

# THE MEDIATING ROLE OF INTERNET IN THE DYNAMISM OF E-TOURISM AND FOSTERING CULTURAL HERITAGE LEADING TO TOURIST SATISFACTION: A CASE STUDY

**KRISHNA MALLICK\***

Assistant Professor, Department of Geography, Balarampur College, West Bengal, India  
ORCID: 0000-0002-7097-480X

**Dr. SHOVAN GHOSH**

Associate Professor, Department of Geography, Diamond Harbour Women's University, West Bengal, India.  
ORCID: 0000-0003-2038-709X

\*Corresponding Author: Krishna Mallick, e-mail: mallickkrishna82@rediffmail.com

## ABSTRACT

Tourism Industry has grown up rapidly as a result of the influence of internet in recent decades. E-tourism has an impact on overall satisfaction of the travelers as well as their revisit intention of the same place through the blessings of Information and Communication Technologies (ICT). In small urban towns, where the mediating role of online mode is in juvenile stage, e-tourism however, escalating rapidly. ICT has helped to broadcast regions as per their attraction as a tourist spot. In this article, an initiation has been taken to explore the tourist's satisfaction level upon e-tourism in travel experience, safety and security and revisit intention in a class I town of Purulia district which has declared as cultural heritage by UNESCO. A structured questionnaire has been used to interview 400 respondents through random sampling. Multiple and logistic regression have been used to determine the effect of internet on tourists' satisfaction. The study revealed that if the use of internet could be increased, the overall travel experience and revisit intention may also be enhanced among the travellers. The doubt and hesitance pertaining to safety and security issues in using online travel-websites may be minimized through the awareness and frequent use of internet.

**Key words:** ICT, e-tourism, cultural heritage, tourists' satisfaction.

## 1. INTRODUCTION:

Human started travelling for food, shelter and for basic requirement since the inception of first human civilization. Thereafter, travelling has become a basic human desire. Modern man whenever needs a break from their busy schedule to refresh their mind or they want to spend leisure time, generally they opt for travelling. Exploring new and unknown places always have been adventurous to travelers. In recent decades, technology enhanced experiences and user-friendly adoption of Internet brought about phenomenal growth in tourism industry (Lam et. al., 2013). Information and Communication Technologies (ICTs) have able to eradicate the barriers between travel and life satisfaction, work and leisure and daily life and tourist experiences (Uriely, 2005). At the same pace, the introduction and emergence of smart devices has shifted internet from conventional cyber space to smart tourism and a paradigm shift has been taken place in tourism (Atembe, 2015). The tag "Smart" has applied to the tourism system which has impacted not only on the fastest growing economic sectors in the world (World Tourism Organization, 2013) but also the customer's

behavior and smart destinations (Ye et al., 2020). The impact of tourism on the quality of life within the tourism community as well as on the quality of life of the tourists (Loncaric et al., 2019) has become the main objectives of many researches of recent times.

Tourism is an attractive yet spirited industry where customers always demand for something special, unique and adventurous. Travelers usually prefer hassle-free and reasonable price for the host travel destinations (Munikrishnan and Mamun, 2021). Adoption of internet has grasped millions of customers by portraying host destination in more attractive way than before. Tourism websites and travel blogs, social network like Facebook, twitter and travel related websites actively boosting the growth of tourism by virtue of salient and beneficial aspects of internet (Lam et al., 2013). Several previous studies have already explored that leisure time has a positive and significant impact on subjective quality of life, i.e., on general, life satisfaction (Andrews and Withey, 1976; Eusebio and Carneiro, 2014). The effect of vacation as a part of leisure time has been investigated by several authors (Sirgy, et al., 2011; Dolnicar, et al., 2012). Additionally, Sirgy et al. (2011) proved the existence of a spill-over effect of travel trips on all domains of life satisfaction and, in turn, on overall life satisfaction. At the same time, many social scientists have found evidences supporting the positive impact of satisfaction with travel experience on revisit intention to a specific tourist destination (Baker and Crompton, 2000; Ali et al. 2015; Kim et al. 2015; Triantafillidou and Petala, 2015) which is particularly important in tourist destination management. The factors which determine tourist satisfaction generally occur through various phases of journey. Pre-trip experiences, rail ticket booking, en-route destination and return trip services may influence the overall satisfaction of the tourists. In addition to this, online tourism and use of internet may contribute to the overall experience of the travelers and may motivate them to revisit the same destination. However, the risk or question of safety and security may arise in many aspects like e-payment, e-booking and sending personal information to the travel service providers and loss of personal information and money for technical breakdown or hackers' plan (Khare and Khare, 2010). On the other hand, travelers may feel insecure due to lack of information about the destination and mismatching information in between online information and reality. Research on tourist satisfaction not only develops at the establishment or product level, but also reaches higher levels of complexity, such as the structure that presupposes a tourist destination (Abubakar and Mavondo 2014; Baksi 2014; Fu and Yeh 2014). One of the objectives of investigations of customer satisfaction in tourist destinations is to identify the attributes that determine satisfaction (Ryglova and Vajcnerova 2014; Bediova and Ryglova 2015; Lanfranchi, Giannetto and De Pascale 2015). Therefore tourists' satisfaction may depend on not only all over travel experience retained by destination attitude, but the safety and security with financial transaction and local attraction that lead them to revisit the same place.

It has been found that tourism has an important role for global output and employment. According to World Travel and Tourism Council (WTTC) report, 2017 on global economic impact of travel and tourism, this sector has estimated to account for 10.4 percent of global GDP which resulted in 9.9 percent of total employment. During 2017, India earned foreign exchange of USD 27.31 billion from tourism (WTCC, 2017). NITI Aayog, Government of India has reported that a total of Rs. 82.01 crore has been

funded to various Central Agencies for the development of tourism infrastructure in various projects during January, 2018 to March, 2019 under the project head 'Improving Heritage Management in India' (2019). The report also has showed that the importance has been given on heritage hotels and rural tourism including rural heritage, art, culture and rural lives in their own location and villages. Intangible cultural heritage is very pertinent in tourism since it relates people's livelihood and strategies to cope up with vulnerability and stress of day-to-day life in developing countries like India (Cardinale, 2019). It has been depicted in the report of several researchers that in recent times the use of technologies has been able to develop rural tourism industry and to explore the solution of many socio- economic problems pertaining to the society (Kumar and Shekhar, 2020). A number of initiatives have been taken by Government of India for rural development and poverty alleviation through folk arts, handicraft and other cultural productions and promotion for tourism and creative entrepreneurship (Cardinale, 2019). In West Bengal, an effort has been taken by the Ministry of Rural Development, Govt. of India and Eastern Zonal Cultural Centre (EZCC) to promote sustainable livelihood development of the Chhau dancer as the Chhau dance of eastern India has declared as international intangible culture by UNNESCO in 2010 (Cardinale, 2019). In the present scenario, it has been possible to explore the tourists' spots through the blessings of integration of Information and Communication Technologies (ICT) and smart tourism or e- tourism (Um and Chung, 2019). Like all other services, ICT have proliferated its services not only for the satisfaction of tourists, but an integrated satisfaction of destination services, trust and transaction, and application of all smart vantages to create revisit intention of the same place among tourists (Sastry and Sushil, 2018).

Despite having diverse natural beauties and tranquility, Purulia had been ignored largely by tourists until it took important place in the tourism map of West Bengal owing to introduction of e-tourism. It is noticeable that the number of tourists visiting Purulia increased steadily after incorporation of internet in tourism in this region. So, it is very interesting and relevant to assess the interlink between e- tourism and increment of number of tourists in Purulia in liaison with important attributes of tourism. Therefore, the present study has opted to explore the interrelationship among some key attributes like travel experience, safety and security and revisit intention of the tourists based upon usage of internet technology and the resultant satisfaction in tourism in a class I town i.e., Purulia Municipality in West Bengal, India.

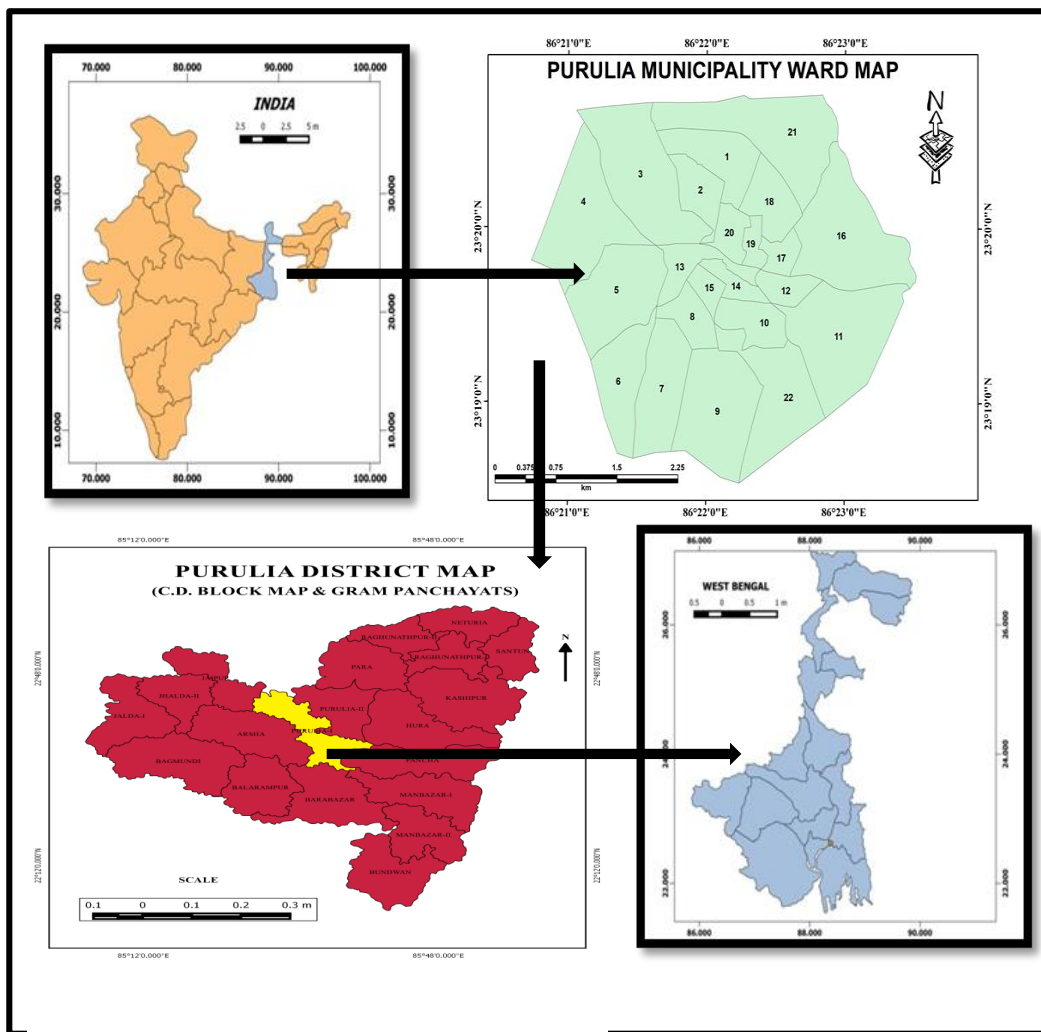
This paper envisages basically three sections; Section I depicts the tourists' satisfaction and resultant causes of satisfaction; Section II and III elaborate the results of testing of hypotheses and demarcate the association of Internet Usage and other variables respectively.

## **2. Materials and Methods:**

### **2.1. Study Site:**

Purulia municipality is situated in Purulia district, which is the western most district of West Bengal in India. This municipality extends between 23°18'30"N to 23°21'15"N latitude and 86°20'30"E to 86°23'15" E longitude with 12 square kilometer in areal extension (Figure-1).

Purulia district is sparsely populated than the other districts of West Bengal. Purulia municipality area has a population of about 1.2 lakh which is the most populous municipality among three municipalities located in Purulia district. All the district administrative activities are operated from the headquarters situated in Purulia Municipality area. The population density is 8648 persons per square kilometers. The percentage of urban population is very low (12.75%) in Purulia than the average rate of West Bengal (31.89%) and India (31.16%) (Census of India, 2011). The growth rate of urban area in number is little much slower than the average rate of West Bengal. It is 142% in West Bengal and 133% in Purulia (District Census Handbook, Purulia, 2001, 2011).



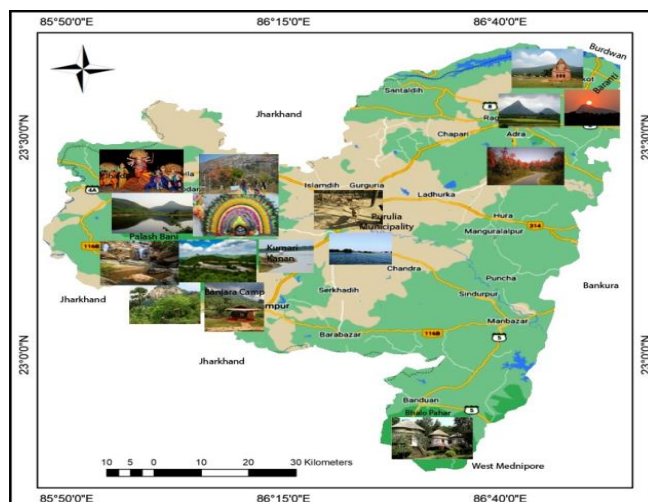
**Figure: 1: Location Map of the study area.**

The District is surrounded by Bankura, Paschim Medinipur districts in the east, Bardhaman district of West Bengal state in the north, Dhanbad, Bokaro and Ranchi districts of Jharkhand state in the west and West Singhum and East Singhum districts of Jharkhand state in the south.

Purulia municipality town is well connected with the adjoining Jharkhand State as NH-32 has passed through the central part of the town linking Ranchi, the capital of Jharkhand. A major state highway has also passed through the town connecting national highway and Coal mines belt of Asansol and Burdwan district. It is well connected with Railways also. Asansol, and Durgapur are well linked with the state highway Barakar-Purulia Road and with National Highway through Barakar-Asansol Road. This town is well connected with another Sub-divisional town Jhalda and Raghunathpur. The industrial town Asansol and Durgapur is very close to the town. Only Santaldih is the sole industrial town in Purulia which is situated 60 km away from the main municipal town. The town is a good service center for agriculture products. A considerable endeavor is being made for improvement in primary sectors like cottage industries, handloom, fisheries and poultrys.

Each and every urban area has its own spatial variety, which is different from others. The present research embraces such an urban tract of West Bengal where the process of urbanization is mostly influenced by in- migration rather than industrialization. Urbanization demands population flow or in-migration in any areal context. Urbanization and socio-cultural-behavioral transformation are interrelated and have cause-consequence effect. Actually, migration is influenced by economic growth and development and by technological change (Marshall et. al., 2009) and possibly also by conflict and social disruption.

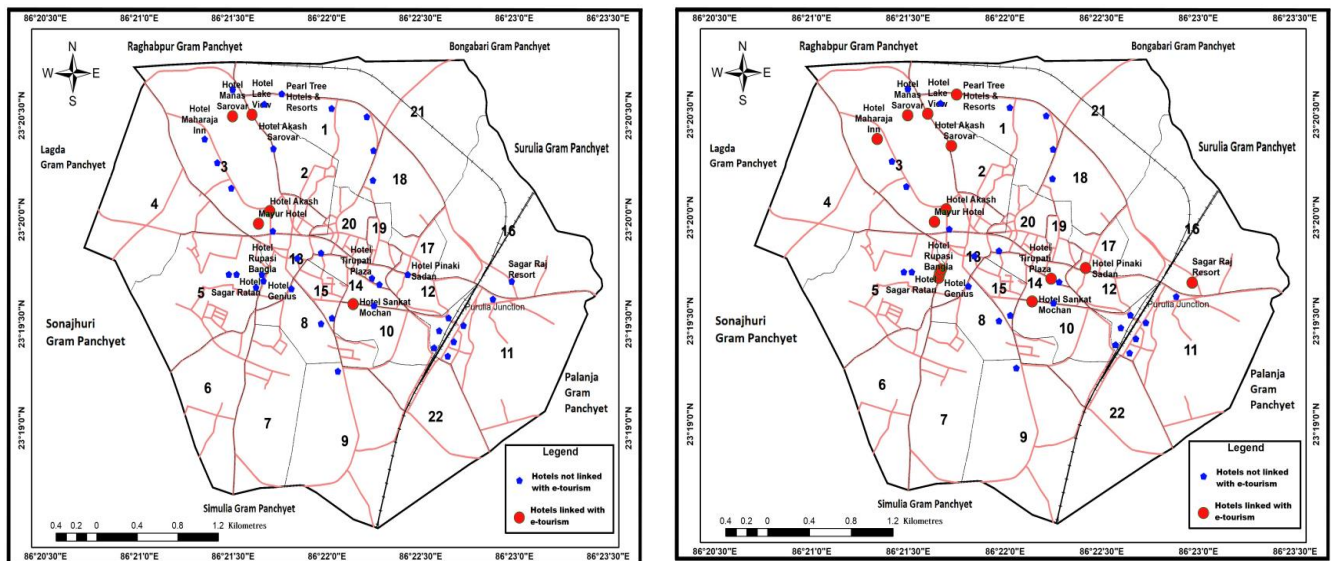
Purulia is a land of natural beauty. The luxuriant green landscape, short but lush hills and dense forests make it a perfect tourist destination that gives peaceful ambience and relaxing surroundings to exhausted city dwellers. This westernmost district of West Bengal unravels her untapped mystery and wondrous beauty. The landscape is rocky and undulating as it's the tract of Chottonagpur plateau of Bihar and Jharkhand. The tourism of Purulia encompasses around its hills, forests as well as its archeological excavations and the relics of ancient buildings and temples (Figure-2). Tribal ethos enriches the mystic charm and natural beauty of this land of red soil and red blooms of Palash.



**Figure: 2: Main tourist spots of Purulia District**

**Source: Editing by Photoshop version 2018.**

The region is home to different tribal communities like Santhals, Kurmis, Kherias, Sabars, Birhors etc. Jhumur song and Pata dance and Chou dance are the intrinsic part in the lives of the tribal people which gives immense pleasure to the tourists coming from metropolitan cities like Kolkata in West Bengal and from other states of India. The season for the tourists starts from November and continues up to March in every year. Tourists from different parts of West Bengal and also from other states of India come here in search of peace in every year. In the municipality and adjacent areas, Saheb Bandh, Rabindra Bhaban, Ramakrishna Mission Vidyapith, Surulia are the important tourist spots. In every year, at the advent of winter migratory birds from Baluchistan and Siberia comes to the beautiful lake, Saheb Bandh. This incredible lake was built in the 19th century and has now been declared a national lake. To intensify the experience of tourists visit, Shikara rides have also been started at the lake. Tourists can rent dresses and enjoy the rides in Shikaras to have the flavor of the Dal Lake of Kashmir. Surulia deer park is a beautiful eco-park that attracts many tourists which is situated around six kilometres away from the town. Tourists are also interested to visit Ramakrishna Mission Vidyapith and Rabindra Bhaban. District Science Museum is another noticeable tourist spot. Most of the hotels in Purulia municipality have formed a node through their mutual network and provide further connectivity to the peripheral tourist sites by helping tourists for hotel booking, arrangement of transportation etc. In recent times, hotels connected with e-tourism has increased in number ( Figure-3) in the municipality town.



**Figure: 3: Temporal distribution of e- tourism linked hotels (2016 and 2020).**

**Source: GPS field Survey, 2019-2020. Use of Arc- GIS version 10.2 & 10.5.**

## 2.2. Sample Selection:

At the preliminary step, all hotels and lodges (40) of Purulia municipality have been selected for the survey to identify the hotels and lodges those have been using Internet, online booking and linked with tourism websites. Among 40 hotels and lodges in the municipality town, 14 (35%) hotels were selected as they have been found to be

connected with online tourism or e- tourism. For the selection of hotels connected with ICT and e- tourism, purposive sampling method has been used. A total sample of 650 respondents from the 14 ICT connected hotels have been surveyed by simple random sampling method in between November, 2019 to March, 2020 as this time is the peak period for travelling in Purulia District. A structured questionnaire survey has been carried out and 400 complete responses has been finally selected for this study.

**Table: 1: Tourist arrival based on origin.**

Source	Number of tourists (Frequency)	Percentage Distribution
1. Kolkata and Surroundings	295	73.75
2. Northern districts of West Bengal (Siliguri, Duars, Maldah and N & S Dinajpur)	34	8.5
3. Eastern districts of West Bengal ( Nadia, Murshidabad)	26	6.5
4. Other states of India and Bangladesh	45	11.25
	N= 400	100%

**Source: Sample Survey, 2019-2020.**

It has been found that almost 74% tourists have come from Kolkata and surroundings and other 26% has been from other districts of west Bengal and India and abroad (Table-1).

Tourist demographic profile has been revealed after completion of survey and it has been found that 53% male and 47% female have taken part in the survey among which 39% were in the age group of 26-32 years (Table:2).

**Table: 2: Demographic Profile of the respondents.**

Characteristics	Frequency	Percentage
Gender		
Male	212	53
Female	188	47
Age		
<18 years	116	29
19-25 years	86	22
26-32 years	154	39
33-39 years	25	6
>39 years	19	4

**Source: Sample Survey, 2019-2020; Computed by authors.**

It is very pertinent and rational to investigate whether tourists' behavior in terms of travel satisfaction related with the use of internet and their perception towards e-

tourism. Therefore, the questionnaire has been constructed accordingly to analyze the tourist response. It has been found that 55% respondents have been used internet more than 5 times in a week and 27% tourists has been searched for host travel information. Among the tourists 35% has been spend with internet 6-10 hours in a week and 54% respondents has been surfed internet at home rather than other places ( Table-3).

**Table: 3: Internet Usage Behaviour**

Items	N	%
Use internet once a week	28	7
2-3 times in a week	61	15
4-5 times in a week	92	23
More than 5 times per week	219	55
Searing for host travel information	107	27
Searching for travel agent	81	20
Searching for hotel reservation	92	23
Online payment transection	69	17
Just for sending e-mail to the hosts	35	9
Join the travel blog community	16	4
Spending with internet in a week <1 Hour	19	4
2-3 hours	56	14
4-5 hours	83	21
6-10 hours	139	35
More than 10 hours	103	26
Accessibility of internet at home	217	54
Office	44	11
Club	38	9
Public spot	73	18
Others	28	8
Internet help in trip planning		
Strongly agree	235	59
Agree	142	35
Neutral/ not sure	06	2
Disagree	10	2
Strongly Disagree	07	2
Internet usage and overall satisfaction in travel experience	343	86
Yes	57	14
No		

**Source: Sample Survey, 2019-2020. Computed by Authors.**

It has been noticed that when the respondents have been asked whether internet facility has been helpful in their trip planning, 59% of them were strongly agreed and 35% were agreed that internet helped them a lot. Only 2% of them were neutral or disagreed. Among the travelers 86% have been agreed with the internet usage and overall satisfaction in travel experience.



### 2.3: Methodology:

The present study has attempted through a quantitative approach to measure tourist's perception towards satisfaction with tourism services related to different phases of the trip. The measurement of three independent variables i.e., travels experience, safety and security and revisit intention of the travelers have been attempted in terms of use of internet. Tourist's behavior has been measured through selected items taken from existing literature. All items have been measured on a five point Likert scale, ranging from 'strongly disagree' to 'strongly agree'. Data analysis of multiple and logistic regression have been done by statistical software SPSS version 23.

Firstly, the Cronbach's Alpha ( $\alpha$ ) for all the dimensions was used to test the reliability of the dataset. Then, multiple regression analysis was done as there was more than one independent variable, and the equation was used as follows:

$$y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \dots + \epsilon_i$$

Where,  $y$  = Dependent Variable,

$X_i$  = Independent variables,  $i = 1, 2, 3, \dots$

$b_0$  =  $y$ - intercept (constant)

$b_i$  = Slope,  $i = 1, 2, 3, \dots$

$\epsilon$  = error.

Logistic regression models were used to compute odd ratios (ORS) and 95% confidence intervals (CIs) to access the association between the outcomes.  $P < 0.05$  has been taken into account as statistically significant via Wald test.

Where,  $\log Y_1 - Y = C + B_1X_1 + B_2X_2,$

$P$  is the probability when the event  $Y$  occurs  $P(Y=1)$

$$P = \frac{1}{1 + e^{-(\beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n)}}$$

Range = 0 to 1

$\frac{P}{1-P}$  is the odd ratio

$$\frac{P}{1-P} = \text{odds} = e^{\beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n}$$

(Range = 0 to  $\infty$ )

$$\ln \frac{P}{1-P} = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n$$

### 3. Literature Review & Hypothesis Development:

This work has identified few factors that might influence tourist's satisfaction when using internet in pre-travel, travel and post-travel time. Tourists use internet continuously for booking hotels, booking rail and bus tickets and also use Google- map throughout their routes of travel. There may be some e- reasons which may influence tourist's overall experience that may address as barriers or issues in this study. On the basis of existing concepts and literatures, this study aims to explore dimension of tourist's usage of internet into conceptual model and to test the model statistically whether it could predict tourist satisfaction in the context of tourism in Purulia. The key factors like travel experience, safety and security and revisit intention of the travellers

depend upon the internet usage behavior for destination purpose have taken into account. Although many literatures are available regarding usage of ICT in relation to tourism, however, issues like safety security in financial transaction and revisit intention have not been addressed explicitly by using mathematical model. Therefore, the present study attempted for the first time to relate these vital issues through mathematical interpretation to forecast the indispensability of different attributes that may boost tourism industry in small urban tourist spots.

### **3.1. Travel Experience:**

Travelers gather information in pre-trip situation through different travel websites like Trip- Adviser; Make my trip.com, Yatra.com etc. where they can find the information regarding the host destination, hotel fare, and travel guidance, reservation of rail and bus tickets easily. Trip experience and customer satisfaction usually defined as a cognitive process described by the disconfirmation of expectations theory (Oliver, 1980; Bearden and Teel, 1983). In a leisure and tourism context, experience is seen as a “subjective mental state felt by the participants” (Otto and Ritchie, 1996). According to da Costa mendas, Do Valle, Guerreiro and Silva (2010), the combination of inherent factors and associated satisfaction in terms of acquired and consumed services during tourism experience, determine the overall satisfaction level of tourists. Satisfaction with different aspects of services during travel has a significant role in determining overall satisfaction with travel or tourism services (Neal, Uysal and Sirgy, 1999). Moreover, satisfaction with tourism services is derived from satisfaction with the different service aspects of travel phases, i.e., pre-trip services, en- route services, destination services and return trip services (Neal, Uysal and Sirgy, 2007). On the basis of the observation and previous reports, the following Hypothesis has been proposed -

H<sub>0</sub> -Adoption of Internet is not associated with travel experience.

H<sub>1</sub>- Adoption of Internet is highly associated with travel experience.

### **3.2: Safety and Security:**

Risk in booking tickets and reservation for hotel rooms and online payment preliminary raise the question of security issues and may assume as one of the barriers in online tourism. Loss of personal information and misleading transaction of money are the possible outcomes of online system as per-general outlook. This may distract traveller to choose online mode or use of internet in tourism. Technical incompetence or hacking may lead to undesired complications and security problems. Moreover, travel entrepreneurs with their limited resources cannot always guarantee security in the online payments. The loss of privacy and trust are common in the virtual world since both sides do not know each other due to asymmetric information problem (Yoo et al., 2007; Pradeep and Wesley, 2012 ). Thus, safety and security in internet usage may affect traveller’s travel experience and overall satisfaction positioned towards the host travel destination, since most online transactions are dealt with the party from the host environment. Additionally, information layout provided by the travel websites and costing and quality of the destination may not always match with the reality. Here also the question of safety and security may arise whether online booking and display of

information may coincide with reality or not, because travellers always prefer for hassle-free travel experience.

Therefore, Hypothesis 2 may be proposed as

H<sub>0</sub>- Use of Internet is not associated with safety and security at destination.

H<sub>2</sub>- Use of Internet is highly associated with safety and security at destination.

### 3.3: Revisit Intention:

Various literatures showed that tourist satisfaction in travel experience influences post travel behavior and intention to revisit the same tourist destination (Um and Crompton, 1990; Baker and Crompton, 2000; Oppermann, 2000; Chen and Tsai, 2007; Chi and Qu, 2008; Kim, Ritchie and McCormick, 2012; Tsai, 2016; Barnes, Mattsson and Sorensen, 2016; Agapito, Pinto & Mendes, 2017; Zhang, Wu & Buhalis, 2018). Previous studies have also examined the effect of unforgettable tourism experience on behavior intentions, loyalty and revisit intention in different contexts. Chen and Tsai (2007) argued that quality of tourism has a direct impact on tourist satisfaction and behavioral intentions. From these viewpoints it may be said that satisfaction at destination in terms of own family satisfaction, overall behavior of the hotel-owner and also the satisfied activity and process of the travel websites may help the tourists to revisit the same destination again. Experiences that are longer remembered, that is, experiences that create long-lasting memories for tourists have the strongest impact on revisit intentions (Barnes, Mattson and Sorensen, 2016). According to these dimensions Hypothesis 3 may be proposed as:

H<sub>0</sub>- Use of internet is not associated with revisit intention.

H<sub>3</sub>- Use of internet is highly associated with revisit intention.

Finally, three (3) key factors of internet application which might regulate satisfaction level of the tourism in Purulia were selected for constructing the conceptual model (Figure: 4).

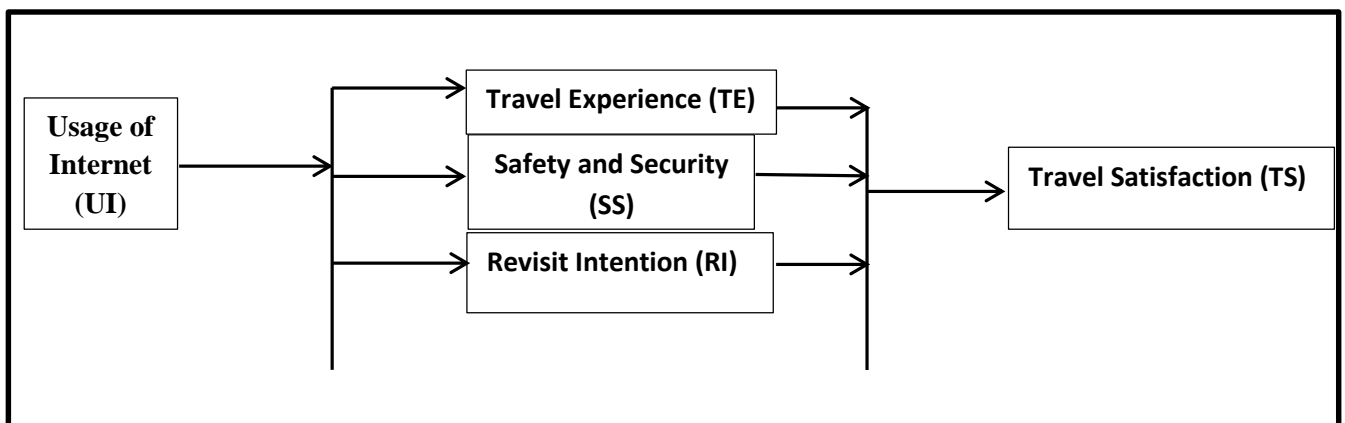


Figure: 4: Research Conceptual Model; Designed by Authors, 2020.

#### 4. Result and Discussion:

##### 4.1. SECTION- I:

It has been evident that e- tourism is dependent on the design and layout of the website, service quality (Yi and Gong, 2008) and availability of information (Jeong et. al., 2003). Smith (2004) stated that availability of free information does not ensure that customers will use it; this will depend on reliability and trust of the supplier. The role of online travel websites is to facilitate in increasing accessibility of information and enhancing communication (Pender, 2001). An efficient information system would facilitate customer satisfaction and help in building customer satisfaction (Lone et. al., 1992). In tourism, there is a strong core- periphery relation among the tourist destinations as many of them are located in peripheral areas rather than developed areas or towns (Scheyvens, 2002). All of these peripheral locations are sometimes inaccessible from the main tourist towns or regions, both by physically and electronically (Hahl and Tisdell, 1995; Buhalis, 2000; Nash and Martin, 2003; Hall and Page, 2006; Minghetti and Buhalis, 2010).

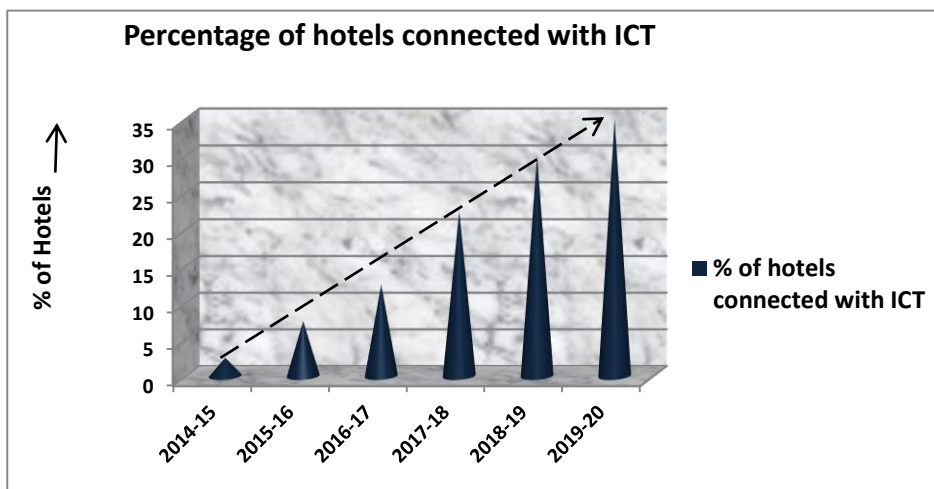
In the present scenario, maximum travellers are technologically literate and wish to explore destinations virtually which add up a new horizon in travel experiences. Therefore, these new destinations demand internet facilities in addition to transport services and other facilities and that may render the destinations as rising tourism markets (Minghetti and Buhalis, 2010).

**Table:4: Increment of tourists using Internet and e- tourism**

year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Tourists came without internet usage and e- tourism (%)	95	71	79	60	61	51
Tourists came with internet usage and e- tourism (%)	5	29	21	40	39	49

**Source: Sample Survey, 2019-2020.**

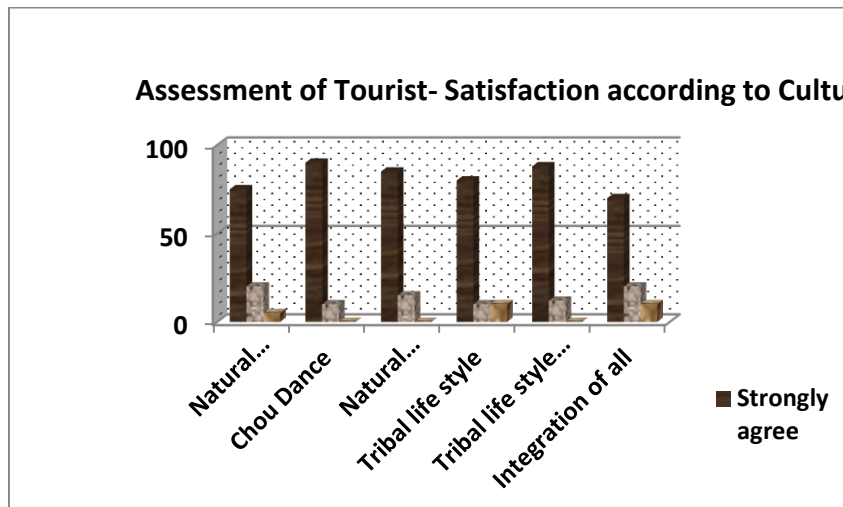
It has been found that the number of tourists using e- tourism have been increased in consecutively from 2014 to 2020 (Table-4). In 2014-15, more than 90% of the tourists have visited Purulia without using any internet and e- tourism. They simply have visited Purulia and booked hotels after reaching at Purulia. In contrast, around 50% tourists visited Purulia by virtue of e-tourism in the following years from 2015 to 2020.



**Figure-5: Increment of Tourists and hotels connected with ICT.**

**Source: Sample Survey, 2020.**

In 2010, UNESCO has declared Chhau dance of eastern India as International Intangible Culture (Cardinale, 2019). It has been found in the preceding literatures that ICT has played an important role in flourishing cultural heritage in recent decades (Guccio, et.al.,2016; Pietro, et. al., 2018; Rodrigues, 2018; Ramos- Solar, et.al., 2019; Ferrara, et. al., 2020; Akihiro, 2021). Furthermore, steady and positive growth of ICT ensemble hotels has increased in Purulia municipality town in between the year 2014 to 2020. There were less than 4% hotels connected with ICT in the year 2014-15. The initiatives of Government and Tourism Department of West Bengal have brought about rapid change in the tourism sector which resulted in the proliferation of hotels connected with ICT. In 2020, about 35% hotels in Purulia municipality town have now been connected with ICT and offering e- tourism facilities (Figure- 5). It has been possible as ICT is empowered to serve better in improving quality of life by providing new tools and upgraded access to information, management of knowledge as well as sharing provision (Katsoni, 2011). Different web apps like Yatra.com, booking.com, purulia.gov.in, purulia.nic.in, wbcadc.com, tripadvisor.in, goibib.com, travelguru.com, make my trip.com etc. have agglomerated with ICT and have been attracting huge number of tourists in Purulia every year.



**Figure: 6: Assessment of tourist- satisfaction according to cultural heritage.**

**Source: Sample Survey, 2020.**

The Government and Ministry of Tourism played a pivotal role in boosting tourism in Purulia through promoting e- tourism and canvassing cultural heritage. Cultural heritage and tribal lifestyle were found to serve as major magnetic force in attracting tourists in Purulia. It has been found that about 90% of the tourists were strongly satisfied with Chhau dance and tribal life style in comparison with natural attraction (70%). The most promising factor of tourist perception that has been identified was cultural heritage i.e. Chhau dance and tribal life style blended with the flavor of natural beauty offered maximum enjoyment to the tourists as reflected with zero percent disagree and strongly disagree component in the survey data (Figure- 6). However, the rating of tourists' perception revealed that not only the cultural heritage but a combination of natural attraction and availability of ICT made Purulia an attractive tourist destination.

#### 4.2. SECTION-II

Calmness, customs, accessibility, natural beauty, incline tourists towards a tourist places and overall level of satisfaction and perceived travel experience gives birth to revisit intention to a tourist destination (Ravikumar et. al., 2019). In Indian scenario, it has also been evident that tourists are less assured on the trust and safety- security aspects of financial transaction than the other service attributes of online travel website (Khare and Khare, 2010). Therefore, it has been essential to verify such important variables and criteria in the applicability of internet in tourism and how they influence travel experience, safety and security and revisit intention culminating in the overall success of e- tourism. So, a conceptual model was built (Fig.-4) and consistency and reliability of the theoretical model was justified using descriptive statistics as well as Cronbach's Alpha ( $\alpha$ ) analysis. The Cronbach's Alpha ( $\alpha$ ) for all the dimensions has been found to exceed the value of 0.7 (Table- 5) favoring good consistency.

**Table: 5: Descriptive Statistics and Cronbach's Alpha:**

Descriptive Statistics	Mean	Standard Deviation	Cronbach's Alpha
Travel Experience	4.5025	.73235	0.974
Safety and Security	4.4694	.66025	0.776
Revisit Intention	4.1025	.71271	0.853
Use of Internet	4.3781	.49337	0.903
Total Sample Size: 400			

**Source: SPSS output, Computed by Authors, 2020.**

Multiple regression analysis has also been conducted to assess the level of travel satisfaction by means of travel experience, safety and security and revisit intention and to predict the impact of use of Internet on these three independent variables. Preliminary assumption testing was conducted to check normality, linearity, homoscedasticity and multi-collinearity, with no serious violation noted. The model is statistically significant,  $F(3, 396) = 1861.720$ ,  $p < 0.05$ , with all variables significantly contributing to the prediction except for safety and security. The three predictors has explained 93.30 percent of the variance in perceived level of use of Internet and satisfaction (Table: 6). The beta weights has suggested perceived travel experience is most associated to predict the use of Internet and followed by revisit intention. Thus, all Hypotheses are supported except safety and security.

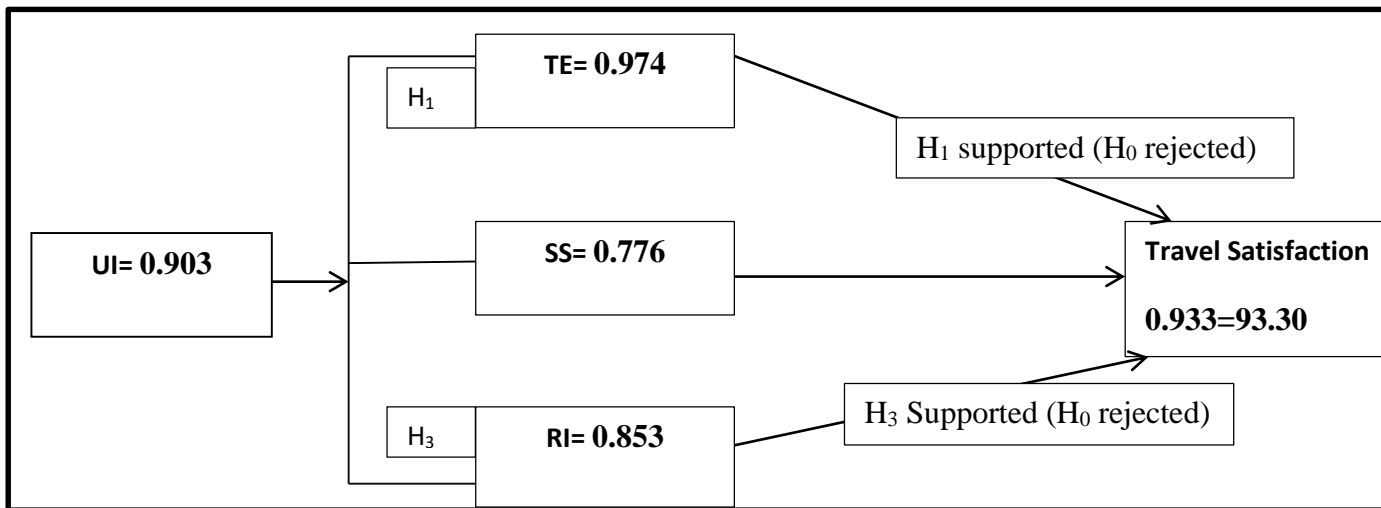
**Table: 6: Multiple regression Analysis Summery and Hypothesis test result**

Equation	R <sup>2</sup>	F	Beta ( $\beta$ )	Hypothesis Testing Result
UI=TE+SS+RI+ errors	0.933=93.30	1861.720*		
Travel Experience (TE)			.776*	H <sub>1</sub> supported (H <sub>0</sub> rejected)
Safety and Security(SS)			.025	H <sub>2</sub> Not supported (H <sub>0</sub> accepted)
Revisit Intention (RI)			.222*	H <sub>3</sub> Supported (H <sub>0</sub> rejected)

\* $p < 0.05$ , Total Sample Size- 400, UI= Use of Internet

Source: SPSS output, Computed by Authors, 2020.

The statistical analysis revealed that Safety and security are not associated with the use of Internet, because here  $H_0$  has been accepted as per regression output which is corroborating the finding of (Khare and Khare, 2010). Tourist’s behavior towards safety and security in travel may not be changed or affected with the variable use of internet as this may assumed as one of the mental blockages of the tourists while they opt for online ticketing, hotel reservation and transaction of money through debit or credit card. Interestingly, during survey it has been observed that travellers, who are not habituated or unaware of using transaction for e- tourism, however expressed their interest in participating e-tourism by virtue of utilizing the expertise of some known person or their relatives. Political instability and criminal activities often impede the safety and security of the tourists at destination (Owiyo, et. al., 2018) however, these factors were found to be inapplicable for the Purulia as tourist destination.



**Figure: 7: Mathematical model fit for conceptual model.**

**Source: Calculated by Authors, 2020.**

The present study has pointed out that the introduction and implementation of ICT in tourism may influence tourist satisfaction greatly (93.30%) (Figure- 7), where safety and security are not always depending on the use of internet rather linked to mental and behavioral activities of the tourists in Purulia Municipality town.

**4.3. SECTION III:**

Logistic regression analysis has been conducted to assess whether the three predictor variables i.e. travel experience, safety and security and revisit intention could significantly predict the influence of Internet use on the overall satisfaction of the tourists.

Evaluation of Cox & Snell R Square and Nagelkerke R Square value or pseudo R<sup>2</sup> value (Table- 7) was found ranging from 40% to 66% explaining therefore, the explained variation in the dependent variable i.e. the use of Internet based on the model ranges in these percentage variation. The Nagelkerke R Square value is < 1, and a modification of Cox & Snell R Square method significantly (0.664) validate the model. Here the value of -2 log likelihood is 165.560, which is not a very large value, stands good fit for the model.



**Table: 7: Model summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	165.560 <sup>a</sup>	.402	.664

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Source: SPSS output, Computed by the authors, 2020.

There was no violation of multicollinearity and independent of error. Logistic regression has been done since the dependent variable consisted of categorical data of 'Yes' and 'No'.

Classification table output helps us to correctly classify the decision of use of internet or not use of internet. 323/330= 98% prediction is stands for yes, or in the side of use of internet, and 48/70=68% stands for not use of internet, but the overall success rate is 92.8%, which stands for an overall success rate of model fit (Table-8).

**Table: 8: Classification Table**

	Observed	Predicted			
		Use of Internet			percentage
			No	Yes	correct
Step-1	Use of Internet	No	48	22	68.6
		Yes	7	323	97.9
	Overall Percentage				92.8

a. The cut value is .500

Source: SPSS output, Computed by Authors, 2020.

The variables in the Equation table show the contribution of each independent variable to the model and its statistical significance. The wald value shows the statistical significance for each of the independent variables as there is no value contains <1. The statistical significance of the test is found in sig column as it represents that safety and security and revisit intention are added significantly to the model (value <0.05), where travel experience (p=0.289) did not add significantly to the model.

**Table: 9: Variables in Equation**

		B	S.E.	Wald	df	Sig.	Exp (B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 <sup>a</sup>	Travel experience	.518	.489	1.126	1	.289	1.679	.645	4.375
	Safety and security	2.281	.370	37.901	1	.000*	9.783	4.733	20.221
	Revisit intention	1.510	.621	5.909	1	.015*	4.525	1.340	15.284
	Constant	-15.735	2.275	47.852	1	.000	.000		

a. Variable(s) entered on step 1: travel experience, safety and security, revisit intention.

Source: SPSS output, Computed by the authors, 2020.

When all three predictors have been considered together, they significantly predicted their travel satisfaction with  $X^2=205.421$ ,  $df = 3$ ,  $p<0.005$ . As shown in Table-9, all the variables contributed significantly, except travel experience. The odds of travel experience have increased by only 40% ( $1 - 1/P$ ) with the increase in use of internet and duration of use of internet in a day, week or month. It implies that the travel experience is not only dependent on the use of internet and surfing and gathering knowledge about the host destination and attachment with the online tourist sites, but also on the overall behavior of the hotel-owner, receptionist and workers, behavior of local people and governmental and non- governmental agencies. Internet can guide tourists to find out their destination and reviewing security issues if any for residing at the travel destination. However, other factors such as hotel costs, transportation, and ambience of the locality may perceived by the tourists differently owing to their mentality and nature which may play a pivotal role in decision making in addition to use of internet. The odds of travel experience increased by a factor of 1.679 (COR=1.679, 95% CI .645 to 4.375) with the increase in use of Internet. Other factors remain found to lie on the overall satisfaction which may not be connected with internet but may be connected with real world experiences (Table-9).

The odds of safety and security have increased 90% with the increase in use of internet by a factor of 9.783 (COR= 9.783, 95% CI 4.733 to 20.221) because safety and security related to internet always varies with the duration of time and frequency that anybody spent with online travel websites, searching for host destination etc. In the aspect of money transfer for hotel booking, ticket booking for bus, train, the tourists feel insecure when he or she is not so habituated with the use of internet. There were many travelers who commented that they prefer or they wish to opt for online booking as there may be less risk for paying huge amount to the travel- agent offline. The regular practice of using internet may help to curb the mental blockage of the tourists as ICT centers always want to stand behind the travelers and intend to offer hassle-

free travel. In addition to this, the travelers are satisfied with the online host destination as they could virtually roam around the travel destination and the condition of the hotels and when it perfectly match up to their expectation while actually visiting the sites and checking in the hotels. A few lodges however, have found to exhibit disparity between online and offline conditions but about ninety five percent cases have been found perfectly coinciding with the online information. Actually, it has established from the earlier studies that security is the foremost element upon which the development of e-tourism may depend for both home and aboard (Aghdaie and Katebi, 2016).

The odds of revisit intention have increased to 78% with the increase in use of internet by a factor of 4.525 (COR= 4.525, 95% CI 1.340 to 15.284). Revisit intention actually depends on many factors besides the use of internet. About 80% of the travellers are satisfied with the fact that they favored to recommend Purulia as a nice visit place to others. This is because of a very good family –trip site, a secured place to move outskirts anytime from town as there is no obstacle for communication. The internationally famous Chou dance and simplified life style of tribes have attracted about 90% of them as per study. The information that the tourists have gathered from internet sites matched perfectly about 90% up to their expectation after completing their travel. Therefore, revisiting of the same place like Purulia for its natural beauty has found to score for 83% among the travellers. They have appreciated Ajodhya hills, Baranti, Murguma Dam, Mayur hill etc. of Purulia and expressed their heartfelt pleasure with those places. Wang and Fesenmaier (2004) stated that maximum the exchange of information in the internet, more and more travellers explore the sites and plant for a trip. Therefore, in concert to the earlier researcher, the present study signifies that the use of internet is highly associated with travel destination satisfaction and revisit intention.

## 5. Findings & Conclusion:

The proliferation of ICT amended hotels and spreading of International Cultural Heritage nationally as well as globally rendered Purulia municipality town as a lucrative tourist spot. Although, allover travel experience may depend more on reality rather than information provided by travel-sites and online information but a habit of using internet and surfing knowledge may help tourist as well as tourism to develop their views and understanding. After detail analysis of the use of internet and level of satisfaction in tourism in a class-I town like Purulia municipality, unraveled that internet has a definite association with travel experience, safety and security and revisit intention despite differences at significance level. Travel Experience (TE) is significantly related with Usage of Internet (UI) followed by Revisit Intention (RI) and lastly Safety and Security (SS). Therefore, internet facility indeed provoked tourism and offered easy travelling to the tourists. Thus the findings shared the same trend that internet favored tourism by fulfilling different aspects of tourists- satisfaction as revealed by previous researchers. Despite the common trend, the present study, however, identified online transaction as a major hitch in the growth of tourism. On the contrary, adoption of ICT insisted tourists to revisit the same place. Therefore, the present study advocates that more transparent online financial transaction may remove the hitch and can promote substantial growth in e-tourism in the small urban

towns. The conceptual model built herein stands good and may offer the scope for exploring it in e-tourism in future and also may contribute towards constructing better models in smart tourism. Although, the mathematical model may serve as a prototype for similar kind of urban center, however, it may not fit well to other unrelated urban centers limiting its applicability in restricted region only. Since tourism in Purulia has been reshaping rapidly by virtue of ICT, enormous efforts and investments have already been initiated to project Purulia as a prospective tourist destination through sharing information about hotels, lodges, and attractive sites, quality of food, modes and flawlessness of transportation. Therefore, Purulia seems to prosper not only as a very lucrative tourist spot for the travelers in future but an important sink for investors that in turn may attract more and more tourists nationally as well as globally and certainly will bring about a sustainable socio-economic development and life- style of the local people too.

#### References:

- 1) Abubakar, B. & Mavondo, F. (2014). Tourism Destinations: Antecedents to Customer Satisfaction and Positive Word-of-Mouth. *Journal of Hospitality Marketing and Management*, 23(8), 833-864.
- 2) Aghdaie, S.F.A. & Katebi, M. (2016). Analyzing the Role of Information Technology (IT) and Security in Tourism Industry. *International Review of Management and Business Research*, 5 (3).pp.-1241-1255.
- 3) Akihiro, A. (2021). The Role of ICT on Cultural Heritage Tourism: a Case Study. *Journal of International Business Research and Marketing*, 6(4), pp.- 29- 33.
- 4) Ali, F., Ryu, K. & Hussain, K. (2015). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel and Tourism Marketing*, 33(1), 85–100.
- 5) Andrews, F.M. & Withey, S.B. (1976). *Social Indicators of Well-Being: American's Perceptions of Life Quality*, Plenum Press, New York, NY.
- 6) Atembe, R. (2015). The Use of Smart Technology in Tourism: Evidence from Wearable Devices. *Journal of Tourism and Hospitality Management*, Vol. 3, No. 11-12, 224-234.
- 7) Baker, D. A. & Crompton, J. L. (2000). Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27, 785-804. [http://dx.doi.org/10.1016/S0160-7383\(99\)00108-5](http://dx.doi.org/10.1016/S0160-7383(99)00108-5)
- 8) Baker, D.A. & Crompton, J.L. (2000). Quality, satisfaction and behavioural intentions. *Annals of Tourism Research*, 27(3), 785–804.
- 9) Baksi, A.K. (2014). Moderating impact of tourism relationship management dimensions on tourism service quality, tourist satisfaction and destination loyalty. *Decision Science Letters*, Vol. 3, No. 2, 169-186. <https://doi.org/10.5267/j.dsl.2013.11.005>
- 10) Barnes, S. J., Mattsson, J. & Sorensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management*, 57, 286–294.
- 11) Bearden, W.O. & Teel, J.E. (1983). Selected determinants of customer satisfaction and complaint reports. *Journal of Marketing Research*, 20(1), 21–28.
- 12) Bédiová, M. & Ryglová, K. (2015). The main factors influencing the destination choice, satisfaction and the loyalty of ski resorts customers in the context of different research approaches. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 63(2), 499-505. <http://doi.org/10.11118/actaun201563020499>

- 13) Buhalis, D. (2000). Relationships in the Distribution Channel of Tourism: Conflicts between Hoteliers and Tour Operators in the Mediterranean Region. *International Hospitality, Leisure and Tourism Administration Journal*, 1 (1), pp. 113-39.
- 14) Cardinale S. (2019). Thesis of Doctor of Philosophy in Culture, Tourism and Development. School of Business and Law, London Metropolitan University.
- 15) Census Of India, 2011. censusindia.gov.in
- 16) Chen, C-F & Tsai, D. (2007). How destination image and evaluative factors affect behavioural intentions? *Tourism Management*, 28, 1115–1122.
- 17) Chi, C., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636.
- 18) Da Costa Mendes, J., Do Valle, P.O., Guerreiro, M.M. & Silva, J.A. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. *Tourism*, 58(2), 111–126.
- 19) De Lone , W. H. & McLean , E . R. (1992). Information system success: The quest for the dependent variable . *Information System Research* 3 (1) ,60 – 92 .
- 20) District Census Hand Book, Purulia, 2001, 2011. www.censusindia.gov.in
- 21) Dolnicar, S., Yanamandram, V. & Cliff, K. (2012). The contribution of vacations to quality of life. *Annals of Tourism Research*, 39(1), 59-83.
- 22) Eusebio, C. & Carneiro, M. (2011). Determinants of tourism impact on tourists' quality of life: a segmentation analysis of the youth market. *Tourism Analysis*, 19(6), 313-336.
- 23) Ferrara C., Pierdicca R., Paolanti M., Aleffi C., Tomasi S., Paviotti G., Passarini P., Mignani C., Ferrara A., Cavicchi A., Frontoni E., (2020). The role of ICTs and public-private cooperation for cultural heritage tourism: The case of Smart Marca. *Il Capitale Culturale, Studies on the Value of Cultural Heritage*, pp- 189-204. <http://doi.org/10.13138/2039-2362/2424>
- 24) Fu, H.W. & Yeh, S.P. (2014). Exploring correlations among tourism characteristics, visitor behavior intention, and customer satisfaction. *Acta Oeconomica*, Vol. 64, 99-110.
- 25) Guccio, C., Martorana, M. F., Mazza, I. and Rizzo, I. (2016). Technology and Public Access to Cultural Heritage: The Italian Experience on ICT for Public Historical Archives. *Cultural Heritage in a Changing World*, pp.-55-75. <http://doi.org/10.1007/978-3-319-29544-24>
- 26) Hall, C. M. and Page S., (2006). *The Geography of Tourism and Recreation: Environment, Place, and Space*. London, Routledge.
- 27) Hohl, A. and Tisdell, C. (1995). Peripheral Tourism- Development and Management. *Annals of Tourism Research*, 22 (3), 1995, pp. 517-34.
- 28) J. Da Costa Mendes, P.O. Do Valle, M.M. Guerreiro & J.A. Silva (2010). The tourist experience: exploring the relationship between tourist satisfaction and destination loyalty. *Tourism*, 58 (2), pp. 111-126
- 29) Jeong , M., Oh, H. & Gregoire, M. (2003). Conceptualizing web site quality and its consequences in the lodging industry. *International Journal of Hospitality Management*, 22 (2), pp-161 – 175.
- 30) Katsoni, V. (2011). The role of ICTs in regional tourist development. *Regional Science Inquiry Journal*, Vol. III (2), 2011, pp. 95-111.
- 31) Khare, A. & Khare, A. (2010). Travel and tourism industry yet to exploit the Internet fully in India. *Journal of Database Marketing & Customer Strategy Management*, vol.-17, 2, pp.-106-119.
- 32) Kim, H., Woo, E. & Uysal, M. (2015). Tourism experience and quality of life among elderly tourists. *Tourism Management*, 46, 465–476.
- 33) Kumar, S. & Shekhar (2020). Technology and innovation: Changing concept of rural tourism – A systematic review. *Open Geosciences*, 12, pp.- 737–752.
- 34) Lam, J.M.S., Tan, S.H., & Oh, Y.L. (2013). Exploring Internet Influence towards Travel Satisfaction. *Procedia - Social and Behavioral Sciences*, 130(2014), 542 – 551.

- 35) Lanfranchi, M., Giannetto, C. & De Pascale, A. (2015). A General model for analyzing the factors that influence tourists' destination loyalty in rural areas. *Quality - Access to Success*, 16(148), 68-74.
- 36) Loncaric, D., Dlacic, J., & Bagaric, L. (2019). Exploring the relationship between satisfaction with tourism services, revisit intention and life satisfaction. 41st International Scientific Conference on Economic and Social Development, Belgrade, 23-24 May 2019, 122-132.
- 37) Marshall, A.J., Boyko, C.M., Feilen, K.L., Boyko, R.H. & Leighton M. (2009). Defining Fallback Foods and Assessing Their Importance in Primate Ecology and Evolution. *American Journal of Physical Anthropology*, 140, 603–614.
- 38) Minghetti, V. & Buhalis, D. (2010). Digital Divide in Tourism. *Journal of Travel Research*. 49, (3), 2010, pp. 267–281.
- 39) Munikrishnan, U.T. & Mamun, A. A. (2021). Survival and competitiveness of traditional travel agencies in Malaysia: a qualitative enquiry. *International Journal of Culture, Tourism and Hospitality Research*, 15(1), 94-108.
- 40) Nash, R. & Martin, A. (2003). Tourism in Peripheral Areas—The Challenges for Northeast Scotland. *International Journal of Tourism Research*, 5, pp. 161-81.
- 41) Neal, J, Sirgy, M & Uysal, M. (2004). Measuring the effect of tourism services on travelers' quality of life: further validation. *Social Indicators Research*, 69(3), 243–277. Retrieved from
- 42) <http://www.springerlink.com/index/rt7427453353686k.pdf>
- 43) Neal, J.D., Sirgy, M.J. & Uysal, M. (1999). The Role of Satisfaction with Leisure Travel/Tourism Services and Experiences in Satisfaction with Leisure Life and Overall Life. *Journal of Business Research*, 44(3), 153-164.
- 44) Neal, J.D., Uysal, M. & Sirgy, M.J. (2007). The Effect of Tourism Services on Travelers' Quality of Life. *Journal of Travel Research*, 46(2), 154–163.
- 45) Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- 46) Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39, 78-84.
- 47) Otto J.E. and Ritchie B.R. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165–174.
- 48) Owiyo, V. & Mulwa, J.M. (2018). Safety and Security in Tourism Destinations: Its moderating role in the Destination Competitiveness Determinants and Destination Competitiveness Nexus in Western Kenya Circuit. *International Journal of Research in Management & Business Studies*. 5 (3), pp.-30 to 33.
- 49) Pender, L. ( 2001 ). *Travel Trade and Transport*. London, Continuum Books.
- 50) Pietro, D.L.,Mugion, R.G., Renzi, M.F. (2017). Heritage and identity: technology, values and visitor experiences. *Journal of Heritage Tourism*, 13(2), 97–103.
- 51) Pradeep, R. and Wesley, F. (2012). Perceived 'Usefulness' of online consumer reviews: An exploratory investigation across three services categories. *Electronic Commerce Research and Applications*, 11(6), 548-559.
- 52) Purulia Municipality website, [www.puruliamunicipality.org](http://www.puruliamunicipality.org)
- 53) Ramos-Soler, I., Martínez-Sala, A., and Campillo-Alhama, C. (2019). ICT and the Sustainability of World Heritage Sites. Analysis of Senior Citizens' Use of Tourism Apps. *Sustainability*, MDPI. pp.- 1-17.
- 54) Ravikumar, B.N., Kedu, H. H. & Tenga T.E. (2019). Key Factors Influencing Revisits to Eco-sites: A Case Study in the Western Ghats of Chikmagalur District, Karnataka State, India. *International Journal of Innovative Research in Science, Engineering and Technology*, Vol. 8,(4), pp.- 4539-4547.

- 55) Rodrigues, J.M.F., Ramos, C.M.Q., Cardoso, P.J.S. & Henriques, C. (2018). Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications. A volume in the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series, ISSN:2475-6547; EISSN:2475-6555.
- 56) Ryglová, K. & Vajčnerová, I. (2014). Possible complex approaches towards evaluating the quality of a destination in the context of tourism management. *Agricultural Economics (Czech Republic)*, 60(5), 199-207.
- 57) Sastry, G.V.R. & Sushil (2018). Tourism Industry Depends on the Technological Integration: A Study of Product Integration Enhanced Performance with Banking and Insurance Products. *Journal of Tourism & Hospitality*, vol.- 7, issue- 4 pp.-1- 10.
- 58) <http://doi.org/10.4172/2167-0269.1000373>
- 59) Scheyvens, R. (2002). *Tourism for Development: Empowering Communities*, Edinburgh, UK, Pearson Education.
- 60) Sirgy, J., Kruger, S., Lee, D. & Yu, G.B. (2011). How Does a Travel Trip Affect Tourists' Life Satisfaction?. *Journal of Travel Research*, 50(3), 261-275.
- 61) Smith, A. D. (2004). Information exchanges associated with Internet travel marketplaces. *Online Information Review* 28 (4), 292 – 300.
- 62) Triantafyllidou, A. & Petala, Z. (2015). The Role of Sea-Based Adventure Experiences in Tourists' Satisfaction and Behavioral Intentions. *Journal of Travel & Tourism Marketing*, 33(sup1), 67-87.
- 63) Um T. & Chung N. (2019). Does smart tourism technology matter? Lessons from three smart tourism cities in South Korea. *Asia Pacific Journal of Tourism Research*, pp. 1-19. <https://doi.org/10.1080/10941665.2019.159569>
- 64) Um, S. and Crompton, J.L. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 17, 432-448.
- 65) Uriely, N. (2005). The tourist experience: conceptual developments. *Annals of Tourism Research*, 32(1), 199–216.
- 66) Wang, Y. & Fesenmaier, D. R. (2004). Towards understanding members' general participation in and active contribution to an online travel community. *Tourism Management*, 25(6), 709-722.
- 67) World Tourism Organisation (2013), *Why tourism?* Source retrieved from <http://www2.unwto.org/en/content/why-tourism>.
- 68) World Travel and Tourism Council (2017). *Economic Impact Report*. <https://wtcc.org/Research/Economic-Impact>
- 69) Ye, B.H., Ye, H. & Law, R. (2020). Systematic Review of Smart Tourism Research. *Sustainability*. MDPI, 12 (3401), 1-15. <http://doi.org/10.3390/su12083401>
- 70) Yi, Y. and Gong, T. (2008). The electronic service quality model: The moderating effect of customer self-efficacy. *Psychology and Marketing*, 25 (7), 587 – 601.
- 71) Yoo, K. H., Lee, K. S., & Gretzel, U. (2007). The role of source characteristics in eWOM: What makes online travel reviewers credible and likeable?. In M. Sigala, L. Mich, J. Murphy, and A. Frew (Eds.), *Proceedings of the 14th International ENTER Conference in Ljubljana, Slovenia, January 24-26, 2007*, 23-34. UK, Axon Imprint.
- 72) Zhang, H., Wu, Y. & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326–336.