An investigation of motivational factors of tourist's satisfaction with respect to Bundelkhand region

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Abstract

The purpose of this study is to analyze the motivational factors of tourist satisfaction in Bundelkhand region. The main intent of the research paper is to explore and conceptualize various tourist motivational factors such as general tour attraction, accommodation, tourist sites and travelling which influence the tourists' satisfaction in Bundelkhand (Uttar Pradesh & Madhya Pradesh). A questionnaire consisting of 32 items was developed to measure the construct and its dimensions. The first draft of the questionnaire was subject to a pilot testing through a focus group and an expert evaluation. Data were gathered from a 370 tourists' sample conducted at different sites in the Bundelkhand. A structured questionnaire on five point rating (Likert scale) was administered by way of personal interview. Factor analysis technique used to extract the relevant motivational factors of tourist satisfaction. Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the Bundelkhand. First, comprehending what tourists seek at Bundelkhand region's attraction will help tourism marketers better understand their customers. Second, identifying which attributes satisfy the tourist who visit Bundelkhand will help tourism planners develop appropriate strategies to attract their customers and serve them effectively.

Keywords: *Bundelkhand, Tourism, Satisfaction, Factor Analysis*

Introduction

Bundelkhand is richly studded with religious centres, historical sites, monuments, forts and boasts of a vibrantly dynamic, rich and colourful cultural fabric manifested by spectacular diversity in folk dances, music, songs, art architecture and of course the fairs and festivals.

The bounties of nature too are as rich, diverse and colourful. Vindhyachal ranges from major portions of the mountain ranges and has been the protector and caretaker of Bundelkhand Region. The river network of the region comprises of various big and small waterbodies including like Yamuna, Chambal, Betwa, Dhasan, Son, Sindh and Kane etc. Extremely hot conditions during summer; coupled with water scarcity in some parts have been historic constraints, owing to its geographic inheritance. Efforts to conserve the water resources for drinking, as well as agricultural purposes have thus been ever going on, thereby resulting into a good number of man made lakes and ponds constructed by various kings and feudal lords. One can still see these water bodies, particularly in Sagar, Chatarpur, Damoh, Jhansi, Banda and Chitrakoot environs. District Lalitpur is credited to have the highest number of dams in the whole of the Asia. Administratively, Bundelkhand region comprises of Jhansi, Lalitpur, Jalaun, Hamirpur, Banda and Mahoba in Utter Pradesh and Sagar, Chattarpur, Tikamgarh, Panna and Damoh in Madhya Pradesh including parts of Gwalior, Datia, Shivpuri and Chanderi. Owing to its unique culture and rich treasure of historical sites, religious centres, monuments, water bodies and national parks and sanctuaries, Bundelkhand has tremendous potential to attract domestic and foreign tourists, and therefore good deal of efforts are being put in by the state government to promote it as a popular tourist destination region. Of some of the upcoming tourist destinations in the region are, Jhansi, Orccha, Datia, Sonagir, Shivpuri, Kalinzer, Mahoba, Chitrakoot, Panna and above all the world famous Khajuraho. The original vegetation consisted of tropical dry forest, dominated by teak (Tectona grandis) associated with ebony (Diospyros melanoxylon), Anogeissus

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latifolia, Lagerstroemia parvifolia, Terminalia tomentosa, Lannea coromandelica, Hardwickia binata, and Boswellia serata. It was mostly forested until the late 18th century, when intensive logging of the forests accelerated. Deforestation accelerated after the consolidation of British control in the 19th century. The Panna Tiger Reserve in Panna and Chhatarpur districts boasts of tigers and a variety of other wildlife. The study revealed that although Bundelkhand has unique natural offerings it is not able to cash upon them due to lack of various facilities. Most of tourists' expectations were met with but they depended on the presence of good necessities like amenities, food and water and proper infrastructural facilities like accommodation, transport, accessibility, etc which were found lacking in certain cases. A majority of the respondents believed that they would come again based on the fact that the natural beauty of Bundelkhand draws them towards it but provided it develops the necessary facilities which may be lacking currently. The tourists believed that Bundelkhand does have the potential of becoming one of the world's top tourist destinations, if it can overcome its deficiencies and market itself well so as to position itself uniquely in the minds of tourists. It was therefore suggested that Uttar Pradesh & Madhya Pradesh government must develop its infrastructural facilities and promote its offerings in a sustainable manner.

Literature Review

Thus Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen,2001). For example, Parasuraman, Zeithaml, and Berry's (1985) expectation-perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance – only model. (Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable. Pizam and Milman (1993) utilized Oliver's (1980) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation methods, they employed a regression model with a single "expectation – met" measure as the dependent variable, and 21 difference–score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. Barsky and Labagh (1992) introduced the expectancy - disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer's willingness to return., Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy–disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions. Kozak and Rimington (2000) reported the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists. Pizam, Neumann, and Reichel (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can be the result of evaluating various positive and negative experiences. Different models of consumer behaviour/tourist behaviour describe satisfaction as the final output of the decision process or incorporate it in the feedback mechanism linking completed experiences to future behavior.

Aim of this study

Present research paper is an attempt to explore motivational factors of tourist in Bundelkhand region. As far as Bundelkhand is concerned, every year large number of tourists comes to visit. Due to its varied, year-round attractions, it is one of the most popular visit destinations in the Uttar Pradesh & Madhya Pradesh. The research area for this study was the Jhansi, Orccha, Gwalior, and Khajraho (Uttar Pradesh & Madhya Pradesh). The aim of the study is to obtain a current picture of the tourist satisfaction for Bundelkhand region visit. Marketers of tourism sector will create marketing or promotional strategies better suited to the needs of the tourists. Discovered results will allow marketers to incorporate into a marketing mix better suited to the needs of tourists.

Objective

The objective of the study is to identify the motivational factors and the overall satisfaction of tourists who visit Bundelkhand region.

Research methodology

A cross-sectional study was conducted between February to April 2015 in Bundelkhand region. The questionnaire, 32 attributes of the tourist satisfaction that were assessed in terms of disagree and agree. The assessed 32 attributes, which represent the attributes of the tourist satisfaction included: Cleanliness in the hotel, Nature, Souvenir shopping, Museum, Heritage or historic site, Local art and craft, Religious place, Sanitary services, Climate/weather, Economical tour packages, Accommodation, Delicious meals, Helpful people, Convenient accessibility, Culturally rich, Power supply & Water supply, Courteous guides, Public Telephone/ Internet, Banking/ ATM facilities, Mobile phones working well, Cleanliness at tourist places, Display of information/Signage, Attraction level of sites, Outdoor opportunities, Comfort of mode of transport, Roadside eating joints, Travel broachers, Affordable activities, Historically rich province, Professional services, Sanitary facilities at the site & Tourist Satisfaction . These attributes were selected because they are the most quoted in the tourism literature (Uysal, Mclellan and Syrakaya, 1996; Iso-Ahola and Mannel, 1987; Fodness, 1994; Mohsin and Ryan, 2003; Shoemaker, 1989; Cossens, 1989). Finally, some questions added to socio-demographic characteristics: gender, age, marital status, occupation, and education. The target population of this study involves Indian tourists visiting Bundelkhand. The Study Site- Bundelkhand is a distinct geographical region of India. Bundelkhand comprises of twenty-four districts, which fall in two states namely Uttar Pradesh and Madhya Pradesh for administrative purposes. Uttar Pradesh comprises seven districts of Bundelkhand & Madhya Pradesh has seventeen districts. The population consists of all spectators to the event who are 20 years and above and who were found at the various tourist destinations in Bundelkhand Region. The tourist destinations in the region cover Khajuraho, Orchha, Kalinjer, Mahoba, Deogarh, Shivpuri, Datia and special attention was paid to the tourists visiting Jhansi. A total of 400 tourists were administered a pre tested questionnaire. Out of which 371 were found to have been correctly filled. From this population, a sample was selected using a convenience sampling method with interviews performed by trained interviewers, instructed to select respondents as randomly as possible (not based on personal preferences), at different locations and at different times. This sampling method was applied because it is not possible to obtain a list of all tourists visited Bundelkhand region during this period. Responses to all the items in the questionnaire were measured on five-point Likert scale, ranging from 1= strongly disagree to 5= strongly agree. The validation of survey instrument was checked through pilot testing of 50 respondents and variables were finalized after ensuring the balanced approach and objectivity of the survey. Collected data were processed in the statistical software package of SPSS-20; the factor analysis was conducted to create correlated variable composites from the original 32 attributes.

Respondents' Profile:

Table 1: Respondant profile

Demographic Variables		Percent
Education	Schooling	15.25%
	Graduation	37.35%
	Post Graduation	25.20%
	Professionals	22.20%
Occupation	Govt. job	33.00%
	Private job	28.30%
	Self-employed	22.50%
	Students	16.20%.
Gender	Male	62.76%
	Female	37.24%
Annual Income ($)	< 50,000	36.23%
	50,001- 75,000	40.49%
	75,001- 1,00,000	15.28%
	> 1,00,000	08.00%

Data analysis & Interpretation:

Table 2: Data analysis & Interpretation

S.No.	Items	Mean	Std. Dev.	Skewness	Kurtosis	t-test	Sig.
1	Cleanliness in the hotel	3.356	.861	.287	.578	5.25	.00
2	Nature	3.648	.726	-.988	.546	13.8	.02
3	Souvenir shopping	3.464	.635	-.841	.954	8.26	.03
4	Museum	4.448	.769	.024	-.248	9.25	.05
5	Heritage site	3.597	.845	-.275	-.534	7.87	.00
6	Local art and craft	4.225	.894	-.854	.759	4.78	.00
7	Religious place	3.845	.934	-.473	-.847	6.58	.00
8	Historical building	3.186	.969	-1.44	.980	8.84	.00
9	Local community	3.102	.947	-.654	.687	5.54	.00
10	Economical tour packages	3.547	.868	.587	-.759	4.35	.05
11	Accommodation	3.537	.578	-.384	.898	7.36	.00
12	Delicious meals	3.252	.587	-.953	-.589	8.66	.00
13	Helpful people	3.421	.969	-.258	.458	9.23	.00
14	Convenient accessibility	3.560	.794	.753	-.981	4.88	.00
15	Culturally rich	4.145	1.298	.547	-.802	8.25	.00
16	Power supply & Water supply	2.454	.786	-.414	-.316	9.58	.00
17	Courteous guides	3.527	.698	-.587	.783	8.05	.00
18	Public Telephone/ Internet	3.358	1.104	.841	-.609	7.52	.00
19	Education to local people	2.569	.897	.669	-.588	9.36	.00
20	Sustainable development	3.221	1.024	-.585	-.819	5.28	.00
21	Best place	3.112	.943	.367	.848	9.54	.00
22	Monuments	3.542	.787	-.898	.624	7.87	.00
23	Helpful people	3.463	.931	-.369	.258	6.54	.00
24	Outdoor opportunities	4.671	.847	-.875	.598	11.8	.00
25	Comfort of mode of transport	3.366	.855	-.848	.969	8.84	.00
26	Roadside eating joints	4.124	1.389	-.398	.758	6.89	.00
27	Traditional scenery	3.554	1.145	-.864	.689	5.69	.00
28	Easy resort location	4.142	.758	-.702	.910	14.8	.00
29	Historically rich province	3.546	.886	-.878	.583	8.00	.00
30	Courteous guides	4.075	.952	-.765	.585	9.87	.00
31	Affordable activities	3.613	1.047	-.598	.825	7.21	.00
32	Satisfaction	4.426	.845	.547	.785	5.94	.00

The result indicates that the highest score of tourists on the Bundelkhand visit that were “Outdoor opportunities” with a mean of 4.671, followed by the lowest followed by “Museum” (4.448), “Satisfaction” (4.426), “Local art and craft” (4.225),), Culturally rich (4.145) “Easy resort location” (4.142), “Roadside eating joints” (4.124) , and “Courteous guides” (4.075). These results showed that tourists are agreeing above mentioned attributes. While the lower values of statements indicate that tourists are not favourable to them. Some attribute are tilt towards disagree. In this study, “satisfying” is defined as those attributes with satisfaction scores above scores (positive mean difference) and with a t-value significant at the .05 level. Results indicated that tourists were satisfied with “Cleanliness in the hotel”, “Nature”, “Souvenir shopping”, “Heritage or historic site”, “Religious place”, “Sanitary services”, “Climate/weather”, “Economical tour packages”, “Accommodation”, “Delicious meals”, “Helpful people”, “Convenient accessibility”, “Courteous guides”, “Public Telephone/ Internet”, “Mobile

phones working well", "Cleanliness at tourist places", "Display of information/Signage", "Attraction level of sites", "Comfort of mode of transport", "Travel broachers", "Historically rich province", and "Sanitary facilities at the site".

Principal component analysis (Varimax rotation Matrix): The principal components factor method was used to generate the initial solution. 32 items included for the tourist satisfaction study. The above mentioned statements having five point Likert scales were subjected to factor analysis. Before the application of factor analysis the following five techniques were also used for the analysis of data. (1) The correlation matrix revealed that there is a strong positive correlation between the tourist satisfaction' attributes. These items were considered appropriate for factor analysis procedure. (2) After correlation matrix, anti correlation matrix was also constructed. This matrix shows that partial correlations among the statements are low for example anti- image correlation of statement 1 with respect to statements 1 to 32. Similarly most of the off diagonal elements are small indicating that real factors exist in the data which is necessary for factor analysis. (3) Kaiser Meyer Olkin measure of sampling adequacy focuses on the diagonal elements of partial correlation matrix. It is clear that all of the diagonal elements of partial correlation matrix were sufficiently high for factor analysis. (4) Test of sampling adequacy was then performed. Sum of the values of diagonal elements of partial correlation matrix from statement no. 1 to 32 was 0.754. This shows that statements are good enough for sampling. (5) Bartlett's Test of Sphericity was also conducted to check the overall significance of the correlation matrices. The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.736.The test value of Bartlett's Test of Sphericity was significant and it is indicating that correlation matrix is not an identity matrix.

Table 3: Varimax rotation Matrix

Attributes	Factor Loading						Communalities
	Factor-1	Factor-2	Factor-3	Factor-4	Factor-5	Factor-6	
Factor-1: Culture Attraction							
Museum	.678						.575
Historical building	.623						.520
Monuments	.754						.583
Factor-2: Maintenance factors							
Convenient accessibility		.768					.543
Best place		.632					.567
Easy resort location		.747					.654
Outdoor opportunity		.698					.543
Factor-3:Eco -tourism							
Local community			.686				.575
Education			.772				.620
Sustainable development			.747				.617
Factor-4: General tour attraction							
Delicious meals				.761			.554
Tour package				.867			.567
Souvenir shopping				.650			.521
Factor-5: Heritage attraction							
Handicraft					.765		.534
Heritage site					.602		.523
Traditional scenery					.854		.663
Factor-6: Courteous people							
Helpful people						.874	.645
Culturally rich						.691	.543
Courteous guides						.765	.565

Eigen value	8.125	5.382	3.642	2.553	2.312	2.011	
Variance (%)	21.22	13.24	7.983	6.695	5.123	4.985	
Cumulative variance (%)	21.22	34.46	42.44	49.13	54.25	59.24	
Reliability Alpha (%)	78.34	76.62	73.81	78.36	75.45	73.82	
Number of items (total=19)	3	4	3	3	3	3	

Note: Extraction Method - Principal Component Analysis
Rotation Method - Varimax with Kaiser Normalization
KMO (Kaiser-Meyer-Olkim Measure of Sampling Adequacy) = .736
Bartlett's Test of Sphericity: p = 0.000 (x2 = 2121.505, d.f = 944)

From the varimax-rotated factor matrix, six factors with 19 attributes were defined by the original 32 attributes that loaded most heavily on them (loading >0.5). The communality of each variable ranged from 0.520 to 0.654. To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from 0.738 to 0.783 for the six factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

Labelling the factors: After a factor solution has been obtained, all variables have a significant loading on a factor, the researcher attempt to assign some meaning to the pattern of factor loadings. Variable with higher loadings are considered more important and have greater influence on the name or label selected to represent a factor. Researcher examined all the underlined variables for a particular factor and placed greater emphasis on those variables with higher loadings to assign a name or label to a factor that accurately reflected the variables loading on that factor. The names or label is not derived or assigned by the factor analysis; rather, the label is intuitively developed by the factor analyst based on its appropriateness for representing the underlying dimension of a particular factor. All six factors have been given appropriate names on the basis of variables represented in each case. Factor-1: Culture Attraction - The first factor contained three attributes and explained 21.22% of the variance in the data, with an eigenvalue of 8.125 and a reliability of 78.35%. The attributes associated with this factor dealt with the culture attraction items, including "Museum" (.678), "Historical building" (.623), & "Monuments" (.754). Factor-2: Maintenance Factor- This factor loaded with four attributes. This factor accounted for 13.24% of the variance, with an eigenvalue of 5.382, and a reliability of 76.62%. These attributes were "Convenient accessibility" (.768), "Best place" (.632), "Easy resort location" (.747) and "Outdoor opportunity" (.698). Factor-3: Eco -tourism – This factor extracted three attributes. It accounted for 7.983% of the variance, with an eigenvalue of 3.642, and a reliability of 73.81%. This factor was loaded with three attributes that referred to heritage attraction. The three attributes were "Local community" (.686), "Education" (.772), and "Sustainable development" (.747). Factor-4: General Tour Attraction- This factor contained three attributes and explained 6.695 % of the variance in the data, with an eigenvalue of 9.708 and a reliability of 87.88%. The attributes associated with this factor dealt with the general tour items, including "Delicious meals" (.761), "Tour package" (.867), and "Souvenir shopping"(.650). Factor-5: Heritage attraction contained three attributes that referred to religion dimensions. This factor explained 5.123% of the variance, with an eigenvalue of 2.321, and a reliability of 75.45%. These attributes were "Handicraft" (.765), "Heritage site" (.602), and "Traditional scenery (.854)". Factor-6: Courteous people loaded with three attributes. This factor accounted for 4.985 % of the variance, with an eigenvalue of 2.011, and a reliability of 73.82%. These attributes were "Helpful people" (.874), "Culturally rich" (.874), and "Courteous guides (.765)".

Multiple Regression Analysis: To know the contribution of each factor that influenced tourists' satisfaction, the six factors were used in a multiple regression analysis. The multiple regression procedure was employed because it provided the most accurate interpretation of the independent variables. The six independent variables were expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order of importance based on the beta coefficients. The dependent variable, tourists' satisfaction, was measured on a 5-point Likert-type scale.

The equation for tourists' satisfaction was expressed in the following equation:

$$Y_s = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6$$

Where,
Y_s = tourists' overall level of satisfaction with Bundelkhand region
β_0 = constant (coefficient of intercept)

X_1 = Culture attraction
X_2 = Maintenance Factor
X_3 = Eco -tourism
X_4 = General Tour Attraction
X_5 = Heritage Attraction
X_6 = Courteous people

Regression results:

Above Table 4, 5 & 6 showed the results of the regression

Table 4: Model Summary

R	R^2	Adjusted R^2	Std. Error of the Estimate
0.881	0.776	.778	.582

Table 5: Analysis of Variance

Model	Sum of Square	df	Mean Square	F	p-value
Regression	94.373	5	18.875	240.840	.000
Residual	28.598	365	.0783		
Total	122.971	370			

Table 6: Regression Analysis

Independent Variables	B	SE	Beta	t	p-value
Constant	-1.297	.550		-2.359	.021
Culture attraction	.337	.066	.320	5.132	.000*
Maintenance Factor	.372	.051	.432	7.292	.000*
Eco -tourism	.778	.095	.688	8.202	.000*
General Tour Attraction	-.418	.142	-.241	-2.937	.004*
Heritage Attraction	.174	.065	.185	2.701	.008*
Courteous people	.742	.097	.655	7.628	.000*

**p< 0.05*

analysis. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and F ratio were examined. First, the R of independent variables (Six factors, X_1 to X_6) on the dependent variable (tourists' satisfaction, or Ys) is 0. 0.881, which showed that the tourists had positive and high overall satisfaction levels with the four dimensions. Second, the R^2 is 0.776, suggesting that more than 77.6% of the variation of tourist' satisfaction was explained by the six factors. Last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 240.840 ($p<0.00$) and was considered significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of tourists' satisfaction in relation to the six factors, as measured by the above mentioned R, R^2, and F ratio. In other words, at least one of the six factors was important in contributing to tourists' satisfaction with the Bundelkhand region. In the regression analysis, the beta coefficients could be used to explain the relative importance of the six factors (independent variables) in contributing to the variance in tourists' satisfaction (dependent variable). As far as the relative importance of the six factor is concerned, Factor-3 (Eco -tourism, B_3=.688, $p<0.00$)) carried the heaviest weight for tourists' satisfaction, followed by Factor-6 (Courteous people, B_6= 0.655, $p<0.00$), Factor-2 (Maintenance Factor, B_2= 0.432, $p<0.00$), Factor-1 (Culture attraction, B_1= 0.320, $p<0.00$), Factor-5 (Heritage Attraction, B_5=0.185, $p<0.00$), and Factor-3 (General Tour Attraction, B_3= -0.241, $p<0.00$). The results showed that a one-unit increase in satisfaction with the Eco -tourism factor would lead to a 0.688 unit increase in tourists' satisfaction with the Bundelkhand

region, other variables being held constant.

Limitations of the study

Study on the Bundelkhand region has several limitations. First, the attributes chosen as independent variables could be a limitation because other attributes, which were not used in this study, could impact tourists' satisfaction. Second, the population sample obtained by the survey instrument presented some challenges due to insufficient information. This limitation resulted from a one-time measurement for data collection, a limited questionnaire, and the timing of the survey. Third, the study did not obtain longitudinal data (data collected at different points in time) but relied on a cross sectional data (data collected at one point in time). Fourth, the Bundelkhand region is not representative of all historical destinations.

Conclusion and Implications

The tourists are becoming more aware and are seeking value for money and time. Based upon the results of this study, several conclusions can be made to increase tourists' satisfaction with the Bundelkhand region. The results of the study revealed that even if six factors (Climate attraction, Maintenance factor, Adventure attraction, General tour attraction, Religion attraction and Culture attraction) have a significant relationship with the overall satisfaction of the Bundelkhand' tourists. This finding can be useful to the planners and marketers of historical tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. For example, the content of brochures and online advertising about the Bundelkhand region attractions should reflect such features as handicrafts, architectures, traditional scenery, and arts as part of the culture attractions, and museums, galleries, cultural villages, historical buildings, and monuments. In addition, tourism managers and marketers should provide quality service with their General Tour Attractions such as special events, tour packages, and food, and Maintenance Factors such as ease of accessibility, information centers, and accommodations. The relative importance of package tours which are based on low quality, low prices is expected to decline in favor of independently organized tourism, at least for short visit tours. The current tourism can be characterized as flexible, segmented, customized and diagonally integrated. The tourism industry is able to offer much more to experienced, sophisticated, demanding tourist who is looking for authentic experiences and has wanderlust as well as an independent attitude. Thus, this study helps to identify the importance of hill destination factors as perceived by the tourists who visit the Bundelkhand region.

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