



# Impact of Leisure and Business Activities on the Satisfaction and Revisit Intentions of Outbound Business Tourists in International Exhibitions

Dinesh Dhankhar\*, Vivek Gaur\*\*, Lakhvinder Singh\*\*\*, Sandeep\*\*\*\*, Yogesh Dahiya\*\*\*\*\*

**Abstract** *The aim of this study is to identify the impact of leisure and business activities on the satisfaction and revisit intentions of business tourists. From the sample of business tourists, the study collected data on their leisure and business activities during their previous business visits, also their intentions to revisit the same place for future business visits using the approach of quantitative research and collected data from 323 various outbound business tourists who visited international exhibitions. The analysis of data was done using structural equation modeling to examine the relationships between leisure activities and business activities and business tourist satisfaction and revisit intentions.*

*The results of the study suggest that both leisure and business activities positively affect the satisfaction and revisit intentions of outbound business tourists. Leisure activities, like as shopping, enjoying local cuisines, and events and entertainment were found to have a stronger impact on satisfaction than business activities such as business procurement, networking, and market intelligence. Furthermore, the study also states that satisfaction plays a mediator role between leisure and business activities and revisits intentions. This means that the impact of leisure and business activities on revisit intentions is partly explained by their impact on satisfaction. The findings have important implications for destination managers, exhibition organizers, and tourism policymakers who seek to attract and retain business tourists in their destinations.*

**Keywords:** *Leisure Activities, Business Activities, Tourist Satisfaction, Revisit Intention, International Exhibitions*

## INTRODUCTION

In today's globalized economy, business tourism has emerged as a vital segment of the tourism industry, contributing significantly to the economic development of destinations worldwide. Business tourism, which encompasses travel for corporate meetings, conventions, conferences, trade exhibitions, and other professional purposes, not only

drives direct economic benefits but also fosters international collaboration and business growth (Bradley et al., 2002).

The exhibition industry has experienced remarkable growth over the past few decades, drawing businesses, investors, and tourists from around the globe. These events offer valuable opportunities for networking, showcasing products and services, and discovering new business prospects, thereby playing a crucial role in economic development (Zhan,

\* Assistant Professor, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, Haryana, India.  
Email: [dinesh.tourism@kuk.ac.in](mailto:dinesh.tourism@kuk.ac.in) (Corresponding Author)

\*\* Assistant Professor, Institute of Integrated & Honors Studies, Kurukshetra University, Kurukshetra, Haryana, India.  
Email: [vivekgaur@kuk.ac.in](mailto:vivekgaur@kuk.ac.in)

\*\*\* Assistant Professor of Tourism, Government College, Kaithal, Haryana, India. Email: [lakhvindersingh.kuk@gmail.com](mailto:lakhvindersingh.kuk@gmail.com)

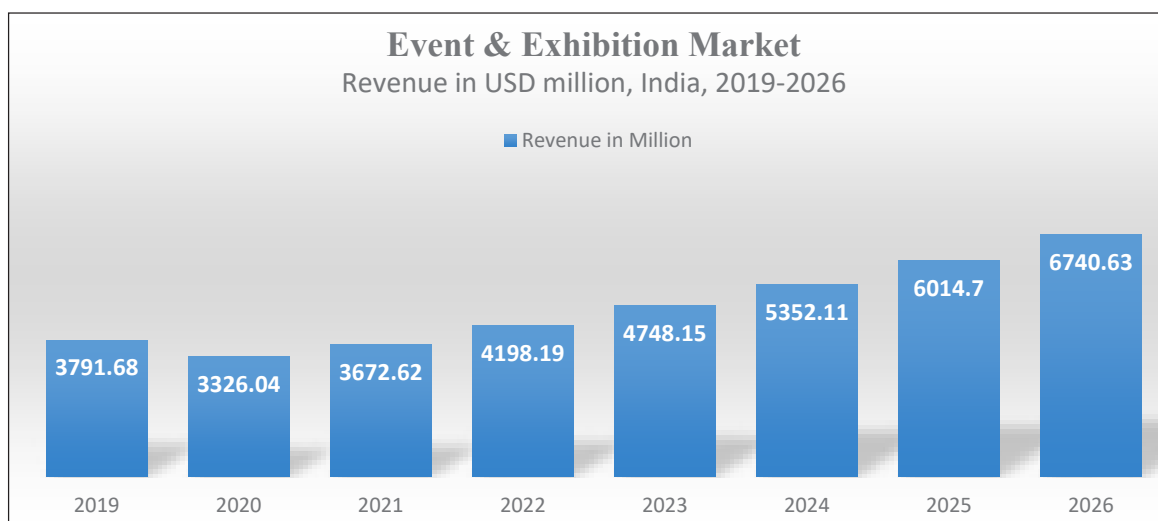
\*\*\*\* Research Scholar, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, Haryana, India.  
Email: [sandeep.rstourism@kuk.ac.in](mailto:sandeep.rstourism@kuk.ac.in)

\*\*\*\*\* Research Scholar, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, Haryana, India.  
Email: [y.dahiya.1998@gmail.com](mailto:y.dahiya.1998@gmail.com)

2021). Many countries in Europe and Asia have effectively utilized exhibitions as platforms to drive economic progress and attract investment (Sutherland et al., 2020), underscoring the role of exhibitions as powerful enablers of trade and economic growth.

In India, exhibitions significantly contribute to economic growth. As a result, the government has been actively working to attract enterprises across various sectors, thereby increasing the demand for events and exhibitions in the country (Shang et al., 2023). With rising consumption and demand, the Indian retail market is projected by the India Brand Equity Foundation and the Retailers Association of India to reach USD 1,750 billion by 2026, a development that is expected to further boost trade shows and events (Paul et al., 2020). Over the past decade, India's exhibition

industry has grown by 8-10% annually, with 178 organizers hosting 553 events each year, addressing the needs of India's industrial, technological, and consumer markets (EEPC India, 2020). Consequently, approximately 10 million people are directly employed in the exhibition industry, with an additional 50 million indirectly connected through allied sectors such as advertising, marketing, food and beverage, hospitality, and tourism (EEMA, 2021). The industry's direct GDP impact was estimated at USD 82.3 billion, ranking it as the 71<sup>st</sup> largest economy globally (UFI Global Exhibition Barometer, 2022). The sector's revenue generation is substantial, with an estimated USD 141 billion earned through direct expenditures by nearly 5 million exhibiting companies, 353 million visitors, and other exhibition-related spending (UFI Global Exhibition Barometer, 2022).



Source: Mordor intelligence.

**Fig. 1**

The market for events and exhibitions in India had a value of USD 3,326.04 million in 2020. It is projected to grow at a CAGR of 12.91% during the forecast period of 2021-2026, reaching a value of USD 6,740.63 million by 2026 (Mordor Intelligence, 2021).

Few studies have focused on business tourism, such as those by Kerr et al. (2012), Lichy and McLeay (2018), and Millán et al. (2016), which explored the leisure activities of business tourists. This is particularly relevant as many business travelers often engage in leisure tourism after fulfilling their work obligations (Swarbrooke & Horner, 2007). A survey conducted by BridgeStreet Global Hospitality in 2014, involving 640 international guests, revealed that 83% of respondents used their time to explore the city, and 46% added extra personal days to their business trips on each visit.

Ritchie et al. (2012) emphasized that revisit intention plays a crucial role in the success of any destination in the competitive travel and tourism sector. Enhancing business

tourists' intention to revisit could therefore be an effective marketing strategy for various tourism destinations (Millán et al., 2016). Previous research, such as that by Yen et al. (2008), suggests that some business travelers view their business trips as "test tours" when considering future leisure destinations (Kerr et al., 2012). However, the question remains: why do business tourists choose to revisit specific places? The current literature suggests similar reasons for both business and leisure travelers, including the positive image of the destination (Yen et al., 2008) and the satisfaction levels of business tourists (Millán et al., 2016). However, these findings may not be sufficient, as business tourism and leisure tourism differ in significant ways (Ho & McKercher, 2014).

The concept of tourists revisiting destinations due to their attractiveness is well-established, as demonstrated by several studies (Sparks, 2007; Lee et al., 2009; Um et al., 2006). However, this research aims to provide further insight into why business tourists may choose to return to a previous

business travel destination and examine the impact of leisure and business activities on business tourists as potential repeat visitors in the future. The specific objectives are:

- To evaluate the influence of leisure activities on the satisfaction levels of outbound business tourists.
- To examine the effects of business-related activities on the satisfaction of outbound business tourists.
- To explore the relationship between the satisfaction of business tourists and their intention to revisit the destination.

## THEORETICAL BACKGROUND AND HYPOTHESES

Business trips, as distinguished by Ho and McKercher (2014) and Swarbrooke and Horner (2001), are fundamentally distinct from pleasure trips. Business travelers, compared to leisure travelers, have limited destination choices (Bartos, 1982) and less flexibility of time (Chen & Schwartz, 2008). They are also not thinking so much about price when it comes to flights (Harris & Uncles, 2007) and hotels (Hung et al., 2010), but generally expect more travel benefits and give more importance to their time (Yang & Zhang, 2012). While travel for business is primarily associated with work-related experiences such as long and deep meetings (Unger et al., 2019; Gustafson, 2014; Unger et al., 2016), According to Willis et al. (2017), business tourists may not get satisfaction from their tours as usual leisure tourists. Business tourists experience a mix of emotions during their travels, including stress, burnout related to their profession, intent for leisure, and a cosmopolitan identity (Cohen & Gossling, 2015). Gustafson (2014) further identifies that business traveler feel both tense and excited. Millán et al. (2016) classified the business tourism market into four groups based on their feeling, pleasure, and behavioral intention: satisfied negatives, dissatisfied negatives, satisfied positives, and dissatisfied positives.

### Leisure and Business Activities

Business traveler is associated with leisure and business activities during their visits, and these activities can influence their revisiting intentions. Leisure activities include sightseeing, shopping, dining, and attending cultural events, while business activities include attending conferences, meetings, and exhibitions. Business traveler generally enlisted in leisure activities during their visits, instead of limited opportunities (Kulendran & Wilson, 2000). Leisure activities such as before and after conference visits are considered a form of “time off” for business travelers (Campiranon & Arcadia, 2008; Kim et al., 2003; Unger

et al., 2016), and spending leisure time all along business visits has become a catalyst for some professionals to visit (Lichy & McLeay, 2018). As the number of global business events increases and more cities compete to host these events, destination managers must discover innovative ways to increase their competitiveness. This includes creating integral activities that are helpful in the enhancement of the overall business tourism experience (Colombo & Marques, 2019). There appears to be agreement on the significance of the comprehensive tourism experience, including leisure and recreational activities, for business tourism and events (Alanazeh et al., 2019; Falk & Hagsten, 2018). The most popular leisure activities for business tourists were shopping, sightseeing, and dining (Kim & Cha 2002). Attending cultural and sporting events was a popular leisure activity among business tourists attending conferences and exhibitions (Getz & Page 2016). Sigala (2018) found that business tourists attending international exhibitions often participate in cultural or sporting events as part of the social program organized by the event organizers or as optional activities during their free time. Visiting local tourist attractions was a popular leisure activity among business tourists attending conferences and exhibitions in France (Aldebert, Dang & Longhi 2011). Lee, Lockyer and Whitelock (2019) highlighted that business tourists visiting international exhibitions often engage in sightseeing and visiting local tourist attractions as a way to enhance their destination experience and make their trip more memorable. Business tourists in free time are visiting, such as historical landmarks, museums, natural parks, and other points of interest (Xiang & Liang, 2017). Shopping is a popular leisure activity among business tourists during international exhibitions, particularly for those from Asian countries (Chen & Chen, 2018). Attending social events was a popular leisure activity among business tourists attending conferences and exhibitions in the United States (Ottensbacher & Harrington, 2009). Hence based on above mentioned literature hypotheses developed as below:

*H1: Leisure activities have a significant positive impact on outbound business tourist satisfaction.*

Business meetings between international visitors and local associations were crucial in creating new business opportunities (Wang, 2018). Networking was identified as one of the primary reasons why business tourists attend international exhibitions (Laesser et al., 2018). The study revealed that participating in networking events facilitated the exchange of ideas and knowledge, which enabled business tourists to learn about industry trends and innovations. Similarly, networking events provided a platform for professionals to build and strengthen relationships with potential clients, suppliers, and partners (Timothy & Boyd, 2003). Attending industry presentations and workshops enabled business tourists to gain valuable

insights into the latest technological advancements, which helped them to stay competitive in the market (Wang & Zhang, 2016). Visiting competitor booths was crucial in identifying potential threats and opportunities in the market (Tsiotsou & Ratten, 2010). The study also revealed that visiting competitor booths enabled business tourists to learn about industry trends and innovations and evaluate their business's strengths and weaknesses. Hence hypotheses developed based on above mentioned literature is:

*H2: Business activities have a significant positive impact on outbound business tourist satisfaction.*

## Satisfaction and Revisiting Intentions

The concept of revisit intention indicates the intention of a tourist to return to a particular place. Gitelson and Crompton (1984) were among the first researchers to highlight the importance of repeat visitors to destinations, with many destinations relying heavily on them. According to researchers, having tourists satisfaction with revisit intention is crucial for getting success in the highly competitive travel & tourism market (Kim, Hallab et al., 2012; Chand et al., 2016; Kim, Ritchie et al., 2012). The presence of tourist attractions within tourist destinations can encourage tourists to make repeat visits (Sinambela, 2021). Tourists' revisit intentions indicate a person's or tourist's enthusiasm to revisit the same place (Choo et al., 2016). Repeated visitors escalate the positive word-of-mouth and are involved in consumptive activities more extensively and the required cost of marketing is very less compared to first-time visitors (Lehto et al., 2004; Opperman, 2000; Zhang, Fu, Cai, & Lu, 2014). The experience of tourists at theme parks has a significant impact on their loyalty towards the destination (Manthiou et al., 2016). In another study, it was suggested that longer-term memorized experiences have a more significant effect on revisit intentions (Barnes et al., 2016). As per Lee (2009) and Severt et al. (2007) revisiting behavioral intention is a significant indicator of future travel decision behaviour. Oho, Baker and Crompton (2000) have utilized multi-dimensional scales and specific behavioral contexts to assess the intention to revisit and various studies have suggested that it is crucial to consider when evaluating repeated engagement in travel-related pursuits (Lee, 2009; Severt et al., 2007; Williams & Soutar, 2009). The intention of tourists to revisit has been viewed as an extension of their satisfaction, according to Um, Chon and Ro (2006).

Repeated visitors have a greater likelihood of returning to the same place than first-time visitors (Kozak, 2001), which has been confirmed by Sampol (1996). Chon, Zhang and Tse (2010) found that the overall experience of business tourists, including the quality of leisure and business activities, significantly impacted their revisiting intentions. Chi and Qu (2008) found that the overall experience of business tourists, including the quality of leisure and business activities, significantly impacted their revisiting intentions. Tourists tend to revisit a place if they were satisfied with specific attributes during their first visit (Kozak, 2001). Hence hypotheses developed based on above mentioned literature is:

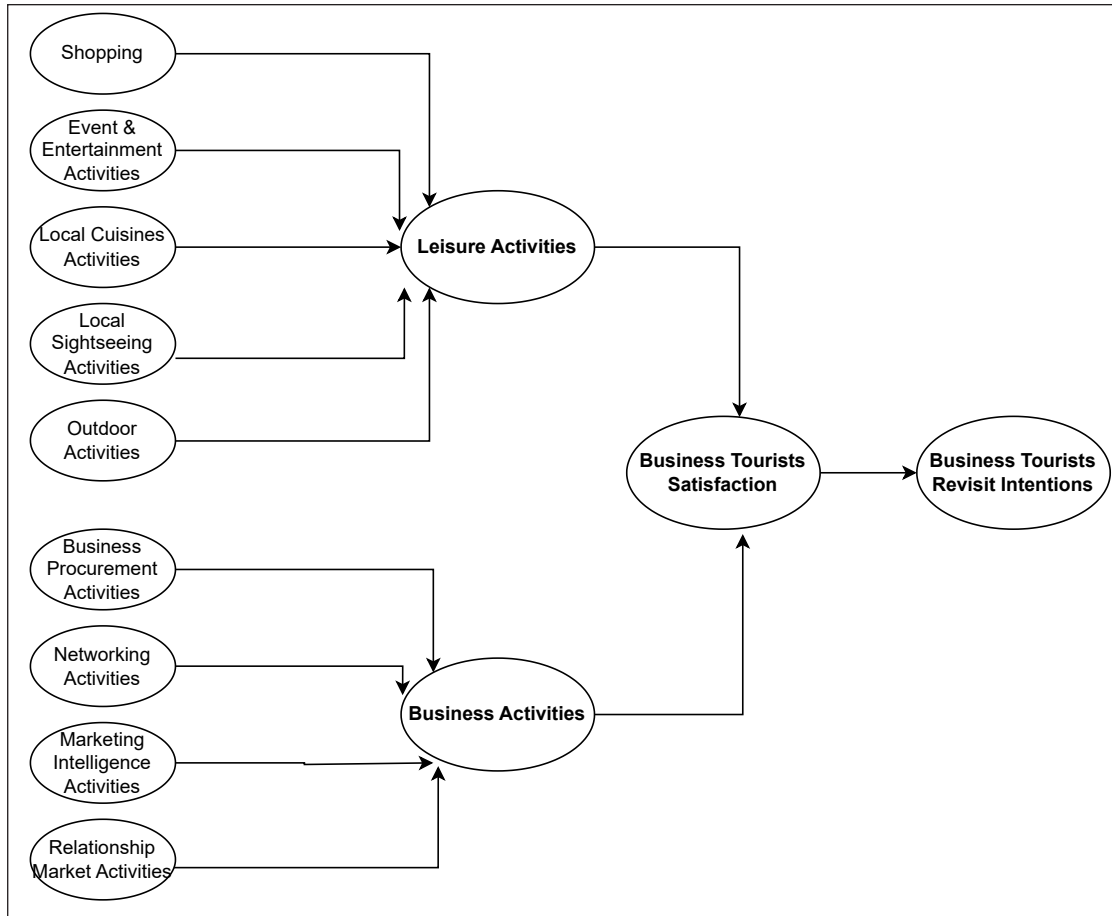
*H3: There is a significant positive association between business tourists' satisfaction and revisit intention.*

## Research Gap

While the impact of business tourism on the economy has been well documented, very fewer studies have been found on the impact of leisure and business activities on the revisit intentions of business tourists. Nowadays the literature existing has mainly focused on the impact of business tourism on the economy. The studies on the impact of leisure activities on revisit intentions have mainly focused on leisure tourists. These studies have shown that leisure activities have a significant impact on revisiting intentions, and the quality of these activities is a crucial factor in determining the likelihood of revisiting. However, there is insufficient research on the impact of leisure and business activities on revisiting the intentions of business tourists.

## Conceptual Framework

Fig. 2 displays the proposed model for the study. We derived the theoretical model and its interrelationships from a wide range of literature sources. The proposed model examines the impact of business and leisure activities on the satisfaction levels of business tourists, and how this relates to their intention to revisit. The model also includes an extended analysis that investigates the influence of both leisure and business activities as antecedent variables, with revisit intention as the resultant output variable for outbound business tourists visiting different countries. There are three hypotheses within the proposed model that require testing.



**Fig. 2: The Conceptual Framework**

## Study Area

The research aimed to investigate Indian outbound business tourists who have visited several countries, including China, Taiwan, the United Arab Emirates, France, Spain, The United Kingdom, Germany, Italy, and the United States for exhibition purposes. These destinations were frequently visited by Indian business tourists. The study was carried out exclusively in the Delhi-NCR region of India, which includes cities such as Delhi, Gurugram, Faridabad, Greater Noida, Sonipat, and Ghaziabad. These cities are renowned industrial hubs in the NCR area, known for their manufacturing of engineering products, textiles and garments, paper and printing, pharmaceuticals and medical equipment, as well as related machinery.

## RESEARCH METHODOLOGY

### Sample Selection and Data Collection

To gather data for the study, two sampling methods were employed: purposive sampling and convenience sampling. The outbound business tourists were requested to provide

feedback on their overall satisfaction and intention to revisit the various exhibitions they attended, as well as the impact of their leisure and business activities during their trip. Firstly, a list of the top twenty exhibitions in various business sectors, such as industrial manufacturing and engineering, textiles and garments, pharmaceuticals and medical, and printing and packaging, was compiled using purposive sampling. The researchers contacted major industrial associations and chambers through various means, including phone calls, emails, and personal visits, to request their assistance in conducting the survey. A questionnaire containing 39 measurement items was created with the help of a 5-point rating scale (extending from strongly disagree to strongly agree) based on previous research and presented to participants through both online and offline survey platforms. Following this, convenience sampling was utilized to distribute the survey to visiting companies with the help of industrial associations and chambers. Survey invitations were sent via email and personal visits, directing respondents to the online and offline versions of the questionnaire. The survey form included information about the study's objectives, how data was collected, potential benefits for participants, and survey ethics, such as maintaining confidentiality and data security. This approach

ensured that the survey was distributed to the intended participants. In September 2022, a pilot test was conducted, and 40 responses were collected later on, the questionnaire was distributed both in person and online from October

2022 until February 2023 to outbound business tourists attending international exhibitions. A total of 400 surveys were distributed, and 323 of them were deemed suitable for analysis, resulting in a response rate of 80.75%.

## RESULT AND DISCUSSION

**Table 1: Demographic Profile of Business Tourists**

Demographic Variable	Categories	Frequency	Percentage
Gender	Male	200	61.92
	Female	123	38.08
Age Group	18-25 years	35	10.84
	26-35 years	155	47.99
	36-45 years	85	26.32
	46-55 years	31	9.6
	56 years and above	17	5.26
Education Level	High school	63	19.5
	Diploma	124	38.39
	Graduation degree	89	27.55
	Post-graduation degree or above	47	14.55
Management Level	Top management	125	38.7
	Middle management	98	30.34
	Lower management	100	30.96
Company Size	Small (1-50 employees)	114	35.29
	Medium (51-250 employees)	98	30.34
	Large (>250 employees)	111	34.37
Company Location	Delhi	164	50.77
	Gurugram	65	20.12
	Faridabad	26	8.05
	Greater Noida	20	6.19
	Sonipat	13	4.02
	Ghaziabad	35	10.84
Exhibition Visits per	01-03	120	37.15
	04-06	116	35.91
	07-09	41	12.69
	10 or more	46	14.24
Industry Category	Manufacturing	128	39.63
	Textiles & Garments	61	18.89
	Pharmaceuticals & Medical Equipment	50	15.48
	Printing & Packaging	36	11.15
	Other	48	14.86

The initial survey yielded 350 responses, which were subjected to data screening to remove cases with excessive missing values or outliers, resulting in 323 valid responses for analysis. After proper consideration of the complexity

of the model, the normality of the data distribution, and the communalities of the indicators, it was concluded that the sample size was suitable. From the table, it can be observed that the most of respondents were male, consisting 62% of

the sample size, while female respondents accounted for 38%. If talking about age group, respondents aged between 26-35 years accounted for the largest proportion of the sample at 48%, followed by those aged between 36-45 years at 26%. The majority of respondents had completed diploma, with 38% falling into this category, while 27% had completed a bachelor's degree. In terms of management level, the most of respondents were in top management (38%) followed by lower management (30%). The sample consisted of respondents from small, medium, and large-sized companies, with 35%, 30%, and 34% respectively. Most respondents were located in Delhi, accounting for 50% of the sample, while Gurugram accounted for 20%. Regarding the number of exhibition visits per year, 37% of respondents reported visiting 1-3 exhibitions per year, while 35% reported visiting 4-6 exhibitions. The majority of respondents belonged to the manufacturing industry (39%), followed by textiles & garments (18%), and pharmaceuticals & medical equipment (15%).

## Principal Component Analysis

The process of Principal Component Analysis involved dividing the survey data into two subsets, with the first subset comprising 40 cases used for Exploratory Factor Analysis (EFA) as the testing group, and the second subset comprising 323 cases designated as the training group for Confirmatory

Factor Analysis (CFA). This allowed researchers to compare the resulting factor matrices and assess the consistency of the solution across the entire sample, as Hair et al. (2010) stated.

## Measurement Model Test Study

The study utilized both exploratory and confirmatory factor analysis to analyze the research data. Firstly, EFA was conducted to investigate the factor structure of all 39 items, and Varimax rotation was utilized to identify which factor the items were loaded on. The outcomes were consistent with the pilot study, and the factor loadings and complete versions of all items used in both studies are provided in Table 2. Then, confirmatory factor analysis was used to evaluate the model fit for the measurement model. After eliminating some data, the results showed strong evidence of construct validity and reliability for the business and leisure activities, business tourists' satisfaction, and revisit intention scales. All factor loadings were significant ( $p < 0.001$ ), and the measurement items aligned with their expected factors, indicating reliable measurements of the intended constructs. The composite reliability (CR) indicated good internal consistency, and the AVE values exceeding 0.5 demonstrated convergent validity. The model fit statistics met the criteria of the model fit indices, as recommended by Hair et al. (2010). The findings of the CFA are summarized in Table 2.

**Table 2: Exploratory Factor Analysis and Confirmatory Factor Analysis Results**

Factor/Items	EFA				CFA			
	Testing Group (n=323)				Testing Group (n=323)			
	Factor Loading	KMO	Eigen -Value	Variance Explained	Std Loading	t-Value	CR	AVE
<b>Shopping</b>		<b>0.871</b>	<b>2.978</b>	<b>29.78%</b>	<b>0.820</b>	<b>13.85</b>	<b>0.910</b>	<b>0.60</b>
Merchandise quality	0.817				0.890			
Merchandise affordable pricing	0.842				0.770			
Shop varieties	0.789				0.820			
Service friendliness	0.746				0.690			
<b>Event &amp; Entertainment Activities</b>		<b>0.811</b>	<b>1.24</b>	<b>12.45%</b>	<b>0.780</b>	<b>12.94</b>	<b>0.860</b>	<b>0.54</b>
Events/festivals varieties	0.824				0.820			
Spa/massage/healing varieties	0.861				0.870			
Evening nightlife varieties	0.792				0.770			
Outdoor recreation varieties	0.768				0.690			
<b>Local Food/Cuisine Activities</b>		<b>0.847</b>	<b>1.876</b>	<b>18.76%</b>	<b>0.830</b>	<b>14.05</b>	<b>0.920</b>	<b>0.62</b>
Food quality	0.849				0.860			
Local cuisine varieties	0.811				0.910			
Restaurants' services	0.732				0.780			
Food Convenience	0.808				0.720			
<b>Local Sightseeing Activities</b>		<b>0.812</b>	<b>1.720</b>	<b>17.20%</b>	<b>0.670</b>	<b>10.98</b>	<b>0.800</b>	<b>0.41</b>
Unique Heritage and History	0.813				0.92			

Factor/Items	EFA				CFA			
	Testing Group (n=323)				Testing Group (n=323)			
	Factor Loading	KMO	Eigen -Value	Variance Explained	Std Loading	t-Value	CR	AVE
Antique construction and old-fashioned building	0.779				0.89			
<b>Outdoor Activities</b>		<b>0.819</b>	<b>1.533</b>	<b>15.33%</b>	<b>0.790</b>	<b>13.10</b>	<b>0.880</b>	<b>0.56</b>
Boating, Fishing, and other water sports/ activities	0.863				0.840			
Hiking/Picnicking/Camping/Hunting and other activities	0.821				0.910			
<b>Business Procurement Activities</b>		<b>0.789</b>	<b>2.302</b>	<b>46.03%</b>	<b>0.747</b>	<b>14.32</b>	<b>0.870</b>	<b>0.620</b>
Gaining information about new products	0.707				0.850			
Market research	0.789				0.780			
Successfully buying products	0.751				0.910			
Developing new market segments	0.757				0.730			
Establishing new business contracts	0.735				0.880			
<b>Networking Activities</b>		<b>0.836</b>	<b>1.453</b>	<b>36.32%</b>	<b>0.745</b>	<b>13.10</b>	<b>0.860</b>	<b>0.632</b>
Attended business meetings with local associations and chambers	0.701				0.770			
Attended industry presentations or workshops	0.724				0.840			
Joined business dinners or events	0.753				0.920			
Attended one-on-one meetings with partners	0.796				0.710			
Factory Visits	0.707				0.660			
<b>Marketing Intelligence Activities</b>		<b>0.765</b>	<b>2.208</b>	<b>55.19%</b>	<b>0.829</b>	<b>16.12</b>	<b>0.903</b>	<b>0.701</b>
Understanding market trends	0.793				0.800			
Getting information about the suppliers	0.793				0.890			
Getting information about the competitors	0.794				0.760			
Getting information about new products or services	0.749				0.930			
<b>Relationship Market Activities</b>		<b>0.809</b>	<b>1.612</b>	<b>40.31%</b>	<b>0.776</b>	<b>12.23</b>	<b>0.876</b>	<b>0.645</b>
Retaining existing suppliers	0.728				0.840			
Increasing supplier's reliability in the company	0.774				0.790			
Increasing suppliers 'understanding of the company	0.810				0.880			
<b>Business Tourists Satisfaction</b>		<b>0.880</b>	<b>2.78</b>	<b>46.3%</b>		<b>12.40</b>	<b>0.890</b>	<b>0.68</b>
Overall satisfied to visit here	0.820				0.800			
Visited here is more satisfactory than expected	0.870				0.740			
More satisfied to participate in the exhibition as compared to ideal	0.760				0.860			
<b>Revisit Intention</b>		<b>0.880</b>	<b>2.05</b>	<b>33.8%</b>		<b>14.10</b>	<b>0.920</b>	<b>0.74</b>
Would come to this place again	0.860				0.850			
Always consider this place first destination choice	0.820				0.810			
Strong intention to visit this place again	0.890				0.890			

The results of the EFA and CFA suggest that the nine factors identified in the study are valid and reliable measures of business tourists’ satisfaction and revisit intentions. The KMO scores for all factors were above 0.6, indicating adequate sampling adequacy. The Eigen values for all factors were above 1.0, implying that the factors explain a significant portion of the variance in the data. The factors’ average variance extracted (AVE) scores ranged from 0.41 to 0.74, indicating that they explain between 41% and 74% of the variance in the items.

The study found that the most critical factor influencing business tourists’ satisfaction and revisit intentions was shopping, with a standardized loading of 0.871 in EFA and a standardized loading of 0.820 in CFA. The second most critical factor was Local Food/Cuisine Activities, with a standardized loading of 0.847 in EFA and a standardized loading of 0.830 in CFA. Other essential factors affecting business tourists’ satisfaction and revisit intentions were Event and Entertainment Activities, Outdoor Activities, Business Procurement Activities, Marketing Intelligence

Activities, and Relationship Market Activities. Previous research has also shown the impact of customer satisfaction on word-of-mouth opinion and repeated purchases (Abd-Elaziz, Aziz, Khalifa, & Abdel-Aleem, 2015) as well as repeated sales and customer loyalty (Trung & Khalifa, 2019; Myo, Khalifa & Aye, 2019) in the tourism sector.

### Measurement Model Assessment

In this research study, Smart PLS was employed to carry out structural equation modeling. The measurement model’s construct reliability and validity (both convergent and discriminant) were evaluated. As per the results shown in Table 3, the construct reliability is fulfilled, The values shown in the columns of Cronbach’s alpha and Composite reliability (CR) were above 0.7 (Kannana & Tan, 2005). Furthermore, the indicator reliability was attained since the factor loading values exceeded the recommended threshold (0.5) Hair, Hult, Ringle and Sarstedt (2017).

**Table 3: Constructs Reliability and Validity**

Variables	Mean	ST. D	Cronbach Alfa	Composite Reliability	Average Variance Extracted
Leisure Activities	4.65	1.23	0.87	0.89	0.64
Business Activities	3.78	0.98	0.79	0.82	0.56
Business Tourists Satisfaction	4.32	1.10	0.92	0.91	0.72
Revisit Intention	3.94	0.88	0.88	0.87	0.58

The “Mean” column indicates the average score of each variable, with higher values indicating higher levels of the construct being measured. For example, the mean score for Leisure Activities is 4.65, suggesting that the respondents in the sample engage in leisure activities relatively frequently. The “ST.D” column indicates the standard deviation of each variable, which is a measure of the variability of responses around the mean. For example, the standard deviation for Business Activities is 0.98, suggesting that there is relatively little variation in the frequency of business-related activities among the respondents. The “Cronbach’s Alpha” column indicates the internal consistency reliability of each variable, with higher values indicating greater reliability. For example, Leisure Activities have a Cronbach’s alpha of 0.87, indicating high reliability. The “Composite Reliability”

column provides an alternative measure of reliability that accounts for measurement errors. Values close to or higher than 0.70 are generally considered good. For example, the composite reliability for Business Tourists Satisfaction is 0.91, indicating good reliability. The “AVE” column provides a measure of convergent validity, which indicates the degree to which the items in the scale measure the same construct. Values above 0.50 are generally considered acceptable. For example, the AVE for Business Tourists Satisfaction is 0.72, suggesting that the items in the scale are measuring the same construct.

According to Fornell-Larcker criterion values in Table 4, the bolded AVEs are higher than the correlations among variables (Fornell & Larcker, 1981).

**Table 4: Discriminant Validity**

Variables	Leisure Activities	Business Activities	Business Tourists Satisfaction	Revisit Intention
Leisure Activities	0.80			
Business Activities	0.60	<b>0.75</b>		
Business Tourists Satisfaction	0.55	0.58	<b>0.85</b>	
Revisit Intention	0.50	0.53	0.57	<b>0.76</b>

The table shows that the square roots of the Average Variance Extracted (AVE) for each construct (diagonal values) are greater than the correlations between constructs (off-diagonal values), indicating strong discriminant validity. For example, the square root of the AVE for “Leisure Activities” is 0.80, which exceeds its correlations with “Business Activities” (0.60), “Business Tourists Satisfaction” (0.55), and “Revisit Intention” (0.50). This pattern is consistent across all constructs, demonstrating that each construct is more closely related to its own indicators than to those of other constructs, thereby confirming the distinctiveness and reliability of the measurement model.

**Table 5: Structural Path Analysis Result**

Hypotheses	Relationship	Std Beta	Std Error	T-Value	P-Value	Decision	R <sup>2</sup>	f <sup>2</sup>	Q <sup>2</sup>
H1	LA->BTS	0.32	0.06	5.47	<0.001	Supported	0.10	0.12	0.06
H2	BA-> BTS	0.27	0.06	4.24	<0.001	Supported	0.07	0.08	0.04
H3	BTS ->RI	0.68	0.05	14.03	<0.001	Supported	0.46	0.54	0.33

Key: LA: Leisure Activities, BA: Business Activities, BTS: Business Tourist Satisfaction, RI: Revisit Intention

Overall, the table shows that all hypotheses are supported, indicating that there are significant relationships between the variables. Specifically, leisure activities and business activities are positively related to business tourist satisfaction (H1 and H2). Which is strongly positively related to revisiting intention (H3). As per the results presented in Table 5, the study model has attained a satisfactory level of explanatory capability in line with the recommendation of Cohen (1988) and Chin (1998), indicating a substantial model. Additionally, all the relationships in the model were found to have medium effect sizes, as indicated by the  $f^2$  values. Furthermore, all the  $Q^2$  values were greater than zero, indicating that the proposed model has adequate predictive relevance. This is in line with previous research by Fornell and Cha (1994) and Hair et al. (2017) on partial least squares structural equation modeling.

## CONCLUSION

This study provides a comprehensive analysis of the factors influencing business tourists’ satisfaction and their intention to revisit, revealing important demographic and behavioral insights. The demographic profile indicates that a majority of business tourists are male (62%), predominantly aged between 26-35 years (48%), suggesting that this age group is particularly active in the business tourism sector. The educational background of respondents shows a significant proportion holding diplomas (38%), followed by those with a graduation degree (28%), indicating that well-educated professionals, especially those with technical or specialized skills, are key participants in business tourism activities. Furthermore, the analysis highlights that a large portion of the respondents occupy top management positions (38%),

## Testing the Study Hypotheses

In this table, the hypotheses are listed in the first column, followed by the relationship between the variables, the standardized beta coefficient (Std Beta), the standard error (Std Error), the t-value, the p-value, and the decision (whether the hypothesis is supported or not). The R<sup>2</sup>,  $f^2$ , and Q<sup>2</sup> values are also provided as measures of goodness of fit, effect size, and predictive power of the model, respectively.

underscoring the importance of targeting senior-level professionals in business tourism marketing strategies (Hair et al., 2010).

In terms of company size, respondents were fairly evenly distributed across small (35%), medium (30%), and large (34%) companies, suggesting that business tourism appeals to organizations of all sizes. The geographic distribution of respondents indicates that Delhi is a major hub for business tourism, with 51% of respondents based there, followed by Gurugram (20%), highlighting the importance of Delhi and its surrounding areas as key markets for business tourism services.

The study employed Principal Component Analysis (PCA) and Confirmatory Factor Analysis (CFA) to validate the measurement model, confirming the reliability and validity of the nine factors identified as critical to business tourists’ satisfaction and revisit intentions. Shopping emerged as the most significant factor, with strong factor loadings in both EFA and CFA, suggesting that shopping experiences are highly valued by business tourists. Other important factors included local food and cuisine activities, event and entertainment activities, and outdoor activities, which are consistent with existing literature highlighting the impact of positive experiences on customer satisfaction and subsequent behaviors, such as word-of-mouth promotion and repeat visitation (Abd-Elaziz, Aziz, Khalifa & Abdel-Aleem, 2015; Trung & Khalifa, 2019).

The structural model analysis revealed that leisure activities and business activities have a significant positive effect on business tourists’ satisfaction, which in turn strongly influences their intention to revisit. The model’s strong R<sup>2</sup> values indicate that the identified factors explain a substantial

portion of the variance in business tourists' satisfaction and revisit intentions, making it a robust framework for understanding business tourist behavior. Moreover, the model's predictive relevance, as indicated by  $Q^2$  values greater than zero, suggests that the factors identified in this study are useful predictors of future behavior in the business tourism context (Cohen, 1988; Chin, 1998).

## PRACTICAL IMPLICATIONS

The findings of this study have several practical implications for stakeholders in the business tourism industry. Firstly, the significant impact of shopping and local food experiences on business tourists' satisfaction suggests that destination managers and event organizers should focus on enhancing these aspects of the business tourism experience. This could involve partnering with local retailers and restaurants to offer exclusive deals or curated experiences for business tourists. Moreover, given the high proportion of senior management among the respondents, marketing efforts should be tailored to appeal to this demographic, emphasizing the convenience, luxury, and exclusivity of the offerings.

The study also highlights the importance of targeting business tourists from small and medium-sized enterprises, who represent a significant portion of the market. Tailored marketing strategies that address the specific needs and preferences of these companies could yield substantial returns. For instance, providing flexible event packages or networking opportunities that cater specifically to SMEs could enhance their satisfaction and increase the likelihood of repeat visits.

The geographic concentration of business tourists in Delhi and its surrounding areas suggests that these locations should be prioritized in marketing and service development efforts. Enhancing the infrastructure, accessibility, and business-friendly amenities in these regions could further solidify their position as leading business tourism destinations.

## Implications for Future Research

While this study provides valuable insights into the factors influencing business tourists' satisfaction and revisit intentions, there are several areas where future research could build on these findings. For example, as the business tourism market evolves, it will be important to explore the changing preferences of younger business tourists, particularly those in the emerging millennial and Gen Z demographics. Understanding how these groups differ from older cohorts in terms of their expectations and behaviors could help destination managers and event organizers adapt their offerings to meet the needs of the next generation of business tourists.

Additionally, the impact of digital and virtual business tourism experiences warrants further investigation, especially in the wake of the COVID-19 pandemic, which has accelerated the adoption of remote and hybrid event formats. Future research could explore how these new formats influence business tourists' satisfaction and whether they have the same ability to drive repeat visitation as traditional in-person events.

Finally, longitudinal studies could provide deeper insights into how business tourists' satisfaction and revisit intentions evolve over time. By tracking the same individuals across multiple visits, researchers could identify patterns and trends that are not apparent in cross-sectional studies. This would provide a more nuanced understanding of the factors that contribute to long-term loyalty in the business tourism sector.

## REFERENCES

- Abd-Elaziz, M. E., Aziz, W. M., Khalifa, G. S., & Abdel-Aleem, M. (2015). Determinants of word-of-mouth in tourism: The case of Egyptian resort hotels. *Journal of Hospitality Marketing & Management*, 24(6), 1-25.
- Ahn, Y., Kim, I., & Lee, T. (2016). Exploring visitor brand citizenship behavior: The case of the 'MICE city Busan', South Korea. *Journal of Destination Marketing & Management*, 5, 249-259.
- Alanazeh, O. M., Al-Jarrah, I. M., & Hamdan, R. M. (2019). The impact of service quality on customer satisfaction in the tourism sector. *Journal of Tourism and Cultural Change*, 17(4), 475-491.
- Alanazeh et al. (2019). Factors influencing MICE tourism stakeholders' decision making: The case of Aqaba in Jordan. *Journal of Convention & Event Tourism*, 20(1), 24-43.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Barnes, S. J., Hair, N., & Rintoul, M. D. (2016). Assessing the longer-term impact of experience quality on tourist loyalty. *Journal of Travel Research*, 55(1), 78-89.
- Bartos, R. E. (1982). *Meeting industry terms: A lexicon for meeting professionals*. Pflaum Pub.
- Bradley, A., Hall, C. M., & Harrison, D. (2002). Business tourism: Meeting the needs of business travelers. *Tourism Management*, 23(3), 321-329.
- Bradley, M., Melewar, T. C., & Vida, I. (2002). Destination image: Towards a conceptual framework. *Journal of Vacation Marketing*, 8(1), 18-32.
- Campiranon, K., & Arcodia, C. (2008). Business events and corporate social responsibility: An exploration of

- key stakeholders' attitudes. *Journal of Hospitality and Tourism Management*, 15(1), 1-15.
- Chand, M., Kumar, A., & Kaule, H. (2016). Association between tourist satisfaction dimensions and nationality: An empirical investigation. *International Journal of Hospitality and Tourism Systems*, 9(2), 74-82.
- Chen, C. C., & Schwartz, Z. (2008). The psychological and behavioral consequences of travel experiences: An examination of the motivation-experiences-satisfaction relationship. *Journal of Hospitality & Tourism Research*, 32(2), 177-194.
- Chen, C. C., & Chen, C. C. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern Methods for Business Research* (pp. 295-336). Lawrence Erlbaum Associates.
- Chon, K., Zhang, H. Q., & Tse, E. (2010). Relationship between tourism and quality of life: Evidence from Hong Kong. *Tourism Management*, 31(5), 57-71.
- Choo, H., Petrick, J. F., & O'Leary, J. T. (2016). Understanding tourists' revisit intentions to the United States using a modified expectation-confirmation model. *Journal of Travel Research*, 55(5), 643-656.
- Colombo, A., & Marques, L. D. (2019). Motivation and experience in symbiotic events: An illustrative example grounded in culture and business events. *Journal of Policy Research in Tourism, Leisure and Events*, 1-17.
- Davidson, R., & Cope, B. (2003). *Business travel: Conferences, incentives, exhibitions, corporate hospitality, and corporate travel*. Pearson Education.
- Dayananda, K. (2014). Tourism and employment: Opportunities and challenges in Karnataka - Special reference to Kodagu district. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 19(11).
- Duffy, L., & McEuen, M. (2010). *Convention sales and services: A guide to developing and selling successful events*. John Wiley & Sons.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2000). *Consumer behavior* (9<sup>th</sup> ed.). Harcourt College Publishers.
- Falk, M., & Hagsten, E. (2018). It was work, but it was fun: The significance of leisure time for business travellers. *Journal of Tourism and Cultural Change*, 16(4), 353-366.
- Fornell, C., & Cha, J. (1994). Partial least squares. In R. P. Bagozzi (Ed.), *Advanced Methods of Marketing Research* (pp. 52-78). Blackwell.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Gitelson, R. J., & Crompton, J. L. (1984). The planning horizons and sources of information used by pleasure vacationers. *Journal of Travel Research*, 22(2), 2-7.
- Global Business Travel Association. (2019). The global economic significance of business travel. Retrieved from <https://www.gbta.org/wp-content/uploads/2019/11/Global-Economic-Significance-of-Business-Travel-2019-White-Paper-110519.pdf>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7<sup>th</sup> ed.). Pearson.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2<sup>nd</sup> ed.). Sage.
- Hankinson, G. (2005). Destination brand images: A business tourism perspective. *Journal of Services Marketing*, 19(1), 24-32.
- Hung, K. P., Chen, I. C., & Huang, H. C. (2010). Service quality perception gaps in the US airline industry. *Journal of Air Transport Management*, 16(5), 246-249.
- Kannan, P. K., & Tan, J. (2005). Effect of item homogeneity on reliability estimates of Likert-type scales. *Journal of Applied Psychology*, 90(3), 518-525.
- Kerr, G., Yao, R., & Musa, G. (2012). International business travel: Impact on families and travellers. *International Journal of Tourism Research*, 14(6), 682-694.
- Kim, H. Y., Hallab, Z., Kim, W. G., & Kim, D. (2012). Revisiting the structural relationships of destination image, tourist satisfaction, and destination loyalty: A case of Hong Kong. *Journal of Travel & Tourism Marketing*, 29(1), 78-89.
- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25.
- Kim, S. S., Lee, H. G., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean national parks. *Journal of Travel Research*, 42(4), 332-340.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807.
- Kulendran, N., & Wilson, J. (2000). *Business travel and tourism: Destination, markets, and strategies* (vol. 7). Routledge.
- Lehto, X. Y., Wang, D., & Phelps, C. (2004). The importance of travelers' prior visitation and quality experience on their trip decisions. *Journal of Travel Research*, 43(2), 135-143.
- Lichy, J., & McLeay, F. (2018). Taking a break - A conceptual framework of leisure travel motivations for business travelers. *Journal of Business Research*, 87, 1-9.

- Lichy, J., & McLeay, F. (2018). The role of emotions in business travel: Insights from service-dominant logic. *Journal of Business Research*, 88, 411-419.
- Manthiou, A., Kang, J., & Lee, S. (2016). The influence of experience quality on satisfaction, image and loyalty: An empirical study in the water park industry. *Journal of Travel & Tourism Marketing*, 33(1), 21-35.
- Marques, J. (2020). *Relevance of leisure for business tourism: A Portuguese case study*.
- Martínez-García, J.A., Raya-Vilchez, J. M., Amores-Salvadó, J., & Díaz-Armas, R. (2012). Analyzing the determinants of air travelers' choices: Low-cost versus full-service airlines. *Journal of Air Transport Management*.