakeholders

Stakeholder number	Dominant concept	Likelihood (%)
Government stakeholders		
1	Tourist and tourists	83
2	Visit	65
3	Repeat	58
Academic		
1	Important	33
2	Trying	29
3	Coming	24
Hospitality		
1	Hotel	58
2	Life	47
3	Place	40
Special interest tourism		
1	Strategy	35
2	Destination	33
Destination marketing organisations		
1	Guide	62
2	Talking	60

The data in Table 6.4 show that most of the stakeholders placed strong emphasis on

tourist-related factors such as repeat visit, important coming, and trying. Nevertheless,

other stakeholders, especially in the hospitality sector, placed more emphasis on

environment-related factors such as hotel, places and destination. The stakeholders also

stressed the role of their counterparts in the tourism and allied industries while

discussing motivation and experience-related strategies.

6.7 Discussion

The aim of Study 3 was to ascertain stakeholder responses to findings about repeat tourist motivational and experiential factors as presented in Study 1 (Chapter 4) and Study 2 (Chapter 5). Additionally, Study 3 aimed to gain insight into stakeholder perceptions of repeat tourism in India and to assess strategies or plans carried out by industry practitioners to attract repeat tourists.

Overall, the findings revealed that tourism stakeholders in India have a broad understanding of repeat tourists. The stakeholders acknowledged the importance of destination capabilities as they play a primary role in evaluating and assessing the tourism situation, including repeat tourists. The stakeholders presented many similar views about the motivation of international tourists making multiple visits to India. For example, for hospitality and special interest tourism stakeholders, culture and people were the most important considerations for repeat tourists. Many stakeholders highlighted existing strategies, which had elements of motivation and experience-related factors. This perspective extends the existing findings that a tourist's experience will strengthen their loyalty.

6.7.1 Stakeholder Perceptions of the Repeat Tourist Market Segment

The first objective of this study was to explore industry stakeholders' understanding of the repeat tourist market. The views of stakeholders are very important as they are the key drivers of destination development, management and promotion (Fyall & Garrod, 2020). Multistakeholder involvement in tourism planning and decision-making is considered a source of long-term competitive advantage for any destination (Giannopoulos et al., 2021; Wang et al., 2018). Therefore, in the current study this multistakeholder view was captured from 25 stakeholders from various tourism

organisations. The analysis of the interview data indicates that the stakeholders were aware of the repeat tourist market in India. The stakeholders considered repeat tourism as an important market segment in the Indian tourism industry. The stakeholders, however, were not able to provide actual data on the number of repeat tourists in India due to unpublished information issued by the Ministry of Tourism. All stakeholders agreed that the repeat tourist market segment is an attractive and cost-effective market as reported in previous studies (Lau & McKercher, 2004; Meleddu et al., 2015). They indicated that these repeat tourists have different reasons to visit India and they visit a variety of places for various reasons. These reasons include exploring culture, heritage, nature, wildlife, spirituality and cuisines. The understanding of destination capabilities by the tourism stakeholders shows that the stakeholders are in position to assess and evaluate the repeat tourist market segment. A survey of the literature shows no such known initiatives have been taken yet by any private or public stakeholders. It is noteworthy that an effective customer relationship management (CRM) program is often highlighted to achieve customer loyalty (Wang & Fesenmaier, 2004; Vogt, 2011). However, the stakeholders could not provide any examples where they had conducted any CRM enabled customer profiling to establish a long-term and sustainable relationship.

The stakeholders in the current study emphasised the role of positive word-of-mouth, destination image and destination capabilities as highlighted in previous research (Matzler et al., 2019; Pharino & Pearce, 2020). Similar results have been reported in the context of other Asian and European countries where tourists have made multiple trips due to their satisfaction with the destination during the previous visit/s (Tjørve et al., 2018; Wang, 2004) and destination attachment (Gartner & Ruzzier, 2011; Morais & Lin, 2010). The findings obtained here provide new empirical evidence that stakeholder

perspectives are essential to understand repeat tourist behaviour, which is not often paid enough attention in the context of destination loyalty (Zaman et al., 2021).

6.7.2 *Stakeholder Perceptions of the Strategies to Attract Repeat Tourists*

The second objective of the study was to understand the strategy formulation and implementation (if any) for attracting more repeat tourists. It was discovered that most of the stakeholders agreed that there are no specific strategies to attract the repeat tourist market. Nevertheless, the stakeholders shared a diversity of tourism products and opportunities available for tourists who make multiple trips to India. They highlighted the sociocultural diversity of India as a key destination feature that attracts tourists for a uniquely rewarding experience (Dixit, 2020; Thimm & Karlaganis, 2020). The stakeholders also emphasised the role of government and other tourism service providers for effective strategy formulation and implementation. It was evident from the narration that there were no coordination efforts ever taken by any of the stakeholders, despite all the tourism stakeholders sharing the same customer base. No existing public-private partnership was identified by any of the stakeholders to plan and develop the repeat tourist market.

The present findings serve to provide a unique contribution, as the topic of repeat tourist behaviour or destination loyalty is addressed from stakeholder perspectives, which in spite of a large body of research on the role of stakeholders in the tourism literature, has not been addressed. To address this gap, the present study analysed stakeholder perspectives to investigate repeat tourist behaviour and serves as a relatively new concept for future studies.

6.7.3   Stakeholder Perspectives on Motivational and Experiential Strategies

The third objective of the study was to examine stakeholder perspectives and strategies on motivational and experiential aspects of repeat tourism. The stakeholders discussed different strategies employed in various areas that fit into the broader theme of motivation and experience-related strategies. All stakeholders shared that there are several strategies for attracting international tourists and that they are not specifically designed for attracting repeat tourists. However, these strategies enhance repeat tourist numbers to India (Tessitore et al., 2014). These strategies include elements of motivation and experience such as promoting local culture, hospitality and self-development opportunities for tourists.

Multiple views about the factors determining tourist inflows have been presented in motivation theories (Otoo et al., 2020; Pearce, 2011b). Following the analysis of travel motivation in the TCP model, the majority of the stakeholders highlighted middle layer motives such as self-development, self-enhancement and self-actualisation as major travel motivation factors for repeat tourists (Agarwal & Pearce, 2019; Oktadiana et al., 2017). Other motives, such as engaging with local people and understanding the culture and heritage, were regarded as some of the most important motives for repeat tourism as identified in previous studies (Hsu et al., 2014; Rice & Khanin, 2019). Core level motives, such as seeking fun and relaxation, and outer layer motives, such as isolation and nostalgia were also acknowledged by the stakeholders.

Concerning experience-related strategies, the stakeholders recognised the quality destination experience, warm hospitality of the local community and exploring a different environment as the most important aspects. Following the OME, these can be categorised under cognitive, affective and behavioural experiences (Pearce & Zare,

2017; Pharino et al., 2018). Authentic cultural features, deep experience with the local community, and emotional and cognitive experiences (knowing oneself better) have been highlighted in previous studies as well those on repeat tourism (Chen et al., 2014; Prayag et al., 2017). A well-managed tourist site is central to generate a positive tourist experience and all stakeholders expressed that it requires coordination among local people, industry partners and government agencies. None of the stakeholders suggested involving the repeat tourists to collaborate and co-create strategies for the repeat tourist market. This suggests that various stakeholders do not perceive the consumers as an active agent to engage in deigning tourism experience even though co-creation and crowdsourcing is recognised as an effective strategy to generate new ideas and solutions (Giannopoulos et al., 2021, Neuhofer, 2016).

6.7.4 Distinctive Perspectives Across Stakeholders

The fourth objective of the study was to compare perspectives and strategies on motivational and experiential aspects of repeat tourism across the key stakeholders. The stakeholders had different views on this aspect. They endorsed different perspectives while discussing repeat tourism strategies. All the stakeholders (except government) considered government policies and tourism initiatives as a significant mediator for increasing the inflow of repeat tourists. The group of government stakeholders suggested that cooperation between public and private sector institutions and local collaboration initiatives were necessary for tourist destination development. Differences in the views of stakeholder groups are not uncommon, as each stakeholder group is guided by different motives and priorities (Hazra et al., 2017; Pharino & Pearce, 2020). For example, the special interest tourism stakeholders emphasised providing niche experiences and offering unique tourism products at certain locations. The government

stakeholders, however, highlighted the importance of destination capability development and the management of basic amenities and resources for all tourist sites. Therefore, bringing the stakeholders together and aligning their perspectives is the key challenge (Fyall & Garrod, 2018) for any tourism matter including repeat tourism. It is very important for stakeholders to interact with each other to better understand their roles and positions for developing and managing a tourism product or service.

It can be argued that tourism stakeholders need to pay attention to designing and managing amenities to provide a better experience for repeat tourists as well as to ensure continuous tourist inflow. The stakeholders in both public and private sectors must collaborate to initiate and implement effective strategies and engage repeat tourists to jointly design the tourism experience. Solutions based on rapid exchange of information and mutual cooperation will be helpful in formulating and executing strategies for the repeat tourist market. A growing number of studies emphasise the tourist experience design (Moscardo, 2018; Tussyadiah, 2014). The DST framework is particularly important here to summarise the stakeholder perspective (Fesenmaier & Xiang, 2017a). This is a relatively new paradigm that focuses on designing an entire tourism system starting from understanding destination selection, developing innovative processes to support travel experiences and ending with evaluating and refining the tourism offering as necessary (Kim & Fesenmaier, 2017). The stakeholders in Study 3 also touched on various aspects under the DST framework; however, there are no integrated planning and implementation of strategies for the development of an overall repeat tourist market yet. To the author's knowledge, none of the scholarly attempts have been made to provide integrated stakeholder perspectives to study repeat tourist behaviour. In this regard, this study provides empirical support for stakeholder involvement in planning and management of the repeat tourist market.

6.8   Chapter Summary

The aim of this chapter was to understand the perspectives of tourism stakeholders for repeat tourists. Understanding of stakeholder perception is essential as they are the key players to attract, promote and provide services to any tourist segment. This chapter discussed and evaluated the perceptions of multiple stakeholders for the repeat tourist market segment. The chapter was guided by the findings of Studies 1 and 2, where the motivations and experiences of repeat tourists were examined. Study 3 in this chapter aimed to explore stakeholder perspectives on the motivations and experiences of repeat tourists to India. Analysing the perspectives of a vast range of tourism stakeholders, the study revealed that the vast majority of the stakeholders had positive views about the repeat tourist market. Government officials, DMOs and all other stakeholders were able to identify the existing tourism resources to create strategic capabilities for the repeat tourist market segment. There was general consensus among the stakeholders about designing motivation and experience strategies based on the natural resources and cultural heritage of India and to strengthen the current strategies to better cater to repeat tourists.

To conclude, it is important to understand and integrate various stakeholder perspectives to achieve tourist inflow. The findings of Study 3 confirm the significance of multiple stakeholder views for the repeat tourist market. Stakeholders must make a coordinated effort to identify India's destination capabilities. This aspect is crucial for destination management as well as for proclaiming a positive destination image. A destination can be developed successfully as a repeat tourist market with coordination among key stakeholders such local people, local businesses and local government. This will certainly ensure a positive tourist experience, especially for those making multiple visits to India. Various campaigns to educate local businesses and residents will also be

helpful in building a positive tourist experience. It is particularly useful in the current times when emerging technology and resources can be employed to establish effective strategies for the repeat tourist market. The integrated DST framework-led perspective of multiple stakeholders will certainly be useful in planning, management and further development of the repeat tourist segment.

Next chapter is the final chapter of this thesis that will synthesise the research findings and discussion presented in the three research studies related to repeat tourism in India. It will also provide a comprehensive summary of the various research projects conducted as well as the theoretical and practical implications of this thesis.

Chapter 7   Synthesis and Summary

7.1   Introduction

The primary objective of this research was to investigate repeat tourist behaviour. The thesis examined a theoretical relationship between the TCP model and the OME by empirically testing those constructs that influence repeat tourist behaviour. The thesis also investigated multiple stakeholder perspectives on repeat tourists. This chapter links the three studies to the overall research aim, presents a synthesis of the findings and discusses the contributions and implications of this research. The chapter starts by revisiting the overall aims of the thesis and highlights the studies conducted to address those aims. Through a holistic perspective, such synthesis provides an integration of the research findings presented across the different chapters. The contributions and implications of the thesis are summarised at both the theoretical and practical level while making connections with existing research findings. The limitations of the research are addressed and directions for future studies are suggested. The thesis concludes with a final remark by the author.

7.2   Revisiting the Aims of the Thesis

The topic of repeat tourism is meaningful for both academics and practitioners. As stated in Chapter 1, repeat visitor behaviour is still an understudied topic and there are ample research opportunities to develop in-depth understanding of this phenomena. A set of empirical studies presented in this thesis aimed to seize the research opportunities and fill the knowledge gap. This study explored two main drivers of repeat tourist behaviour − motivation and experience − which was found as a gap in existing research. The application of these two conceptual foundations to research repeat tourism was found to be appropriate. Further, the perspectives of multiple tourism stakeholders on repeat tourism was investigated to determine destination management strategies for the

repeat tourist market segment in the tourism industry. The main overarching aims of this thesis were:

Aim 1: To understand the role of motivation and experience for repeat tourists

Aim 2: To investigate if the motivational pattern and experience factors change with number of repeat visits

Aim 3: To examine different facets of repeat tourist experiences by qualitative analysis of primary text data and blog data

Aim 4: To ascertain the similarities or differences among different facets of experience as identified by three types of analysis

Aim 5: To gain insight into stakeholder perspectives of repeat tourism in India

Aim 6: To assess industry stakeholder strategies to attract repeat tourists to India focusing on motivation and experience.

To achieve these aims three studies were conducted. The first two aims were addressed in Study 1. Study 2 focused on next two aims and Study 3 examined the last two. Figure 7.1 shows the interrelationship between various key elements of this thesis and the aims addressed in the research studies.
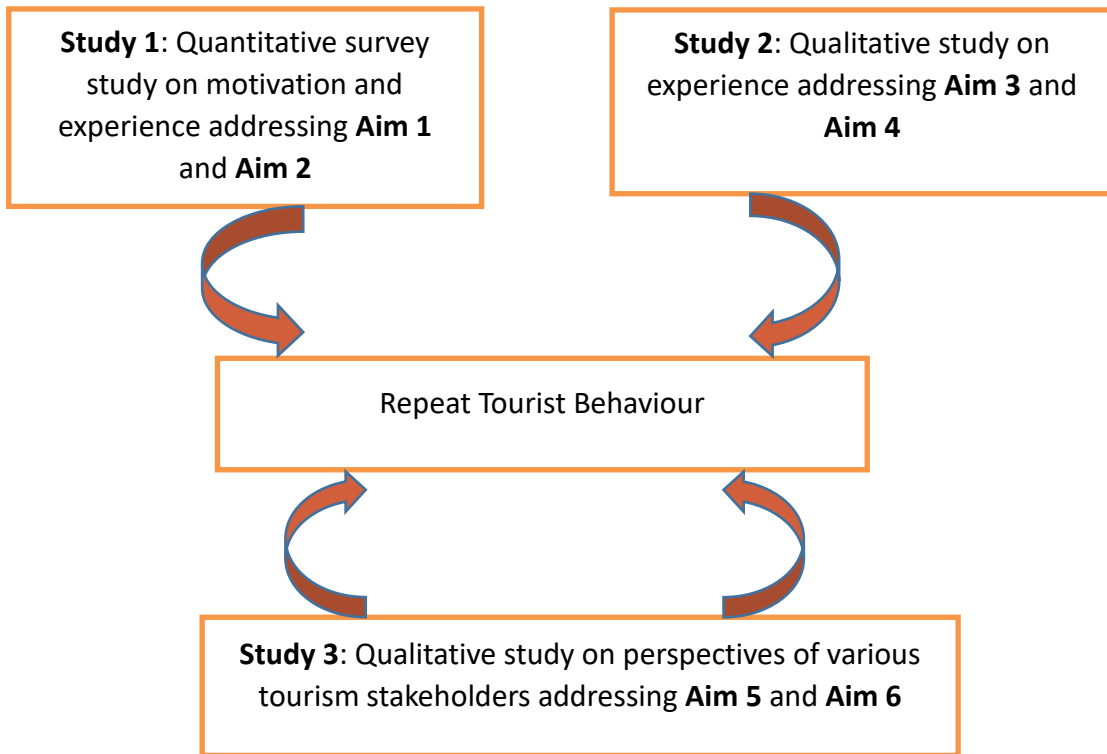
Figure 7.1: Synthesis and interrelationship between the key constructs

7.3 Synthesis of Findings

The primary reason for conducting the three research studies was to examine repeat tourism, particularly from the perspectives of motivational drivers and experience, and investigate stakeholder perceptions. The key findings of each study are recaptured in the following sections.

7.3.1 Study 1: Motivations and Experiences of Repeat Tourists

Presented in Chapter 4, Study 1 applied the TCP model to understand repeat tourist motivations and the OME to examine special experiences to address the corresponding aims. The survey data were collected from 500 international repeat tourists to India and had no family or ethnic links with India. Using MANOVA, ANOVA and *t*-tests, the findings regarding motivation for repeat tourists indicated that middle layer motives from the TCP model such as nature, self-development (host-site involvement), self-development (personal development), and self-actualisation were the most important.

This trend was especially notable for those tourists who had made more than two visits. A cross-sectional design was employed using the TCP model finding that, irrespective of number of visits, the core motives were consistently equally important. Those tourists who had travelled to India two, three or four times, indicated outer motives to be very important for them in comparison to the group that made more than four trips. The importance of rising middle level motives has been confirmed in previous studies in tourists with high travel experience (Pearce 2011b, 2019).

Similarly, the analysis of the important aspects of experience for repeat tourists revealed that they considered affective, behavioural and cognitive aspects of their experiences as the most important for returning to India. While investigating shifts in the importance of the experience aspects with the number of repeat visits, it was found that cognitive, sensory and affective aspects became more important for tourists as they made an increasing number of visits.

The relationship between the number of visits, motivation and experience was also investigated through a path analysis. A hypothesised model was proposed with the relationship between the number of visits and three layers of motives being mediated by five aspects of experience. The findings indicated a good model fit where the indirect effects indicated that tourists with a higher number of visits were likely to have higher core level motives such as novelty and relaxation, as well as higher middle level motives such as self-development and self-actualisation. It can be argued that such tourists tended to have more positive affective and cognitive experiences.

It was crucial to understand the differences in repeat tourist motivation and experience as per their sociodemographic characteristics. Therefore, market segmentation analysis based on age, origin and past travel experience was also examined. It was interesting to

see that age had no influence on the motivation and experience of repeat visitors. Previous travel experience, however, was imperative in affecting motivation and experience. Moreover, the origin of tourists (i.e. Asian or Western) also influenced revisit tourist motivation and experience.

To conclude, Study 1 affirmed the role of motivation and experience for repeat tourist behaviour. Experience emerged as a significant link between the number of visits and motivation. Hence, further evaluation of repeat tourist experiences was carried out by employing data triangulation though an open-ended survey and blog data analysis. The major findings of this research are described in the next section.

7.3.2 Study 2: Exploring Experiences

The first study provided the background on motivational drivers and experience constituents. The two theoretical frameworks regarding motivation and experience (TCP and OME) respectively were adequately applied. Since experience appeared to have a strong link with revisit motivation, another extensive study was conducted to examine the repeat tourist experience. Study 2 was conducted in two phases. Phase 1 involved analysis of open-ended survey questions using content analysis of text data. Phase 2 included an analysis of 60 travel blogs written by repeat tourists. The aim of this study was to develop a greater understanding of repeat tourist experiences as reported in these narratives. Utilising content analysis, repeat tourist experiences were categorised into five major components of the OME: cognitive, affective, sensory, behavioural and relationships. The findings confirmed that the OME was able to capture all the important aspects of experiences from the narratives collected from the survey text responses and blog narratives. While analysing the text data it was discovered that cognitive, sensory and behavioural experiences were the most important

for tourists making repeat visits. Similar results were found in the quantitative survey study (Study 1). The findings between the qualitative content analysis and the quantitative survey on the affective element indicated some variations. The affective aspect was found to be less dominant in the text analysis. Understanding the major constituents of experiences and their dynamic role can be valuable for designing specific tourism products.

As one of the important conceptual frameworks, the OME presented little variation in terms of the importance of each component when assessed using the triangulation approach. The variation observed in the relative importance of each component of the OME with different data-collection techniques is not surprising, as the choice of data-collection format can significantly influence the results. Of the five components, cognitive experiences turned out to be the most significant for repeat tourists, followed by behavioural and then sensory experiences. Since the cognitive component includes expectations, perception, insight and recollections of the destination, it appears as the strongest component regardless of the data-collection method. These findings establish that the OME model can be utilised for different forms of data such as surveys, open-ended questionnaires and blogs. This approach of analysing experience by measuring unique underlying factors extends the understanding of tourist experiences and thereby guides the design of better tourist experiences. This is notably significant in the repeat tourism context as tourists look for significant experiences during each visit.

7.3.3   Study 3: Stakeholder Perspectives on Repeat Tourists

The first two studies focused on repeat tourists and their motivations and experiences by considering their viewpoints. To support those two studies, the perspectives of different stakeholders involved in designing and managing tourism products and

offerings was considered. Study 3 aimed to examine stakeholder responses to the findings about repeat tourist motivational and experiential factors. Further, it aimed to gain insight into stakeholder perceptions of repeat tourism in India as well as to assess strategies and plans carried out by industry practitioners to attract repeat tourists. Twenty-five stakeholders representing five different groups of tourism operations participated in the study. Data were collected from an in-depth interview with the participants.

Overall, the findings reveal that tourism stakeholders in India are strongly aware of the presence of repeat tourists. The stakeholders also acknowledged the importance of destination capabilities and specific products to attract international tourists including the repeat tourists. Different groups of stakeholders presented their views about the motivation of international tourists making multiple visits to India. The majority of the stakeholders highlighted existing strategies that take the elements of motivation and experience into account. These factors consisted of self-exploration, spirituality, cultural appreciation and connection with local people. The stakeholders emphasised that the sociocultural diversity of India was the key factor that attracts tourists to enjoy a uniquely rewarding experience. Similar results were found in Studies 1 and 2. This perspective proves that enhancing tourist experiences will strengthen their loyalty. All the stakeholders considered government policies and tourism initiatives as a significant mediator to increase the inflow of repeat tourists. The group of government stakeholders suggested that cooperation between public and private sector institutions and local collaboration initiatives were necessary for tourist destination development. The findings suggest that when there are multiple and diverse stakeholders at play, an organic, circulatory and developmental approach to stakeholder collaboration should be

adopted to innovatively move towards tourist experience design for a better tourist experience.

7.4   Theoretical Contributions

The theoretical contributions of the findings are broad and build on the many constructs analysed in the research. The comprehensive studies provide a significant contribution to repeat tourism through their multi-faceted approach where the detailed investigation of the topic was conducted from both the tourist and stakeholder perspectives. The theoretical contributions are discussed below.

First, this thesis extends the understanding of behavioural loyalty, that is, actual repeat tourist behaviour, by studying multiple visits of tourists to the same destination. The construct of behavioural loyalty has generally been ambiguous as some researchers seem to be under a misapprehension that the intention to visit and the actual repeat visit are the same. This thesis presents a closer and more detailed understanding of repeat tourist behaviour. The findings clearly support the idea of measuring actual repeat visits to examine the behavioural component of destination loyalty. Although this thesis did not measure attitudinal loyalty, making three or more visits to the same destination effectively confirms a positive attitude towards the destination. Measuring attitudinal loyalty was viewed as not so relevant nor essential in the case of actual multiple visits to the same destination (Riley et al., 2001; Shakoori & Hosseini, 2019). The findings clearly establish the behavioural loyalty construct in the context of India and pave the way for future studies.

Second, a popular belief about homogeneity of repeat tourists is evident in most tourism literature. Only a handful of studies indicate that repeat tourists are heterogeneous in terms of their consumption behaviour (Rather et al., 2021; Shavanddasht & Alan,

2018), although most of the studies are limited to the tourism economy literature. The findings of the current study suggest that repeat tourists differ in terms of their motivations and experiences, which changed according to the number of visits. For example, self-actualisation and self-development motives and cognitive and behavioural experiences became more valuable for tourists who made a higher number of visits.

Third, this study was successful in building a connection between the TCP model and repeat tourist behaviour. A systematic analysis of TCP motives in a cross-sectional sample of repeat tourists provided evidence for a shift in their motivation patterns. The empirical results attained prove the underlying assumptions of TCP and empirically investigated the shift in travel motives with increasing experience. Although motivation of repeat tourists has been studied widely, understanding the different needs of those tourists with different levels of experience in the same destination is not well studied. Pearce and Lee (2005) systematised travel behaviour with different levels of need depending on the different experience level of travellers during their travel life cycle excluding their situational facilitators or inhibitors, such as income, health and family life stage. This thesis extends the TCP model in the context of the shift in the motivation of those tourists who are loyal to a destination and make multiple visits to the same destination. Realising the potential complexity of such a multifactor model of needs and motivation, the findings clearly show that self-development and self-actualisation-related motives became more important for tourists who made more than three trips to the same destination. Different layouts of these motives complement and further develop the TCP model in a different study context of repeat tourists with a wider international leisure traveller sample.

Fourth, the findings of this thesis provide a theoretical contribution to the tourist experience literature by investigating tourist experience using the OME. Through deconstructing tourist experiences, a better understanding of specific touchpoints of tourist experiences can be developed to match tourist expectations and deliver a memorable experience. The results show the varying importance of the five main components of experience. Cognitive experience appeared to be the most significant factor for repeat tourists compared to the other aspects of experience as revealed in Study 1. The qualitative results, particularly from the blog analysis in Study 2, show that repeat tourists experienced both positive and negative emotions in their tourist experience. The systematic examination of repeat tourist experiences presented in the thesis provides meaningful insight into the most-sought experiences of repeat tourists and contributes to the destination loyalty literature. Employing three empirical measurement methods and respective analysis for examining experience further contributes to the experience design literature in tourism.

The fifth theoretical contribution lies in the new development of a new comprehensive model. A path analysis model was tested to simultaneously analyse the relationship between the number of repeat visits, motivation and experience. These constructs were concurrently analysed with the number of repeat visits as the predictor, experience as the mediator and motive as the outcome variable. Although motivation, experience and repeat tourist behaviour studies have been popular in the tourism literature, studies employing these constructs are fragmentary. The findings serve as a fresh conceptual integration by bringing together repeat tourism, the TCP model and the OME. The pattern mapping of these constructs is a significant contribution to the destination loyalty literature.

The sixth contribution to the tourism literature, particularly on repeat visits and destination loyalty, is the finding indicating that personal or family connections were impertinent with the number of visits to a destination. The participants recruited for Study 1 had no ethnic or personal linkages with India. This selection was made deliberately as the motivation and experience for diaspora tourism are entirely different. Destination attachment, nostalgia and involvement are some of the key drivers of diaspora tourism and returning to the homeland as seen in the existing literature (Bandyopadhyay, 2008; Huang et al., 2019; Zeng & Xu, 2021). The diaspora community has distinctive social and relationship-based motives for revisiting. However, tourists making repeat visits purely for leisure purposes have different motivations as established by the findings of this thesis. Segmenting repeat tourists according to their motivation and desired experience can be an effective strategy to maintain destination loyalty.

Seventh, the findings of the current thesis fill the research gap by extending the stakeholder theory (Freeman, 1984) in the context of repeat tourist behaviour and contribute to the overall discussion in the research on destination loyalty. This thesis presents a robust and integrated multistakeholder perspective on repeat tourist behaviour where limited attention has been given to it in the existing literature there (Pjerotic, 2017). The findings signify the perspectives of various tourism stakeholders and highlight the centrality of cooperation among the stakeholders for destination planning and development targeted to repeat tourists. The similarities and contrasts in their views while achieving a common destination development goal further extends the understanding of stakeholder perception and involvement in complex tourism matters. The findings are particularly important for extending the multistakeholder perspective

research in scenarios where gaining access to a variety of stakeholders is challenging with limited methodological tools to investigate their views.

Eighth, the findings support and promote the triangulation method, especially for a deeper understanding of dynamic concepts such as tourist experience. The conceptualisation of tourist experience by different forms of enquiry can enable researchers to not only study tourist actions and reactions but also the expected experience of tourists while visiting a destination. The findings will be useful to design and execute active engagement strategies and create novel tourist experiences.

Last, the findings are especially insightful in the Indian context as extensive research is still lacking to understand tourist behaviour in India. The findings systematically show the diverse tourism opportunities available in India, which are visible in the motivations and experiences of repeat tourists to India. India is a huge and diverse tourism destination with ample natural and cultural variety that appeals to repeat tourists. The findings add to the literature on Indian tourism research and fills the knowledge gap on the decision-making process for leisure tourists to travel to India.

7.5   Practical Contributions

The major findings of this research offer significant practical and managerial implications for destination management and marketing organisations, destination experience designers as well and Indian tourism management stakeholders. First, the findings offer valuable insight into how a destination management framework can be applied by establishing that repeat tourists are a significant market segment. Various stakeholders can utilise these findings to work collectively and generate higher revenue by understanding tourist retention and developing strategies to attract repeat visitors. Moreover, the marketing activities are less expensive as it costs five to six times more

to attract new tourists (Meleddu et al., 2015; Opperman 1998). Hence, the repeat tourist segment is a more cost-effective and profitable market segment.

Second, by understanding specific needs and requirements of repeat visitors, destination managers can formulate specific tourism products for this market segment. Further, specific quality experiences can be designed for visitors revisiting the same location, city, country or site of interest. This kind of tourist experience can enhance the main competitive advantage compared to price and product.

Next, as per the experience economy literature, deeper personal connections during the customer experience not only leads to satisfaction, but also ensures customer loyalty (Tussyadiah, 2014). The findings of the studies reported in this thesis indicate that repeat tourists were actually looking for self-development opportunities where they could create a connection with the local people and community. They reported that the concept *people* is one of the most important factors for revisiting India. Considering that tourism has enormous opportunity for value-added products, tourist experiences can be designed following the three approaches as proposed by Tussyadiah (2014): the human-centred approach, the iterative-design approach and the holistic-experience approach. These approaches were discussed in Section 2.4, Chapter 2. Of the three approaches, the human-centred approach and holistic-experience approach have special implications for the findings of the thesis concerning the creation of memorable and meaningful tourist experiences that lead to repeat tourist behaviour. However, tourism product designers may mix and match these approaches as per the destination characteristics and profiles of the tourists visiting that destination.

Previous research has also suggested that market segmentation in tourism promotes competitive advantage (Vinerean, 2014; Yang et al., 2021). The demographic,

socioeconomic or psychographic profiles of tourists are the determinant factors for the destination selection process and thereby destination loyalty. Repeat tourist behaviour was analysed in different groups of the market segment in Study 1, such as Asian versus Western tourists; young versus older tourists and tourists with varying levels of previous travel experience. Significant differences were found in the travel motivation and experience of these different segments of the repeat tourists. The findings can aid various tourism stakeholders to understand tourist preferences, motives and behaviour and to develop differentiated marketing strategies according to tourist origin, age group and previous travel experience.

The findings are useful for multiple stakeholders who have significant roles in promoting and managing the destinations and creating unique tourism products. The stakeholders need to be aware of the importance of partnerships and collaboration in tourism as the industry requires involvement from various parties. Some of the stakeholders engage in managing day-to-day operations, while others are responsible for developing long-term strategic directions for destination development. The findings are helpful to understand the perspectives and involvement of these stakeholders. Both private and public stakeholders can benefit from these findings in recognising their roles and positions in destination development for repeat tourism, particularly in the Indian context.

As the findings highlight the significance of carefully designed tourism products and experiences for repeat tourists, the stakeholders can initiate CRM programs. The CRM is considered an effective business strategy that combines people, processes and technology to enhance customer loyalty, profitability and sustainability (Wang & Fesenmaier, 2004; Vogt, 2011). In the tourism context, sometimes it is referred to as

visitor relationship management (Murdy & Pike, 2012). Utilising the findings of the current study, the industry stakeholders, especially those from DMOs and hospitality businesses, can provide customer focused, targeted information and products to the repeat tourists to enhance loyalty and stimulate long-term relationships. Similarly, government stakeholders can use CRM enabled profiling of repeat tourists and can offer loyalty programs with new tourism products and experiences. The technological advances and digital media such as chatbot, newsletters, social media, customer satisfaction surveys, can facilitate two-way communication and create a strong, sustainable and lucrative repeat tourist market.   To conclude, various factors contribute to the success of inbound tourism, including new product offerings, price competitiveness, rich natural and cultural resources, geographical diversity, government initiatives and policy support. Furthermore, marketing and promotion activities, healthy economic growth levels, host nations for major international events and many such factors are main contributors for attracting foreign tourists. The stakeholders of the tourism and hospitality industry should make the best use of the findings of the thesis so that the Indian tourism industry can succeed in a highly competitive market.

7.6   Limitations and Recommendations

Identifying and acknowledging the limitations of this research offers insights and thoughts to progress future research. This study has some limitations, and the findings must be interpreted cautiously in the context of the study design and generalisation of results. Some limitations of the current work are summarised below.

The first constraint is that the findings are limited to one geographical context, that of India. Although the findings could be useful for other geographical destinations with a

similar tourism profile, further study could be extended to other destinations, especially in the Asian context.

The second drawback is the collection of data during the peak season to popular tourist sites. Tourists who travel in different seasons may differ in their opinion of a destination. Future research may include more varied choices for sites and cities and explore the patterns during non-peak tourist seasons.

The third restriction is that the focus of the study measured repeat tourist behaviour based on their origin, age, gender and previous travel experience. Other determinants such as educational background, financial status and family composition could be considered. More analytical work relating to these demographic segments, augmented by some descriptive information should be conducted to further confirm the findings.

The fourth provision is that the drivers of repeat tourist behaviour largely emphasise motives and experiences. Other drivers of repeat tourist behaviour such as destination image, satisfaction, involvement and destination competitiveness could be further studied (Agarwal, 2019; Agarwal & Pearce, 2019).

The fifth limitation is related to the use of research methods and techniques. The quantitative survey techniques have response biases, while the qualitative data analysis may suffer from researcher bias. That is why a series of mixed research methods were adopted in this thesis; however, limitations normally still exist due to some weaknesses of any research paradigms (Dwyer et al., 2012).

The sixth limitation is the sample distribution. Some unevenness in the distribution of the sample was seen as there were more Western tourists in the sample than Asian tourists, which represents the actual distribution of tourists in India. However, future

research could use a more representative sample that combines non-English speaking tourists, thereby gaining access to a larger section of the market.

The limitations in this thesis provide directions for future research efforts or possible studies on repeat tourist behaviour as discussed in the next section.

7.7 Future Directions

The current research findings propose significant understanding of repeat tourist behaviour and pave the way for future studies. Some of these directions are discussed below.

First, the time factor must be identified to understand how revisit behaviour changes over time. Future research should include the time perspective to establish short-term, mid-term and long-term repeat tourists. This will help identify long-term repeat tourists as distinct from those tourists who are revisiting due to a convenience factor such as multiple entry visas or due to habit formation that requires less cognitive effort while planning travelling. Exploring relevant psychological functions while making a repeat visit destination selection would further contribute to the findings.

Second, future studies should focus on other variables as antecedents of repeat tourist behaviour. For example, destination attachment could also determine repeat tourist behaviour. Destination attachment has been studied in the destination loyalty context where the visitors develop an emotional connection with a place and show a positive attitude towards that destination (Patwardhan et al., 2020; Wang et al., 2020). The findings would further add to existing research to understand behavioural loyalty formation.

Third, this study was the first attempt to understand the relationship between repeat tourist behaviour and travel motives with experience as a mediator construct. Future investigation should replicate this model with other predictors and mediators of repeat tourist behaviour to facilitate cross-validity of the current findings.

Fourth, studies could meaningfully explore stakeholder perspectives about repeat tourists in cross-cultural settings as stakeholders might have different levels of involvement and participation in another cross-cultural context. Such extensive findings would have implications for various tourism development areas such as destination planning, sustainable tourism, community tourism and impact tourism.

Fifth, the discussion on repeat tourist behaviour as shown in this research suggests that repeat tourism can promote sustainable and responsible tourism (Van Dyk et al., 2019). The findings reveal that tourists became more aware of the surroundings and the needs of the destination they were visiting if they travelled multiple times to one destination. The tourists indicated an enhanced understanding of the culture and traditions of the destination and became more mindful of their own behaviour. They became more respectful towards the culture, people and heritage of the country and sociocultural authenticity of host communities. This kind of relationship between guest and host can help to resolve guest–host conflict. Future studies should directly approach repeat tourism from a sustainable-tourism perspective as the positive findings will establish a high level of tourist satisfaction and ensure a meaningful experience for tourists.

Sixth, stakeholders could collaborate with repeat visitors enabling them to jointly design the tourism experiences. Higher customer involvement is found to be effective in generating experiential products where tourists, DMOs, policymakers and other stakeholders collaborate through crowdsourcing and co-creation (Giannopoulos et al.,

2021). In crowdsourcing, the consumers actively participate in generating ideas and solutions for the companies whereas co-creation is more customer centric and involves the individual consumer in creating products or services (Neuhofer, 2016). The technological advancement provides the main platform to various stakeholders to co-create a sustainable brand (Buhalis & Sinarta, 2019; Revilla Hernández et al., 2016). Future research could expand the knowledge by employing the co-creation and crowdsourcing strategies to develop a long-lasting loyalty program and develop competitive advantage for repeat tourist destinations.

Finally, Study 1 used a cross-sectional correlational design. Although this method is significant in achieving high external validity, longitudinal studies could be undertaken to follow individual tourists across the trajectory of their multiple visits. Such research would complement the cross-sectional findings.

7.8   Final Words

The tourism world has gone through a major disruption since the time this thesis was conceptualised and by the time the final conclusion was drawn from this research project. The data-collection process was at its final phase when COVID-19 hit the world. The tourism movement worldwide was restricted due to alarming level of the spread and severity of COVID-19. The pandemic made me rethink the findings of the current thesis. There were questions constantly going on in my mind such as when the world will open its door completely for tourism? When is it going to be safe to travel again? Will there be similar travel opportunities for all in the new normal? Will people be able to go back to a place where they have been before? It took almost two years to overcome the pandemic and restart travel and tourism.

Drawing upon on the results of this study, it can be noted that tourists who have visited a destination will have the opportunity to make a very well-informed choice. The tourists who have been to a destination will be little more aware of the infrastructure amenities, facilities, hygiene factors, and access to medical and health information. This destination familiarity will encourage tourists to travel back to such places. In some cases, this might be a deterring factor; however, positive previous travel experiences will work as a facilitating factor for tourists to revisit a destination. The findings of this thesis are certainly relevant in the new normal. The thesis presents a detailed understanding of motives for repeat tourist behaviour and puts forward recommendations for designing cognitively stimulating, sensorily appealing, and behaviourally engaging experiences validated by multiple stakeholders for repeat tourists worldwide.

Appendix A

Questionnaire for Study 1 (English version)

PROJECT TITLE: "TOURISTS WHO RETURN TO INDIA: Motivational and experiential analysis

You are invited to take part in a research project about repeat tourists to India. This project aims to examine and understand the factors that determine why tourists return to India. This study explores two main drivers–- motivation and experience and their underlying principles and investigates how they differ for repeat tourists to India. The study is being conducted by **Manisha Agarwal** and the results will contribute to her PhD **degree** at College of Business, Law and Governance at James Cook University. PROTOCOLS OF THE STUDY If you agree to be involved in the study, you will be invited to complete a questionnaire. No identifiable information will be collected. The questionnaire should only take less than half an hour of your time. Taking part in this study is completely voluntary and you may withdraw at any time without explanation or prejudice. **Proceeding to answer the questionnaire will be taken as implied consent.** IT IS LOW RISK RESEARCH THERE SHOULD NOT BE ANY RISKS OR DISTRESS FOR PARTICIPANTS. If you know of others that might be interested in this study, can you please pass on this information/link to them so they may contact me to volunteer for the study. Your responses will be strictly anonymous. The data from the study will be used in research publications and reports (e.g., my PhD thesis and some journal articles etc.) You will not be identified in any way in these publications. If you have any questions about the study, please contact

Principal Investigator:	Supervisor:
Manisha Agarwal	**Name: Prof Philip Pearce**
College of Business, Law and Governance	**College of Business, Law and Governance**
James Cook University	**James Cook University**
Phone:	**Phone:**
Email: Manisha.agarwal1@my.jcu.edu.au	**Email: Philip.pearce@jcu.edu.au**

○ Proceed (1)

○ End (2)

Skip To: End of Block If Q1 = End (2)

Repeat tourists: Motivation, experience, and implications

Q2 Have you been to India before?

○ Yes (1)

○ No (2)

Q3 You went to India for which of the following reasons (choose multiple if applicable).

☐ Leisure (1)

☐ Business (2)

☐ Community work (3)

Q4 Do you have any family links to India?

☐ None (1)

☐ Parents (2)

☐ Grandparents (3)

☐ Extended family link (7)

Repeat tourists: Motivation, experience, and implications

Q5 Age

○ Less than 20 years (1)

○ 21-35 years (2)

○ 36- 55 years (3)

○ More than 55 years (4)

Q6 Gender

○ Male (1)

○ Female (2)

Q7 Education level

○ High School (1)

○ Diploma Qualification (2)

○ Bachelor Degree (3)

○ Postgraduate Degree (4)

○ Other (please specify) (5) _____

Q8 Race

Repeat tourists: Motivation, experience, and implications

Q9 Citizenship

Q10 Domestic travel experiences (within the country of citizenship)

○ Inexperienced (1)

○ Somewhat experienced (2)

○ Experienced (3)

○ Very experienced (4)

Q11 Current Country of residence

○ Same as country of citizenship (1)

○ Some other country (Please specify) (2)
_____

Q12 How long you have been living in this country?

○ Less than 2 years (1)

○ 2-5 years (2)

○ More than 5 years (3)

Repeat tourists: Motivation, experience, and implications

Q13 Domestic travel experiences (within the country of residence)

○ Inexperienced (1)

○ Somewhat experienced (2)

○ Experienced (3)

○ Very experienced (4)

Q14 International travel experiences

○ Inexperienced (1)

○ Somewhat experienced (2)

○ Experienced (3)

○ Very experienced (4)

Please answer the following questions in relation to your leisure/holiday visits to India.

Q15 How many times you have been to India?

○ 2 times (1)

○ 3 times (2)

○ 4 times (3)

○ More than 4 times (4)

Repeat tourists: Motivation, experience, and implications

Q16 Please help to fill the information regarding your current or most recent visit to India:

	List of cities/locations visited (or plan to visit) (1)	Month and year of your visit (2)	Number of days spent (or plan to spend) (3)	Companion during the visit: Family/Friends/Alone/ Others (specify) (5)
Current or most recent visit (1)				

Repeat tourists: Motivation, experience, and implications

Q17 Please help to fill the information regarding your previous visits to India:

	List of cities/ location visited (1)	Month and year of your visit (2)	Number of days spent (3)	Companion during the visit: Family/Friends/Alone/ Others (specify) (5)
1st time visit (1)				
2nd time visit (2)				
3rd time visit (3)				
4th time visit (4)				

Q18 Please select the number from 1 to 5 which indicate **how important this factor is you when you travel.**

Repeat tourists: Motivation, experience, and implications

	Not important (1) (1)	Slightly Important (2) (2)	Important (3) (3)	Very Important (4) (4)	Extremely Important (5) (5)
1. Having fun (1)	○	○	○	○	○
2. Experiencing something different (2)	○	○	○	○	○
3. Resting and relaxing (3)	○	○	○	○	○
4. Being away from daily routine (4)	○	○	○	○	○
5. Doing something with my family/friend(s) (5)	○	○	○	○	○
6. Strengthening relationships with my family/friend(s) (6)	○	○	○	○	○
7. Feeling personally safe and secure (7)	○	○	○	○	○
8. Meeting people with similar values/ interests (8)	○	○	○	○	○
9. Viewing the scenery (9)	○	○	○	○	○
10. Getting a better appreciation of nature0 (10)	○	○	○	○	○
11. Experiencing different culture (11)	○	○	○	○	○
12. Meeting new and varied people (12)	○	○	○	○	○
13. Develop my personal interests (13)	○	○	○	○	○
14. Developing my skills and abilities (14)	○	○	○	○	○
15. Understanding more about myself (15)	○	○	○	○	○
16. Working on my personal/spiritual values (16)	○	○	○	○	○
17. Being independent (17)	○	○	○	○	○

18. Doing things my own way (18)	○	○	○	○	○
19. Experiencing the peace and calm (19)	○	○	○	○	○
20. Being away from the crowds of people (20)	○	○	○	○	○
21. Thinking about good times I've had in the past (21)	○	○	○	○	○
22. Reflecting on past memories (22)	○	○	○	○	○
23. Feeling excitement (23)	○	○	○	○	○
24. Having daring/adventuresome experience (24)	○	○	○	○	○
25. Being recognized by other people (25)	○	○	○	○	○
26. Having others know that I have been there (26)	○	○	○	○	○

Q19 To what extent you agree or disagree with the following statements in relation to your current or most recent visit to India? During this trip I felt

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Happy (1)	○	○	○	○	○
Relaxed (2)	○	○	○	○	○
Amazed (3)	○	○	○	○	○
Peaceful (4)	○	○	○	○	○
Annoyed (6)	○	○	○	○	○

Q20 To what extent you agree or disagree with the following statements in relation to your current or most recent visit to India? This trip has offered the following:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
The opportunity to introspect (1)	○	○	○	○	○
The opportunity to understand local culture and people (2)	○	○	○	○	○
Goods and services of value (3)	○	○	○	○	○
A safe travel experience (4)	○	○	○	○	○
A spiritual experience (7)	○	○	○	○	○

Q21 To what extent you agree or disagree with the following statements with in relation to your current or most recent visit to India? My experience regarding the following was

	Very unpleasant (1)	Unpleasant (2)	Neutral (3)	Pleasant (4)	Very pleasant (5)
Taste (Food, Drinks) (1)	○	○	○	○	○
Visuals (Nature, Heritage) (2)	○	○	○	○	○
Smell (Air) (3)	○	○	○	○	○
Sound (Noise) (4)	○	○	○	○	○
Space (Personal space) (5)	○	○	○	○	○
Hygiene (Cleanliness) (6)	○	○	○	○	○

Q22 To what extent you agree or disagree with the following statements in relation to your current or most recent visit to India? During this trip, I had the opportunity to enjoy the following

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Health and wellness activities (1)	○	○	○	○	○
Adventure activities (2)	○	○	○	○	○
Exploring the place (3)	○	○	○	○	○
Photography (4)	○	○	○	○	○
Variety of nightlife (5)	○	○	○	○	○
Shopping opportunities (6)	○	○	○	○	○
Others (Specify) (7)	○	○	○	○	○

Q23 To what extent you agree or disagree with the following statements in relation to your current or most recent visit to India? I had an enjoyable trip because of the following

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Spending time with my family/companions (2)	○	○	○	○	○
Knowledgeable travel guide (3)	○	○	○	○	○
Friendly local service staff and vendors (4)	○	○	○	○	○
Welcoming local residents (5)	○	○	○	○	○
Meeting other tourists (6)	○	○	○	○	○
Others (Specify) (7)	○	○	○	○	○

Q24 In your view the overall cost of travelling within India is

○ Less expensive than other Asian and South Asian countries (2)

○ About the same as other Asian and South Asian countries (3)

○ More expensive than other Asian and South Asian countries (4)

○ Cannot compare to Asian and South Asian countries as I have not travelled there (5)

Display This Question:
If In your view the overall cost of travelling within India is Cannot compare to Asian and South Asian countries as I have not travelled there Is Selected if not move to Q26

Repeat tourists: Motivation, experience, and implications

Q25 If you answered the previous question: ""Cannot compare to Asian and South Asian countries as I have not travelled ther"", would you say travel within India is

○ Less expensive thal............. (a country you have visited) (1)

○ About as expensivls.......... (a country you have visited) (2)

○ More expensilthan.............. (a country you have visited) (3)

Q26 Would you describe your travel patterns **apart from returning to India** as

○ Never return to a country once visited (1)

○ Rarely return to a country once visited (2)

○ Sometimes return to a country once visited (3)

○ Very often return to a country once visited (4)

Q27 Any other specific experience in **India** that you would like to mention here.

_____

_____

_____

_____

_____

Q28   List of activities that you enjoyed most in India.

○ 1 (1) _____

○ 2 (2) _____

○ 3 (3) _____

○ 4 (4) _____

Q29 What was the most special experience that made you come back to India?

Q30   What has been the most impressive memory of this place in the current or most recent trip?

Q31 What can be changed to improve tourists' overall experience?

Q32 Any other comments/feedback

End of Block

End

Display This Question:
*   If INFORMATION SHEET (Study 1 both online and offline) PROJECT TITLE: "TOURISTS WHO RETURN*
End Is Selected
*   Or Have you been to India before? No Is Selected*
*   Or Do you have any family links to India? Parents Is Selected*
*   Or Do you have any family links to India? Grandparents Is Selected*
*   Or Do you have any family links to India? Extended family link Is Selected*

Thank you for your response, however, you can not proceed with the survey as you do not qualify certain requirements of the study.

End of Block

Questionnaire for Study 1 (Mandarin version)

作业题目: "旅客重游印度: 动机与经历分析"

Q1 诚邀您参与这项有关旅客重游印度的研究 - "旅客重游印度: 动机与经历分析"。这项研究的目的是为探讨游客重游印度的种种原因。探讨的主要驱动因素有两个 - 动机和经验及其基本原则和调查重游印度的旅客们的差异。这项研究由Manisha Agarwal进行, 研究结果将协助她进行詹姆斯库克大学商业、法律和治理学院的博士学位的论文写作。

研究协议：如果您同意参与研究, 请完成以下问卷调查。我不会收集任何可识别的信息, 调查问卷所需时间不超过半个小时。参与这项研究完全属自愿性, 您可以随时撤回, 无需做任何解释, 也不会被责问。**填写调查问卷表示您同意上述研究的协议。** 这是一项低风险的研究, 参与者不应该会遭遇任何风险或困难。如果您知道任何可能对本研究感兴趣的人, 请将信息/链接传递给他们, 以便他们能和我联系。 您的回复将是严格匿名的。 研究中的数据将被用于研究出版物和报告（例如我的博士论文和一些期刊文章等）, 但您的身份不会被透露。 如果您对这项研究有任何疑问, 请联系

主要研究员:	监督员:
Manisha Agarwal	姓名: **Philip Pearce 教授**
商业学院，法律与治理学院	商业学院，法律与治理学院
James Cook 大学	**James Cook 大学**
电话:	电话:
电邮: **Manisha.agarwal1@my.jcu.edu.au**	电邮: **Philip.pearce@jcu.edu.au**

◯ 继续 (1)

◯ 结束 (2)

如果 Q1 = 结束 (2)，跳到: 结尾

Q2 您到过印度吗?

○ 是 (1)

○ 否 (2)

Q3 你去印度的原因是什么？（如果适用，请选择多个）

☐ 消闲 (1)

☐ 商务 (2)

☐ 社区工作 (3)

Q4 你有家人在印度吗？

☐ 没有 (1)

☐ 父母 (2)

☐ 祖父母 (3)

☐ 亲戚 (7)

Q5 年龄

○ 20岁以下 (1)

○ 21-35 岁 (2)

○ 36- 55 岁 (3)

○ 55 岁以上 (4)

Q6 性别

○ 男 (1)

○ 女 (2)

Q7 教育程度

○ 高中 (1)

○ 文凭资格 (2)

○ 本科学位 (3)

○ 研究生学位(4)

○ 其他（请注明）(5) _____

Q8 种族

Q9 国籍

Q10 国内旅游经验（国籍国）

- ○ 没有经验 (1)
- ○ 一点经验 (2)
- ○ 有经验 (3)
- ○ 很有经验 (4)

Q11 当前居住国家

- ○ 与国籍国相同 (1)
- ○ 其他国家（请注明）(2) _____

如果当前居住国的选择是"其他国家（请注明）"出示以下问题。否则，跳到Q14

Q12 你住在这个国家多久了？

- ○ 少过两年 (1)
- ○ 2-5 年 (2)
- ○ 超过 5 年 (3)

如果当前居住国的选择是"其他国家（请注明）"提问以下问题。否则，跳到Q14

Q13 国内旅游经验（居住国）

- ○ 没有经验 (1)
- ○ 一点经验 (2)
- ○ 有经验 (3)
- ○ 很有经验 (4)

Q14 国际旅游经验

○ 没有经验 (1)

○ 一点经验 (2)

○ 有经验 (3)

○ 很有经验 (4)

请回答以下有关您到印度休闲/度假的问题。

Q15 你到印度有多少次？

○ 2 次 (1)

○ 3 次 (2)

○ 4 次 (3)

○ 超过4 次 (4)

Q16 请填写您目前或最近一次去印度的资料:

	去过或计划要去的城市/地点（1）	到访的年份和月份（2）	逗留或计划逗留的天数（3）	旅伴：家人/朋友/单身/其他（请注明）（5）
当前或最近到访过的（1）				

Repeat tourists: Motivation, experience, and implications

Q17 请填写您上次到访印度的资料：

	去过或计划要去的城市/地点（1）	到访的年份和月份（2）	逗留或计划逗留的天数（3）	旅伴：家人/朋友/单身/其他（请注明）（5）
首次到访 (1)				
第二次到访 (2)				
第三次到访 (3)				
第四次到访 (4)				

Q18 请选择1到5之间的数字，表明您旅行时这个因素对您的重要性。

	不重要 (1) (1)	稍微重要 (2) (2)	重要 (3) (3)	很重要 (4) (4)	非常重要 (5) (5)
1. 玩得开心 (1)	○	○	○	○	○
2. 体验不同的事情 (2)	○	○	○	○	○
3. 休息和放松 (3)	○	○	○	○	○
4. 远离日常生活 (4)	○	○	○	○	○
5.和家人/朋友做某些事 (5)	○	○	○	○	○
6.加强与家人/朋友的关系 (6)	○	○	○	○	○
7. 感觉个人安全可靠 (7)	○	○	○	○	○
8. 与具有相似价值/兴趣的人会面 (8)	○	○	○	○	○
9. 欣赏风景 (9)	○	○	○	○	○
10. 更好地欣赏自然 (10)	○	○	○	○	○
11. 体验不同的文化 (11)	○	○	○	○	○
12. 认识新的和不同的人 (12)	○	○	○	○	○
13. 发展个人兴趣 (13)	○	○	○	○	○
14. 发展我的技能和能力 (14)	○	○	○	○	○
15. 对我自己有更多的了解(15)	○	○	○	○	○
16. 操练个人/灵性的价值观(16)	○	○	○	○	○
17. 独立 (17)	○	○	○	○	○
18. 用自己的方式做事情 (18)	○	○	○	○	○
19. 体验和平与平静 (19)	○	○	○	○	○
20. 远离人群 (20)	○	○	○	○	○

21. 思考过去曾经遇到的好时光 (21)	○	○	○	○	○
22. 反思过去的回忆 (22)	○	○	○	○	○
23. 感到兴奋 (23)	○	○	○	○	○
24. 有大胆/冒险的经验 (24)	○	○	○	○	○
25. 得到其他人的认可 (25)	○	○	○	○	○
26. 让别人知道我一直在哪里？(26)	○	○	○	○	○

Q19 您在多大程度上同意或不同意以下关于您目前或最近旅游印度的描述？在这次旅行中，我觉得

	强烈反对 (1)	有点不同意 (2)	既不同意也不反对 (3)	有点同意 (4)	非常同意 (5)
快乐 (1)	○	○	○	○	○
放松 (2)	○	○	○	○	○
惊讶 (3)	○	○	○	○	○
平安 (4)	○	○	○	○	○
心烦 (6)	○	○	○	○	○

Q20 您在多大程度上同意或不同意以下关于您目前或最近旅游印度的描述？此次旅行提供以下内容：

	强烈反对 (1)	有点不同意 (2)	既不同意也不反对 (3)	有点同意 (4)	非常同意 (5)
内省的机会 (1)	○	○	○	○	○
了解当地文化和人民的机会 (2)	○	○	○	○	○
住宿和膳食费用合理 (3)	○	○	○	○	○
安全的旅行体验 (4)	○	○	○	○	○
精神体验 (7)	○	○	○	○	○

Q21 您在多大程度上同意或不同意以下关于您目前或最近旅游印度的描述？以下是我的经验

	非常不愉快 (1)	不愉快 (2)	中立 (3)	愉快 (4)	非常愉快 (5)
味道 (食物、饮料) (1)	○	○	○	○	○
视觉（自然，遗产）(2)	○	○	○	○	○
气味（空气）(3)	○	○	○	○	○
声音（噪音）(4)	○	○	○	○	○
空间（个人空间）(5)	○	○	○	○	○
卫生（清洁度）(6)	○	○	○	○	○

Q22 您在多大程度上同意或不同意以下关于您目前或最近旅游印度的描述？在这次旅行中，我有机会享受以下的各项活动

	强烈反对 (1)	有点不同意 (2)	既不同意也不反对 (3)	有点同意 (4)	非常同意(5)
健康和保健活动 (1)	○	○	○	○	○
冒险活动 (2)	○	○	○	○	○
探索的地方 (3)	○	○	○	○	○
摄影 (4)	○	○	○	○	○
各种夜生活 (5)	○	○	○	○	○
购物机会 (6)	○	○	○	○	○
其他（注明）(7)	○	○	○	○	○

Q23 您在多大程度上同意或不同意以下关于您目前或最近旅游印度的描述？由于以下原因，我的旅程很愉快。

	强烈反对 (1)	有点不同意 (2)	既不同意也不反对 (3)	有点同意 (4)	非常同意(5)
与我的家人/同伴在一起 (2)	○	○	○	○	○
知识丰富的导游 (3)	○	○	○	○	○
亲善的本地服务人员和供应商 (4)	○	○	○	○	○
受当地居民欢迎 (5)	○	○	○	○	○
与其他游客相遇 (6)	○	○	○	○	○
其他（注明）(7)	○	○	○	○	○

Q24 在你看来，在印度旅行的总体成本是

○ 比其他亚洲和南亚国家便宜 (2)

○ 与其他亚洲和南亚国家大致相同 (3)

○ 比其他亚洲和南亚国家更昂贵 (4)

○ 不能与亚洲和南亚国家比较，因为我没有去过那里 (5)

如果您认为印度旅游的总体成本与亚洲和南亚国家无法比较，因为我还没有到过那里，出示以下问题:
否则，跳到Q26

Q25 如果您对上一问题的答案是："我没有去过亚洲和南亚国家不能比较"，你会说印度的旅行是

○ 比……………（您去过的国家) 便宜 (1)

○ 和……… (您去过的国家) 大致相同 (2)

○ 比……………（您去过的国家) 昂贵 (3)

Q26除了回到印度，你会如何描述您的旅行模式？

○ 一旦去过，不会再回去同一个国家 (1)

○ 一旦去过，很少再回去同一个国家 (2)

○ 有时会再回去同一个国家 (3)

○ 经常会回去同一个国家 (4)

Q27 你是否有在印度的任何其他具体经验？

_____

_____

_____

_____

Q28　您在印度最喜欢的活动有.

    ○　1 (1) _____

    ○　2 (2) _____

    ○　3 (3) _____

    ○　4 (4) _____

Q29 有什么特别的经验让您重回印度?

Q30　在当前或最近的旅行中，这个地方最令您印象深刻的记忆是什么？

Q31 有什么东西可以改变以便游客的整体经验受改善?

Q32 其他意见 / 反馈。

结束

结束

如果信息页（研究1在线和离线）项目标题："游客回复"的选择是"结束"，出示以下问题：

*　或 去过印度吗？答案是**没有***

*　或 您在印度有任何家庭联系吗？答案是**家长***

*　或 您在印度有任何家庭联系吗？答案是祖父母*

*　或 您在印度有任何家庭联系吗？答案是远亲*

感谢您的回应，但是因为您不符合研究的某些要求，因此调查不能继续进行。

问卷借宿

Study 3 Sample questions for Interview with multiple stakeholders

Sample:

DMOs/Govt/Site Representatives/Hotel representatives/Educationist/
Environmentalist/Sustainability organisations/Tourism Volunteers.

Procedure:

Four stages:

Stage 1

Introducing myself

Stage 2

Asking Questions section 1

Stage 3

Sharing my findings

Stage 4

Asking questions section 2

Section 1

Question 1. Are you aware of the repeat visitors' segment to India?

Question 2. Would you like to share your understanding and perspective on the importance of repeat visitors to India?

Question 3. Do you have any specific strategies to attract repeat tourists?

> Does this strategy include (or consider to include) any specific motivation (interest)?

> Does this strategy include (or consider to include) any specific activity/experience?

Findings in a nutshell:

Demographic profile of repeat tourist in India

Important Motives for repeat tourists: Self-development, self-actualizations, Nostalgia, Stimulation, Recognition (Interviewer will explain)

Important Experience components for repeat tourists: cognitive and behavioural (yoga) experience are more important for tourists (Interviewer will explain)

Open ended –responses - food, places-destinations, Taj Mahal, Gateway of India, Rishikesh, Mumbai (Interviewer will explain)

Section 2

Question 1. Would you like to share any specific promotion and marketing strategies/intervention/engagement strategies for the repeat tourist to this region/India?

Question 2. The results of my research indicate that Self-development, self-actualizations, Nostalgia, Stimulation, Recognition are the most important factor for repeat visitors. How do these motivational factors help you/your organisation to formulate your promotion/intervention/engagement strategy for repeat tourists to India?

Question 3. The results of my study indicate that opportunities for thinking and doing activities (Cognitive and behavioural experience) are highly important for repeat tourists. How do these experience factors will be helpful for you/your organisation to formulate marketing/intervention/engagement strategy around such experiences for the repeat visitors?

Question 5. The results of my study indicate that certain experiences such as food and culture and sites and destinations such as Taj Mahal, Gateway of India, Rishikesh, Mumbai are very important for repeat tourists; Would you like to share how can you/your organization will be able to review its marketing/intervention/engagement strategy around such experiences for the repeat visitors.

Question 6. Do you have any further feedback as how the findings of my study could assist be relevant for other stakeholders?

Thank you note and information on future contact

Appendix B

ETHICS APPROVAL

This administrative form
has been removed

INFORMATION SHEET (Study 1)

PROJECT TITLE: "Back to India: Motivation, Experience and Implications"

EXAMPLE OF INFORMATION REQUIRED FOR PARTICIPANTS
You are invited to take part in a research project about repeat tourist to India. This project aims to examine and understand the factors that determine the repeated tourist behaviour to India. This study mainly explores the two main drivers - motivation and experience and their underlying principles and investigates how they differ in the repeat tourists to India. The study is being conducted by **Manisha Agarwal** and will contribute to the **degree project** in PhD degree at James Cook University.

ENSURE ALL THE PROTOCOLS OF YOUR STUDY ARE INCLUDED HERE. Don't forget to tell people what they will be asked to do and about the time commitments involved. Remember that you are INVITING people to participate in activities from which they can withdraw at any time. Therefore watch your phrasing so that potential participants are 'asked' to do tasks – they are not 'required' to do anything.

EXAMPLE ONLY DESCRIPTION OF PROTOCOLS
If you agree to be involved in the study, you will be invited to be interviewed. The interview, with your consent, will be audio-taped, and should only take approximately 1 hour of your time. The interview will be conducted at the College of x at James Cook University, or a venue of your choice. There is also a questionnaire that you may complete, which asks you about your reading and writing practices. The questionnaire should only take 10 minutes to complete.

Taking part in this study is completely voluntary and you can stop taking part in the study at any time without explanation or prejudice.

YOU MUST OUTLINE ANY RISKS OR POTENTIAL FOR DISTRESS HERE – IF YOUR STUDY DOES NOT HAVE THE POTENTIAL FOR DISTRESS I.E. IT IS LOW RISK RESEARCH THERE SHOULD NOT BE ANY RISKS OR DISTRESS FOR PARTICIPANTS.

(EXAMPLE FOR SNOWBALL RECRUITMENT – If you know of others that might be interested in this study, can you please pass on this information sheet to them so they may contact me to volunteer for the study.)

Your responses and contact details will be strictly confidential/anonymous. The data from the study will be used in research publications and reports **(list all uses here: journal articles, theses, etc.)**. You will not be identified in any way in these publications.

If you have any questions about the study, please contact **- insert here the names of the Principal Investigator and Supervisor and/or Co-Investigator.**

Principal Investigator:	**Supervisor: (If applicable) or Co-Investigator Details:**
John Smith	**Name:**
College:	**College:**
James Cook University	**James Cook University (or other institution)**
Phone: 47XX XXXX (Must be a JCU contact number or a study specific mobile number. DO NOT use private phone numbers)	**Phone: Work number**
	Email: Work email
Email: John.Smith@jcu.edu.au (Must be a JCU email)	

If you have any concerns regarding the ethical conduct of the study, please contact:
Human Ethics, Research Office
James Cook University, Townsville, Qld, 4811
Phone: (07) 4781 5011 (ethics@jcu.edu.au)

INFORMATION SHEET (Study 3)

**(Invitation letter for Study 3 for Tourism Stakeholders Interview) PROJECT
TITLE: "TOURISTS WHO RETURN TO INDIA: Motivational and
experiential analysis"**

You are invited to take part in a research project about repeat tourist to India. This project aims to examine
and understand the factors that determine the repeated tourist behaviour to India. This study mainly
investigates how various stakholders will use the findings related to underlying principles of motivation and
experience of the repeat tourists to India. The study is being conducted by **Manisha Agarwal** and will
contribute to the **degree project** in PhD degree at College of Business, Law and Governance at James Cook
University.

PROTOCOLS OF THE STUDY

If your organization agrees to be involved in the study, one or two representatives from your
organization will be invited to take part in an interview. No identifiable information will be
collected. The interview will be audio taped for further analysis. The interview should only take
approximately half an hour. The interview can be conducted online or during a face to face meeting
as mutually agreed upon.

Taking part in this study is completely voluntary and you can stop taking part in the study at any time without
explanation or prejudice.

IT IS LOW RISK RESEARCH THERE SHOULD NOT BE ANY RISKS OR DISTRESS FOR
PARTICIPANTS.

If you know of any other organisation that might be interested in this study, can you please pass on this
information sheet to them so they may contact me to volunteer for the study.

Your responses and contact details will be strictly confidential. The data from the study will be used in
research publications and reports (e.g., my PhD thesis and some journal articles etc.) You will not be
identified in any way in these publications.

If you have any questions about the study, please contact – **Manisha Agarwal and Prof Philip Pearce**

Principal Investigator:	**Supervisor:**
Manisha Agarwal	**Name: Prof Philip Pearce**
College of Business, Law and Governance	**College of Business, Law and Governance**
James Cook University	**James Cook University**
Phone:	**Phone:**
Email: Manisha.agarwal1@my.jcu.edu.au	**Email: Philip.pearce@jcu.edu.au**

If you have any concerns regarding the ethical conduct of the study, please contact:
Human Ethics, Research Office , James Cook University, Townsville, Qld, 4811 Phone: (07) 4781 5011 (ethics@jcu.edu.au)

INFORMED CONSENT FORM (Study 1)

PRINCIPAL INVESTIGATOR	**Manisha Agarwal**
PROJECT TITLE:	**Back to India: Motivation, Experience and Implications"**
COLLEGE:	**College of Business, Law and Governance**

I understand the aim of this research study is to examine the phenomenon of repeat tourism to India. I consent to participate in this project, the details of which have been explained to me, and I have been provided with a written information sheet to keep.

I understand that my participation will involve responding to a **questionnaire** and I agree that the researcher may use the results as described in the information sheet.

I acknowledge that:

- taking part in this study is voluntary and I am aware that I can stop taking part in it at any time without explanation or prejudice and to withdraw any unprocessed data I have provided;

- that any information I give will be kept strictly confidential/anonymous and that no names will be used to identify me with this study without my approval;

(Please tick to indicate consent)

PLEASE DELETE ITEMS NOT RELEVANT TO YOUR PROJECT AND INSERT ITEMS WHICH ARE RELEVANT

I consent to complete a questionnaire		**Yes**		**No**

Name: *(printed)*	
Signature:	**Date:**

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INFORMED CONSENT FORM (Study 3)

PRINCIPAL INVESTIGATOR	**Manisha Agarwal**
PROJECT TITLE:	**TOURISTS WHO RETURN TO INDIA: Motivational and experiential analysis**
COLLEGE:	**College of Business, Law and Governance**

I understand the aim of this research study is to examine the phenomenon of repeat tourism to India. I consent to participate in this project, the details of which have been explained to me, and I have been provided with a written information sheet to keep.

I understand that my participation will involve responding to an interview and I agree that the researcher may use the results as described in the information sheet.

I acknowledge that:

- taking part in this study is voluntary and I am aware that I can stop taking part in it at any time without explanation or prejudice and to withdraw any unprocessed data I have provided;

- that any information I give will be kept strictly confidential/anonymous and that no names will be used to identify me with this study without my approval;

(Please tick to indicate consent)

I consent to be interviewed		Yes		No
I consent for the interview to be audio taped		Yes		No

Name: *(printed)*	
Signature:	**Date:**

References

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