

Investigating Holiday Satisfaction of Chinese and Japanese Tourists Visiting India

Mohinder Chand*, Sunil Kumar**

Abstract *This study attempts to investigate the foreign tourists' satisfaction within Indian tourism context, specifically with reference to the destination-based attributes. The study was conducted in Golden Triangle (Delhi-Agra-Jaipur) in India with a sample of Chinese and Japanese tourists. Gathering data was analyzed using factor and regression analysis and t-tests. The research findings indicated that the main determinants of both Chinese and Japanese tourists' holiday satisfaction were that accommodation services, safety & security and destination/sightseeing dimensions. Further, findings indicate statistically significant differences between Chinese and Japanese tourists' perceptions of destination-based attributes in India. The results are also important for all tourism stakeholders in order to increase tourists' satisfaction and develop the quality of tourism product in India especially in Golden Triangle (Delhi-Agra-Jaipur). The main suggestion of this study is that more similar studies should be undertaken from different perspectives to enhance competitiveness and sustainability of tourist destinations in the study area.*

Keywords: *Tourists' Perceptions, Tourist Satisfaction, Destination Attributes, India*

INTRODUCTION

In recent years, there is tremendous competitiveness in the tourism industry. The competitiveness has become increasingly demanding, entailing challenge not only among the countries in close geographic proximity but also among regions and even competition at the global level with same tourists' facilities (Heide et al., 1990; Mayer et al., 1998 and Pizam et al., 1978). Moreover, with an increase in the international arrivals the competition among the similar destinations is increasing day by day. We can say that each tourist destination has its own image and some destinations have stronger image over the others. In fact, Image is derived from the satisfaction level tourist received from each destination. Thus, tourist satisfaction is considered as one of the important sources of competitive advantage, when a tourist destination is considered competing for tourists for existing and newly developed destinations. While planning destination development, the developers must give emphasis to build positive image of the destination among markets so

that destination have a competitive advantage over other similar destinations (Chand, 2012; Dwivedi, 2009). Further, in order to develop a competitive position, it is important to develop and transmit a favourable image to potential tourists in target markets. In today's scenario there is indeed need to evaluate the strength and weakness of tourist destinations of each area, as it is important to potential tourists' satisfaction of that destination. Accordingly, holiday satisfaction is the raw material of the destinations to participate in the context of the worldwide competition regarding tourism: it represents the way for destinations to establish themselves and reaching to a sufficient degree of recognition (Chi, 2008; Pearce, 2005; Chand, 2012). In the context of tourism study, destination satisfaction has become important as the competition between tourists' destinations has increased.

So, the marketers and research scholars have therefore highlighted the importance of the holiday satisfaction in context of marketing the destinations. Moreover, the creation of positive destination image has been claimed to affect the very viability of destinations as there is commonly

* Professor, Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra, Haryana, India.
Email: mohinderchand@rediffmail.com

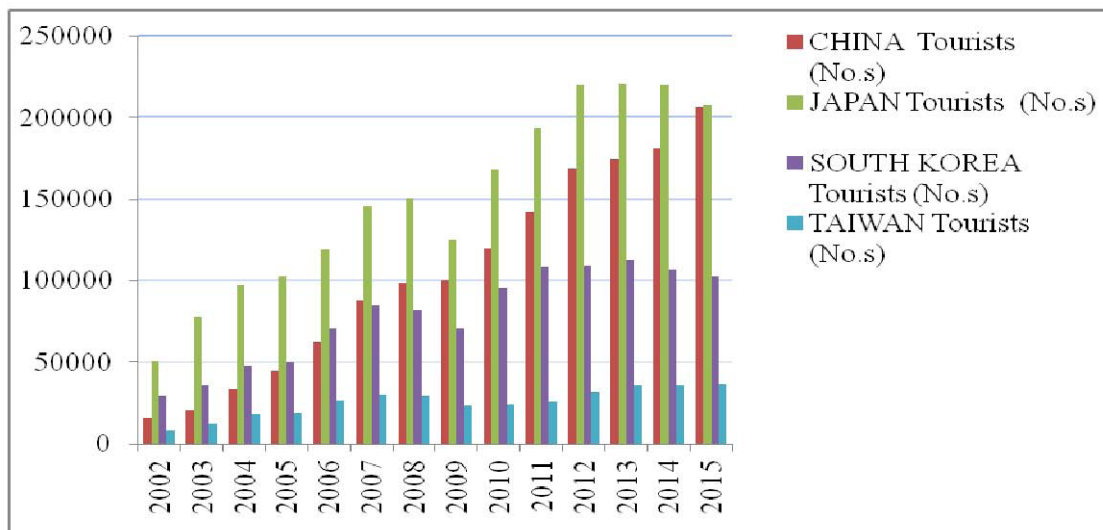
** Manager, Trail Blazer Tours India Pvt. Ltd. Gurgaon, Haryana India.

accepted notion that images affect travel choice behaviour. Interestingly, it is widely accepted that holiday satisfaction is complex in nature and consist of many different dimensions and components. Recently, many tourism and hospitality research scholars have inclined to explore tourist satisfaction with different dimensions of a destination. Thus, it has become one of the areas for conducting applied research on emerging economies.

According to China Tourism Research Institute (2016), China had 120 million outbound tourists in 2015 and they spent 104.5 billion US dollars, increases of 12% and 16.7% compared with 2014. The main force behind this growth includes rise in personal income, favourable policies, and appreciation of RMB. However, due to the earthquakes in Indonesia, Nepal and MERS in South Korea, the growth rate

of outbound tourism was gradually declining (Travel China guide, 2016). Presently, more than 50% of Chinese outbound tourist(s) like to travel in group organized by travel agencies as most of the tourists travel other countries for the first time and legging behind of experience and lack of language. According to Borax Report (2015), in Asian market, Japan just follows China in terms of outbound travellers. Japanese outbound travel was weighed down due to weak value of their currency (Yen) resulting drop down to 16.2 million in year 2015 instead of 16.9 million travellers of 2014. In 2013, more than 17 million Japanese tourists travelled abroad and out of them, 3.7 million travelled to the US (nearly 22% of all Japanese outbound travellers).

Foreign tourist(s) arrivals to India from East Asian countries indicate emerging trends during last two decades (UNWTO, 2016).



Graph 1: FTAs from year 2002 – 2015 (East Asian Tourists)

Graph no.1 represents tourist arrivals, trends of growth over by year from East Asian countries to India during year 2002-2015. In year 2002, Japan was on the top of table with FTAs (50709) followed by South Korea (29374), China (15422) and Taiwan (7785). Year 2003 again witnessed highest FTAs from Japan (77996) with an increase of 53.8 percentage followed by South Korea (35584) with an increase of 21.1 percentages, China (21152) with an increase of 37.2 percentages and Taiwan (12685) with an increase of 62.9 percentages, so in year 2003 Taiwan had highest growth (62.9%) rate among all four nationals. Japan again witnessed highest FTAs (96851) in year 2004, with an increase of 24.2 percentage followed by South Korea (47835) with an increase of 34.4 percentages, China (34100) with an increase of 61.2 percentages and Taiwan (18179) with an increase of 43.3 percentages, so China has highest growth (61.2%) rate among all four nationals during year 2004. Similarly year 2015 witnessed that China had highest growth rate of 14.0 percentages accounting to FTAs (206322) followed

by Taiwan 1.4 percentage increase in FTAs (36349) where Japan witnessed a negative increase of 5.5 percentages respectively.

In view of the importance of holiday satisfaction of tourists visiting in India, this study aims to investigate the tourist's perceptions towards holidays. The main purpose of the study is to identify whether there are similarities and differences between satisfaction levels of two nationalities visiting India. It also attempts to explore the relationship between overall holiday satisfactions with two national groups of tourists.

REVIEW OF LITERATURE

During last three decades, the notion of tourist satisfaction has been studied comprehensively globally in the management literature and tourism literature is no exception in this context. However, very little research has been undertaken to assess how cross nation or culture tourist satisfaction measured.

Most of the research scholars have reported the tourist satisfaction in European countries (Armstrong, Mok, Go, & Chan, 1997; Calantone, di Benedetto, Halam, & Bojanic, 1989; Huang, Huang, & Wu, 1996; Luk, deLeon, Leong, & Li, 1993; Richardson & Crompton, 1988). These researches established that tourist perceptions of a destination or service provider may vary according to their origin and nationality. Interestingly, recently the cross cultural aspect has become pivotal issue in tourism research. There has also been an increase in the number of empirical investigations of tourist satisfaction with domestic or international destinations over the last decade (Kozak, 2001, Pizam, A., & Sussmann, S. (1995) Pizam, A. (1999). Kozak & Rimmington, 2000, Choi and Chu (2000).

A large number of researchers has examined tourist satisfaction, focusing on single features within the destination (cleanliness, safety, availability of information, prices, loyalty, infrastructure and tourism facilities, family togetherness, scenery, and so on), with a particular destination (Bartikowski and Llosa, 2004; Choi (2004, Haber and Lerner, 1999; Kozak and Rimmington, 2000; Heide et al., 1990; Mayer et al., 1998 and Pizam et al., 1978).

Bagri & Kala (2015) reported the tourist satisfaction attributes such as spiritual and cultural nature, atmosphere and climate, tourist activities, hospitality and safety etc. They also suggested that the basic facilities such as accommodation, transportation, tourism infrastructure and hygiene and sanitation at destination are most considerable in satisfaction assessment of a tourist.

Recently, research relating to examine different characteristic of customer satisfaction in tourism, travel, hospitality and recreation is increasing (Kozak & Rimmington, 2000, Korzay & Alvarez, 2005, Kozak et al., 2004). Neethiahnanthan et al. (2014) listed eight dimensions of the destination satisfaction travel attributes for the international tourists' satisfaction with Kuala Lumpur such as attractions, accommodation and food, culture, people, climate and image, commodities, convenience and price. They opined that travel attributes play vital role in satisfying the tourists and the role of gender, age and marital status and geographical origin in the relationship between travel attributes and tourist satisfaction. Reisinger and Turner (2003) contend that the interpersonal interaction between the service provider and the tourist is the most important aspect of service satisfaction. Further, they stated that the service satisfaction is largely dependent on the quality of the interaction between tourist and the service provider. Similarly, Pearce (2005) seems to emphasise it, the interaction between the tourist and the service provider should be seen as a key component in conceptualisations of tourist service satisfaction. Ward (2008) pointed out intercultural encounters in tourism provide an often-ignored, but valuable scene for intercultural communication researchers. Further it believes that intercultural communication researchers could

benefit from testing and extending their theories in the tourism field. Reimann et al. (2008) examined service delivery time perceptions and service satisfaction of culturally dissimilar customers of a global gas company. The study indicates that the 'perceived service quality' constituted of the discrepancy between the standard precise delivery time and the actual delivery time.

During last two decades, numerous cross nation studies in tourism & hospitality management have conducted to explore the perception of tourist's satisfaction. Some researchers explored the tourist behaviour and attitude (Ahmed and Khron, 1992; Yi Wang et.al.2008; Yu & Goulden (2006) related with satisfaction and dissatisfied with the service. Some studies reported that Japanese tourists rarely complain as they are more critical in their service evaluations (Reisinger & Turner, 2002b; Crotts & Erdmann, 2000; Reimann et al., 2008). More interestingly, Reimann et al. (2008) suggested that Japanese cultural tendency to avoid uncertainties would result in considerably lower tolerance with respect to service failures. Vincent et.al. (2000) examined the satisfaction levels of the Japanese tourists toward Hong Kong as a travel destination in terms of 31 travel attributes. Of these 31 travel attributes, Overall accessibility of Hong Kong' appears to be the top satisfaction attribute perceived by Japanese tourists. Results reveal that 'Accommodation and Food' exert the most influential impact on both of the dependent variables. Chan *et al.* (2003) developed the Hong Kong consumer satisfaction index, which provides useful guideline on linking these levels. The results provide useful framework to develop product-level indexes and to obtain an overall consumer satisfaction index that represents the overall quality of goods and services sold in Hong Kong as evaluated by local consumers. Thuy-Huong Truong and Brian King (2009) examined the extent to which Vietnam satisfies the various destination attributes sought by Chinese tourists. The research results indicate the relationship between importance and satisfaction from the perspective of Chinese tourists. The findings also provide Vietnamese service providers with insights into the perceptions and satisfaction levels of Chinese tourists.

Yi Wang et. al. (2008) assessed Chinese tourists' perceptions of the UK hotel service quality, and to analyze the role of Chinese culture in influencing their expectations and perceptions. The main findings reveal a number of shortfalls, particularly on the empathy, reliability and tangible dimensions, in UK hotel services, which have led to negative consumers' experiences. Meimand et al. (2013) found that Japanese tourists consider safety as of the most significant variable for their satisfaction. The study further suggested that there is a linkage between host family language proficiency and tourists' hospitality satisfaction due to better communication. Similarly, Haiyan Song, et. Al. (2011) assessed Mainland Chinese tourists' satisfaction with

Hong Kong Using Tourist Satisfaction Index. The results indicate that mainland Chinese tourists are most satisfied with the hotel sector in Hong Kong, followed by the retail sector, and least satisfied with local tour operators. The aggregate tourist satisfaction index is 74.04 out of 100.

Some studies have compared tourist satisfaction at international level to develop a composite index at global level. Chaudhary (2000) compared satisfaction for British, German and Dutch tourists. The study reports significant differences across countries. In many cases these differences are not only significant, they are obviously highly systematic with respondents from certain cultural backgrounds producing higher satisfaction scores consistently over a large number of attributes for which satisfaction was measured. Kozak, (2001) presented the findings of a self-administered survey carried out among 1872 British and German tourists visiting Mallorca and Turkey in the summer of 1998. The findings indicated that British tourists were more likely to be satisfied with almost all individual attributes than German tourists. Wong & Law (2003) compared satisfaction levels across countries of origin using a five point scale to measure satisfaction. Similarly, Yu & Goulden (2006) test differences in satisfaction of European, US, Japanese and other Asia Pacific Countries using satisfaction statements measured on a 5 point multi-category scale. Choi and Chu (2000) found differences in factors determining the overall satisfaction levels of Asian and Western tourists. It seems obvious that nationality might have a significant effect on consumer or tourist behavior. Therefore, such differences in attitudes and behavior focus on the importance of destination management in exploring the feature of each customer group, segmenting tourism markets and releasing new marketing strategies which are appropriate for each market.

There is no published empirical investigation related to this research theme in the Indian context, and given the rapid growth of the Indian tourism & hospitality sector such an examination is likely to be insightful to explore the relationship between overall holiday satisfactions with two national groups of tourists.

RESEARCH METHODOLOGY

Sampling and Data Collection

The present study is based on primary data collected through self structured questionnaire. The scholar initially made a pilot survey with English language written questionnaire, but most of the tourists were unable to understand the spirit of questions due to semantic barriers of communication. Therefore, the questionnaire was translated into three corresponding languages viz. Chinese and Japanese to make use in this research. In order to collect data, the researcher was assisted by the tour escorts (Chinese & Japan). To

complete usable questionnaire from the Japanese tourists the scholar has faced a moderate difficulty. Total 2050 questionnaire were distributed in the study areas by using convenience sampling, of which 1447 responses (70.86%) from different nationalities were found usable. However, to maintain statistical equality, only 700 respondents from each nation have been selected for analysis purpose. The survey was conducted during October 2015-December 2016.

Table 1: Distribution of Sample Data

Country	Questionnaire distributed	Useable data received	Questionnaire used
China	950	743(78.2%)	700
Japan	1100	704(64%)	700

Research Instruments

The present study is based on primary data collected through a structured questionnaire developed from the exiting literature available in the area.

Destination Satisfaction Attributes

The main aim of the research is to investigate perceived attributes among East Asian tourists visiting in the Indian destinations. A convenient sampling method was applied to collect the data from foreign tourists (China and Japan).

The questionnaire consists two parts, part 1 containing demographic profile (gender, age group, nationality, occupation, education, type, type of accommodation used, travel planning, purpose of visit, inducement of visit, duration of tour, past experience and average annual income) of the respondents and second part includes tourist destination image variables derived from existing review of literature (Chaudhary, 2000; Kelly and Daniel, 2000; Chen, 2001; Crotts and Pizam, 2003; Kozak et al., 2004; Lee et al., 2005; Chand, 2010a; Lim, 2012).

The research used 81 image variables measured on a Likert-type 5-point scale ranging from 5=strongly agree, 4=agree, 3=neutral, 2= disagree and 1=strongly disagree in case of destination image.

STUDY AREA

The present study is based upon the data collected from Golden Triangle (Delhi- Agra – Jaipur) India.

METHODS OF ANALYSIS

Data analysis was conducted using the Statistical Package for Social Sciences (SPSS Version 20.0). The factor analysis and Multiple regression method were used to test the working hypothesis.

RESULTS AND DISCUSSIONS

Table 2 exhibits the principal component factor analysis with varimax rotation on the 81 individual's perceived destination image attributes items. The requirements followed in this study were the following: Eigen values > 1, cut-off points > 0.40, cross-loading > 0.10, and Cronbach's > 0.70. The perceived destination satisfaction attributes items were factored into nine factors as follows

The first Factor comprises ten variables and the variable 'Seeking or experiencing authenticity of site/destination' indicates highest loading value (0.90) where as the variable 'Fairs/Exhibitions/Festivals are very nice' has lowest loading value (0.77). Overall factor loading is 0.80. Factor 2, includes ten variables and the variable 'Feel a sense of belonging to the site' indicates highest loading value (0.82) where as the variable 'See new and different things' has lowest loading value (0.69). Overall factor loading is 0.77. Factor 3, encompasses nine variable and the variable 'Behavior of local people is quite good' indicates highest loading value (0.82) where as the variable 'The visit to the site made you feel proud' has lowest loading value (0.71). Overall factor loading is 0.78. The fourth Factor comprises eleven variables and the variable 'Tour escort have enough knowledge about monuments/history and explain very well'

indicates highest loading value (0.79) where as the variables 'Adventurous atmosphere' & 'Seek novelty' have lowest loading value (0.58). Overall factor loading is 0.68.

The Factor 5, comprises eleven variable of which 'Degree of urbanization' indicates highest loading value (0.79) where as the variables 'Architecture of monuments' and 'Scenery/ Natural beauty accounting' have lowest loading values (0.71). Overall factor loading is 0.56.

The sixth Factor comprises six variables. The variables 'Good quality of food' and 'Overall cleanliness' indicate highest loading value (0.80) where as the variable 'Cleanliness' has lowest loading value (0.76). Overall factor loading is 0.79. Factor 7, comprises nine variables, 'Good shopping facilities' and 'Nuisance caused by beggars' indicate highest loading value (0.80) where as the variable 'Reasonable cost of travel' has lowest loading value (0.67). Overall factor loading is 0.73. Factor 8, comprises five variables and the variable 'Crowdedness' indicates highest loading value (0.79) where as the variable 'Touts / dishonest people/ pickpockets' has lowest loading value (0.71). Overall factor loading is 0.74. The final Factor includes seven variables and the variable 'I am satisfied with my visit to India' indicates highest loading value (0.85) where as the variable 'I' has lowest loading value (0.71). Overall factor loading is 0.80.

In nutshell, the factor analysis revealed that the most significant factor was 'Cultural Dimension (CD) = 0.80' and 'Satisfaction /Prices Dimensions (PD) = 0.80' whereas least significant factor is 'Destination/ Sightseeing Dimensions (DD) = 0.56' among tourists' from these nationals. The analysis of data indicates that statistically there is a set of destination attribute that is of most importance among the East Asian tourists to visit Indian destinations.

Table 2: Factor Analysis of Tourist Satisfaction Destination Attributes in India

Selected Tourist Destination Image Factors and items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9
Explained variation (per cent)	70.23	73.59	80.91	78.56	70.29	81.23	79.20	76.67	79.93
Eigen value	2.34	4.91	3.72	3.89	2.67	3.12	2.94	3.51	2.78
Cultural Dimensions (CD)									
Physically and emotionally immerse in the local culture	0.81								
Seeking or experiencing authenticity of site/destination	0.90								
Rich culture heritage	0.80								
Distinctive local culture	0.83								
Enjoying ritual customs and traditions	0.78								
Opportunities to enjoy arts and crafts	0.82								
Fairs/Exhibitions/Festivals are very nice	0.77								

Selected Tourist Destination Image Factors and items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9
Appealing different local cuisine/ food/drink	0.79								
Interesting local crafts and jewellery	0.81								
Interesting rural life	0.78								
Religious Dimensions (RD)									
Feel emotionally involved at religious place		0.79							
Famous tourist attraction		0.77							
Enjoy unique atmosphere		0.79							
Learn of its historic background		0.78							
See new and different things		0.69							
Feel a sense of belonging to the site		0.82							
Site has symbolic meaning		0.79							
Site has religious characteristics		0.78							
Wanted to pray there		0.74							
Enjoy seeing places of worship & rituals performed		0.79							
Family Dimensions (FD)									
Increase family kinship and ties			0.77						
Warm receptiveness of local people			0.81						
Interesting traditional hospitality			0.81						
Help my family learn more about religious culture			0.78						
Spend more time with family			0.80						
Behavior of local people is quite good			0.82						
Friendliness of local people			0.77						
I feel home at India during my tour			0.75						
The visit to the site made you feel proud			0.71						
Knowledge-Seeking Dimensions (KD)									
Opportunity to increase knowledge				0.76					
Tourist information is easily available				0.59					
Adventurous atmosphere				0.58					
Offer excitement				0.59					
Seek novelty				0.58					
Offer benefits that will satisfy my personal needs				0.78					
Wanted to have some entertainment				0.71					
Seek adventure				0.67					
Varied gastronomy				0.69					
Exotic destination				0.77					
Tour escort have enough knowledge about monuments/history and explain very well				0.79					
Destination/ Sightseeing Dimensions (DD)									
Many interesting places to visit					0.67				

[illegible]

Selected Tourist Destination Image Factors and items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9
Travel agent provide all services as per itinerary									0.79
I gained a lot of knowledge and experiences from visit to India									0.80
The visit to India as a destination exceeded my expectations									0.79
Overall, staying in India has been very valuable to me									0.81
I will speak highly about India to my friends and colleagues									0.79
I am satisfied with my visit to India									0.85
Cronbach alpha	0.74	0.73	0.80	0.76	0.70	0.75	0.72	0.71	0.70

In order to identify whether there are similarities and differences between satisfaction levels of two nationalities visiting in India, Multiple regression analysis was used to determine the aggregate impact of certain independent variables to influence the dependent variables for Chinese and Japanese tourists visiting in India. This analysis presents the strength of any variable in the overall model. Results of each process are reported in Table 3 for Chinese tourists and Table 4 for Japanese tourists together with the t-statistics, standardized regression coefficients, and R² values. Table 3 demonstrates the influence of four factor variables over the level of the Chinese's tourist overall satisfaction with their holidays. The model accounts for 45% of the variance in the dependent variable. It is observed that all the factor variables had statistically significant beta coefficients. The results reveal that accommodation services, safety & security and destination/sightseeing dimensions had a positive score but knowledge-seeking dimensions had a negative score. In Table 3, accommodation services was the strongest predictor of the overall holiday satisfaction ($p < .001$), followed by safety & security ($p < .005$), and destination/sightseeing dimensions ($p < .005$).

Table 3: Impacts of Factor Items on Chinese' Tourist on Overall Holiday Satisfaction

Factors	β	t-value	Sig.
Constant		10.876	.000
Destination/Sightseeing Dimensions	.220	4.674	.027
Accommodation Service Dimensions	.328	6.217	.000
Safety & Security	.439	8.679	.000
Knowledge-Seeking Dimensions	-.231	-2.230	.040
R ² = .45			

Further, in order to identify the impact of of factor items on Japanese' tourist on overall holiday satisfaction, table 4 demonstrates the influence of four factor variables over the level of the Japanese's tourist overall satisfaction with their holidays. The model accounts for 42% of the variance in the dependent variable. It is observed that all the factor variables had statistically significant beta coefficients. The three variables also had a positive score but one factor variable had negative impact as in case of Chinese tourists. Moreover, the results reveal that accommodation services, safety & security and destination/sightseeing dimensions had a positive score but knowledge-seeking dimensions had a negative score. However, factor accommodation services was emerged the strongest predictor of the overall holiday satisfaction ($p < .001$), followed by safety & security ($p < .005$), and destination/sightseeing dimensions ($p < .005$). It is very surprising that both nations had more similarity regarding overall holiday satisfaction in India. Thus, the results indicate that statistically both Chinese and Japanese tourists are similar overall satisfaction related with destination based attribute in India.

Table 4: Impacts of Factor Items on Japanese' Tourist on Overall Holiday Satisfaction

Factors	β	t-value	Sig.
Constant		9.876	.000
Destination/Sightseeing Dimensions	.120	2.674	.022
Accommodation Service Dimensions	.428	6.287	.000
Safety & Security	.456	8.036	.000
Knowledge-Seeking Dimensions	-.331	-4.230	.045
R ² = .42			

In order to identify whether there are differences between satisfaction levels of two nationalities visiting in India, An independent-t test was employed to investigate whether there were any statistically significant differences between Chinese and Japanese tourists' perceptions of destination-based attributes in India. The results of these tests, with the mean, t-value and significance calculated in each case, are summarized in Table 5.

Table 5 revealed the significant differences between mean scores as to the ten factors derived from the data such as cultural dimensions, religious dimensions, family dimensions, knowledge-seeking dimensions, destination/Sightseeing dimensions, accommodation service dimensions, basic amenities dimensions, safety & security, satisfaction/price dimensions and overall holiday satisfaction. The analysis of ten significant factors of the destination based attributes showed significant differences between Chinese and Japanese tourists. It was found that six out of the ten destination satisfaction attributes were evaluated as significantly more satisfactory by the Chinese tourists than by the Japanese tourists such as religious dimensions, family dimensions, destination/sightseeing dimensions, accommodation service dimensions, safety & security and overall satisfaction while Japanese tourists were found more satisfied with cultural dimensions, knowledge-seeking dimensions, basic amenities dimensions and satisfaction/price dimensions.

Table 5: Summary of T-results on Destination Satisfaction Attribute of Chinese and Japanese 'Tourist Overall Holiday Satisfaction

Factors	Chinese	Japanese	t-value and Sig.
Cultural Dimensions	3.70	3.78	-1.34
Religious Dimensions	3.57	3.52	2.50*
Family Dimensions	3.18	3.03	1.89*
Knowledge-Seeking Dimensions	3.46	3.72	-2.37
Destination/Sightseeing Dimensions	4.04	3.92	3.42*
Accommodation Service Dimensions	4.17	3.91	4.21*
Basic Amenities Dimensions	3.71	3.84	-1.70
Safety & Security	4.18	4.00	2.19*
Satisfaction/ Price Dimensions	3.08	3.60	-2.23
Overall holiday satisfaction	4.08	3.77	3.23*

CONCLUSION

This study aimed to investigate the foreign tourists' satisfaction within Indian tourism context, specifically with reference to the destination-based attributes. The study was conducted in Golden Triangle (Delhi-Agra-Jaipur) in India with a sample of Chinese and Japanese tourists. Gathering data was analyzed using factor analysis and regression analysis and t-tests. The factor analysis revealed that the most significant factor was 'Cultural Dimension (CD) = 0.80' and 'Satisfaction /Prices Dimensions (PD) = 0.80' whereas least significant factor is 'Destination/ Sightseeing Dimensions (DD) = 0.56' among tourists' from these nationals. The analysis of data indicates that statistically there is a set of destination attribute that is of most importance among the East Asian tourists to visit Indian destinations.

The results of the regression analysis showed that the main determinants of Chinese tourists' holiday satisfaction were that accommodation services, safety & security and destination/sightseeing dimensions had a positive score but knowledge-seeking dimensions had a negative score. Moreover, the results indicate that accommodation services was the strongest predictor of the overall holiday satisfaction ($p < .001$), followed by safety & security ($p < .005$), and destination/sightseeing dimensions ($p < .005$). On the other hand the results of the regression analysis showed that the main determinants of Japanese tourists' holiday satisfaction were that also accommodation services, safety & security and destination/sightseeing dimensions had a positive score but knowledge-seeking dimensions had a negative score. However, factor accommodation services was emerged the strongest predictor of the overall holiday satisfaction ($p < .001$), followed by safety & security ($p < .005$), and destination/sightseeing dimensions ($p < .005$).

Further, an independent t- test was employed to investigate whether there were any statistically significant differences between Chinese and Japanese tourists' perceptions of destination-based attributes in India. It was found that six out of the ten destination satisfaction attributes were evaluated as significantly more satisfactory by the Chinese tourists than by the Japanese tourists such as religious dimensions, family dimensions, destination/sightseeing dimensions, accommodation service dimensions, safety & security and overall satisfaction while Japanese tourists were found more satisfied with cultural dimensions, knowledge-seeking dimensions, basic amenities dimensions and satisfaction/price dimensions. The findings of this paper are important for all tourism stakeholders, such as tour operator, destination management companies, hotels, hospitality industry associations, travel agency and other directly related with tourism activities in order to increase tourists' satisfaction and develop the quality of tourism product in India especially in Golden Triangle (Delhi-Agra-Jaipur). The main suggestion

of this study is that more similar studies should be undertaken from different perspectives to enhance competitiveness and sustainability of tourist destinations in the study area.

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