



Investigating the influencing factors of Tourist Behavior towards Creative Tourism and its Relationship with Revisit Intention

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Abstract

The main aim of the current study was to investigate the influencing factors of tourist behaviour towards creative tourism and to find out their relationship with tourist revisiting intention. The present study was exploratory-cum-descriptive in nature. A self-administered questionnaire which was based on five-point Likert scale was used, and the purposive sampling method was used to collect the desired data. The total number of respondents chosen were 388. The collected data was analysed by using the SPSS 25.0. It was found all the variables motivation, experience and perceived value were significant with revisiting Intention. The study further puts forth the suggestions that Kashmir valley being rich in terms of culture, has huge potential to be promoted as a creative tourism destination. So, it is recommended to tourism stakeholders to focus on the promotion of Kashmir, India as the creative tourism destination at the national and international levels.

Keywords: Cultural tourism, creative tourism, tourist behavior, revisiting intention.

Introduction

Tourism is one of the fastest emerging industries across the world. There are various forms of tourism, which are prevailing across the globe. One of the main form is cultural tourism. Urry (1990) indicated, tourism is culture, or in simpler words, it can be said that culture is the main component of the travel and tourism industry. According to Landry (2008) culture is "*local and indigenous traditions of public life, festivals, rituals, or stories, as well as hobbies and enthusiasms*". This uniqueness in the culture differentiates one destination from other and act as an indispensable element for tourist's attraction. Thus Culture remains a focal strategy for tourism development across the globe (McCann, 2002), and is thus considered as major economic contributor for countries worldwide.



However, the concept of service-based economy is being replaced by experience based economy which is labelled as the “**Experience Economy**” and the “**Creative Economy**” i.e. “the ability to create social experiences and networking by memorable events” (Manhas & Ramjit 2014). So, development of cultural tourism alone can't promise success to tourism destination unless it has an experiential offering for tourists. Darmer and Sundbo (2008) stated “The experience can both consist of a product and be a supplement to the product”. According to Pine and Gilmore (1998), “business's ability to build a memorable experience around its products and services will determine its future triumph”.

The emergence of the experience economy, calls upon new tools for development in the present tourism scenario. One of these tools is creative tourism. It is considered a new and future cultural tourism. Moreover, is considered a tool for economic as well as social development for a tourism destination. Richard and Raymond (2000) have defined “*the new direction for cultural tourism as creative tourism*”. They also defined creative tourism is that “*Tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken*”. Further, Richard (2003) elucidated that “the consumption involved in creative tourism is active rather than passive” and the “reason of creative tourism is developing the potential of the individual and personal experience”. Experience is the primary form of consumption in creative tourism while as product & processes which were the prime for conventional cultural tourism.

Raymond (2008) mentioned, “creative tourism not only helps to develop bonds between the host and the guest but also encourages tourists' *self-actualisation* as described by Maslow (1943)”. The conference planning committee at Santa Fe states “Creative Tourism is tourism directed towards an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place”. Creative tourism has shown increasing popularity in the tourism market nowadays because of its high economic potential and more experiential form of tourism. So, this popularity in creative tourism makes it essential for tourism stakeholders to understand the perception of tourists towards creative tourism. They need to understand the factors influencing creative tourist's behaviors and focus on revisiting intentions of creative tourists towards the destination.

Keeping in view the importance of Tourist behavior, which will have a direct influence on a tourist's revisiting intention towards creative tourism destinations, is the main impetus towards the present study. However, with constant changing nature of consumers behavior pertaining to needs and desire make it a very complex task for tourism managers to understand the true behavior of creative tourists. From time to time different theories have been put forth by different authors for understanding the behavior of humans. The theory of “planned behavior is one of the most influential and popular conceptual frameworks to study people's intentions to do a specific behavior” (Ajzen, 2002). According to the theory of planned behavior, three conceptually independent predictors determine an individual's intention i.e., attitudes, subjective norms, and perceived behavioral control toward a specific behavior. After that Chang (2013) stated not only the constraints of the theory of planned behavior, have the influence on tourists revisiting intention, but Motivation, Experience and perceived value also have a positive influence. Also, Caldito, Dimanche and Ilkevich (2015) in their study of tourist behavior and trends has said that there are three stages on tourist behavior; Pre- Consumption, Consumption and post-Consumption. In the present study variables taken to determine the tourist's behavior at



three stages as pre-consumption, consumption and post-consumption were Motivation, Experience and Perceived Value respectively.

Also, the literature and studies of creative tourists' behaviour were confined to certain areas, and data were collected from a particular set of target tourists. So, to overcome the void gap, the present study took into consideration the diverse type of tourist attractions. The main purpose of the present study was to investigate the tourist behavior factors towards creative tourism and its relationship with revisiting intention with reference to the State of Jammu and Kashmir, India. As such, there is little literature available on creative tourism in Jammu and Kashmir; this study will be one of a kind to explore the phenomenon of creative tourism in the state. Therefore, the main impetus was to identify the various influencing factors of tourist behavior towards creative tourism in Jammu and Kashmir and its relationship between influencing factors of tourist behavior and their revisit intention.

Review of Literature

Cultural & Creative Tourism

Every country has its own set of values and traditions that form its culture, and it varies from a country to country. In fact, it varies from region to region in the same country and acts as the motivating factors for tourist to travel to a particular destination. Landry (2008) defined "Culture is local and indigenous traditions of public life, festivals, rituals, or stories, as well as hobbies and enthusiasms". Generally, when we speak about cultural tourism, the pictures we have are visiting old monuments, museums and galleries. Richards (2008) "has suggested, in the past, cultural tourism was dominated by high culture, including the museums, art galleries, and monuments that comprise the must-see sites for many destinations". However, due to the concern of sustainability concept and changing trend in the world economy, cultural tourism is looking for its new forms. Moreover, creative tourism could be one of the forms that enhance the tourist's experience. Creative tourism can be the tool for sustaining the culture of a particular place for future generations, and that's why it is considered "the future of Cultural Tourism".

Ohridska-Olson and Ivanov (2010) said, "Creative tourism is a form of cultural tourism". Richard and Raymond in the year 2000, have defined "the new direction for cultural tourism as creative tourism". Richard (2003) has defined creative tourism as that "Tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken". Korez (2013) pointed "By developing a model of sustainable creative tourism, we can achieve a suitable balance between the economic, social and environmental aspects via creative tourism development". The conference planning committee of UNESCO in 2006 states "Creative Tourism is tourism directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place".

Landry (2008) stated "The experience of creative tourism is lived of being there, rather than borrowing its landscape, sights, and delights, and keeping them to oneself and also pointed out that what creative tourists seek is an engaged, unpackaged, authentic experience that promotes an active understanding of the specific cultural features of a place". Richards (2003) elucidated "The consumption involved in creative tourism is active rather than passive and that the purpose of creative tourism is developing the potential of



the individual and personal experience”. Creative tourism helps to encourage social and cultural development and the rise of the local economy.

Tourist Behaviour

Solomon (1996) defines Consumer behavior “involves decisions, ideas, activities or experiences that satisfy needs and wants of the customer”. Consumer Behaviour is concerned with all those activities, which are directly involved in obtaining, consuming and disposing of services and products, including decision processes that precede & follow these actions (Engel, Blackwell & Miniard, 1995). Tourism service providers and destination marketers are confronted each day to an array of consumer behavior issues. Understanding consumer behavior, and more explicitly tourist behavior, helps organizations to design their products as well as their services and improve their strategies that will satisfy their clients. Tourist Managers and marketers should spend time evaluating how competitors react and adapt to consumer behavior changes. It is not a natural phenomenon to study the behavior of the tourists, as the tourist behavior includes the number of variables. There have been various studies regarding the tourist behavior, and different authors (Caldito, Dimanche & Ilkevich, 2015; Crompton, Rothfield & Wahab, 1976; Azjen & Driver, 1992) have cited different factors, which determine the tourist behavior. From the literature review, different authors have given different model, which predict the tourist behavior.

Explicative Models for Tourist Behaviour

Crompton, Rothfield and Wahab (1976) made the first attempt towards a model for tourist behavior, they described tourists as the rational decision makers which always seek to maximize their utility when purchasing tourism products/service. Schomoll (1977) drew attention to the fact that although the tourist's make rational decisions, they might have inadequate knowledge of the destination. It is, therefore, significant to create awareness of the brand in the minds of tourist, because even if a destination might be very appealing, tourists may not choose it because of lack of information and trust about it. Mayo and Jarvis (1981) explained tourist's choices as the outcome of their travel goals and opportunities. They supported earlier authors understanding of travel decision-making process as one through which multiple variables affect tourist, with particular attention towards the influential role of family and peer groups.

Mathieson and Wall (1982) described tourist's purchase decision making as a chronological process, which starts when the tourists feel desire or need for the travel and is followed by an information hunt, evaluation of that information and lastly the travel decision. Their chief contribution was to note that consumption process continues following the purchase, when tourist's prepare trip, and when they experience tourism product or services until they came back home and evaluate the experience they have during the whole trip. The travel process of tourists can be depicted from below fig.1, which begins with the decision of tourists to decide trip till the time they came back home. During the whole trip, tourist experience came across three stages as:

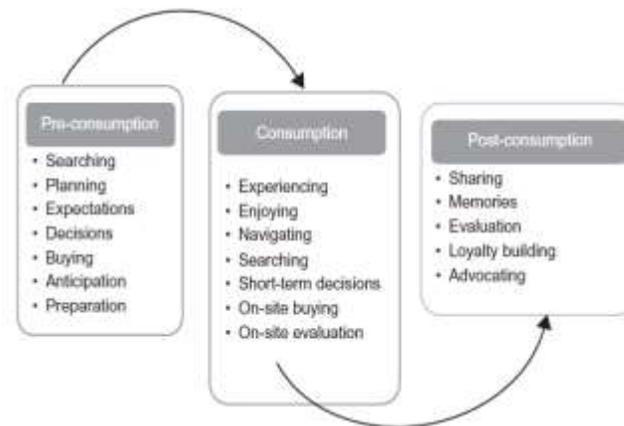


Figure 1. Three stages of tourist behavior.

Source: Lidia, A., Frederic, D., & Ilkevich (2015), Tourist Behaviour and Trends

There were further studies which have contributed to the tourist behavior model (Van-Raaij & Francken, 1984; Moutinho, 1987; Woodside & Lysonski, 1989; Um & Crompton, 1990). Azjen & Driver (1992) evaluated internal factors (attitudes, motivations, intentions, involvement) that might affect tourist choices. As Independent, travelers are a growing market for tourism managers. Hyde and Lawson (2003) suggested in their study that independent traveler's motivations are reflected in their decision-making process at the destinations. From the above literature, there are various factors, which influence the tourist behavior. As depicted in *Figure 1* there are three stages of tourist behavior, i.e. pre-consumption, during-consumption and post-consumption of tourism product and services. It is nearly impossible to study all the factors, which predict the tourist behavior. In the current study three factors motivations, experience and perceived value will be studied which will depict the behavior of tourists at three stages pre, during and post-consumption.

Motivation

Speaking generally, the engagement of people in some behavior varies from individual to individual due to a number of reasons. As the needs of individuals differ from one to other and is satisfied when an individual engages itself with some behavior. So, tourism managers need to identify the needs and wants of tourist so that products and services will be designed that will satisfy the tourist's needs. Crompton (1979) stated, "motivation is one of many variables which may contribute to explaining tourist behavior". There are various studies present in the literature that explore the motivations of individuals as factors for engaging in a variety of behaviors. Huang and Hsu, (2009) pointed out "that travel motivation is the predictor of the visit intention". In 1985, Deci and Ryan's "self-determination theory" is an influential theory to study human behavior." The theory focuses on quality of individual's motivation and the influence of an environmental factors towards motivations (Deci & Ryan, 1985) and provides a motivational framework that can be applied directly to elucidate the behavior change through the clear set of psychosocial mediators (Deci & Ryan, 1985; Ryan & Deci, 2000)". Motivation is considered as multidimensional in self-determination theory. Generally, there are three types of motivation, i.e. intrinsic, extrinsic, and motivation that controls the behavior. Studies by (Grolnick & Ryan, 1989; Deci, et al., 1991; Colman & Iso-Ahola, 1993; Bourque, et al., 1993; Chatzisarantis, Soos & Biddle, 1999; Gillison, Standage & Skevington, 2006) "found



and suggested that self-determination theory can be a useful approach that provides a framework for understanding the motivation of people's who participate in tourism activities”.

Tourist Experience

Oh et al (2007) “pointed out, tourist experience has played a key construct in tourism and travel research”. Previously the notion of tourist motivation has fascinated the attention researchers as (Crompton, 1979; Urry, 1990; Pearce & Butler, 1993; Ryan & Deci, 2000) etc. and has the most vital topics in leisure & tourism literature for past half a century. While tourist experience had gained significant importance nowadays as far as tourism is considered. Tourist experience mainly gained its momentum after the introduction of the experience economy. “Experience mainly lies in a set of complex interactions between the subjective responses of the customer and objective features of the product” (Addis & Holbrook, 2001). Pine and Gilmore (1998) offered a framework for identifying the four realms of experience for researchers, academicians and business managers to understand and explore the customer’s experience during consumption. According to Pine and Gilmore (1999), “the four realms of experience are classified into esthetics, education, entertainment and escapism by the level of guest participation and the kind of connection or environmental relationship”.

Perceived Value

According to the Marketing Science Institute (2001) the significance of perceived value concept has grabbed attention in the field of marketing research and practical implications. Besides this, it is considered as the significant indicator of consumers intentions to repurchase the product (Parasuraman & Grewal, 2000; Petrick & Backman, 2002). Holbrook & Schindler (1994) has stated that “From the consumer’s point of view, obtaining value is the primary purchase goal”. Thus, perceived value play a significant and vital role during the consumption process. Since the beginning of the 21st century, the conception of perceived value has gained more attention by researchers (Oh, 2000; Kashyap & Bojanic, 2000; Murphy, Pritchard & Smith, 2000; Petrick, Morais & Norman, 2001; Petrick & Backman, 2002; Petrick, 2004; Chen & Tsai, 2007) in the field of tourism.

Several researchers (Zeithaml, 1988; Soutar & Johnson, 1999; Sweeney & Soutar, 2001) “pointed out that using a multidimensional value perspective to measure customer’s perceived value is considered more appropriate and suitable, especially in services contexts because of the heterogeneous nature of the service experience”. Zeithaml (1988) “indicated that using multidimensional value perspective, to measure perceived value allows us to conquer various problems, which were associated while using the traditional approach to measure perceived value of customers”. Several researchers “(Sheth et al., 1991; Groth, 1995; Sweeney, Soutar & Johnson, 1999; Sweeney & Soutar, 2001; Petrick, 2002; Sánchez, et al., 2006) had revealed multiple dimensions with which to measure perceived value of the people”. As Sánchez, et al. (2006) “indicated that one of the multiple dimensions, which can be used for measuring perceived value with most methodological support, is PERVAL”, developed by Sweeney and Soutar (2001) earlier. The PERVAL scales represent a major step forward in the measurement of perceived value. Sánchez, et al. (2006) and other researchers have applied “PERVAL scales to examine tourist's perceived value, and the results of the most studies showed that



PERVAL scales enhanced understanding on customer's perceived value". Chang (2013) has used the PERVAL in his study to understand the creative tourist's perceived value. As the present study is also in the context of creative tourism, so here PERVAL is used to understand the perceived value of tourists towards creative tourism.

Revisit Intention

In the present business scenario, customers are the epicentres and essentially all business revolves around their needs and wants. To sustain in the current competitive market, designing memorable experiential trips is an essential task for tourism business managers, and the main focus is always on the customer/ tourist retention. Tourists future travel behavior can be anticipated by their visiting intentions. A tourist visit intentions is correlated with actual behavior makes it's highly significant for tourism business managers to focus on it. Fishbein and Ajzen (1975) "suggested, behavioral intention is to be considered the best predictor of human behavior". In other words, "we can say having a better predictive technique of tourist's intention may be helpful in understanding their behavior" (Ajzen & Driver, 1992). Thus, the tourist's intention is analysed as an excellent and significant sign of tourist's behavior.

The study by Gitelson and Crompton (1984) revealed the importance of repeat travellers towards the particular destination and stated "many destinations heavily rely on the visitation of repeat visitors". Likewise, Reichheld and Sasser (1990) stated that "companies can boost profits by almost 100% by retaining just 5% more of their customers". Furthermore, "by comparing the consumer behavior of first-time visitors and repeat visitors, the difference between these two types of tourists had been found significantly in their demographics and socio-economics from previous studies (Hu, 2003)". Oppermann (1997) "stated that the significant difference between first time and repeat visitors, and pointed out that repeat visitors tend to visit fewer destinations than first-time visitors do, although they stay longer". Petrick (2004) stated that "repeat visitors tend to recommend to others through word of mouth".

To date, a number of studies (Kashyap & Bojanic, 2000; Kim & Littrell, 2001; Kozak, 2001; Petrick & Backman, 2002; Um, 2006; Li et al., 2010; Han et al., 2010; Singh & Mehraj, 2018, Nicolaides, 2015a; Singh & Mehraj, 2019) have explored "tourist's revisit intentions to engage in diverse types of tourism activities or visit different destinations". The above-cited studies depict the significance of tourists revisiting intention in predicting future revisit behavior. Most of the current literature has stated that exploring the tourists revisit intention are based on the theory of planned behavior (Li et al., 2010). Ajzen (2002) stated "The theory of planned behavior is one of the most influential conceptual frameworks to study people's intentions to do a specific behavior".

To predict the tourist's behavior and their intention to revisit tourism destinations, several studies in the past have applied theory of planned, and in most of the cases, results were supportive. Furthermore, Chang (2013) have to make the addition of three more variables to the theory of planned behavior. Chang (2013) has added motivation, experience and perceived value to the existing model given by Ajzen (2002). In the present study motivation, experience and perceived has been taken as the variables, which predicts tourists behavior towards creative tourism and their intention to revisit the destination.

Conceptual Framework and Hypotheses Development

H: There is a positive influence of tourist behavioral factors on revisiting intention.

To understand the intention of tourists to revisit the destination in the future, several authors have explored various factors that influence tourist revisiting intentions. Moreover, these factors were in particular divided into three variables, i.e. pre visitation, during visitation and post visitation variables. There were studies like (Li et al., 2010; Baloglu, 1999) that have demonstrated the essential role played by pre-visitation variables in predicting tourist's intentions to revisit the destination. Also, several studies stated the positive relationship between tourist's intention to revisit the destination and during visitation variable (Weed, 2005; Hsu & Crotts, 2006; Oh et al., 2007; Cole & Chancellor, 2009; Chen & Funk, 2010; Hosany & Witham, 2010). Moreover, many studies established the relationship between post visitation factors and tourists revisiting intention (Kashyap & Bojanic, 2000; Baker & Crompton, 2000; Kozak, 2001; Nicolaidis, 2015b, 2017; Petrick et al., 2001; Petrick, Morais, & Norman, 2001; Petrick & Backman, 2002; Sun 2004; Um et al., 2006; Hui et al., 2007; Chen & Tsai 2007, Ramjit, 2014).

Also Chang (2013) in his study has studied the role of Motivation, Experience & Perceived Value, in addition to the theory of planned behavior, on creative tourists' revisiting intentions. His study found "that experience was a more crucial construct and had more power to predict creative tourists' revisit intentions". In the present study, the main aim is to study the impact of tourist behavior on their revisiting intention towards creative destinations. Tourist behavior, in turn, is represented by various factors, or in other words, various factors form the tourist behavior. In the current study, the factors like motivation, experience and perceived value have been taken to determine the tourist behavior.

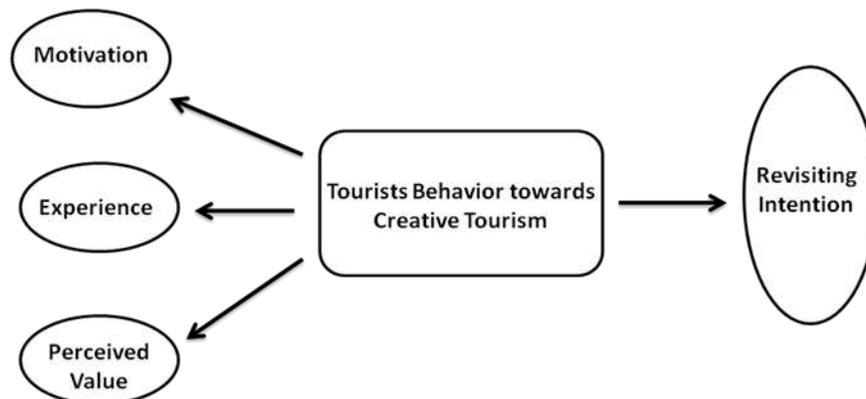


Figure 2. Conceptual framework

Research Methodology

Research Design

Concerning the methodology to be adopted, there is not a particular type of research process which can be employed to all studies and researches; rather it differs from research to research depending upon the researcher's research problem. A research design in a simple is framework or plan for a study that is used as a guide in the whole



research process. “It includes an outline of what the researcher will do from writing the research hypothesis and their operational implications for the final analysis of data” (Kerlinger, 1986). The present study is “exploratory cum descriptive” in nature. The Study attempts to explore the role of influencing factors, *i.e. “Motivation, Experience and Perceived Value”* on the tourist behavior and their revisiting intention towards the creative tourism destination.

Sample Design

The sample size as “the actual number of subjects chosen as a sample to represent the population” (Sekaran, 2000). Kumar (1996) mentioned “sample size as the number of students, electors or families from whom required information is obtained by researchers”. Hair et al. (1998) mentioned that “a minimum sample size of 200 will be required for statistical analysis” while, Schumacker and Lomax (1996) found that “several researchers used a sample size ranging from 250 to 500 respondents”. In the present study, only that sample of tourists selected which were taking active participation in creative tourism activities. As in the present study, the population is finite and known, so Krejcie and Morgan (1970) sampling table was referred for the determination of sample size. The table depicts that if the population size is greater than 10 Lakh, then the sample size, which will represent the population, is 384. As there were a limited number of tourists who were taking active participation in creative tourism activities, so purposive sampling was considered to be the best technique to investigate tourist behavior towards creative tourism and to know their revisiting intention. Purposive sampling techniques “involve selecting certain cases or units based on a specific purpose instead of randomly selected” (Tashakkori & Teddlie, 2003). Tourists who visit Kashmir and take part in creative activities were made as a sample unit.

Data collection

In the present study both primary and secondary data is used. In order to support the study empirically, a “self administered questionnaire” was developed by referring the previous literature and existing scales on motivation (PLOC Perceived Locus of Causality by Ryan & Connell’s, 1989), experience (4E tourist experience by Oh, Fiore & Jeoung, 2007) , perceived value (PERVAL scale by Sweeney & Soutar’s, 2001) and on creative tourism by (Chang, 2013) to collect the data from the target population. The dimensions of tourist behavior will be represented with various statements, and rating for each statement will be captured on a *5-point scale ranging from 1 = “strongly disagree” to 5 = “strongly agree”*. Moreover, to measure the revisiting intention of tourists *5-point scale ranging from 1 = “Extremely Unlikely” to 5 = “Extremely likely”* was used.

Pretesting and Pilot testing

After the preparation of the questionnaire, it was given to 7 academicians and four tourism industry expert for checking the content of the questionnaire. The experts selected by their relevance with the tourism sector especially in culture or creative tourism. After their suggestions for text editing, spelling errors, and language issues were rectified, and various questions were modified. Moreover, the aim of conducting the pilot study was to know the time taken by respondents to complete the questionnaire, to get acquainted with problems faced by respondents while understating the statements of the questionnaire and



to improve the overall quality of questionnaire. The questionnaire was distributed to 116 respondents, and out of 116, only 111 questionnaires were received i.e. 95.68% response rate. "Cronbach's alpha" test was employed to know the internal consistency and reliability of the instrument. The Reliability Statistics for "Motivation, Experience, Perceived value and Revisiting intention" found to be more than 0.70 which depicted that the questionnaire was reliable and valid (Nunnally,1978).

Results and Discussions

A purposive sampling method was used in the present study. Overall 407 questionnaires were distributed among the tourist at various destinations across Kashmir. Out of the 407 questionnaires, total 388 (95.33%) valid responses were considered for analysis of the study. The demographic characteristics of the sample were analysed by using frequency analysis. The demographic profile of the tourists is presented in Table 4.1, where gender, age, occupation, marital status, educational Level, income per year is given.

Table 4.1 Demographic Characteristics of Sample (N=388)

Variable		Frequency	Percentage
Gender	Male	232	59.8%
	Female	156	40.2%
Total		388	100%
Age	18-28 Years	134	34.5
	28-38 years	145	37.4
	38-48 Years	63	16.2
	48-58 Years	30	7.7
	Above 58	16	4.1
Total		388	100%
Occupation	Student	112	28.9
	Employee	84	21.6
	Businessman	104	26.8
	Professional	69	17.8
	Any other	19	4.9
Total		388	100%
Marital Status	Married	246	63.4%
	Unmarried	136	35.1%
	Divorced	6	1.5%
Total		388	100%
Educational Level	Under Graduate	39	10.1
	Graduate	160	41.2
	Post Graduate	169	43.6
	Any Other	20	5.2
Total		388	100
Income Per Year	Below 3 Lac	118	30.4
	3-6 Lac	107	27.6
	6-9 Lac	88	22.7
	9-12 Lac	32	8.2
	Above 12 Lac	43	11.1
Total		388	100



The respondent's distribution across the demographic profile based on gender has been shown in table 4.1. The percentage of male respondents is more as compared to female respondents. Male respondents account for 60% (n=232) and female respondents account for 40% (n=156). As far as the age of respondents is concerned, the respondents with age group 28-38 years comprise about 37% (n=145) of the total respondents, followed by 18-20 years of age group, which accounts for 35% (n=134). The age group between 38-48 years and 48-58 years comprise of 16% and 8% respectively, while as least number of respondents with age group above 58 years, which comprises of just 4% (n=16). Regarding occupation, it is clear that out of 388 respondents 112 were the Students followed by Businessman, Employee and Professionals with 104, 84, 69 respondents respectively. However, there were only 19 respondents who have opted for option Any other.

Students account for 29%, which is followed by Businessman, Employee, Professional and Any other with 27%, 21%, 18% and 5% respectively. The statistics as mentioned in Table 4.1, reveals that out of 388 respondents, 246 were Married followed by 136 respondents whose marital status was 'unmarried'. The only little number of respondents just six were Divorced. Table 4.1 depicts the marital status of the respondent, the figure depicts about 63% of respondents were married, while 35 % were unmarried and just 2% were Divorced. Concerning educational level, it is clear that respondents having educational level Postgraduate and Graduate comprises about 44% and 41% respectively. While there were only a small number, i.e., 10% of the respondents having the level of education as an Undergraduate. Only meagre 5% of respondents have opted for Any other as their educational level. According to the annual income of the respondents, the respondents with income per year below 3 lac comprises about 34 %, and with 3-6 lac as income per year comprises 31%. 26% of respondents have opted for 6-9 lac as their annual income while just 9% of respondents comprise of the 9-12 lac as their income per year.

Factor Analysis of Motivation

There were four latent variables extracted after the factor analysis of tourist motivations (refer to the table no 4.2). The variance explained was (72.60%), and the Kaiser-Meyer-Olkin (KMO) was (0.654), depicting results obtained are useful. Likewise, the Cronbach's alphas were high for factors 1 (0.863), 2 (0.715), 3 (0.760), and 4 (0.869). It can be depicted from the results that the scale used is reliable and has consistency. Four motivational factors were obtained that describe the main dimensions of the tourist behaviour.

Table 4.2 Factor Analysis of Motivation

S.No.	Attributes	Factor Loading				Descriptive Analysis	
		Factor 1	Factor 2	Factor 3	Factor 4	Mean	Standard Deviation
Factor 1 Identification (M1)							
1.	MID1:I visit this attraction "because I wanted to take a look what the attraction is."	.838				4.19	.67
2.	MID2:I visit this attraction "because I wanted to learn new things."	.822				4.02	.75



3.	MID3:I visit this attraction "because I wanted to experience new things."	.821				4.10	.75
4.	MID4:I visit this attraction "because I wanted to learn about culture of the destination".	.782				4.07	.77
Total						4.10	.62
Factor2 : Intrinsic (M2)							
1.	MIN1:I visit this attraction "because I thought it would be interesting."		.897			4.31	.62
2.	MIN2:I visit this attraction "because I thought I would enjoy it."		.744			4.36	.71
3.	MIN3:I visit this attraction "because I thought it would be fun."		.564			4.44	.57
Total						4.37	.51
Factor 3 External (M3)							
1.	ME1:I visit this attraction "because that's what I am supposed to do."			.829		2.91	.74
2.	ME2:I visit this attraction "because others gave me no choice."			.826		2.61	.85
3.	ME3:I visit this attraction "because I wanted to make a handcraft by myself."			.740		3.03	.92
Total						2.85	.69
Factor 4 :Introjections (M4)							
1.	MIT1:I visit this attraction "because I want others to like me."				.896	2.48	1.11
2.	MIT2:I visit this attraction "because I wanted others to have good impression about me."				.841	2.93	1.24
3.	MIT3:I visit this attraction "because I want others to think I am a good partner to them."				.820	2.46	1.24
4.	MIT4:I visit this attraction "because I wanted others to think I am a part of their group."				.730	3.00	1.23
Total						2.72	1.02
Eigen Value		3.127	1.014	1.948	4.076		
Total Variance Explained(%) = 72.605%		22.335	7.245	13.913	29.111		
Reliability Alpha		0.863	0.715	0.760	0.869		



	No. of total items (Total = 14)	4	3	3	4		
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"KMO (0.654) ; Chi-Square (3.265E3); df (91); Sig. (0.000)

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations."

The four factors extracted were named as **Identification, Intrinsic, External and Introjections** (Deci & Ryan's ,1990).

Identification: "Identification involves a conscious acceptance of the behavior as being important to achieve personally valued outcomes". Creative tourists were of the opinion that involving in creative tourism activities will help them to achieve personal values and have rated 4.10 on the five-point Likert scale. It is clear from table 4.2 out the of four items of identification, the variable "*I wanted to take a look what the attraction is*" had maximum mean value (mean = 4.19), while item "*I visit this attraction because I wanted to learn new things*" have minimum mean value (mean = 4.02). The other items "*I visit this attraction because I wanted to experience new things*" and "*I visit this attraction because I wanted to learn about the culture of the destination*" have mean value 4.10 and 4.07 respectively.

Intrinsic: "Involves taking part in an activity for the enjoyment and satisfaction inherent in engaging in the behavior itself". Tourist has rated 4.37 on the "five-point Likert scale" while being asked about their involvement in creative tourism activity for the enjoyment and satisfaction. It has been depicted from table 4.2, that out of three items of Intrinsic motivation "*I visit this attraction because I thought it would be fun*" have a maximum mean value (Mean = 4.44, followed by the item "*I thought I would enjoy it*" with the mean value (mean = 4.36). While the item "*I thought it would be interesting*" have a minimum mean value (mean = 4.31).

External: "External regulation involves engaging in behavior only to satisfy external pressures or to achieve externally imposed rewards". Moreover, tourist has rated 2.85 on the Five-point Likert scale. Table 4.2, reveals that out of 3 items of external motivation factor, variables "*I wanted to make a handcraft by myself*" have the maximum mean value (mean value = 3.03), followed by item "*I visit this attraction because that's what I am supposed to do*" with mean value (mean = 2.91). While the item "*I visit this attraction because others gave me no choice*" has the least mean value (mean =2.61) in this factor.

Introjection : "Introjected regulation involves the internalisation of external controls, which are then applied through self-imposed pressures to avoid guilt or to maintain self-esteem." Tourists were of the opine that they would not take part in creative tourism activates because of the external pressure, and have overrated 2.72 on five-point Likert scale. Table 4.2 showed that out of four items of Introjection motivation the variables "*I wanted others to think I am a part of their group*" has maximum mean value(mean = 3.00), which has been followed by the item "*I wanted others to have good impression about me*" with mean value (mean = 2.93). However the items "*I want others to like me*" and "*I want others to think I am a good partner to them*" have a minimum mean value (mean = 2.48) and (mean = 2.46) respectively.



Factor Analysis of Experience

There were four latent variables extracted after the factor analysis of tourist experience (refer to the table no 4.3). The variance explained was (66.806%), and the Kaiser-Meyer-Olkin (KMO) was (0.654), depicting results obtained are useful. Likewise, the Cronbach's alphas were high for factors **1 (0.790)**, **2 (0.729)**, **3 (0.735)**, and **4 (.832)**. It can be depicted from the results that the scale used is reliable and has consistency. Four factors of experience were obtained that describe the main dimensions of the tourist behaviour.

Table 4.3 Factor Analysis of Experience

S.No.	Attributes	Factor Loading				Descriptive Analysis	
		Factor 1	Factor 2	Factor 3	Factor 4	Mean	Standard Deviation
Factor 1 : Education							
	ED1:During my visit “the experience was highly educational to me.”	.786				4.02	.69
	ED2:During my visit “the experience has made me more knowledgeable.”	.739				4.11	.74
	ED3:During my visit “it was a real learning experience.”	.698				4.05	.69
	ED4:During my visit “the experience really enhanced my skills.”	.675				3.73	.68
	ED5:During my visit “my curiosity was stimulated to learn new things.”	.633				4.05	.69
Total						4.00	.50
Factor 2 : Esthetics							
	ES1:During my visit “just being here was very pleasant.”		.814			3.98	.61
	ES2:During my visit “I felt a real sense of harmony.”		.723			3.88	.72
	ES3:During my visit “the setting was very attractive.”		.526			4.14	.55
Total						4.00	.51
Factor 3 Entertainment							
	EN1:During my visit “I really enjoyed watching what others were doing.”			.891		3.84	.81
	EN2:During my visit “watching others perform was captivating.”			.758		3.50	.94
	EN3:During my visit “watching activities of others was very entertaining.”			.601		4.00	.72
Total						3.78	.67
Factor 4 Escapism							
	EP1:I felt like “I was staying in a different time or place.”				.949	3.40	1.11
	EP2: “I totally forgot				.827	3.32	1.14



	about my daily routine.”						
	EP3: “The experience here let me imagine being someone else.”				.794	3.21	1.13
	EP4: I felt “I played a different character here.”				.655	3.29	1.19
	Eigen Value	2.958	1.961	1.001	4.100		
	Total Variance Explained(%) =66.806%	19.721	13.076	6.676	27.334		
	Reliability Alpha (%)	0.790	0.729	0.735	0.832		
	No. of total items (Total=15)	5	3	3	4		

“KMO (0.654) ; Chi-Square (3.148E3); df (105); Sig. (0.000)
 Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iteration.”

Based on the relationship present between the items of the experience, there were four factors explored by the software. The four factors extracted were named as **Education, Esthetics, Entertainment & Escapism** (Pine & Gilmore (1999)

Education: As Pine and Gilmore (1999) state “with education experiences a guest absorbs the events unfolding before him while actively participating”. In the tourism field, “through interactive engagement by using their mind and body, tourists get educational experience and increase their skills and knowledge” (Oh et al., 2007; Nicolaidis, 2014). It was found that tourists were of the opinion that creative tourism activities had increased their knowledge and education. It is clear from the table 4.3 out of five variables of education factor the items “*the experience has made me more knowledgeable*” and “*visit it was a real learning experience*” have a maximum mean value (mean = 4.11) and (mean = 4.07) respectively. While the item “*my curiosity was stimulated to learn new things*” has mean value (mean = 4.05). However, the mean value for the items “*the experience was highly educational to me*” and “*the experience enhanced my skills*” have the minimum mean (4.02) and (3.73).

Aesthetics: “It reflects how people enjoy or immerse themselves in an event or environment with no influence on it” (Pine & Gilmore, 1999). It can be depicted from table 4.3 that tourists were of the option that taking active participation in creative tourism activities have made their trip enjoyable and they have overall rated point 4.00 on the above-used scale. It has been depicted from the Table 4.3, that out of three items of esthetics experience the variables “*the setting was very attractive*” has maximum mean value (mean = 4.00) followed by the item “*just being here was very pleasant*” with the mean value (mean = 3.98). However the mean value for the item “*I felt a real sense of harmony*” is minimum (mean = 3.88).

Entertainment: As Pine and Gilmore (1999) “pointed out entertainment is the oldest form of experience and the one of most developed one, this kind of experience occurs when people passively absorb the experiences through their senses.” In the field of tourism, listening to musical events or watching concerts and shows while on a trip represent this experience. Moreover, it was found during the study that tourist has rated 3.78 for entertainment they got from taking part in creative tourism activities. It has been revealed



from the Table 4.3, that out of three items of entertainment the item “*watching activities of others was very entertaining*” has maximum mean value (mean = 4.14) followed by the item “*I really enjoyed watching what others were doing*” with the mean value (mean = 3.84). However, the mean value for the item “*watching others perform was captivating*” was minimum (mean = 3.50).

Escapism: “Escapist experience means customers actively participant and immerses themselves in an event and environment such as theme parks, casinos, virtual reality headsets, chat rooms” (Pine & Gilmore, 1999). Tourist while being asked for their escapist experience while taking part in creative tourism activities has rated 3.31 on the 5 points Likert scale. It is clear from the table 4.3 out of four items of Escapism factor the variables “*I was staying in a different time or place*” and “*I totally forgot about my daily routine*” have maximum mean values (mean = 3.40) and (mean = 3.32) respectively. However, the mean values for the items “*I felt I played a different character here*” and “*The experience here let me imagine being someone else*” is minimum (mean = 3.29) and (mean = 3.21).

Factor Analysis of Perceived Value

There were four latent variables extracted after the factor analysis of tourist Perceived value (refer to the table no 4.4). The variance explained was (72.07%), and the Kaiser-Meyer-Olkin (KMO) was (0.718), depicting results obtained are useful. Likewise, the Cronbach’s alphas were high for factors 1 (0.816), 2 (0.858), 3 (0.735), and 4 (0.743). It can be depicted from the results that the scale used is reliable and has consistency. Four factors of perceived value were obtained that describe the main dimensions of the tourist behaviour.

Table 4.4 Factor Analysis of Perceived Value

S.No.	Attributes	Factor Loading				Descriptive Analysis	
		Factor 1	Factor 2	Factor 3	Factor 4	Mean	Standard Deviation
Factor 1 Quality							
	PQ1: “This attraction was well organized.”	.825				3.74	.55
	PQ2: “This attraction had consistent quality.”	.732				3.85	.72
	PQ3: “This attraction had an acceptable standard of quality.”	.707				3.80	.74
	PQ4: “This attraction was well made.”	.665				3.87	.67
Total						3.82	.54
Factor 2 Price							
	PV1: “This attraction was economical.”		.852			3.58	.85
	PV2: “This attraction was reasonably priced.”		.773			3.67	.86
	PV3: “This attraction offered value for money.”		.752			3.61	.86
Total						3.62	.76
Factor 3 Emotional							
	PE1: “This attraction made me feel elated.”			.820		3.98	.66
	PV2: “This attraction			.815		4.05	.76



	makes me feel happy.”						
	PV3: “This attraction is one that I did enjoy.”			.730		3.83	.70
	PV4: “This attraction gives me pleasure.”			.724		4.19	.71
Total						4.01	.57
Factor 4 Social							
	PS1: “This attraction made me feel acceptable to others.”				.904	3.50	.87
	PS2: “This attraction would help me to make a good impression on others.”				.722	3.50	.76
	PS3: “This attraction gave me social approval from others.”				.668	3.71	.87
Total						3.57	.68
	Eigen Value	1.815	1.051	5.666	1.560		
	Total Variance Explained (%) = 72.076%	12.961	7.508	40.468	11.140		
	Reliability Alpha (%)	0.816	0.858	0.820	0.743		
	No. of total items (Total= 14)	4	3	4	3		

“KMO (0.718) ; Chi-Square (3.353E3); df (91); Sig. (0.000)

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.”

Based on the relationship present between the items of the Perceived Value, there were four factors explored by the software. The four factors extracted were named **Quality, Price, Emotional & Social** (Zeithmal, 1988).

Quality: Overall tourists have agreed that quality at creative tourism attractions was fine. It is clear from the table 4.4 out of four items of the Quality factor, the items “*This attraction was well made*” and “*This attraction had consistent quality*” have maximum mean values (3.87) and (3.85) respectively. However, the mean values for the items “*This attraction had an acceptable standard of quality.*” and “*This attraction was well organised*” is the minimum mean value (3.80) and (3.74) respectively.

Price: It has been revealed from the Table 4.4, that out of three items of Price factor, the variable “*This attraction was reasonably priced*” has maximum mean value (3.67) followed by the item “*This attraction offered value for money*” with the mean value (3.61). However the mean value for the item “*This attraction was economical*” was minimum (mean = 3.58).

Emotional: Tourists were of the opinion that creative tourism activities have excellent emotional value. Moreover, have rated 4.10 on the Five-point Likert scale. Table 4.4 showed that out of four items of Emotional Perceived value, the variable “*This attraction gives me pleasure*” has maximum mean value(4.19), which has been followed by the item “*This attraction makes me feel happy*” with the mean value (4.05). However, the items



"This attraction made me feel elated" and "This attraction is one that I did enjoy" have minimum mean value (3.98) and (3.83) respectively.

Social: Tourist were of the opinion that creative tourism has social perceived value. It has been depicted from Table 4.4, that out of three items of Social Perceived value the variable "This attraction gave me social approval from others" has maximum mean value (3.71) followed by the item "This attraction would help me to make a good impression on others" with mean value (3.50). However the mean value for the item "This attraction made me feel acceptable to others" is minimum (3.50).

Confirmatory Factor Analysis (CFA)

After the confirmation of the necessary assumptions of Structural Equation Modeling (SEM), Confirmatory Factor Analysis was executed to endorse the constructs and to confirm the measurement properties. In addition to the usual Chi-square values, the other goodness of fit indices like such as **CFI, IFI, GFI, AGFI and RMSEA** were used to examine the goodness of fit.

Table 4.5 CFA loadings, AVE and CR

Constructs	Indicators	Loadings	AVE	CR	
MOTIVATION	Identification	MID1	.79	.616	.864
		MID2	.90		
		MID3	.74		
		MID4	.81		
	Intrinsic	MIN1	.56	.535	.726
		MIN2	.82		
		MIN3	.66		
	External	MEX1	.79	.556	.756
		MEX2	.51		
		MEX3	.50		
	Introjections	MIT1	.71	.636	.874
		MIT2	.77		
		MIT3	.89		
MIT4		.81			
EXPERIENCE	Education	ED1	.52	.556	.802
		ED2	.68		
		ED3	.85		
		ED4	.69		
		ED5	.62		
	Esthetics	ES1	.63	.533	.769
		ES2	.90		
		ES3	.63		
	Entertainment	EN1	.62	.502	.749
		EN2	.80		
		EN3	.63		
	Escapism	EP1	.87	.605	.849
		EP2	.56		
EP3		.76			
EP4		.71			
PERCIEVED VALUE	Quality	PQ1	.70	.536	.818
		PQ2	.91		
		PQ3	.50		
		PQ4	.84		



	Price	PV1	.89	.690	.867
		PV2	.73		
		PV3	.75		
	Emotional	PE1	.79	.566	.833
		PE2	.91		
		PE3	.50		
		PE4	.84		
	Social	PS1	.73	.510	.743
		PS2	.69		
		PS3	.68		

A measurement model on Creative Tourist Behavior dimension showed that data fit to the model very well, with the dimensions of ($X^2 = 147.870$, $df = 13$; $CFI = 0.933$; $IFI = 0.934$; $GFI = 0.947$; $AGFI = 0.851$ and $RMSEA = 0.131$). Further, the study examined the validity and reliability of the dimensions of Creative Tourist behavior and Revisiting Intention following Netemeyer et al. (2003). As shown in **Table 4.5** the Composite Reliability (**CR**) values for all the constructs of the model were greater than the suggested threshold of **0.80**. In addition to this, in all the cases the Average Variance Extracted (**AVE**) values were greater than the suggested threshold of **0.50**. These findings supported convergent validity and reliability of the measured constructs. Further, we have examined the discriminant validity of the study constructs through examining square of all the pairs of correlations with AVE values. The results supported that in all the cases the AVE values were greater than correlation square between the pairs, thus supported discriminant validity.

Table 4.6 Goodness of fit indices

X^2	df	CFI	IFI	GFI	AGFI	RMSEA
147.870	13	0.933	0.934	0.947	0.851	0.131

" X^2 = Chi-square; df = degree of freedom; CFI , comparative fit index; IFI =incremental fit index; GFI =goodness-of- fit index; $AGFI$, adjusted goodness-of-fit-index; $RMSEA$, root-mean-square error of approximation."

Hypothesis testing

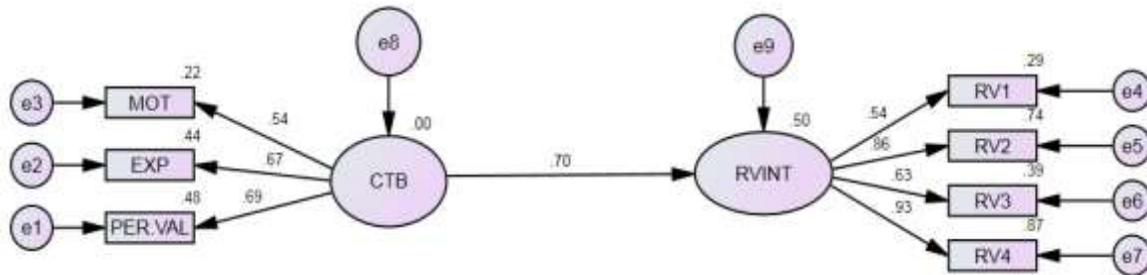
After the confirmation measurement model, the proposed hypothesis (i.e. "There is a significant impact of Creative tourist behavior on Revisiting Intention") was tested through Structured Equation Modelling. The results of structural model suggested, the model fits data extremely well (" $X^2 = 147.870$, $df = 13$; $CFI = 0.933$; $IFI = 0.934$; $GFI = 0.947$; $AGFI = 0.851$ and $RMSEA = 0.131$)." While examining the path of coefficients, the results reveal that creative tourists behavior significantly influences the revisiting intention of creative tourists ($B = 0.70$, $p < 0.05$).

Table 4.7 Hypothesis Test

Path	Structural Coefficient	T	Test Result
H1: Creative Tourist Behavior → Revisiting Intention	.70	4.439	Supported
H1a: Motivation → Revisiting Intention	.54	6.904	Supported
H1b: Experience → Revisiting Intention	.67	9.659	Supported
H1c: Perceived Value → Revisiting Intention	.69	8.551	Supported

Discussion and implications

This main endeavor of the study was to evaluate the “impact Creative tourist behavior on their intention to revisit the creative tourist destination.” The major findings of the present study are that tourist behavior has the positive impact on revisiting intension .i.e. *motivation*, ($\beta =0.54$); *experience*, ($\beta =0.67$); and *perceived value* ($\beta =0.69$); has a significant impact on revisiting intention (**Fig 3**). All these dimensions have a positive beta (β), thereby explaining the tourist behavior on the revisiting intention of tourists towards creative tourism destinations.



Where MOT = Motivation, EXP = Experience, PER.VAL = Percieved Value, CBT = Creative Tourist Behavior & RVINT = Revisiting Intention.

Figure 3. Regression Model

Besides this the study also carved out the activities that have huge potential to be offered under the head of creative tourism. As the Kashmir division is unique in terms of traditions, handicrafts, dress, language, dance etc. and has a tremendous potential in attracting the tourists from all across the globe for its special and unique cultural diversity. This diversity in culture and tradition makes the Kashmir valley, potential destination for the creative tourism, which has gained a great momentum in other parts of the world. Table 4.8 show the list of those activities which can be used as creative tourism activities, as these activities are offered by different countries under the new emerging form of tourism known as Creative Tourism.

Table 4.8: Showing Potential of Creative tourism in Kashmir

Creative Tourism Activities across globe	Potential Creative Tourism Activities in Kashmir
<p>Paper making in Namur</p> <p>Antemoro papermaking in Madagascar</p>	<p>Papeir Mache</p> <p>Papeir mache is one of the most beautiful handicrafts of Kashmir. It is primarily based on paper pulp, and is a richly decorated, colorful artifact; generally in the form of vases, bowls, or cups (with and without metal rims), boxes, trays, bases of lamps, and many other objects. These are made in homes, and workshops, in Srinagar, and other parts of the Kashmir Valley, and are marketed mostly within India, although there is a significant international market. Papeir Mache activity is the potential creative tourism activity that can attract culture lovers across globe towards it.</p>
<p>Food Making Classes in Thailand</p>	<p>Kashmiri Wazwan</p> <p>Wazwan is a multi-course meal in Kashmiri cuisine, the preparation of which is considered an art and a point of pride in Kashmiri culture and identity. Almost all the dishes are meat-based using lamb or chicken. It is popular throughout Kashmir, besides, Wazwan is also served internationally at Kashmiri food festivals and reunions. Food loving tourists always want to learn this culinary art.</p>



<p>Ceramic workshop in Namur</p> <p>Pottery workshop in Loulé</p>	<p>Pottery in Kashmir Pottery in Kashmir is generally the unglazed earthenware comprising of <i>gharas, Jhah-jhars, and cooking vessels</i>. The craft is spread over numerous villages of Kashmir. Kashmir is famous for its high gloss color pottery of indigenous variety, locally known as Dalgate pottery after its chief marketing are in the city of Srinagar , though it is produced elsewhere. Pottery making has attracted good number of tourist towards it across various parts of the world. Kashmiri Pottery making has a lofty potential to become a creative tourism activity of the area.</p>
<p>Workshops for musical production, mixing in Ibiza</p> <p>Folk music of Mexico</p>	<p>Kashmiri Music Kashmiri Music reflects the rich musical heritage and cultural legacy of Kashmir. Kashmiri music has always magnetized the tourists towards itself; some tourist has always urged to learn it. Kashmiri music too has a potential to become the creative tourism activity.</p>
<p>Rumba Dance in Barcelona</p>	<p>Kashmiri Rouf The rich heritage of Kashmir includes famous dances that are presented on all the major functions and weddings in the state and also there are some special dances presented on functions like birthdays, crop harvesting etc. Kashmiri dance forms are not only limited to the state but they attract the eye of all the people from all over the country. Famous traditional dance form is Rouf which is found in Kashmir region. This dance form is practiced on festive occasions like Eid and Ramzan days are going. It is performed by group of women standing face to face to each other but the most notable feature of this dance form is the footwork of the dancers. Tourist are always fascinated to watch Rouf. Most of them are eager to learn those footsteps and wear the costumes of this dance.</p>
<p>Botanical garden and workshops En Fluxà</p>	<p>Tulip Garden It is the largest tulip garden in Asia spread over an area of about 30 hectares. It is a spectrum of colors featuring thousands of tulips, which have blossomed in the lap of Zabarwan hills along the banks of Dal lake.</p>
<p>Grape Harvest (Okayama)</p> <p>Apple Harvesting (Spain & France)</p>	<p>Saffron Harvest Pampore, is known as Kashmir's "Saffron Town" for its precious high-grade spice. The blossoming of the saffron crocus marks the start of winter in Kashmir, turning vast fields into a purple canvas. The flower, which blooms for a week or two around early November, is plucked after the sun rises, and its three stamens – the saffron threads – carefully picked by hand and dried. Besides this Apple Harvesting and Walnut harvesting also has a tremendous potential to become creative tourism activity</p>
<p>Photo walk: Loulé Street Photography</p>	<p>Autumn photo Walk on Chinar Leaves Autumn is just as mesmerizing as other seasons in Kashmir. The endless layer of Chinar leaves on the roads is what a tourists are going to see in the fall season in Kashmir. People of every age group love to take their photographs in the background of golden Chinar Leaves. Even just walking on the endless layer of chinar leaves gives ever lasting memory to tourists.</p>
<p>Performing tour in Barcelona (City Tour/City walk)</p>	<p>Heritage Walk Srinagar is a city of unparalleled beauty and heritage, and the best way to explore it is by walking though its streets and lanes. Almost every street corner will surprise tourists with something new and wonderful. Just like Barcelona is offering city tour/ City walk Kashmir too has a huge potential to offer this kind of tours.</p>
<p>Silk Weaving in Japan</p>	<p>Silk Factory Kashmiri has a wide range of verities in silk textile designs. The</p>



	weaves popularly known as 'chinon' and 'crepe de chine' are some of the fine qualities produced from the silk yarn. Kashmiri Silk is considered as one of the fine silks of world. Silk factory of Kashmir, has a potential to become creative tourism attraction, where they can provide the knowledge based tour for tourists. Tourist will learn how the fine silk is made from the stage of Cocoon on mulberry trees to the finished product.
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Conclusion and Recommendations

The conclusion can be drawn from the study that Kashmir is a place that is rich in culture and tradition; this makes the place as a potential creative tourism attraction. There are number of activities, which have the potential to become creative tourism activities, Like Dance, Cuisine handicraft etc. The main aim of the current study was to identify various influencing factors of tourist behavior towards creative tourism attraction and their revisiting intention. The present piece of work concluded that tourist behavioral factors (“Motivation, Experience and Perceived value”) could be applied to predict the tourist revisiting intention towards visiting creative tourism attractions. This study found that all variables of tourist behavior, i.e. Motivation, Experience and Perceived value had a significant positive influence on revisiting intentions of creative tourists’. The study also revealed that the tourist behavioral factors were positively correlated with the revisiting intention, and the significant effect of correlation was found in between them. The finding of this study specified several practical and theoretical implications. First of all the review of the current literature found that tourism researchers provide different variables, which predict the tourist revisiting intention. From the theoretical point of view motivation, experience and perceived value provide a useful research framework for understanding creative tourists revisiting intention. In the study, a review of the current literature found, there is much potential for the creative tourism in Kashmir because of the diverse culture of the valley.

In the present study, there were four variables namely motivation, experience, perceived value and revisiting intention. “**Motivation, Experience and Perceived value**” form the overall behavior of the tourist and represents the independent variable for the present study. While revisiting intention forms the dependent variable in the current study. During the investigation, there were specific implications found in every factor and will be discussed one by one.

Motivation : As per the overall mean values of variables in the present study, it was found that the motivation was having less mean value of 3.51, so DMO’s have to focus on this and have to come up with strategies, which will motivate tourist towards creative tourism. Out of the four factors of motivation, **Introjection** was found to have the least mean value. It is to be suggested for DMO's they should inculcate potential cultural activities into their itineraries so that tourist will be motivated. It has been seen that cultural activities like Music, dance, tradition, handicraft of Kashmir have always magnetised tourists towards itself as they seek authenticity in their visits to any destination (Nicolaidis, 2014) These activities have the full potential of creative tourism, as various foreign countries like Newzealand, Austria, Thailand are making them as part of their creative tourism activities. To improve the Introjection motivation, DMO's should come up with those tourism activities which involves teamwork. It suggested they should focus on bringing Kashmir dance



"Rouf" as the creative tourism activity into the tourists' itinerary. As Kashmiri Dance "Rouf" has been the motivating factor for tourists across the globe.

Experience: As per the mean values found in the present study, the experience had maximum mean value 3.77 among the tourist behavioral factors. Experience is the main factor for creative tourist behavior, so tourism DMO has to focus on improving the experience of tourist and have to come up with those activities that will enhance the tourist experience. Out of four factors of experience, **Escapism** was found to have the least mean value. Escapism experiences tourists, "to actively participate in the events of a real or virtual environment". The tourist "shapes or contributes to the experience, which offers a way of taking on a new persona". It is suggested that DMO's should indulge tourist in those activities which makes them feel that they are someone else, and they will forget the daily routine workload. Kashmir is renowned for its "Papier Mache" products all over the globe, DMO's can add this activity to the itinerary where tourists will learn how Kashmiri "Papier Mache" products are made. They can even make them by themselves, or can also paint them.

Perceived Value : As per the overall mean values of variables in the present study, it was found that the mean value of the perceived value was 3.75. Out of four factors of perceived value, "**Social perceived value**" was found with the least mean value. Kashmir is famous for its handicraft items, DMO's should organise those trip where tourist will be motivated to take active participation in these activities. As they can take part in Wood carving, Shawl making etc, this will improve the social perceived value of the tourist.

Limitation and Future Research

This study has certain limitations that can provide directions for future researchers. The first limitation of research was that of generalizability, as the study included only potential creative tourist attractions of Kashmir. The survey has been conducting to limited sites because of time and financial constraint. Future researchers can research different attractions of creative tourism with different characteristics. The second limitation of this study was that the study used a "self-administered questionnaire", distributed to participants by using "purposive sampling method". As "purposive sampling is the non-probability sampling method", so there remains a sampling bias. Therefore, future studies should employ a suitable method of sampling to reduce sampling bias.

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