Experiencing The Real India

In search for visitor satisfaction

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DEDICATION

This thesis gives me the possibility to bring in practice what I have learnt the last three years at the NHTV. I see it as the crowning glory of my previous study years. I would like to thank the following people;

First of all I would like to thank professor Mrs. Barten for her enthusiasm about my research, and her comments that made me look critically at my report and strengthen the underexposed parts of the report. Furthermore I would like to thank Mrs.Rustema and Mr. Raju for making it possible to do this assignment for them.

Of course I would like to thank my parents, Lenie and Wim, who made it possible for me to go to India, and my sister for her good support. Finally I would like to my boyfriend Ila, for supporting and standing by me all those five month, and keeping me company.

Linda Renssen
Breda, May 2005

PREFACE

As the title would suggest, this research paper deals with customer-satisfaction in India. It tries to find answers on which factors could be of influence on the overall satisfaction of European travellers in India. Special attention will be paid to the cultural differences which are apparent during the trip. Next to the existing theory models dealing with traveling-satisfaction, also other factors which could be relevant for the satisfaction for travellers in India will be revised. Based on the discussed theory a conceptual model will be developed. This model consist of factors which could be relevant for the overall satisfaction-scores of European travellers in India. It will be tested with different statistical methods and analyzed. Finally in the conclusion, answers will be given on which factors are relevant for the overall satisfaction.

CONTENTS

MANAGEMENT SUMMARY

This research-paper explores factors which could influence the overall satisfaction for Dutch travellers in India. Special attention will be paid to the effects of the cultural differences on satisfaction, and if interaction with the local community helps travellers to understand the culture in a better way and therefore turns travellers more satisfied. The research objective and question that are formulated in this research are:

Research objective: To formulate and carry out a customer-satisfaction research on European travellers traveling in India, to determine which factors influence the level of satisfaction and to find out which factors Abroader could capitalize upon.

Research question: Which factors influence the overall satisfaction of European travellers travelling in India?

- What are the overall satisfaction scores of European travellers travelling in India?
- Which factors need to selected from the theory, which influences the overall satisfaction?
- Which items belong to these factors, which influence the overall satisfaction, according to the theory?
- Do people experience a change of feelings during their trip?
- Are people willing to have more interaction?

Theory

This research paper builds on four satisfaction-models (ServQual, Chris Ryan, P-A-D and experience model), and on five other theories (Mueller, Hottola, Hall, Ehner and Richie, Earley) which could be of influence on the level of satisfaction. Based on this theory, a conceptual model has been developed and corresponding hypothesizes have been formulated to eventually answer the main research question. This conceptual model contains eleven factors which are all measured on the level of satisfaction. The factors that have been selected are; length of stay, education, travel-experience, information-search, motivations, experience, cultural differences, senses, activities, interaction with host and feelings.

Data is collected in India from the European respondents and is analyzed with help of the statistical program SPSS. First have the factors individually been tested on reliability, to prevent misleading outcomes of the research. Further analysis is done with the reliable factors, not reliable factors were excluded. Several methods have been used to measure the relation of each on these factors on the level of satisfaction. This is done to draw reliable conclusions on which factors have a an influence.

Conclusions

The conceptual model that has been developed to measure the overall satisfaction has helped to find out a little more on this complex process. A formula has been found which indicates which factors have a relation and what the strength is of this relation on the overall satisfaction.

Overall satisfaction = (0.036 x length of stay) + (0.158 x senses) + (0.174 x activities) + (0.130 x feelings) + 2.630

The factors activities and senses have the strongest relation with the overall satisfaction in this research. It is notable that the factor activities has a positive influence on the overall satisfaction, while the factor senses has a negative impact on the overall satisfaction.

It is interesting to found out that "interaction with host" is an factor which had contradicting results during this research. Although it did not seem to have a relevant relation in the formula, other research found out that this result could be discussed. Finally one could say that this factor has an influence on the overall satisfaction, especially because it helps travellers to better understand the culture. Therefore on balance, it could be said that the factors which have an influence on the overall satisfaction are; length of stay, senses, activities, feelings, information-search and interaction with host-community.

Focus for Abroader:

- Develop a product based on the theme "real India". With the underlying thought that travellers get an understanding on what is going on in India.
- Organize meetings before the trip with the topic: cultural differences between India and the Netherlands. With the focus first to make travelers aware of their own culture, then of the Indian culture.
- Make a selection before the trip, by being clear on what your product has to offer: "seeing real India". Those who are not interested will drop out, and the ones are left who have the motivation to see the real India.
- Provide the right non-commercial objective reading-material, which tells the real story of India, think of folders on voluntary organisations.
- Try to prevent that travelers block interaction with the local community, encourage the interaction with help from among others a local guide.
- Offer a product which is long enough for travelers, to have the possibility to get a understanding of what is going on in India.
- Organize a trip on the factors that have been proven satisfying for travelers, and try to prevent those that have not been proven as satisfying (figure 5.1 and 5.2).

CHAPTER ONE: INTRODUCTION

1.1 Introduction

While the world is globalizing, air-connections are increasing and tickets have become less expensive, the world is an open door and gives people the opportunity to explore the world. One intriguing country is India. This is a huge country with an enormous diversity of cultures, languages, religions, standards, regional differences, income levels, lifestyles and so on. Probably no other country offers greater contrasts within its borders. Yet it is all part of what makes India the travel experience it is. This contrast is very appealing for the culture-seeking travellers, but how do travellers really deal with a totally different culture than their own? India has a diverse culture and it would be very interesting to find out how India is perceived by Dutch travellers during their stay.

This research is done in assignment of the company Abroader. Her mission is to:
''Turn opportunities between Indian and Dutch organizations into business reality by offering a variety of management constancy services. These constancy services should result in more investments into India and increased revenue & profits for Dutch companies. Abroader is convinced that a partnership between India and the Netherlands can be mutually beneficial. 5% of Abroader's annual profit is dedicated to charity goals in India (woman's education, street children project)''

Abroader would like to see if a product/concept could be developed in India that is attractive for the Dutch travel-market. In order to achieve this goal, research need to be done on what factors influence satisfied/unsatisfied travellers. Furthermore Abroader would like to know if travellers experience a significant change during the trip, and at what point during the trip this change generally occurs. Abroader could capitalize on these factors and could make a concept based on this knowledge.

The assumptions that Abroader has are the following:

- Exposing Dutch travellers to "real India" helps them to get a better understanding of the culture and this will turn them more satisfied during the trip.

- The longer travellers stay, the more understanding of the culture they will have and for this reason turn more satisfied.

1.2 Background-analysis

Geert Hofstede[10] developed a scheme based on a classification of four cultures along four axes: power distance, individualism/collectivism, masculine/feminine, and uncertainty avoidance. After analyzing this scheme, one can say that the Dutch and the Indian culture differ on most of these items. Therefore during the rest of this research-paper the assumption could be made that are many cultural differences between the Dutch and Indian culture.

These cultural differences lead often to feelings of insecurity for European travellers[11] going to India. They do not know what to expect, also due to the fact that the tourism product is not tangible. People try to create a picture in mind of the destination before the trip, to diminish this feeling of insecurity and they have certain expectations. Also tourists tend to hide behind the institutionalized framework[12], this framework is created by the tourism industry. This framework tries to protect travellers often for feelings of confusion when dealing with a "strange" culture. This by creating a "safe" environment where travellers only observe the "strange" culture, for example behind the windows of the touring-car. This instead of actively participating and trying to understand a culture. In a strange environment it feels often easier and safer to just observe than to do an activity, which involves participation with the local culture.

Even most backpacking tourist, who's trigger is exploring new cultures and personal development, enjoy the well-developed backpacker infrastructure. So being a backpacker does not automatically mean that one would necessarily encounter any more backstage situations than other travellers, it is considerably easier to pursue activities within the backpacker infrastructure than engage in personal relations with the local people[3].

Unfortunately when staying within this backpacker-infrastructure, it is difficult to understand what is really going on in India, and in grasping "the real picture". Following the people in their "authentic" daily activities requires some degree of participation, for instance staying with the people. Only in this way people can see what India really is all about and this could help them to learn to anticipate the actions of local people and understand the outcomes of these actions. Also when the distance diminishes between the travellers and the other culture, the contact will be deeper. This kind of involvement is very personal and thus satisfying. It gives

[10] Hofstede in Schneider et al, 2003: pag. 87-88
[11] Kotler, 2003: pag. 202-217

the feeling that the tourist themselves are the actors instead of being a pawn of the travel industry. Therefore the kind of activities done at the destination is of great importance, because it could effect the way people will look and judge the destination[3].

Looking on the theory of Hottola, certain processes of contradicting emotions in the process of learning to deal with another culture could be distinguished. Dealing with a "strange" country creates confusion, initially between feelings of euphoria and disillusionment and on the later stages between adaptation and opposition. According to Hottola this feeling of euphoria *in India* takes only a small amount of time and the feeling of disillusionment (culture-confusion) often have strongly the overhand. Disillusionment creates negative feelings and according to Hottola travellers adapt or oppose after a while. Adaptation often leads to a positive feeling during the stay and opposition to a more negative feeling[4].
If one assume Hottola that this positive/negative feeling has impact on the level of satisfaction, it is interesting to do research on satisfied/unsatisfied customers and find out what kind of factors have influence on the level of satisfaction. As stated above the kind of activities done is of great importance of how people feel.

Abroader would like to have insight in what factors contribute to the overall satisfaction of travellers and if travellers experience a significant change during their trip. Knowing for example that travellers will be more satisfied when they do a lot of activities where there is involvement with the host community could help Abroader to develop a travel-product based on this concept. Think of a tour were people see a different "India", such as excursions to schools, local hospitals, etc.

A better understanding of India will help people to become more enthusiastic and positive about the country. This would lead to more repeat visitors, more stories (word of mouth), and more interest. This will also indirectly improve the image of India. Furthermore would Abroader like to know at what time Dutch travellers turn satisfied/unsatisfied. Knowing this helps Abroader to make a decision to offer a short or long-stay travel-product.

Theories on customer-satisfaction need to be revised to see which factors are of influence on the over-all satisfaction of European travellers in India. Special attention will be paid to the effects of the cultural differences on satisfaction, and if interaction with the local community helps to understand the culture in a better way and therefore turns travellers more satisfied. An conceptual model will developed and tested based on the theory.

[3] Suvantola, 2002: pag 261
[4] Hottola, 2002, pag. 447-466

1.3 Purpose

Research objective:

To formulate and carry out a customer-satisfaction research on European travellers traveling in India, to determine which factors influence the level of satisfaction and to find out which factors Abroader could capitalize upon.

Research question:

Which factors influence the overall satisfaction of European travellers traveling in India?

Main-questions:

1. What are the overall satisfaction scores of European travellers travelling in India? (sub-question B)

2. Which factors need to selected from the theory, which influences the overall satisfaction? (sub-question C,D,E)

3. Which items belong to these factors, which influence the overall satisfaction, according to the theory? (sub-questions A,F)

4. Do people experience a change of feelings during their trip? (sub-question G)

5. Are people willing to have more interaction? (sub-question H)

The sub-questions:

Sub-question A: Are the items selected from the theory, internally consistent within the selected factors?

Sub-question B*:* Are the overall satisfaction-scores reliable scores to work with?

Sub-question C*:* Which factors are predictors of the overall-satisfaction during the pre-exposure?

Sub-question D: Which factors are predictors of the overall-satisfaction during the direct-exposure?

Sub-question E: What are the differences between importance and satisfaction-scores of each of these factors?

Sub-question F: What are the differences between importance and satisfaction-scores of each of the items?

Sub-question G: Is there a point during the trip when travellers turn more satisfied/unsatisfied?

Sub-question G1: When do respondents turn more (dis)satisfied during their trip?

Sub-question G2: How do travellers turn more satisfied?

Sub-question G3*:* Why do travellers turn more satisfied?

Sub-question H*:* What are the reasons for travellers to have (no) more interaction?

Structure of the research-paper

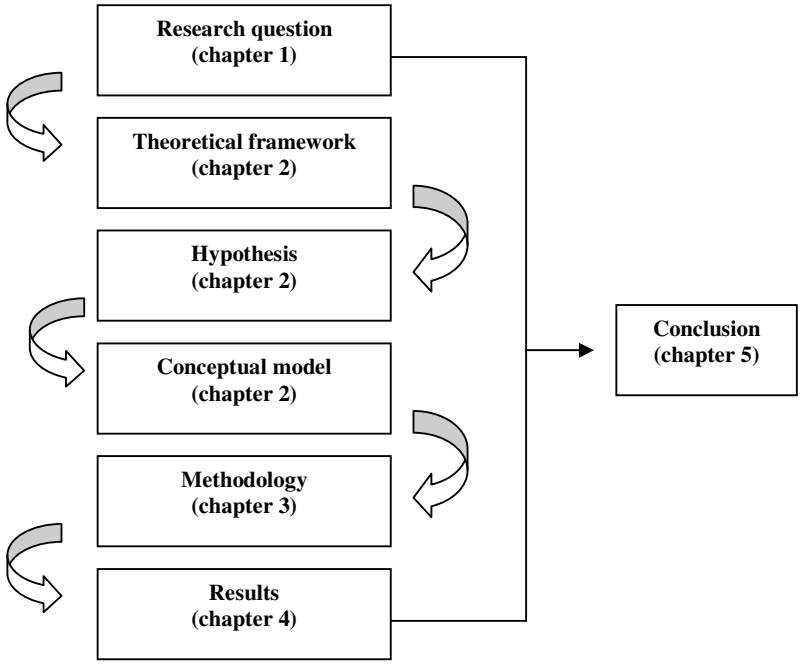


Figure 1.1 Structure of research paper

Chapter one: Introduction

In this chapter the introduction of this research is expound. After explaining the background information, the main research objective and questions are described. The structure of the research is set out as well the methodology.

Chapter two: Theory on customer-satisfaction

In this chapter, theory about customer-satisfaction is discussed and analyzed. Based on the existing literature a conceptual model will be developed and hypothesizes are formulated to answer the sub-questions.

Chapter three: Methodology

The methodology is discussed in this chapter. The participants which are included in the sample, the setting of the research, the adopted procedure, confounding factors that were evident and the statistical methods and procedures are described here. For every formulated

hypothesis is a statistical method chosen which could test these hypothesizes. Furthermore is explained how the questionnaire has been set up.

Chapter four: Results

With help from the different statistical methods described in chapter three, the hypothesis developed in chapter two are tested. After that the results will be presented in this chapter.

Chapter five: Conclusion

In this chapter first a discussion will take place to analyze the results. Than based on the discussion a conclusion could be drawn and an answer will be given to the main research question. Furthermore recommendations for Abroader are given based on the analysis done in chapter four. Finally recommendations for further research will be given for those interested in further research.

1.5 Methodology

In this research-paper, the research approach that is used is the called the deductive approach. Using the deductive method means that in this paper the development of a theory and hypothesizes are involved. The research strategy to test these hypothesizes is called an explanatory study, which means that it tries to establish causal relationships between variables[5].

After analyzing the theory about customer-satisfaction, a conceptual model is developed and corresponding hypothesis are formulated. Based on this new model a questionnaire is compiled in order to test the hypothesizes. Data is collected in India from the European respondents and is analyzed with help from the statistical program SPSS. In chapter two, the methodology of this research-paper is defined more clearly.

[5] Saunders et al, 2000: pag 84-104

CHAPTER TWO: THEORY

2.1 Introduction

This chapter discusses which factors could be of influence of the overall satisfaction of European travellers going to India. Therefore special attention will be paid to which factors could be relevant to the overall satisfaction when people are dealing with a total different culture than their own. This will be done with four existing models (ServQual model[6], Chris-Ryan's model[7], Experience-model[8] and P-A-D model[9]) dealing with customer-satisfaction, but also with other factors which could be relevant for the level of satisfaction (see figure 2.1). Based on the found theory, hypothesizes are formulated and a new conceptual model has been developed. This conceptual model will be tested in chapter four.

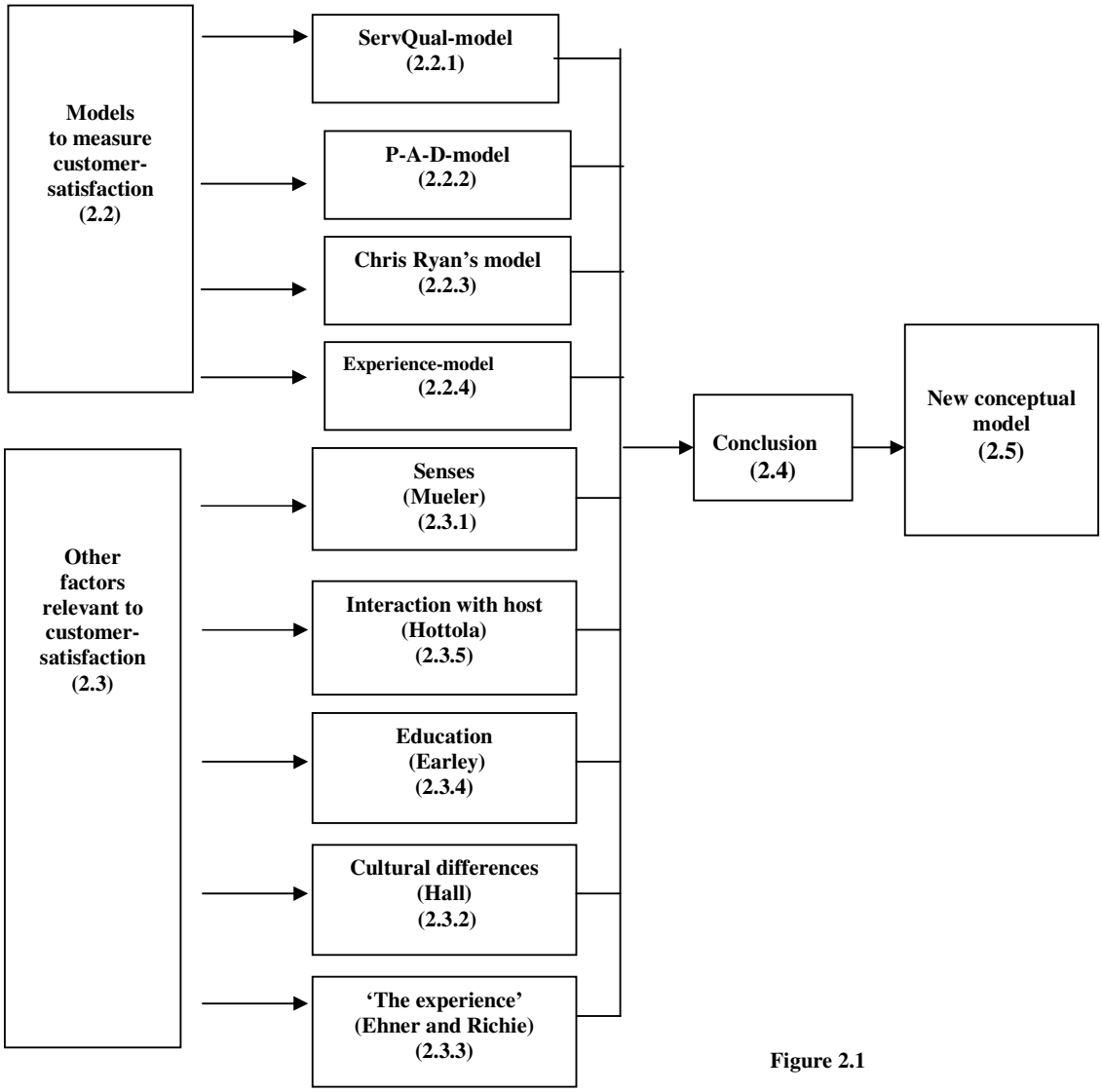


Figure 2.1

[6] Parasuraman et al in Burns et al, 2001: pag 363-380
[7] Ryan, 2003 : pag. 66
[8] Goossens and Mazursky in Beunders et al, 2003: pag. 112-113
[9] Mehrabian and Russell in Floyed, 1996: pag 83-96

2.2 Discussion of the theory

2.2.1 ServQual model

For more than twenty years, satisfaction has most commonly been understood on the basis of expectancy disconfirmation[10]. Disconfirmation occurs when there are differences between what one receives and what he or she wanted to receive is an experience[11]. Disconfirmation is typically measured as the gap or difference between expectations and performance. Negative disconfirmation occurs when performance is less than expectations, and positive disconfirmation occurs when performance is greater than expectations.

One of the most frequently cited models of customer service, ServQual, was developed by Parasuraman et al[12] to address quality issues in service agencies. This will be measured by calculating the gap between expectations and satisfaction-scores of different items. These authors developed a method of examining consumers' expectations levels and perceived performance for a series of relevant attributes. Much debate has followed the ServQual model and has focused on a few issues.

One issue of concern with ServQual is the use of the term "importance" or "expectation" with regards to measuring what a visitor expects or desires from an experience or encounter. Little agreement has been reached, and the definitional issues are still being tested and debated[13]. Crompton & Mackay[14] state that measuring expectations and perceptions of quantity is not enough in determining satisfaction, but that the importance of individual attributes must be identified so that management resources can be properly allocated. Also Hamilton, Crompton, and More[15] indicated that the desires of the user (importance), not their expectation, should be measured against the level of performance.

Another issue of concern with the ServQual model is that service quality is calculated from subtractions between expectations and performance[16] (gap-method)). Other customer satisfaction research, however, has focused on only the performance of selected attributes (performance-only method), rather than obtaining the mathematical difference between performance and expectations. In a critique of the gap method Babakus et al found that the

[10] Oliver et al in Burns et al, 2001: pag. 363-380
[11] Bitner et al in Burns et al, 2001: pag. 363-380
[12] Parasuraman et al in Burns et al, 2001: pag 363-380
[13] Absher et al in Burn, 2001: pag. 363-380
[14] Crompton & Mackay in Burns et al, 2001: pag 363-380
[15] Hamilton et al in Burns, 2001: pag 363-380
[16] Babakus et al in Burns et al, 2001: pag 363-380

expectation score was not necessary in determining satisfaction levels. Churchill et al[17] found that the performance-only measures more directly affected overall satisfaction.

Crompton and Love noted[18] that the debate on measures of satisfaction continues, and that there are benefits to both methods. While the performance-only measures have generally been better predictors of satisfaction, the gap-scores are useful in tracking trend data regarding visitor expectations over time.

2.2.2 Chris Ryan

Chris Ryan[19] uses five factors that determine the level of satisfaction of tourists (see figure 2.2). The five factors are the travel-experience, nature of personal interaction, response mechanism, nature of destinations and personal factors. Based on these five factors an evaluation of journey, place and people takes place. Behavior patterns like information search and location of favorite places will be taken into account after the evaluation of the trip. Based on these factors travellers are satisfied or dissatisfied. In contrary with the ServQual-model satisfaction-only scores are measured in this model to measure the satisfaction-scores of travellers.

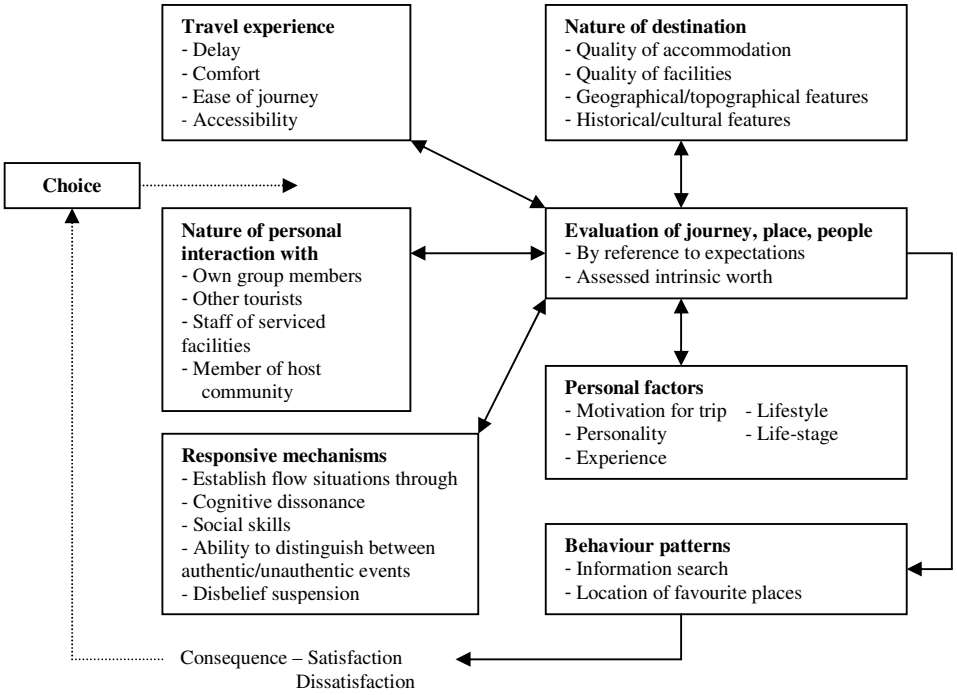


Figure 2.2 Chris Ryan's model

[17] Churchill et al in Burns et al, 2001: pag 363-380
[18] Cromton and Love in Burns et al, 2001: pag 363-380
[19] Ryan, 2002: pag 65

2.2.3 Experience model of Goossens/ Mazursky

Goossens[20] developed an scheme (see figure 2.3) where the relationship between expectations, information, experience, satisfaction and behavior intentions is brought together. Goossens distinguishes three phases in his model:

The pre-exposure*:*

The pre-exposure is the phase previously to the factual participation of the spare time-activities. In this phase de travellers creates an image of the place. This orientation-phase includes information gathering about the spare-time activity. This information consist of the travellers own-experience, reading books/brochures and listening of the experiences of other stories. In this way expectation of the traveller are being formed, which are not always realistic and sometimes vague.

The direct-exposure:

The direct- exposure phase includes the factual participation of the spare-time activity. The emotions that are apparent at the moment of participation is called "the experience".

The post-exposure:

The post-exposure is the phase after the participation. The evaluation takes places during this phase. The previous expectations of the traveller will be compared with the factual experience. When the experience is lower than the expectation or higher than the expectation, this is called 'disconfirmation'. In the case that the experience meets the expectations, this is called confirmation. Disconfirmation is positive when the experience exceeds the expectations and negative when the experience is less then the expectations. In the case of conformation or positive disconfirmation, one speaks about a satisfied consumer. Negative disconfirmation will lead to a dissatisfied consumer. Similar to the ServQual model, the Experience model measures gap-scores to measure the satisfaction of travellers.

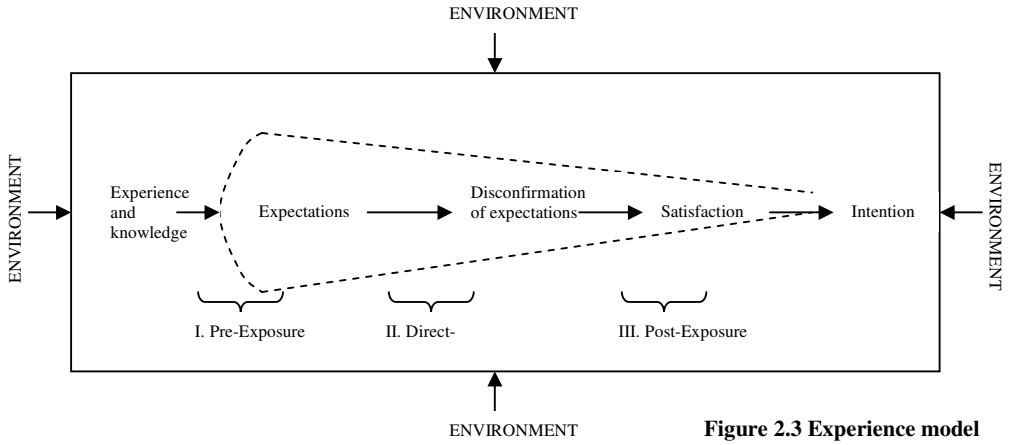


Figure 2.3 Experience model

[20] Goossens in Beunders et al, 2003: pag 112-113

2.2.4 P-A-D model

Mehrabian and Russell[21] developed a model where they contented that human responses to environments can be explained in terms of tree independent bipolar dimensions: pleasure-unpleasant, arousal-unaroused, and dominant-submissive. Pleasure (P) describes feelings of happiness, fulfillment, pleasantness, and enjoyment; arousal (A) represents feelings of excitement, exhilaration, alertness, or surprise; and dominance (D) refers to feelings of mastery, competence, power, or skill[22]. As ortogononal factors, varying combinations of P-A-D are likely to lead to different affective states of experience. For example, low pleasure, low arousal, and strong feelings of dominance might result in boredom.

The P-A-D paradigm appears relevant to the study of recreation satisfaction. In the consumer behavior literature, Westbrook[23] maintained that satisfaction judgments include an evaluation of the emotions experienced during the consumption of a product.

This view is supported by data that demonstrated that "separate and independent" dimensions of positive and negative effect (e.g. pleasure, joy, anger, and disgust) are associated with consumption and that positive and negative effect contributed significantly to product satisfaction over and above expectancy-disconfirmation beliefs. Whether or not an affective framework, particularly the P-A-D model, can be applied in modeling recreation satisfaction. Contrary to the ServQual-model and Experience model, but similar as Chris Ryan's model, the P-A-D model uses performance-only scores to measure the overall satisfaction.

2.3 Discussion of other factors relevant for the overall satisfaction

2.3.1 Senses

Meueller[24] describes that the five senses respond on stimuli from outside. When the cells of the senses are being activated, the nerves-fibers will be stimulated. The five senses are hearing, smell, see, taste and touch. In the event that there is too much stimuli this could give a reaction. This has a correlation with feelings and therefore this could influence the level of satisfaction. The five senses are:

[21] Mehrabian and Russell in Floyed, 1997: pag 83-96
[22] Russell et al in Floyed, 1997: pag 83-96
[23] Westbrook in Floyed, 1997: pag 83-96
[24] Mueller et al, 1968: pag 54-60

Hear:

The kind of stimuli, which is associated with hearing, are sounds like the spoken word, music and noise. When the hear-senses are being activated by these sounds, the nervous-fibers of this part will be stimulated. It will give a reaction when there is to much stimuli.

Smell:

The smell of the smell-system is a strong observer. Many substances, which is measured in quantities of micrograms, could be observed due to the sense of smell. The premiere smells according to Grocker[25] are flower, acid, burn and acryl.

See:

Looking at the big diversity of lively forms around us, many structures are found that belongs to the category "eyes". Due to the fact that the neuron-layers of the eye are a grouse from the brains, they show in many sights the complexity of the brain-structure and how the brain works.

Taste:

The stimuli of these senses are mainly complex molecules. This sense could be divided in sweet, bitter, salt and acid.

Touch:

When a certain object presses hard to the skin it could be said that that object could be felt. This experience is different enough from the other senses to have an argument to add the fifth sense to the classic list of the senses. The type of stimuli where it reads at is countless: things could be felt as raw or smooth, hot or cold etc..

2.3.2 Interaction with the local community

According to the theory of Hottola[26] certain processes of contradicting emotions in the process of learning to deal with the other culture could be distinguished. Dealing with a "strange" culture country creates confusion, initially between feelings of euphoria and disillusionment and on the later stages between adaptation and opposition. According to Hottola this feeling of euphoria in India takes only a small amount of time and the feeling of disillusionment (culture-confusion) often have strongly the overhand. Disillusionment creates negative feelings and according to Hottola travellers adapt or oppose after a while. Adaptation often leads to a positive feeling during the stay and opposition to a more negative feeling.

[25] Grocker and Henderson in Meuller et al, 1968: page 70
[26] Hottola in Suvantola, 2002: pag 450-461

Adaptation to a different culture helps to create a more positive feeling about the country, this includes the amount of interaction with the local community. 'The more interaction with the local community, the more understanding of the culture'[26]. Of the majority of the adaptive traveller, the accumulation of knowledge produces an increasing feeling of being in control. Inability to adapt may also cause serious problems after the initial encounter. The negative perception of cultural difference often causes a defensive reaction: hostility towards the hosts and their country. On the other hand, the decision not to adapt may be quite rational: after learning the values and norms of the local society, a tourist may draw an informed conclusion that he does not appreciate the values discovered. Those gradually shifting towards total opposition may develop such a strong antipathy that they can hardly deal with any interaction with culturally different people. For them, culture confusion has become an obstacle ruining the visit.

A critique here is that quite often the traveller has no strong motivation to adapt[27]. The tourist is there temporarily to do her thing together with other tourists and selected hosts, more or less irrespectively of the local people, culture and natural environment. The exposure to cultural differences is often limited and ritualized in the flexible touristic bubbles created by and for her and produces adaptation which is very important to the one proposed here.

2.3.3 Cultural differences

Ed Hall[28] analyzes culture based on three assumptions: space, language and time. Assumptions regarding personal space determine the nature and the degree of involvement with others, what is expected from friendships and family and from colleagues: relationship building versus getting down to business. It is expressed in artifacts and behavior such as the use of formal titles and address (formal versus informal "you"), what is discussed or not discussed, and how. It is also reflects the degree to which information is embedded or direct, in other words, how much is left unsaid.

The use of language may represent the most visible yet the least understood influence on our world-view. Language determines what we see and fail to see, what one says and omit to say, and who is allowed to say what. It therefore influences both the relationship with the environment and the relationships with other people. Hall makes the distinction between high-context and low-context cultures. In low-context-context cultures, communications are expected to be clear and direct, or explicit. Everyone should be able to understand the

[27] Geaburn and Krippendorf, in Hottola, 2003: pag. 451
[28] Hall in Schneider et al, 2003: pag 34-48

message and have equal access to information. In other cultures (high-context), communication is highly dependant upon the person and the situation. Information is shared among people, and some people have more privileged access than others. Much is communicated in what is not said. Being able to read non-verbal signs and body language is crucial. You are not supposed to come right out and say it. This creates embarrassment and discomfort. This difference between high- and low-context cultures can cause communication difficulties, even more so when the participants share the same mother tongue.

Assumptions about time also influences the relationship with the environment and with people. These assumptions have been described by Hall as monochronic versus polychronic. In Anglo-Saxon and northern European cultures, time tends to be seen as limited; time like money, is regarded as a finite resource, which is spent. Time is seen as 'monochronic', structured in a sequential and linear fashion. In Latin European and Middle Eastern cultures, time is experienced as unlimited and simultaneous, or 'polychronic'. Since time can be seen as either limited or expandable, this results in differences in the importance attached to being on time.

These differences between cultures could have an influence on the level of satisfaction. It could lead to feelings of embarrassment and "not feeling understood", which often leads to not being satisfied. On the other hand people who have feelings of being in control, often leads to more positive feelings[29].

As described in chapter one, Dutch travellers could be classified as European travellers according the theory of Hofstede. The relation between Hall and Hofstede classification of cultures together with Schein, Trompenaars and Adler forms the overlapping assumptions of the anthropologists Kluckholn and Strodtbeck[30].

2.3.4 The experience

Echner and Richie[31] compiled a list of the attributes used by fourteen researchers to measure destination image. The constructs measured most commonly were scenery/natural attractions, friendliness/hospitality/receptiveness, costs/price levels, climate, tourists sites/ activities, nightlife /entertainment and sports facilities and activities. These items are relevant for the image of the destination, so these items could have influence on the level of satisfaction. When one of these attributes is absent this could lead to dissatisfaction.

[29] Hottola, 2004: pag.447-466
[30] Schneider, 2003: pag. 34
[31] Echner and Richie in Jenkins, 1999: pag. 10-11

2.3.5 Education-level

What is the correlation between intelligence and how travellers deal with a strange culture, and which intelligence should be measured? Intelligence could be divided into three parts: first having the ability to understand and manage ideas (abstract intelligence), secondly understanding concrete objects (mechanical intelligence), and people (social intelligence). In a study[32] testing this correlation it was apparent that social-intelligence people have trouble dealing with a different culture. Other skills for adaptation are needed across cultural borders since familiar references are absent. That is, a person with high cognitive or social intelligence is able to understand and react appropriately to another person because her cultural context is familiar. Relative predictability and uniformity of action is expected and used in formulating responses. However, in a new cultural setting cues are largely absent or entirely absent. So a common framework cannot be relied on.

In this case, a person must develop a common frame of understanding from available information even though one may not have an adequate understanding of local practices and norms. Someone should be able to create a new mental framework for understanding what is experienced and witnessed. People who are higher educated have less trouble creating this new framework, than people who are lower educated. A lack of creating this new framework could give difficulties in the new culture and this could have an effect on the level of satisfaction.

2.4 Conclusion

A combination of the previous discussed theory will be used to develop and test a new conceptual model. This model is based on factors which could influence the overall satisfaction-scores of European travelers, traveling in India.

According Goossens and Mazursky the whole trip[33] could be divided in three phases, the pre-exposure, direct-exposure, and the post-exposure. During the pre-exposure, the time for the actual trip, expectations are being formed through the *information-search*[33], *motivations*[36] and the *previous travel-experience*[33] of the traveller. These expectations have influence on the level of satisfaction[33]. Assumption could be made that the higher the amount of information-search and travel-experience, the higher the level of satisfaction. Also could be tested what the influence is of motivations on the level of satisfaction, the hypothesis that could be formulated is:

[32] Earley and Ang, 2003: page 61
[33] Mazursky and Goossens in Beunders et al., 2003: pag 112-115

1Ha: Each of the three values: motivations, information-search and travel-experience, have a relation with the overall satisfaction

During the direct-exposure, the time that the travellers are really in India, seven factors will be selected to measure the overall satisfaction. Three of the factors will be used from Chris Ryan's model[34] (see model 2.2). Chris Ryan states that five factors, with each factor having several items, are evaluated during a trip. From these five factors, three factors will be used, namely the "nature of destination", "nature of personal interactions with" and "personal factors". The other two factors, "travel-experience" and "responsive mechanism" will not be included in this research paper. Although these factors could have an influence on the level of satisfaction, chosen is to test other factors, which could be more relevant for travellers who are exposed to another culture. First will the three selected domains be discussed, after that the other factors mentioned in the theory that could have an influence on the overall satisfaction. As stated before three factors will be selected from Chris Ryan's model, the reason for chosen these factors will now be explained.

From the factor "*nature of destination"* in Chris Ryan's model the items geographical/topographical features and historical/ cultural features will be used. The "factor-name" will be changed in "*activities*", and other specified cultural activities will be added, this list consist of thirteen items[35] (appendix 1). This factor with cultural activities is added to the conceptual model while this research is done on "culture" travellers who undertake cultural activities. The other items of this factor will not be included, otherwise the research-field would be too wide. This factor need to be tested whether it is a reliable factor for overall satisfaction.

From the domain "*nature of personal interactions with"* in Chris Ryan's model the item "members of the host community" will be included in this research. The relation of "*interaction with the local community*" with satisfaction is also confirmed with the theory of Hottola[36]. She found that adaptation to a different culture often leads to positive feelings during the stay and opposition to a more negative feeling. Adaptation to a different culture helps to create a more positive feeling about the country, this includes the amount of interaction with the local community. 'The more interaction with the local community, the more understanding of the culture'. According to Hottola the interaction with the local community is most important, therefore will the influence of interaction with the local community be tested on the overall satisfaction. Abroader would like to know at what time

[34] Ryan, 2002: pag. 27-77
[35] Smith,2003: pag. 20-36

during the trip, travellers oppose or adapt. This to have information about whether to offer a short or long-stay travel-product. The assumption could be made here that the longer travellers stay, the more they adapt, the more satisfied travellers are. In short the *length of stay* is of influence on the overall satisfaction.

However Geaburn et al [37] state that travellers normally do not have a strong motivation to adapt. So the question could rise here if European travellers are willing to have interaction with the host community and why (question five, chapter one).

Sub-question H: What are the reasons for travellers to have (no) more interaction?

Furthermore according the theory of Hottola[38] certain processes of contradicting emotions in the process of learning to deal with the other culture could be distinguished. Dealing with a "strange" culture country creates confusion, initially between feelings of euphoria and disillusionment and on the later stages between adaptation and opposition. One could conclude that in general travellers experience a significant change during their trip in feelings, Abroader would like to know if there is a change and what the reasons is for a change for travellers in India. The following question will be tested (question four, chapter one):

Sub-question G: Is there a point during the trip when travellers turn more satisfied/unsatisfied?

From the factor "*personal factors*" in Chris Ryan's model the item "*motivations*" will be included in this research. This item will not be rated on importance-performance, like the other two previously mentioned. The type of motivations that the traveller has in correlation with the level of satisfaction will be measured. These motivations are apparent before the trip, therefore this factor belongs to the pre-exposure phase (see above). The other items in this domain will not be included otherwise the research-field would be too wide.

As stated above, from the five factors in Chris Ryan's model, two factors where not selected. Although these factors could have an influence on the level of satisfaction, chosen is to test other domains in other factors, which could be more relevant for travellers who are exposed to another culture. The factors that have been selected are: the "senses", the "cultural differences" and "the experience".

[36] Hottola, 2004: pag.447-466
[37] Geaburn and Krippendorf in Hottola, 2004: pag. 447-466
[38] Hottola in Suvantola, 2002, pag: 450-461

One speaks sometimes that the five *senses* are "the gateway to the world". Although this sentence does not tell that much about the senses, it shows that the only way in which one can react on the outside, is based on information which is received and translated by the senses[41]. One states that India is an assault on all the senses[39] for travellers. Therefore it is very interesting to test if this factor is an reliable predictor for customer-satisfaction.

Next to the domain "senses", the perceived *"cultural differences"* could have an influence on the level of satisfaction. The cultural differences that are apparent between the European and Indian culture[40] could be very confusing for the European travellers[41]. Hall classifies cultures based on three items. Testing how travellers rate these items on importance and satisfaction, gives insight how travellers perceive the cultural differences. This factor will be tested whether it is a reliable factor for the overall-satisfaction.

The final factor is "*the experience*" Echner and Richie [42] compiled a list of attributes used by fourteen researchers to measure destination image. The items friendliness, cost/price levels and climate will be used. The items scenery/natural attractions, tourists' sites/activities, nightlife/entertainment and sport-facilities are already brought under within the factor "activities". Other items that are included in this list that will be used are *cleanliness, crowdedness* and *personal safety*. Chosen for the item "cleanliness" are the waste-problems[43], which India deals with. "Crowdedness" for the fact that India has a population of 1,2 billion so travellers cannot avoid the business of this destination. Finally the feelings of "personal safety'' could have influence on the level of the satisfaction, due to the insecure feelings that could go along with this item.
Finally the feelings described in the P-A-D model[44] will be measured, this to analyze what the feelings are of the European travellers in India. The relation between the feelings that travellers experience and the level of satisfaction will be measured. Based on the previously selected seven factors which could influence the overall satisfaction, the hypothesis that could be formulated is:

2Ha: The six factors; length of stay, experience, senses, activities, interaction with host and feelings, during the direct-exposure have an influence on the overall satisfaction.

[39] Young et al, 1986:pag. 54-60
[40] Hofstede in Schneider et al, 2003: pag. 34-48
[41] Hottola, 2004 : pag. 450-461
[42] Echner and Richie in Jenkins, 1999: pag. 10-11
[43] Singh at al in Loney Planet, 2004, pag. 20
[44] Mehrabian and Russell in Floyed, 1997: pag. 83-96

On this whole process of the pre- and direct-exposure will the level of *education* also be tested on the overall level of satisfaction. Someone should be able to create a new mental framework for understanding what is experienced and witnessed. People who are higher educated have less trouble creating this new framework, than people who are lower educated[45]. A lack of creating this new framework could give difficulties in the new culture and could have an effect on the level of satisfaction. The assumption could be made that the higher the level of education the higher the level of satisfaction. The hypothesis that could be formulated is:

3Ha: The value education has a relation with the overall satisfaction.

Both the ServQual model[46] and the experience-model[47] use gap-analysis to measure satisfaction. Although there is a discussion whether to use the gap or performance-only method to measure overall satisfaction. In this paper is chosen for the gap-method. Crompton and Love[48] note that gap-scores are useful in tracking trend data regarding visitor expectations over time. The gap-analysis is based on the gap between expectations and performance. Although both models use "expectations" to measure the gap, in this paper the gap will be measured from "importance-performance. According to Hamilton et al[49] the desires (importance) of the user, not their expectations, should be measured against the level of performance. This gap needs to be measured from factors that influence the customer-satisfaction. From the factors that are mentioned during the direct-exposure, and the included items (appendix 1) the gap-score will be measured (difference between importance and satisfaction-scores). The factors and items that will be measured on a gap-score are: experience, cultural differences, senses, activities and interaction with host. The hypothesizes that could be formulated to measure the gap-score for the selected factors and items are:

4Ha: There are differences between the importance and satisfaction-scores of the factors; experience, senses, activities and interaction with host.

5Ha: There are differences between the importance and satisfaction-scores of the items of the factors; experience, cultural differences, activities and interaction with host.

A new conceptual model will be tested, based on the previously selected eleven factors on the overall satisfaction. Seven of the eleven factors include items and according Pelsmacker et

[45] Earley and Ang, 2003: pag 61
[46] Parasuman et al in Burns et al, 2003: pag 363-380
[47] Mazursky and Goossens in Burns et al, 2003: pag 112-115
[48] Crompton and Love in Burns et al, 2001: pag. 370
[49] Hamilton et al in Burns et al , 2001:pag. 363-380

al. [50]it is necessary for a good research to carry out a factor-analysis. A factor-analysis checks whether the items represent the factor in a reliable manner. The hypothesis that could be formulated is:

6Ha: The items that belong to the factors; motivations, experience, cultural differences, senses, activities, interaction with host and feelings.

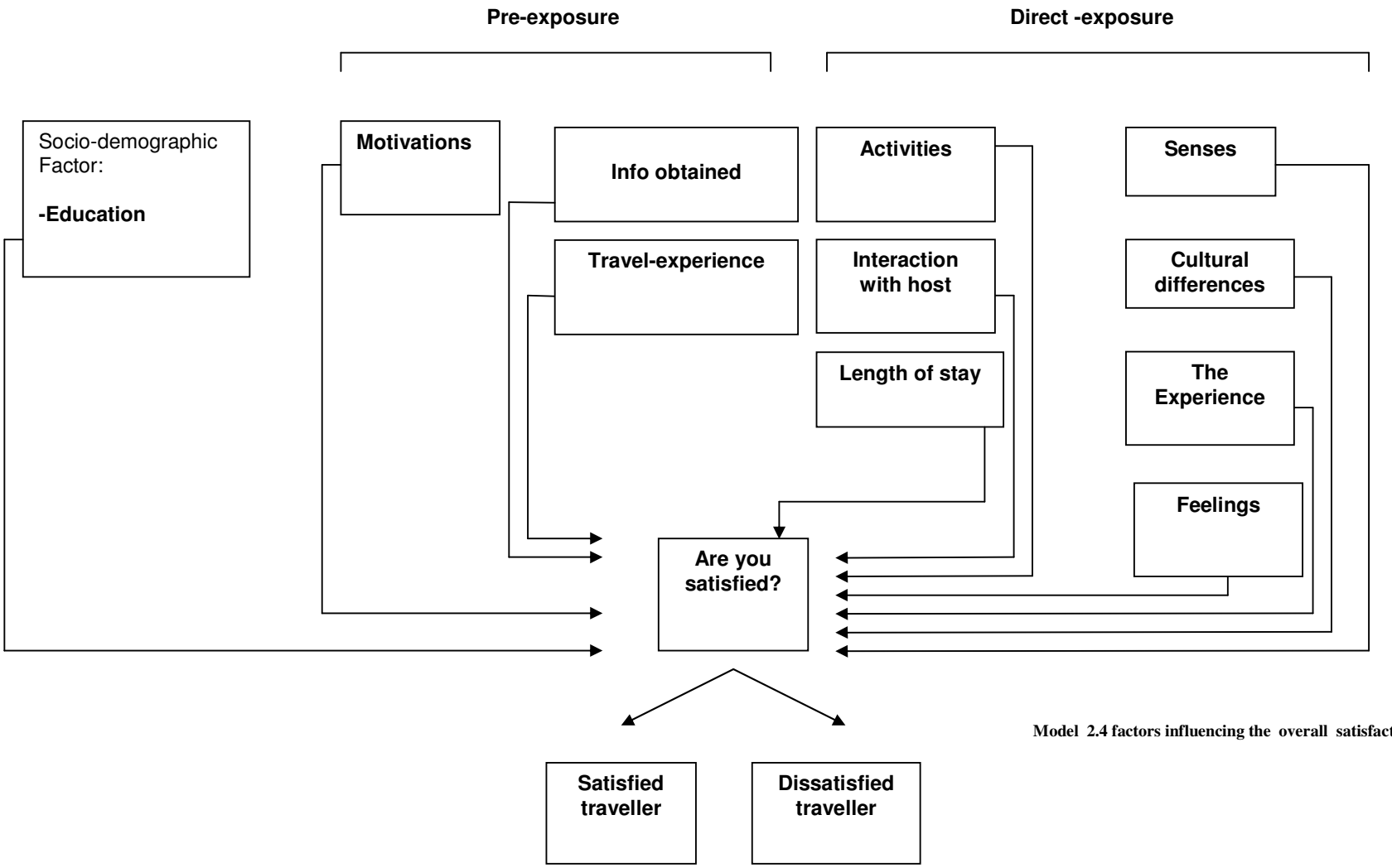
Furthermore also the reliability of the overall-satisfaction scores need to be checked, this because all the eleven factors will be related on a relation with the overall satisfaction. Wrong overall satisfaction-scores will otherwise lead to misleading information. This could be done by comparing the three methods of satisfaction: factor-score, domain-score and overall score on consistency. The hypothesis that could be formulated is :

7Ha: There is a correlation between the three measures of satisfaction

2.5 New conceptual model

The previous discussed factors, which could influence the overall-satisfaction, will be tested in a conceptual model. This model will be used to test the factors which might be relevant to the overall satisfaction of European travellers in India. As figure 2.4 illustrates eleven factors are relevant in the over-all satisfaction. During the pre-exposure the factors motivations, information-search and travel-experience are of influence. And during the direct-exposure the factors length of stay, activities, interaction with local community, senses, cultural differences, the experience and feelings will be tested on their influence of the overall satisfaction of European travellers in India. On this whole process of pre- and direct- exposure will the level of education also be tested on a relation with the overall satisfaction.

[50] Pelsmacker and Kenhove, 2002: pag. 557



Model 2.4 factors influencing the overall satisfaction

CHAPTER THREE: METHODOLOGY

3.1 Introduction

In this chapter will be explained which methodology is used for the different hypothesizes that have been formulated in chapter two. With the different statistical methods could these hypothesizes be tested in chapter four. But first will be explained what the selection-criteria is for the respondents, what the setting, procedure and confounding factors are of this research. Or with other words, what are the preconditions to carry out this research. Furthermore a questionnaire has been developed to interview the respondents, this questionnaire is based on theory found in chapter two. The results of the data is presented in the next chapter.

3.2 Participants

The target-population is European travellers traveling in India. Three screening criteria were used to select the subject for this research study. Many travellers from all over the world travel to India, however for this study only European travellers were included. This sub-sample was selected because Abroader would like to compile a tour for Dutch travellers, based on the outcomes of this research. Due to the fact that Dutch travellers to India consist of a smaller market (49,000 visitors a year in 2002) than the European market (774,000 visitors a year in 2002)[51], there is chosen to select European travellers. According to Kotler[52] one can say that "Western" countries are a homogeneous group having the same wants and needs, so European travellers represent the Dutch travel-market in this research. Within the sample, only those respondents reporting cultural interest as the main trip were selected. This second screening criteria minimized the potential confounding effects of other trip purposes to more accurately reflect the European travellers level of satisfaction when traveling through India. Further, to avoid systematic missing data and possible bias associated with it, travellers who stayed less than two weeks were excluded from the analysis. The resulting sample size selection after applying these three criteria was 150.

3.3 Setting

Several areas in the south of India were selected (Karnataka, Kerala and Goa) to do quantitative and qualitative research to be as representative as possible of the diverse population of European travellers traveling to India. A sampling plan is used to obtain approximately 50 interviews in Karnataka, 50 interviews in Kerala and 50 interviews in Goa, for a goal of approximately 150 completed interviews. A total of 200 European travellers were approached for the survey and 150 questionnaires were completed. Representing a response rate of 75%.

[51] Minitel report; Outbound Tourism India, 2001
[52] Kotler, 2003: pag. 87-88

3.4 Procedure

Data will be collected through face-to-face interviews between the 19th of February and the 12th of March. European participants were asked to engage in filling out the questionnaire in the three selected areas. Within the three selected areas, the participants were approached ad randomly, which means no fixed time and place. No user was interviewed more than once. The questionnaire consisted of thirteen questions, which included six open questions, and seven closed questions. First the participants filled out all the questions themselves, this to encourage honest answers, and to prevent "political correct" answers. When the form has been filled out the interviewer returns to the open questions to get extra information. The interview took approximately one hour.

3.5 Confounding factors

Confounding factors that could not be controlled included time of day (Thayer in Hull et al, 1995, suggested that moods have natural daily cycles). Also personality of the interviewee, like having a optimistic or pessimistic attitude during the interview. These factors also could have influenced the level of satisfaction when the participants were interviewed.

3.6 Explanation of the questionnaire

A questionnaire (appendix 2) has been set up to test the hypothesizes. The hypothesizes are derived from the theory (chapter two). This means that also the questionnaire should be based on the theory (figure 3.1) , this is proved in appendix 3.

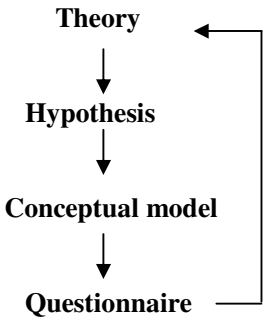


Figure 3.1

The questionnaire consist of six open and seven closed questions. The open questions will afterwards be categorized in nominal and ordinal levels of measurement. Nominal levels of measurement are based on division or labels and one could not speak of a order of rank. The most apparent choice is chosen and called the modes. With an ordinal level of measurement, one can speak of rank of order of categories, accept they are not measured in fixed units. The closed questions are also measured on ordinal, but also on interval/ ratio-levels of

measurement. One could speak of the latter case when the data is measured in fixed units, the distances between the scale-positions are fixed. The scales that are used in this research paper is the five and seven-point Lickert-scale and the qualitative judgment-scale. The former scale is used to try to express the attitude of respondents in a number, by the hand of a standardized procedure. This number expresses the level of negativity or positively of the attitude of respondents. These scales are also called itemized scales, because the different items together represent a factor. When calculating the mean of the different items a factor-score will be the result. The quantitative judgment-scale gives respondents the possibility to quantify the answers[53]. The type of scale used is of importance when selecting the statistical methods for each hypothesis. Next will be explained for every hypothesis which statistical method is used.

3.7 Statistical Methods and Procedures

To answer the main-question, sub-questions A-H have been formulated (chapter 1). To answer these sub-questions A-H, hypotheses are formulated in chapter two. Nill-hypotheses (Ho) need to be formulated, which assumes the opposite of what one assumes, or wishes to research. For every nill-hypothesis (Ho) counts an alternative hypothesis (Ha), which corresponds with the expected results of the research. The hypothesis's that have been set up in chapter two are alternative hypotheses, due to the fact that they correspond with the expected results of the research.

With a statistical test will the chance be calculated, whether the nill-hypothesis counts or should be rejected. This chance is called "the chance of exceeding" or "the level of signification" and indicated with a p-value (probability-level). When this chance is (too) small, one could conclude to reject the nill-hypothesis, and to accept the alternative hypothesis. In this research is chosen for a probability-value of 0.10, which means that the chance on such a result is 10%, in case the nil-hypothesis would be true. Therefore will the Ho always be rejected with a reliability of 90%.

Dependent on four conditions, a statistical test will be chosen to check the probability of the nill-hypothesis. The four conditions are: the characteristics of the population from which the sample is drawn, the level of measure off the sample, the way in which the sample is drawn, and the number of samples. Now will be explained how each of these sub-questions A-H will be tested with a statistical procedure.

[53] De Pelsmacker and Kenhove, 2004: pag: 273

3.7.1 Reliability analysis

Sub-question A: Are the items selected from the theory, internally consistent within the selected factors?

First will be tested whether the items selected for each factor (motivations, experience, cultural differences, senses, activities, interaction with host and feelings) are internally consistent. According to Pelsmacker and Kenhove, is this an essential requirement for a good research. Cronbach α measures this internal consistency of the items in each factor.

It is based on the correlation between each item that measures a construction and all other possible items that measure a construction. Cronbach α is a number between 0 and 1. A value of 0.60 till 0.70 is the minimum under-limit. The higher the value, the better the internal consistency between the items. Items with a low correlation could be deleted to higher the Cronbach α and therefore to improve the internal consistence of the items for each factor. Looking at the theory (chapter2), Hypotheses-A has been set up and is true when the nil-hypotheses is rejected. The nil and alternative hypotheses of the Correlation test are here:

Ho: The items that belong to the factors motivations, experience, cultural differences, senses, activities, interaction with host and "feelings" are not internally consistent within its factors.
Ha: The items that belong to the factors motivations, experience, cultural differences, senses, activities, interaction with host and "feelings" are internally consistent within its factors.

3.7.2 Correlation test

Sub-question B: Are the overall satisfaction-scores reliable scores to work with?

Before looking at which factors during the pre- and direct-exposure contribute to the overall-satisfaction, the reliability of the overall-satisfaction scores will be tested. The overall-satisfaction could be measured in three ways:

- looking at the overall-satisfaction scores (question 13 of the questionnaire, see appendix 2).
- looking at the domain-scores (questions 6, 7,8,9 of the questionnaire, see appendix 2)
- looking at the factor-scores (question 10 of the questionnaire, see appendix 2)

By testing whether there is a positive correlation between the three above described satisfaction scores it could be said that the satisfaction-scores given by the respondents are internally consistent. And further analysis will be done with the overall-satisfaction scores (question 13 of the questionnaire, see appendix 2). This correlation will be tested with the Correlation test. With correlation will the strength and the direction of the correlation determined. This is indicated with 'Pearson's-moment correlation-coefficient r'. The value of

the correlation coefficient is always between the –1 and +1. When r is equal to +1 one could say there is a perfect positive correlation between the variables. When r is equal to –1 one could say there is a perfect negative correlation between the variables. When r is equal to 0, there is no correlation. The higher the value of the correlation- coefficient, the stronger the correlation. The condition to carry the correlation- test has been met (appendix 4). Looking at the theory (chapter2), Hypotheses-A has been set up and is true when the nil-hypothesis is rejected. The nill and alternative hypotheses of the Correlation test are:
Ho: There is no correlation between the three measures of satisfaction.
Ha: There is a correlation between the three measures of satisfaction.

3.7.3 Chi-squared test on statistical independence

Sub-question C: Which factors are predictors of the overall-satisfaction during the pre-exposure?
The three factors (education, information-search and travel-experience) that take place during the pre-exposure (see model) are ordinal variables, which will be tested on the relation with the overall satisfaction. To measure the statistical significant relation between these three nominal factors with the overall satisfaction, the Chi-squared test will be used. The hypothese-0 is always that both variables are independent of each other so that there is no relation. The distribution of the observations over the cells on a basis of chance is called the expected cell-frequencies. To execute the Chi-squared test, two conditions regarding the expected cell-frequencies need to be met, appendix 4 shows whether these conditions have been met.

This test only gives information about whether there is an relation, but not about the strength of the relation. When there is a relation, Phi (only 2x2 table) and Cramer's V is used. Always counts that: 0 (no relation) <x<1 (ideal relation). Looking at the theory (chapter2), Hypotheses-A has been set up and is true when the nil-hypothesis is rejected. The nil and alternative hypotheses of the Correlation test are here:

Ho: Each of the three nominal values education, information-search and travel-experience, have no relation with the over-all satisfaction.
Ha: Each of the three nominal values education, information-search and travel-experience, have a relation with the over-all satisfaction.

3.7.4 Multiple Regression Analysis

Sub-question D: Which factors are predictors of the overall-satisfaction during the direct-exposure?

From all the seven factors during the direct-exposure, will be measured whether these factors have an influence on the overall satisfaction. The six factors are: length of stay, experience, cultural differences, senses, activities, interaction with host and "feelings". during the direct-exposure have no influence on the overall-satisfaction This will be measured with the Multiple regression method. The multiple regression is a common-used technique for analysis, when a one a-priori variable will serve as the basis, and the relation between this variable and different predictors will be researched: Y= F (x1, x2….xn). The dependant variable are the overall satisfaction ratings of the traveller on the trip, the predictors are the six factors during the direct-exposure. The regression analysis contains three steps, which needs to be followed;

Step 1: First nine conditions have to be applied.

There are nine conditions which first need to be applied, when these conditions are not met, the results of the analysis are not or less reliable. That the nine conditions are met has been described in appendix 5.

Step 2: Control of the meaningfulness of the model

Two models could be analyzed here, first the Model Summary, which gives information about the perfection of the model and the model ANOVA contains results of the variation-analysis, whether the model is significant or not. In the model summary, the R square will give information about the validity of the independent variables (six factors) in the model. This value should be more than 0.5. Although it is better to use the adjusted R square, which corrects the independent variables in the regression-analysis. While, by adding more independent variables to the model the normal R square automatically increases.

Step 3:Interpertation of the regression-coefficient

The results of the regression-analysis could be found in de "coefficients-model". The regression-coefficients gives information in which way the dependant variable changes due to the changes of one measure-unit with the concerning independent variable. The Beta-coefficient are regression-coefficients, corrected by different measure-units of the concerning variables. A result of this is that the Beta-coefficients could be compared with each other, and that their absolute value is a measure for the impact of each variable (six factors) on the dependant variable (overall satisfaction of the trip). Looking at the theory (chapter2), Hypotheses-A has been set up and is true when the nil-hypothesis is rejected. The nil and alternative hypotheses of the Multiple regression test are:

Ho: The seven factors: length of stay, experience, cultural differences, senses, activities, interaction with host and "feelings", during the direct-exposure have no influence on the overall-satisfaction (coefficients=0).

Ha: The seven factors: length of stay, cultural differences, experience, senses, activities, interaction with host and "feelings", during the direct-exposure have an influence on the overall-satisfaction (coefficients not equals 0).

3.7.5 T-paired test

Sub-question E: What are the differences between importance and satisfaction of each of the factors experience, cultural differences, senses, activities, interaction with host?
Sub-question F: What are the differences between importance and satisfaction of each of the items of the factors experience, cultural differences, senses, activities, and interaction with host?
Another way to measure satisfaction of factors is to take the difference between the importance and satisfaction-scores of respondent. The factors: experience, senses, activities and "interaction with host" are measured both on importance and satisfaction. It is possible with this data to calculate gap-scores (difference between importance and satisfaction-score) with the T-pair-test.

To be more specified, it is also possible to calculate the gap-scores of the items of the factors. This gives information about which items within the factor are responsible for satisfied/unsatisfied travellers. This could also be measured with the T-paired test.

The T-paired test is used to compare the medians of two paired samples, the median values of both variables will be subtracted. In case the situation between the variables has not changed, the gap-score is equal to 0 (I=S). A positive gap-score means that the satisfaction-score is smaller than the importance-score (I>S). A negative gap-score means that the satisfaction-score is higher than the importance-score (I<S). The bigger the difference between the gap, the bigger the difference between importance and satisfaction-scores. The t-pair test has two conditions and these conditions have been met (appendix 4). What will be tested is the hypothese-0, with differences of the median equal to 0. The nill and alternative hypotheses of the Correlation test are here:

Ho: The gap between importance and satisfaction-scores of the factors experience, cultural differences, senses, activities and interaction with host, are equal to nill.
Ha: The gap between importance and satisfaction-scores of the factors experience, cultural differences, senses, activities and interaction with host, are not equal to nill.

3.7.6 Frequency-table and Cross-tabulation

Sub-question G: Is there a point during the trip when travellers turn more satisfied/unsatisfied?

Sub-question G1: When do respondents turn more (dis)satisfied during their trip?

Sub-question G2: How do travellers turn more satisfied?

Sub-question G3: Why do travellers turn more satisfied?

Sub-question H: What are the reasons for travellers to have (no) more interaction?

To answer the questions G-H is chosen to use the frequency tables and cross-tabulations. A frequency-table shows a segmentation-representation of the data. With the cross-tabulation a subdivision is made within sub-groups. Data that will be analysed for these sub-questions is nominal data.

CHAPTER FOUR: RESULTS

4.1 Introduction

The way from formulating sub-questions in chapter one, setting up hypotheses in chapter two and selecting statistical methods in chapter three leads automatically to chapter four, where the results of the data will be analysed. This chapter tries to find answers to the sub-questions, this to eventually find a solution to the main research-question in chapter five. To structure this chapter, every sub-question, with the related nill-hypothesis and alternative-hypothesis, is formulated. For every sub-question is shortly explained which statistical method is used (for more extensive information, see chapter three) and finally the results are formulated.
To check the reliability of model 2.4, first is tested whether the items included in the factors are internally consistent to represent the factors in a correct way. Then the overall satisfaction-scores are checked on reliability, this is done by comparing two other satisfaction-scores with the overall satisfaction on consistency. Then with different methods, the eleven factors included in the conceptual model 2.4, are tested on a relation with the overall satisfaction. This gives possibilities to go a step further and discuss the results of the answers on sub-questions A-H, this will be done in chapter five.

4.2.1 Reliability test

Sub-question A: Are the items selected from the theory, internally consistent within the selected factors?

In chapter two are factors selected which could influence the overall satisfaction of European travellers in India (see model 2.4). To measure such abstract and complex factors like motivations, cultural differences, senses, activities, interaction with host and feelings, it is most important to develop instruments to measure these factors. Therefore a scale with items has been selected in chapter two, which are related with these seven factors. For further analysis the mean of all these items will be calculated for each factor. To test whether the items represent the seven factors in a reliable way, each of the items has been checked on internal consistency with the Cronbach α. To have an overview of the items included in each factor see appendix 1. The alternative hypothesis that has been set up in chapter two, counts when Cronbach α has a value higher than 0.60. The nill- and alternative hypothesis, which could answer the sub-question, are:

Ho: The items that belong to the factors motivations, experience, cultural differences, senses, activities, interaction with host and feelings are not internally consistent within its factors ($\alpha<0.6$).

Ha: The items that belong to the factors motivations, experience, cultural differences, senses, activities, interaction with host and feelings are internally consistent within its factors (α>0.6).

4.2.1.1 Motivations:

The factor "motivations" includes eight items, which are checked on internally consistency. The highest Cronbach α that could be found is 0.49 (figure 4.1), and there are no possibilities to increase the α by deleting items (see appendix 6). Therefore Ho counts, and Ha is being rejected. This means that the eight items included in the factor motivations are not found to be internally consistent (Cronbach α<0.6). The items included in the factor motivations do not represent this factor. Because no reliable analysis can be done, no further analysis will take place with this factor (figure 4.2).

	Cronbach Alpha
Motivation	,485

Figure 4.1 Reliability statistics

Items included
None

Figure 4.2

4.2.1.2 Experience

The factor "experience" includes seven items, which are checked on internally consistency. This factor takes place during the direct-exposure and is measured both on importance and satisfaction-scores. Therefore are the items from this factor measured on two scales, the internally consistency is both tested on importance and importance-scores. The highest Cronbach α for "importance on experience" is sufficient (0.67), and there is no possibility to higher the α by deleting items (appendix 6). Cronbach α for "satisfaction on experience" is also sufficient (0.63), and there are no possibilities to increase the α (figure 4.3 and appendix 6). Because of this Ho could be rejected and Ha counts. This means that the seven items of the factor "experience" have been proven internally consistent for both the importance and satisfaction-scores and are reliable scores to work with. Therefore further analysis will be done with all the seven items of the factor "experience"(figure 4.4).

	Cronbach Alpha
Importance	,666
Satisfaction	,629

Figure 4.3 Reliability statistics

Items included
Climate
Cleanliness
Crowdedness
Personal Safety
Good Price/Quality
Good Accessibility
Friendliness Host

Figure 4.4

4.2.1.3 Cultural differences

The factor "cultural differences" includes three items, which are checked on internal consistency. Also this factor takes places during the direct-exposure phase and will be measured both on importance and satisfaction-scores. The Cronbach α for "importance on cultural differences" is not sufficient (0.43) and there are no possibility to higher the α by deleting items (appendix 6).

The highest α that could be found for "satisfaction on experience" is also not sufficient (0.52) and there is no possibility to higher the α (figure 4.5 and appendix 6) to a sufficient number (α>0.6). Ho counts, and Ha is being rejected, which means that the three items of the factor "cultural differences" have not been proven to be internally consistent and therefore are no reliable scores to work with. Therefore no further analysis will be done with the factor motivations (figure 4.6).

	Cronbach Alpha
Importance	,429
satisfaction	,521

Figure 4.5 Reliability statistics

Items included
None

Figure 4.6

4.2.1.4 Senses

The factor "senses" includes five items, which are also checked on internal consistency within the factor. The items are both measured on importance and satisfaction-scores. Cronbach α for "importance on senses" is sufficient, and there is no possibility to increase the α by deleting items (appendix 6). The Cronbach α for "satisfaction on experience" has been proven sufficient (0.65), on the condition that the item "touch" within that factor should be deleted. In a later stage of the analysis, it is needed to calculate the difference between the importance and satisfaction-score, therefore it is necessary to work with the same number of items. For

this reason is chosen also to delete the item "touch" of the "importance on senses", which also gives a sufficient Cronbach α of 0.65 (see figure 4.7). Both the values are sufficient and therefore H0 is rejected and Ha counts, which means that the four items represent the factor senses. Further analysis will be done with four items, instead of the five items selected from the theory (figure 4.8).

	Cronbach Alpha
Importance	**,646**
satisfaction	**,645**

Figure 4.7 Reliability statistics

Items included
Smell
Quiet
Taste
See

Figure 4.8

4.2.1.5 Activities

The factor "activities" includes eighteen items, which are all checked on internal consistency. The items included in the activities-factor are both measured on importance and satisfaction-scores. Again it is necessary to delete the same number of items for both the satisfactiobn and the importance, therefore is chosen to delete the items that both appear on the importance and satisfaction list of "deleting items to increase the α" (see appendix 6).

The items that are responsible for a higher Cronbach α to a sufficient number for "importance on activities"(0.77) and "satisfaction of activities"(0.67) are the items Recreation and Gastronomy. Deleting more than two of the same items for importance and satisfaction-scores leads to an insufficient α value. Because both scores have sufficient α's (figure 4.9), it has been proven that Ho is rejected and Ha counts (α>.60). The sixteen items represent the factor activities and therefore further analysis will be done with these items instead of the previously selected eighteen (figure 4.10).

	Cronbach Alpha
Importance	**,665**
satisfaction	**,771**

Figure 4.9 Reliability statistics

Items included
Heritage
Performing arts
Visual arts
Festival
Religeous sites
Rural environments
Indigenous communities
Arts and crafts
Language learning
Industry and commerce
Popular culture
Interest activities
Nature
Organized tours
Dancing
Contrived entertainment

Figure 4.10

4.2.1.6 Interaction with host:

The factor "interaction with host" includes five items, which are checked on internal consistency. The items included in this factor are both measured on importance and satisfaction-scores. The highest Cronbach α that could be found after deleting the item chatting is 0.82. This is good α value, and means that the items measured on the importance-scale represent the factor interaction with host in a good way. The Cronbach α for "satisfaction on interaction with host" has already a good score (see appendix 6), but there is chosen also to delete the item "chatting". This will lower the α a little (0.82>0.81), but for further analysis it is necessary to have the same number of items. Both scores have good α scores (figure 4.11), and therefore it could be said that the included items without the item "chatting", represent the factor interaction with host. This means that Ho could be rejected and Ha counts and that further analysis will be done with four items instead of previously five items (figure 4.12).

	Cronbach Alpha
Importance	**,824**
satisfaction	**,806**

4.11 Reliability statistics

Items included
Sleeping
Other Act.
Eating
Deep conversations

4.12

4.2.1.7 Feelings

The factor "feelings" includes nine items, which are checked on internal consistency. The item "boring-stimulating" is deleted to higher the α for a good α-score of 0,814 (figure 4.13). This means that Ho is rejected and Ha counts (α>0.6) and that the items included in the factor "feelings" are internally consistent and are reliable scores to work with. After deleting the item "boring-stimulating", eight items will be used to do further analysis (figure 4.14)

	Cronbach Alpha
Feelings	**,814**

4.13 Reliability statistics

Items included
Unsuccessful- Successful
Not enjoy- Enjoyable
Tense Relaxed
Disappointing-Fulfilling
Dull Exciting
Anxious- At ease
Tired- Energetic
Not control-Control

4.14

4.2.1.8 Summary of results Cronbach α:

To answer sub-question A, it could be said that Ha counts for the five factors Experience, Senses, Activities, Interaction host and Feelings and Ho counts for the two factors Motivations and Cultural differences. The factors Interaction Host and Feelings have items that represent these factors in a good way(α>8). The factors Experience, Senses and Activities have items that represent these three factors in a sufficient way (6<α<8), and finally the factors Motivations and Cultural differences have items that do not represent these two factors (α<0.6). The latter factors, were the items not have been proven internally consistent, will not be used for further analysis. Further analysis to measure overall satisfaction will be done with the five factors Interaction with host, Feelings, Experience, Senses and Activities.

4.2.2 Correlation test

Sub-question B: Are the overall satisfaction-scores reliable scores to work with? Respondents had the possibility to rate their trip between 1-10. Numbers ranged between 2 and 10, with a mean of 7.95 (figure 4.15). As shown in figure 4.16 the majority of respondents rated their trip with an 8.

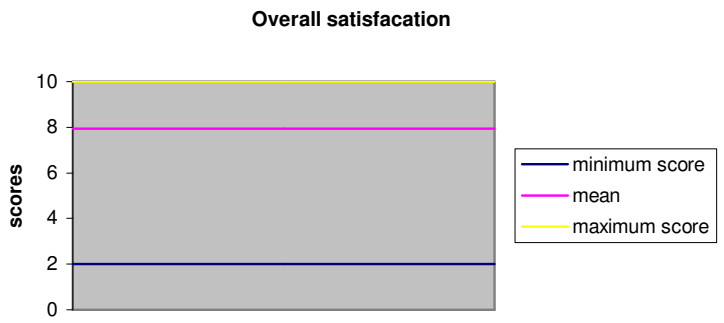


Figure 4.15

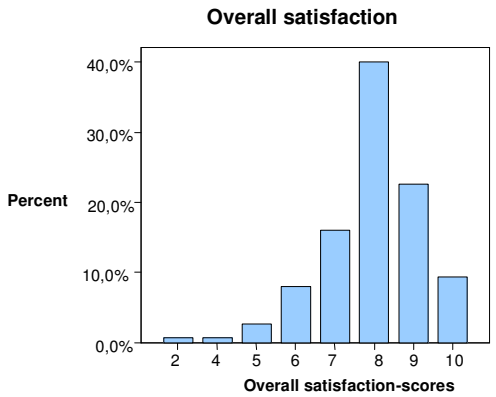


Figure 4.16

In a later stage will be tested which factors have an influence on the overall satisfaction-scores shown in figure 4.16. Therefore it is important to test whether the overall satisfaction-scores are reliable scores to work with. There are two other measures of satisfaction, and the three satisfaction-scores together will be tested on a relation. The two other measures of satisfaction are the domain-satisfaction and the factor-satisfaction (chapter three). In this research is assumed that these factors have a relation with the overall-satisfaction, therefore Ha has been formulated in chapter two, and this will be true when H0 is rejected. When Ha is true one could assume that the overall satisfaction-scores are reliable scores to work with. Ho and Ha for this problem are:

Ho: There is a no correlation between the three measures of satisfaction.

Ha: There is a correlation between the three measures of satisfaction.

		Overall satisfaction	**Domain satisfaction**	**Factor-satisfaction**
Overall satisfaction	Pearson Correlation	**1**	**,307**	**,454**
	Sig.		**,000**	**,000**
Domain satisfaction	Pearson Correlation	**,307**	**1**	**,381**
	Sig.	**,000**		**,000**
Factor-satisfaction	Pearson Correlation	**,454**	**,381**	**1**
	Sig.	**,000**	**,000**	

4.17 Correlation test

Table 4.17 founds that the all the correlation-coefficients are significant ($\alpha<0.10$), and therefore Ho could be rejected (sig.$<\alpha$) and Ha counts. With a reliability of 90% could be said that there seems to be a positive moderate (30.7%, 45.4%, 38.1%) correlation between the three satisfaction-scores and the overall satisfaction-score is a reliable score to work with.

4.2.3 Chi-squared test on statistical independence

Sub-question C: Which factors are predictors of the overall-satisfaction during the pre-exposure?

From the three nominal variables education, information-search and travel-experience is the relation measured between each of these three nominal values and the overall satisfaction (see model 2.4). This relation is measured with the Chi-squared test, Ha is formulated in chapter two and is true when Ho is rejected. Ho and Ha are here:

Ho: Each of the three nominal values education, information-search and travel-experience, have no relation with the over-all satisfaction.
Ha: Each of the three nominal values education, information-search and travel-experience, have a relation with the over-all satisfaction.

4.2.3.1 Education

The cross-tabulation (figure 4.18) shows that 12% of the respondents rated their trip between the 1 and 6, and 88% of the respondents between the 7-10.

			Low education	High education	Total
Overall satisfaction	**1-6**	% within overall satisfaction	**7.4%**	**13%**	
		% of total			**12%**
	7-10	% within overall satisfaction	**92.6%**	**87%**	
		% of total			**88%**
		% of total	**18%**	**82%**	

Figure 4.18 Cross tabulation: Education level x Overall satisfaction

A total of 18% of the respondents has a low education, while 82% has a high education. From the respondents with a low education, 7.4% rated their trip between 1-6 and 92% between the 7-10. From the respondents with a high education 13% rated their trip between the 1-6, and 87% between the 7-10. Figure 4.19 shows the distribution between the respondents with the level of education and their overall satisfaction.

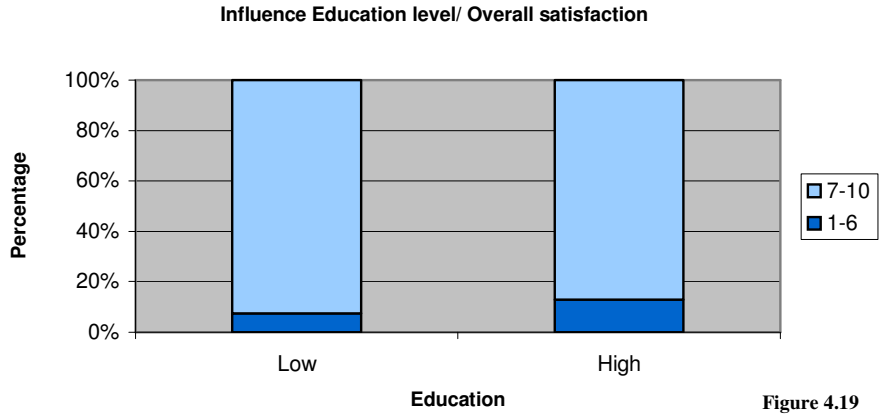


Figure 4.19

The variable "education" seems not to have met the condition to carry out the Chi-square test (appendix 7). Which means that no conclusion could be drawn whether there is a significant relation between the factor education and the overall satisfaction.

4.2.3.2 Information-search

The cross-tabulation (figure 4.20) shows that 12% of the respondents rated their trip between 1-6, and 88% between the 7-10. A total of 14.7% of all the respondents did not search, 48% did minimal search and 37,3% did a lot of information-search.

			No search	Minimal search	A lot of search	Total
Over-all satisfaction	**1-6**	%within overall satisfaction	**22.7%**	**13.9%**	**5.4%**	
		% of total				**12%**
	7-10	%within overall satisfaction	**77.3%**	**86.1%**	**94.6%**	
	Total	% of total				**88%**
			14.7%	**48%**	**37.3%**	

Figure 4.20 Cross-tabulations Info-search x Overall satisfaction

From the respondents who did not search, 22.7% rated their trip between 1-6, and 77.3% between 7-10. From the respondents who did minimal search 13.9% rated their trip between 1-6, and 86.1% between 7-10. From the respondents who did a lot of search, 5.4% rated their trip between 1-6 and 94.6% between 7-10. Figure 4.21 shows the distribution between the respondents with the level of information-search and their overall-satisfaction ratings.

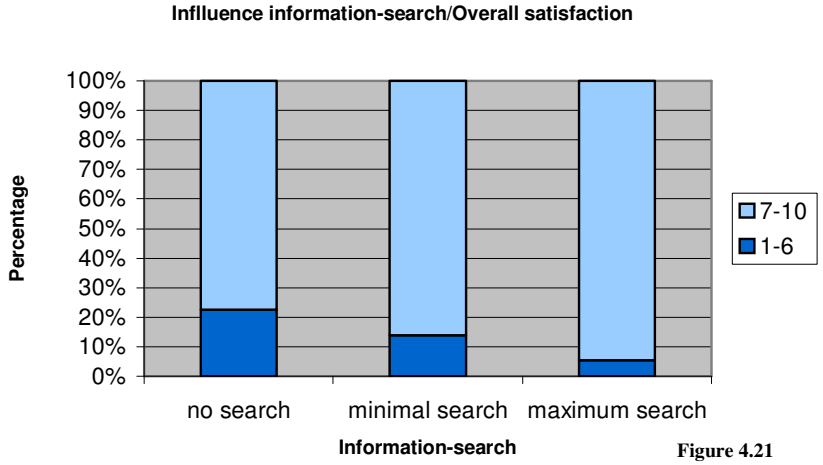


Figure 4.21

The variable "information-search" has met the conditions to carry out the Chi-square test (see appendix 4). Due to the fact that the significance is lower than the α (α<0.1), the hypothesis-0 could be rejected and Ha is true. One could say with 90% certainty that within the population of European travellers to India, there is a relation between the information-search and the level of overall-satisfaction.

A conclusion could be made that there is a *relation* between the variables, but this gives no information about the *strength* of the relation. Cramer's V gives information about this strength, in figure 4.22, Cramer's V has a value of 0.18, which means a little strength. Because the significance of the relation (0,08) is smaller than the α, one could say that H-0

could be rejected and Ha counts. With a certainty of 90% one could say that there is a *little strength* of relation between information-search and overall satisfaction.

		Value	Approx. Sig.
Nominal by Nominal	Phi	,182	,083
	Cramer's V	**,182**	**,083**
N of Valid Cases		150	

Figure 4.22

4.2.3.3 Travel-experience

The cross-tabulation of the variable "travel-experience" shows (figure 4.23) that 12% of the respondents rated their trip between the 1 and 6, and 88% of the respondents between the 7-10. A total of 75.9% of the respondents has experience with non-Western countries, while 24.1% has no experience with non-Western countries.

			Experience with non-Western countries	**No experience with non-Western countries**	**Total**
Overall satisfaction	**1-6**	% within overall satisfaction	**13.6%**	**8.6%**	
		% of total			**12.4%**
	7-10	% within overall satisfaction	**86.4%**	**91.4%**	
		% of total			**87.6%**
	Total	% of total	**75.9%**	**24.1%**	

Figure 4.23

From the respondents with experience with non-Western countries, 13.6%% rated their trip between 1-6 and 86.4% between the 7-10. From the respondents with no experience with non-Western countries 8.6% rated their trip between the 1-6, and 91.4% between the 7-10. Figure 4.24 shows the distribution between the respondents with the level of travel-experience and their overall satisfaction ratings.

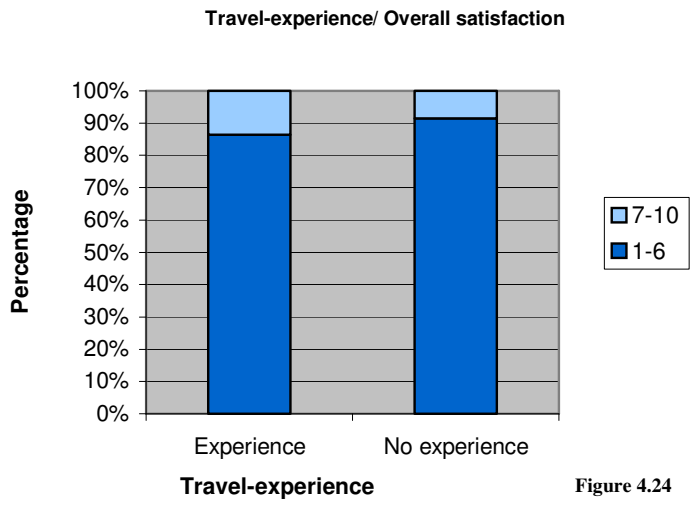


Figure 4.24

The variable "travel-experience" seems not to have met the condition to carry out the Chi-square test (appendix 4). Which means that no conclusion could be drawn whether there is a significant relation between the factor travel-experience and the overall satisfaction.

4.2.3.4 Summary Chi-square test

From the three variables education, information-search and travel-experience is tested whether they have a relation and what the strength is of this relation. To answer sub-question C, for both education and travel-experience no conclusion could be drawn because the conditions to carry out the Chi-square test have not been met. Ho is rejected for the factor information-search, which means that Ha counts and that with a reliability of 90% it could be said that there is a significant relation between information-search and overall-satisfaction ratings.

4.2.4 Multiple Régression Analysis

Sub-question D: Which factors are predictors of the overall-satisfaction during the direct-exposure?

From the factors during the direct-exposure (see model 2.4) is checked whether together, they have a relation with the overall satisfaction. The seven factors during the direct-exposure are length of stay, experience, cultural differences, senses, activities, interaction with host, feelings. The factor "cultural differences" has already been excluded with the reliability-test, therefore is chosen not to include this factor with the multiple regression analysis. Carrying out a regression-analysis, contains three steps. The first step checks whether the conditions before carrying out this method are met. The second step checks the usefulness of the model and step three is to interpret the coefficients.

Step 1: There are nine conditions, and appendix 1 shows that all the conditions have been met to carry out the multiple regression test.

Step 2: H0 and Ha will be tested.

Ho: The six factors length of stay, experience, senses, activities, interaction with host and "feelings", during the direct-exposure have no influence on the overall-satisfaction (coefficients=0).
Ha: The six factors length of stay, experience, senses, activities, interaction with host and "feelings", during the direct-exposure have an influence on the overall-satisfaction (coefficients not equals 0).

The following regression model will be tested, based on Ha.

Overall satisfaction = b_0 + (b_1 x length of stay) + (b_2 x Interaction host) + (b_3 x experience) + (b_4 x senses)+ (b_5 x activities) + (b_6 x feelings) + E

When looking to the meaningfulness of the model, it first could be said that because the Sig 0 <0.1, the hypotheses-0 could be rejected and the model is significant with a reliability of 90%. There is a good fit between the model and the data. Almost 40% of the variation of "overall satisfaction" is being explained by the included independent variables length of stay, experience, senses, activities, interaction with host and "feelings" (appendix 7).

Looking at the coefficients-model (figure 4.25), the partial regression-coefficient B, could be found in column B. These values give meaning of the amount of change of the dependent value "overall satisfaction" when the concerning independent variables increases with one unit, while in the mean time all the other variables are kept constantly. For every independent variable in this model means a increase also an increase on the level of overall-satisfaction (all B-values are positive).

Model		Unstandardized Coefficients	Standardized Coefficients	
		B	Beta	Sig.
1	(Constant)	2,630		,003
	Inter. Host	,010	,007	,921
	Experience	,221	,087	,334
	Senses	,330	,174	,038
	Activities	,673	,280	,000
	Feelings	,472	,305	,000
	Length of stay	,036	,184	,008

a Dependent Variable: Overall satisfaction **Figure 4.25**

Every independent variable need to be tested on the significance. The factors "interaction with host" (0.92) and experience (0.33) are not significant because the significance values are higher than the α value of 0.1. From these factors it could be said that Ho counts, these factors do not differ significantly from zero. The other four factors are in force of rejecting the hypotheses-0, which means that these factors are meaningful, Ha counts for these variables.

This leads to the following model:

Overall satisfaction = (0.036 x length of stay) + (0.158 x senses) + (0.174 x activities) + (0.130 x feelings) + 2.630

Partial regression-coefficients B values can not be compared with each other, because it is being influenced by the units in which the variables are measured. Comparing is possible with the standardized coefficients Beta. The Beta-coefficients gives an indication of the relative interest of each variable. The variable "feelings" has the highest absolute Beta-value (0.305), and has therefore the biggest influence on "overall satisfaction". After that have "activities" (0.280), "length of stay" (0.184) and finally senses the lowest absolute Beta value (0.184). The factors "interaction with host" and "experience" have not been shown significant, therefore could be said that Ho counts and that there is no significant relation between these factors and the overall satisfaction.

4.2.4.1 Summary

Ha counts for the variables length of stay, senses, activities and feelings. These variables are for almost 40% explained by the included independent variables of the variable "overall satisfaction". Ho counts for the variables "interaction with host" and "experience", which means that there is no significant relation between these factors and the overall satisfaction.

4.2.5 T-paired test

Sub-question E: What are the differences between importance and satisfaction of each of the factors experience, cultural differences, senses, activities, interaction with host?
Sub-question F: What are the differences between importance and satisfaction of each of the items of the factors experience, cultural differences, senses, activities, and interaction with host?

Following the Multiple Regression method, the factors length of stay, senses, activities and feelings, have a influence on the overall satisfaction. The factors interaction with host and experience were not significantly a factor within this group. Another way to measure the satisfaction of the factors during the direct-exposure is to take the difference between the importance and satisfaction-scores of the different factors. The factors: Experience, Senses, Activities and Interaction with host are measured both on importance and satisfaction and gap-scores (difference between importance and satisfaction-score) are calculated for each of these factors.

The Ho and Ha that are formulated for sub-question E are:

Ho: There are no differences between the importance and satisfaction-scores of the factors experience, senses, activities and interaction with host (medians= not o)
Ha: There are differences between the importance and satisfaction-scores of the factors experience, senses, activities and interaction with host (medians=o)

4.2.5.1 Factor gap-scores

As shown in table 4.26, the four factors are significant (sig.<α) which means that Ho could be rejected. With a reliability of 90% could be said that the Ha counts and that there is a significant difference between the importance and satisfaction-scores of these factors. The factors; interaction with host, experience and activities have a negative mean, which means that the satisfaction-scores are higher than the importance scores. The factor senses has a positive mean, which means that the satisfaction-scores are lower than the importance-scores. This is also shown in figure 4.27.

		Mean	Sig.
Pair 1	IINTERACTION HOST SINTERACTION HOST	-,20650	,024
Pair 2	IEXPERIENCE - SEXPERIENCE	-,16079	,012
Pair 3	ISENSES - SSENSES	,27167	,054
Pair 4	IACTIVITIES - SACTIVITIES	-,64496	,000

Figure 4.26

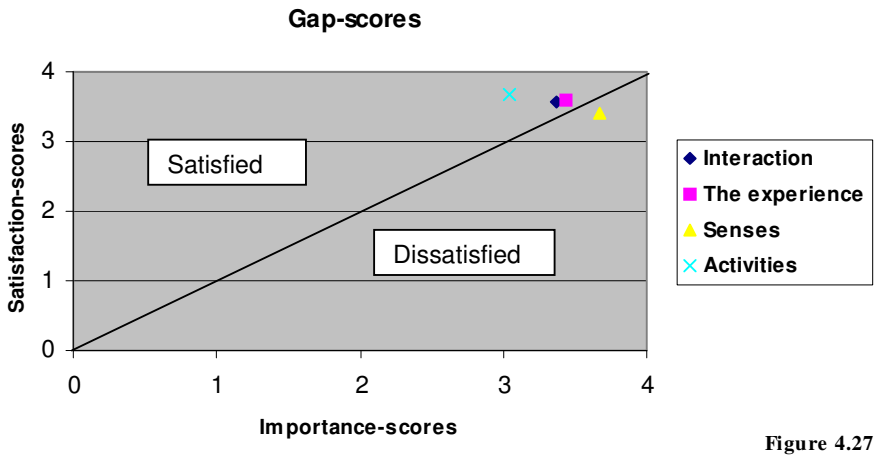


Figure 4.27

4.2.5.2 Item gap-scores

It is also possible to specify from each factor, which items are responsible for the level of satisfaction. From the factors experience, senses, activities and interaction host are all the items measured both on importance and satisfaction to calculate the gap-score. Ho and Ha that are formulated are:

Ho: There are differences between the importance and satisfaction-scores of the items of the factors experience, senses, activities and interaction with host (medians=not o).

Ha: There are no differences between the importance and satisfaction-scores of the items of the factors experience, senses, activities and interaction with host (medians=o).

4.2.5.2.1 Experience

		Mean	Sig.
Pair 1	**IClimate – SClimate**	**-,620**	**,000**
Pair 2	**ICleanliness - SCleanliness**	**,108**	**,414**
Pair 3	**ICrowdedness SCrowdedness**	**,048**	**,701**
Pair 4	**IPersonalSafety - SPersonalSafety**	**-,153**	**,192**
Pair 5	**IPriceQual - SPriceQual**	**-,260**	**,012**
Pair 6	**IGoodAccess - SGoodAccess**	**-,309**	**,004**
Pair 7	**IFriendliness - SFriendliness**	**,100**	**,308**

Figure 4.28 paired samples test: Experience

From the seven items that are included in the factor "experience" could be said that due to significance (sig.<0.1), the hypothese-0 could be rejected for three items: climate, price-quality and good accessibility. This means that the importance-scores differ for these three items with a reliability of 90% significantly from the satisfaction-scores. All the gap-scores are negative, which means that the respondents are more satisfied about these items than their importance attached on each of these items. The item "climate" has the biggest gap, then "good-accessibility" and finally the item "price/quality". From the other four items: Cleanliness, Crowdedness, personal safety, friendliness of host, the significance is higher than the α (α=0.1). Therefore could be said that the hypotheses-0 counts and that there are no significant differences between the importance-and satisfaction-scores of each of these scores. This is also shown in figure 4.29.

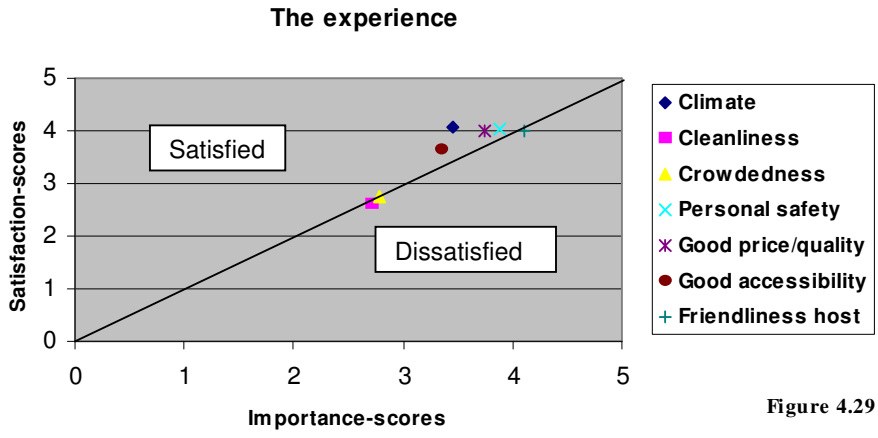


Figure 4.29

4.2.5.2.2 Senses

		Mean	Sig.
Pair 1	**ISmell - SSmell**	**,040**	**,750**
Pair 2	**IQuiet - SQuiet**	**,530**	**,000**
Pair 3	**ITaste - STaste**	**,360**	**,302**
Pair 4	**ISee - SSee**	**,040**	**,565**

Figure 4.30 Paired sample test: items of factor "senses"

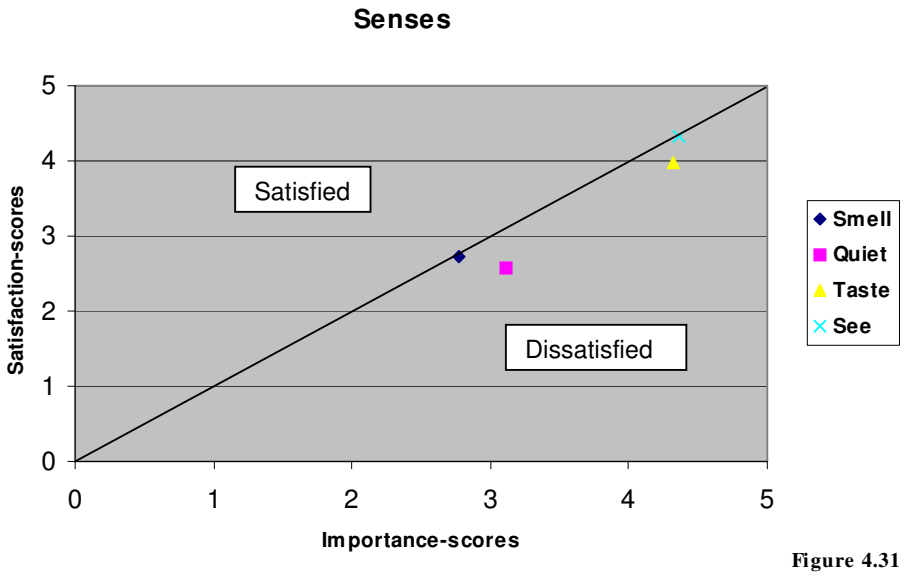


Figure 4.31

From the four items that are included in the factor "senses" could be said that due to significance (sig.<0.1), the hypothese-0 could be rejected for one item: Quietness. The importance-scores differ with a reliability of 90% significantly from the satisfaction-scores of this item. The gap-scores is positive, which means that the respondents are less satisfied about this item than their importance attached to this item.

From the other three items: Smell, Taste and See, the significance is higher than the α (sig.>0.1). Therefore for these three items it could be said that the hypotheses-0 counts and that there are no significant differences between the importance-and satisfaction-scores of each of these scores. When putting all the gap-scores in a figure, figure 4.31 is the result.

4.2.5.2.3 Interaction with Host

		Mean	Sig.
Pair 1	**IDeepConv - SDeepConv**	**,295**	**,010**
Pair 2	**IEating - SEating**	**,009**	**,931**
Pair 3	**ISleeping - SSleeping**	**-,299**	**,121**
Pair 4	**IOtherAct - SOtherAct**	**,030**	**,799**

Figure 4.32 Paired sample test: items of factor "Interaction Host"

From the four items that are included in the factor "interaction with host" could be said that due to significance (α=0.1), the hypothese-0 could be rejected for one item: "Deep conversations". The importance-scores differ with a reliability of 90% significantly from the satisfaction-scores of this item. The gap-scores is positive, which means that the respondents are less satisfied about this item than their importance attached to this item and that it negatively contributes to the level of satisfaction.

From the other three items: Eating, Sleeping and Other activities, the significance is higher than the α (=0.1). Therefore could be said that the hypotheses-0 counts, and that there are no significant differences between the importance-and satisfaction-scores of each of these scores. Figure 4.33 shows the gap-scores of the four items.

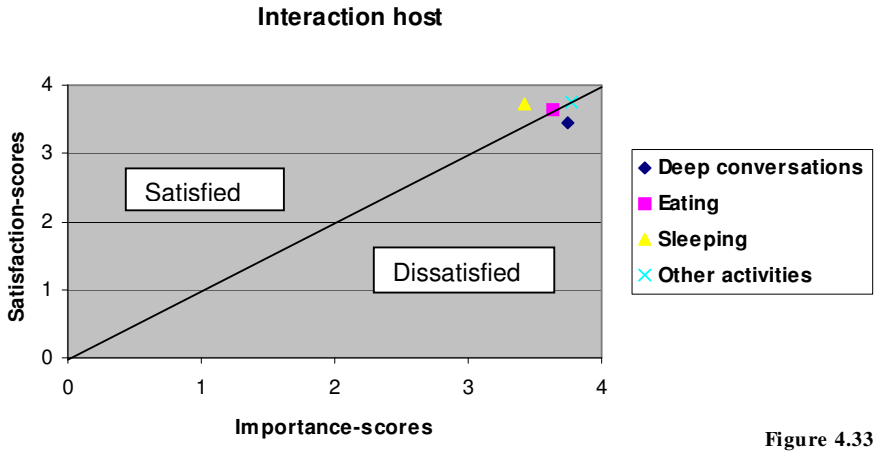


Figure 4.33

4.2.5.2.4 Activities

From the sixteen items that are included in the factor "activities" could be said that due to significance (sig.<0.1), the hypothese-0 could be rejected for eleven items: Heritage sites, Performing arts, Visual arts, Religious sites, Indigenous communities, Popular culture,

Nature, Organized tours, Contrived entertainment, Arts and Crafts, Industry and Commerce. The importance-scores differ for these eleven items with a reliability of 90% significantly from the satisfaction-scores. From these eleven items, nine items have gap-scores that are negative, which means that the respondents are more satisfied about these items than their importance attached on each of these items. The item "Organized tours" has the biggest gap, then Organized Tours, "Popular culture", "Industry and Commerce", "Heritage", "Religious sites", "Arts and crafts", "Visual arts" and finally "Indigenous communities". The other two items have gap-scores which are positive, which means that the respondents are more satisfied about these items than their importance attached on each of these items. The two items are Indigenous communities and Nature and these items negatively contribute to the level of satisfaction. So from the sixteen items, the significance is higher than the α (=0.1). Therefore could be said that the hypotheses-0 counts and that there are no significant differences between the importance-and satisfaction-scores of each of these scores. When putting all the gap-scores in a figure, figure 4.35 is the result.

		Mean	Sig.			Mean	Sig.
Pair 1	**IHeritage sites – SHeritage sites**	**-0,298**	**0,001**	Pair 9	**Iinterest Activities – SInterestActivities**	**-0,162**	**0,141**
Pair 2	**IPerformingArts – SPerformingArts**	**-0,234**	**0,063**	Pair 10	**INature – SNature**	**0,314**	**0,003**
Pair 3	**IVisual Arts – SVisual Arts**	**-0,252**	**0,011**	Pair 11	**IOrganized Tours – SOrganized Tours**	**-0,419**	**0,009**
Pair 4	**IFestivals – SFestivals**	**0,068**	**0,617**	Pair 12	**IDancing – SDancing**	**-0,1**	**0,608**
Pair 5	**IReligious Sites – SReligious Sites**	**-0,285**	**0**	Pair 13	**IContrEnt – SContrEnt**	**-0,947**	**0**
Pair 6	**IRural Environment – SRuralEnvironment**	**-0,136**	**0,106**	Pair 14	**Iarts and Crafts – Sarts and Crafts**	**-0,274**	**0,001**
Pair 7	**IIndigeous Communities – SIndigious Communities**	**0,248**	**0,011**	Pair 15	**ILanguage – SLanguage**	**0,097**	**0,531**
Pair 8	**IPopular Culture – Spopular Culture**	**-0,407**	**0**	Pair 16	**Iindustry and Commerce – Sindustry and Commerce**	**-0,354**	**0,028**

Figure 4.34 Paired sample test: items of factor "Activities"

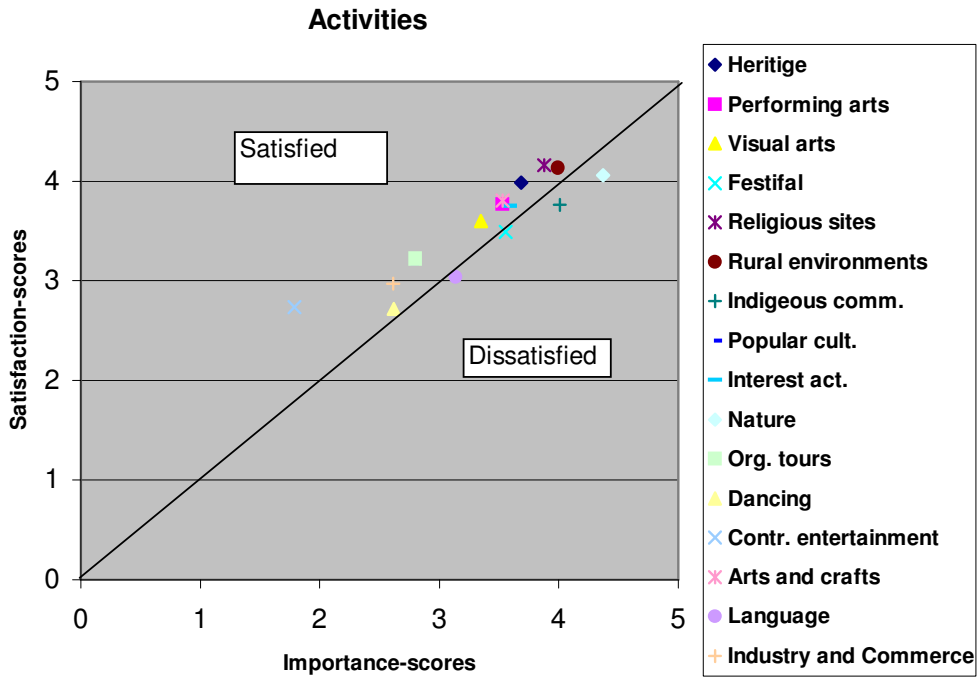


Figure 4.35

4.2.5.2.5 Summary of T-paired test

After completing the T-paired test it seems that the factors interaction with host, experience and activities have been rated higher on the satisfaction-scores than the importance-scores. The factor senses has higher importance-scores than satisfaction-scores. The gap-scores of the items nature, indigenous community, deep conversations, taste and quietness were positive, which means that the satisfaction-scores were lower than the importance-scores. The biggest gap-scores are from the items good accessibility, religious sites, heritage, sleeping and climate. The scores are negative, which means that the satisfaction is rated higher than the importance-scores.

Frequency-tables and cross-tabulations

To answer the sub-question G-H, frequency-tables and cross-tabulations are used.
The sub-questions that have been formulated are:

Sub-question G: Is there a point during the trip when travellers turn more satisfied/unsatisfied?
Sub-question G1: When do respondents turn more (dis)satisfied during their trip?
Sub-question G2: How do feelings change during the trip?
Sub-question G3: Why do feelings change during the trip?
Sub-question H: What are the reasons for respondents to have (no) more interaction?

Sub-question G: Is there a point during the trip when travellers turn more satisfied/unsatisfied?

Figure 4.36 shows that the majority of the respondents (75%) stated that they experienced a change during their trip. The other 25% said they did not experience a change of feelings during their trip.

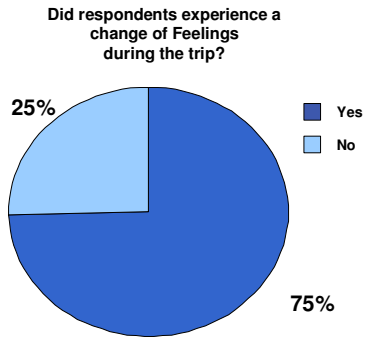


Figure 4.36

Sub-question G1: When do respondents turn more (dis)satisfied during their trip?

When asking the respondents when they felt a change of feelings, numbers ranged between nill and 92 days, with a mean of 9 days. The majority (24%) of the respondents said that their feelings changed after a few days, 22,4% said they experienced a change after 1 week, following after 2 weeks (15%), three weeks (13.4), 4 weeks (10.4%), two months (4.5%) and the minority (1.5%)of the respondents said that there feelings changed after 3 months (Figure 4.37).

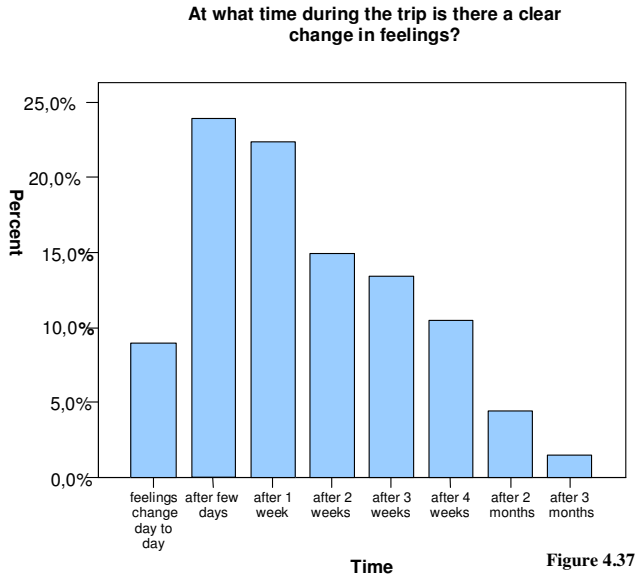


Figure 4.37

Sub-question G2: How do feelings change?

Asking respondents how their feelings changed, 54% said that they turned more satisfied during the trip, 25% said that they experienced the same feelings, 14.6% said that there feelings were flowing and finally 6.4% said that they turned more dissatisfied (figure 4.38).

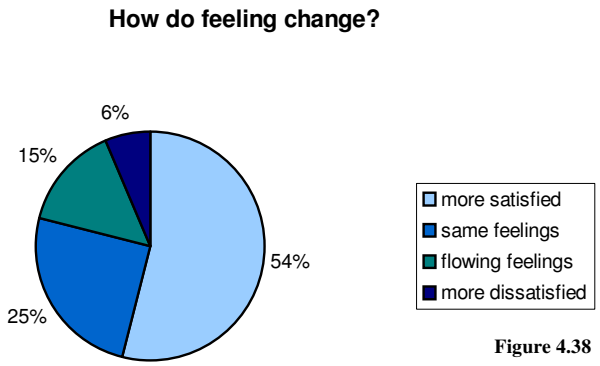


Figure 4.38

Sub-question G3: Why do feelings change?

No changes

Figure 4.39 shows that 25% of the respondent did not experience any changes, while the other 75% experienced a change during the trip. From the 25% that said that they did not a change, 69.5% stated that this was because of the previous travel-experience, 14% said that they had expected worse, 11.5% said that they prepared well and 5 % said that "other things" was the reason for not feeling a significant change during the trip.

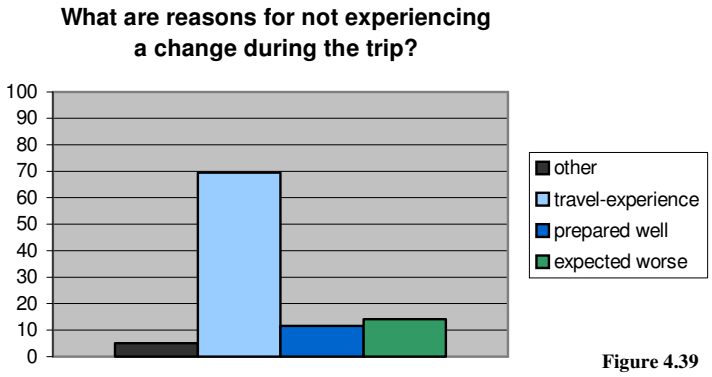


Figure 4.39

More satisfied

From the 75% respondents which experienced a change, 54% said that they turned more satisfied during the trip. Reasons for this change are shown in figure 4.40.

Majority of the respondents (30.9%) stated that a better understanding of the culture helps them to turn more satisfied. Following with 20.6% that states that the places visited have an influence, while 17.6% stated that they had good interaction with the host community and therefore turned more satisfied.

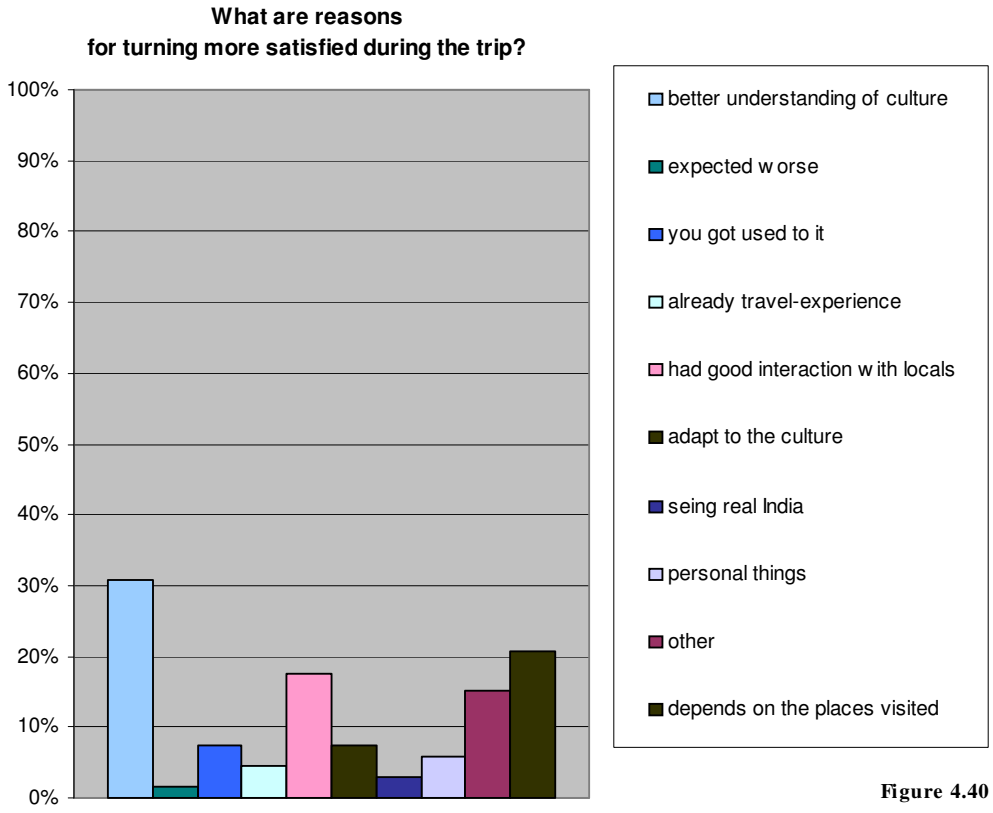


Figure 4.40

More dissatisfied

From the 75% respondents which experienced a change, 6.3% said they turned more dissatisfied during the trip. The majority (62.5%) responds that locals "got one their nerves" and 12.5% had difficulties with handling cultural differences. Personal things and "other" included 25% of the reasons given for turning more dissatisfied. Figure 4.41 gives an overview on why respondents turned more dissatisfied.

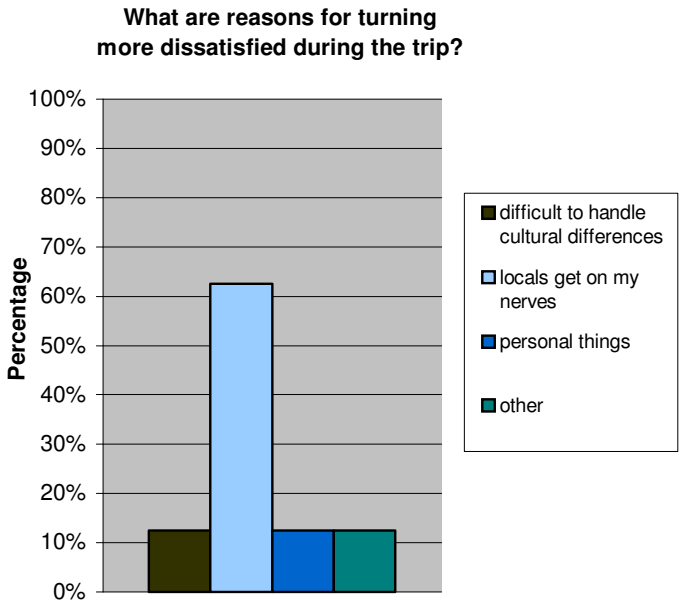


Figure 4.41

Flowing feelings

Respondents also experienced "flowing feelings", feelings which were constantly changing during the trip. Most respondents stated that the reason for these "changing feelings" were the difficulties with handling the cultural differences (43.3%). Also places visited contributes to these changing feelings (34%). Personal reasons and other formed 22.7% of the reasons for having "flowing feelings". Figure 4.42 shows an overview of these reasons for flowing feelings.

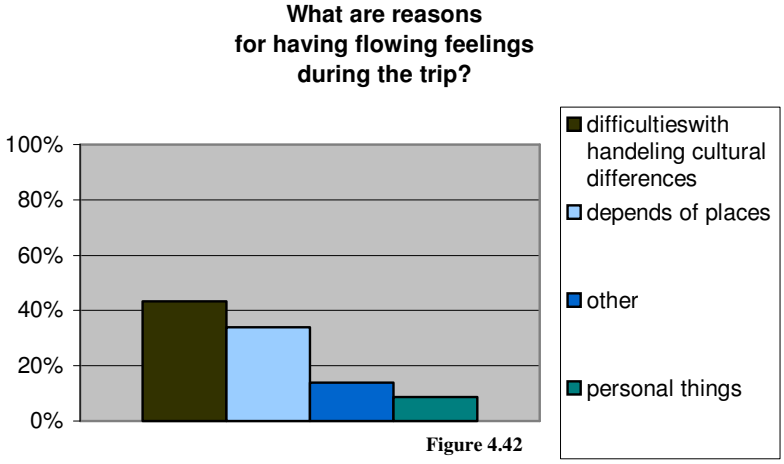


Figure 4.42

Sub-question H: What are the reasons for respondents to have (no) more interaction?
Almost 70% of the respondents states that they wishes to have more interaction with the host community, 30% states the opposite (4.43). Next will be explained what the reasons are for (no) more interaction.

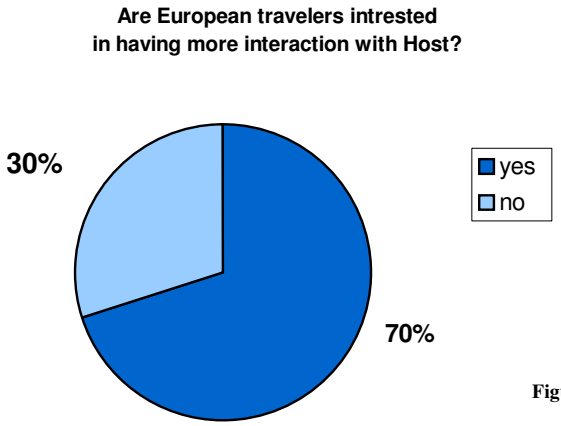


Figure 4.43

From the 70% of the respondents that state that they are interested in having more interaction, more than 40% would like to have more understanding of the culture. Figure 4.44 shows an overview of all the reason of the respondents why they would like to have more interaction.

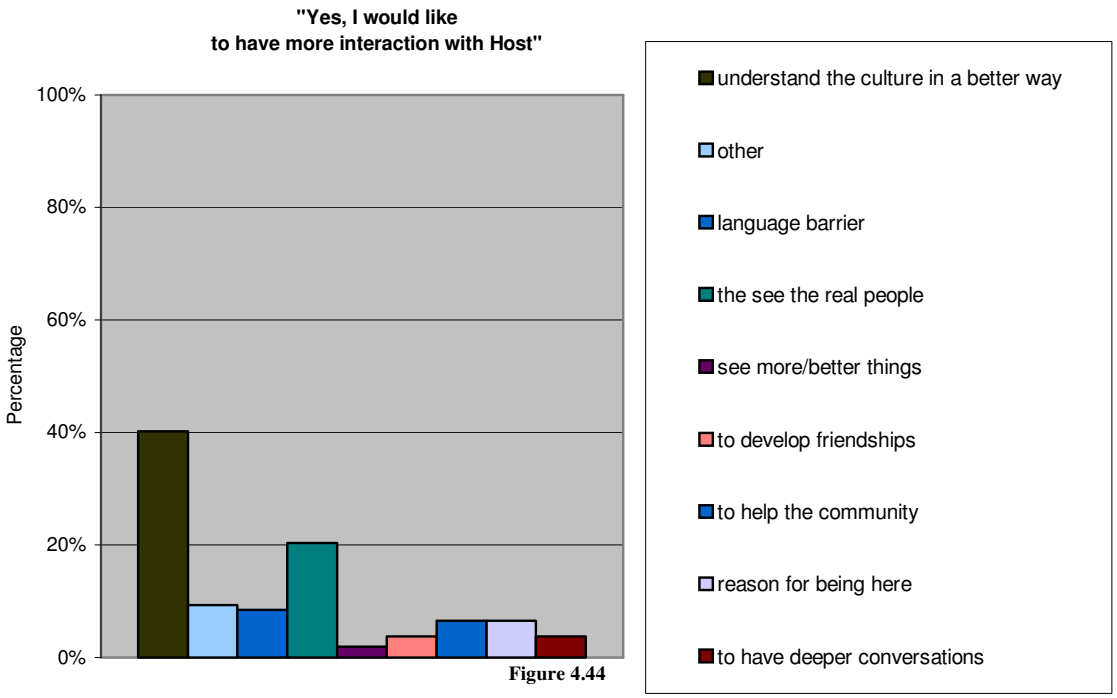


Figure 4.44

From the 25%, that stated not wanting to have more interaction, more than half says that it is enough as it is. Almost 30% likes to keep distance, 10% has other reasons and the smallest group says that a language barrier is the problem to have more interaction (figure 4.41).

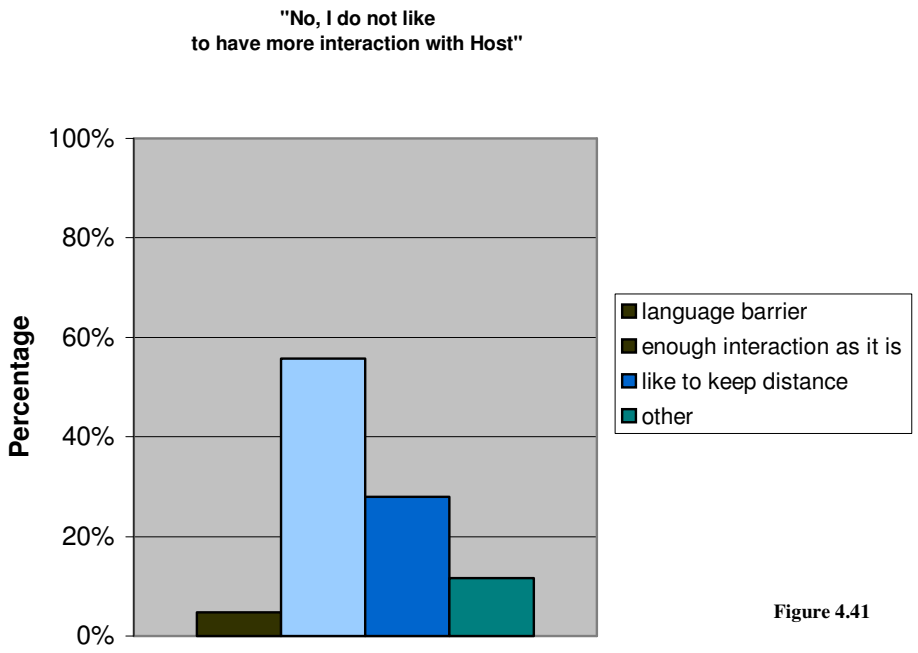


Figure 4.41

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Chapter five is the final step of this research-paper and tries to give an answer to the main research question: "which factors influence the overall satisfaction of travellers in India?". First a discussion of the results of chapter four is done to compare results with each other. This discussion helps to eventually draw a conclusion and to answer the research question. Abroader wishes to compile a tour based on the outcomes of this research, therefore based on the conclusion, recommendations are given to Abroader. Furthermore for those interested in further research on this complex process on customer-satisfaction, recommendations are given.

5.2 Discussion

This study explored the nature of the relationship between eleven factors and the overall satisfaction of European travellers in India. A conceptual model has been developed and tested. This conceptual model builds on previous customer satisfaction research conducted by both consumer behaviour-specialists and recreation researchers in an attempt to better understand the overall satisfaction of European tourists in India. In congruence with previous research on customer satisfaction, many of the factors associated with customer-satisfaction, are intangible and extremely difficult to measure.

From the eleven selected factors in the conceptual model, seven factors includes items which measure these factors. The hypothesized relationships between the items included in these seven factors were upheld. From the seven factors, the items of five factors were proven internally consistent. This means that these items represent that specific factor. The items within the other two factors: motivations and cultural differences were not proven internally consistent, which means that the items together do not measure these factors, and no pronunciations could be done on each of these two factors. Asking dissatisfied respondents straight out why they experienced changes 15% stated that they had difficulties with handling cultural differences, so it is possible that there is a relation with the overall satisfaction. In this research-paper no further research is done on this factor. The items of the factor cultural differences do not represent this factor, it is likely that respondents associate items other than the items mentioned in this study with the factors motivations and cultural differences.

The eleven factors of the conceptual model are measured on the overall satisfaction. Because all the eleven factors are related with the overall satisfaction-scores, these scores needs to be consistent otherwise a wrong picture could be drawn of the results. Three measures of satisfaction were related and a moderate relation between the scores could be found. It could

be said that the overall satisfaction-score is a reliable factor to work with. Respondents rated their trip ranging between numbers 2 and 10, with a mean of 7.95. 15% rated their trip lower than a 6 and 85% rated their trip higher than a 6. As already expected more respondents rated their trip significantly higher. According Ryan, travellers are the actors during the process of holiday-taking, and have the possibility to avoid things that provide dissatisfaction and pursue those things that provide dissatisfaction.

From the three factors during the pre-exposure (education, information-search, travel-experience), is first measured what the relation is of each of these factors on the overall satisfaction. As expected the factor information-search seems to have a positive relation with the overall satisfaction, although this relation is very moderate. This is also confirmed, when respondents are asked why they did not experience any changes the majority of the respondents gives good information-search as a reason.

No conclusions could be drawn whether the factors education and travel-experience have a relation with the overall satisfaction, because these factors were not enough represented (high versus low education and no, little versus a lot info-search). But when asking respondents whether they had experienced a significant change during the trip, 25% said that they did not. And from these respondents the majority stated that the previous travel-experience was the reason for not experiencing a change. One could assume that the opposite is also true and that a lack of travel-experience leads to a positive or negative change. But this relation could not statistically grounded.

Also from the factors (length of stay, experience, senses, activities, interaction with host, and feelings) during the direct-exposure is the relation measured with the overall satisfaction. This is measured with the multiple regression method. The factors: length of stay, senses, activities and feelings have a significant relation with the overall satisfaction. The formula that is found is:

Overall satisfaction= (0.036 x length of stay) + (0.158 x senses) + (0.174 activities)+ (0.130 x feelings) + 2.630

These coefficients values can not be compared with each-other, because it is being influenced by the units which the variables are measured. Comparing is possible with the standardized coefficients Beta. The factor activities has the biggest influence, then senses, feelings, and length of stay on the overall satisfaction. The factors "interaction with host" and "the experience" do not have a significant relation with the overall satisfaction. From the factor "experience" could this be expected, while is assumed that their could be relation with the overall satisfaction.

From the factor interaction with host is this not an expected outcome, this because both Hottola and Ryan state that this factor contributes to the overall satisfaction. Furthermore also asking satisfied respondent directly about their motivation for turning more satisfied during their trip, the majority stated that they had a better understanding of the culture because they had good experiences with the host community. Another 20% said that their reason was having good interaction with the host community (they did not mention that because of that they had a better understanding of the culture). The contrary was also clear: almost 65% stated that bad experiences with the host community was the reason for turning more dissatisfied, their exact words were "the locals get on my nerves". It could be said that interaction with the host community helps to get a better understanding of the culture and that this aspect makes travellers more satisfied.

Another way of testing the level of satisfaction has been calculating gap-scores (difference between importance and satisfaction) of items. Also gap-scores are calculated from the factors, by taking the mean of the items belonging to that factor. Respondents are satisfied about the factors activities, interaction with host and the experience. Factors which respondents are unsatisfied about is the factor senses.

Comparing these gap-results with the results of the regression analysis, it is notable that indeed activities and senses have an influence on overall satisfaction-scores. Activities positively contributes and senses contribute negatively to the overall satisfaction. The items of the factor activities where respondents are satisfied are religious sites, rural environments and heritage sites. Items were respondents were not satisfied on are nature and indigenous communities. The item of the factor senses, that mostly contributes to this gap is quietness. Respondents are not satisfied about this item. Thus, both the gap-analysis and multiple regression approaches lead towards the same results on these factors, which would imply that managers should focus on improvements regarding these attributes.

Contradiction between the two models is the influence of the factor interaction with host, the multiple regression method shows no relation with the overall satisfaction, while the gap-

model shows that respondents are satisfied on this factor. As previously described other results of the data shows that there is a relation between interaction with host and the level of satisfaction, although the strength with this relation is not grounded (multiple regression method). But as already described there is chosen to include this factor as a factor influencing the level of satisfaction. Looking at the gap-scores of the items of this factor, respondent are not satisfied on the item "having deep conversations with the host community". This could be because of the language barrier respondents experience. Respondents who wishes to have more interaction with the host community stated that the language-barrier is a problem (10%). This is also the reason for respondents who do not like to have more interaction (5%). Therefore it could be found that the language-barrier is an issue which respondents hold back to have more interaction with the community.

The factor experience has the smallest gap-score and according the multiple regression analysis there is not a significant relation between this factor and the overall satisfaction. Furthermore no other results could indicate that there could be a relation, therefore it could be said that this factor is not included as a significant factor influencing the overall satisfaction.

5.3 Conclusion

Research question:

Which factors influence the overall satisfaction of European travellers traveling in India?

This study and its conclusions focus on which factors influence the overall satisfaction of European travellers in India, with the assumption that interaction with the host community is a relevant factor to this overall satisfaction. Which factors could influence the overall satisfaction of these travellers who are exposed to a totally different culture than their own? One should bear in mind that the whole tourist experience is a complex process, while the travellers themselves are also a significant factor influencing this process.

The conceptual model that has been developed to measure the overall satisfaction has helped to find out a little more on this complex process. On balance, it could be said that the factors which have an influence on the overall satisfaction are: length of stay, senses, activities, feelings, information-search and interaction with host-community. With the factors activities and senses having the strongest relation with the overall satisfaction in this research. It is notable that the factor activities has a positive influence on the overall satisfaction, while the factor senses has a negative impact on the overall satisfaction.

Due to the fact that these two factors have the biggest influence on the overall satisfaction, it is interesting to specify which items of these two factors are European travellers in India satisfied about. The items of the factor activities, which respondents are significantly satisfied on are: visiting heritage sites, religious sites and rural environments. The items of the factor activities, where respondents are not satisfied about are indigenous communities and nature. Respondents are not satisfied on the item quietness of the factor senses.

It is interesting to found out that "Interaction with host" is an factor which had contradicting results during this research. Finally one could say that this factor has an influence on the overall satisfaction, especially because it helps travellers to better understand the culture. This understanding seems to have a positive influence on the overall satisfaction, the only obstacle is the language-barrier according the travellers.

Again researching which factors have an influence on the overall satisfaction is an complex process. It could be said that the selected factors in this research are not the only factors influencing the overall satisfaction. Considerably more research is needed to understand the relationship between which factors are responsible for the overall satisfaction of European travellers in India.

5.4 Recommendations for Abroader

Abroader's goal is to compile a tour for Dutch travellers in India based on exposing travellers to the "real India". Abroader would like to have insight whether interaction with the local community helps travellers to turn more satisfied. Furthermore they would like to know whether travellers experience a significant change during their trip, and at what point during the trip travellers experience that change, this to have insight about to offer a short or a long travel-product. Recommendation for a new product could be given for Abroader based on the outcome of this research. The assumptions of Abroader before this research were the following:

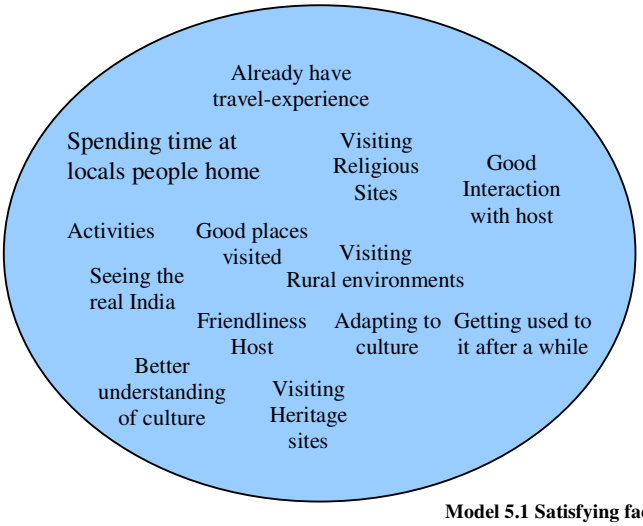
Exposing Dutch travellers to the "Real India" helps them to get a better understanding of the Indian culture and this will turn them more satisfied during their trip.
The longer travellers stay, the more they will understand of the culture and therefore turn more satisfied.

5.4.1 Findings for Abroader

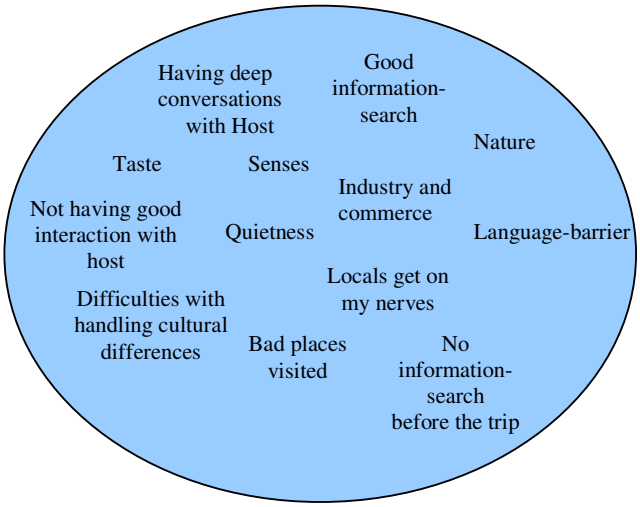
Analysing the first assumption of Abroader, it could be said that indeed when Dutch travellers have an better understanding of the Indian culture, they will become more satisfied in most cases. Reasons for having a better understanding of this culture is having contact with the

local community. The contrary is also true, travellers could get very dissatisfied because the "locals get on their nerves". The latter case is especially true when travellers are "bothered" by people wanting their money. Because of this travellers often tend to block communication with the local community. Furthermore it seems that travellers who significantly turn more dissatisfied, are having a hard time dealing with the cultural differences. The questions rises then whether travellers are interested in having more interaction? The majority of the travellers is interested and their main reason is to get a better understanding of the culture. For those who are not interested say they have had enough interaction already.

The second assumption from Abroader also counts, indeed there seems to be a significant relation between the length of stay and the overall satisfaction. It could be said that the longer travellers stay the more satisfied they become and that round and about nine days is the general point that travellers feelings changed significantly. To conclude it seems that both assumptions formulated by Abroader are true. Furthermore the models 5.1 and 5.2 shows an overview of satisfying and not satisfying factors for Dutch travellers in India. Activities and the senses have the biggest influence on the overall satisfaction.



Model 5.1 Satisfying factors



Model 5.2 Not satisfying factors

5.4.2 Focus for Abroader

- Develop a product based on the theme "real India". With the underlying thought that travellers get an understanding on what is going on in India.
- Organize meetings before the trip with the topic: cultural differences between India and the Netherlands. With the focus first to make travellers aware of their own culture, then of the Indian culture.
- Make a selection before the trip, by being clear on what your product has to offer: "seeing real India". Those who are not interested will drop out, and the ones are left who have the motivation to see the real India.
- Provide the right non-commercial objective reading-material, which tells the real story of India, think of folders on voluntary organisations.
- Try to prevent that travellers block interaction with the local community, encourage the interaction with help from among others a local guide.
- Offer a product which is long enough for travellers, to have the possibility to get a understanding of what is going on in India.
- Organize a trip on the factors that have been proven satisfying for travellers, and try to prevent those that have not been proven as satisfying (figure 5.1 and 5.2).

5.4.3 Implementation

It is advisable for Abroader to organise a trip based on the theme: seeing real India. This gives Dutch travellers the possibility to have a better understanding of the Indian culture. But first travellers should have an understanding which norms and values and are apparent for the Dutch culture. Only then the travellers should be pointed out of the norms, values and behaviour codes of the Indian culture. One should separate the opinions about the behaviour

of Indian people of the facts. The traveller should have an understanding of what the "strange behaviour" means; what is the underlying thought of Indian people wanting money of travellers? Only when the traveller understands why people behave the way they do, will help them not feeling that annoyed. Furthermore when travellers are aware of this Indian behaviour and recognize this, people have more feelings of being in control and this often leads to more positive feelings.

The best way to inform travellers about the differences between the Indian and Dutch culture, is to do this not only during the trip, but also before the trip. Because as shown in table 5.1 good information-search before the trip, has a positive relation with the overall satisfaction. Therefore is it advisable for Abroader to organize meetings already before the trip, where the theme of this meeting is: "cultural differences between the Netherlands and India". Make the people aware of their own and the Indian culture. Also invite people who do voluntary work in India and let them talk about their experiences during this meeting. Those people have a lot of contact with local people in India, and could help Dutch people to have more insight in the Indian culture.

Furthermore when organizing such a meeting, it is possible to make a selection of people who are not interested in this trip. Those who are not interested will drop out and only those left are interested in seeing the real India. This will higher the change on a successful trip, because the ones who do not wish to see the real India will not join.

For those people who book the trip, it is advisable to provide free information-books. This again because travellers who did a lot of information-search before the actual trip to India, helped them to get more satisfied during the trip. The books that should be provided should contain objective information about "real India". No commercial books should be provided which only contains information on what people would like to hear. Commercial books shape a wrong image of India and do not tell what is really happening, they only show the touristic highlights. The whole idea for this trip is showing people the "real India", and that is also what they should be informed of. Think of information-books and folders, which contain information on international help organisations and volunteering work in India. But think also on information on how school-systems work , etc.

As shown in table 5.1 it seems that positive interaction with the local community helps travellers to get a better understanding of the culture. It seemed that the majority of travellers are also interested in having more conversations and that the reason for this is having a better understanding of the Indian culture. It seemed that (dissatisfied) travellers, who found that "locals got on their nerves" blocked the interaction with the local community. Abroader

should prevent that travellers block interaction, because this interaction helps them to get a better understanding of the culture. Abroader should create a situation where travellers meet locals, who explain something of their culture, think of employing a local guide instead of a Dutch guide. Further elements that the trip should contain to optimal a positive experience are visits to rural environments, heritage sites and religious sites. These activities are perceived as satisfying by the travellers. Those activities that are not perceived as satisfying are shown in table 5.2 and should not be included in the trip. To get a better understanding of the culture it is advised to add activities to the previous list which contains visits to schools, hospitals, etc.

As also shown in model 5.1 the length of stay is also an factor influences the overall satisfaction, the longer travellers stay the more satisfied the become. The mean point where travellers experience a significant change during their trip is round and about nine days, because after that point the majority of the travellers turns more satisfied. Therefore it is advisable for Abroader to offer a long-stay trip, which exceeds this point. Travellers should first have the time and the possibility to adapt to the Indian culture.

5.5 Recommendations for further research:

Researching which factors influence customer-satisfaction in the tourism-sector is difficult, while the customers are also actors in the process. For those who have insight in this process, is this knowledge a valuable tool, especially in this time where competition is stuff and all management resources need to be allocated to fight for every customer. Examination of these topics should provide useful theoretical and applied information on the whole process of travellers who are dealing with a totally culture than their own. Therefore for those who are interested in further research on this subject the following recommendations:

In this research no conclusion could be drawn whether the education-factor has an influence on the overall satisfaction. This because this factor was not well distributed (low, high education). In the future it is advisable to use the quota sample in stead of the judgement-sample used in this research. The quota sample, uses a technique where a selection is based on the fact that a certain group is well-represented. In this way the distribution between respondents with a high and a low education are well-represented and a conclusion could be made whether there is a significant relation between this factor and the overall satisfaction.

The selected items of the factors motivations and cultural differences proofed not reliable for these factors. It is likely that respondents associate items other than the items mentioned in this study with these factors. It is possible that items are excluded for the factor motivation like prestige and regression (Crompton) or that the classification of cultures (Hofstede) could

be used as items representing the factor cultural differences. Further studies should include such attributes when measuring which factors influence the over-all satisfaction.

The factors used in the regression method which were related with the overall satisfaction counted for 40% of the included variables responsible for the overall satisfaction. This means that the model lacks 60% of other variables which could be responsible for the overall satisfaction. Factors like education, motivation and cultural differences could be tested on the relation with the overall satisfaction under other conditions than this research. But also other factors could be researched on an influence with the overall satisfaction, think of factors like response mechanism or personal factors like the lifestyle (Chris Ryan).

Another issue is that further research might examine the factors satisfaction not based on the gap between importance-satisfaction, but the gap between expectations-satisfaction. Previous research is inconclusive about what , if anything, should be measured on the front end of the gap-analysis (expectations, importance, desired or optimal conditions, etc). Perhaps measuring the same factors on gap between expectations and satisfaction could help to find other results.

Like most previous research, in this study both the importance and satisfaction-scores were measured in the same interview. It is possible that gap-scores would be more strongly related to the overall satisfaction if the measurement of what visitors are seeking occurred prior to the actual trip. This might occur if respondents' importance ratings were influenced by the conditions they encountered as the recreation site.

Finally another area deserving further research is the examination of the overall satisfaction measurement. A single-item, ten-point scale was used as the overall satisfaction variable in this study. Previous studies have shown that multiple items are a better measure of overall satisfaction (Greafe et al in Burns et al, 2003). Future studies may achieve stronger prediction of overall satisfaction if they include a more sensitive satisfaction index.

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APPENDIX

Items included in the factors

Items of the factors motivations, experience, cultural differences, senses, activities, interaction host and feelings.

Motivations (Reghab and Beard)
Increase my knowledge
Avoid daily hustle and bustle
Built friendship with others
Challenge my abilities
Relax mentally
Discover new places and things
Use my physical abilities
Have a "good" time with friends

Experience: (Echner and Richie)
Climate
Cleanliness
Crowdedness
Personal safety
Good Price/quality
Good Accessibility
Friendliness
(of Local people)

Cultural differences: (Hall)
Time is used effective
Communication runs easy
(between local people and you)
Personal space
(local people keep distance)

Senses: (itemlist of Mueller)
Nice smell
Quiet
Nice taste
What you see
What you touch

Activities: (item-list of Smith)
Visiting heritage sites (e.g. archaeological sites, museums)
Seeing performing arts (theaters, cultural centers)
Visual arts (architecture, galleries)
Festivals and special events(music festivals)
Religious sites (temples, cathedrals)
Rural environments (villages, farms)
Indigenous communities/traditions (minority cultures)
Arts and crafts (paintings, sculpture)
Language (learning or practice)
Gastronomy (e.g. food sampling)
Industry and commerce (factory visits)
Modern popular culture (pop music, shopping, technology)
Special interest activities (e.g. painting, photography)
Nature (e.g. forest, mountains)
Organized tours (e.g. sightseeing in cities)
Outdoor recreation (water sports, sunbathing, fishing)
Dancing (nightclubs)
Contrived entertainment (gambling, amusement parks)

Interaction Host:(Hottola)

Chatting now and then with the host community
Having deep conversations with the locals
Eating with members of the host community
Spending time at local people's home's
Participating in other activities with the

Feelings: (item-list of Mebrian and Russell)

Unsuccessful/ Successful
Not enjoyable/Enjoyable
Boring /Stimulating
Tense/Relaxing
Disappointing/Fulfilling
Dull/Exciting
Anxious/At ease
Tired/Energetic
Not in control/Control
Unsatisfied with trip/Satisfied with trip

Questionnaire

1. How long have you been traveling in India so far?

---

2. What is your highest level of education?

---

3. What is the amount of information you searched for when you prepared for this trip?

---

4. How many times have you been on a holiday outside Europe?

---

5. What were your motivations for going on this trip?
Circle around the number where 1= not that important and 5= extremely important.

Increase my knowledge	**not that important**	1	2	3	4	5	**extremely important**
Avoid daily hustle and bustle	**not that important**	1	2	3	4	5	**extremely important**
Built friendship with others	**not that important**	1	2	3	4	5	**extremely important**
Challenge my abilities	**not that important**	1	2	3	4	5	**extremely important**
Relax mentally	**not that important**	1	2	3	4	5	**extremely important**
Discover new places and things	**not that important**	1	2	3	4	5	**extremely important**
Use my physical abilities	**not that important**	1	2	3	4	5	**extremely important**
Have a "good" time with friends	**not that important**	1	2	3	4	5	**extremely important**

6. How important do you rate these different items, with number 1 finding the item not that important and number 5 finding the item extremely important. And how satisfied are you of each of these items in India, with number 1 finding the item not that satisfying and item 5 extremely satisfying?

	Importance	**Satisfied**
	not that important — **extremely important**	**not that satisfied** — **extremely satisfied**
Climate	1 2 3 4 5	1 2 3 4 5
Cleanliness	1 2 3 4 5	1 2 3 4 5
Crowdedness	1 2 3 4 5	1 2 3 4 5
Personal safety	1 2 3 4 5	1 2 3 4 5
Good Price/quality	1 2 3 4 5	1 2 3 4 5
Good Accessibility	1 2 3 4 5	1 2 3 4 5
Friendliness (of Local people)	1 2 3 4 5	1 2 3 4 5

	Importance (not that important – extremely important)	Satisfied (not that satisfied – extremely satisfied)
Time is used effective	1 2 3 4 5	1 2 3 4 5
Communication runs easy (between local people and you)	1 2 3 4 5	1 2 3 4 5
Personal space (local people keep distance)	1 2 3 4 5	1 2 3 4 5

	Importance (not that important – extremely important)	Satisfied (not that satisfied – extremely satisfied)
Nice smell	1 2 3 4 5	1 2 3 4 5
Quiet	1 2 3 4 5	1 2 3 4 5
Nice taste	1 2 3 4 5	1 2 3 4 5
What you see	1 2 3 4 5	1 2 3 4 5
What you touch	1 2 3 4 5	1 2 3 4 5

7. How important would you rate each of these activities, with number 1 finding the item not that important while number 5 is extremely important to you? And when you did one of these activities please rate how satisfied you are on each of these items, with number 1 feeling not that satisfied and number 5 feeling extremely satisfied? Did you not do one of the activities please fill out not applicable

	Importance (not that important – extremely important)	Satisfied (not that satisfied – extremely satisfied)	N/A
Visiting heritage sites (e.g. archaeological sites, museums)	1 2 3 4 5	1 2 3 4 5	☐
Seeing performing arts (theaters, cultural centers)	1 2 3 4 5	1 2 3 4 5	☐
Visual arts (architecture, galleries)	1 2 3 4 5	1 2 3 4 5	☐
Festivals and special events (music festivals)	1 2 3 4 5	1 2 3 4 5	☐
Religious sites (temples, cathedrals)	1 2 3 4 5	1 2 3 4 5	☐
Rural environments (villages, farms)	1 2 3 4 5	1 2 3 4 5	☐
Indigenous communities/traditions (minority cultures)	1 2 3 4 5	1 2 3 4 5	☐

Arts and crafts (paintings, sculpture)	1 2 3 4 5	1 2 3 4 5	☐
Language (learning or practice)	1 2 3 4 5	1 2 3 4 5	☐

	Importance	**Satisfied**	**N/A**
	not that important / extremely important	not that satisfied / extremely satisfied	
Gastronomy (e.g. food sampling)	1 2 3 4 5	1 2 3 4 5	☐
Industry and commerce (factory visits)	1 2 3 4 5	1 2 3 4 5	☐
Modern popular culture (pop music, shopping, technology)	1 2 3 4 5	1 2 3 4 5	☐
Special interest activities (e.g. painting, photography)	1 2 3 4 5	1 2 3 4 5	☐
Nature (e.g. forest, mountains)	1 2 3 4 5	1 2 3 4 5	☐
Organized tours (e.g. sightseeing in cities)	1 2 3 4 5	1 2 3 4 5	☐
Outdoor recreation (water sports, sunbathing, fishing)	1 2 3 4 5	1 2 3 4 5	☐
Dancing (nightclubs)	1 2 3 4 5	1 2 3 4 5	☐
Contrived entertainment (gambling, amusement parks)	1 2 3 4 5	1 2 3 4 5	☐

8. How important is having interaction with the host community for you, with finding number 1 least important and number 5 extremely important? And when you had some interaction with the local community how would you rate it with number 1 finding the interaction not that satisfied, and with number 5 finding the interactions extremely satisfactory.

	Importance	**Satisfied**	**N/A**
	not that important / extremely important	**not that satisfied / extremely satisfied**	
Chatting now and then with the host community	1 2 3 4 5	1 2 3 4 5	☐
Having deep conversations with the locals	1 2 3 4 5	1 2 3 4 5	☐
Eating with members of the host community	1 2 3 4 5	1 2 3 4 5	☐
Spending time at local people's home's	1 2 3 4 5	1 2 3 4 5	☐
Participating in other activities with the locals	1 2 3 4 5	1 2 3 4 5	☐

9. Would you be interested to have more interaction with the local community? Why/Why not?

---

10. How satisfied are you on the following items? Number 1 is feeling not that satisfied and number 5 is feeling extremely satisfied.

satisfaction

	Not that satisfied	extremely satisfied
Handling the cultural differences	1 2 3 4 5	
Your senses	1 2 3 4 5	
Experience	1 2 3 4 5	
Activities	1 2 3 4 5	
Interaction with the local community	1 2 3 4 5	

11. What is the strength of feelings when traveling through India?

Unsuccessful	-3 -2 -1 0 1 2 3	Successful
Not enjoyable	-3 -2 -1 0 1 2 3	Enjoyable
Boring	-3 -2 -1 0 1 2 3	Stimulating
Tense	-3 -2 -1 0 1 2 3	Relaxing
Disappointing	-3 -2 -1 0 1 2 3	Fulfilling
Dull	-3 -2 -1 0 1 2 3	Exciting
Anxious	-3 -2 -1 0 1 2 3	At ease
Tired	-3 -2 -1 0 1 2 3	Energetic
Not in control	-3 -2 -1 0 1 2 3	Control
Unsatisfied with trip	-3 -2 -1 0 1 2 3	Satisfied with trip

12. Was there a <u>change</u> in these feelings during the trip, <u>when</u>, and <u>why</u> did this occur?

---

13. On a scale of 1 to 10, with 10 being a perfect trip, how would you rate the overall quality of your experience during this trip in India? Circle around the number that most suits your opinion.

1 2 3 4 5 6 7 8 9 10

Questionnaire

1. How long have you been traveling in India so far? (Hottola)

---

2. What is your highest level of education? (Smith)

---

3. What is the amount of information you searched for when you prepared for this trip? (Mazursky/Goossens)

---

4. How many times have you been on a holiday outside Europe? (Mazursky/Goossens)

---

5. What were your motivations for going on this trip? (Ryan/Reghab and Beard)
Circle around the number where 1= not that important and 5= extremely important.

Increase my knowledge	not that important	1	2	3	4	5	extremely important
Avoid daily hustle and bustle	not that important	1	2	3	4	5	extremely important
Built friendship with others	not that important	1	2	3	4	5	extremely important
Challenge my abilities	not that important	1	2	3	4	5	extremely important
Relax mentally	not that important	1	2	3	4	5	extremely important
Discover new places and things	not that important	1	2	3	4	5	extremely important
Use my physical abilities	not that important	1	2	3	4	5	extremely important
Have a "good" time with friends	not that important	1	2	3	4	5	extremely important

6. How important do you rate these different items, with number 1 finding the item not that important and number 5 finding the item extremely important. And how satisfied are you of each of these items in India, with number 1 finding the item not that satisfying and item 5 extremely satisfying? (Echner and Richie)_

	Importance	Satisfied
	not that important — extremely important	not that satisfied — extremely satisfied
Climate	1 2 3 4 5	1 2 3 4 5
Cleanliness	1 2 3 4 5	1 2 3 4 5
Crowdedness	1 2 3 4 5	1 2 3 4 5
Personal safety	1 2 3 4 5	1 2 3 4 5
Good Price/quality	1 2 3 4 5	1 2 3 4 5
Good Accessibility	1 2 3 4 5	1 2 3 4 5
Friendliness (of Local people)	1 2 3 4 5	1 2 3 4 5

(Hall)	Importance	Satisfied
	not that important extremely important	not that satisfied extremely satisfied
Time is used effective	1 2 3 4 5	1 2 3 4 5
Communication runs easy (between local people and you)	1 2 3 4 5	1 2 3 4 5
Personal space (local people keep distance)	1 2 3 4 5	1 2 3 4 5

(Meuller)	Importance	Satisfied
	not that important extremely important	not that satisfied extremely satisfied
Nice smell	1 2 3 4 5	1 2 3 4 5
Quiet	1 2 3 4 5	1 2 3 4 5
Nice taste	1 2 3 4 5	1 2 3 4 5
What you see	1 2 3 4 5	1 2 3 4 5
What you touch	1 2 3 4 5	1 2 3 4 5

7. How important would you rate each of these activities, with number 1 finding the item not that important while number 5 is extremely important to you? And when you did one of these activities please rate how satisfied you are on each of these items, with number 1 feeling not that satisfied and number 5 feeling extremely satisfied? Did you not do one of the activities please fill out not applicable. (Earley and Ang)

	Importance	Satisfied	N/A
	not that important extremely important	not that satisfied extremely satisfied	
Visiting heritage sites (e.g. archaeological sites, museums)	1 2 3 4 5	1 2 3 4 5	☐
Seeing performing arts (theaters, cultural centers)	1 2 3 4 5	1 2 3 4 5	☐
Visual arts (architecture, galleries)	1 2 3 4 5	1 2 3 4 5	☐
Festivals and special events (music festivals)	1 2 3 4 5	1 2 3 4 5	☐
Religious sites (temples, cathedrals)	1 2 3 4 5	1 2 3 4 5	☐
Rural environments (villages, farms)	1 2 3 4 5	1 2 3 4 5	☐
Indigenous communities/traditions (minority cultures)	1 2 3 4 5	1 2 3 4 5	☐
			☐

Arts and crafts (paintings, sculpture)	1 2 3 4 5	1 2 3 4 5	
Language (learning or practice)	1 2 3 4 5	1 2 3 4 5	☐

	Importance (not that important – extremely important)	Satisfied (not that satisfied – extremely satisfied)	N/A
Gastronomy (e.g. food sampling)	1 2 3 4 5	1 2 3 4 5	☐
Industry and commerce (factory visits)	1 2 3 4 5	1 2 3 4 5	☐
Modern popular culture (pop music, shopping, technology)	1 2 3 4 5	1 2 3 4 5	☐
Special interest activities (e.g. painting, photography)	1 2 3 4 5	1 2 3 4 5	☐
Nature (e.g. forest, mountains)	1 2 3 4 5	1 2 3 4 5	☐
Organized tours (e.g. sightseeing in cities)	1 2 3 4 5	1 2 3 4 5	☐
Outdoor recreation (water sports, sunbathing, fishing)	1 2 3 4 5	1 2 3 4 5	☐
Dancing (nightclubs)	1 2 3 4 5	1 2 3 4 5	☐
Contrived entertainment (gambling, amusement parks)	1 2 3 4 5	1 2 3 4 5	☐

8. How important is having interaction with the host community for you, with finding number 1 least important and number 5 extremely important? And when you had some interaction with the local community how would you rate it with number 1 finding the interaction not that satisfied, and with number 5 finding the interactions extremely satisfactory. (Hottola)

	Importance (not that important – extremely important)	Satisfied (not that satisfied – extremely satisfied)	N/A
Chatting now and then with the host community	1 2 3 4 5	1 2 3 4 5	☐
Having deep conversations with the locals	1 2 3 4 5	1 2 3 4 5	☐
Eating with members of the host community	1 2 3 4 5	1 2 3 4 5	☐
Spending time at local people's home's	1 2 3 4 5	1 2 3 4 5	☐
Participating in other activities with the locals	1 2 3 4 5	1 2 3 4 5	☐

9. Would you be interested to have more interaction with the local community? Why/Why not? (Hottola)

---

10. How satisfied are you on the following items? Number 1 is feeling not that satisfied and number 5 is feeling extremely satisfied. (Hall, Mueller, Smith, Hottola and Echer and Richie)

satisfaction

	Not that satisfied	extremely satisfied
Handling the cultural differences	1 2 3 4 5	
Your senses	1 2 3 4 5	
Experience	1 2 3 4 5	
Activities	1 2 3 4 5	
Interaction with the local community	1 2 3 4 5	

11. What is the strength of feelings when traveling through India? (Mehrabian and Russel)

Unsuccessful	-3 -2 -1 0 1 2 3	Successful
Not enjoyable	-3 -2 -1 0 1 2 3	Enjoyable
Boring	-3 -2 -1 0 1 2 3	Stimulating
Tense	-3 -2 -1 0 1 2 3	Relaxing
Disappointing	-3 -2 -1 0 1 2 3	Fulfilling
Dull	-3 -2 -1 0 1 2 3	Exciting
Anxious	-3 -2 -1 0 1 2 3	At ease
Tired	-3 -2 -1 0 1 2 3	Energetic
Not in control	-3 -2 -1 0 1 2 3	Control
Unsatisfied with trip	-3 -2 -1 0 1 2 3	Satisfied with trip

12. Was there a <u>change</u> in these feelings during the trip, <u>when</u>, and <u>why</u> did this occur? (Hottola)

---

13. On a scale of 1 to 10, with 10 being a perfect trip, how would you rate the overall quality of your experience during this trip in India? Circle around the number that most suits your opinion.

1 2 3 4 5 6 7 8 9 10

Conditions to carry out the Chi-square test, Correlation and T-pair test

Conditions to carry out the Chi-square test:
-All expected cell-frequencies needs to be bigger or equal to 1.
-A maximum of 20% between the 1 and 5 is allowed of the expected cell-frequencies

Education
The variable "education" seems not to have met the condition to carry out the Chi-square test, from the expected cell-frequency is more than the maximum allowed 20% less than 5 (25%). The testing-quantity at the chi-square association-test is 1. The value on chi-1 for this sample is equal to chi1=0.658. The chance to find values chi1=0.66 or higher, is equal to 0.53. Due to the fact that the significance is higher than the alpha (alpha>0.1), one could say that the hypothesis-0 counts and the variables are statistically independent of each-other. There is no significant relation between education and overall-satisfaction.

		Value	**df**	Asymp. Sig. (2-sided)	**Exact Sig. (2-sided)**	Exact Sig. (1-sided)
a	**Pearson Chi-Square**	,658(b)	1	,417		
	Continuity Correction(a)	,234	1	,628		
	Likelihood Ratio	,730	1	,393		
	Fisher's Exact Test				,531	,331
	N of Valid Cases	150				

Computed only for a 2x2 table
b 1 cells (25,0%) have expected count less than 5. The minimum expected count is 3,24.

Information-search
The variable "information-search" has met the conditions to carry out the Chi-square test, the expected cell-frequency is less than the maximum allowed 20% (16.7%) and the minimum count is higher than 1 (2.64).The testing-quantity at the chi-square association-test is 2. The value on chi-2 for this sample is equal to chi2=5. The chance to find values chi2=5 or higher, is equal to 0.08. Due to the fact that the significance is lower than the alpha (alpha<0.1), the hypothesis-0 could be rejected. One could say with 90% certainty that within the population of European travelers to India, there is a relation between the information-search and the level of overall-satisfaction

Chi-square Test: Info-search x overall satisfaction

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**4,981(a)**	**2**	,083
Likelihood Ratio	5,075	2	,079
N of Valid Cases	150		

a 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,64.

Travel-experience:
The variable "travel-experience" seems not to have met the condition to carry out the Chi-square test, from the expected cell-frequency is more than the maximum allowed 20% less than 5 (25%). The testing-quantity at the chi-square association-test is 1. The value on chi-1 for this sample is equal to chi1=0.63. The chance to find values chi1=0.63 or higher, is equal to 0.56. Due to the fact that the significance is higher than the alpha (alpha>0.1), one could say that the hypothesis-0 counts and the variables are statistically independent of each-other. There is no significant relation between travel-experience and overall-satisfaction.

Chi-Square Tests:

	Value	**df**	Asymp. Sig. (2-sided)	**Exact Sig. (2-sided)**	Exact Sig. (1-sided)
Pearson Chi-Square	**,626(b)**	**1**	,429		
Continuity Correction(a)	,247	1	,619		
Likelihood Ratio	,673	1	,412		
Fisher's Exact Test				**,563**	,321
N of Valid Cases	145				

a Computed only for a 2x2 table
b 1 cells (25,0%) have expected count less than 5. The minimum expected count is 4,34.

Conditions to carry out the Correlation-test:

-The relation needs to be linear, and as shown in the three scatter plots(figure 1,2,3), a line could be drawn. This means that between the three levels of satisfaction there is a linear correlation and the
this condition have been met to carry out the Correlation test.
-The population has to be normally distributed, as shown in the histogram (figure 5,6,7), this condition is also met.

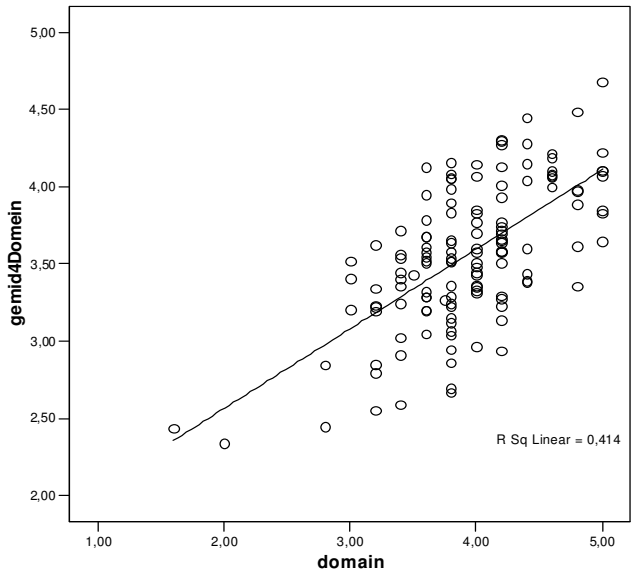


Figure 1 Domain/factor-score

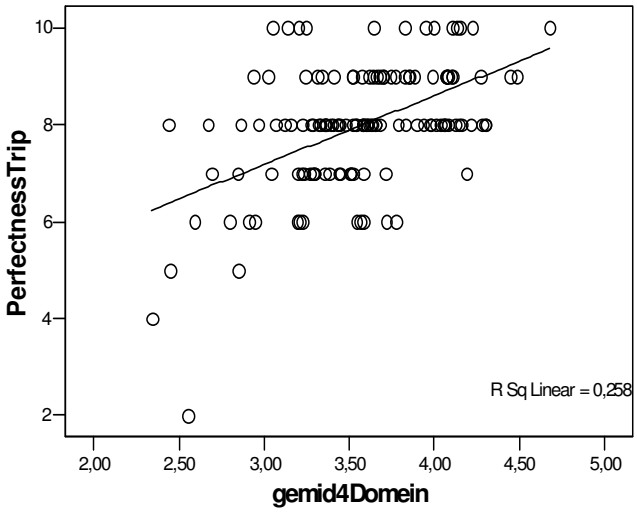


Figure 2 Overall satisfaction/factor

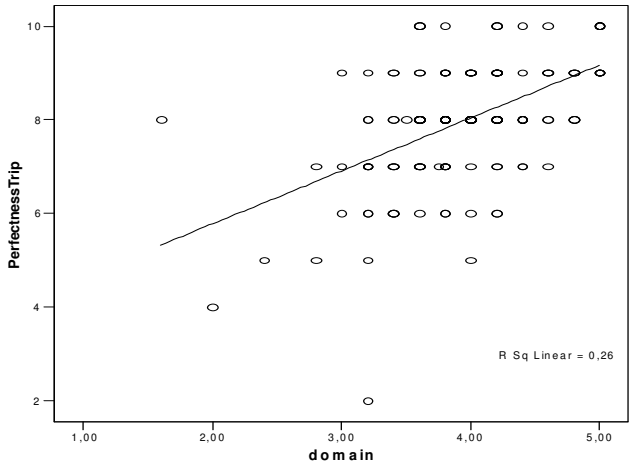


Figure 3 Overall satisfaction/Domain

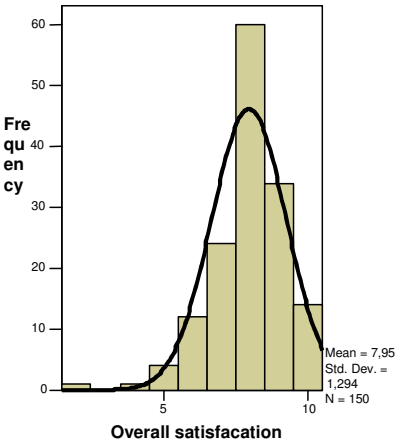


Figure 4 Overall satisfacation 1

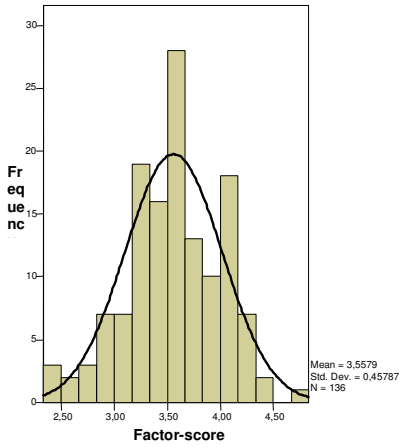


Figure 5 Factor-score 1

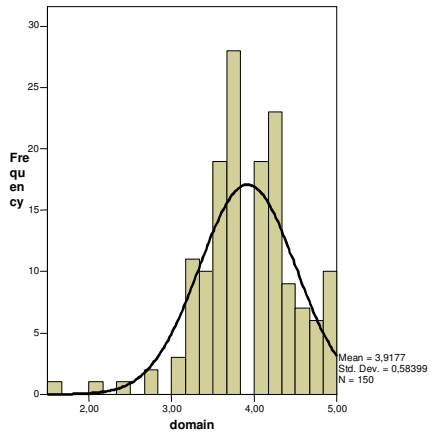
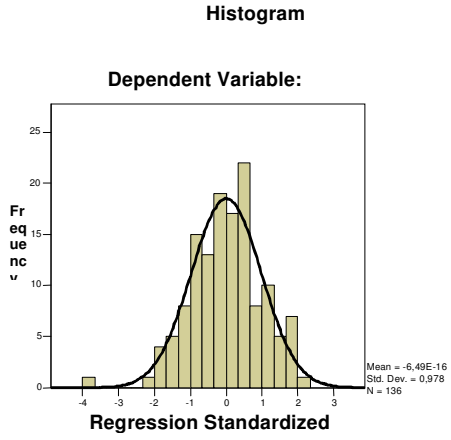


Figure 6 Domain-score 1

Conditions to carry out the T-pair test:

-The sample has to be randomly chosen
-the population is normally distributed
As shown in the histogram is the population normally distributed, also is the sample randomly chosen. Therefore could be said that both conditions have been met to carry out the T-pairtest.

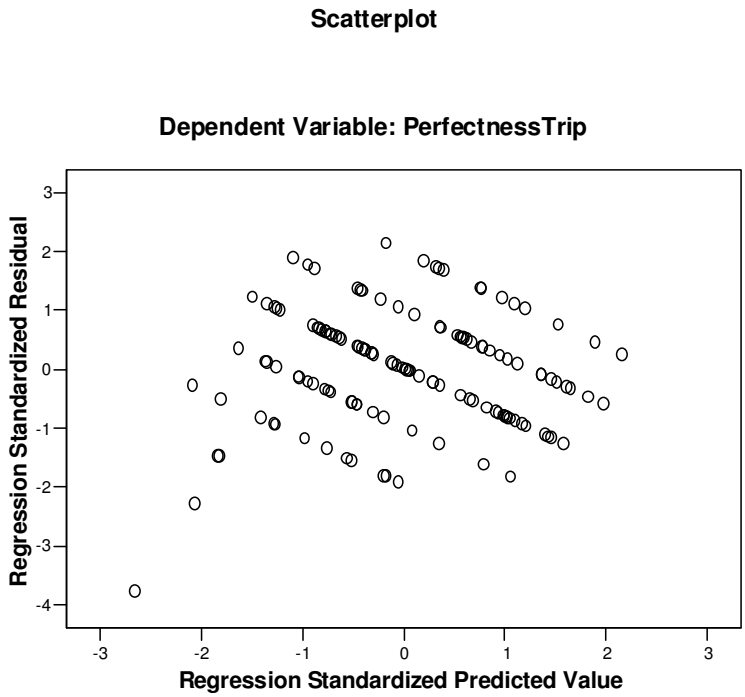


Conditions of the Multiple Regression method

Step 1: Conditions of the Multiple Regression method.
Before executing the Multiple regression method, nine conditions have to be met. After testing each of these conditions, step 2 and 3 could be carried out to find out if there is a relation between the six variables; length of stay, experience, senses, activities, interaction with host and "feelings" and the dependant variable; overall satisfaction.

Causality;
Based on the theory, six variables have been selected as independent variables. The six independent variables are; duration weeks, experience, senses, activities, interaction with host and "feelings". The condition of causality has been met.

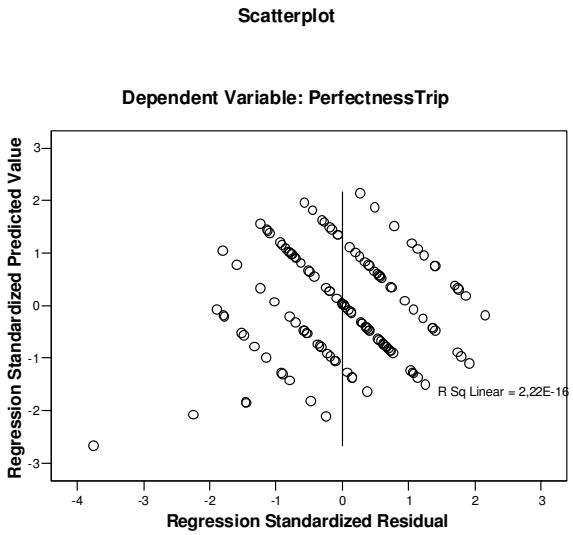
All relevant variables need to be considered;
This could be inspected with the (ZPRED, ZRESID)-graph (see scatter plot below). The existence of a patron points possibly on the lack of a relevant variable in the model. Within the graph below no clear patron could be distinguished, and assumes that all the included variables are a part of the model. This condition has been met.



Graph 1

Independent and dependent variables needs to be interval-scaled.
For each of the six variables is the Lickert-scale used, and therefore nominal-scaled. However the "assumptions of equal intervals" allows Licker-scales with five or more answer possibilities. So this conditions has been met.

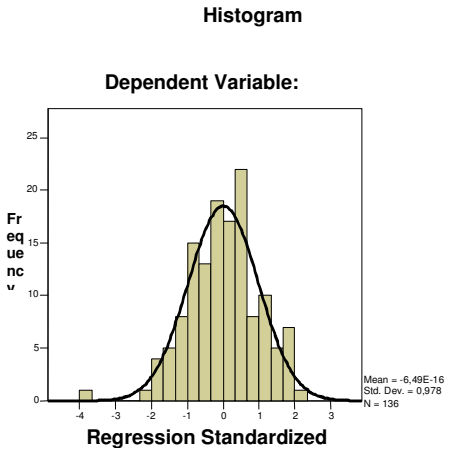
Linear relation between the dependent and independent variables.
It is possible to misrepresent the regression-results, when the correct form
is not linear of nature. An inspection of the (ZPRED, ZRESID) graph (see scatter plot below), is a way to find this. When the graph shows a patron (like a parabola), points out that there is not a linear relation. In this example, it seems that a linear relation is safe to use.

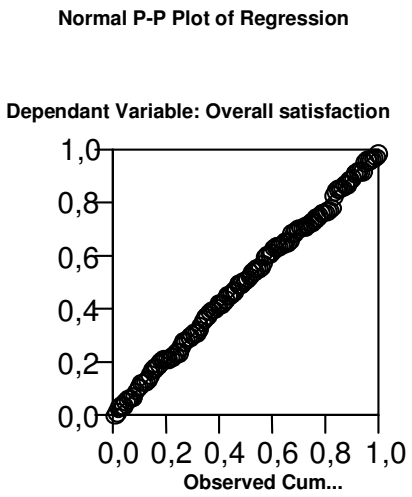


The respondents needs to satisfy the following conditions:

a) Independency
This means that each observation, needs to be independent of each-other. This condition has been fulfilled, the research has been taken care that no survey-form has been filled out at the same time. This condition has therefore been met.

b) Normality:
The Histogram shows that the division of respondents is normal. The condition has been fulfilled because the division of the respondents follows the patron of a normal curve in case it satisfies the normality-assumptions. Also the normal plot (see plot of regression below) guarantees normality, because the blocked line approaches the 45 degrees line very closely.





c) Homoscedasticity:
The presence of a patron in de (ZPRED, ZSESID)-graph (graph 1) could point out that the statement "the respondent has for every value of the independent the same variation" does not count and therefore one speaks of hetroscedasticity. When dealing with hetroscedaticy, patrons clearly points out a triangle or a diamond. Graph 1 shows that this is not the case and therefore has this condition been met.

Sufficient number of observations:
The rule is that five times more respondents than variables should be included in the test-model. Seven variables are included, which means; 7 x 5= 35, while 150 respondent have been interviewed. The number of observations are sufficient, so the condition have been met.

No Multi-co-linearity:
The independent variables are not allowed to have a strong correlation, otherwise one speaks about multi-co-linearity. When the variables correlate to strong, they measure the same, and is it not possible to determine the effect of each individual variable. The bivariate correlation-coefficient gives information whether one could speak of multi-co-linearity. A correlation between two variables of .60 indicates a multi-co-linearity problem. As shown in table 4, correlation between the variables are smaller than 0.60, and this means no multi-co-linearity. This condition also have been met.

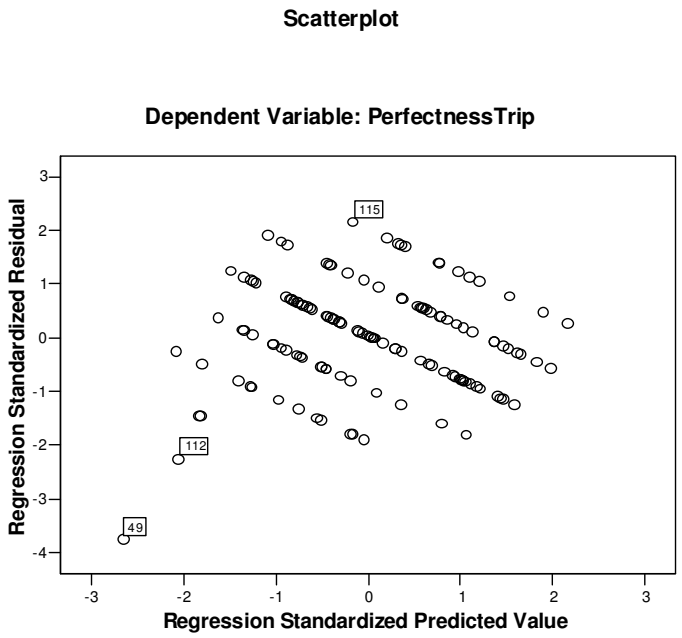
Correlations: six independent variables

		Length of stay	Experience	Senses	Activities	Feelings	Interaction
Length of stay	Pearson Correlation	1	-,039	,067	,106	,021	,087
	Sig. (2-tailed)		,635	,412	,195	,797	,314
	N	150	150	150	150	150	136
Experience	Pearson Correlation	-,039	1	,526(**)	,192(*)	,555(**)	,145
	Sig. (2-tailed)	,635		,000	,019	,000	,092
	N	150	150	150	150	150	136
Senses	Pearson Correlation	,067	,526(**)	1	,270(**)	,403(**)	,243(**)
	Sig. (2-tailed)	,412	,000		,001	,000	,004
	N	150	150	150	150	150	136
Activities	Pearson Correlation	,106	,192(*)	,270(**)	1	,181(*)	,314(**)
	Sig. (2-tailed)	,195	,019	,001		,027	,000
	N	150	150	150	150	150	136
Feelings	Pearson Correlation	,021	,555(**)	,403(**)	,181(*)	1	,280(**)
	Sig. (2-tailed)	,797	,000	,000	,027		,001
	N	150	150	150	150	150	136
Interaction Host	Pearson Correlation	,087	,145	,243(**)	,314(**)	,280(**)	1
	Sig. (2-tailed)	,314	,092	,004	,000	,001	
	N	136	136	136	136	136	136

Transcending values:
Table.. shows that the numbers 49, 112 and 115 are transcending values. These are values exceeding the standard-deviation of 2. Scatter plot 3 shows this visually. These respondents are deleted from the data.

Casewise Diagnostics(a)

Case Number	**respondents**	**Std. Residual**	PerfectnessTrip	Predicted Value	Residual
49	49	**-3,758**	2	5,80	-3,796
112	112	**-2,261**	4	6,28	-2,284
115	115	**2,150**	10	7,83	2,172



Scatter plot 3

Conclusion:
One could say that all the nine conditions have been met (step 1), and that the multiple regression method could be carried out. Following needs the reliability of the model be analyzed (step 2) and the coefficients needs to be interpreted for the independents variables.

Reliability test

Item-Total Statistics of factor "Motivations"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Increase Knowledge	23,85	14,777	,185	,269	**,464**
Avoid daily Hustle	25,27	13,290	,191	,270	**,468**
Build Friendships	24,89	13,215	,289	,233	**,422**
Challenge Abilities	24,36	13,902	,260	,326	**,437**
Relax Mentally	24,51	12,789	,295	,326	**,417**
Discover New Places	23,28	15,983	,124	,060	**,481**
Physical Abilities	25,38	13,478	,267	,172	**,432**
Good Time with friends	24,36	14,121	,146	,116	**,484**

Item-Total Statistics; Importance on factor "Experience"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Climate	20,55	12,373	,408	,215	**,620**
Cleanliness	21,29	12,513	,395	,242	**,624**
Crowdedness	21,23	13,528	,290	,110	**,655**
Personal Safety	20,12	13,483	,343	,234	**,639**
Good Price/Quality	20,26	13,173	,383	,167	**,628**
Good Accessibility	20,66	12,721	,424	,227	**,616**
Friendliness Host	19,88	13,648	,387	,197	**,629**

Item-Total Statistics; Satisfaction on factor "Experience"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Climate	21,00	11,483	,251	,087	**,618**
Cleanliness	22,48	9,412	,476	,300	**,542**
Crowdedness	22,35	10,858	,315	,187	**,600**
Personal Safety	21,06	10,507	,374	,169	**,581**
Price/Quality	21,07	11,464	,226	,121	**,626**
Good Accessibility	21,44	10,906	,319	,158	**,599**
Friendliness Host	21,06	9,997	,412	,183	**,567**

Reliability statistics; importance on factor "cultural differences"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Time is used effective	6,80	2,392	,261	,073	**,334**
Communication runs easily	6,42	3,300	,214	,050	**,411**
Person Space	7,02	2,344	,312	,098	**,225**

Item-Total Statistics; Satisfaction on factor "cultural differences"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Time is used effective	6,20	3,270	,272	,087	**,522**
Communication runs easily	6,19	2,915	,421	,180	**,278**
Personal Space	6,70	3,115	,319	,129	**,447**

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	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	**Cronbach's Alpha if Item Deleted**
Smell	11,46	4,264	,522	**,502**
Quiet	11,12	4,796	,362	**,633**
Taste	10,23	4,721	,529	**,505**
See	9,87	6,212	,325	**,642**

Item-Total Statistics; satisfaction of factor "senses"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	**Cronbach's Alpha if Item Deleted**
Smell	14,53	23,237	,185	**,079**
Quiet	14,67	23,838	,120	**,112**
Taste	13,29	22,466	,294	**,029**
See	12,93	24,741	,124	**,126**
Touch	13,65	7,408	-,014	**,645**

Item-Total Statistics; importance of factor "activities"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Heritage	44,85	84,666	,178	,435	**,660**
Perfing Arts	45,30	78,196	,436	,488	**,631**
Visual Arts	45,30	77,969	,524	,561	**,625**
Festival	45,02	77,992	,475	,464	**,628**
Religeous Sites	44,63	81,470	,391	,390	**,641**
Rural Environment	44,56	85,171	,151	,382	**,662**
Indigenous Communities	44,57	81,580	,330	,320	**,645**
Arts and Crafts	45,17	76,283	,576	,455	**,618**
Language learning	45,64	84,828	,115	,236	**,668**
Industry and Commerce	46,44	81,524	,307	,226	**,647**
Popular Culture	45,94	80,990	,309	,272	**,646**
Interest Activities	45,35	79,504	,338	,324	**,642**
Nature	44,13	83,521	,265	,223	**,652**
Organised Tours	46,07	63,967	,178	,119	**,750**
Dancing	46,51	81,656	,285	,257	**,649**
Contrived Entertainment	47,08	84,512	,329	,291	**,651**

Item-Total Statistics; satisfaction on factor "activities"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Heritage	50,94	61,467	,030	,918	**,784**
Performing Arts	51,33	57,294	,372	,975	**,760**
Visual Arts	51,39	57,663	,347	,965	**,761**
Festival	51,22	55,712	,265	,897	**,771**
Religious Sites	50,56	54,850	,568	,940	**,746**
Rural Environments	50,72	57,036	,329	,904	**,762**
Indig. Communities	51,11	58,458	,226	,910	**,770**
Arts and Crafts	51,06	53,585	,632	,975	**,740**
Language learning	51,56	52,850	,488	,627	**,748**
Industry and Commerce	51,94	57,703	,228	,909	**,771**
Popular Culture	51,50	51,676	,525	,965	**,744**
Interest Activities	51,11	53,869	,555	,869	**,744**
Nature	50,61	62,958	-,068	,763	**,789**
Organized Tours	51,33	56,471	,313	,890	**,764**
Dancing	52,06	51,467	,582	,925	**,739**
Contrived Entertainment	52,39	53,546	,509	,951	**,747**

Item-Total Statistics; Importance on factor" interaction host"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	**Cronbach's Alpha if Item Deleted**
Sleeping	14,85	18,010	,512	,457	**,547**
Other Act.	14,09	18,904	,534	,413	**,551**
Eating	14,17	17,911	,633	,574	**,511**
Deep Conv.	13,93	19,239	,514	,347	**,561**
Chatting	13,28	15,687	,178	,038	**,824**

Item-Total Statistics: Satisfaction on factor "interaction host"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	**Cronbach's Alpha if Item Deleted**
Deep Conversation	15,46	14,21	,571	**,793**
Eating	15,09	13,33	,728	**,745**
Sleeping	15,23	13,42	,618	**,779**
Other Activities	15,18	14,18	,615	**,779**
Chatting	14,98	15,76	,517	**,806**

Item-Total Statistics: factor "feelings"

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	**Cronbach's Alpha if Item Deleted**
Unsuccessful- Successful	11,01	49,637	,466	**,804**
Not enjoy- Enjoyable	10,94	46,304	,579	**,790**
Boring-Stimulating	11,18	46,096	,345	**,819**
Tense Relaxed	12,46	41,565	,621	**,780**
Disappointing-Fulfilling	11,37	44,455	,523	**,793**
Dull Exciting	11,04	46,724	,451	**,802**
Anxious- At ease	11,91	42,232	,633	**,779**
Tired- Energetic	12,52	41,717	,564	**,789**
Not control-Control	11,89	45,166	,501	**,796**

Multiple regression method

When looking to the meaningfulness of the model, it first could be said that because the Sig 0 <0.1, the hypotheses-0 could be rejected and the model is significant with a reliability of 90%. There is a good fit between the model and the data. Looking at the adjusted R-square (model..) it seems that almost 40% of the variation of "overall satisfaction" is being explained by the included independent variables. (six factors of the direct-exposure, see model..).

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	**Sig.**
1	Regression	90,270	6	15,045	14,746	**,000(a)**
	Residual	131,612	129	1,020		
	Total	221,882	135			

a Predictors: (Constant), Length of stay, senses, activities, interaction with host, feelings, experience
b Dependent Variable: Overall satisfaction

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,638(a)	,407	**,379**	1,010

a Predictors: (Constant), Length of stay, senses, activities, interaction with host, feelings, experience
b Dependent Variable: Overall satisfaction