

is a point of conflict/ disagreement among the two tourist groups i.e. Foreign Tourists and Domestic Tourists.

1. A lot of Scenic Beauty ($p=0.04$)
2. Adequate infrastructure and safety measures ($p=0.00$)
3. Establishment of many attractive tourism games and parks etc. ($p=0.03$)

Conclusion

The study has identified different kinds of variables that motivated or attracted tourists to visit Punjab. The study indicated significance difference in the overall satisfaction of respondents of foreign origin and domestic tourists. Safety and utility comfort and frequency and availability were the first three important factors for the tourists. Though there were some issues on which both groups of tourists have responded almost the same way but it has been observed that there are many points/ issues on which there was a significant difference of opinion of the respondents of these two tourist groups.

Shopping facilities and relative ease of finding your way were examined in terms of range and number of shops, opening hours, quality of service shop services. Both facilities were rated as ok and below. Destination attractiveness in terms of scenic beauty, cultural experience ecotourism experience adventure tourism.

The relationship between destination choice dimensions and destination loyalty was also examined by utilizing a multiple regression analysis. These choice behavioral attributes were perceived as significant drivers of tourist satisfaction though relative importance differs from one predictor variable to another.

In case of the most attracting components and also the least attractive components also there were some issues on which the opinions of the two groups of the tourists i.e. Foreign Tourists and Domestic Tourists differed. It serves as a major input to know about what is needed most by any tourist to visit any destination in any part of the world to develop a strategy for destination marketers

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